



Q201. Do you think the general standard of care provided by the NHS over the last 12 months has...

Base: All respondents

|                       | Total<br>(z)      | Gender           |                  | Age              |                  |                  |                  |                  |                  | Ethnicity        |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-----------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                       |                   | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)     | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)     | 75+<br>(i)       | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total      | 2238              | 1090             | 1130             | 101              | 156              | 252              | 345              | 518              | 552              | 314              | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total        | 2238              | 1069             | 1151             | 292*             | 361              | 359              | 355              | 354              | 268              | 249              | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Got much better       | 45<br>2%<br>b     | 32<br>3%<br>b    | 14<br>1%<br>b    | 2<br>1%<br>b     | 4<br>1%<br>b     | 7<br>2%<br>b     | 6<br>2%<br>b     | 11<br>3%<br>b    | 9<br>3%<br>z     | 6<br>2%<br>z     | 37<br>2%<br>z                                | 8<br>3%<br>z                                                | 12<br>1%<br>z            | 33<br>3%<br>z                    | 15<br>2%<br>z                                     | 30<br>2%<br>z        | 4<br>1%<br>z                                           | 9<br>2%<br>z                    | 10<br>2%<br>z                                      | 3<br>3%<br>z                                                                     | 4<br>5%<br>z                       | 52<br>2%    |
| Got slightly better   | 320<br>14%<br>bf  | 192<br>18%<br>zb | 126<br>11%<br>zb | 48<br>17%<br>zb  | 51<br>14%<br>zb  | 43<br>12%<br>zb  | 37<br>10%<br>zb  | 47<br>13%<br>zb  | 48<br>18%<br>zef | 46<br>19%<br>zef | 274<br>15%<br>zef                            | 39<br>13%<br>zef                                            | 141<br>14%<br>zef        | 177<br>14%<br>zef                | 107<br>16%<br>zef                                 | 207<br>13%<br>zef    | 39<br>14%<br>zef                                       | 79<br>14%<br>zef                | 61<br>11%<br>zef                                   | 15<br>15%<br>zef                                                                 | 14<br>19%<br>zef                   | 323<br>14%  |
| Stayed about the same | 1036<br>46%<br>ot | 520<br>49%<br>ot | 510<br>44%<br>ot | 139<br>48%<br>ot | 158<br>44%<br>ot | 170<br>47%<br>ot | 163<br>46%<br>ot | 169<br>48%<br>ot | 120<br>45%<br>ot | 118<br>47%<br>ot | 878<br>47%<br>ot                             | 137<br>46%<br>ot                                            | 466<br>48%<br>ot         | 565<br>45%<br>ot                 | 340<br>51%<br>zoqt                                | 681<br>44%<br>zoqt   | 128<br>46%<br>zoqt                                     | 237<br>43%<br>zoqt              | 248<br>46%<br>zoqt                                 | 44<br>44%<br>zoqt                                                                | 24<br>34%<br>zoqt                  | 1022<br>46% |
| Got slightly worse    | 480<br>21%<br>ghn | 190<br>18%<br>zb | 286<br>25%<br>zb | 68<br>23%<br>zb  | 86<br>24%<br>zb  | 94<br>26%<br>ghi | 80<br>23%<br>zb  | 60<br>17%<br>zb  | 49<br>18%<br>zb  | 44<br>18%<br>zb  | 405<br>22%<br>zb                             | 64<br>21%<br>zb                                             | 215<br>22%<br>zb         | 266<br>21%<br>zb                 | 120<br>18%<br>zn                                  | 356<br>23%<br>zn     | 67<br>24%<br>zn                                        | 127<br>23%<br>zn                | 123<br>23%<br>zn                                   | 23<br>23%<br>zn                                                                  | 17<br>23%<br>zn                    | 469<br>21%  |
| Got much worse        | 279<br>12%<br>acn | 95<br>9%<br>acn  | 181<br>16%<br>za | 16<br>5%<br>c    | 52<br>14%<br>c   | 36<br>10%<br>c   | 52<br>15%<br>c   | 57<br>16%<br>zce | 36<br>13%<br>c   | 29<br>12%<br>c   | 228<br>12%<br>c                              | 43<br>14%<br>c                                              | 113<br>12%<br>c          | 164<br>13%<br>c                  | 66<br>10%<br>n                                    | 210<br>11%<br>n      | 30<br>11%<br>n                                         | 75<br>14%<br>n                  | 80<br>15%<br>n                                     | 13<br>13%<br>n                                                                   | 13<br>18%<br>n                     | 301<br>13%  |
| Don't know            | 78<br>3%<br>acn   | 42<br>4%<br>zb   | 35<br>3%<br>zb   | 18<br>6%<br>c    | 10<br>3%<br>c    | 10<br>3%<br>c    | 17<br>5%<br>c    | 10<br>3%<br>zce  | 7<br>2%<br>c     | 5<br>2%<br>c     | 59<br>3%<br>c                                | 8<br>3%<br>c                                                | 30<br>3%<br>c            | 47<br>4%<br>c                    | 17<br>3%<br>n                                     | 58<br>4%<br>n        | 9<br>3%<br>n                                           | 26<br>5%<br>n                   | 20<br>4%<br>n                                      | 2<br>2%<br>n                                                                     | 1<br>1%<br>n                       | 71<br>3%    |
| Mean                  | 2.71<br>bfor      | 2.88<br>zb       | 2.56<br>zb       | 2.83<br>f        | 2.63<br>f        | 2.69<br>f        | 2.6<br>f         | 2.69<br>f        | 2.79<br>zf       | 2.82<br>zf       | 2.72<br>zf                                   | 2.67<br>zf                                                  | 2.71<br>zf               | 2.71<br>zf                       | 2.82<br>zoar                                      | 2.66<br>zoar         | 2.7<br>zoar                                            | 2.66<br>zoar                    | 2.61<br>zoar                                       | 2.71<br>zoar                                                                     | 2.71<br>zoar                       | 2.7<br>zoar |
| Better                | 365<br>16%<br>bf  | 223<br>21%<br>zb | 139<br>12%<br>zb | 50<br>17%<br>zb  | 55<br>15%<br>zb  | 50<br>14%<br>zb  | 43<br>12%<br>zb  | 58<br>16%<br>zb  | 57<br>21%<br>zef | 52<br>21%<br>zef | 311<br>17%<br>zef                            | 47<br>16%<br>zef                                            | 153<br>16%<br>zef        | 211<br>17%<br>zef                | 122<br>18%<br>zn                                  | 237<br>15%<br>zn     | 43<br>16%<br>zn                                        | 88<br>16%<br>zn                 | 71<br>13%<br>zn                                    | 17<br>18%<br>zn                                                                  | 17<br>24%<br>zn                    | 375<br>17%  |
| Worse                 | 759<br>34%<br>an  | 284<br>27%<br>za | 467<br>41%<br>za | 84<br>29%<br>i   | 138<br>38%<br>i  | 130<br>36%<br>i  | 133<br>37%<br>i  | 117<br>33%<br>i  | 85<br>32%<br>i   | 73<br>29%<br>i   | 633<br>34%<br>i                              | 107<br>36%<br>i                                             | 328<br>34%<br>i          | 430<br>34%<br>i                  | 186<br>28%<br>zn                                  | 566<br>37%<br>zn     | 97<br>35%<br>zn                                        | 201<br>36%<br>n                 | 203<br>37%<br>n                                    | 35<br>36%<br>n                                                                   | 29<br>41%<br>n                     | 770<br>34%  |
| NET: Better           | -18%              | -6%              | -28%             | -12%             | -23%             | -22%             | -25%             | -17%             | -10%             | -8%              | -17%                                         | -20%                                                        | -18%                     | -17%                             | -10%                                              | -21%                 | -19%                                                   | -21%                            | -24%                                               | -18%                                                                             | -17%                               | -18%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q201. Do you think the general standard of care provided by the NHS over the last 12 months has...

Base: All respondents

|                       | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country        |                 |                 |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                    |             | Unwtd Total |
|-----------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|-----------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|--------------------|-------------|-------------|
|                       |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n)    | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)      |             |             |
| Unweighted Total      | 2238              | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162             | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213                | 2238        |             |
| Weighted Total        | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*            | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290                | 2238        |             |
| Got much better       | 45<br>2%          | 15<br>4%<br>z†          | 13<br>2%                        | 10<br>2%                        | 1<br>*                       | 42<br>2%       | 3<br>1%         | -<br>-          | *<br>*                  | 14<br>3%             | 8<br>2%         | 20<br>2%     | 3<br>4%           | 7<br>3%           | 4<br>2%                            | 4<br>2%              | 4<br>2%              | 5<br>2%                | 7<br>2%           | 2<br>1%           | 6<br>2%            | 52<br>2%    |             |
| Got slightly better   | 320<br>14%<br>r   | 45<br>11%               | 96<br>16%                       | 96<br>18%<br>zc                 | 30<br>13%                    | 279<br>15%     | 21<br>11%       | 11<br>11%       | 9<br>14%                | 79<br>15%            | 47<br>13%       | 153<br>15%   | 19<br>21%<br>or   | 22<br>9%          | 38<br>21%<br>orsu                  | 30<br>19%<br>or      | 16<br>8%             | 22<br>10%              | 48<br>16%         | 21<br>11%         | 62<br>21%<br>zorsu | 323<br>14%  |             |
| Stayed about the same | 1036<br>46%<br>ql | 164<br>41%              | 279<br>46%                      | 257<br>49%                      | 115<br>50%                   | 902<br>48%     | 76<br>41%       | 38<br>36%       | 20<br>32%               | 247<br>47%           | 174<br>48%      | 482<br>48%   | 38<br>42%         | 121<br>49%        | 88<br>48%                          | 74<br>45%            | 100<br>51%           | 105<br>50%             | 148<br>48%        | 108<br>55%        | 121<br>42%         | 1022<br>46% |             |
| Got slightly worse    | 480<br>21%<br>g   | 95<br>24%               | 128<br>21%                      | 100<br>19%                      | 56<br>24%                    | 376<br>20%     | 52<br>28%<br>g  | 35<br>34%<br>zg | 17<br>28%               | 100<br>19%           | 76<br>21%       | 199<br>20%   | 18<br>20%         | 57<br>23%         | 26<br>14%                          | 31<br>19%            | 45<br>23%            | 41<br>20%              | 59<br>19%         | 38<br>19%         | 60<br>21%          | 469<br>21%  |             |
| Got much worse        | 279<br>12%<br>ae† | 67<br>17%<br>ae†        | 74<br>12%                       | 49<br>9%                        | 20<br>9%                     | 222<br>12%     | 26<br>14%       | 17<br>16%       | 14<br>23%<br>z†         | 67<br>13%            | 45<br>12%       | 111<br>11%   | 6<br>7%           | 35<br>14%         | 25<br>14%                          | 20<br>12%            | 25<br>13%            | 30<br>15%              | 36<br>12%         | 20<br>10%         | 25<br>8%           | 301<br>13%  |             |
| Don't know            | 78<br>3%          | 13<br>3%                | 15<br>3%                        | 12<br>2%                        | 10<br>4%                     | 64<br>3%       | 7<br>4%         | 4<br>4%         | 2<br>3%                 | 14<br>3%             | 12<br>3%        | 39<br>4%     | 5<br>6%           | 5<br>2%           | 4<br>2%                            | 5<br>3%              | 7<br>3%              | 5<br>2%                | 11<br>4%          | 6<br>3%           | 16<br>6%           | 71<br>3%    |             |
| Mean                  | 2.71<br>(n)       | 2.6                     | 2.74                            | 2.84<br>zc                      | 2.71                         | 2.75<br>zbnj   | 2.56            | 2.43            | 2.4                     | 2.75                 | 2.71            | 2.76         | 2.94<br>or        | 2.62              | 2.84                               | 2.8                  | 2.63                 | 2.65                   | 2.77              | 2.73              | 2.87<br>zox        | 2.7         |             |
| Better                | 365<br>16%        | 60<br>15%               | 108<br>18%                      | 106<br>20%                      | 30<br>13%                    | 321<br>17%     | 24<br>13%       | 11<br>11%       | 9<br>14%                | 93<br>18%            | 55<br>15%       | 173<br>17%   | 22<br>25%<br>oru  | 29<br>12%         | 42<br>23%                          | 34<br>21%            | 21<br>10%            | 27<br>13%              | 55<br>18%         | 23<br>12%         | 68<br>23%<br>zorsu | 375<br>17%  |             |
| Worse                 | 759<br>34%<br>egm | 161<br>40%<br>zde       | 202<br>33%                      | 149<br>28%                      | 76<br>33%                    | 598<br>32%     | 78<br>42%<br>z† | 52<br>49%<br>z† | 31<br>50%<br>z†         | 167<br>32%           | 121<br>34%      | 310<br>31%   | 24<br>27%         | 92<br>37%         | 51<br>28%                          | 51<br>31%            | 70<br>36%            | 72<br>34%              | 96<br>31%         | 58<br>30%         | 85<br>29%          | 770<br>34%  |             |
| NET: Better           | -18%              | -25%                    | -15%                            | -8%                             | -20%                         | -15%           | -29%            | -39%            | -36%                    | -14%                 | -18%            | -14%         | -2%               | -25%              | -5%                                | -10%                 | -25%                 | -22%                   | -13%              | -18%              | -6%                | -18%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q201. Do you think the general standard of care provided by the NHS over the last 12 months has...?

Base: All respondents

|                       | Urbanity         |              |              | IMD Quintile             |                |                  |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |             |
|-----------------------|------------------|--------------|--------------|--------------------------|----------------|------------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|-------------|
|                       | Total<br>(z)     | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)       | 3<br>(e)         | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)   |
| Unweighted Total      | 2238             | 1673         | 565          | 419                      | 432            | 476              | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238        |
| Weighted Total        | 2238             | 1745         | 493          | 451                      | 442            | 447              | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238        |
| Got much better       | 45<br>2%         | 37<br>2%     | 8<br>2%      | 9<br>2%                  | 7<br>2%        | 14<br>3%         | 7<br>2%         | 8<br>2%                   | 25<br>2%                                                                | 5<br>2%                            | 2<br>2%                                              | 6<br>4%                                                  | 3<br>1%                                           | 4<br>6%                                           | -<br>-                   | 10<br>2%         | 35<br>2%         | 52<br>2%    |
| Got slightly better   | 320<br>14%<br>co | 263<br>15%   | 56<br>11%    | 43<br>10%                | 76<br>17%<br>c | 81<br>18%<br>zcg | 66<br>15%       | 54<br>12%                 | 171<br>14%                                                              | 39<br>16%                          | 10<br>8%                                             | 35<br>22%<br>zjl                                         | 26<br>11%                                         | 5<br>8%                                           | 30<br>17%                | 60<br>10%        | 259<br>16%<br>zo | 323<br>14%  |
| Stayed about the same | 1036<br>46%      | 797<br>46%   | 239<br>49%   | 184<br>41%               | 190<br>43%     | 209<br>47%       | 222<br>50%<br>c | 230<br>51%<br>c           | 569<br>47%                                                              | 110<br>45%                         | 60<br>53%                                            | 69<br>43%                                                | 101<br>42%                                        | 44<br>62%<br>l                                    | 75<br>44%                | 251<br>42%       | 785<br>48%<br>z  | 1022<br>46% |
| Got slightly worse    | 480<br>21%<br>p  | 371<br>21%   | 109<br>22%   | 116<br>26%<br>e          | 105<br>24%     | 83<br>19%        | 84<br>19%       | 93<br>21%                 | 268<br>22%                                                              | 45<br>18%                          | 20<br>18%                                            | 32<br>20%                                                | 51<br>21%                                         | 12<br>18%                                         | 47<br>27%                | 153<br>26%<br>zp | 327<br>20%<br>zo | 469<br>21%  |
| Got much worse        | 279<br>12%<br>p  | 216<br>12%   | 63<br>13%    | 74<br>16%<br>z           | 48<br>11%      | 50<br>11%        | 56<br>12%       | 51<br>11%                 | 142<br>12%                                                              | 39<br>16%<br>n                     | 16<br>14%<br>n                                       | 17<br>10%                                                | 49<br>21%<br>zhkn                                 | 5<br>7%                                           | 6<br>4%                  | 88<br>15%        | 188<br>11%       | 301<br>13%  |
| Don't know            | 78<br>3%<br>p    | 61<br>4%     | 17<br>3%     | 24<br>5%                 | 15<br>3%       | 10<br>2%         | 13<br>3%        | 15<br>3%                  | 35<br>3%                                                                | 8<br>3%                            | 6<br>5%                                              | 3<br>2%                                                  | 8<br>3%                                           | -<br>-                                            | 14<br>8%                 | 30<br>5%         | 47<br>3%         | 71<br>3%    |
| Mean                  | 2.71<br>cio      | 2.72         | 2.66         | 2.53                     | 2.74<br>c      | 2.83<br>zc       | 2.73<br>c       | 2.72<br>c                 | 2.72<br>l                                                               | 2.7                                | 2.64                                                 | 2.89<br>l                                                | 2.49                                              | 2.88<br>l                                         | 2.81<br>l                | 2.56             | 2.77<br>zo       | 2.7         |
| Better                | 365<br>16%<br>co | 300<br>17%   | 65<br>13%    | 52<br>12%                | 83<br>19%<br>c | 95<br>21%<br>zcg | 73<br>16%       | 62<br>14%                 | 196<br>16%                                                              | 45<br>18%                          | 12<br>10%                                            | 41<br>26%<br>zhjl                                        | 29<br>12%                                         | 9<br>13%                                          | 30<br>17%                | 70<br>12%        | 294<br>18%<br>zo | 375<br>17%  |
| Worse                 | 759<br>34%<br>p  | 587<br>34%   | 172<br>35%   | 190<br>42%<br>zefg       | 153<br>35%     | 133<br>30%       | 140<br>31%      | 143<br>32%                | 411<br>34%                                                              | 83<br>34%                          | 36<br>32%                                            | 48<br>30%                                                | 100<br>42%<br>z                                   | 17<br>25%<br>z                                    | 53<br>31%                | 241<br>41%<br>zp | 515<br>31%<br>zo | 770<br>34%  |
| NET: Better           | -18%             | -16%         | -22%         | -31%                     | -16%           | -9%              | -15%            | -18%                      | -18%                                                                    | -16%                               | -22%                                                 | -4%                                                      | -30%                                              | -11%                                              | -13%                     | -29%             | -13%             | -18%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q201. Do you think the general standard of care provided by the NHS over the last 12 months has...?

Base: All respondents

|                       | Total<br>(z)        | Use of NHS Services P12M |                    |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |                | Unwtd Total      |
|-----------------------|---------------------|--------------------------|--------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|----------------|------------------|
|                       |                     | Any service<br>(a)       | No Service<br>(b)  | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m)   |                  |
| Unweighted Total      | 2238                | 2055                     | 165                | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17             | 2238             |
| Weighted Total        | 2238                | 2005                     | 203*               | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**           | 2238             |
| Got much better       | 45<br>2%<br>c       | 42<br>2%<br>c            | 3<br>2%<br>z       | 8<br>1%<br>z        | 29<br>3%<br>c       | 5<br>3%<br>k       | 10<br>2%<br>k            | 38<br>2%<br>zk                  | 39<br>2%<br>zk                                    | 13<br>2%<br>k                     | 23<br>4%<br>zgh                                           | 4<br>3%<br>z                     | 3<br>2%<br>z   | -<br>-<br>-    | 52<br>2%<br>k    |
| Got slightly better   | 320<br>14%<br>k     | 300<br>15%<br>z          | 19<br>9%<br>z      | 108<br>13%<br>z     | 162<br>16%<br>z     | 30<br>18%<br>k     | 86<br>17%<br>k           | 247<br>15%<br>zk                | 255<br>15%<br>zk                                  | 84<br>16%<br>k                    | 102<br>18%<br>zkl                                         | 7<br>5%<br>z                     | 19<br>9%<br>z  | 1<br>8%<br>z   | 323<br>14%<br>k  |
| Stayed about the same | 1036<br>46%<br>ef   | 923<br>46%<br>e          | 99<br>49%<br>e     | 384<br>48%<br>e     | 487<br>47%<br>e     | 53<br>31%<br>z     | 190<br>37%<br>zghij      | 739<br>46%<br>f                 | 760<br>46%<br>f                                   | 228<br>44%<br>f                   | 249<br>43%<br>f                                           | 71<br>47%<br>g                   | 99<br>49%<br>f | 10<br>72%<br>f | 1022<br>46%<br>z |
| Got slightly worse    | 480<br>21%<br>zad   | 435<br>22%<br>z          | 39<br>19%<br>z     | 173<br>22%<br>z     | 210<br>20%<br>z     | 52<br>30%<br>zad   | 139<br>27%<br>zghij      | 356<br>22%<br>z                 | 360<br>22%<br>z                                   | 110<br>21%<br>z                   | 120<br>21%<br>z                                           | 37<br>25%<br>g                   | 39<br>19%<br>z | *<br>3%<br>z   | 469<br>21%<br>z  |
| Got much worse        | 279<br>12%<br>zgh   | 250<br>12%<br>zgh        | 22<br>11%<br>z     | 99<br>12%<br>z      | 120<br>12%<br>z     | 30<br>18%<br>zgh   | 83<br>16%<br>zgh         | 191<br>12%<br>z                 | 211<br>13%<br>z                                   | 83<br>16%<br>z                    | 76<br>13%<br>z                                            | 28<br>19%<br>g                   | 22<br>11%<br>z | 1<br>10%<br>z  | 301<br>13%<br>z  |
| Don't know            | 78<br>3%<br>adghij  | 55<br>3%<br>z            | 21<br>10%<br>zacde | 32<br>4%<br>a       | 23<br>2%<br>z       | -<br>-<br>-        | 10<br>2%<br>z            | 40<br>2%<br>z                   | 36<br>2%<br>z                                     | 6<br>1%<br>z                      | 7<br>1%<br>z                                              | 3<br>2%<br>z                     | 21<br>10%<br>z | 1<br>6%<br>z   | 71<br>3%<br>z    |
| Mean                  | 2.71<br>fk          | 2.72                     | 2.68               | 2.68                | 2.77                | 2.58               | 2.61                     | 2.73                            | 2.72                                              | 2.68                              | 2.78                                                      | 2.46                             | 2.68           | 2.83           | 2.7              |
| Better                | 365<br>16%<br>k     | 342<br>17%<br>zc         | 22<br>11%<br>z     | 116<br>14%<br>z     | 191<br>19%<br>z     | 35<br>21%<br>z     | 96<br>19%<br>k           | 284<br>18%<br>zk                | 294<br>18%<br>zk                                  | 97<br>18%<br>k                    | 125<br>22%<br>zghkl                                       | 11<br>7%<br>z                    | 22<br>11%<br>z | 1<br>8%<br>z   | 375<br>17%<br>k  |
| Worse                 | 759<br>34%<br>zabcd | 684<br>34%<br>z          | 61<br>30%<br>z     | 273<br>34%<br>z     | 330<br>32%<br>z     | 82<br>48%<br>zabcd | 223<br>43%<br>zghijl     | 547<br>34%<br>z                 | 570<br>34%<br>z                                   | 193<br>37%<br>z                   | 196<br>34%<br>z                                           | 66<br>44%<br>z                   | 61<br>30%<br>z | 2<br>14%<br>z  | 770<br>34%<br>z  |
| NET: Better           | -18%                | -17%                     | -19%               | -19%                | -14%                | -27%               | -24%                     | -16%                            | -17%                                              | -18%                              | -12%                                                      | -36%                             | -19%           | -6%            | -18%             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q201. Do you think the general standard of care provided by the NHS over the last 12 months has...?

Base: All respondents

|                       | Total<br>(z)                 | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------|------------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                       |                              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total      | 2238                         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total        | 2238                         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Got much better       | 45<br>2%<br>hiklor           | 9<br>2%                 | 5<br>3%                            | 6<br>1%                               | 36<br>2%          | 15<br>3%                  | 30<br>2%   | 45<br>12%                             | -<br>-                 | -<br>-           | 35<br>8%                              | 7<br>1%                   | 1<br>*                | 15<br>15%                                     | 18<br>2%               | 5<br>1%          | 22<br>13%                                     | 13<br>2%                  | 7<br>1%               | 52<br>2%    |
| Got slightly better   | 310<br>14%<br>hiklor         | 73<br>14%               | 14<br>10%                          | 70<br>15%                             | 241<br>15%        | 66<br>14%                 | 252<br>15% | 320<br>88%                            | -<br>-                 | -<br>-           | 213<br>51%                            | 84<br>9%                  | 15<br>2%              | 48<br>49%                                     | 137<br>17%             | 98<br>11%        | 65<br>40%                                     | 131<br>16%                | 93<br>10%             | 323<br>14%  |
| Stayed about the same | 1036<br>46%<br>egijlmo<br>pr | 252<br>48%              | 63<br>44%                          | 234<br>49%                            | 753<br>47%        | 189<br>40%                | 827<br>48% | -<br>-                                | 1036<br>100%           | -<br>-           | 144<br>35%                            | 619<br>69%                | 245<br>29%            | 25<br>25%                                     | 486<br>60%             | 308<br>35%       | 49<br>31%                                     | 480<br>59%                | 370<br>38%            | 1022<br>46% |
| Got slightly worse    | 480<br>21%<br>ghjkmnp<br>q   | 119<br>23%              | 33<br>23%                          | 109<br>23%                            | 336<br>21%        | 105<br>22%                | 362<br>21% | -<br>-                                | -<br>-                 | 480<br>63%       | 10<br>2%                              | 129<br>14%                | 339<br>40%            | 6<br>6%                                       | 122<br>15%             | 266<br>30%       | 11<br>7%                                      | 135<br>17%                | 273<br>28%            | 469<br>21%  |
| Got much worse        | 279<br>12%<br>fghjkn<br>q    | 58<br>11%               | 24<br>17%                          | 50<br>10%                             | 196<br>12%        | 91<br>19%                 | 174<br>10% | -<br>-                                | -<br>-                 | 279<br>37%       | 2<br>*                                | 36<br>4%                  | 239<br>28%            | 4<br>4%                                       | 40<br>5%               | 200<br>23%       | 6<br>4%                                       | 35<br>4%                  | 212<br>22%            | 301<br>13%  |
| Don't know            | 78<br>3%<br>ghilnoq<br>r     | 11<br>2%                | 3<br>2%                            | 10<br>2%                              | 56<br>3%          | 11<br>2%                  | 64<br>4%   | -<br>-                                | -<br>-                 | -<br>-           | 11<br>3%                              | 24<br>3%                  | 20<br>2%              | 2<br>2%                                       | 14<br>2%               | 9<br>1%          | 9<br>5%                                       | 16<br>2%                  | 20<br>2%              | 71<br>3%    |
| Mean                  | 2.71<br>eilor                | 2.72                    | 2.59                               | 2.73                                  | 2.73              | 2.59                      | 2.76       | 4.12<br>zhi                           | 3<br>zi                | 1.63             | 3.67<br>zkl                           | 2.88<br>zl                | 2.05                  | 3.66<br>zno                                   | 2.96<br>zo             | 2.36             | 3.55<br>zqr                                   | 2.94<br>zr                | 2.38                  | 2.7         |
| Better                | 365<br>16%<br>hiklor         | 82<br>16%               | 19<br>13%                          | 76<br>16%                             | 277<br>17%        | 81<br>17%                 | 282<br>17% | 365<br>100%                           | -<br>-                 | -<br>-           | 249<br>60%                            | 91<br>10%                 | 16<br>2%              | 63<br>64%                                     | 154<br>19%             | 103<br>12%       | 86<br>53%                                     | 144<br>18%                | 100<br>10%            | 375<br>17%  |
| Worse                 | 759<br>34%<br>fghjkmn<br>pq  | 178<br>34%              | 58<br>40%                          | 159<br>33%                            | 533<br>33%        | 196<br>41%                | 536<br>31% | -<br>-                                | -<br>-                 | 759<br>100%      | 12<br>3%                              | 164<br>18%                | 578<br>67%            | 10<br>10%                                     | 162<br>20%             | 466<br>53%       | 17<br>11%                                     | 170<br>21%                | 484<br>50%            | 770<br>34%  |
| NET: Better           | -18%                         | -18%                    | -27%                               | -17%                                  | -16%              | -24%                      | -15%       | 100%                                  | 0%                     | -100%            | 57%                                   | -8%                       | -66%                  | 54%                                           | -1%                    | -41%             | 43%                                           | -3%                       | -39%                  | -18%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q202. And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?

Base: All respondents

|                     |                     | Gender       |            |              | Age          |              |              |              |              |               |            | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |      | Unwtd Total |
|---------------------|---------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|------|-------------|
|                     |                     | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h)  | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |      |             |
| Unweighted Total    | 2238                | 1090         | 1130       | 101          | 156          | 252          | 345          | 518          | 552          | 314           | 2016       | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |      |             |
| Weighted Total      | 2238                | 1069         | 1151       | 292*         | 361          | 359          | 355          | 354          | 268          | 249           | 1880       | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |      |             |
| Get much better     | 46<br>2%<br>b       | 30<br>3%     | 16<br>1%   | 6<br>2%      | 4<br>1%      | 5<br>1%      | 6<br>2%      | 9<br>3%      | 9<br>3%      | 7<br>3%       | 39<br>2%   | 6<br>2%                                      | 12<br>1%                                                    | 34<br>3%                 | 18<br>3%                         | 26<br>2%                                          | 5<br>2%              | 4<br>1%                                                | 11<br>2%                        | 2<br>2%                                           | 4<br>5%                                                                          | 4<br>2%                            | 52   |             |
| Get slightly better | 370<br>17%<br>bfor  | 223<br>21%   | 144<br>13% | 63<br>22%    | 68<br>19%    | 45<br>12%    | 37<br>10%    | 49<br>14%    | 55<br>20%    | 54<br>22%     | 317<br>21% | 45<br>15%                                    | 155<br>16%                                                  | 214<br>17%               | 137<br>21%                       | 226<br>15%                                        | 48<br>17%            | 94<br>17%                                              | 61<br>11%                       | 16<br>16%                                         | 7<br>10%                                                                         | 16<br>16%                          | 363  |             |
| Stay about the same | 899<br>40%<br>z     | 434<br>41%   | 455<br>40% | 108<br>37%   | 131<br>36%   | 139<br>39%   | 140<br>39%   | 153<br>43%   | 110<br>41%   | 118<br>47%    | 777<br>41% | 97<br>32%                                    | 365<br>37%                                                  | 531<br>42%               | 253<br>38%                       | 638<br>41%                                        | 105<br>38%           | 243<br>44%                                             | 213<br>39%                      | 41<br>42%                                         | 37<br>51%                                                                        | 37<br>40%                          | 902  |             |
| Get slightly worse  | 553<br>25%<br>himq  | 244<br>23%   | 308<br>27% | 77<br>26%    | 94<br>26%    | 104<br>29%   | 93<br>26%    | 80<br>23%    | 56<br>21%    | 49<br>20%     | 456<br>24% | 83<br>28%                                    | 266<br>27%                                                  | 286<br>23%               | 165<br>25%                       | 385<br>25%                                        | 82<br>30%            | 111<br>20%                                             | 158<br>29%                      | 20<br>21%                                         | 13<br>19%                                                                        | 13<br>24%                          | 547  |             |
| Get much worse      | 305<br>14%<br>allj  | 109<br>10%   | 192<br>17% | 30<br>10%    | 51<br>14%    | 57<br>16%    | 64<br>18%    | 52<br>15%    | 33<br>12%    | 18<br>7%      | 239<br>13% | 58<br>19%                                    | 138<br>14%                                                  | 165<br>13%               | 75<br>11%                        | 223<br>14%                                        | 29<br>11%            | 87<br>16%                                              | 81<br>15%                       | 16<br>16%                                         | 10<br>14%                                                                        | 10<br>14%                          | 307  |             |
| Don't know          | 66<br>3%<br>m       | 29<br>3%     | 36<br>3%   | 8<br>3%      | 12<br>3%     | 10<br>3%     | 15<br>4%     | 11<br>3%     | 7<br>2%      | 4<br>2%       | 53<br>3%   | 11<br>4%                                     | 40<br>4%                                                    | 23<br>2%                 | 19<br>3%                         | 44<br>3%                                          | 7<br>2%              | 13<br>2%                                               | 20<br>4%                        | 3<br>3%                                           | 1<br>2%                                                                          | 1<br>3%                            | 67   |             |
| Mean                | 2.88<br>befor       | 2.83<br>zb   | 2.54       | 2.78<br>ef   | 2.65         | 2.53         | 2.49         | 2.66<br>f    | 2.81<br>zefg | 2.93<br>zdefg | 2.71<br>zk | 2.51                                         | 2.61<br>zl                                                  | 2.73<br>zl               | 2.78<br>zor                      | 2.63                                              | 2.69                 | 2.66                                                   | 2.55                            | 2.67                                              | 2.74                                                                             | 2.68                               | 2.68 |             |
| Better              | 415<br>19%<br>befor | 253<br>24%   | 160<br>14% | 69<br>24%    | 72<br>20%    | 49<br>14%    | 43<br>12%    | 58<br>16%    | 63<br>24%    | 61<br>24%     | 356<br>19% | 51<br>17%                                    | 167<br>17%                                                  | 248<br>20%               | 154<br>23%                       | 252<br>16%                                        | 53<br>19%            | 98<br>18%                                              | 71<br>13%                       | 18<br>18%                                         | 11<br>15%                                                                        | 11<br>19%                          | 415  |             |
| Worse               | 858<br>38%<br>ahilm | 353<br>33%   | 500<br>43% | 107<br>37%   | 145<br>40%   | 161<br>45%   | 157<br>44%   | 133<br>37%   | 88<br>33%    | 66<br>27%     | 694<br>37% | 141<br>47%                                   | 404<br>41%                                                  | 451<br>36%               | 240<br>36%                       | 607<br>39%                                        | 112<br>40%           | 198<br>36%                                             | 239<br>44%                      | 36<br>37%                                         | 23<br>32%                                                                        | 23<br>38%                          | 854  |             |
| NET: Better         | -20%                | -9%          | -30%       | -13%         | -20%         | -31%         | -32%         | -21%         | -9%          | -2%           | -18%       | -30%                                         | -24%                                                        | -16%                     | -13%                             | -23%                                              | -21%                 | -18%                                                   | -31%                            | -18%                                              | -17%                                                                             | -20%                               | -20% |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q202. And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?

Base: All respondents

|                     | Total<br>(2)      | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region       |                   |                                    |                      |                       |                        |                    |                   |                    |            | Unwtd Total |
|---------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|----------------------|-------------------|------------------------------------|----------------------|-----------------------|------------------------|--------------------|-------------------|--------------------|------------|-------------|
|                     |                   | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n)    | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r)  | East of England<br>(s) | South East<br>(t)  | South West<br>(u) | London<br>(v)      |            |             |
| Unweighted Total    | 2238              | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                   | 201               | 164                                | 170                  | 178                   | 194                    | 282                | 275               | 213                | 2238       |             |
| Weighted Total      | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*                  | 247               | 184                                | 164                  | 198                   | 209                    | 310                | 195               | 290                | 2238       |             |
| Get much better     | 46<br>2%          | 13<br>3%                | 13<br>2%                        | 11<br>2%                        | 1<br>1%                      | 42<br>2%       | 1<br>*          | 3<br>3%      | *<br>*                  | 12<br>2%             | 7<br>2%         | 23<br>2%     | 6<br>7%              | 3<br>1%           | 3<br>1%                            | 3<br>2%              | 4<br>2%               | 5<br>2%                | 8<br>3%            | 2<br>1%           | 8<br>3%            | 52<br>2%   |             |
| Get slightly better | 370<br>17%        | 55<br>14%               | 111<br>18%                      | 106<br>20%                      | 43<br>18%                    | 316<br>17%     | 34<br>18%       | 11<br>10%    | 9<br>15%                | 96<br>18%            | 56<br>16%       | 164<br>16%   | 25<br>28%            | 28<br>11%         | 43<br>24%                          | 39<br>24%            | 17<br>9%              | 31<br>15%              | 40<br>13%          | 27<br>14%         | 65<br>23%          | 363<br>16% |             |
| Stay about the same | 899<br>40%        | 160<br>40%              | 242<br>40%                      | 196<br>37%                      | 107<br>46%                   | 768<br>41%     | 78<br>42%       | 37<br>35%    | 16<br>26%               | 221<br>42%           | 145<br>40%      | 401<br>40%   | 37<br>41%            | 111<br>45%        | 73<br>40%                          | 71<br>44%            | 74<br>37%             | 94<br>45%              | 117<br>38%         | 93<br>48%         | 98<br>34%          | 902<br>40% |             |
| Get slightly worse  | 553<br>25%        | 103<br>26%              | 142<br>23%                      | 142<br>27%                      | 41<br>18%                    | 457<br>24%     | 40<br>22%       | 34<br>32%    | 21<br>34%               | 109<br>21%           | 97<br>27%       | 252<br>25%   | 10<br>12%            | 64<br>26%         | 35<br>19%                          | 33<br>20%            | 64<br>32%             | 42<br>20%              | 92<br>30%          | 52<br>27%         | 66<br>23%          | 547<br>24% |             |
| Get much worse      | 305<br>14%        | 56<br>14%               | 82<br>14%                       | 60<br>11%                       | 30<br>13%                    | 249<br>13%     | 25<br>14%       | 17<br>16%    | 14<br>22%               | 64<br>12%            | 51<br>14%       | 133<br>13%   | 7<br>8%              | 32<br>13%         | 25<br>14%                          | 15<br>9%             | 37<br>19%             | 35<br>17%              | 47<br>15%          | 14<br>7%          | 38<br>13%          | 307<br>14% |             |
| Don't know          | 66<br>3%          | 13<br>3%                | 15<br>2%                        | 10<br>2%                        | 10<br>4%                     | 54<br>3%       | 6<br>3%         | 5<br>5%      | 1<br>2%                 | 18<br>3%             | 5<br>1%         | 31<br>3%     | 3<br>3%              | 9<br>4%           | 5<br>3%                            | 3<br>2%              | 2<br>1%               | 3<br>1%                | 7<br>2%            | 7<br>4%           | 15<br>5%           | 67<br>3%   |             |
| Mean                | 2.68<br>jf        | 2.65                    | 2.72                            | 2.74                            | 2.75                         | 2.7<br>j       | 2.69<br>j       | 2.49         | 2.35                    | 2.77                 | 2.64            | 2.68         | 3.15<br>zoprstu<br>v | 2.61              | 2.8<br>r                           | 2.89<br>zort         | 2.43                  | 2.65                   | 2.58               | 2.74<br>r         | 2.78<br>r          | 2.68       |             |
| Better              | 415<br>19%<br>or  | 67<br>17%               | 124<br>21%                      | 117<br>22%                      | 44<br>19%                    | 358<br>19%     | 35<br>19%       | 14<br>13%    | 9<br>15%                | 108<br>21%           | 63<br>17%       | 186<br>19%   | 32<br>36%<br>zorstu  | 31<br>12%         | 46<br>25%                          | 42<br>26%<br>oru     | 21<br>11%             | 36<br>17%              | 48<br>16%          | 29<br>15%         | 73<br>25%<br>zortu | 415<br>19% |             |
| Worse               | 858<br>38%<br>knq | 159<br>40%              | 224<br>37%                      | 202<br>38%                      | 71<br>31%                    | 706<br>37%     | 65<br>36%       | 51<br>48%    | 35<br>57%               | 173<br>33%           | 148<br>41%      | 385<br>38%   | 18<br>20%<br>n       | 96<br>39%         | 60<br>32%                          | 48<br>29%            | 101<br>51%<br>znqpsuv | 77<br>37%<br>n         | 138<br>45%<br>npqu | 66<br>34%<br>n    | 104<br>36%<br>n    | 854<br>38% |             |
| NET: Better         | -20%              | -23%                    | -16%                            | -16%                            | -11%                         | -18%           | -17%            | -35%         | -42%                    | -12%                 | -24%            | -20%         | 16%                  | -26%              | -7%                                | -3%                  | -40%                  | -20%                   | -29%               | -19%              | -11%               | -20%       |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename: 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q202. And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)    | Urbanity     |              | IMD Quintile             |                  |                |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |            |
|---------------------|-----------------|--------------|--------------|--------------------------|------------------|----------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|------------|
|                     |                 | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)         | 3<br>(e)       | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)  |
| Unweighted Total    | 2238            | 1673         | 565          | 419                      | 432              | 476            | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238       |
| Weighted Total      | 2238            | 1745         | 493          | 451                      | 442              | 447            | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238       |
| Get much better     | 46<br>2%        | 37<br>2%     | 9<br>2%      | 9<br>2%                  | 15<br>3%         | 9<br>2%        | 4<br>1%    | 10<br>2%                  | 28<br>2%                                                                | 6<br>3%                            | 1<br>1%                                              | 1<br>1%                                                  | 2<br>1%                                           | 4<br>6%                                           | 3<br>2%                  | 14<br>2%         | 32<br>2%         | 52<br>2%   |
| Get slightly better | 370<br>17%<br>l | 291<br>17%   | 78<br>16%    | 57<br>13%                | 86<br>19%        | 90<br>20%      | 67<br>15%  | 70<br>15%                 | 216<br>18%<br>l                                                         | 32<br>13%                          | 14<br>13%                                            | 33<br>21%<br>l                                           | 23<br>10%                                         | 15<br>22%                                         | 34<br>20%                | 78<br>13%        | 291<br>18%<br>z  | 363<br>16% |
| Stay about the same | 899<br>40%<br>d | 692<br>40%   | 206<br>42%   | 163<br>36%               | 152<br>34%       | 187<br>42%     | 195<br>43% | 203<br>45%<br>cd          | 465<br>38%                                                              | 111<br>45%                         | 56<br>49%                                            | 67<br>42%                                                | 90<br>38%                                         | 35<br>50%                                         | 64<br>37%                | 209<br>35%       | 688<br>42%<br>zo | 902<br>40% |
| Get slightly worse  | 553<br>25%<br>p | 442<br>25%   | 111<br>22%   | 131<br>29%               | 104<br>23%       | 99<br>22%      | 109<br>24% | 111<br>25%                | 309<br>25%                                                              | 54<br>22%                          | 26<br>23%                                            | 35<br>22%                                                | 67<br>28%<br>m                                    | 8<br>11%                                          | 49<br>29%                | 175<br>30%<br>zp | 377<br>23%       | 547<br>24% |
| Get much worse      | 305<br>14%<br>p | 230<br>13%   | 76<br>15%    | 74<br>16%<br>g           | 73<br>17%<br>g   | 52<br>12%      | 60<br>13%  | 47<br>10%                 | 164<br>14%                                                              | 32<br>13%                          | 16<br>14%                                            | 17<br>11%                                                | 44<br>19%                                         | 8<br>11%                                          | 18<br>11%                | 99<br>17%        | 206<br>13%       | 307<br>14% |
| Don't know          | 66<br>3%        | 53<br>3%     | 13<br>3%     | 18<br>4%                 | 13<br>3%         | 11<br>2%       | 14<br>3%   | 10<br>2%                  | 29<br>2%                                                                | 12<br>5%                           | 1<br>1%                                              | 7<br>4%                                                  | 10<br>4%                                          | -<br>-                                            | 3<br>2%                  | 16<br>3%         | 49<br>3%         | 67<br>3%   |
| Mean                | 2.68<br>clo     | 2.68         | 2.65         | 2.53                     | 2.69             | 2.78<br>zc     | 2.64       | 2.74<br>c                 | 2.69<br>l                                                               | 2.69<br>l                          | 2.63                                                 | 2.78<br>l                                                | 2.44                                              | 3<br>l                                            | 2.73                     | 2.54             | 2.73<br>zo       | 2.68       |
| Better              | 415<br>19%<br>l | 328<br>19%   | 87<br>18%    | 66<br>15%                | 101<br>23%<br>cf | 99<br>22%<br>c | 71<br>16%  | 80<br>18%                 | 244<br>20%<br>l                                                         | 38<br>16%                          | 15<br>13%                                            | 34<br>21%<br>l                                           | 26<br>11%                                         | 20<br>28%<br>l                                    | 37<br>22%                | 92<br>16%        | 322<br>20%<br>z  | 415<br>19% |
| Worse               | 858<br>38%<br>p | 671<br>38%   | 186<br>38%   | 204<br>45%<br>zg         | 177<br>40%       | 150<br>34%     | 169<br>38% | 158<br>35%                | 473<br>39%                                                              | 85<br>35%                          | 42<br>37%                                            | 53<br>33%                                                | 111<br>47%<br>zikm                                | 16<br>22%                                         | 67<br>39%                | 274<br>46%<br>zp | 583<br>35%       | 854<br>38% |
| NET: Better         | -20%            | -20%         | -20%         | -31%                     | -17%             | -12%           | -22%       | -17%                      | -19%                                                                    | -19%                               | -24%                                                 | -11%                                                     | -36%                                              | 5%                                                | -18%                     | -31%             | -16%             | -20%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/l/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q202. And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)    | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |               |              | Unwtd Total |
|---------------------|-----------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------|--------------|-------------|
|                     |                 | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)   | Other<br>(m) |             |
| Unweighted Total    | 2238            | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165           | 17           | 2238        |
| Weighted Total      | 2238            | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*          | 14**         | 2238        |
| Get much better     | 46<br>2%        | 44<br>2%                 | 2<br>1%           | 12<br>1%            | 27<br>3%            | 4<br>3%            | 12<br>2%                 | 39<br>2%                        | 38<br>2%                                          | 15<br>3%                          | 17<br>3%                                                  | 4<br>3%                          | 2<br>1%       | -<br>-       | 52<br>2%    |
| Get slightly better | 370<br>17%      | 329<br>16%               | 32<br>16%         | 126<br>16%          | 179<br>17%          | 24<br>14%          | 83<br>16%                | 268<br>17%                      | 275<br>17%                                        | 81<br>16%                         | 95<br>16%                                                 | 16<br>11%                        | 32<br>16%     | 3<br>21%     | 363<br>16%  |
| Stay about the same | 899<br>40%      | 813<br>41%               | 81<br>40%         | 331<br>41%          | 429<br>42%          | 53<br>31%          | 189<br>36%               | 644<br>40%                      | 682<br>41%                                        | 203<br>39%                        | 234<br>41%                                                | 47<br>31%                        | 81<br>40%     | 9<br>63%     | 902<br>40%  |
| Get slightly worse  | 553<br>25%      | 493<br>25%               | 56<br>27%         | 208<br>26%          | 251<br>24%          | 33<br>20%          | 128<br>25%               | 402<br>25%                      | 396<br>24%                                        | 116<br>22%                        | 122<br>21%                                                | 41<br>27%                        | 56<br>27%     | 2<br>12%     | 547<br>24%  |
| Get much worse      | 305<br>14%<br>d | 276<br>14%<br>d          | 23<br>11%         | 107<br>13%          | 117<br>11%          | 52<br>30%<br>zabcd | 100<br>19%<br>zgh        | 213<br>13%<br>j                 | 233<br>14%                                        | 93<br>18%<br>zgh                  | 91<br>16%                                                 | 39<br>26%<br>zghijl              | 23<br>11%     | 1<br>4%      | 307<br>14%  |
| Don't know          | 66<br>3%<br>afh | 50<br>3%                 | 10<br>5%          | 20<br>2%            | 27<br>3%            | 3<br>2%            | 7<br>1%                  | 44<br>3%                        | 38<br>2%                                          | 15<br>3%<br>f                     | 17<br>3%                                                  | 4<br>2%                          | 10<br>5%<br>f | -<br>-       | 67<br>3%    |
| Mean                | 2.68<br>efk     | 2.68<br>e                | 2.66              | 2.65<br>e           | 2.75<br>zae         | 2.38               | 2.57                     | 2.69<br>fk                      | 2.69<br>fk                                        | 2.62<br>k                         | 2.69<br>k                                                 | 2.35                             | 2.66<br>k     | 3.01         | 2.68        |
| Better              | 415<br>19%      | 373<br>19%               | 34<br>17%         | 138<br>17%          | 206<br>20%          | 29<br>17%          | 96<br>18%                | 306<br>19%                      | 313<br>19%                                        | 96<br>18%                         | 113<br>19%                                                | 20<br>13%                        | 34<br>17%     | 3<br>21%     | 415<br>19%  |
| Worse               | 858<br>38%      | 769<br>38%<br>d          | 79<br>39%         | 316<br>39%          | 368<br>36%          | 85<br>50%<br>zad   | 228<br>44%<br>zghj       | 615<br>38%                      | 629<br>38%                                        | 209<br>40%                        | 213<br>37%                                                | 80<br>53%<br>zghij               | 79<br>39%     | 2<br>16%     | 854<br>38%  |
| NET: Better         | -20%            | -20%                     | -22%              | -22%                | -16%                | -33%               | -26%                     | -19%                            | -19%                                              | -22%                              | -17%                                                      | -40%                             | -22%          | 5%           | -20%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q202. And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)                | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|---------------------|-----------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                     |                             | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total    | 2238                        | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total      | 2238                        | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Get much better     | 46<br>2%<br>hiklor          | 9<br>2%                 | 4<br>3%                            | 6<br>1%                               | 37<br>2%          | 6<br>1%                   | 39<br>2%   | 44<br>12%                             | 1<br>*                 | -<br>-           | 46<br>11%                             | -<br>-                    | -<br>-                | 14<br>14%                                     | 21<br>3%               | 6<br>1%          | 23<br>14%                                     | 17<br>2%                  | 3<br>*                | 52<br>2%    |
| Get slightly better | 370<br>17%<br>hiklor        | 93<br>18%               | 19<br>14%                          | 86<br>18%                             | 270<br>17%        | 83<br>17%                 | 280<br>16% | 204<br>56%                            | 143<br>14%             | 12<br>2%         | 370<br>89%                            | -<br>-                    | -<br>-                | 50<br>zno                                     | 159<br>o               | 99<br>11%        | 95<br>znr                                     | 143<br>f                  | 91<br>9%              | 363<br>16%  |
| Stay about the same | 899<br>40%<br>egjilop<br>r  | 210<br>40%              | 58<br>41%                          | 195<br>41%                            | 654<br>40%        | 161<br>34%                | 727<br>43% | 91<br>25%                             | 619<br>60%             | 164<br>22%       | -<br>-                                | 899<br>100%               | -<br>-                | 29<br>29%                                     | 424<br>52%             | 263<br>30%       | 20<br>12%                                     | 492<br>61%                | 273<br>28%            | 902<br>40%  |
| Get slightly worse  | 553<br>25%<br>ghjkmnp<br>q  | 127<br>24%              | 33<br>23%                          | 118<br>25%                            | 399<br>25%        | 114<br>24%                | 428<br>25% | 14<br>4%                              | 225<br>22%             | 296<br>39%       | -<br>-                                | -<br>-                    | 553<br>64%            | 4<br>4%                                       | 156<br>19%             | 290<br>33%       | 19<br>12%                                     | 111<br>14%                | 355<br>36%            | 547<br>24%  |
| Get much worse      | 305<br>14%<br>fghjkmn<br>pq | 68<br>13%               | 26<br>19%                          | 60<br>13%                             | 221<br>14%        | 99<br>21%                 | 190<br>11% | 2<br>1%                               | 19<br>2%               | 282<br>37%       | -<br>-                                | -<br>-                    | 305<br>36%            | 3<br>3%                                       | 49<br>6%               | 210<br>24%       | 2<br>2%                                       | 42<br>5%                  | 233<br>24%            | 307<br>14%  |
| Don't know          | 66<br>3%<br>dijkinq<br>r    | 16<br>3%                | 2<br>1%                            | 15<br>3%                              | 37<br>2%          | 14<br>3%                  | 46<br>3%   | 9<br>3%                               | 28<br>3%               | 5<br>1%          | -<br>-                                | -<br>-                    | -<br>-                | -<br>-                                        | 6<br>1%                | 18<br>2%         | 2<br>1%                                       | 4<br>1%                   | 18<br>2%              | 67<br>3%    |
| Mean                | 2.68<br>eilor               | 2.7                     | 2.58                               | 2.7                                   | 2.69              | 2.53                      | 2.73       | 3.77<br>zhi                           | 2.88<br>zi             | 1.88             | 4.11<br>zki                           | 3<br>zi                   | 1.64                  | 3.68<br>zno                                   | 2.93<br>zo             | 2.31             | 3.73<br>znr                                   | 2.98<br>zr                | 2.24                  | 2.68        |
| Better              | 415<br>19%<br>hiklor        | 102<br>19%              | 23<br>16%                          | 93<br>19%                             | 307<br>19%        | 89<br>19%                 | 319<br>19% | 249<br>68%                            | 144<br>14%             | 12<br>2%         | 415<br>100%                           | -<br>-                    | -<br>-                | 64<br>zno                                     | 180<br>zo              | 105<br>12%       | 118<br>znr                                    | 160<br>f                  | 95<br>9%              | 415<br>19%  |
| Worse               | 858<br>38%<br>fghjkmn<br>pq | 195<br>37%              | 59<br>42%                          | 178<br>37%                            | 620<br>38%        | 213<br>45%                | 618<br>36% | 16<br>4%                              | 245<br>24%             | 578<br>76%       | -<br>-                                | -<br>-                    | 858<br>100%           | 7<br>7%                                       | 205<br>25%             | 499<br>56%       | 21<br>13%                                     | 153<br>19%                | 588<br>60%            | 854<br>38%  |
| NET: Better         | -20%                        | -18%                    | -25%                               | -18%                                  | -19%              | -26%                      | -18%       | 64%                                   | -10%                   | -75%             | 100%                                  | 0%                        | -100%                 | 57%                                           | -3%                    | -44%             | 60%                                           | 1%                        | -51%                  | -20%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 13

Q205. To what extent do you agree or disagree with each of the following statements? -SUMMARY TABLE

Base: All respondents

|                            | The NHS is<br>providing a good<br>service nationally | My local NHS is<br>providing me with<br>a good service | The UK/ Scottish/<br>Welsh/ Northern<br>Irish government<br>has the right<br>policies for the<br>NHS |
|----------------------------|------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Unweighted Total           | 2238                                                 | 2238                                                   | 2238                                                                                                 |
| Weighted Total             | 2238                                                 | 2238                                                   | 2238                                                                                                 |
| Strongly agree             | 120<br>5%                                            | 223<br>10%                                             | 51<br>2%                                                                                             |
| Tend to agree              | 704<br>31%                                           | 900<br>40%                                             | 364<br>16%                                                                                           |
| Neither agree nor disagree | 521<br>23%                                           | 467<br>21%                                             | 533<br>24%                                                                                           |
| Tend to disagree           | 661<br>30%                                           | 448<br>20%                                             | 752<br>34%                                                                                           |
| Strongly disagree          | 191<br>9%                                            | 170<br>8%                                              | 429<br>19%                                                                                           |
| Don't know                 | 42<br>2%                                             | 30<br>1%                                               | 109<br>5%                                                                                            |
| Mean                       | 2.95                                                 | 3.25                                                   | 2.46                                                                                                 |
| Agree                      | 823<br>37%                                           | 1123<br>50%                                            | 415<br>19%                                                                                           |
| Disagree                   | 852<br>38%                                           | 618<br>28%                                             | 1181<br>53%                                                                                          |
| NET: Agree                 | -1%                                                  | 23%                                                    | -34%                                                                                                 |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q205. To what extent do you agree or disagree with each of the following statements? -The NHS is providing a good service nationally

Base: All respondents

|                            | Gender            |                  |                 | Age               |                 |                 |                 |                 |                 | Ethnicity      |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total     |
|----------------------------|-------------------|------------------|-----------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-----------------|
|                            | Total<br>(z)      | Man<br>(a)       | Woman<br>(b)    | 16-24<br>(c)      | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)    | 65-74<br>(h)    | 75+<br>(i)     | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                 |
| Unweighted Total           | 2238              | 1090             | 1130            | 101               | 156             | 252             | 345             | 518             | 552             | 314            | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238            |
| Weighted Total             | 2238              | 1069             | 1151            | 292*              | 361             | 359             | 355             | 354             | 268             | 249            | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238            |
| Strongly agree             | 120<br>5%<br>b    | 75<br>7%<br>zb   | 45<br>4%<br>b   | 33<br>11%<br>zdgh | 12<br>3%<br>b   | 18<br>5%<br>b   | 20<br>6%<br>b   | 14<br>4%<br>b   | 11<br>4%<br>b   | 12<br>5%<br>b  | 103<br>5%<br>b                               | 13<br>4%<br>b                                               | 44<br>5%<br>b            | 75<br>6%<br>b                    | 29<br>4%<br>b                                     | 87<br>6%<br>b        | 18<br>6%<br>b                                          | 24<br>4%<br>b                   | 35<br>6%<br>b                                      | 6<br>6%<br>b                                                                     | 4<br>6%<br>b                       | 102<br>5%<br>b  |
| Tend to agree              | 704<br>31%<br>bmo | 390<br>36%<br>zb | 309<br>27%<br>b | 86<br>30%<br>b    | 121<br>34%<br>b | 104<br>29%<br>b | 120<br>34%<br>b | 112<br>32%<br>b | 85<br>32%<br>b  | 74<br>30%<br>b | 593<br>32%<br>b                              | 98<br>33%<br>b                                              | 333<br>34%<br>b          | 366<br>29%<br>b                  | 251<br>38%<br>zopqr                               | 441<br>29%<br>b      | 82<br>30%<br>b                                         | 158<br>29%<br>b                 | 149<br>27%<br>b                                    | 29<br>29%<br>b                                                                   | 23<br>32%<br>b                     | 692<br>31%<br>b |
| Neither agree nor disagree | 521<br>23%<br>n   | 223<br>21%<br>z  | 290<br>25%<br>z | 66<br>22%<br>z    | 78<br>22%<br>z  | 84<br>23%<br>z  | 76<br>21%<br>z  | 85<br>24%<br>z  | 66<br>25%<br>z  | 66<br>27%<br>z | 436<br>23%<br>z                              | 66<br>22%<br>z                                              | 218<br>22%<br>z          | 300<br>24%<br>z                  | 123<br>19%<br>zn                                  | 391<br>25%<br>zn     | 74<br>27%<br>n                                         | 128<br>23%<br>n                 | 144<br>26%<br>n                                    | 24<br>24%<br>n                                                                   | 22<br>30%<br>n                     | 531<br>24%<br>n |
| Tend to disagree           | 661<br>30%<br>z   | 291<br>27%<br>z  | 368<br>32%<br>z | 86<br>29%<br>z    | 108<br>30%<br>z | 105<br>29%<br>z | 106<br>30%<br>z | 102<br>29%<br>z | 76<br>28%<br>z  | 78<br>31%<br>z | 561<br>30%<br>z                              | 88<br>29%<br>z                                              | 275<br>28%<br>z          | 386<br>31%<br>z                  | 194<br>29%<br>z                                   | 461<br>30%<br>z      | 75<br>27%<br>z                                         | 184<br>33%<br>z                 | 161<br>30%<br>z                                    | 24<br>25%<br>z                                                                   | 17<br>24%<br>z                     | 665<br>30%<br>z |
| Strongly disagree          | 191<br>9%<br>i    | 77<br>7%<br>i    | 112<br>10%<br>i | 16<br>5%<br>i     | 35<br>10%<br>i  | 40<br>11%<br>i  | 27<br>8%<br>i   | 33<br>9%<br>i   | 25<br>9%<br>i   | 15<br>6%<br>i  | 158<br>8%<br>i                               | 24<br>8%<br>i                                               | 87<br>9%<br>i            | 103<br>8%<br>i                   | 52<br>8%<br>i                                     | 139<br>9%<br>i       | 22<br>8%<br>i                                          | 52<br>9%<br>i                   | 47<br>9%<br>i                                      | 12<br>13%<br>i                                                                   | 6<br>8%<br>i                       | 203<br>9%<br>i  |
| Don't know                 | 42<br>2%<br>l     | 14<br>1%<br>l    | 28<br>2%<br>l   | 6<br>2%<br>l      | 7<br>2%<br>l    | 8<br>2%<br>l    | 6<br>2%<br>l    | 8<br>2%<br>l    | 5<br>2%<br>l    | 4<br>2%<br>l   | 29<br>2%<br>l                                | 12<br>4%<br>l                                               | 19<br>2%<br>l            | 23<br>2%<br>l                    | 16<br>2%<br>l                                     | 23<br>1%<br>l        | 6<br>2%<br>l                                           | 7<br>1%<br>l                    | 7<br>1%<br>l                                       | 3<br>3%<br>l                                                                     | -<br>-<br>l                        | 45<br>2%<br>l   |
| Mean                       | 2.95<br>b         | 3.09<br>zb       | 2.83<br>b       | 3.12              | 2.91            | 2.88            | 3               | 2.92            | 2.93            | 2.96           | 2.96                                         | 2.96                                                        | 2.97                     | 2.94                             | 3.02<br>a                                         | 2.92                 | 2.99                                                   | 2.85                            | 2.93                                               | 2.92                                                                             | 3.05                               | 2.92            |
| Agree                      | 823<br>37%<br>bo  | 464<br>43%<br>zb | 354<br>31%<br>b | 119<br>41%<br>b   | 133<br>37%<br>b | 123<br>34%<br>b | 140<br>39%<br>b | 126<br>36%<br>b | 96<br>36%<br>b  | 86<br>35%<br>b | 697<br>37%<br>b                              | 111<br>37%<br>b                                             | 377<br>39%<br>b          | 441<br>35%<br>b                  | 280<br>42%<br>zopqr                               | 528<br>34%<br>b      | 100<br>36%<br>b                                        | 182<br>33%<br>b                 | 184<br>34%<br>b                                    | 35<br>35%<br>b                                                                   | 28<br>38%<br>b                     | 794<br>35%<br>b |
| Disagree                   | 852<br>38%<br>a   | 368<br>34%<br>za | 479<br>42%<br>z | 101<br>35%<br>z   | 143<br>40%<br>z | 145<br>40%<br>z | 134<br>38%<br>z | 135<br>38%<br>z | 101<br>38%<br>z | 92<br>37%<br>z | 719<br>38%<br>z                              | 112<br>37%<br>z                                             | 362<br>37%<br>z          | 489<br>39%<br>z                  | 246<br>37%<br>z                                   | 600<br>39%<br>z      | 97<br>35%<br>z                                         | 235<br>43%<br>z                 | 208<br>38%<br>z                                    | 37<br>37%<br>z                                                                   | 23<br>32%<br>z                     | 868<br>39%<br>z |
| NET: Agree                 | -1%               | 9%               | -11%            | 6%                | -3%             | -6%             | 2%              | -3%             | -2%             | -3%            | -1%                                          | +                                                           | 2%                       | -4%                              | 5%                                                | -5%                  | 1%                                                     | -10%                            | -4%                                                | -2%                                                                              | 7%                                 | -3%             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -The NHS is providing a good service nationally

Base: All respondents

|                            | Total<br>(n) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total |
|----------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|
|                            |              | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |
| Unweighted Total           | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |
| Weighted Total             | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |
| Strongly agree             | 120<br>5%    | 20<br>5%                | 28<br>5%                        | 32<br>6%                        | 3<br>1%                      | 100<br>5%      | 15<br>8%        | 4<br>4%      | 1<br>1%                 | 37<br>7%             | 22<br>6%        | 40<br>4%     | 12<br>13%         | 16<br>7%          | 9<br>5%                            | 18<br>11%            | 5<br>2%              | 6<br>3%                | 13<br>4%          | 11<br>6%          | 10<br>4%      | 102<br>5%   |
| Tend to agree              | 704<br>31%   | 124<br>31%              | 182<br>30%                      | 185<br>35%                      | 92<br>40%                    | 595<br>32%     | 63<br>34%       | 26<br>25%    | 19<br>31%               | 154<br>30%           | 108<br>30%      | 332<br>33%   | 28<br>32%         | 73<br>30%         | 53<br>29%                          | 45<br>27%            | 64<br>32%            | 61<br>29%              | 104<br>33%        | 65<br>33%         | 103<br>36%    | 692<br>31%  |
| Neither agree nor disagree | 521<br>23%   | 103<br>26%              | 147<br>24%                      | 98<br>19%                       | 49<br>21%                    | 459<br>24%     | 29<br>16%       | 19<br>18%    | 15<br>23%               | 130<br>25%           | 93<br>26%       | 236<br>23%   | 24<br>27%         | 60<br>24%         | 47<br>25%                          | 45<br>28%            | 47<br>24%            | 42<br>20%              | 70<br>22%         | 57<br>29%         | 67<br>23%     | 531<br>24%  |
| Tend to disagree           | 661<br>30%   | 111<br>28%              | 176<br>29%                      | 158<br>30%                      | 66<br>28%                    | 544<br>29%     | 56<br>30%       | 42<br>40%    | 19<br>30%               | 141<br>27%           | 101<br>28%      | 302<br>30%   | 20<br>22%         | 67<br>27%         | 54<br>29%                          | 43<br>26%            | 59<br>30%            | 75<br>36%              | 98<br>31%         | 47<br>24%         | 82<br>28%     | 665<br>30%  |
| Strongly disagree          | 191<br>9%    | 34<br>9%                | 60<br>10%                       | 46<br>9%                        | 16<br>7%                     | 152<br>8%      | 19<br>10%       | 11<br>10%    | 8<br>13%                | 47<br>9%             | 26<br>7%        | 79<br>8%     | 6<br>6%           | 23<br>9%          | 18<br>10%                          | 10<br>6%             | 16<br>8%             | 23<br>11%              | 24<br>8%          | 12<br>6%          | 20<br>7%      | 203<br>9%   |
| Don't know                 | 42<br>2%     | 6<br>1%                 | 11<br>2%                        | 6<br>1%                         | 6<br>2%                      | 36<br>2%       | 2<br>1%         | 4<br>3%      | 1<br>2%                 | 11<br>2%             | 11<br>3%        | 14<br>1%     | -<br>-            | 8<br>3%           | 3<br>2%                            | 4<br>2%              | 7<br>4%              | 2<br>1%                | 3<br>1%           | 3<br>1%           | 7<br>3%       | 45<br>2%    |
| Mean                       | 2.95<br>i    | 2.96<br>i               | 2.9<br>i                        | 3<br>i                          | 3<br>i                       | 2.97<br>i      | 3<br>i          | 2.7<br>i     | 2.76<br>i               | 2.99<br>i            | 3<br>i          | 2.95<br>i    | 3.23<br>i         | 2.97<br>i         | 2.89<br>i                          | 3.11<br>i            | 2.91<br>i            | 2.77<br>i              | 2.95<br>i         | 3.08<br>i         | 3<br>i        | 2.92<br>i   |
| Agree                      | 823<br>37%   | 144<br>36%              | 210<br>35%                      | 217<br>41%                      | 95<br>41%                    | 695<br>37%     | 79<br>43%       | 30<br>29%    | 20<br>32%               | 191<br>37%           | 131<br>36%      | 373<br>37%   | 40<br>45%         | 90<br>36%         | 62<br>33%                          | 63<br>38%            | 68<br>35%            | 67<br>32%              | 116<br>38%        | 76<br>39%         | 113<br>39%    | 794<br>35%  |
| Disagree                   | 852<br>38%   | 145<br>36%              | 236<br>39%                      | 204<br>39%                      | 81<br>35%                    | 696<br>37%     | 75<br>41%       | 53<br>50%    | 27<br>43%               | 188<br>36%           | 127<br>35%      | 381<br>38%   | 25<br>29%         | 90<br>36%         | 72<br>39%                          | 53<br>32%            | 75<br>38%            | 98<br>47%              | 121<br>39%        | 59<br>30%         | 102<br>35%    | 868<br>39%  |
| NET: Agree                 | -1%          | *                       | -4%                             | 3%                              | 6%                           | *              | 2%              | -22%         | -11%                    | 1%                   | 1%              | -1%          | 16%               | *                 | -6%                                | 6%                   | -3%                  | -15%                   | -2%               | 9%                | 4%            | -3%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

Q205. To what extent do you agree or disagree with each of the following statements? -The NHS is providing a good service nationally

Base: All respondents

|                            | Total<br>(z)     | Urbanity     |              | IMD Quintile             |                 |                  |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |            |
|----------------------------|------------------|--------------|--------------|--------------------------|-----------------|------------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|------------|
|                            |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)         | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p)  |
| Unweighted Total           | 2238             | 1673         | 565          | 419                      | 432             | 476              | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238       |
| Weighted Total             | 2238             | 1745         | 493          | 451                      | 442             | 447              | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238       |
| Strongly agree             | 120<br>5%        | 101<br>6%    | 19<br>4%     | 24<br>5%                 | 17<br>4%        | 25<br>6%         | 21<br>5%   | 32<br>7%                  | 62<br>5%                                                                | 8<br>3%                            | 7<br>6%                                              | 6<br>3%                                                  | 13<br>5%                                          | 3<br>4%                                           | 21<br>12%<br>zhi         | 36<br>6%   | 83<br>5%    | 102<br>5%  |
| Tend to agree              | 704<br>31%<br>ci | 556<br>32%   | 147<br>30%   | 109<br>24%               | 157<br>36%<br>c | 161<br>36%<br>c  | 127<br>28% | 149<br>33%<br>c           | 409<br>34%<br>zij                                                       | 62<br>25%                          | 26<br>23%                                            | 51<br>32%                                                | 67<br>28%                                         | 31<br>44%<br>ij                                   | 48<br>28%                | 182<br>31% | 519<br>32%  | 692<br>31% |
| Neither agree nor disagree | 521<br>23%<br>h  | 404<br>23%   | 116<br>24%   | 109<br>24%               | 103<br>23%      | 91<br>20%        | 114<br>26% | 103<br>23%                | 254<br>21%                                                              | 71<br>29%<br>zh                    | 25<br>22%                                            | 51<br>32%<br>h                                           | 58<br>25%                                         | 15<br>21%                                         | 38<br>22%                | 132<br>22% | 388<br>24%  | 531<br>24% |
| Tend to disagree           | 661<br>30%       | 507<br>29%   | 153<br>31%   | 143<br>32%               | 121<br>27%      | 136<br>31%       | 132<br>29% | 129<br>29%                | 350<br>29%                                                              | 79<br>32%                          | 49<br>43%<br>zhk                                     | 35<br>22%                                                | 71<br>30%                                         | 17<br>25%                                         | 55<br>32%                | 168<br>28% | 493<br>30%  | 665<br>30% |
| Strongly disagree          | 191<br>9%<br>p   | 142<br>8%    | 49<br>10%    | 50<br>11%<br>e           | 36<br>8%        | 27<br>6%         | 45<br>10%  | 32<br>7%                  | 116<br>10%                                                              | 20<br>8%                           | 4<br>3%                                              | 9<br>6%<br>zhl                                           | 27<br>11%<br>j                                    | 4<br>6%<br>-                                      | 10<br>6%<br>-            | 64<br>11%  | 126<br>8%   | 203<br>9%  |
| Don't know                 | 42<br>2%         | 34<br>2%     | 8<br>2%      | 15<br>3%                 | 6<br>1%         | 7<br>1%          | 9<br>2%    | 5<br>1%                   | 20<br>2%                                                                | 6<br>2%                            | 4<br>3%                                              | 9<br>6%<br>zhl                                           | 1<br>*<br>-                                       | -<br>-                                            | -<br>-                   | 9<br>2%    | 32<br>2%    | 45<br>2%   |
| Mean                       | 2.95<br>c        | 2.98         | 2.86         | 2.8                      | 2.99<br>c       | 3.05<br>c        | 2.88       | 3.05<br>c                 | 2.96                                                                    | 2.83                               | 2.85                                                 | 3.06                                                     | 2.86                                              | 3.16                                              | 3.09                     | 2.93       | 2.96        | 2.92       |
| Agree                      | 823<br>37%<br>ci | 657<br>38%   | 166<br>34%   | 133<br>30%               | 174<br>39%<br>c | 186<br>42%<br>cf | 148<br>33% | 181<br>40%<br>c           | 471<br>39%<br>zi                                                        | 70<br>28%                          | 33<br>29%                                            | 57<br>35%                                                | 80<br>34%                                         | 34<br>48%<br>i                                    | 69<br>40%                | 218<br>37% | 602<br>37%  | 794<br>35% |
| Disagree                   | 852<br>38%<br>k  | 649<br>37%   | 202<br>41%   | 193<br>43%               | 158<br>36%      | 163<br>37%       | 177<br>39% | 161<br>36%                | 466<br>38%<br>k                                                         | 99<br>40%<br>k                     | 52<br>46%<br>k                                       | 44<br>27%                                                | 98<br>41%<br>k                                    | 22<br>31%                                         | 65<br>38%                | 232<br>39% | 619<br>38%  | 868<br>39% |
| NET: Agree                 | -1%              | *            | -7%          | -13%                     | 4%              | 5%               | -6%        | 5%                        | *                                                                       | -12%                               | -17%                                                 | 8%                                                       | -8%                                               | 17%                                               | 2%                       | -2%        | -1%         | -3%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q205. To what extent do you agree or disagree with each of the following statements? -The NHS is providing a good service nationally

Base: All respondents

|                            | Total<br>(z)    | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |              | Unwtd Total |
|----------------------------|-----------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|--------------|-------------|
|                            |                 | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m) |             |
| Unweighted Total           | 2238            | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17           | 2238        |
| Weighted Total             | 2238            | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**         | 2238        |
| Strongly agree             | 120<br>5%       | 104<br>5%                | 12<br>6%          | 36<br>4%            | 58<br>6%            | 10<br>6%           | 24<br>5%                 | 81<br>5%                        | 90<br>5%                                          | 30<br>6%                          | 35<br>6%                                                  | 17<br>11%                        | 12<br>6%       | -<br>-       | 102<br>5%   |
| Tend to agree              | 704<br>31%<br>k | 624<br>31%               | 77<br>38%         | 253<br>31%          | 328<br>32%          | 42<br>25%          | 144<br>28%               | 506<br>31%<br>k                 | 515<br>31%                                        | 151<br>29%                        | 191<br>33%<br>k                                           | 33<br>22%                        | 77<br>38%<br>k | 7<br>49%     | 692<br>31%  |
| Neither agree nor disagree | 521<br>23%      | 471<br>24%               | 41<br>20%         | 186<br>23%          | 254<br>25%          | 31<br>18%          | 115<br>22%               | 383<br>24%                      | 385<br>23%                                        | 124<br>24%                        | 132<br>23%                                                | 35<br>23%                        | 41<br>20%      | 5<br>34%     | 531<br>24%  |
| Tend to disagree           | 661<br>30%      | 603<br>30%               | 54<br>27%         | 248<br>31%          | 298<br>29%          | 57<br>34%          | 173<br>33%<br>j          | 486<br>30%                      | 502<br>30%                                        | 159<br>30%                        | 157<br>27%                                                | 40<br>27%                        | 54<br>27%      | 2<br>15%     | 665<br>30%  |
| Strongly disagree          | 191<br>9%       | 172<br>9%                | 14<br>7%          | 69<br>9%            | 75<br>7%            | 28<br>17%<br>zabcd | 59<br>11%<br>g           | 129<br>8%                       | 146<br>9%                                         | 52<br>10%                         | 52<br>9%                                                  | 23<br>15%<br>zgh                 | 14<br>7%       | -<br>-       | 203<br>9%   |
| Don't know                 | 42<br>2%<br>agh | 32<br>2%                 | 5<br>2%           | 12<br>2%            | 17<br>2%            | 2<br>1%            | 5<br>1%                  | 24<br>1%                        | 23<br>1%                                          | 6<br>1%                           | 10<br>2%                                                  | 3<br>2%                          | 5<br>2%        | *<br>3%      | 45<br>2%    |
| Mean                       | 2.95<br>ef      | 2.94<br>e                | 3.1<br>e          | 2.92                | 3<br>e              | 2.69               | 2.81                     | 2.95<br>f                       | 2.94<br>f                                         | 2.9                               | 3<br>f                                                    | 2.87                             | 3.1<br>f       | 3.35         | 2.92        |
| Agree                      | 823<br>37%      | 728<br>36%               | 90<br>44%         | 289<br>36%          | 386<br>37%          | 52<br>31%          | 167<br>32%               | 587<br>36%                      | 605<br>36%                                        | 181<br>35%                        | 227<br>39%<br>f                                           | 50<br>33%                        | 90<br>44%<br>f | 7<br>49%     | 794<br>35%  |
| Disagree                   | 852<br>38%      | 775<br>39%               | 68<br>33%         | 317<br>39%          | 373<br>36%          | 85<br>50%<br>zabd  | 231<br>45%<br>zghj       | 615<br>38%                      | 648<br>39%                                        | 212<br>40%                        | 209<br>36%                                                | 63<br>42%                        | 68<br>33%      | 2<br>15%     | 868<br>39%  |
| NET: Agree                 | -1%             | -2%                      | 11%               | -3%                 | 1%                  | -20%               | -12%                     | -2%                             | -3%                                               | -6%                               | 3%                                                        | -9%                              | 11%            | 34%          | -3%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q205. To what extent do you agree or disagree with each of the following statements? -The NHS is providing a good service nationally

Base: All respondents

|                            | Total<br>(z)  | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|---------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |               | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238          | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238          | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 120<br>5%     | 21<br>4%                | 6<br>4%                            | 17<br>4%                              | 89<br>5%          | 27<br>6%                  | 93<br>5%   | 41<br>11%                             | 49<br>5%               | 20<br>3%         | 50<br>12%                             | 48<br>5%                  | 18<br>2%              | 15<br>15%                                     | 43<br>5%               | 28<br>3%         | 25<br>15%                                     | 39<br>5%                  | 28<br>3%              | 102<br>5%   |
| Tend to agree              | 704<br>31%    | 151<br>29%              | 38<br>27%                          | 142<br>30%                            | 531<br>33%        | 118<br>25%                | 569<br>33% | 207<br>57%                            | 388<br>37%             | 84<br>11%        | 241<br>58%                            | 306<br>34%                | 138<br>16%            | 54<br>54%                                     | 298<br>37%             | 218<br>25%       | 90<br>56%                                     | 294<br>36%                | 230<br>24%            | 692<br>31%  |
| Neither agree nor disagree | 521<br>23%    | 126<br>24%              | 44<br>31%                          | 111<br>23%                            | 374<br>23%        | 98<br>21%                 | 406<br>24% | 63<br>17%                             | 292<br>28%             | 151<br>20%       | 80<br>19%                             | 257<br>29%                | 163<br>19%            | 17<br>17%                                     | 214<br>26%             | 173<br>20%       | 22<br>14%                                     | 222<br>27%                | 198<br>20%            | 531<br>24%  |
| Tend to disagree           | 661<br>30%    | 174<br>33%              | 37<br>26%                          | 163<br>34%                            | 458<br>28%        | 161<br>34%                | 493<br>29% | 42<br>12%                             | 257<br>25%             | 348<br>46%       | 36<br>9%                              | 247<br>27%                | 369<br>43%            | 10<br>10%                                     | 217<br>27%             | 329<br>37%       | 19<br>12%                                     | 213<br>26%                | 364<br>37%            | 665<br>30%  |
| Strongly disagree          | 191<br>9%     | 43<br>8%                | 17<br>12%                          | 40<br>8%                              | 139<br>9%         | 64<br>13%                 | 121<br>7%  | 6<br>2%                               | 30<br>3%               | 149<br>20%       | 5<br>1%                               | 28<br>3%                  | 157<br>18%            | 3<br>3%                                       | 39<br>5%               | 128<br>14%       | 4<br>3%                                       | 35<br>4%                  | 140<br>14%            | 203<br>9%   |
| Don't know                 | 42<br>2%      | 7<br>1%                 | 1<br>*                             | 7<br>1%                               | 28<br>2%          | 9<br>2%                   | 27<br>2%   | 6<br>2%                               | 20<br>2%               | 7<br>1%          | 4<br>1%                               | 13<br>1%                  | 12<br>1%              | *<br>*                                        | 5<br>1%                | 10<br>1%         | 1<br>1%                                       | 5<br>1%                   | 14<br>1%              | 45<br>2%    |
| Mean                       | 2.95<br>eilor | 2.87                    | 2.86                               | 2.86                                  | 2.98              | 2.75                      | 3.01       | 3.65<br>zhi                           | 3.17<br>zi             | 2.31             | 3.72<br>zkl                           | 3.11<br>zi                | 2.4                   | 3.68<br>zno                                   | 3.11<br>zo             | 2.65             | 3.7<br>zar                                    | 3.11<br>zr                | 2.63                  | 2.92        |
| Agree                      | 823<br>37%    | 172<br>33%              | 44<br>31%                          | 159<br>33%                            | 620<br>38%        | 145<br>30%                | 662<br>39% | 248<br>68%                            | 437<br>42%             | 104<br>14%       | 291<br>70%                            | 354<br>39%                | 157<br>18%            | 69<br>69%                                     | 341<br>42%             | 246<br>28%       | 115<br>71%                                    | 333<br>41%                | 258<br>27%            | 794<br>35%  |
| Disagree                   | 852<br>38%    | 218<br>42%              | 54<br>38%                          | 203<br>42%                            | 597<br>37%        | 225<br>47%                | 615<br>36% | 48<br>13%                             | 287<br>28%             | 496<br>65%       | 41<br>10%                             | 275<br>31%                | 526<br>61%            | 13<br>13%                                     | 256<br>31%             | 457<br>52%       | 23<br>14%                                     | 248<br>31%                | 504<br>52%            | 868<br>39%  |
| NET: Agree                 | -1%           | -9%                     | -7%                                | -9%                                   | 1%                | -17%                      | 3%         | 55%                                   | 14%                    | -52%             | 60%                                   | 9%                        | -43%                  | 56%                                           | 10%                    | -24%             | 57%                                           | 11%                       | -25%                  | -3%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -My local NHS is providing me with a good service

Base: All respondents

|                            |                   | Gender           |                  |                   | Age               |                   |                   |                   |                   |                   |                   | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  |  |
|----------------------------|-------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|--|
|                            |                   | Total<br>(z)     | Man<br>(a)       | Woman<br>(b)      | 16-24<br>(c)      | 25-34<br>(d)      | 35-44<br>(e)      | 45-54<br>(f)      | 55-64<br>(g)      | 65-74<br>(h)      | 75+<br>(i)        | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |  |
| Unweighted Total           | 2238              | 1090             | 1130             | 101               | 156               | 252               | 345               | 518               | 552               | 314               | 2016              | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |  |
| Weighted Total             | 2238              | 1069             | 1151             | 292*              | 361               | 359               | 355               | 354               | 268               | 249               | 1880              | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |  |
| Strongly agree             | 223<br>10%<br>i   | 118<br>11%<br>9% | 105<br>9%<br>37% | 27<br>9%<br>45%   | 23<br>6%<br>39%   | 28<br>8%<br>38%   | 32<br>9%<br>38%   | 35<br>10%<br>40%  | 34<br>13%<br>43%  | 44<br>18%<br>41%  | 200<br>11%<br>z   | 20<br>7%<br>zi                               | 73<br>7%<br>zi                                              | 150<br>12%<br>zi         | 71<br>11%<br>zort                | 148<br>10%<br>38%                                 | 28<br>10%<br>41%     | 43<br>8%<br>39%                                        | 50<br>9%<br>38%                 | 10<br>10%<br>35%                                  | 17<br>24%<br>30%                                                                 | 243<br>11%                         |  |  |
| Tend to agree              | 900<br>40%<br>bo  | 470<br>44%<br>zb | 424<br>37%<br>za | 131<br>45%<br>20% | 141<br>39%<br>19% | 135<br>38%<br>22% | 136<br>38%<br>20% | 140<br>40%<br>23% | 114<br>43%<br>21% | 102<br>41%<br>23% | 777<br>41%<br>19% | 110<br>37%<br>28%                            | 389<br>40%<br>21%                                           | 507<br>40%<br>20%        | 303<br>45%<br>121                | 586<br>38%<br>338                                 | 113<br>41%<br>54     | 213<br>39%<br>115                                      | 204<br>38%<br>128               | 35<br>35%<br>22                                   | 21<br>30%<br>19                                                                  | 892<br>40%                         |  |  |
| Neither agree nor disagree | 467<br>21%<br>j   | 198<br>19%<br>za | 266<br>23%<br>za | 58<br>20%<br>20%  | 67<br>19%<br>19%  | 78<br>22%<br>22%  | 71<br>20%<br>23%  | 82<br>23%<br>23%  | 55<br>21%<br>23%  | 56<br>23%<br>23%  | 366<br>19%<br>zi  | 83<br>28%<br>zi                              | 209<br>21%<br>21%                                           | 255<br>20%<br>20%        | 121<br>18%<br>18%                | 338<br>22%<br>22%                                 | 54<br>19%<br>19%     | 115<br>21%<br>21%                                      | 128<br>24%<br>24%               | 22<br>23%<br>23%                                  | 19<br>26%<br>26%                                                                 | 472<br>21%                         |  |  |
| Tend to disagree           | 448<br>20%<br>te  | 202<br>19%<br>1% | 242<br>21%<br>1% | 54<br>19%<br>1%   | 88<br>24%<br>1%   | 77<br>21%<br>1%   | 78<br>22%<br>1%   | 70<br>20%<br>1%   | 48<br>18%<br>1%   | 33<br>13%<br>1%   | 370<br>20%<br>20% | 61<br>20%<br>20%                             | 211<br>22%<br>22%                                           | 237<br>19%<br>19%        | 122<br>18%<br>1%                 | 323<br>21%<br>1%                                  | 54<br>20%<br>1%      | 134<br>24%<br>2%                                       | 106<br>19%<br>2%                | 22<br>23%<br>1%                                   | 6<br>9%<br>1%                                                                    | 442<br>20%                         |  |  |
| Strongly disagree          | 170<br>8%<br>hi   | 71<br>7%<br>8%   | 95<br>8%<br>8%   | 17<br>6%<br>10%   | 35<br>10%<br>10%  | 35<br>10%<br>10%  | 30<br>8%<br>10%   | 24<br>7%<br>10%   | 16<br>6%<br>10%   | 13<br>5%<br>10%   | 147<br>8%<br>z    | 17<br>6%<br>z                                | 79<br>8%<br>zi                                              | 91<br>7%<br>zi           | 40<br>6%<br>zoars                | 128<br>8%<br>734                                  | 22<br>8%<br>141      | 42<br>8%<br>256                                        | 49<br>9%<br>254                 | 9<br>10%<br>44                                    | 7<br>10%<br>39                                                                   | 162<br>7%                          |  |  |
| Don't know                 | 30<br>1%<br>hi    | 9<br>1%<br>2%    | 19<br>2%<br>2%   | 5<br>2%<br>2%     | 7<br>2%<br>2%     | 7<br>2%<br>2%     | 7<br>2%<br>2%     | 2<br>1%<br>h      | 1<br>*<br>h       | 1<br>*<br>h       | 20<br>1%<br>z     | 9<br>3%<br>z                                 | 16<br>2%<br>zi                                              | 13<br>1%<br>zi           | 8<br>1%<br>zoar                  | 18<br>1%<br>3.2                                   | 5<br>2%<br>3.26      | 5<br>1%<br>3.15                                        | 6<br>1%<br>3.19                 | 1<br>1%<br>3.14                                   | 1<br>2%<br>3.5                                                                   | 27<br>1%                           |  |  |
| Mean                       | 3.25<br>blo       | 3.34<br>zb       | 3.18<br>za       | 3.34<br>2b        | 3.09<br>2b        | 3.13<br>2b        | 3.18<br>2b        | 3.26<br>2b        | 3.38<br>2b        | 3.53<br>2b        | 3.28<br>z         | 3.19<br>z                                    | 3.17<br>zi                                                  | 3.31<br>zi               | 3.37<br>zoar                     | 3.2<br>3.2                                        | 3.26<br>3.15         | 3.15<br>3.19                                           | 3.19<br>3.14                    | 3.5<br>3.5                                        | 3.28<br>3.28                                                                     |                                    |  |  |
| Agree                      | 1123<br>50%<br>bo | 589<br>55%<br>zb | 529<br>46%<br>za | 158<br>54%<br>2b  | 165<br>46%<br>2b  | 163<br>45%<br>2b  | 168<br>47%<br>2b  | 176<br>50%<br>2b  | 148<br>55%<br>2b  | 146<br>59%<br>2b  | 977<br>52%<br>z   | 130<br>43%<br>z                              | 462<br>47%<br>z                                             | 657<br>52%<br>z          | 374<br>56%<br>zoars              | 734<br>48%<br>451                                 | 141<br>51%<br>76     | 256<br>46%<br>176                                      | 254<br>47%<br>155               | 44<br>45%<br>31                                   | 39<br>54%<br>13                                                                  | 1135<br>51%                        |  |  |
| Disagree                   | 618<br>28%<br>hi  | 273<br>26%<br>8% | 338<br>29%<br>8% | 72<br>25%<br>10%  | 123<br>34%<br>10% | 112<br>31%<br>10% | 108<br>30%<br>10% | 95<br>27%<br>10%  | 64<br>24%<br>10%  | 46<br>18%<br>10%  | 517<br>27%<br>z   | 78<br>26%<br>z                               | 290<br>30%<br>zi                                            | 328<br>26%<br>zi         | 162<br>24%<br>zoars              | 451<br>29%<br>734                                 | 76<br>28%<br>141     | 176<br>32%<br>256                                      | 155<br>29%<br>254               | 31<br>32%<br>44                                   | 13<br>19%<br>39                                                                  | 604<br>27%                         |  |  |
| NET: Agree                 | 23%               | 29%              | 17%              | 30%               | 12%               | 14%               | 17%               | 23%               | 31%               | 40%               | 24%               | 17%                                          | 18%                                                         | 26%                      | 32%                              | 18%                                               | 24%                  | 15%                                                    | 18%                             | 13%                                               | 35%                                                                              | 24%                                |  |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -My local NHS is providing me with a good service

Base: All respondents

|                            | Total<br>(n)  | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|----------------------------|---------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                            |               | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total           | 2238          | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total             | 2238          | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Strongly agree             | 223<br>10%    | 45<br>11%               | 60<br>10%                       | 64<br>12%                       | 13<br>6%                     | 189<br>10%     | 25<br>13%       | 7<br>7%      | 2<br>3%                 | 64<br>12%            | 32<br>9%        | 93<br>9%     | 14<br>16%         | 26<br>11%         | 24<br>13%                          | 13<br>8%             | 19<br>10%            | 20<br>10%              | 24<br>8%          | 28<br>14%         | 20<br>7%      | 243<br>11%  |             |
| Tend to agree              | 900<br>40%    | 160<br>40%              | 249<br>41%                      | 215<br>41%                      | 104<br>45%                   | 765<br>41%     | 77<br>42%       | 36<br>34%    | 22<br>35%               | 207<br>40%           | 130<br>36%      | 429<br>43%   | 43<br>48%         | 85<br>34%         | 79<br>43%                          | 65<br>40%            | 65<br>33%            | 72<br>35%              | 148<br>48%        | 78<br>40%         | 130<br>45%    | 892<br>40%  |             |
| Neither agree nor disagree | 467<br>21%    | 83<br>21%               | 127<br>21%                      | 90<br>17%                       | 41<br>18%                    | 409<br>22%     | 24<br>13%       | 23<br>21%    | 11<br>18%               | 118<br>23%           | 93<br>26%       | 198<br>20%   | 19<br>22%         | 60<br>24%         | 39<br>21%                          | 44<br>27%            | 49<br>25%            | 41<br>20%              | 60<br>19%         | 46<br>23%         | 51<br>18%     | 472<br>21%  |             |
| Tend to disagree           | 448<br>20%    | 82<br>21%               | 116<br>19%                      | 105<br>20%                      | 49<br>21%                    | 367<br>19%     | 38<br>21%       | 26<br>25%    | 16<br>26%               | 88<br>17%            | 69<br>19%       | 210<br>21%   | 9<br>10%          | 53<br>21%         | 26<br>14%                          | 26<br>16%            | 43<br>22%            | 52<br>25%              | 54<br>17%         | 34<br>17%         | 71<br>24%     | 442<br>20%  |             |
| Strongly disagree          | 170<br>8%     | 27<br>7%                | 49<br>8%                        | 44<br>8%                        | 18<br>8%                     | 134<br>7%      | 18<br>10%       | 12<br>11%    | 6<br>9%                 | 39<br>8%             | 31<br>8%        | 64<br>6%     | 4<br>4%           | 19<br>8%          | 16<br>9%                           | 12<br>7%             | 19<br>10%            | 21<br>10%              | 20<br>7%          | 8<br>4%           | 15<br>5%      | 162<br>7%   |             |
| Don't know                 | 30<br>1%<br>c | 1<br>*                  | 4<br>1%                         | 7<br>1%                         | 6<br>2%<br>c                 | 20<br>1%       | 2<br>1%         | 2<br>2%      | 5<br>9%                 | 5<br>1%              | 6<br>2%         | 9<br>1%      | -<br>-            | 5<br>2%           | -<br>-                             | 5<br>3%              | 2<br>1%              | 2<br>1%                | 4<br>1%           | 1<br>*            | 2<br>1%       | 27<br>1%    |             |
| Mean                       | 3.25<br>ij    | 3.29                    | 3.26                            | 3.29                            | 3.21                         | 3.27<br>ij     | 3.29            | 2.99         | 2.96                    | 3.32                 | 3.18            | 3.28         | 3.61<br>zors      | 3.19              | 3.36                               | 3.27                 | 3.11                 | 3.1                    | 3.33              | 3.43<br>zrs       | 3.24          | 3.28        |             |
| Agree                      | 1123<br>50%   | 205<br>51%              | 309<br>51%                      | 279<br>53%                      | 118<br>51%                   | 955<br>51%     | 102<br>55%      | 43<br>40%    | 24<br>38%               | 270<br>52%           | 162<br>45%      | 522<br>52%   | 57<br>64%         | 111<br>45%        | 103<br>56%                         | 78<br>48%            | 84<br>43%            | 93<br>44%              | 172<br>56%        | 106<br>55%        | 151<br>52%    | 1135<br>51% |             |
| Disagree                   | 618<br>28%    | 109<br>27%              | 164<br>27%                      | 149<br>28%                      | 67<br>29%                    | 501<br>27%     | 56<br>30%       | 39<br>36%    | 22<br>35%               | 127<br>24%           | 100<br>28%      | 275<br>27%   | 13<br>14%         | 72<br>29%         | 43<br>23%                          | 37<br>23%            | 62<br>32%            | 73<br>35%              | 74<br>24%         | 42<br>22%         | 86<br>30%     | 604<br>27%  |             |
| NET: Agree                 | 23%           | 24%                     | 24%                             | 25%                             | 22%                          | 24%            | 25%             | 4%           | 3%                      | 27%                  | 17%             | 25%          | 49%               | 16%               | 33%                                | 25%                  | 11%                  | 10%                    | 32%               | 33%               | 22%           | 24%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -My local NHS is providing me with a good service

Base: All respondents

|                            |                   | Urbanity     |              | IMD Quintile        |                          |                  |                 |                 | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   | Children in household                             |                          |                  |             |
|----------------------------|-------------------|--------------|--------------|---------------------|--------------------------|------------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|-------------|
|                            |                   | Total<br>(z) | Urban<br>(a) | Rural<br>(b)        | 1 - Most deprived<br>(c) | 2<br>(d)         | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) |                  | Yes<br>(o)  |
| Unweighted Total           | 2238              | 1673         | 565          | 419                 | 432                      | 476              | 450             | 461             | 1302                      | 280                                                                     | 132                                | 169                                                  | 227                                                      | 45                                                | 58                                                | 400                      | 1831             | 2238        |
| Weighted Total             | 2238              | 1745         | 493          | 451                 | 442                      | 447              | 448             | 450             | 1211                      | 246                                                                     | 114*                               | 161*                                                 | 237                                                      | 71*                                               | 172*                                              | 592                      | 1642             | 2238        |
| Strongly agree             | 223<br>10%<br>c   | 163<br>9%    | 59<br>12%    | 24<br>5%            | 33<br>7%                 | 67<br>15%<br>zcd | 47<br>11%<br>c  | 52<br>12%<br>c  | 130<br>11%                | 20<br>8%                                                                | 8<br>7%                            | 15<br>9%                                             | 21<br>9%                                                 | 5<br>7%                                           | 24<br>14%                                         | 53<br>9%                 | 170<br>10%       | 243<br>11%  |
| Tend to agree              | 900<br>40%<br>cl  | 712<br>41%   | 189<br>38%   | 149<br>33%          | 196<br>44%<br>c          | 182<br>41%       | 189<br>41%      | 189<br>42%<br>c | 516<br>43%<br>zl          | 92<br>38%                                                               | 44<br>38%                          | 61<br>38%                                            | 73<br>31%                                                | 35<br>49%<br>l                                    | 74<br>43%                                         | 239<br>40%               | 659<br>40%       | 892<br>40%  |
| Neither agree nor disagree | 467<br>21%<br>ho  | 367<br>21%   | 100<br>20%   | 95<br>21%           | 97<br>22%                | 86<br>19%        | 93<br>21%       | 95<br>21%       | 224<br>19%                | 64<br>26%<br>zh                                                         | 27<br>24%                          | 41<br>25%                                            | 52<br>22%                                                | 14<br>19%                                         | 33<br>19%                                         | 100<br>17%<br>zo         | 367<br>22%<br>zo | 472<br>21%  |
| Tend to disagree           | 448<br>20%        | 351<br>20%   | 97<br>20%    | 120<br>27%<br>zefg  | 88<br>20%                | 79<br>18%        | 76<br>17%       | 86<br>19%       | 233<br>19%                | 50<br>20%                                                               | 30<br>27%                          | 29<br>18%                                            | 57<br>24%                                                | 16<br>22%                                         | 30<br>18%                                         | 134<br>23%               | 314<br>19%       | 442<br>20%  |
| Strongly disagree          | 170<br>8%<br>jp   | 128<br>7%    | 42<br>9%     | 53<br>12%<br>zdeg   | 25<br>6%                 | 25<br>5%         | 45<br>10%<br>eg | 23<br>5%        | 100<br>8%<br>j            | 14<br>5%                                                                | 2<br>2%                            | 11<br>7%                                             | 31<br>13%<br>zij                                         | 2<br>2%                                           | 11<br>6%                                          | 62<br>11%<br>zp          | 107<br>7%        | 162<br>7%   |
| Don't know                 | 30<br>1%<br>h     | 25<br>1%     | 5<br>1%      | 10<br>2%            | 3<br>1%                  | 9<br>2%          | 2<br>*          | 6<br>1%         | 8<br>1%                   | 6<br>2%<br>h                                                            | 3<br>2%                            | 5<br>3%<br>h                                         | 5<br>2%                                                  | -<br>-                                            | -<br>-                                            | 4<br>1%                  | 24<br>1%         | 27<br>1%    |
| Mean                       | 3.25<br>cl        | 3.25         | 3.26         | 2.93                | 3.28<br>c                | 3.43<br>zc       | 3.25<br>c       | 3.36<br>c       | 3.29<br>l                 | 3.23<br>l                                                               | 3.23                               | 3.25                                                 | 2.98                                                     | 3.37                                              | 3.41<br>l                                         | 3.15                     | 3.29<br>zo       | 3.28        |
| Agree                      | 1123<br>50%<br>cl | 875<br>50%   | 248<br>50%   | 172<br>38%          | 229<br>52%<br>c          | 249<br>56%<br>zc | 232<br>52%<br>c | 241<br>53%<br>c | 646<br>53%<br>zil         | 113<br>46%                                                              | 52<br>45%                          | 75<br>47%                                            | 93<br>39%                                                | 40<br>56%<br>l                                    | 98<br>57%                                         | 292<br>49%               | 829<br>50%       | 1135<br>51% |
| Disagree                   | 618<br>28%<br>p   | 478<br>27%   | 140<br>28%   | 172<br>38%<br>zdefg | 113<br>25%               | 103<br>23%       | 121<br>27%      | 109<br>24%      | 333<br>27%                | 63<br>26%                                                               | 32<br>28%                          | 40<br>25%                                            | 87<br>37%<br>zhi                                         | 17<br>24%                                         | 41<br>24%                                         | 196<br>33%<br>zp         | 421<br>26%       | 604<br>27%  |
| NET: Agree                 | 23%               | 23%          | 22%          | *                   | 26%                      | 33%              | 25%             | 29%             | 26%                       | 20%                                                                     | 17%                                | 22%                                                  | 2%                                                       | 32%                                               | 33%                                               | 16%                      | 25%              | 24%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q205. To what extent do you agree or disagree with each of the following statements? -My local NHS is providing me with a good service

Base: All respondents

|                            | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                   |                   | Unwtd Total         |
|----------------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------------|-------------------|---------------------|
|                            |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)       | Other<br>(m)      |                     |
| Unweighted Total           | 2238                | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165               | 17                | 2238                |
| Weighted Total             | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*              | 14**              | 2238                |
| Strongly agree             | 223<br>10%<br>c     | 208<br>10%<br>c          | 15<br>7%<br>c     | 61<br>8%<br>zac     | 125<br>12%<br>zac   | 22<br>13%<br>zac   | 57<br>11%<br>z           | 167<br>10%<br>z                 | 180<br>11%<br>z                                   | 75<br>14%<br>zgh                  | 87<br>15%<br>zghl                                         | 16<br>11%<br>z                   | 15<br>7%<br>z     | 2<br>14%<br>z     | 243<br>11%<br>z     |
| Tend to agree              | 900<br>40%<br>c     | 813<br>41%<br>c          | 80<br>40%<br>c    | 299<br>37%<br>zac   | 457<br>44%<br>zac   | 57<br>34%<br>zac   | 200<br>39%<br>z          | 674<br>42%<br>z                 | 695<br>42%<br>z                                   | 203<br>39%<br>z                   | 257<br>45%<br>z                                           | 53<br>35%<br>z                   | 80<br>40%<br>z    | 9<br>66%<br>z     | 892<br>40%<br>z     |
| Neither agree nor disagree | 467<br>21%<br>dfj   | 413<br>21%<br>dfj        | 45<br>22%<br>dfj  | 199<br>25%<br>zade  | 192<br>19%<br>zade  | 22<br>13%<br>zade  | 88<br>17%<br>j           | 324<br>20%<br>j                 | 333<br>20%<br>j                                   | 92<br>18%<br>j                    | 84<br>15%<br>j                                            | 19<br>13%<br>j                   | 45<br>22%<br>j    | 2<br>14%<br>j     | 472<br>21%<br>j     |
| Tend to disagree           | 448<br>20%<br>d     | 412<br>21%<br>d          | 34<br>17%<br>d    | 181<br>23%<br>d     | 189<br>18%<br>d     | 41<br>24%<br>d     | 113<br>22%<br>d          | 328<br>20%<br>d                 | 323<br>19%<br>d                                   | 99<br>19%<br>d                    | 106<br>18%<br>d                                           | 40<br>27%<br>d                   | 34<br>17%<br>d    | 1<br>6%<br>d      | 442<br>20%<br>d     |
| Strongly disagree          | 170<br>8%<br>d      | 152<br>8%<br>d           | 13<br>7%<br>d     | 61<br>8%<br>d       | 64<br>6%<br>d       | 28<br>16%<br>zabcd | 59<br>11%<br>zghj        | 111<br>7%<br>zghj               | 124<br>7%<br>zghj                                 | 53<br>10%<br>gh                   | 43<br>7%<br>gh                                            | 21<br>14%<br>zghj                | 13<br>7%<br>zghj  | -<br>-<br>zghj    | 162<br>7%<br>zghj   |
| Don't know                 | 30<br>1%<br>acdghij | 8<br>*<br>acdghij        | 15<br>7%<br>zacde | 4<br>1%<br>zacde    | 4<br>*<br>zacde     | -<br>-<br>zabcd    | 2<br>*<br>zghj           | 6<br>*<br>zghj                  | 5<br>*<br>zghj                                    | 2<br>*<br>zghj                    | -<br>-<br>zghj                                            | 1<br>1%<br>zghj                  | 15<br>7%<br>zghj  | -<br>-<br>zghj    | 27<br>1%<br>zghj    |
| Mean                       | 3.25<br>c           | 3.26<br>c                | 3.27<br>c         | 3.15<br>c           | 3.38<br>zace        | 3.03<br>zace       | 3.16<br>zfk              | 3.29<br>zfk                     | 3.29<br>zfk                                       | 3.28<br>zfk                       | 3.42<br>zfhk                                              | 3.03<br>zfhk                     | 3.27<br>zfhk      | 3.88<br>zfhk      | 3.28<br>zfhk        |
| Agree                      | 1123<br>50%<br>c    | 1020<br>51%<br>c         | 96<br>47%<br>c    | 360<br>45%<br>zac   | 581<br>56%<br>zac   | 79<br>46%<br>zac   | 257<br>50%<br>z          | 841<br>52%<br>z                 | 876<br>53%<br>z                                   | 278<br>53%<br>z                   | 345<br>60%<br>zfhk                                        | 69<br>46%<br>zfhk                | 96<br>47%<br>zfhk | 11<br>80%<br>zfhk | 1135<br>51%<br>zfhk |
| Disagree                   | 618<br>28%<br>d     | 564<br>28%<br>d          | 47<br>23%<br>d    | 242<br>30%<br>d     | 253<br>25%<br>d     | 69<br>40%<br>zabd  | 172<br>33%<br>zghj       | 439<br>27%<br>zghj              | 448<br>27%<br>zghj                                | 152<br>29%<br>zghj                | 148<br>26%<br>zghj                                        | 61<br>40%<br>zghj                | 47<br>23%<br>zghj | 1<br>6%<br>zghj   | 604<br>27%<br>zghj  |
| NET: Agree                 | 23%<br>c            | 23%<br>c                 | 24%<br>c          | 15%<br>zac          | 32%<br>zace         | 6%<br>zabcd        | 16%<br>zghj              | 25%<br>zghj                     | 26%<br>zghj                                       | 24%<br>zghj                       | 34%<br>zghj                                               | 6%<br>zghj                       | 24%<br>zghj       | 74%<br>zghj       | 24%<br>zghj         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q205. To what extent do you agree or disagree with each of the following statements? - My local NHS is providing me with a good service

Base: All respondents

|                            | Total<br>(z)                 | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|------------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 223<br>10%<br>ilor           | 46<br>9%                | 13                                 | 43<br>9%                              | 166<br>10%        | 59<br>12%                 | 163<br>10% | 98<br>27%                             | 96<br>9%               | 15<br>2%         | 101<br>24%                            | 82<br>9%                  | 33<br>4%              | 31<br>31%                                     | 83<br>10%              | 65<br>7%         | 46<br>29%                                     | 82<br>10%                 | 74<br>8%              | 243<br>11%  |
| Tend to agree              | 900<br>40%<br>ellor          | 216<br>41%              | 45<br>31%                          | 198<br>41%                            | 658<br>41%        | 164<br>34%                | 720<br>42% | 215<br>59%                            | 505<br>49%             | 151<br>20%       | 250<br>60%                            | 420<br>47%                | 197<br>23%            | 50<br>51%                                     | 379<br>47%             | 292<br>33%       | 80<br>50%                                     | 389<br>48%                | 310<br>32%            | 892<br>40%  |
| Neither agree nor disagree | 467<br>21%<br>egimp          | 108<br>21%              | 33<br>23%                          | 99<br>21%                             | 333<br>21%        | 82<br>17%                 | 370<br>22% | 31<br>9%                              | 246<br>24%             | 176<br>23%       | 39<br>9%                              | 220<br>25%                | 196<br>23%            | 5<br>5%                                       | 174<br>21%             | 188<br>21%       | 15<br>9%                                      | 171<br>21%                | 203<br>21%            | 472<br>21%  |
| Tend to disagree           | 448<br>20%<br>ghjkkpq        | 114<br>22%              | 35<br>25%                          | 108<br>23%                            | 311<br>19%        | 106<br>22%                | 332<br>19% | 21<br>6%                              | 146<br>14%             | 274<br>36%       | 24<br>6%                              | 148<br>17%                | 272<br>32%            | 12<br>12%                                     | 141<br>17%             | 228<br>26%       | 16<br>10%                                     | 133<br>16%                | 254<br>26%            | 442<br>20%  |
| Strongly disagree          | 170<br>8%<br>fghjkkpq        | 34<br>7%                | 17<br>12%                          | 29<br>6%                              | 132<br>8%         | 63<br>13%                 | 103<br>6%  | -<br>-                                | 31<br>3%               | 135<br>18%       | 2<br>*                                | 16<br>2%                  | 150<br>18%            | 2<br>2%                                       | 34<br>4%               | 109<br>13%       | 4<br>3%                                       | 27<br>3%                  | 124<br>13%            | 162<br>7%   |
| Don't know                 | 30<br>1%<br>no               | 4<br>1%                 | -                                  | 4<br>1%                               | 18<br>1%          | 3<br>1%                   | 20<br>1%   | -<br>-                                | 11<br>1%               | 9<br>1%          | -<br>-                                | 12<br>1%                  | 10<br>1%              | 1<br>1%                                       | 5<br>1%                | 5<br>1%          | -<br>-                                        | 7<br>1%                   | 9<br>1%               | 27<br>1%    |
| Mean                       | 3.25<br>beilor               | 3.24<br>b               | 3.01                               | 3.25<br>b                             | 3.26              | 3.11                      | 3.3<br>ze  | 4.07<br>zhi                           | 3.48<br>zi             | 2.52             | 4.02<br>zkl                           | 3.46<br>zi                | 2.64                  | 3.98<br>zno                                   | 3.41<br>zo             | 2.97             | 3.92<br>zqr                                   | 3.46<br>zr                | 2.95                  | 3.28        |
| Agree                      | 1123<br>50%<br>ilor          | 262<br>50%              | 58<br>41%                          | 241<br>50%                            | 824<br>51%        | 223<br>47%                | 884<br>52% | 313<br>86%                            | 602<br>58%             | 166<br>22%       | 351<br>85%                            | 502<br>56%                | 230<br>27%            | 81<br>82%                                     | 462<br>57%             | 357<br>40%       | 126<br>78%                                    | 471<br>58%                | 384<br>39%            | 1135<br>51% |
| Disagree                   | 618<br>28%<br>fghjkkmn<br>pq | 148<br>28%              | 52<br>37%                          | 137<br>29%                            | 443<br>27%        | 169<br>35%                | 436<br>25% | 21<br>6%                              | 177<br>17%             | 409<br>54%       | 25<br>6%                              | 164<br>18%                | 422<br>49%            | 13<br>13%                                     | 175<br>21%             | 337<br>38%       | 20<br>12%                                     | 160<br>20%                | 378<br>39%            | 604<br>27%  |
| NET: Agree                 | 23%                          | 22%                     | 4%                                 | 22%                                   | 24%               | 11%                       | 26%        | 80%                                   | 41%                    | -32%             | 78%                                   | 38%                       | -22%                  | 68%                                           | 35%                    | 2%               | 66%                                           | 38%                       | 1%                    | 24%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -The UK / Scottish / Welsh / Northern Irish government has the right policies for the NHS

Base: All respondents

|                            | Gender            |                  |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|-------------------|------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            | Total<br>(z)      | Man<br>(a)       | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238              | 1090             | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238              | 1069             | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly agree             | 51<br>2%<br>i     | 32<br>3%         | 19<br>2%     | 3<br>1%      | 9<br>3%      | 6<br>2%      | 8<br>2%      | 11<br>3%     | 8<br>3%      | 6<br>2%    | 35<br>2%                                     | 12<br>4%                                                    | 20<br>2%                 | 31<br>2%                         | 20<br>3%                                          | 29<br>2%             | 8<br>3%                                                | 9<br>2%                         | 8<br>1%                                            | 3<br>3%                                                                          | 1<br>2%                            | 53<br>2%    |
| Tend to agree              | 364<br>16%<br>bor | 213<br>20%<br>zb | 151<br>13%   | 50<br>17%    | 60<br>17%    | 55<br>15%    | 53<br>15%    | 59<br>17%    | 46<br>17%    | 40<br>16%  | 317<br>17%                                   | 43<br>14%                                                   | 159<br>16%               | 205<br>16%                       | 160<br>24%<br>zopgrst                             | 201<br>13%           | 39<br>14%                                              | 73<br>13%                       | 67<br>12%                                          | 14<br>14%                                                                        | 7<br>10%                           | 362<br>16%  |
| Neither agree nor disagree | 533<br>24%<br>a   | 221<br>21%       | 310<br>27%   | 78<br>27%    | 81<br>22%    | 87<br>24%    | 77<br>22%    | 76<br>22%    | 66<br>25%    | 68<br>27%  | 437<br>23%                                   | 77<br>26%                                                   | 213<br>22%               | 316<br>25%                       | 145<br>22%                                        | 378<br>25%           | 63<br>23%                                              | 127<br>23%                      | 144<br>27%                                         | 22<br>22%                                                                        | 22<br>30%                          | 546<br>24%  |
| Tend to disagree           | 752<br>34%        | 355<br>33%       | 392<br>34%   | 95<br>32%    | 123<br>34%   | 118<br>33%   | 123<br>35%   | 117<br>33%   | 85<br>32%    | 91<br>37%  | 649<br>35%                                   | 90<br>30%                                                   | 335<br>34%               | 416<br>33%                       | 203<br>31%                                        | 543<br>35%           | 98<br>36%                                              | 203<br>37%                      | 181<br>33%                                         | 37<br>37%                                                                        | 23<br>32%                          | 741<br>33%  |
| Strongly disagree          | 429<br>19%        | 202<br>19%       | 220<br>19%   | 39<br>13%    | 67<br>18%    | 77<br>21%    | 79<br>22%    | 74<br>21%    | 54<br>20%    | 40<br>16%  | 356<br>19%                                   | 58<br>19%                                                   | 194<br>20%               | 234<br>19%                       | 112<br>17%                                        | 313<br>20%           | 54<br>20%                                              | 104<br>19%                      | 118<br>22%                                         | 22<br>22%                                                                        | 15<br>21%                          | 431<br>19%  |
| Don't know                 | 109<br>5%<br>i    | 47<br>4%         | 59<br>5%     | 27<br>9%     | 21<br>6%     | 17<br>5%     | 15<br>4%     | 16<br>5%     | 9<br>4%      | 4<br>1%    | 87<br>5%                                     | 19<br>6%                                                    | 55<br>6%                 | 51<br>4%                         | 24<br>4%                                          | 78<br>5%             | 14<br>5%                                               | 35<br>6%                        | 24<br>4%                                           | 1<br>1%                                                                          | 3<br>4%                            | 105<br>5%   |
| Mean                       | 2.46<br>i         | 2.53             | 2.41         | 2.56         | 2.48         | 2.4          | 2.38         | 2.46         | 2.49         | 2.51       | 2.46                                         | 2.51                                                        | 2.43                     | 2.49                             | 2.65<br>zopgrst                                   | 2.38                 | 2.42                                                   | 2.38                            | 2.35                                               | 2.38                                                                             | 2.36                               | 2.47        |
| Agree                      | 415<br>19%<br>bor | 244<br>23%<br>zb | 170<br>15%   | 53<br>18%    | 69<br>19%    | 61<br>17%    | 62<br>17%    | 70<br>20%    | 54<br>20%    | 46<br>18%  | 352<br>19%                                   | 56<br>19%                                                   | 180<br>18%               | 235<br>19%                       | 180<br>27%<br>zopgrst                             | 230<br>15%           | 47<br>17%                                              | 83<br>15%                       | 75<br>14%                                          | 17<br>17%                                                                        | 9<br>12%                           | 415<br>19%  |
| Disagree                   | 1181<br>53%<br>n  | 557<br>52%       | 612<br>53%   | 134<br>46%   | 190<br>53%   | 195<br>54%   | 201<br>57%   | 191<br>54%   | 139<br>52%   | 131<br>53% | 1005<br>53%                                  | 148<br>49%                                                  | 529<br>54%               | 650<br>52%                       | 315<br>47%                                        | 856<br>56%           | 153<br>55%                                             | 307<br>56%                      | 299<br>55%                                         | 59<br>59%                                                                        | 39<br>54%                          | 1172<br>52% |
| NET: Agree                 | -34%              | -29%             | -38%         | -28%         | -33%         | -37%         | -39%         | -34%         | -32%         | -34%       | -35%                                         | -31%                                                        | -36%                     | -33%                             | -20%                                              | -41%                 | -38%                                                   | -41%                            | -41%                                               | -42%                                                                             | -42%                               | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -The UK / Scottish / Welsh / Northern Irish government has the right policies for the NHS

Base: All respondents

|                            | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|----------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                            |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total           | 2238              | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total             | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Strongly agree             | 51<br>2%          | 13<br>3%                | 16<br>3%                        | 14<br>3%                        | 5<br>2%                      | 44<br>2%       | 7<br>4%         | *<br>*       | -<br>-                  | 15<br>3%             | 12<br>3%        | 17<br>2%     | 5<br>6%<br>u      | 3<br>1%           | 6<br>3%                            | 9<br>5%<br>u         | 3<br>1%              | 5<br>2%                | 8<br>3%           | 1<br>*            | 4<br>2%       | 53<br>2%    |             |
| Tend to agree              | 364<br>16%<br>j   | 54<br>14%               | 107<br>18%                      | 106<br>20%                      | 41<br>18%                    | 304<br>16%     | 43<br>23%       | 15<br>14%    | 2<br>3%                 | 100<br>19%           | 44<br>12%       | 159<br>16%   | 20<br>22%         | 43<br>18%         | 37<br>20%                          | 22<br>14%            | 22<br>11%            | 23<br>11%              | 51<br>17%         | 32<br>16%         | 53<br>18%     | 362<br>16%  |             |
| Neither agree nor disagree | 533<br>24%<br>e   | 114<br>29%              | 146<br>24%                      | 93<br>18%                       | 51<br>22%                    | 435<br>23%     | 44<br>24%       | 39<br>37%    | 16<br>25%               | 105<br>20%           | 93<br>26%       | 237<br>24%   | 18<br>20%         | 48<br>19%         | 39<br>21%                          | 41<br>25%            | 52<br>26%            | 40<br>19%              | 69<br>22%         | 45<br>23%         | 84<br>29%     | 546<br>24%  |             |
| Tend to disagree           | 752<br>34%<br>i   | 122<br>31%              | 194<br>32%                      | 199<br>38%                      | 79<br>34%                    | 657<br>35%     | 49<br>27%       | 19<br>18%    | 26<br>42%               | 177<br>34%           | 122<br>34%      | 358<br>36%   | 20<br>23%         | 98<br>40%         | 59<br>32%                          | 60<br>37%            | 62<br>31%            | 79<br>38%              | 113<br>36%        | 75<br>38%         | 92<br>32%     | 741<br>33%  |             |
| Strongly disagree          | 429<br>19%<br>i   | 74<br>19%               | 126<br>21%                      | 93<br>18%                       | 46<br>20%                    | 369<br>20%     | 32<br>17%       | 18<br>17%    | 10<br>16%               | 99<br>19%            | 73<br>20%       | 197<br>20%   | 20<br>22%         | 46<br>19%         | 33<br>18%                          | 25<br>15%            | 49<br>25%            | 55<br>26%              | 60<br>19%         | 38<br>19%         | 44<br>15%     | 431<br>19%  |             |
| Don't know                 | 109<br>5%<br>dem  | 21<br>5%                | 17<br>3%                        | 20<br>4%                        | 9<br>4%                      | 76<br>4%       | 10<br>5%        | 14<br>14%    | 8<br>13%                | 23<br>4%             | 18<br>5%        | 35<br>4%     | 5<br>6%           | 8<br>3%           | 10<br>5%                           | 7<br>4%              | 11<br>5%             | 8<br>4%                | 10<br>3%          | 6<br>3%           | 12<br>4%      | 105<br>5%   |             |
| Mean                       | 2.46<br>js        | 2.49                    | 2.48                            | 2.5                             | 2.46                         | 2.45           | 2.68<br>j       | 2.57<br>i    | 2.17                    | 2.51                 | 2.42            | 2.42         | 2.65              | 2.41              | 2.56                               | 2.56                 | 2.3                  | 2.22                   | 2.45              | 2.38              | 2.57<br>rs    | 2.47        |             |
| Agree                      | 415<br>19%<br>i   | 67<br>17%               | 122<br>20%                      | 120<br>23%                      | 46<br>20%                    | 348<br>18%     | 50<br>27%       | 15<br>15%    | 2<br>3%                 | 116<br>22%           | 56<br>15%       | 177<br>18%   | 25<br>29%         | 47<br>19%         | 43<br>23%                          | 31<br>19%            | 25<br>12%            | 28<br>13%              | 59<br>19%         | 32<br>17%         | 58<br>20%     | 415<br>19%  |             |
| Disagree                   | 1181<br>53%<br>hi | 197<br>49%              | 319<br>53%                      | 291<br>56%                      | 125<br>54%                   | 1026<br>54%    | 81<br>44%       | 37<br>35%    | 36<br>h                 | 276<br>53%           | 195<br>54%      | 555<br>55%   | 40<br>45%         | 144<br>58%        | 92<br>50%                          | 85<br>52%            | 110<br>56%           | 134<br>64%             | 172<br>56%        | 112<br>58%        | 136<br>47%    | 1172<br>52% |             |
| NET: Agree                 | -34%              | -33%                    | -33%                            | -33%                            | -34%                         | -36%           | -17%            | -21%         | -55%                    | -31%                 | -39%            | -38%         | -16%              | -39%              | -26%                               | -33%                 | -43%                 | -51%                   | -36%              | -41%              | -27%          | -34%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



Q205. To what extent do you agree or disagree with each of the following statements? -The UK / Scottish / Welsh / Northern Irish government has the right policies for the NHS

Base: All respondents

|                            | Total<br>(z)       | Urbanity     |              | IMD Quintile             |                   |                    |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 | Unwtd Total      |             |
|----------------------------|--------------------|--------------|--------------|--------------------------|-------------------|--------------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|------------------|-------------|
|                            |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)          | 3<br>(e)           | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      |                  | No<br>(p)   |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432               | 476                | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831             | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442               | 447                | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642             | 2238        |
| Strongly agree             | 51<br>2%           | 41<br>2%     | 10<br>2%     | 9<br>2%                  | 10<br>2%          | 14<br>3%           | 9<br>2%         | 10<br>2%                  | 33<br>3%                                                                | 7<br>3%                            | 1<br>1%                                              | 1<br>1%                                                  | 4<br>2%                                           | 4<br>6%                                           | -<br>-                   | 17<br>3%        | 34<br>2%         | 53<br>2%    |
| Tend to agree              | 364<br>16%<br>bcjo | 301<br>17%   | 63<br>13%    | 43<br>9%                 | 92<br>21%<br>zcg  | 98<br>22%<br>zcg   | 71<br>16%<br>c  | 61<br>13%                 | 219<br>18%<br>zij                                                       | 29<br>12%                          | 8<br>7%                                              | 29<br>18%<br>j                                           | 32<br>13%                                         | 18<br>26%<br>ij                                   | 27<br>15%                | 62<br>11%<br>zo | 301<br>18%<br>zo | 362<br>16%  |
| Neither agree nor disagree | 533<br>24%         | 413<br>24%   | 120<br>24%   | 115<br>26%               | 109<br>25%        | 102<br>23%         | 103<br>23%      | 104<br>23%                | 272<br>22%                                                              | 57<br>23%                          | 23<br>20%                                            | 35<br>22%                                                | 60<br>25%                                         | 25<br>35%                                         | 56<br>32%                | 157<br>26%      | 377<br>23%       | 546<br>24%  |
| Tend to disagree           | 752<br>34%         | 573<br>33%   | 179<br>36%   | 159<br>35%               | 129<br>29%        | 134<br>30%         | 155<br>35%      | 175<br>39%<br>zde         | 404<br>33%                                                              | 98<br>40%<br>zm                    | 56<br>49%<br>zhkmm                                   | 45<br>28%                                                | 76<br>32%                                         | 14<br>20%                                         | 49<br>28%                | 187<br>32%      | 564<br>34%       | 741<br>33%  |
| Strongly disagree          | 429<br>19%         | 329<br>19%   | 100<br>20%   | 89<br>20%                | 78<br>18%         | 89<br>20%          | 94<br>21%       | 79<br>18%                 | 238<br>20%                                                              | 42<br>17%                          | 18<br>16%                                            | 34<br>21%                                                | 56<br>24%                                         | 9<br>12%                                          | 31<br>18%                | 128<br>22%      | 300<br>18%       | 431<br>19%  |
| Don't know                 | 109<br>5%<br>ehp   | 88<br>5%     | 21<br>4%     | 36<br>8%<br>zef          | 23<br>5%          | 10<br>2%           | 17<br>4%        | 22<br>5%                  | 46<br>4%                                                                | 13<br>5%                           | 7<br>6%                                              | 16<br>10%<br>zh                                          | 11<br>5%                                          | 1<br>1%                                           | 10<br>6%                 | 41<br>7%<br>p   | 67<br>4%<br>z    | 105<br>5%   |
| Mean                       | 2.46<br>cj         | 2.49         | 2.37         | 2.33                     | 2.58<br>zc        | 2.57<br>c          | 2.41            | 2.41                      | 2.49<br>j                                                               | 2.41                               | 2.24                                                 | 2.44                                                     | 2.34                                              | 2.92<br>zhijkl                                    | 2.48                     | 2.37            | 2.5<br>z         | 2.47        |
| Agree                      | 415<br>19%<br>bcjo | 342<br>20%   | 73<br>15%    | 51<br>11%                | 102<br>23%<br>zcg | 112<br>25%<br>zcfg | 79<br>18%<br>c  | 70<br>16%                 | 252<br>21%<br>zj                                                        | 37<br>15%                          | 10<br>8%                                             | 31<br>19%                                                | 35<br>15%                                         | 22<br>31%<br>ijl                                  | 27<br>15%                | 79<br>13%<br>zo | 335<br>20%<br>zo | 415<br>19%  |
| Disagree                   | 1181<br>53%<br>dm  | 903<br>52%   | 278<br>57%   | 248<br>55%               | 208<br>47%        | 223<br>50%         | 248<br>55%<br>d | 254<br>56%<br>d           | 642<br>53%<br>m                                                         | 140<br>57%<br>m                    | 74<br>65%<br>zhkmn                                   | 79<br>49%                                                | 132<br>56%<br>m                                   | 23<br>33%<br>m                                    | 80<br>47%                | 315<br>53%      | 863<br>53%       | 1172<br>52% |
| NET: Agree                 | -34%               | -32%         | -42%         | -44%                     | -24%              | -25%               | -38%            | -41%                      | -32%                                                                    | -42%                               | -56%                                                 | -30%                                                     | -41%                                              | -1%                                               | -31%                     | -40%            | -32%             | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q205. To what extent do you agree or disagree with each of the following statements? -The UK / Scottish / Welsh / Northern Irish government has the right policies for the NHS

Base: All respondents

|                            | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly agree             | 51<br>2%     | 47<br>2%                 | 4<br>2%           | 21<br>3%            | 23<br>2%            | 3<br>2%            | 10<br>2%                 | 33<br>2%                        | 39<br>2%                                          | 14<br>3%                          | 14<br>2%                                                  | 2<br>2%                          | 4<br>2%     | 1<br>10%     | 53<br>2%    |
| Tend to agree              | 364<br>16%   | 337<br>17%               | 26<br>13%         | 144<br>18%          | 170<br>17%          | 22<br>13%          | 77<br>15%                | 271<br>17%                      | 272<br>16%                                        | 80<br>15%                         | 93<br>16%                                                 | 18<br>12%                        | 26<br>13%   | 2<br>17%     | 362<br>16%  |
| Neither agree nor disagree | 533<br>24%   | 462<br>23%               | 59<br>29%         | 189<br>24%          | 245<br>24%          | 28<br>16%          | 109<br>21%               | 361<br>22%                      | 387<br>23%                                        | 133<br>25%                        | 121<br>21%                                                | 31<br>20%                        | 59<br>29%   | 6<br>43%     | 546<br>24%  |
| Tend to disagree           | 752<br>34%   | 687<br>34%               | 60<br>29%         | 260<br>32%          | 366<br>36%          | 60<br>35%          | 173<br>33%               | 574<br>36%                      | 583<br>35%                                        | 169<br>32%                        | 211<br>37%                                                | 56<br>37%                        | 60<br>29%   | 4<br>26%     | 741<br>33%  |
| Strongly disagree          | 429<br>19%   | 383<br>19%               | 44<br>21%         | 152<br>19%          | 179<br>17%          | 53<br>31%          | 130<br>25%               | 298<br>19%                      | 314<br>19%                                        | 118<br>23%                        | 113<br>20%                                                | 39<br>26%                        | 44<br>21%   | 1<br>4%      | 431<br>19%  |
| Don't know                 | 109<br>5%    | 90<br>4%                 | 11<br>5%          | 39<br>5%            | 47<br>5%            | 4<br>2%            | 21<br>4%                 | 73<br>5%                        | 66<br>4%                                          | 10<br>2%                          | 24<br>4%                                                  | 5<br>3%                          | 11<br>5%    | -<br>-       | 105<br>5%   |
| Mean                       | 2.46<br>ef   | 2.47<br>e                | 2.41              | 2.51<br>e           | 2.48<br>e           | 2.17               | 2.32                     | 2.46<br>f                       | 2.46<br>f                                         | 2.42                              | 2.43                                                      | 2.24                             | 2.41        | 3.04         | 2.47        |
| Agree                      | 415<br>19%   | 384<br>19%               | 30<br>15%         | 165<br>21%          | 193<br>19%          | 25<br>15%          | 87<br>17%                | 304<br>19%                      | 311<br>19%                                        | 94<br>18%                         | 107<br>19%                                                | 20<br>13%                        | 30<br>15%   | 4<br>27%     | 415<br>19%  |
| Disagree                   | 1181<br>53%  | 1070<br>53%              | 103<br>51%        | 412<br>51%          | 545<br>53%          | 113<br>67%         | 303<br>58%               | 872<br>54%                      | 897<br>54%                                        | 287<br>55%                        | 324<br>56%                                                | 95<br>63%                        | 103<br>51%  | 4<br>30%     | 1172<br>52% |
| NET: Agree                 | -34%         | -34%                     | -36%              | -31%                | -34%                | -52%               | -42%                     | -35%                            | -35%                                              | -37%                              | -38%                                                      | -49%                             | -36%        | -2%          | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q205. To what extent do you agree or disagree with each of the following statements? -The UK / Scottish / Welsh / Northern Irish government has the right policies for the NHS

Base: All respondents

|                            |                         | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                 | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |                   |
|----------------------------|-------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------------|
|                            | Total<br>(z)            | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)       | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total       |
| Unweighted Total           | 2238                    | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641            | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238              |
| Weighted Total             | 2238                    | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709            | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238              |
| Strongly agree             | 51<br>2%<br>ilor        | 10<br>2%<br>e           | 5<br>3%<br>c                       | 7<br>1%<br>f                          | 39<br>2%<br>d     | 5<br>1%<br>g              | 45<br>3%<br>h   | 32<br>9%<br>i                         | 17<br>2%<br>j          | 2<br>*<br>k      | 37<br>9%<br>l                         | 11<br>1%<br>m             | 2<br>*<br>n           | 13<br>13%<br>o                                | 29<br>4%<br>p          | 2<br>*<br>q      | 20<br>13%<br>r                                | 19<br>2%<br>s             | 3<br>*<br>t           | 53<br>2%<br>u     |
| Tend to agree              | 364<br>16%<br>llor      | 100<br>19%<br>f         | 29<br>20%<br>g                     | 90<br>19%<br>h                        | 254<br>16%<br>i   | 71<br>15%<br>j            | 290<br>17%<br>k | 164<br>45%<br>l                       | 162<br>16%<br>m        | 28<br>4%<br>n    | 183<br>44%<br>o                       | 135<br>15%<br>p           | 40<br>5%<br>q         | 46<br>46%<br>r                                | 181<br>22%<br>s        | 88<br>10%<br>t   | 68<br>42%<br>u                                | 172<br>21%<br>v           | 98<br>10%<br>w        | 362<br>16%<br>x   |
| Neither agree nor disagree | 533<br>24%<br>ilopr     | 121<br>23%<br>g         | 43<br>30%<br>h                     | 106<br>22%<br>i                       | 385<br>24%<br>j   | 97<br>20%<br>k            | 418<br>24%<br>l | 79<br>22%<br>m                        | 322<br>31%<br>n        | 113<br>15%<br>o  | 109<br>26%<br>p                       | 274<br>30%<br>q           | 137<br>16%<br>r       | 14<br>14%<br>s                                | 231<br>28%<br>t        | 168<br>19%<br>u  | 24<br>15%<br>v                                | 234<br>29%<br>w           | 188<br>19%<br>x       | 546<br>24%<br>y   |
| Tend to disagree           | 752<br>34%<br>bgimp     | 160<br>31%<br>h         | 34<br>24%<br>i                     | 155<br>32%<br>j                       | 570<br>35%<br>k   | 159<br>33%<br>l           | 577<br>34%<br>m | 60<br>16%<br>n                        | 374<br>36%<br>o        | 300<br>40%<br>p  | 60<br>15%<br>q                        | 338<br>38%<br>r           | 335<br>39%<br>s       | 11<br>12%<br>t                                | 271<br>33%<br>u        | 330<br>37%<br>v  | 23<br>14%<br>w                                | 274<br>34%<br>x           | 364<br>37%<br>y       | 741<br>33%<br>z   |
| Strongly disagree          | 429<br>19%<br>fghiknp   | 108<br>21%<br>i         | 30<br>21%<br>j                     | 100<br>21%<br>k                       | 304<br>19%<br>l   | 132<br>28%<br>m           | 292<br>17%<br>n | 21<br>6%<br>o                         | 121<br>12%<br>p        | 280<br>37%<br>q  | 12<br>3%<br>r                         | 100<br>11%<br>s           | 312<br>36%<br>t       | 11<br>11%<br>u                                | 81<br>10%<br>v         | 279<br>31%<br>w  | 16<br>10%<br>x                                | 85<br>10%<br>y            | 303<br>31%<br>z       | 431<br>19%<br>aa  |
| Don't know                 | 109<br>5%<br>denoqr     | 23<br>4%<br>j           | 3<br>2%<br>k                       | 22<br>5%<br>l                         | 67<br>4%<br>m     | 11<br>2%<br>n             | 88<br>5%<br>o   | 10<br>3%<br>p                         | 40<br>4%<br>q          | 36<br>5%<br>r    | 15<br>4%<br>s                         | 41<br>5%<br>t             | 31<br>4%<br>u         | 4<br>4%<br>v                                  | 22<br>3%<br>w          | 19<br>2%<br>x    | 10<br>6%<br>y                                 | 24<br>3%<br>z             | 18<br>2%<br>aa        | 105<br>5%<br>ab   |
| Mean                       | 2.46<br>eilor           | 2.49<br>c               | 2.61<br>d                          | 2.45<br>e                             | 2.45<br>f         | 2.27<br>g                 | 2.52<br>h       | 3.35<br>i                             | 2.58<br>j              | 1.86<br>k        | 3.43<br>l                             | 2.56<br>m                 | 1.89<br>n             | 3.42<br>o                                     | 2.76<br>p              | 2.08<br>q        | 3.35<br>r                                     | 2.7<br>s                  | 2.1<br>t              | 2.47<br>u         |
| Agree                      | 415<br>19%<br>ilor      | 110<br>21%<br>f         | 33<br>24%<br>g                     | 97<br>20%<br>h                        | 292<br>18%<br>i   | 77<br>16%<br>j            | 335<br>20%<br>k | 195<br>53%<br>l                       | 179<br>17%<br>m        | 31<br>4%<br>n    | 219<br>53%<br>o                       | 146<br>16%<br>p           | 42<br>5%<br>q         | 59<br>60%<br>r                                | 211<br>26%<br>s        | 90<br>10%<br>t   | 88<br>55%<br>u                                | 192<br>24%<br>v           | 102<br>10%<br>w       | 415<br>19%<br>x   |
| Disagree                   | 1181<br>53%<br>fghijkmn | 269<br>51%<br>i         | 63<br>45%<br>j                     | 255<br>53%<br>k                       | 874<br>54%<br>l   | 291<br>61%<br>m           | 869<br>51%<br>n | 81<br>22%<br>o                        | 495<br>48%<br>p        | 580<br>76%<br>q  | 72<br>17%<br>r                        | 438<br>49%<br>s           | 648<br>76%<br>t       | 22<br>22%<br>u                                | 352<br>43%<br>v        | 609<br>69%<br>w  | 39<br>24%<br>x                                | 359<br>44%<br>y           | 666<br>68%<br>z       | 1172<br>52%<br>aa |
| NET: Agree                 | -34%                    | -30%                    | -21%                               | -33%                                  | -36%              | -45%                      | -31%            | 31%                                   | -30%                   | -72%             | 35%                                   | -32%                      | -71%                  | 38%                                           | -17%                   | -59%             | 30%                                           | -21%                      | -58%                  | -34%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

Base: All respondents

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN 126-001029-01)  
Filename: 26-001029\_ADHOC\_260521\_HIP\_wtd\_v0\_PublicUse  
Proportions/Mean: Columns Tested [% risk level] - 1/a/b - 1/c/d/e/f/g/h/i - 1/j/m - 1/n/q/p/u/v/t/s  
Overlap formulas used: \* small base

Base: All respondents

[illegible]

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ILOSTAT (JN 126-001029-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
 Question formulas used: \* small base

Overlap formulae used: <sup>a</sup> small base



Q206: When it comes to the NHS, which has or three of the following do you think should be prioritised?

Base: All respondents

|                                                                                             | Unemployment |              |              | IMD Quintile            |          |          |          |                          | NHS-SEC                                                        |                                 |                                                |                                                    |                                              | Children in household                       |                          | Overall Total |            |           |      |
|---------------------------------------------------------------------------------------------|--------------|--------------|--------------|-------------------------|----------|----------|----------|--------------------------|----------------------------------------------------------------|---------------------------------|------------------------------------------------|----------------------------------------------------|----------------------------------------------|---------------------------------------------|--------------------------|---------------|------------|-----------|------|
|                                                                                             | Total<br>(n) | Urban<br>(n) | Rural<br>(n) | 1: Most deprived<br>(n) | 2<br>(n) | 3<br>(n) | 4<br>(n) | 5: Least deprived<br>(n) | Managerial, administrative and professional occupations<br>(n) | Intermediate occupations<br>(n) | Small employers and own account workers<br>(n) | Lower supervisory and technical occupations<br>(n) | Lower routine and routine occupations<br>(n) | Long term unemployed or never worked<br>(n) | Full-time student<br>(n) |               | Yes<br>(n) | No<br>(n) |      |
| Unweighted Total                                                                            | 2228         | 1215         | 1013         | 411                     | 432      | 437      | 448      | 450                      | 1211                                                           | 1245                            | 1214*                                          | 1014*                                              | 217                                          | 214*                                        | 1174*                    | 165           | 1063       | 1162      | 2228 |
| Improving waiting times for A&E services                                                    | 405          | 420          | 381          | 164                     | 156      | 146      | 155      | 176                      | 404                                                            | 79                              | 38                                             | 60                                                 | 100                                          | 28                                          | 82                       | 247           | 555        | 778       | 778  |
| Making it easier to get appointments at GP practices                                        | 376          | 359          | 382          | 170                     | 140      | 161      | 168      | 143                      | 412                                                            | 26                              | 54                                             | 71                                                 | 95                                           | 25                                          | 77                       | 174           | 454        | 605       | 605  |
| Reducing the number of staff leaving the NHS by improving working conditions                | 674          | 543          | 540          | 180                     | 123      | 164      | 128      | 128                      | 274                                                            | 74                              | 22                                             | 42                                                 | 69                                           | 22                                          | 80                       | 187           | 487        | 607       | 607  |
| Improving waiting times for routine hospital services                                       | 634          | 501          | 514          | 113                     | 145      | 114      | 142      | 121                      | 363                                                            | 78                              | 35                                             | 39                                                 | 58                                           | 19                                          | 27                       | 166           | 468        | 634       | 634  |
| Increasing the number of staff in the NHS by increasing recruitment                         | 583          | 469          | 514          | 126                     | 111      | 120      | 98       | 130                      | 283                                                            | 70                              | 29                                             | 39                                                 | 65                                           | 25                                          | 68                       | 168           | 414        | 583       | 583  |
| Reducing waste and improving the efficiency of NHS services                                 | 576          | 427          | 549          | 72                      | 113      | 122      | 134      | 135                      | 329                                                            | 70                              | 31                                             | 43                                                 | 39                                           | 14                                          | 45                       | 118           | 458        | 654       | 654  |
| Improving response times for ambulances                                                     | 466          | 342          | 514          | 68                      | 82       | 99       | 111      | 108                      | 225                                                            | 63                              | 22                                             | 31                                                 | 51                                           | 12                                          | 60                       | 99            | 366        | 466       | 466  |
| Making it easier to get appointments at NHS centres                                         | 376          | 279          | 96           | 77                      | 83       | 87       | 74       | 53                       | 188                                                            | 44                              | 16                                             | 47                                                 | 44                                           | 12                                          | 19                       | 79            | 294        | 376       | 376  |
| Improving the standard of care in hospitals                                                 | 369          | 292          | 77           | 100                     | 73       | 66       | 80       | 50                       | 193                                                            | 29                              | 21                                             | 26                                                 | 49                                           | 21                                          | 27                       | 122           | 244        | 369       | 369  |
| Improving waiting times for mental health services                                          | 368          | 309          | 59           | 73                      | 91       | 74       | 56       | 74                       | 214                                                            | 38                              | 10                                             | 14                                                 | 44                                           | 7                                           | 38                       | 117           | 250        | 368       | 368  |
| Improving the standard of care in GP practices                                              | 339          | 272          | 68           | 96                      | 60       | 65       | 62       | 55                       | 191                                                            | 40                              | 14                                             | 21                                                 | 36                                           | 13                                          | 24                       | 86            | 253        | 339       | 339  |
| Expanding services aimed at prevention of health                                            | 319          | 238          | 81           | 51                      | 62       | 57       | 69       | 80                       | 212                                                            | 31                              | 18                                             | 25                                                 | 18                                           | 1                                           | 14                       | 64            | 256        | 319       | 319  |
| All of the above                                                                            | 15           | 8            | 3            | 2                       | 2        | 2        | 2        | 2                        | 6                                                              | 2                               | 3                                              | 2                                                  | 2                                            | 2                                           | 2                        | 1             | 10         | 13        | 15   |
| Increased trustee opportunities                                                             | 6            | 2            | 1            | 1                       | 1        | 1        | 1        | 1                        | 3                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 2         | 6    |
| Improve administration / digital systems                                                    | 6            | 5            | 2            | 3                       | 1        | 1        | 1        | 2                        | 6                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 5          | 4         | 6    |
| Improve social care / to reduce / prevent bed blocking                                      | 6            | 5            | 1            | 1                       | 1        | 1        | 1        | 4                        | 5                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 3             | 3          | 6         | 6    |
| Address number of people abusing the system / time-wasters / freeloader/hustlers            | 5            | 4            | 1            | 1                       | 1        | 2        | 1        | 3                        | 2                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 2                        | 1             | 4          | 5         | 5    |
| Increasing the number of patient being staff / reducing number of managers / administrators | 5            | 3            | 2            | 1                       | 1        | 1        | 2        | 3                        | 5                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 3             | 2          | 4         | 5    |
| Improving infrastructure / modernising / building more infrastructure                       | 4            | 3            | 1            | 1                       | 1        | 1        | 2        | 2                        | 4                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 3          | 5         | 5    |
| Improving communication / coordination (especially with social care)                        | 4            | 3            | 1            | 1                       | 1        | 1        | 1        | 2                        | 3                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 4          | 5         | 5    |
| Freeze foreign staff / prioritise British born citizens                                     | 4            | 4            | 1            | 1                       | 1        | 1        | 1        | 3                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 3         | 4    |
| Improving waiting times for other services                                                  | 3            | 3            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 3         | 3    |
| Change non residents / ensure non residents have medical insurance / reduce health tourism  | 2            | 2            | 1            | 2                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 3         | 3    |
| Preventive consultation                                                                     | 2            | 2            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 3         | 3    |
| Increase staff wages                                                                        | 2            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 2          | 2         | 2    |
| Reduce agency workers / locum workers                                                       | 1            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 1          | 2         | 2    |
| Insurance management                                                                        | 1            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 1          | 2         | 2    |
| Charge for some services / prioritise some / all of the NHS                                 | 1            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 1          | 2         | 2    |
| More consultant / qualified staff                                                           | 1            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 1          | 2         | 2    |
| Reduce how NHS is run                                                                       | 1            | 1            | 1            | 1                       | 1        | 1        | 1        | 1                        | 1                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 1             | 1          | 2         | 2    |
| Other                                                                                       | 20           | 14           | 6            | 3                       | 5        | 5        | 3        | 3                        | 11                                                             | 1                               | 1                                              | 2                                                  | 2                                            | 3                                           | 1                        | 6             | 14         | 20        | 20   |
| None of these                                                                               | 2            | 0            | 1            | 2                       | 2        | 1        | 1        | 1                        | 3                                                              | 1                               | 1                                              | 1                                                  | 1                                            | 1                                           | 1                        | 4             | 1          | 6         | 6    |
| Don't know                                                                                  | 12           | 11           | 1            | 8                       | 3        | 1        | 1        | 1                        | 4                                                              | 1                               | 1                                              | 2                                                  | 1                                            | 1                                           | 1                        | 5             | 6          | 9         | 9    |
| Mean                                                                                        | 2.86         | 2.85         | 2.0          | 2.84                    | 2.86     | 2.88     | 2.0      | 2.84                     | 2.85                                                           | 2.88                            | 2.84                                           | 2.83                                               | 2.86                                         | 2.88                                        | 2.82                     | 2.83          | 2.88       | 2.87      | 2.87 |



Q206: When it comes to the NHS, which has or three of the following do you think should be prioritised?

Base: All respondents

|                                                                                               | Total | Type of NHS Services P1:PM |            |              |              |             | Type of NHS Services P2:PM |                       |                                       |                         |                                              |                        |      |       |      |  | Unweighted Total |
|-----------------------------------------------------------------------------------------------|-------|----------------------------|------------|--------------|--------------|-------------|----------------------------|-----------------------|---------------------------------------|-------------------------|----------------------------------------------|------------------------|------|-------|------|--|------------------|
|                                                                                               |       | Any service                | No Service | 1-2 Services | 3-5 Services | 6+ Services | NHS111                     | Dentist or pharmacist | GP practice / GP out of hours service | Urgent & Emergency care | Hospital excluding urgent and emergency care | Mental health services | None | Other |      |  |                  |
| Unweighted Total                                                                              | 2228  | 1985                       | 105        | 111          | 110          | 114         | 111                        | 110                   | 110                                   | 110                     | 110                                          | 110                    | 110  | 110   | 2228 |  |                  |
| Improving waiting times for A&E                                                               | 188   | 175                        | 78         | 297          | 317          | 81          | 188                        | 188                   | 188                                   | 188                     | 188                                          | 188                    | 188  | 188   | 188  |  |                  |
| 36%                                                                                           | 36%   | 36%                        | 38%        | 37%          | 35%          | 36%         | 36%                        | 36%                   | 36%                                   | 36%                     | 36%                                          | 36%                    | 36%  | 36%   | 36%  |  |                  |
| Making it easier to get appointments at GP practices                                          | 781   | 705                        | 66         | 324          | 329          | 47          | 161                        | 168                   | 170                                   | 168                     | 188                                          | 40                     | 66   | 2     | 845  |  |                  |
| 35%                                                                                           | 35%   | 35%                        | 32%        | 41%          | 32%          | 28%         | 31%                        | 35%                   | 34%                                   | 32%                     | 33%                                          | 27%                    | 32%  | 16%   | 38%  |  |                  |
| Reducing the number of staff leaving the NHS by improving working conditions                  | 678   | 610                        | 55         | 258          | 347          | 54          | 192                        | 494                   | 518                                   | 169                     | 188                                          | 48                     | 55   | 7     | 607  |  |                  |
| 30%                                                                                           | 31%   | 27%                        | 27%        | 34%          | 32%          | 37%         | 37%                        | 31%                   | 31%                                   | 32%                     | 32%                                          | 32%                    | 27%  | 46%   | 27%  |  |                  |
| Improving waiting times for routine hospital services                                         | 634   | 540                        | 48         | 224          | 312          | 50          | 155                        | 405                   | 512                                   | 148                     | 180                                          | 35                     | 48   | 3     | 608  |  |                  |
| 28%                                                                                           | 28%   | 24%                        | 28%        | 30%          | 30%          | 30%         | 30%                        | 29%                   | 31%                                   | 28%                     | 31%                                          | 23%                    | 24%  | 22%   | 29%  |  |                  |
| Increasing the number of staff in the NHS by increasing recruitment                           | 583   | 524                        | 50         | 204          | 279          | 42          | 120                        | 423                   | 427                                   | 130                     | 158                                          | 44                     | 50   | 7     | 558  |  |                  |
| 26%                                                                                           | 26%   | 25%                        | 25%        | 27%          | 25%          | 23%         | 26%                        | 25%                   | 25%                                   | 26%                     | 27%                                          | 28%                    | 25%  | 51%   | 25%  |  |                  |
| Reducing waste and improving the efficiency of NHS services                                   | 576   | 526                        | 47         | 226          | 267          | 33          | 108                        | 437                   | 439                                   | 113                     | 179                                          | 18                     | 47   | 1     | 604  |  |                  |
| 26%                                                                                           | 26%   | 23%                        | 28%        | 26%          | 19%          | 21%         | 27%                        | 28%                   | 22%                                   | 31%                     | 12%                                          | 23%                    | 8%   | 29%   | 26%  |  |                  |
| Improving response times for ambulances                                                       | 468   | 414                        | 46         | 158          | 228          | 30          | 100                        | 331                   | 336                                   | 100                     | 111                                          | 30                     | 46   | 3     | 489  |  |                  |
| 21%                                                                                           | 21%   | 21%                        | 19%        | 22%          | 18%          | 19%         | 19%                        | 21%                   | 21%                                   | 21%                     | 19%                                          | 20%                    | 21%  | 21%   | 22%  |  |                  |
| Making it easier to get appointments at NHS dentists                                          | 374   | 330                        | 39         | 151          | 159          | 25          | 83                         | 276                   | 276                                   | 79                      | 86                                           | 33                     | 39   | 2     | 391  |  |                  |
| 17%                                                                                           | 17%   | 18%                        | 19%        | 19%          | 15%          | 15%         | 16%                        | 17%                   | 17%                                   | 15%                     | 15%                                          | 22%                    | 19%  | 14%   | 17%  |  |                  |
| Improving the standard of care in hospitals                                                   | 369   | 332                        | 35         | 147          | 161          | 23          | 88                         | 292                   | 271                                   | 82                      | 78                                           | 31                     | 35   | -     | 329  |  |                  |
| 17%                                                                                           | 17%   | 17%                        | 18%        | 16%          | 14%          | 17%         | 16%                        | 16%                   | 16%                                   | 16%                     | 13%                                          | 21%                    | 17%  | -     | 15%  |  |                  |
| Improving waiting times for mental health services                                            | 368   | 336                        | 29         | 99           | 192          | 45          | 107                        | 288                   | 286                                   | 94                      | 106                                          | 16                     | 29   | 3     | 331  |  |                  |
| 16%                                                                                           | 17%   | 14%                        | 12%        | 19%          | 27%          | 21%         | 18%                        | 18%                   | 18%                                   | 18%                     | 17%                                          | 14%                    | 23%  | 15%   | 16%  |  |                  |
| Improving the standard of care in GP practices                                                | 339   | 304                        | 23         | 123          | 146          | 30          | 90                         | 242                   | 241                                   | 66                      | 68                                           | 18                     | 23   | 2     | 326  |  |                  |
| 15%                                                                                           | 15%   | 15%                        | 14%        | 21%          | 17%          | 17%         | 15%                        | 16%                   | 16%                                   | 16%                     | 15%                                          | 12%                    | 11%  | 14%   | 14%  |  |                  |
| Expanding services aimed at prevention of health                                              | 319   | 290                        | 27         | 100          | 117          | 32          | 83                         | 290                   | 248                                   | 84                      | 84                                           | 22                     | 27   | 2     | 341  |  |                  |
| 14%                                                                                           | 14%   | 13%                        | 12%        | 15%          | 19%          | 10%         | 16%                        | 16%                   | 15%                                   | 16%                     | 14%                                          | 13%                    | 17%  | 15%   | 15%  |  |                  |
| All of the above                                                                              | 11    | 11                         | -          | 6            | 2            | 2           | 2                          | 2                     | 2                                     | 2                       | 2                                            | 2                      | 2    | 2     | 12   |  |                  |
| 1%                                                                                            | 1%    | 1%                         | -          | 1%           | 1%           | 1%          | 1%                         | 1%                    | 1%                                    | 1%                      | 1%                                           | 1%                     | 1%   | 1%    | 1%   |  |                  |
| Increased training opportunities                                                              | 8     | 8                          | -          | 4            | 4            | -           | 2                          | 8                     | 7                                     | 1                       | 1                                            | 1                      | -    | -     | 7    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Improved administration / digital systems                                                     | 6     | 6                          | -          | 3            | 3            | -           | 1                          | 6                     | 5                                     | -                       | 5                                            | -                      | -    | -     | 4    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Improved social care / to reduce / prevent bed blocking                                       | 6     | 6                          | -          | 1            | 5            | -           | 3                          | 2                     | 5                                     | 2                       | 2                                            | -                      | -    | -     | 6    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Additional number of people joining the system / time waiting / householders                  | 5     | 5                          | -          | +            | 5            | -           | 4                          | 5                     | 5                                     | 3                       | 1                                            | -                      | -    | -     | 5    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Increasing the number of patients being staff / reducing number of emergency / administration | 5     | 5                          | -          | 3            | 2            | -           | 1                          | 5                     | 1                                     | 1                       | 4                                            | -                      | -    | -     | 4    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Improving infrastructure / equipment / building more infrastructure                           | 4     | 3                          | 1          | 2            | 1            | -           | 2                          | 1                     | 2                                     | 1                       | 1                                            | -                      | 1    | -     | 5    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Improving communication / coordination (internally / with social care)                        | 4     | 4                          | -          | 1            | 2            | 1           | 2                          | 3                     | 4                                     | 1                       | 3                                            | 1                      | -    | -     | 5    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Drawn foreign staff / prevent of NHS staff                                                    | 4     | 4                          | -          | 1            | 3            | -           | 1                          | 4                     | 3                                     | -                       | -                                            | 1                      | -    | -     | 3    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Improving waiting times for other services                                                    | 3     | 3                          | -          | +            | 2            | -           | 2                          | 3                     | 2                                     | -                       | 1                                            | -                      | -    | -     | 3    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Change non residents / ensure non residents have medical insurance / reduce health tourism    | 2     | 1                          | 1          | -            | 1            | -           | -                          | 1                     | 1                                     | -                       | 1                                            | 1                      | 1    | -     | 3    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Preventing privatisation                                                                      | 2     | 2                          | -          | 1            | +            | 1           | 1                          | 1                     | 2                                     | 1                       | -                                            | 1                      | -    | -     | 3    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Increase staff wages                                                                          | 2     | 2                          | -          | 1            | 1            | 1           | 1                          | 2                     | 2                                     | 1                       | -                                            | 1                      | -    | -     | 2    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Reduce agency workers / focus workers                                                         | 1     | 1                          | -          | 1            | -            | -           | 1                          | 1                     | 1                                     | -                       | -                                            | -                      | -    | -     | 2    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Innovative management                                                                         | 1     | 1                          | -          | 1            | 1            | -           | -                          | 1                     | 1                                     | 1                       | 1                                            | -                      | -    | -     | 2    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Change for some services / private care / all of the NHS                                      | 1     | 1                          | -          | +            | 1            | -           | -                          | 1                     | 1                                     | -                       | 1                                            | -                      | -    | -     | 2    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| More consistent / standard staff                                                              | 1     | 1                          | -          | 1            | -            | -           | -                          | 1                     | 1                                     | -                       | 1                                            | -                      | -    | -     | 1    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Reduce how NHS is run                                                                         | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Other                                                                                         | 20    | 20                         | -          | 5            | 8            | 7           | 11                         | 18                    | 15                                    | 18                      | 18                                           | 8                      | -    | -     | 20   |  |                  |
| 1%                                                                                            | 1%    | -                          | 1%         | 1%           | 4%           | 2%          | 2%                         | 1%                    | 2%                                    | 2%                      | 2%                                           | 2%                     | -    | -     | 1%   |  |                  |
| None of these                                                                                 | 7     | 3                          | 3          | 1            | +            | 1           | 1                          | 3                     | 2                                     | 2                       | -                                            | -                      | 3    | -     | 6    |  |                  |
| +                                                                                             | +     | +                          | +          | +            | +            | +           | +                          | +                     | +                                     | +                       | +                                            | +                      | +    | +     | +    |  |                  |
| Don't know                                                                                    | 12    | 8                          | 2          | 1            | 1            | 1           | 1                          | 1                     | 1                                     | 2                       | 2                                            | 1                      | 2    | 2     | 9    |  |                  |
| 1%                                                                                            | 1%    | +                          | 1%         | +            | +            | 1%          | +                          | +                     | +                                     | +                       | +                                            | 1%                     | 1%   | -     | 1%   |  |                  |
| Mean                                                                                          | 2.88  | 2.88                       | 2.74       | 2.86         | 2.89         | 2.9         | 2.91                       | 2.89                  | 2.89                                  | 2.88                    | 2.89                                         | 2.89                   | 2.74 | 2.88  | 2.87 |  |                  |
| SD                                                                                            | 0.7   | 0.7                        | 0.6        | 0.7          | 0.7          | 0.7         | 0.7                        | 0.7                   | 0.7                                   | 0.7                     | 0.7                                          | 0.7                    | 0.6  | 0.7   | 0.7  |  |                  |

Fieldwork dates: 23rd - 27th Mar 2020  
Respondents: 1000 KnowledgePanel Great Britain - UK 15+  
Source: Ipsos (UK 05-000000-01)  
Frequency: 10-000000-01  
Proprietors: Ipsos. Columns marked [UK risk level] = UK risk level  
Overlap formula used: \* small base; \*\* very small base (under 50) (eligible for opt testing)

Base: All respondents

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UK 25-00303-01)  
Filename: 25-00303 ADHOC 260521A HWP intd v9 PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/a/b - z/U/V - z/m/n/o - z/a/b  
Overlap formula used: \* small bias



KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 38

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -SUMMARY TABLE

Base: All respondents

|                                                                    | The NHS should be free at the point of delivery | The NHS should provide a comprehensive service available to everyone | The NHS should be primarily funded through taxation |
|--------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------|
| Unweighted Total                                                   | 2238                                            | 2238                                                                 | 2238                                                |
| Weighted Total                                                     | 2238                                            | 2238                                                                 | 2238                                                |
| This principle should definitely still apply to NHS services today | 1526                                            | 1380                                                                 | 1084                                                |
|                                                                    | 68%                                             | 62%                                                                  | 48%                                                 |
| This principle should probably still apply to NHS services today   | 492                                             | 487                                                                  | 794                                                 |
|                                                                    | 22%                                             | 22%                                                                  | 35%                                                 |
| This principle should probably not apply to NHS services today     | 123                                             | 230                                                                  | 206                                                 |
|                                                                    | 5%                                              | 10%                                                                  | 9%                                                  |
| This principle should definitely not apply to NHS services today   | 50                                              | 83                                                                   | 64                                                  |
|                                                                    | 2%                                              | 4%                                                                   | 3%                                                  |
| Don't know                                                         | 48                                              | 59                                                                   | 91                                                  |
|                                                                    | 2%                                              | 3%                                                                   | 4%                                                  |
| Mean                                                               | 3.6                                             | 3.45                                                                 | 3.35                                                |
| <b>Apply</b>                                                       | 2018                                            | 1866                                                                 | 1878                                                |
|                                                                    | 90%                                             | 83%                                                                  | 84%                                                 |
| <b>Not apply</b>                                                   | 172                                             | 313                                                                  | 270                                                 |
|                                                                    | 8%                                              | 14%                                                                  | 12%                                                 |
| <b>NET:Apply</b>                                                   | 82%                                             | 69%                                                                  | 72%                                                 |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be free at the point of delivery

Base: All respondents

|                                                                       | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-----------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                       |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                      | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                                        | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1526         | 751        | 761          | 217          | 276          | 235          | 252          | 227          | 178          | 142        | 1311                                         | 192                                                         | 708                      | 813                              | 473                                               | 1033                 | 184                                                    | 386                             | 366                                                | 60                                                                               | 36                                 | 1472        |
| 68%                                                                   | 68%          | 70%        | 66%          | 74%          | 76%          | 65%          | 71%          | 64%          | 66%          | 57%        | 70%                                          | 64%                                                         | 72%                      | 65%                              | 71%                                               | 67%                  | 67%                                                    | 70%                             | 68%                                                | 61%                                                                              | 50%                                | 66%         |
| This principle should probably still<br>apply to NHS services today   | 492          | 226        | 264          | 57           | 55           | 96           | 71           | 78           | 59           | 75         | 402                                          | 73                                                          | 190                      | 300                              | 128                                               | 362                  | 65                                                     | 114                             | 132                                                | 27                                                                               | 24                                 | 522         |
| 22%                                                                   | 22%          | 21%        | 23%          | 20%          | 15%          | 27%          | 20%          | 22%          | 22%          | 30%        | 21%                                          | 24%                                                         | 19%                      | 24%                              | 19%                                               | 23%                  | 24%                                                    | 21%                             | 24%                                                | 28%                                                                              | 33%                                | 23%         |
| This principle should probably not<br>apply to NHS services today     | 123          | 58         | 64           | -            | 9            | 21           | 14           | 34           | 23           | 21         | 106                                          | 13                                                          | 38                       | 84                               | 39                                                | 78                   | 17                                                     | 24                              | 22                                                 | 7                                                                                | 8                                  | 155         |
| 5%                                                                    | 5%           | 5%         | 6%           | -            | 3%           | 6%           | 4%           | 10%          | 9%           | 9%         | 6%                                           | 4%                                                          | 4%                       | 7%                               | 6%                                                | 5%                   | 6%                                                     | 4%                              | 4%                                                 | 7%                                                                               | 11%                                | 7%          |
| This principle should definitely not<br>apply to NHS services today   | 50           | 24         | 25           | -            | 6            | 3            | 11           | 13           | 7            | 10         | 37                                           | 9                                                           | 25                       | 25                               | 18                                                | 32                   | 4                                                      | 13                              | 10                                                 | 5                                                                                | *                                  | 56          |
| 2%                                                                    | 2%           | 2%         | 2%           | -            | 2%           | 1%           | 3%           | 4%           | 2%           | 4%         | 2%                                           | 3%                                                          | 3%                       | 2%                               | 3%                                                | 2%                   | 1%                                                     | 2%                              | 2%                                                 | 5%                                                                               | *                                  | 3%          |
| Don't know                                                            | 48           | 10         | 37           | 17           | 15           | 4            | 7            | 2            | 2            | 1          | 25                                           | 12                                                          | 16                       | 31                               | 7                                                 | 37                   | 6                                                      | 15                              | 11                                                 | *                                                                                | 4                                  | 33          |
| 2%                                                                    | 2%           | 1%         | 3%           | 6%           | 4%           | 1%           | 2%           | 1%           | 1%           | *          | 1%                                           | 4%                                                          | 2%                       | 2%                               | 1%                                                | 2%                   | 2%                                                     | 3%                              | 2%                                                 | *                                                                                | 5%                                 | 1%          |
| Mean                                                                  | 3.6          | 3.61       | 3.58         | 3.79         | 3.73         | 3.58         | 3.62         | 3.47         | 3.53         | 3.41       | 3.61                                         | 3.56                                                        | 3.65                     | 3.56                             | 3.61                                              | 3.59                 | 3.59                                                   | 3.63                            | 3.61                                               | 3.45                                                                             | 3.41                               | 3.55        |
| ghimst                                                                | ghimst       |            |              | zefghi       | zefghi       | i            | gi           |              | i            |            | z                                            |                                                             | zm                       |                                  | t                                                 | st                   |                                                        | st                              | t                                                  |                                                                                  |                                    |             |
| Apply                                                                 | 2018         | 977        | 1025         | 275          | 330          | 331          | 323          | 305          | 237          | 217        | 1713                                         | 266                                                         | 898                      | 1113                             | 602                                               | 1395                 | 250                                                    | 500                             | 498                                                | 87                                                                               | 60                                 | 1994        |
| 90%                                                                   | 90%          | 91%        | 89%          | 94%          | 92%          | 92%          | 91%          | 86%          | 88%          | 87%        | 91%                                          | 89%                                                         | 92%                      | 89%                              | 90%                                               | 91%                  | 90%                                                    | 91%                             | 92%                                                | 89%                                                                              | 83%                                | 89%         |
| Not apply                                                             | 172          | 82         | 89           | -            | 16           | 24           | 25           | 47           | 30           | 31         | 143                                          | 22                                                          | 63                       | 109                              | 57                                                | 110                  | 21                                                     | 37                              | 33                                                 | 11                                                                               | 8                                  | 211         |
| 8%                                                                    | 8%           | 8%         | 8%           | -            | 4%           | 7%           | 7%           | 13%          | 11%          | 12%        | 8%                                           | 7%                                                          | 6%                       | 9%                               | 9%                                                | 7%                   | 8%                                                     | 7%                              | 6%                                                 | 11%                                                                              | 11%                                | 9%          |
| c                                                                     | c            |            |              | c            | c            | c            | c            | zcode        | zcode        | zcode      | 84%                                          | 81%                                                         | 86%                      | 80%                              | 82%                                               | 83%                  | 83%                                                    | 84%                             | 86%                                                | 77%                                                                              | 72%                                | 80%         |
| NET:Apply                                                             | 82%          | 84%        | 81%          | 94%          | 87%          | 86%          | 84%          | 73%          | 77%          | 75%        | 84%                                          | 81%                                                         | 86%                      | 80%                              | 82%                                               | 83%                  | 83%                                                    | 84%                             | 86%                                                | 77%                                                                              | 72%                                | 80%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be free at the point of delivery

Base: All respondents

|                                                                       | Total<br>(2) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|-----------------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                                                                       |              | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(l) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |             |
| Unweighted Total                                                      | 2238         | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 235               | 213           | 2238        |             |
| Weighted Total                                                        | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62**                    | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| This principle should definitely still<br>apply to NHS services today | 1526         | 255                     | 426                             | 390                             | 147                          | 1275           | 136             | 72           | 43                      | 378                  | 230             | 668          | 68                | 174               | 136                                | 105                  | 124                  | 137                    | 218               | 126               | 187           | 1472        |             |
| 68%                                                                   | 64%          | 71%                     | 74%<br>zcf                      | 64%                             | 68%                          | 74%            | 68%             | 68%          | 68%                     | 73%<br>l             | 63%             | 67%          | 76%               | 71%               | 74%                                | 64%                  | 63%                  | 66%                    | 70%               | 65%               | 65%           | 66%         |             |
| This principle should probably still<br>apply to NHS services today   | 492          | 102                     | 129                             | 95                              | 54                           | 416            | 36              | 27           | 13                      | 88                   | 85              | 243          | 15                | 45                | 29                                 | 35                   | 51                   | 56                     | 66                | 48                | 73            | 522         |             |
| 22%<br>k                                                              | 26%<br>e     | 21%                     | 18%                             | 23%                             | 22%                          | 19%            | 25%             | 21%          | 21%                     | 17%                  | 24%             | 24%<br>k     | 16%               | 18%               | 15%                                | 21%                  | 26%                  | 27%<br>p               | 21%               | 25%               | 25%           | 23%         |             |
| This principle should probably not<br>apply to NHS services today     | 123          | 24                      | 33                              | 24                              | 20                           | 107            | 8               | 4            | 3                       | 29                   | 22              | 56           | 4                 | 16                | 9                                  | 11                   | 11                   | 9                      | 18                | 11                | 18            | 155         |             |
| 5%                                                                    | 6%           | 5%                      | 5%                              | 9%                              | 6%                           | 5%             | 4%              | 5%           | 5%                      | 6%                   | 6%              | 6%           | 4%                | 7%                | 5%                                 | 7%                   | 5%                   | 4%                     | 6%                | 6%                | 6%            | 7%          |             |
| This principle should definitely not<br>apply to NHS services today   | 50           | 10                      | 11                              | 14                              | 6                            | 47             | 1               | 1            | *                       | 13                   | 11              | 23           | 2                 | 7                 | 4                                  | 5                    | 6                    | 4                      | 4                 | 7                 | 8             | 56          |             |
| 2%                                                                    | 2%           | 2%                      | 3%                              | 3%                              | 2%                           | 1%             | 1%              | 1%           | 1%                      | 3%                   | 3%              | 2%           | 2%                | 3%                | 2%                                 | 3%                   | 3%                   | 2%                     | 1%                | 3%                | 3%            | 3%          |             |
| Don't know                                                            | 48           | 8                       | 6                               | 1                               | 4                            | 40             | 3               | 2            | 3                       | 12                   | 14              | 14           | 1                 | 5                 | 6                                  | 8                    | 6                    | 3                      | 4                 | 3                 | 4             | 33          |             |
| 2%<br>de                                                              | 2%<br>e      | 1%                      | *                               | 2%                              | 2%                           | 1%             | 2%              | 5%           | 5%                      | 2%                   | 4%<br>m         | 1%           | 1%                | 2%                | 3%                                 | 5%<br>z              | 3%                   | 2%                     | 1%                | 1%                | 1%            | 1%          |             |
| Mean                                                                  | 3.6          | 3.54                    | 3.62                            | 3.65                            | 3.5                          | 3.58           | 3.69            | 3.64         | 3.64                    | 3.63                 | 3.54            | 3.57         | 3.68              | 3.59              | 3.67                               | 3.54                 | 3.53                 | 3.58                   | 3.63              | 3.53              | 3.53          | 3.55        |             |
| Apply                                                                 | 2018<br>90%  | 357<br>90%              | 555<br>92%                      | 486<br>93%                      | 201<br>87%                   | 1691<br>90%    | 172<br>93%      | 99<br>94%    | 56<br>89%               | 467<br>90%           | 315<br>87%      | 910<br>91%   | 82<br>93%         | 220<br>89%        | 165<br>89%                         | 140<br>85%           | 175<br>89%           | 192<br>92%             | 283<br>91%        | 174<br>89%        | 260<br>90%    | 1994<br>89% |             |
| Not apply                                                             | 172<br>8%    | 34<br>8%                | 44<br>7%                        | 38<br>7%                        | 26<br>11%                    | 154<br>8%      | 10<br>5%        | 5<br>4%      | 4<br>6%                 | 42<br>8%             | 33<br>9%        | 79<br>8%     | 6<br>7%           | 23<br>9%          | 13<br>7%                           | 16<br>10%            | 17<br>8%             | 13<br>6%               | 22<br>7%          | 18<br>9%          | 26<br>9%      | 211<br>9%   |             |
| NET:Apply                                                             | 82%          | 81%                     | 85%                             | 85%                             | 76%                          | 82%            | 88%             | 89%          | 83%                     | 81%                  | 78%             | 83%          | 86%               | 79%               | 82%                                | 75%                  | 80%                  | 86%                    | 84%               | 80%               | 81%           | 80%         |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos UN J26-001039-01  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be free at the point of delivery

Base: All respondents

|                                                                       |           | Urbanity     |              | IMD Quintile |                          |          |          |          | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |
|-----------------------------------------------------------------------|-----------|--------------|--------------|--------------|--------------------------|----------|----------|----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|
|                                                                       |           | Total<br>(z) | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e) | 4<br>(f) | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             |
| Unweighted Total                                                      | 2238      | 1673         | 565          | 419          | 432                      | 476      | 450      | 461      | 1302                      | 280                                                                     | 132                                | 169                                                  | 227                                                      | 45                                                | 58                                                | 400                      | 1831       | 2238        |
| Weighted Total                                                        | 2238      | 1745         | 493          | 451          | 442                      | 447      | 448      | 450      | 1211                      | 246                                                                     | 114*                               | 161*                                                 | 237                                                      | 71*                                               | 172*                                              | 592                      | 1642       | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1526      | 1191         | 335          | 298          | 300                      | 304      | 307      | 317      | 838                       | 159                                                                     | 67                                 | 114                                                  | 168                                                      | 37                                                | 129                                               | 397                      | 1127       | 1472        |
|                                                                       | 68%<br>m  | 68%          | 68%          | 66%          | 68%                      | 68%      | 68%      | 70%      | 69%<br>jm                 | 64%                                                                     | 59%                                | 71%                                                  | 71%<br>m                                                 | 52%<br>jm                                         | 75%<br>jm                                         | 67%                      | 69%        | 66%         |
| This principle should probably still<br>apply to NHS services today   | 492       | 377          | 115          | 104          | 104                      | 99       | 91       | 95       | 247                       | 66                                                                      | 33                                 | 33                                                   | 46                                                       | 28                                                | 35                                                | 138                      | 352        | 522         |
|                                                                       | 22%       | 22%          | 23%          | 23%          | 23%                      | 22%      | 20%      | 21%      | 20%                       | 27%<br>h                                                                | 29%                                | 21%                                                  | 19%                                                      | 40%<br>zhkl                                       | 21%                                               | 23%                      | 21%        | 23%         |
| This principle should probably not<br>apply to NHS services today     | 123       | 93           | 30           | 21           | 20                       | 23       | 32       | 27       | 83                        | 14                                                                      | 8                                  | 5                                                    | 9                                                        | 3                                                 | -                                                 | 20                       | 103        | 155         |
|                                                                       | 5%        | 5%           | 6%           | 5%           | 5%                       | 5%       | 7%       | 6%       | 7%<br>z                   | 6%<br>n                                                                 | 7%<br>n                            | 3%                                                   | 4%                                                       | 4%                                                | -                                                 | 3%                       | 6%<br>zo   | 7%          |
| This principle should definitely not<br>apply to NHS services today   | 50        | 43           | 7            | 5            | 11                       | 16       | 6        | 11       | 31                        | 3                                                                       | 5                                  | 1                                                    | 9                                                        | -                                                 | -                                                 | 17                       | 32         | 56          |
|                                                                       | 2%        | 2%           | 1%           | 1%           | 2%                       | 4%       | 1%       | 3%       | 3%                        | 1%                                                                      | 4%                                 | *                                                    | 4%                                                       | -                                                 | -                                                 | 3%                       | 2%         | 3%          |
| Don't know                                                            | 48        | 41           | 6            | 23           | 8                        | 5        | 13       | *        | 12                        | 4                                                                       | 1                                  | 8                                                    | 6                                                        | 3                                                 | 7                                                 | 20                       | 27         | 33          |
|                                                                       | 2%<br>ghp | 2%           | 1%           | 5%<br>zdeg   | 2%<br>g                  | 1%       | 3%<br>g  | *        | 1%                        | 2%                                                                      | 1%                                 | 5%<br>zh                                             | 2%                                                       | 4%<br>4%                                          | 4%                                                | 3%                       | 2%         | 1%          |
| Mean                                                                  | 3.6<br>j  | 3.59         | 3.6          | 3.62         | 3.6                      | 3.56     | 3.6      | 3.59     | 3.58                      | 3.57                                                                    | 3.43                               | 3.71<br>j                                            | 3.6                                                      | 3.5                                               | 3.79<br>ijm                                       | 3.6                      | 3.59       | 3.55        |
| Apply                                                                 | 2018      | 1568         | 449          | 402          | 404                      | 404      | 397      | 412      | 1085                      | 225                                                                     | 99                                 | 147                                                  | 213                                                      | 65                                                | 165                                               | 535                      | 1479       | 1994        |
|                                                                       | 90%       | 90%          | 91%          | 89%          | 91%                      | 90%      | 89%      | 91%      | 90%                       | 91%                                                                     | 87%                                | 91%                                                  | 90%                                                      | 92%                                               | 96%                                               | 90%                      | 90%        | 89%         |
| Not apply                                                             | 172       | 136          | 37           | 26           | 31                       | 39       | 38       | 39       | 114                       | 18                                                                      | 13                                 | 6                                                    | 18                                                       | 3                                                 | -                                                 | 37                       | 135        | 211         |
|                                                                       | 8%<br>n   | 8%           | 7%           | 6%           | 7%                       | 9%       | 9%       | 9%       | 9%<br>zn                  | 7%<br>n                                                                 | 12%<br>kn                          | 3%                                                   | 8%                                                       | 4%                                                | -                                                 | 6%                       | 8%         | 9%          |
| NET:Apply                                                             | 82%       | 82%          | 84%          | 83%          | 84%                      | 82%      | 80%      | 83%      | 80%                       | 84%                                                                     | 75%                                | 88%                                                  | 82%                                                      | 89%                                               | 96%                                               | 84%                      | 82%        | 80%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be free at the point of delivery

Base: All respondents

|                                                                       | Total<br>(z)       | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                | Unwtd Total |
|-----------------------------------------------------------------------|--------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|----------------|-------------|
|                                                                       |                    | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)   |             |
| Unweighted Total                                                      | 2238               | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17             | 2238        |
| Weighted Total                                                        | 2238               | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**           | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1526<br>68%<br>c   | 1379<br>69%<br>c         | 140<br>69%<br>c   | 489<br>61%<br>z     | 753<br>73%<br>zac   | 137<br>80%<br>zac  | 395<br>76%<br>zgh        | 1136<br>71%<br>z                | 1159<br>70%<br>z                                  | 378<br>72%<br>z                   | 421<br>73%<br>z                                           | 102<br>68%<br>f                  | 140<br>69%<br>f | 11<br>80%<br>f | 1472<br>66% |
| This principle should probably still<br>apply to NHS services today   | 492<br>22%<br>f    | 451<br>22%<br>d          | 33<br>16%<br>d    | 218<br>27%<br>zabde | 208<br>20%<br>z     | 25<br>15%<br>f     | 86<br>17%<br>f           | 341<br>21%<br>f                 | 369<br>22%<br>f                                   | 109<br>21%<br>f                   | 114<br>20%<br>f                                           | 39<br>26%<br>f                   | 33<br>16%<br>f  | 2<br>16%<br>f  | 522<br>23%  |
| This principle should probably not<br>apply to NHS services today     | 123<br>5%<br>a     | 111<br>6%<br>a           | 12<br>6%<br>a     | 58<br>7%<br>zad     | 46<br>5%<br>z       | 6<br>4%<br>ad      | 22<br>4%<br>ad           | 88<br>5%<br>ad                  | 89<br>5%<br>ad                                    | 26<br>5%<br>ad                    | 34<br>6%<br>ad                                            | 5<br>3%<br>ad                    | 12<br>6%<br>ad  | 1<br>4%<br>ad  | 155<br>7%   |
| This principle should definitely not<br>apply to NHS services today   | 50<br>2%<br>a      | 40<br>2%<br>a            | 8<br>4%<br>a      | 19<br>2%<br>a       | 20<br>2%<br>a       | 1<br>*<br>a        | 7<br>1%<br>a             | 30<br>2%<br>a                   | 30<br>2%<br>a                                     | 8<br>2%<br>a                      | 7<br>1%<br>a                                              | 4<br>3%<br>a                     | 8<br>4%<br>a    | -<br>-<br>a    | 56<br>3%    |
| Don't know                                                            | 48<br>2%<br>adghij | 25<br>1%<br>d            | 11<br>5%<br>zad   | 20<br>3%<br>ad      | 3<br>*<br>ad        | 1<br>1%<br>ad      | 8<br>2%<br>ij            | 16<br>1%<br>ij                  | 14<br>1%<br>ij                                    | 2<br>*<br>ij                      | 1<br>*<br>ij                                              | 1<br>1%<br>z                     | 11<br>5%<br>z   | -<br>-<br>z    | 33<br>1%    |
| Mean                                                                  | 3.6<br>c           | 3.6<br>c                 | 3.59<br>c         | 3.5<br>zac          | 3.65<br>zac         | 3.77<br>zac        | 3.7<br>zgh               | 3.62<br>z                       | 3.61<br>z                                         | 3.64<br>z                         | 3.65<br>z                                                 | 3.6<br>z                         | 3.59<br>z       | 3.76<br>z      | 3.55        |
| Apply                                                                 | 2018<br>90%<br>c   | 1830<br>91%<br>zbc       | 173<br>85%<br>z   | 708<br>88%<br>z     | 961<br>93%<br>z     | 162<br>95%<br>bc   | 482<br>93%<br>l          | 1477<br>92%<br>zl               | 1528<br>92%<br>zl                                 | 487<br>93%<br>zl                  | 535<br>93%<br>l                                           | 141<br>93%<br>l                  | 173<br>85%<br>l | 14<br>96%<br>l | 1994<br>89% |
| Not apply                                                             | 172<br>8%<br>a     | 151<br>8%<br>a           | 20<br>10%<br>a    | 77<br>10%<br>zad    | 67<br>6%<br>z       | 7<br>4%<br>ad      | 29<br>6%<br>ad           | 117<br>7%<br>ad                 | 119<br>7%<br>ad                                   | 34<br>7%<br>ad                    | 41<br>7%<br>ad                                            | 9<br>6%<br>ad                    | 20<br>10%<br>ad | 1<br>4%<br>ad  | 211<br>9%   |
| NET:Apply                                                             | 82%                | 84%                      | 75%               | 78%                 | 87%                 | 91%                | 87%                      | 84%                             | 85%                                               | 86%                               | 85%                                                       | 88%                              | 75%             | 92%            | 80%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be free at the point of delivery

Base: All respondents

|                                                                    | Total<br>(z)        | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |             | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|--------------------------------------------------------------------|---------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                    |                     | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)   | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                   | 2238                | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641        | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                     | 2238                | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709        | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| This principle should definitely still apply to NHS services today | 1526                | 356                     | 85                                 | 324                                   | 1118              | 310                       | 1188        | 288                                   | 692                    | 493              | 334                                   | 610                       | 531                   | 82                                            | 555                    | 569              | 136                                           | 549                       | 638                   | 1472        |
| 68%<br>lor                                                         | 68%                 | 68%                     | 60%                                | 68%                                   | 69%               | 65%                       | 70%         | 79%                                   | 67%                    | 65%              | 81%                                   | 68%                       | 62%                   | 82%                                           | 68%                    | 64%              | 84%                                           | 68%                       | 65%                   | 66%         |
| This principle should probably still apply to NHS services today   | 492                 | 124                     | 39                                 | 115                                   | 350               | 120                       | 368         | 62                                    | 249                    | 168              | 63                                    | 202                       | 219                   | 17                                            | 205                    | 201              | 24                                            | 197                       | 224                   | 522         |
| 22%<br>gj                                                          | 24%                 | 24%                     | 28%                                | 24%                                   | 22%               | 25%                       | 22%         | 17%                                   | 24%                    | 22%              | 15%                                   | 22%                       | 25%                   | 17%                                           | 25%                    | 23%              | 15%                                           | 24%                       | 23%                   | 23%         |
| This principle should probably not apply to NHS services today     | 123                 | 29                      | 10                                 | 29                                    | 89                | 31                        | 91          | 14                                    | 54                     | 49               | 12                                    | 58                        | 51                    | -                                             | 36                     | 74               | 2                                             | 40                        | 70                    | 155         |
| 5%<br>acefgoq<br>r                                                 | 6%                  | 7%                      | 6%                                 | 6%                                    | 6%                | 6%                        | 5%          | 4%                                    | 5%                     | 7%               | 3%                                    | 6%                        | 6%                    | -                                             | 4%                     | 8%               | 1%                                            | 5%                        | 7%                    | 7%          |
| This principle should definitely not apply to NHS services today   | 50                  | 14                      | 8                                  | 12                                    | 34                | 13                        | 34          | 2                                     | 17                     | 29               | 2                                     | 11                        | 37                    | 1                                             | 8                      | 35               | -                                             | 14                        | 31                    | 56          |
| 2%<br>gikn                                                         | 3%                  | 5%                      | 2%                                 | 2%                                    | 3%                | 2%                        | *           | 2%                                    | 4%                     | 2%               | *                                     | 1%                        | 4%                    | 1%                                            | 1%                     | 4%               | -                                             | 2%                        | 3%                    | 3%          |
| Don't know                                                         | 48                  | 1                       | -                                  | 1                                     | 28                | 4                         | 28          | -                                     | 23                     | 20               | 4                                     | 17                        | 20                    | -                                             | 12                     | 8                | -                                             | 8                         | 11                    | 33          |
| 2%<br>acefgoq<br>r                                                 | *                   | -                       | *                                  | 2%                                    | 1%                | 2%                        | -           | 2%                                    | 3%                     | 1%               | 1%                                    | 2%                        | 2%                    | -                                             | 1%                     | 1%               | -                                             | 1%                        | 1%                    | 1%          |
| Mean                                                               | 3.6<br>bilor        | 3.57<br>b               | 3.42                               | 3.57                                  | 3.6<br>b          | 3.54                      | 3.61        | 3.74<br>zhi                           | 3.6                    | 3.52             | 3.77<br>zkl                           | 3.6<br>l                  | 3.49                  | 3.8<br>zo                                     | 3.63<br>o              | 3.48             | 3.83<br>zqr                                   | 3.6                       | 3.52                  | 3.55        |
| Apply                                                              | 2018<br>90%<br>ilor | 480<br>92%              | 125<br>88%                         | 439<br>91%                            | 1468<br>91%       | 430<br>90%                | 1556<br>91% | 349<br>96%                            | 941<br>91%             | 660<br>87%       | 397<br>96%                            | 812<br>90%                | 750<br>87%            | 98<br>99%                                     | 760<br>93%             | 770<br>87%       | 160<br>99%                                    | 747<br>92%                | 862<br>88%            | 1994<br>89% |
| Not apply                                                          | 172<br>8%<br>einp   | 43<br>8%                | 18<br>12%                          | 41<br>8%                              | 123<br>8%         | 43<br>9%                  | 125<br>7%   | 16<br>4%                              | 72<br>7%               | 79<br>10%        | 14<br>3%                              | 69<br>8%                  | 88<br>10%             | 1<br>1%                                       | 44<br>5%               | 109<br>12%       | 2<br>1%                                       | 54<br>7%                  | 101<br>10%            | 211<br>9%   |
| NET:Apply                                                          | 82%<br>einp         | 84%                     | 75%                                | 83%                                   | 83%               | 81%                       | 84%         | 91%                                   | 84%                    | 77%              | 92%                                   | 83%                       | 77%                   | 98%                                           | 88%                    | 75%              | 98%                                           | 86%                       | 78%                   | 80%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026  
Table 45

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should provide a comprehensive service available to everyone

Base: All respondents

|                                                                       | Total<br>(z)   | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-----------------------------------------------------------------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                       |                | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                      | 2238           | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                                        | 2238           | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1380           | 662        | 702          | 199          | 236          | 211          | 231          | 202          | 157          | 143        | 1166                                         | 189                                                         | 659                      | 716                              | 453                                               | 913                  | 177                                                    | 354                             | 295                                                | 58                                                                               | 29                                 | 1357        |
| 62%<br>gmort                                                          | 62%            | 62%        | 61%          | 68%          | 65%          | 59%          | 65%          | 57%          | 59%          | 57%        | 62%                                          | 63%                                                         | 67%                      | 57%                              | 68%                                               | 59%                  | 64%                                                    | 64%                             | 54%                                                | 58%                                                                              | 39%                                | 61%         |
| This principle should probably still<br>apply to NHS services today   | 487            | 224        | 262          | 33           | 65           | 97           | 79           | 86           | 65           | 63         | 406                                          | 70                                                          | 182                      | 302                              | 134                                               | 345                  | 58                                                     | 105                             | 133                                                | 23                                                                               | 26                                 | 521         |
| 22%<br>cl                                                             | 22%            | 21%        | 23%          | 11%          | 18%          | 27%          | 22%          | 24%          | 24%          | 25%        | 22%                                          | 23%                                                         | 19%                      | 24%                              | 20%                                               | 22%                  | 21%                                                    | 19%                             | 25%                                                | 23%                                                                              | 36%                                | 23%         |
| This principle should probably not<br>apply to NHS services today     | 230            | 116        | 114          | 34           | 38           | 29           | 26           | 44           | 30           | 29         | 203                                          | 22                                                          | 79                       | 151                              | 51                                                | 176                  | 28                                                     | 54                              | 76                                                 | 9                                                                                | 10                                 | 232         |
| 10%<br>ln                                                             | 11%            | 10%        | 12%          | 11%          | 8%           | 7%           | 12%          | 11%          | 12%          | 11%        | 11%                                          | 7%                                                          | 8%                       | 12%                              | 8%                                                | 11%                  | 10%                                                    | 10%                             | 14%                                                | 9%                                                                               | 14%                                | 10%         |
| This principle should definitely not<br>apply to NHS services today   | 83             | 50         | 32           | 5            | 5            | 14           | 14           | 19           | 15           | 11         | 69                                           | 6                                                           | 40                       | 43                               | 20                                                | 61                   | 8                                                      | 19                              | 21                                                 | 8                                                                                | 5                                  | 90          |
| 4%<br>b                                                               | 5%             | 3%         | 2%           | 1%           | 4%           | 4%           | 5%           | 5%           | 5%           | 5%         | 4%                                           | 2%                                                          | 4%                       | 3%                               | 3%                                                | 4%                   | 3%                                                     | 3%                              | 4%                                                 | 8%                                                                               | 7%                                 | 4%          |
| Don't know                                                            | 59             | 17         | 41           | 21           | 17           | 9            | 6            | 3            | 1            | 3          | 35                                           | 12                                                          | 17                       | 41                               | 7                                                 | 47                   | 5                                                      | 20                              | 18                                                 | 1                                                                                | 3                                  | 38          |
| 3%<br>aahln                                                           | 2%             | 4%         | 4%           | 7%           | 5%           | 2%           | 2%           | 1%           | +            | 1%         | 2%                                           | 4%                                                          | 2%                       | 3%                               | 1%                                                | 3%                   | 2%                                                     | 4%                              | 3%                                                 | 1%                                                                               | 4%                                 | 2%          |
| Mean                                                                  | 3.45<br>ghmort | 3.42       | 3.47         | 3.58<br>gh   | 3.55<br>ghl  | 3.44         | 3.51<br>ghl  | 3.34         | 3.37         | 3.37       | 3.45                                         | 3.54                                                        | 3.52<br>zm               | 3.39                             | 3.55<br>zorst                                     | 3.41<br>t            | 3.49                                                   | 3.49<br>rt                      | 3.34                                               | 3.34                                                                             | 3.13                               | 3.43        |
| Apply                                                                 | 1866<br>83%    | 887<br>83% | 964<br>84%   | 232<br>80%   | 301<br>83%   | 308<br>86%   | 309<br>87%   | 288<br>81%   | 222<br>83%   | 206<br>83% | 1573<br>84%                                  | 260<br>87%                                                  | 841<br>86%               | 1018<br>81%                      | 587<br>88%                                        | 1258<br>82%          | 235<br>85%                                             | 459<br>83%                      | 428<br>79%                                         | 81<br>82%                                                                        | 55<br>76%                          | 1878<br>84% |
| Not apply                                                             | 313<br>14%     | 166<br>16% | 146<br>13%   | 38<br>13%    | 43<br>12%    | 43<br>12%    | 40<br>11%    | 63<br>18%    | 45<br>17%    | 41<br>16%  | 272<br>14%                                   | 28<br>9%                                                    | 118<br>12%               | 194<br>15%                       | 71<br>11%                                         | 236<br>15%           | 36<br>13%                                              | 73<br>13%                       | 96<br>18%                                          | 17<br>17%                                                                        | 15<br>20%                          | 322<br>14%  |
| NET:Apply                                                             | n<br>69%       | 67%        | 71%          | 66%          | 71%          | 74%          | 76%          | 64%          | 66%          | 66%        | 69%                                          | 77%                                                         | 74%                      | 66%                              | 78%                                               | 66%                  | 72%                                                    | 70%                             | 61%                                                | 65%                                                                              | 55%                                | 70%         |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should provide a comprehensive service available to everyone

Base: All respondents

|                                                                       | Total<br>(z)       | Annual household income |                                 |                                 |                              | Country            |                   |                  |                         | England region (Net) |                   |                   | England region    |                   |                                    |                      |                      |                        |                   |                   |                   |                    | Unwtd Total |
|-----------------------------------------------------------------------|--------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|--------------------|-------------------|------------------|-------------------------|----------------------|-------------------|-------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------|
|                                                                       |                    | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g)     | Scotland<br>(h)   | Wales<br>(i)     | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l)   | South<br>(m)      | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v)     |                    |             |
| Unweighted Total                                                      | 2238               | 468                     | 686                             | 465                             | 184                          | 1715               | 206               | 162              | 155                     | 453                  | 348               | 914               | 88                | 241               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213               | 2238               |             |
| Weighted Total                                                        | 2238               | 398                     | 605                             | 524                             | 231                          | 1886               | 184               | 106*             | 62*                     | 521                  | 362               | 1003              | 89*               | 207               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290               | 2238               |             |
| This principle should definitely still<br>apply to NHS services today | 1380               | 219                     | 373                             | 359                             | 147                          | 1135               | 130               | 73               | 41                      | 326                  | 210               | 598               | 53                | 145               | 129                                | 103                  | 107                  | 117                    | 179               | 113               | 190               | 1357               |             |
|                                                                       | 62%<br>cg          | 55%<br>zc               | 62%<br>zg                       | 69%<br>zg                       | 64%<br>zg                    | 60%<br>zg          | 71%<br>zg         | 69%<br>zg        | 66%<br>zg               | 63%<br>zg            | 58%<br>zg         | 60%<br>zg         | 59%<br>zg         | 59%<br>zg         | 70%<br>rstu                        | 63%<br>zg            | 54%<br>zg            | 56%<br>zg              | 58%<br>zg         | 58%<br>zg         | 66%<br>zg         | 61%<br>zg          |             |
| This principle should probably still<br>apply to NHS services today   | 487                | 101                     | 138                             | 98                              | 48                           | 413                | 33                | 26               | 15                      | 103                  | 68                | 242               | 19                | 53                | 30                                 | 29                   | 39                   | 51                     | 79                | 48                | 64                | 521                |             |
|                                                                       | 22%<br>e           | 25%<br>e                | 23%<br>e                        | 19%<br>e                        | 21%<br>e                     | 22%<br>e           | 18%<br>e          | 25%<br>e         | 23%<br>e                | 20%<br>e             | 19%<br>e          | 24%<br>e          | 22%<br>e          | 21%<br>e          | 16%<br>e                           | 18%<br>e             | 20%<br>e             | 24%<br>e               | 25%<br>e          | 25%<br>e          | 22%<br>e          | 23%<br>e           |             |
| This principle should probably not<br>apply to NHS services today     | 230                | 54                      | 62                              | 45                              | 24                           | 209                | 14                | 4                | 3                       | 52                   | 52                | 105               | 5                 | 33                | 14                                 | 16                   | 36                   | 26                     | 33                | 19                | 26                | 232                |             |
|                                                                       | 10%<br>i           | 13%<br>z                | 10%<br>z                        | 9%<br>z                         | 10%<br>z                     | 11%<br>zi          | 8%<br>z           | 4%<br>z          | 5%<br>z                 | 10%<br>z             | 14%<br>z          | 10%<br>z          | 6%<br>z           | 13%<br>z          | 8%<br>z                            | 10%<br>z             | 18%<br>znpuv         | 12%<br>z               | 11%<br>z          | 10%<br>z          | 9%<br>z           | 10%<br>z           |             |
| This principle should definitely not<br>apply to NHS services today   | 83                 | 16                      | 24                              | 21                              | 8                            | 76                 | 4                 | 2                | 1                       | 23                   | 11                | 42                | 6                 | 12                | 5                                  | 6                    | 5                    | 12                     | 12                | 11                | 7                 | 90                 |             |
|                                                                       | 4%<br>dem          | 4%<br>e                 | 4%<br>e                         | 4%<br>e                         | 4%<br>e                      | 4%<br>e            | 2%<br>e           | 1%<br>e          | 2%<br>e                 | 4%<br>e              | 3%<br>e           | 4%<br>e           | 7%<br>e           | 5%<br>e           | 3%<br>e                            | 4%<br>e              | 3%<br>e              | 6%<br>e                | 4%<br>e           | 5%<br>e           | 2%<br>e           | 4%<br>e            |             |
| Don't know                                                            | 59<br>3%<br>dem    | 8<br>2%<br>e            | 8<br>1%<br>e                    | 1<br>*<br>e                     | 4<br>2%<br>e                 | 52<br>3%<br>e      | 3<br>2%<br>e      | 1<br>1%<br>e     | 2<br>4%<br>e            | 16<br>3%<br>e        | 19<br>5%<br>e     | 17<br>2%<br>e     | 5<br>6%<br>e      | 5<br>2%<br>e      | 6<br>3%<br>e                       | 10<br>6%<br>e        | 9<br>5%<br>e         | 3<br>1%<br>e           | 7<br>2%<br>e      | 4<br>1%<br>e      | 3<br>1%<br>e      | 38<br>2%<br>e      |             |
| Mean                                                                  | 3.45<br>cg         | 3.34<br>cg              | 3.44<br>cg                      | 3.52<br>c                       | 3.47<br>c                    | 3.42<br>zg         | 3.6<br>zg         | 3.63<br>zg       | 3.6<br>zg               | 3.45<br>zg           | 3.4<br>zg         | 3.42<br>zg        | 3.42<br>zg        | 3.36<br>zg        | 3.59<br>orsu                       | 3.49<br>zg           | 3.32<br>zg           | 3.32<br>zg             | 3.4<br>zg         | 3.38<br>zg        | 3.52<br>zg        | 3.43<br>zg         |             |
| Apply                                                                 | 1866<br>83%<br>gfr | 320<br>80%<br>gfr       | 511<br>84%<br>gfr               | 457<br>87%<br>gfr               | 195<br>85%<br>gfr            | 1548<br>82%<br>gfr | 163<br>89%<br>gfr | 99<br>93%<br>gfr | 56<br>90%<br>gfr        | 429<br>82%<br>gfr    | 279<br>77%<br>gfr | 840<br>84%<br>gfr | 72<br>81%<br>gfr  | 198<br>80%<br>gfr | 159<br>86%<br>gfr                  | 132<br>81%<br>gfr    | 147<br>74%<br>gfr    | 167<br>80%<br>gfr      | 258<br>83%<br>gfr | 161<br>83%<br>gfr | 254<br>88%<br>gfr | 1878<br>84%<br>gfr |             |
| Not apply                                                             | 313<br>14%<br>i    | 69<br>17%<br>z          | 86<br>14%<br>z                  | 66<br>13%<br>z                  | 32<br>14%<br>z               | 285<br>15%<br>zj   | 18<br>10%<br>z    | 6<br>5%<br>z     | 4<br>6%<br>z            | 75<br>14%<br>z       | 63<br>18%<br>z    | 147<br>15%<br>z   | 11<br>13%<br>z    | 45<br>18%<br>z    | 19<br>10%<br>z                     | 22<br>13%<br>z       | 42<br>21%<br>z       | 38<br>18%<br>z         | 45<br>15%<br>z    | 30<br>11%<br>z    | 33<br>11%<br>z    | 322<br>14%<br>z    |             |
| NET:Apply                                                             | 69%<br>i           | 63%<br>z                | 70%<br>z                        | 75%<br>z                        | 71%<br>z                     | 67%<br>zj          | 79%<br>z          | 88%<br>z         | 83%<br>z                | 68%<br>z             | 60%<br>z          | 69%<br>z          | 68%<br>z          | 62%<br>z          | 76%<br>z                           | 67%<br>z             | 53%<br>z             | 62%<br>z               | 69%<br>z          | 67%<br>z          | 76%<br>z          | 70%<br>z           |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos UN J26-001039-01  
Filename: 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should provide a comprehensive service available to everyone

Base: All respondents

|                                                                    |           | Urbanity  |           | IMD Quintile          |         |       |         |                        | NS-SEC                                                  |                          |                                         |                                             |                                      |                                      |                   | Children in household |          |             |
|--------------------------------------------------------------------|-----------|-----------|-----------|-----------------------|---------|-------|---------|------------------------|---------------------------------------------------------|--------------------------|-----------------------------------------|---------------------------------------------|--------------------------------------|--------------------------------------|-------------------|-----------------------|----------|-------------|
|                                                                    |           |           |           |                       |         |       |         |                        | Managerial, administrative and professional occupations | Intermediate occupations | Small employers and own account workers | Lower supervisory and technical occupations | Semi-routine and routine occupations | Long-term unemployed or never worked | Full-time student |                       |          |             |
|                                                                    | Total (z) | Urban (a) | Rural (b) | 1 - Most deprived (c) | 2 (d)   | 3 (e) | 4 (f)   | 5 - Least deprived (g) | (h)                                                     | (i)                      | (j)                                     | (k)                                         | (l)                                  | (m)                                  | (n)               | (o)                   | (p)      | Unwtd Total |
| Unweighted Total                                                   | 2238      | 1673      | 565       | 419                   | 432     | 476   | 450     | 461                    | 1302                                                    | 280                      | 132                                     | 169                                         | 227                                  | 45                                   | 58                | 400                   | 1831     | 2238        |
| Weighted Total                                                     | 2238      | 1745      | 493       | 451                   | 442     | 447   | 448     | 450                    | 1211                                                    | 246                      | 114*                                    | 161*                                        | 237                                  | 71*                                  | 172*              | 592                   | 1642     | 2238        |
| This principle should definitely still apply to NHS services today | 1380      | 1087      | 292       | 266                   | 286     | 268   | 264     | 295                    | 772                                                     | 141                      | 68                                      | 105                                         | 127                                  | 33                                   | 120               | 340                   | 1037     | 1357        |
|                                                                    | 62%<br>l  | 62%       | 59%       | 59%                   | 65%     | 60%   | 59%     | 65%                    | 64%<br>zl                                               | 57%                      | 59%                                     | 65%                                         | 53%                                  | 47%                                  | 70%<br>lm         | 58%                   | 63%<br>z | 61%         |
| This principle should probably still apply to NHS services today   | 487       | 367       | 120       | 103                   | 80      | 99    | 112     | 92                     | 247                                                     | 74                       | 24                                      | 32                                          | 61                                   | 23                                   | 24                | 145                   | 342      | 521         |
|                                                                    | 22%       | 21%       | 24%       | 23%                   | 18%     | 22%   | 25%     | 20%                    | 20%                                                     | 30%<br>zhn               | 21%                                     | 20%                                         | 26%                                  | 33%<br>n                             | 14%               | 24%                   | 21%      | 23%         |
| This principle should probably not apply to NHS services today     | 230       | 176       | 54        | 42                    | 44      | 57    | 43      | 44                     | 116                                                     | 23                       | 16                                      | 15                                          | 30                                   | 10                                   | 21                | 59                    | 171      | 232         |
|                                                                    | 10%       | 10%       | 11%       | 9%                    | 10%     | 13%   | 10%     | 10%                    | 10%                                                     | 9%                       | 14%                                     | 9%                                          | 12%                                  | 14%                                  | 12%               | 10%                   | 10%      | 10%         |
| This principle should definitely not apply to NHS services today   | 83        | 63        | 19        | 12                    | 20      | 17    | 16      | 17                     | 52                                                      | 6                        | 3                                       | 2                                           | 17                                   | 2                                    | -                 | 18                    | 65       | 90          |
|                                                                    | 4%        | 4%        | 4%        | 3%                    | 4%      | 4%    | 4%      | 4%                     | 4%                                                      | 3%                       | 3%                                      | 1%                                          | 7%<br>zikn                           | 2%                                   | -                 | 3%                    | 4%       | 4%          |
| Don't know                                                         | 59        | 52        | 7         | 27                    | 12      | 6     | 12      | 2                      | 23                                                      | 2                        | 4                                       | 8                                           | 3                                    | 3                                    | 7                 | 30                    | 28       | 38          |
|                                                                    | 3%<br>ghp | 3%        | 1%        | 6%<br>zeg             | 3%<br>g | 1%    | 3%<br>g | *                      | 2%<br>l                                                 | 1%                       | 4%                                      | 5%<br>i                                     | 1%                                   | 4%                                   | 4%                | 5%<br>zp              | 2%       | 2%          |
| Mean                                                               | 3.45<br>l | 3.46      | 3.41      | 3.47                  | 3.47    | 3.4   | 3.43    | 3.48                   | 3.46<br>l                                               | 3.43                     | 3.42                                    | 3.56<br>l                                   | 3.27                                 | 3.3                                  | 3.6<br>l          | 3.44                  | 3.46     | 3.43        |
| Apply                                                              | 1866      | 1454      | 412       | 369                   | 367     | 367   | 377     | 387                    | 1020                                                    | 215                      | 91                                      | 136                                         | 187                                  | 56                                   | 144               | 485                   | 1378     | 1878        |
|                                                                    | 83%       | 83%       | 84%       | 82%                   | 83%     | 82%   | 84%     | 86%                    | 84%<br>l                                                | 87%<br>l                 | 80%                                     | 85%                                         | 79%                                  | 80%                                  | 84%               | 82%                   | 84%      | 84%         |
| Not apply                                                          | 313       | 239       | 73        | 54                    | 64      | 74    | 59      | 62                     | 168                                                     | 29                       | 18                                      | 17                                          | 46                                   | 11                                   | 21                | 77                    | 236      | 322         |
|                                                                    | 14%       | 14%       | 15%       | 12%                   | 14%     | 16%   | 13%     | 14%                    | 14%<br>zl                                               | 12%                      | 16%                                     | 11%                                         | 20%<br>zl                            | 16%                                  | 12%               | 13%                   | 14%      | 14%         |
| NET:Apply                                                          | 69%       | 70%       | 69%       | 70%                   | 69%     | 66%   | 71%     | 72%                    | 70%                                                     | 75%                      | 64%                                     | 74%                                         | 59%                                  | 64%                                  | 72%               | 69%                   | 70%      | 70%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should provide a comprehensive service available to everyone

Base: All respondents

|                                                                       | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                | Unwtd Total      |
|-----------------------------------------------------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|----------------|------------------|
|                                                                       |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)   |                  |
| Unweighted Total                                                      | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17             | 2238             |
| Weighted Total                                                        | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**           | 2238             |
| This principle should definitely still<br>apply to NHS services today | 1380<br>62%<br>c | 1250<br>62%<br>c         | 124<br>61%<br>c   | 458<br>57%<br>zac   | 674<br>65%<br>zac   | 118<br>70%<br>c    | 333<br>64%<br>z          | 1037<br>64%<br>z                | 1051<br>63%<br>z                                  | 340<br>65%<br>z                   | 368<br>64%<br>z                                           | 97<br>64%<br>z                   | 124<br>61%<br>g | 11<br>81%<br>g | 1357<br>61%<br>g |
| This principle should probably still<br>apply to NHS services today   | 487<br>22%<br>d  | 435<br>22%<br>d          | 42<br>20%<br>d    | 173<br>21%<br>ad    | 234<br>23%<br>ad    | 28<br>17%<br>d     | 115<br>22%<br>g          | 347<br>22%<br>g                 | 357<br>21%<br>g                                   | 107<br>20%<br>g                   | 111<br>19%<br>g                                           | 29<br>19%<br>g                   | 42<br>20%<br>g  | 2<br>15%<br>g  | 521<br>23%<br>g  |
| This principle should probably not<br>apply to NHS services today     | 230<br>10%<br>d  | 208<br>10%<br>d          | 21<br>11%<br>d    | 107<br>13%<br>zad   | 87<br>8%<br>zad     | 14<br>8%<br>d      | 47<br>9%<br>g            | 156<br>10%<br>g                 | 167<br>10%<br>g                                   | 50<br>10%<br>g                    | 66<br>11%<br>g                                            | 19<br>12%<br>g                   | 21<br>11%<br>g  | 1<br>4%<br>g   | 232<br>10%<br>g  |
| This principle should definitely not<br>apply to NHS services today   | 83<br>4%<br>dg   | 75<br>4%<br>dg           | 8<br>4%<br>dg     | 40<br>5%<br>zad     | 31<br>3%<br>zad     | 4<br>2%<br>d       | 13<br>3%<br>g            | 51<br>3%<br>g                   | 59<br>4%<br>g                                     | 19<br>4%<br>g                     | 23<br>4%<br>g                                             | 4<br>3%<br>g                     | 8<br>4%<br>g    | -<br>-<br>g    | 90<br>4%<br>g    |
| Don't know                                                            | 59<br>3%<br>adgh | 37<br>2%<br>d            | 8<br>4%<br>d      | 27<br>3%<br>ad      | 4<br>3%<br>ad       | 5<br>3%<br>d       | 12<br>2%<br>g            | 19<br>1%<br>g                   | 27<br>2%<br>g                                     | 7<br>1%<br>g                      | 9<br>2%<br>g                                              | 2<br>1%<br>g                     | 8<br>4%<br>g    | -<br>-<br>g    | 38<br>2%<br>g    |
| Mean                                                                  | 3.45<br>c        | 3.45<br>c                | 3.45<br>c         | 3.35<br>zac         | 3.51<br>zac         | 3.59<br>c          | 3.51<br>z                | 3.49<br>z                       | 3.47<br>z                                         | 3.49<br>z                         | 3.45<br>z                                                 | 3.47<br>z                        | 3.45<br>z       | 3.77<br>z      | 3.43<br>z        |
| Apply                                                                 | 1866<br>83%<br>c | 1685<br>84%<br>zc        | 166<br>82%<br>zc  | 631<br>78%<br>zac   | 908<br>88%<br>zac   | 147<br>87%<br>c    | 448<br>86%<br>z          | 1384<br>86%<br>z                | 1408<br>85%<br>z                                  | 447<br>85%<br>z                   | 480<br>83%<br>z                                           | 126<br>84%<br>z                  | 166<br>82%<br>z | 14<br>96%<br>z | 1878<br>84%<br>z |
| Not apply                                                             | 313<br>14%<br>dg | 283<br>14%<br>dg         | 29<br>14%<br>dg   | 147<br>18%<br>zad   | 118<br>11%<br>zad   | 17<br>10%<br>d     | 60<br>12%<br>g           | 207<br>13%<br>g                 | 226<br>14%<br>g                                   | 69<br>13%<br>g                    | 89<br>15%<br>g                                            | 23<br>15%<br>g                   | 29<br>14%<br>g  | 1<br>4%<br>g   | 322<br>14%<br>g  |
| NET:Apply                                                             | 69%              | 70%                      | 67%               | 60%                 | 77%                 | 76%                | 75%                      | 73%                             | 71%                                               | 72%                               | 68%                                                       | 68%                              | 67%             | 92%            | 70%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should provide a comprehensive service available to everyone

Base: All respondents

|                                                                    | Total<br>(z)        | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |             | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|--------------------------------------------------------------------|---------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                    |                     | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)   | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                   | 2238                | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641        | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                     | 2238                | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709        | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| This principle should definitely still apply to NHS services today | 1380                | 322                     | 77                                 | 295                                   | 1012              | 288                       | 1071        | 256                                   | 640                    | 435              | 301                                   | 557                       | 476                   | 78                                            | 514                    | 497              | 131                                           | 509                       | 558                   | 1357        |
| 62%<br>ilor                                                        |                     | 62%                     | 54%                                | 61%                                   | 63%               | 60%                       | 63%         | 70%                                   | 62%                    | 57%              | 72%                                   | 62%                       | 55%                   | 78%                                           | 63%                    | 56%              | 81%                                           | 63%                       | 57%                   | 61%         |
| This principle should probably still apply to NHS services today   | 487                 | 123                     | 37                                 | 114                                   | 345               | 101                       | 376         | 74                                    | 233                    | 171              | 68                                    | 222                       | 184                   | 20                                            | 192                    | 204              | 24                                            | 187                       | 225                   | 521         |
| 22%<br>j                                                           |                     | 24%                     | 26%                                | 24%                                   | 21%               | 21%                       | 22%         | 20%                                   | 22%                    | 23%              | 16%                                   | 25%                       | 22%                   | 20%                                           | 24%                    | 23%              | 15%                                           | 23%                       | 23%                   | 23%         |
| This principle should probably not apply to NHS services today     | 230                 | 55                      | 21                                 | 49                                    | 169               | 57                        | 171         | 31                                    | 103                    | 90               | 32                                    | 77                        | 121                   | 1                                             | 74                     | 126              | 6                                             | 76                        | 128                   | 232         |
| 10%<br>mp                                                          |                     | 11%                     | 15%                                | 10%                                   | 10%               | 12%                       | 10%         | 8%                                    | 10%                    | 12%              | 8%                                    | 9%                        | 14%                   | 1%                                            | 9%                     | 14%              | 4%                                            | 9%                        | 13%                   | 10%         |
| This principle should definitely not apply to NHS services today   | 83                  | 18                      | 4                                  | 18                                    | 61                | 20                        | 62          | 2                                     | 39                     | 40               | 8                                     | 21                        | 53                    | 1                                             | 23                     | 50               | -                                             | 24                        | 52                    | 90          |
| 4%<br>pk                                                           |                     | 3%                      | 3%                                 | 4%                                    | 4%                | 4%                        | 4%          | 1%                                    | 4%                     | 5%               | 2%                                    | 2%                        | 6%                    | 1%                                            | 3%                     | 6%               | -                                             | 3%                        | 5%                    | 4%          |
| Don't know                                                         | 59                  | 4                       | 2                                  | 4                                     | 31                | 11                        | 30          | 2                                     | 21                     | 23               | 7                                     | 23                        | 24                    | -                                             | 13                     | 9                | -                                             | 12                        | 10                    | 38          |
| 3%<br>acdfgoq<br>r                                                 |                     | 1%                      | 1%                                 | 1%                                    | 2%                | 2%                        | 2%          | 1%                                    | 2%                     | 3%               | 2%                                    | 3%                        | 3%                    | -                                             | 2%                     | 1%               | -                                             | 1%                        | 1%                    | 2%          |
| Mean                                                               | 3.45<br>ilor        | 3.44                    | 3.34                               | 3.44                                  | 3.45              | 3.41                      | 3.46        | 3.61<br>zhi                           | 3.45                   | 3.36             | 3.62<br>zkl                           | 3.5<br>l                  | 3.3                   | 3.75<br>zno                                   | 3.49<br>o              | 3.31             | 3.78<br>zqr                                   | 3.48<br>r                 | 3.34                  | 3.43        |
| Apply                                                              | 1866<br>83%<br>ilor | 445<br>85%              | 115<br>81%                         | 409<br>85%                            | 1357<br>84%       | 389<br>82%                | 1447<br>85% | 330<br>90%                            | 872<br>84%             | 606<br>80%       | 369<br>89%                            | 778<br>87%                | 660<br>77%            | 98<br>98%                                     | 706<br>86%             | 701<br>79%       | 155<br>96%                                    | 696<br>86%                | 784<br>80%            | 1878<br>84% |
| Not apply                                                          | 313<br>14%<br>gikmo | 73                      | 25                                 | 67                                    | 230               | 77                        | 232         | 33<br>zhi                             | 142                    | 130              | 40<br>zl                              | 98<br>zl                  | 173                   | 2<br>zno                                      | 97<br>zo               | 176              | 6<br>zqr                                      | 101<br>r                  | 181                   | 322         |
| NET:Apply                                                          | 69%                 | 71%                     | 63%                                | 71%                                   | 70%               | 66%                       | 71%         | 81%                                   | 70%                    | 63%              | 79%                                   | 76%                       | 57%                   | 96%                                           | 75%                    | 59%              | 92%                                           | 74%                       | 62%                   | 70%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be primarily funded through taxation

Base: All respondents

|                                                                       | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-----------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                       |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                      | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                                        | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1084         | 593        | 481          | 135          | 169          | 164          | 180          | 179          | 142          | 115        | 940                                          | 129                                                         | 496                      | 586                              | 363                                               | 709                  | 132                                                    | 262                             | 242                                                | 47                                                                               | 26                                 | 1106        |
|                                                                       | 48%          | 55%        | 42%          | 46%          | 47%          | 46%          | 51%          | 50%          | 53%          | 46%        | 50%                                          | 43%                                                         | 51%                      | 47%                              | 55%                                               | 46%                  | 48%                                                    | 47%                             | 45%                                                | 48%                                                                              | 36%                                | 49%         |
| This principle should probably still<br>apply to NHS services today   | 794          | 341        | 447          | 117          | 125          | 130          | 112          | 124          | 95           | 91         | 670                                          | 109                                                         | 327                      | 465                              | 232                                               | 553                  | 99                                                     | 199                             | 200                                                | 33                                                                               | 22                                 | 792         |
|                                                                       | 35%          | 32%        | 39%          | 40%          | 35%          | 36%          | 32%          | 35%          | 36%          | 36%        | 36%                                          | 36%                                                         | 34%                      | 37%                              | 35%                                               | 36%                  | 36%                                                    | 36%                             | 37%                                                | 34%                                                                              | 31%                                | 35%         |
| This principle should probably not<br>apply to NHS services today     | 206          | 88         | 116          | 23           | 34           | 41           | 26           | 32           | 19           | 32         | 164                                          | 31                                                          | 83                       | 122                              | 42                                                | 159                  | 32                                                     | 53                              | 46                                                 | 14                                                                               | 14                                 | 195         |
|                                                                       | 9%           | 8%         | 10%          | 8%           | 9%           | 11%          | 7%           | 9%           | 7%           | 13%        | 9%                                           | 10%                                                         | 8%                       | 10%                              | 6%                                                | 10%                  | 12%                                                    | 10%                             | 8%                                                 | 15%                                                                              | 19%                                | 9%          |
| This principle should definitely not<br>apply to NHS services today   | 64           | 29         | 35           | -            | 8            | 5            | 20           | 13           | 9            | 9          | 52                                           | 10                                                          | 34                       | 30                               | 16                                                | 48                   | 3                                                      | 16                              | 22                                                 | 3                                                                                | 4                                  | 73          |
|                                                                       | 3%           | 3%         | 3%           | -            | 2%           | 1%           | 6%           | 4%           | 3%           | 4%         | 3%                                           | 3%                                                          | 3%                       | 2%                               | 2%                                                | 3%                   | 1%                                                     | 3%                              | 4%                                                 | 3%                                                                               | 6%                                 | 3%          |
| Don't know                                                            | 91           | 18         | 72           | 17           | 25           | 20           | 16           | 7            | 4            | 2          | 54                                           | 20                                                          | 36                       | 50                               | 12                                                | 72                   | 10                                                     | 22                              | 33                                                 | 1                                                                                | 6                                  | 72          |
|                                                                       | 4%           | 2%         | 6%           | 6%           | 7%           | 6%           | 4%           | 2%           | 2%           | 1%         | 3%                                           | 7%                                                          | 4%                       | 4%                               | 2%                                                | 5%                   | 4%                                                     | 4%                              | 6%                                                 | 1%                                                                               | 9%                                 | 3%          |
| Mean                                                                  | 3.35         | 3.43       | 3.27         | 3.4          | 3.36         | 3.34         | 3.33         | 3.35         | 3.4          | 3.26       | 3.37                                         | 3.28                                                        | 3.37                     | 3.34                             | 3.44                                              | 3.31                 | 3.35                                                   | 3.34                            | 3.3                                                | 3.28                                                                             | 3.05                               | 3.35        |
| Apply                                                                 | 1878         | 935        | 928          | 252          | 294          | 294          | 292          | 303          | 237          | 206        | 1610                                         | 238                                                         | 824                      | 1051                             | 595                                               | 1263                 | 232                                                    | 461                             | 442                                                | 81                                                                               | 48                                 | 1898        |
|                                                                       | 84%          | 87%        | 81%          | 86%          | 82%          | 82%          | 82%          | 85%          | 88%          | 83%        | 86%                                          | 79%                                                         | 84%                      | 84%                              | 89%                                               | 82%                  | 84%                                                    | 83%                             | 81%                                                | 82%                                                                              | 66%                                | 85%         |
| Not apply                                                             | 270          | 117        | 151          | 23           | 42           | 45           | 46           | 45           | 27           | 41         | 216                                          | 41                                                          | 116                      | 152                              | 58                                                | 207                  | 35                                                     | 69                              | 68                                                 | 17                                                                               | 18                                 | 268         |
|                                                                       | 12%          | 11%        | 13%          | 8%           | 12%          | 13%          | 13%          | 13%          | 10%          | 17%        | 11%                                          | 14%                                                         | 12%                      | 12%                              | 9%                                                | 13%                  | 13%                                                    | 12%                             | 13%                                                | 17%                                                                              | 25%                                | 12%         |
| NET:Apply                                                             | 72%          | 76%        | 67%          | 78%          | 70%          | 69%          | 69%          | 73%          | 78%          | 66%        | 74%                                          | 66%                                                         | 72%                      | 72%                              | 81%                                               | 68%                  | 71%                                                    | 71%                             | 69%                                                | 64%                                                                              | 41%                                | 73%         |

Fieldwork dates: 21st - 27th May 2026

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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be primarily funded through taxation

Base: All respondents

|                                                                       | Total<br>(z)    | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |      | Unwtd Total |
|-----------------------------------------------------------------------|-----------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------|-------------|
|                                                                       |                 | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |      |             |
| Unweighted Total                                                      | 2238            | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238 |             |
| Weighted Total                                                        | 2238            | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238 |             |
| This principle should definitely still<br>apply to NHS services today | 1084            | 177                     | 303                             | 275                             | 125                          | 908            | 93              | 54           | 28                      | 259                  | 159             | 491          | 49                | 123               | 87                                 | 72                   | 87                   | 95                     | 164               | 89                | 142           | 1106 |             |
|                                                                       | 48%             | 45%                     | 50%                             | 52%                             | 54%                          | 48%            | 51%             | 51%          | 45%                     | 50%                  | 44%             | 49%          | 55%               | 50%               | 47%                                | 44%                  | 44%                  | 46%                    | 53%               | 46%               | 49%           | 49%  |             |
| This principle should probably still<br>apply to NHS services today   | 794             | 134                     | 233                             | 190                             | 74                           | 667            | 68              | 37           | 22                      | 178                  | 129             | 360          | 25                | 95                | 59                                 | 62                   | 67                   | 78                     | 106               | 74                | 102           | 792  |             |
|                                                                       | 35%             | 34%                     | 38%                             | 36%                             | 32%                          | 35%            | 37%             | 35%          | 35%                     | 34%                  | 36%             | 36%          | 28%               | 38%               | 32%                                | 38%                  | 34%                  | 37%                    | 34%               | 38%               | 35%           | 35%  |             |
| This principle should probably not<br>apply to NHS services today     | 206             | 54                      | 46                              | 38                              | 22                           | 181            | 11              | 8            | 6                       | 47                   | 44              | 90           | 12                | 12                | 24                                 | 14                   | 30                   | 21                     | 24                | 18                | 27            | 195  |             |
|                                                                       | 9%<br>o<br>zde  | 14%                     | 8%                              | 7%                              | 10%                          | 10%            | 6%              | 8%           | 9%                      | 9%                   | 12%             | 9%           | 13%o              | 5%                | 13%o                               | 9%                   | 15%<br>not           | 10%                    | 8%                | 9%                | 9%            | 9%   |             |
| This principle should definitely not<br>apply to NHS services today   | 64              | 14                      | 11                              | 19                              | 5                            | 52             | 7               | 2            | 3                       | 13                   | 10              | 30           | 2                 | 7                 | 3                                  | 5                    | 5                    | 3                      | 8                 | 8                 | 10            | 73   |             |
|                                                                       | 3%              | 3%                      | 2%                              | 4%                              | 2%                           | 3%             | 4%              | 2%           | 4%                      | 2%                   | 3%              | 3%           | 2%                | 3%                | 2%                                 | 3%                   | 2%                   | 2%                     | 3%                | 4%                | 3%            | 3%   |             |
| Don't know                                                            | 91              | 19                      | 12                              | 3                               | 5                            | 77             | 4               | 5            | 4                       | 23                   | 20              | 33           | 2                 | 10                | 11                                 | 12                   | 9                    | 11                     | 7                 | 7                 | 9             | 72   |             |
|                                                                       | 4%<br>de        | 5%                      | 2%                              | 1%                              | 2%                           | 4%             | 2%              | 5%           | 7%                      | 4%                   | 6%              | 3%           | 2%                | 4%                | 6%                                 | 7%                   | 4%                   | 5%                     | 2%                | 3%                | 3%            | 3%   |             |
| Mean                                                                  | 3.35<br>c       | 3.25                    | 3.4<br>c                        | 3.38<br>c                       | 3.41                         | 3.34           | 3.38            | 3.43         | 3.31                    | 3.37                 | 3.28            | 3.35         | 3.38              | 3.41              | 3.32                               | 3.31                 | 3.25                 | 3.34                   | 3.41              | 3.29              | 3.34          | 3.35 |             |
| Apply                                                                 | 1878<br>84%     | 311                     | 536                             | 464                             | 199                          | 1575           | 161             | 91           | 50                      | 437                  | 288             | 851          | 73                | 218               | 146                                | 133                  | 154                  | 173                    | 271               | 162               | 245           | 1898 |             |
|                                                                       | 78%             | 78%                     | 89%                             | 89%                             | 86%                          | 84%            | 88%             | 86%          | 80%                     | 84%                  | 80%             | 85%          | 83%               | 88%               | 79%                                | 81%                  | 78%                  | 83%                    | 87%               | 83%               | 84%           | 85%  |             |
| Not apply                                                             | 270             | 68                      | 56                              | 57                              | 27                           | 234            | 18              | 10           | 8                       | 60                   | 54              | 120          | 14                | 19                | 28                                 | 19                   | 35                   | 24                     | 33                | 26                | 36            | 268  |             |
|                                                                       | 12%<br>d<br>zde | 17%                     | 9%                              | 11%                             | 12%                          | 12%            | 10%             | 9%           | 13%                     | 12%                  | 15%             | 12%          | 15%               | 8%                | 15%                                | 12%                  | 18%<br>o             | 12%                    | 11%               | 13%               | 13%           | 12%  |             |
| NET:Apply                                                             | 72%             | 61%                     | 79%                             | 78%                             | 75%                          | 71%            | 78%             | 77%          | 67%                     | 72%                  | 65%             | 73%          | 67%               | 80%               | 64%                                | 70%                  | 61%                  | 71%                    | 77%               | 70%               | 72%           | 73%  |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos UN J26-001039-01  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be primarily funded through taxation

Base: All respondents

|                                                                       | Total<br>(z) | Urbanity     |              | IMD Quintile             |          |          |          |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |           |
|-----------------------------------------------------------------------|--------------|--------------|--------------|--------------------------|----------|----------|----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-----------|
|                                                                       |              | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e) | 4<br>(f) | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p) |
| Unweighted Total                                                      | 2238         | 1673         | 565          | 419                      | 432      | 476      | 450      | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238      |
| Weighted Total                                                        | 2238         | 1745         | 493          | 451                      | 442      | 447      | 448      | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238      |
| This principle should definitely still<br>apply to NHS services today | 1084         | 863          | 221          | 186                      | 216      | 225      | 215      | 241                       | 617                                                                     | 105                                | 54                                                   | 82                                                       | 103                                               | 31                                                | 86                       | 252        | 831         | 1106      |
|                                                                       | 48%<br>co    | 49%          | 45%          | 41%                      | 49%      | 50%<br>c | 48%      | 54%<br>c                  | 51%<br>zi                                                               | 43%                                | 47%                                                  | 51%                                                      | 43%                                               | 44%                                               | 50%                      | 43%        | 51%<br>zo   | 49%       |
| This principle should probably still<br>apply to NHS services today   | 794          | 603          | 191          | 167                      | 149      | 156      | 165      | 157                       | 417                                                                     | 99                                 | 47                                                   | 50                                                       | 76                                                | 28                                                | 70                       | 229        | 565         | 792       |
|                                                                       | 35%          | 35%          | 39%          | 37%                      | 34%      | 35%      | 37%      | 35%                       | 34%                                                                     | 40%                                | 41%                                                  | 31%                                                      | 32%                                               | 40%                                               | 41%                      | 39%        | 34%         | 35%       |
| This principle should probably not<br>apply to NHS services today     | 206          | 152          | 54           | 48                       | 41       | 45       | 40       | 33                        | 112                                                                     | 23                                 | 8                                                    | 14                                                       | 34                                                | 6                                                 | 9                        | 54         | 150         | 195       |
|                                                                       | 9%           | 9%           | 11%          | 11%                      | 9%       | 10%      | 9%       | 7%                        | 9%                                                                      | 9%                                 | 7%                                                   | 9%                                                       | 14%<br>z                                          | 8%                                                | 5%                       | 9%         | 9%          | 9%        |
| This principle should definitely not<br>apply to NHS services today   | 64           | 49           | 15           | 6                        | 14       | 15       | 16       | 13                        | 33                                                                      | 12                                 | 4                                                    | 4                                                        | 7                                                 | -                                                 | -                        | 19         | 44          | 73        |
|                                                                       | 3%           | 3%           | 3%           | 1%                       | 3%       | 3%       | 4%       | 3%                        | 3%                                                                      | 5%                                 | 4%                                                   | 3%                                                       | 3%                                                | -                                                 | -                        | 3%         | 3%          | 3%        |
| Don't know                                                            | 91           | 79           | 12           | 44                       | 22       | 5        | 13       | 7                         | 31                                                                      | 8                                  | 1                                                    | 11                                                       | 16                                                | 6                                                 | 7                        | 38         | 52          | 72        |
|                                                                       | 4%<br>eghp   | 5%           | 2%           | 10%<br>zdefg             | 5%<br>eg | 1%       | 3%       | 2%                        | 3%                                                                      | 3%                                 | 1%                                                   | 7%<br>h                                                  | 7%<br>hj                                          | 9%<br>h                                           | 4%                       | 6%<br>zp   | 3%          | 3%        |
| Mean                                                                  | 3.35<br>i    | 3.37         | 3.29         | 3.31                     | 3.35     | 3.34     | 3.33     | 3.41                      | 3.37<br>i                                                               | 3.25                               | 3.34                                                 | 3.4                                                      | 3.24                                              | 3.39                                              | 3.46                     | 3.29       | 3.37<br>z   | 3.35      |
| Apply                                                                 | 1878         | 1466         | 412          | 353                      | 365      | 381      | 380      | 398                       | 1034                                                                    | 204                                | 101                                                  | 132                                                      | 180                                               | 59                                                | 155                      | 480        | 1396        | 1898      |
|                                                                       | 84%<br>ci    | 84%          | 84%          | 78%                      | 83%      | 85%<br>c | 85%      | 88%<br>zc                 | 85%<br>i                                                                | 83%                                | 89%<br>i                                             | 82%                                                      | 76%                                               | 84%                                               | 90%<br>l                 | 81%        | 85%<br>z    | 85%       |
| Not apply                                                             | 270          | 201          | 69           | 54                       | 54       | 60       | 56       | 45                        | 145                                                                     | 35                                 | 12                                                   | 18                                                       | 42                                                | 6                                                 | 9                        | 74         | 194         | 268       |
|                                                                       | 12%          | 12%          | 14%          | 12%                      | 12%      | 14%      | 12%      | 10%                       | 12%                                                                     | 14%                                | 11%                                                  | 11%                                                      | 18%<br>zn                                         | 8%                                                | 5%                       | 12%        | 12%         | 12%       |
| NET:Apply                                                             | 72%          | 72%          | 70%          | 66%                      | 70%      | 72%      | 72%      | 78%                       | 73%                                                                     | 69%                                | 78%                                                  | 71%                                                      | 58%                                               | 76%                                               | 85%                      | 69%        | 73%         | 73%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be primarily funded through taxation

Base: All respondents

|                                                                       | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-----------------------------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                       |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                      | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                        | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| This principle should definitely still<br>apply to NHS services today | 1084              | 978                      | 105               | 339                 | 543                 | 96                 | 291                      | 830                             | 834                                               | 262                               | 282                                                       | 68                               | 105         | 7            | 1106        |
|                                                                       | 48%<br>c          | 49%<br>c                 | 52%               | 42%                 | 53%<br>zac          | 56%<br>c           | 56%<br>zhij              | 52%<br>z                        | 50%<br>z                                          | 50%                               | 49%                                                       | 45%                              | 52%         | 46%          | 49%         |
| This principle should probably still<br>apply to NHS services today   | 794               | 723                      | 64                | 310                 | 364                 | 48                 | 154                      | 557                             | 577                                               | 186                               | 221                                                       | 58                               | 64          | 7            | 792         |
|                                                                       | 35%<br>f          | 36%                      | 31%               | 38%                 | 35%                 | 28%                | 30%                      | 35%<br>f                        | 35%<br>f                                          | 36%<br>f                          | 38%<br>f                                                  | 39%                              | 31%         | 50%          | 35%         |
| This principle should probably not<br>apply to NHS services today     | 206               | 188                      | 17                | 92                  | 74                  | 22                 | 49                       | 138                             | 161                                               | 56                                | 47                                                        | 17                               | 17          | -            | 195         |
|                                                                       | 9%<br>d           | 9%<br>d                  | 8%                | 11%<br>zad          | 7%                  | 13%                | 9%                       | 9%                              | 10%<br>g                                          | 11%                               | 8%                                                        | 11%                              | 8%          | -            | 9%          |
| This principle should definitely not<br>apply to NHS services today   | 64                | 54                       | 8                 | 29                  | 24                  | 1                  | 7                        | 38                              | 44                                                | 10                                | 10                                                        | 1                                | 8           | 1            | 73          |
|                                                                       | 3%<br>g           | 3%                       | 4%                | 4%                  | 2%                  | *                  | 1%                       | 2%                              | 3%                                                | 2%                                | 2%                                                        | 1%                               | 4%          | 4%           | 3%          |
| Don't know                                                            | 91<br>4%<br>adghi | 64<br>3%                 | 9<br>5%           | 35<br>4%            | 25<br>2%            | 3<br>2%            | 19<br>4%                 | 46<br>3%                        | 46<br>3%                                          | 10<br>2%                          | 18<br>3%                                                  | 6<br>4%                          | 9<br>5%     | -<br>-       | 72<br>3%    |
| Mean                                                                  | 3.35<br>c         | 3.35<br>c                | 3.37              | 3.25                | 3.42<br>zac         | 3.44<br>c          | 3.45<br>zhi              | 3.39<br>zh                      | 3.36                                              | 3.36                              | 3.38                                                      | 3.34                             | 3.37        | 3.39         | 3.35        |
| Apply                                                                 | 1878<br>84%<br>c  | 1700<br>85%<br>zc        | 169<br>83%        | 649<br>81%          | 907<br>88%<br>zac   | 144<br>85%         | 445<br>86%               | 1387<br>86%<br>zh               | 1411<br>85%<br>z                                  | 448<br>86%                        | 502<br>87%<br>z                                           | 127<br>84%                       | 169<br>83%  | 14<br>96%    | 1898<br>85% |
| Not apply                                                             | 270<br>12%<br>dg  | 241<br>12%<br>d          | 25<br>12%         | 121<br>15%<br>zad   | 98<br>10%<br>zad    | 22<br>13%          | 56<br>11%                | 176<br>11%                      | 205<br>12%<br>g                                   | 66<br>13%                         | 57<br>10%                                                 | 18<br>12%                        | 25<br>12%   | 1<br>4%      | 268<br>12%  |
| NET:Apply                                                             | 72%               | 73%                      | 71%               | 66%                 | 78%                 | 72%                | 75%                      | 75%                             | 73%                                               | 73%                               | 77%                                                       | 72%                              | 71%         | 93%          | 73%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q207. When the NHS was set up, it was based on several core principles. For each of the following principles, please select the extent to which you think the principles should still apply to NHS services today. -The NHS should be primarily funded through taxation

Base: All respondents

|                                                                    | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|--------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                    |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                   | 2238         | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                     | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| This principle should definitely still apply to NHS services today | 1084         | 258                     | 61                                 | 238                                   | 806               | 225                       | 851       | 229                                   | 498                    | 312              | 272                                   | 435                       | 342                   | 58                                            | 421                    | 387              | 110                                           | 395                       | 456                   | 1106        |
|                                                                    | 48%          | 49%                     | 43%                                | 50%                                   | 50%               | 47%                       | 50%       | 63%                                   | 48%                    | 41%              | 65%                                   | 48%                       | 40%                   | 58%                                           | 52%                    | 44%              | 68%                                           | 49%                       | 47%                   | 49%         |
| This principle should probably still apply to NHS services today   | 794          | 183                     | 42                                 | 167                                   | 574               | 176                       | 605       | 111                                   | 389                    | 276              | 116                                   | 345                       | 317                   | 38                                            | 298                    | 325              | 44                                            | 311                       | 346                   | 792         |
|                                                                    | 35%          | 35%                     | 29%                                | 35%                                   | 35%               | 37%                       | 35%       | 30%                                   | 38%                    | 36%              | 28%                                   | 38%                       | 37%                   | 38%                                           | 37%                    | 37%              | 27%                                           | 38%                       | 36%                   | 35%         |
| This principle should probably not apply to NHS services today     | 206          | 59                      | 28                                 | 54                                    | 140               | 52                        | 152       | 17                                    | 89                     | 95               | 18                                    | 71                        | 115                   | 2                                             | 59                     | 118              | 6                                             | 67                        | 114                   | 195         |
|                                                                    | 9%           | 11%                     | 20%                                | 11%                                   | 9%                | 11%                       | 9%        | 5%                                    | 9%                     | 13%              | 4%                                    | 8%                        | 13%                   | 2%                                            | 7%                     | 13%              | 4%                                            | 8%                        | 12%                   | 9%          |
| This principle should definitely not apply to NHS services today   | 64           | 9                       | 3                                  | 9                                     | 49                | 12                        | 46        | 5                                     | 23                     | 36               | 4                                     | 19                        | 41                    | 2                                             | 10                     | 40               | 1                                             | 16                        | 36                    | 73          |
|                                                                    | 3%           | 2%                      | 2%                                 | 2%                                    | 3%                | 2%                        | 3%        | 1%                                    | 2%                     | 5%               | 1%                                    | 2%                        | 5%                    | 2%                                            | 1%                     | 5%               | *                                             | 2%                        | 4%                    | 3%          |
| Don't know                                                         | 91           | 15                      | 9                                  | 12                                    | 49                | 12                        | 56        | 4                                     | 37                     | 40               | 6                                     | 28                        | 43                    | -                                             | 27                     | 16               | *                                             | 20                        | 22                    | 72          |
|                                                                    | 4%           | 3%                      | 6%                                 | 3%                                    | 3%                | 2%                        | 3%        | 1%                                    | 4%                     | 5%               | 1%                                    | 3%                        | 5%                    | -                                             | 3%                     | 2%               | *                                             | 2%                        | 2%                    | 3%          |
| Mean                                                               | 3.35         | 3.36                    | 3.21                               | 3.36                                  | 3.36              | 3.32                      | 3.37      | 3.56                                  | 3.36                   | 3.2              | 3.6                                   | 3.38                      | 3.18                  | 3.53                                          | 3.43                   | 3.22             | 3.64                                          | 3.37                      | 3.28                  | 3.35        |
|                                                                    | ilor         | b                       |                                    |                                       |                   |                           |           | zhi                                   | i                      |                  | zkl                                   | l                         |                       | o                                             | zo                     |                  | zqr                                           |                           |                       |             |
| Apply                                                              | 1878         | 440                     | 103                                | 405                                   | 1380              | 401                       | 1456      | 340                                   | 887                    | 588              | 388                                   | 780                       | 659                   | 96                                            | 719                    | 712              | 154                                           | 706                       | 802                   | 1898        |
|                                                                    | 84%          | 84%                     | 72%                                | 84%                                   | 85%               | 84%                       | 85%       | 93%                                   | 86%                    | 77%              | 93%                                   | 87%                       | 77%                   | 96%                                           | 88%                    | 80%              | 96%                                           | 87%                       | 82%                   | 85%         |
|                                                                    | bilio        | b                       |                                    | b                                     | zb                |                           | z         | zhi                                   | i                      |                  | zkl                                   | zl                        |                       | zo                                            | zo                     |                  | zqr                                           | zr                        |                       |             |
| Not apply                                                          | 270          | 68                      | 31                                 | 63                                    | 189               | 64                        | 198       | 21                                    | 112                    | 131              | 22                                    | 90                        | 156                   | 4                                             | 69                     | 158              | 6                                             | 83                        | 150                   | 268         |
|                                                                    | 12%          | 13%                     | 22%                                | 13%                                   | 12%               | 13%                       | 12%       | 6%                                    | 11%                    | 17%              | 5%                                    | 10%                       | 18%                   | 4%                                            | 9%                     | 18%              | 4%                                            | 10%                       | 15%                   | 12%         |
|                                                                    | giknp        |                         | zacd                               |                                       |                   |                           |           | g                                     | gh                     |                  | j                                     | j                         |                       | zmn                                           |                        |                  | zmn                                           | tpq                       |                       |             |
| NET:Apply                                                          | 72%          | 71%                     | 50%                                | 71%                                   | 74%               | 71%                       | 74%       | 87%                                   | 75%                    | 60%              | 88%                                   | 77%                       | 59%                   | 92%                                           | 80%                    | 62%              | 92%                                           | 77%                       | 67%                   | 73%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q207A. Which of the following statements best reflects your thinking about the NHS?

Base: All respondents

|                                                                                         | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-----------------------------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                         | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                        | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 592          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                                                          | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| The NHS is crucial to British society<br>and we must do everything to<br>maintain it    | 1623         | 772        | 837          | 239          | 270          | 268          | 265          | 237          | 191          | 154        | 1367                                         | 231                                                         | 727                      | 893                              | 494                                               | 1108                 | 200                                                    | 389                             | 419                                                | 61                                                                               | 40                                 | 1580        |
|                                                                                         | 73%          | 72%        | 73%          | 82%          | 75%          | 74%          | 75%          | 67%          | 71%          | 62%        | 73%                                          | 77%                                                         | 74%                      | 71%                              | 74%                                               | 72%                  | 72%                                                    | 70%                             | 77%                                                | 62%                                                                              | 55%                                | 71%         |
|                                                                                         | glist        |            |              | zgih         | i            | gi           | gi           |              | i            |            |                                              |                                                             |                          |                                  | st                                                | st                   | t                                                      | t                               | zost                                               |                                                                                  |                                    |             |
| The NHS was a great project but we<br>probably can't maintain it in its<br>current form | 574          | 288        | 284          | 42           | 79           | 83           | 85           | 116          | 76           | 92         | 495                                          | 58                                                          | 236                      | 335                              | 163                                               | 406                  | 70                                                     | 150                             | 119                                                | 38                                                                               | 29                                 | 627         |
|                                                                                         | 26%          | 27%        | 25%          | 14%          | 22%          | 23%          | 24%          | 33%          | 28%          | 37%        | 26%                                          | 19%                                                         | 24%                      | 27%                              | 24%                                               | 26%                  | 25%                                                    | 27%                             | 22%                                                | 38%                                                                              | 40%                                | 28%         |
|                                                                                         | c            |            |              |              |              |              |              | zdef         | c            | zdefh      |                                              |                                                             |                          |                                  |                                                   | r                    |                                                        |                                 |                                                    | znopqr                                                                           | znopqr                             |             |
| Don't know                                                                              | 41           | 9          | 30           | 11           | 11           | 9            | 5            | 1            | 1            | 3          | 19                                           | 11                                                          | 13                       | 25                               | 8                                                 | 27                   | 6                                                      | 13                              | 4                                                  | -                                                                                | 3                                  | 31          |
|                                                                                         | 2%           | 1%         | 3%           | 4%           | 3%           | 3%           | 1%           | +            | +            | 1%         | 1%                                           | 4%                                                          | 1%                       | 2%                               | 1%                                                | 2%                   | 2%                                                     | 2%                              | 1%                                                 | -                                                                                | 4%                                 | 1%          |
|                                                                                         | aghj         |            | za           | gh           | gh           | gh           |              |              |              | 1          |                                              | i                                                           |                          |                                  |                                                   |                      |                                                        |                                 |                                                    | rs                                                                               |                                    |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [JN 126-001039-01]  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q207A. Which of the following statements best reflects your thinking about the NHS?

Base: All respondents

|                                                                                         | Total<br>(b) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   | Unwtd Total |               |
|-----------------------------------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-------------|---------------|
|                                                                                         |              | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) |             | London<br>(v) |
| Unweighted Total                                                                        | 2238         | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213         | 2238          |
| Weighted Total                                                                          | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290         | 2238          |
| The NHS is crucial to British society<br>and we must do everything to<br>maintain it    | 1623         | 292                     | 453                             | 376                             | 166                          | 1361           | 143             | 75           | 44                      | 399                  | 255             | 708          | 68                | 182               | 149                                | 125                  | 129                  | 150                    | 204               | 145               | 209         | 1580          |
|                                                                                         | 73%<br>t     | 73%                     | 75%                             | 72%                             | 72%                          | 72%            | 78%             | 71%          | 71%                     | 77%                  | 70%             | 71%          | 76%               | 74%               | 81%<br>rt                          | 76%                  | 65%                  | 72%                    | 66%               | 75%               | 72%         | 71%           |
| The NHS was a great project but we<br>probably can't maintain it in its<br>current form | 574          | 102                     | 149                             | 146                             | 61                           | 490            | 38              | 29           | 17                      | 118                  | 94              | 278          | 20                | 63                | 35                                 | 39                   | 55                   | 53                     | 101               | 46                | 78          | 627           |
|                                                                                         | 26%          | 26%                     | 25%                             | 28%                             | 27%                          | 26%            | 21%             | 27%          | 27%                     | 23%                  | 26%             | 28%          | 23%               | 25%               | 19%                                | 24%                  | 28%                  | 25%                    | 33%<br>zp         | 24%               | 27%         | 28%           |
| Don't know                                                                              | 41           | 4                       | 3                               | 2                               | 4                            | 34             | 3               | 2            | 2                       | 4                    | 13              | 18           | *                 | 3                 | *                                  | -                    | 13                   | 6                      | 5                 | 3                 | 3           | 31            |
|                                                                                         | 2%<br>de     | 1%                      | *                               | *                               | 2%                           | 2%             | 1%              | 2%           | 3%                      | 1%                   | 4%              | 2%           | 1%                | 1%                | *                                  | -                    | 7%<br>zopqtuv        | 3%                     | 2%                | 2%                | 1%          | 1%            |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q207A. Which of the following statements best reflects your thinking about the NHS?

Base: All respondents

|                                                                                         |           | Urbanity     |              | IMD Quintile |                          |          |          |           | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            |      |
|-----------------------------------------------------------------------------------------|-----------|--------------|--------------|--------------|--------------------------|----------|----------|-----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|------|
|                                                                                         |           | Total<br>(z) | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e) | 4<br>(f)  | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |      |
| Unweighted Total                                                                        | 2238      | 1673         | 565          | 419          | 432                      | 476      | 450      | 461       | 1302                      | 280                                                                     | 132                                | 169                                                  | 227                                                      | 45                                                | 58                                                | 400                      | 1831       | 2238 |
| Weighted Total                                                                          | 2238      | 1745         | 493          | 451          | 442                      | 447      | 448      | 450       | 1211                      | 246                                                                     | 114*                               | 161*                                                 | 237                                                      | 71*                                               | 172*                                              | 592                      | 1642       | 2238 |
| The NHS is crucial to British society<br>and we must do everything to<br>maintain it    | 1623      | 1274         | 350          | 328          | 341                      | 326      | 317      | 311       | 874                       | 173                                                                     | 70                                 | 113                                                  | 178                                                      | 48                                                | 154                                               | 434                      | 1187       | 1580 |
|                                                                                         | 73%<br>j  | 73%          | 71%          | 73%          | 77%<br>g                 | 73%      | 71%      | 69%       | 72%<br>j                  | 70%                                                                     | 62%                                | 70%                                                  | 75%<br>j                                                 | 68%                                               | 90%<br>zhijklm                                    | 73%                      | 72%        | 71%  |
| The NHS was a great project but<br>we probably can't maintain it in its<br>current form | 574       | 437          | 137          | 106          | 92                       | 112      | 126      | 137       | 318                       | 72                                                                      | 43                                 | 41                                                   | 58                                                       | 23                                                | 15                                                | 141                      | 432        | 627  |
|                                                                                         | 26%<br>dn | 25%          | 28%          | 24%          | 21%                      | 25%      | 28%      | 30%<br>zd | 26%<br>n                  | 29%<br>n                                                                | 38%<br>zhln                        | 26%<br>n                                             | 24%<br>n                                                 | 32%<br>n                                          | 9%                                                | 24%                      | 26%        | 28%  |
| Don't know                                                                              | 41        | 35           | 6            | 16           | 9                        | 8        | 5        | 3         | 19                        | 2                                                                       | *                                  | 6                                                    | 2                                                        | -                                                 | 3                                                 | 17                       | 23         | 31   |
|                                                                                         | 2%<br>p   | 2%           | 1%           | 4%<br>zg     | 2%                       | 2%       | 1%       | 1%        | 2%                        | 1%                                                                      | *                                  | 4%                                                   | 1%                                                       | -                                                 | 2%                                                | 3%                       | 1%         | 1%   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q207A. Which of the following statements best reflects your thinking about the NHS?

Base: All respondents

|                                                                                         | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-----------------------------------------------------------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                                         |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                                        | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                                          | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| The NHS is crucial to British society<br>and we must do everything to<br>maintain it    | 1623         | 1485                     | 132               | 572                 | 771                 | 142                | 415                      | 1196                            | 1241                                              | 401                               | 429                                                       | 115                              | 132         | 12           | 1580        |
|                                                                                         | 73%          | 74%<br>zc                | 65%               | 71%                 | 75%<br>b            | 83%<br>zabc        | 80%<br>zghjl             | 74%<br>z                        | 75%<br>zl                                         | 77%<br>l                          | 74%                                                       | 76%                              | 65%         | 85%          | 71%         |
| The NHS was a great project but<br>we probably can't maintain it in its<br>current form | 574          | 496                      | 68                | 223                 | 248                 | 25                 | 99                       | 394                             | 402                                               | 119                               | 143                                                       | 30                               | 68          | 2            | 627         |
|                                                                                         | 26%<br>aefh  | 25%<br>e                 | 33%<br>e          | 28%<br>ae           | 24%                 | 15%                | 19%                      | 25%<br>f                        | 24%<br>f                                          | 23%                               | 25%<br>f                                                  | 20%                              | 33%<br>fhik | 15%          | 28%         |
| Don't know                                                                              | 41           | 24                       | 3                 | 10                  | 11                  | 3                  | 6                        | 20                              | 18                                                | 3                                 | 5                                                         | 6                                | 3           | -            | 31          |
|                                                                                         | 2%<br>adgh   | 1%                       | 2%                | 1%                  | 1%                  | 2%                 | 1%                       | 1%                              | 1%                                                | 1%                                | 1%                                                        | 4%<br>fghij                      | 2%          | -            | 1%          |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q207A. Which of the following statements best reflects your thinking about the NHS?

Base: All respondents

|                                                                                   | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------------------------------------------------------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                                   | Total<br>(z)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                                  | 2238                    | 537                | 127                                | 498                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                    | 2238                    | 523                | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| The NHS is crucial to British society and we must do everything to maintain it    | 1623                    | 388                | 95                                 | 353                                   | 1171              | 348                       | 1247      | 314                                   | 744                    | 506              | 360                                   | 650                       | 562                   | 83                                            | 630                    | 589              | 139                                           | 621                       | 655                   | 1580        |
|                                                                                   | 73%                     | 74%                | 67%                                | 74%                                   | 72%               | 73%                       | 73%       | 86%                                   | 72%                    | 67%              | 87%                                   | 72%                       | 66%                   | 83%                                           | 77%                    | 66%              | 86%                                           | 77%                       | 67%                   | 71%         |
| The NHS was a great project but we probably can't maintain it in its current form | 574                     | 127                | 45                                 | 120                                   | 430               | 122                       | 446       | 51                                    | 277                    | 233              | 56                                    | 237                       | 273                   | 17                                            | 182                    | 290              | 23                                            | 184                       | 307                   | 627         |
|                                                                                   | 26%                     | 24%                | 31%                                | 25%                                   | 27%               | 26%                       | 26%       | 14%                                   | 27%                    | 31%              | 13%                                   | 26%                       | 32%                   | 17%                                           | 22%                    | 33%              | 14%                                           | 23%                       | 32%                   | 28%         |
| Don't know                                                                        | 41                      | 8                  | 2                                  | 7                                     | 17                | 6                         | 16        | *                                     | 14                     | 20               | -                                     | 11                        | 22                    | -                                             | 3                      | 7                | -                                             | 3                         | 12                    | 31          |
|                                                                                   | 2%                      | 2%                 | 2%                                 | 1%                                    | 1%                | 1%                        | 1%        | *                                     | 1%                     | 3%               | -                                     | 1%                        | 3%                    | -                                             | *                      | 1%               | -                                             | *                         | 1%                    | 1%          |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r  
Overlap formulae used. \* small base

Base: All respondents

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (IN 124-001010-01)  
Filename: 26-001010\_A2H0K\_240521A\_WSP\_wvd\_v1\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - 1/3/0 - 1/2/4/1/1/2/1/1 - 1/3/0 - 1/1/0 - 1/2/4/1/1/2/1/1  
Overlap formulae used: \* small base

Base: All respondents

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Member - UK, 16+  
Source: Ipsos UK 126-000029-01  
Filename: 26-000029\_A26HOC\_260526\_HFP\_wtd\_v8\_PublicUse  
Proportions/Means: Column Totals (5% risk level) - z/c/a/b/f - z/a/f/b - z/a/f/m - z/a/a/a/a/r/h/t/u/v  
Overlap format used: \* small base



Q224. If the government decided to further increase spending on the NHS, how do you think this should be funded?

Base: All respondents

|                                       | By Region |       |       |            |       |       |       | By Age |       |       |       |     |      |       |       |       |       | Children's household |       |       | Total |
|---------------------------------------|-----------|-------|-------|------------|-------|-------|-------|--------|-------|-------|-------|-----|------|-------|-------|-------|-------|----------------------|-------|-------|-------|
|                                       | Total     | Urban | Rural | 1-16 years | 17-24 | 25-34 | 35-44 | 45-54  | 55-64 | 65-74 | 75-84 | 85+ | 0-14 | 15-24 | 25-34 | 35-44 | 45-54 | 55-64                | 65-74 | 75-84 |       |
| Increased tax / reduced expenditure   | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Increased tax / increased expenditure | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Increased tax / no change             | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Reduced tax / increased expenditure   | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Reduced tax / reduced expenditure     | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Reduced tax / no change               | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| No change / increased expenditure     | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| No change / reduced expenditure       | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| No change / no change                 | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Other                                 | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |
| Don't know                            | 21%       | 21%   | 21%   | 21%        | 21%   | 21%   | 21%   | 21%    | 21%   | 21%   | 21%   | 21% | 21%  | 21%   | 21%   | 21%   | 21%   | 21%                  | 21%   | 21%   | 21%   |

Q2258. If the government decided to further increase spending on the NHS, how do you think this should be funded?

Base: All respondents

|                                                              | Total<br>GP | Type of services provided |            |            |              |             | Type of the service provider |                          |                                    |                                       |                            |                    |                   |       |      |      | Grand Total |
|--------------------------------------------------------------|-------------|---------------------------|------------|------------|--------------|-------------|------------------------------|--------------------------|------------------------------------|---------------------------------------|----------------------------|--------------------|-------------------|-------|------|------|-------------|
|                                                              |             | Any service               | No Service | 2 Services | 3-5 Services | 6+ Services | M0011                        | Dentist or<br>pharmacist | GP practice<br>GP or<br>pharmacist | GP or<br>pharmacist<br>Emergency care | Urgent &<br>Emergency care | Health<br>services | Nurse or<br>other | Other |      |      |             |
| Government Total                                             | 2248        | 1001                      | 1241       | 244        | 1153         | 1241        | 1141                         | 1611                     | 1698                               | 1768                                  | 1601                       | 1241               | 1311              | 1411  | 1411 | 2248 |             |
| Government Total                                             | 2248        | 1001                      | 1241       | 244        | 1153         | 1241        | 1141                         | 1611                     | 1698                               | 1768                                  | 1601                       | 1241               | 1311              | 1411  | 1411 | 2248 |             |
| GP additional fee for<br>additional service for the<br>first | 640         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 640  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        | 160                | 161               | 161   | 161  | 161  |             |
| GP additional fee for<br>additional service for the<br>first | 161         | 161                       | 161        | 161        | 161          | 161         | 40                           | 160                      | 160                                | 160                                   | 160                        |                    |                   |       |      |      |             |

Fieldwork dates: 21st - 27th May 2016  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [IN 016-001019-01]  
Filename: 26-001019\_R2H0C\_260521a\_WFP\_wtd\_v01\_PublicUse  
Proportions/Means: Columns tested [% risk level] =  $1/2(1/3/1/4/1/5) - 1/2(1/3/1/4/1/5) - 1/2(1/3/1/4/1/5)/w(x)/y(A/R/C/D)/X$   
Overlap formulae used: \*\* small base; \*\*\* very small base (under 20) ineligible for sig testing

Base: All respondents

[illegible]



QWlroutine. In the last 2 years - since the UK general election was called, do you think the NHS waiting list has

Base: Respondents in England only

|                                                     |       | Gender    |         | Age       |           |           |           |           |           |           | Ethnicity |                                        | Working status                                     |                       | Education                 |                                          |                   |                                               |                           |                                          |                                                                      |                              | Unwtd Total |
|-----------------------------------------------------|-------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------------------------|----------------------------------------------------|-----------------------|---------------------------|------------------------------------------|-------------------|-----------------------------------------------|---------------------------|------------------------------------------|----------------------------------------------------------------------|------------------------------|-------------|
|                                                     |       | Total (a) | Man (b) | Woman (c) | 16-24 (d) | 25-34 (e) | 35-44 (f) | 45-54 (g) | 55-64 (h) | 65-74 (i) | 75+ (j)   | White (including White minorities) (k) | Ethnic minorities (excluding White minorities) (l) | Working full-time (m) | Not working full-time (n) | Graduates (Degree/Master/P hd/above) (o) | Non-graduates (p) | Other Higher Education below degree level (q) | A-level or equivalent (r) | GCSE/ O-Level/ CSE/NVQ12/ equivalent (s) | Another type of qualification (vocational/profes sional/foreign) (t) | No formal qualifications (u) |             |
| Unweighted Total                                    | 1715  | 826       | 876     | 76        | 127       | 193       | 261       | 394       | 435       | 249       | 1512      | 164                                    | 612                                                | 1096                  | 546                       | 1144                                     | 207               | 344                                           | 421                       | 105                                      | 67                                                                   | 1715                         |             |
| Weighted Total                                      | 1886  | 886       | 986     | 237*      | 310       | 301       | 301       | 299       | 223       | 213       | 1548      | 284                                    | 831                                                | 1046                  | 585                       | 1275                                     | 208               | 452                                           | 471                       | 83*                                      | 61*                                                                  | 1715                         |             |
| Increased to 8.2 million or more                    | 232   | 92        | 138     | 39        | 53        | 42        | 40        | 34        | 17        | 7         | 185       | 42                                     | 99                                                 | 132                   | 49                        | 182                                      | 28                | 54                                            | 85                        | 10                                       | 5                                                                    | 182                          |             |
|                                                     | 12%   | 10%       | 14%     | 16%       | 17%       | 14%       | 13%       | 11%       | 8%        | 3%        | 12%       | 15%                                    | 12%                                                | 13%                   | 8%                        | 14%                                      | 13%               | 12%                                           | 18%                       | 12%                                      | 8%                                                                   | 11%                          |             |
|                                                     | hin   |           | z       | hi        | hi        | hi        | hi        | i         | i         |           |           |                                        |                                                    |                       | zn                        | zn                                       | n                 | zn                                            | n                         |                                          |                                                                      |                              |             |
| Increased to between 7.6 million and 8.2 million    | 434   | 143       | 289     | 57        | 73        | 92        | 63        | 63        | 47        | 39        | 338       | 83                                     | 208                                                | 224                   | 104                       | 326                                      | 46                | 123                                           | 119                       | 18                                       | 20                                                                   | 371                          |             |
|                                                     | 23%   | 16%       | 29%     | 24%       | 24%       | 31%       | 21%       | 21%       | 21%       | 18%       | 22%       | 29%                                    | 25%                                                | 21%                   | 18%                       | 26%                                      | 22%               | 27%                                           | 25%                       | 22%                                      | 32%                                                                  | 22%                          |             |
|                                                     | ajn   | za        |         |           |           | zfg       |           |           |           |           |           |                                        |                                                    |                       | zn                        | zn                                       | n                 | n                                             | n                         | n                                        | n                                                                    | n                            |             |
| Stayed about the same as in May 2024 at 7.6 million | 374   | 178       | 193     | 35        | 48        | 44        | 71        | 66        | 48        | 62        | 312       | 57                                     | 139                                                | 235                   | 86                        | 283                                      | 54                | 93                                            | 98                        | 17                                       | 21                                                                   | 366                          |             |
|                                                     | 20%   | 20%       | 20%     | 15%       | 16%       | 15%       | 24%       | 22%       | 21%       | 29%       | 20%       | 20%                                    | 17%                                                | 22%                   | 15%                       | 22%                                      | 26%               | 21%                                           | 21%                       | 21%                                      | 34%                                                                  | 21%                          |             |
|                                                     | in    |           |         |           |           |           | e         | e         |           | zdeh      |           |                                        |                                                    | zi                    | zn                        | zn                                       | zn                | zn                                            | n                         | zn                                       | zn                                                                   | zn                           |             |
| Decreased to between 7.0 million and 7.6 million    | 414   | 250       | 160     | 46        | 61        | 57        | 67        | 62        | 60        | 61        | 364       | 44                                     | 179                                                | 235                   | 181                       | 229                                      | 42                | 78                                            | 81                        | 20                                       | 8                                                                    | 403                          |             |
|                                                     | 22%   | 28%       | 16%     | 19%       | 20%       | 19%       | 22%       | 21%       | 27%       | 29%       | 24%       | 15%                                    | 22%                                                | 22%                   | 31%                       | 18%                                      | 20%               | 17%                                           | 17%                       | 24%                                      | 13%                                                                  | 23%                          |             |
|                                                     | bor   | zb        |         |           |           |           | zcg       | zcg       | zcg       | zcg       | zk        |                                        |                                                    |                       | zopqr                     |                                          |                   |                                               |                           |                                          |                                                                      |                              |             |
| Decreased to 7.0 million or lower                   | 183   | 122       | 62      | 20        | 47        | 23        | 16        | 33        | 29        | 17        | 162       | 19                                     | 94                                                 | 90                    | 83                        | 98                                       | 21                | 42                                            | 27                        | 6                                        | 2                                                                    | 173                          |             |
|                                                     | 10%   | 14%       | 6%      | 8%        | 15%       | 7%        | 5%        | 11%       | 13%       | 8%        | 10%       | 7%                                     | 11%                                                | 9%                    | 14%                       | 8%                                       | 10%               | 9%                                            | 6%                        | 7%                                       | 3%                                                                   | 10%                          |             |
|                                                     | bfor  | zb        |         |           |           | f         |           |           | zef       |           | z         |                                        |                                                    |                       | zort                      |                                          |                   |                                               |                           |                                          |                                                                      |                              |             |
| Don't know                                          | 248   | 102       | 142     | 41        | 29        | 43        | 44        | 41        | 23        | 27        | 187       | 38                                     | 112                                                | 130                   | 82                        | 156                                      | 16                | 61                                            | 61                        | 11                                       | 6                                                                    | 220                          |             |
|                                                     | 13%   | 12%       | 14%     | 17%       | 9%        | 14%       | 15%       | 14%       | 10%       | 13%       | 12%       | 13%                                    | 14%                                                | 12%                   | 14%                       | 12%                                      | 8%                | 14%                                           | 13%                       | 14%                                      | 10%                                                                  | 13%                          |             |
|                                                     | hip   |           |         |           |           |           |           |           |           |           |           |                                        |                                                    |                       |                           |                                          |                   |                                               |                           |                                          |                                                                      |                              |             |
| Mean                                                | 3.07  | 2.79      | 3.33    | 3.25      | 3.09      | 3.29      | 3.17      | 3.01      | 2.82      | 2.77      | 3.02      | 3.35                                   | 3.06                                               | 3.08                  | 2.71                      | 3.24                                     | 3.09              | 3.18                                          | 3.38                      | 3.08                                     | 3.31                                                                 | 2.99                         |             |
| Increased                                           | ahlin | za        | hi      | i         | zghi      | hi        | hi        | hi        |           |           | zi        |                                        |                                                    |                       | zn                        | zn                                       | n                 | n                                             | znop                      | n                                        | n                                                                    |                              |             |
|                                                     | 666   | 235       | 428     | 95        | 126       | 134       | 103       | 97        | 64        | 46        | 523       | 126                                    | 307                                                | 356                   | 153                       | 508                                      | 74                | 178                                           | 204                       | 28                                       | 24                                                                   | 553                          |             |
|                                                     | 35%   | 26%       | 43%     | 40%       | 41%       | 45%       | 34%       | 32%       | 29%       | 22%       | 34%       | 44%                                    | 37%                                                | 34%                   | 26%                       | 40%                                      | 35%               | 39%                                           | 43%                       | 34%                                      | 40%                                                                  | 32%                          |             |
| Decreased                                           | ahlin | za        | i       | hi        | zfg       | zfg       | i         | i         |           |           | zi        |                                        |                                                    |                       | zn                        | zn                                       | n                 | n                                             | zn                        | zn                                       | n                                                                    |                              |             |
|                                                     | 598   | 372       | 222     | 65        | 108       | 80        | 83        | 95        | 89        | 79        | 526       | 63                                     | 273                                                | 325                   | 264                       | 327                                      | 63                | 120                                           | 107                       | 26                                       | 10                                                                   | 576                          |             |
|                                                     | 32%   | 42%       | 23%     | 28%       | 35%       | 26%       | 28%       | 32%       | 40%       | 37%       | 34%       | 22%                                    | 33%                                                | 31%                   | 45%                       | 26%                                      | 31%               | 27%                                           | 23%                       | 31%                                      | 16%                                                                  | 34%                          |             |
| NET: Increase                                       | bkort | zb        |         |           |           |           |           |           | zefr      | ef        | zk        |                                        |                                                    |                       | zopqrst                   |                                          | t                 |                                               | t                         |                                          |                                                                      |                              |             |
|                                                     | 4%    | -15%      | 21%     | 13%       | 6%        | 18%       | 7%        | 1%        | -11%      | -15%      | *         | 22%                                    | 4%                                                 | 3%                    | -19%                      | 14%                                      | 5%                | 13%                                           | 21%                       | 2%                                       | 23%                                                                  | -1%                          |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN 126-001039-01)  
Filename: 126-001039 ADHOC 260521A HFP vtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/l/k - z/l/m - z/n/o/p/a/r/t/k  
Overlap formulae used. \* small base



QWlroutine. In the last 2 years - since the UK general election was called, do you think the NHS waiting list has

Base: Respondents in England only

|                                                     | Total            | Annual household income |                       |                       |                    | Country |          |       |                  | England region (Net) |            |       | England region |            |                          |               |                 |                 |            |            |        |      | Unwtd Total |
|-----------------------------------------------------|------------------|-------------------------|-----------------------|-----------------------|--------------------|---------|----------|-------|------------------|----------------------|------------|-------|----------------|------------|--------------------------|---------------|-----------------|-----------------|------------|------------|--------|------|-------------|
|                                                     |                  | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England | Scotland | Wales | Northern Ireland | North                | Midlands   | South | North East     | North West | Yorkshire and The Humber | East Midlands | West Midlands   | East of England | South East | South West | London |      |             |
| Unweighted Total                                    | 1715             | 351                     | 531                   | 360                   | 146                | 1715    | -        | -     | -                | 453                  | 348        | 914   | 88             | 201        | 164                      | 170           | 178             | 194             | 282        | 225        | 213    | 1715 |             |
| Weighted Total                                      | 1886             | 325                     | 520                   | 442                   | 200                | 1886    | ..       | ..    | ..               | 521                  | 362        | 1003  | 89*            | 247        | 184                      | 164           | 198             | 209             | 310        | 199        | 290    | 1715 |             |
| Increased to 8.2 million or more                    | 232<br>12%<br>f  | 55<br>17%<br>zf         | 66<br>13%<br>e        | 53<br>12%<br>e        | 12<br>6%<br>c      | 232     | -        | -     | -                | 55                   | 56         | 121   | 9              | 20         | 27                       | 21            | 35              | 23              | 37         | 24         | 37     | 182  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 11%                  | 15%        | 12%   | 10%            | 8%         | 14%                      | 13%           | 18%             | 11%             | 12%        | 12%        | 13%    | 11%  |             |
| Increased to between 7.6 million and 8.2 million    | 434<br>23%<br>f  | 76<br>23%<br>zef        | 112<br>22%<br>e       | 92<br>21%<br>e        | 38<br>19%<br>c     | 434     | -        | -     | -                | 114                  | 91         | 229   | 14             | 65         | 34                       | 38            | 53              | 55              | 60         | 41         | 73     | 371  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 22%                  | 25%        | 23%   | 16%            | 26%        | 19%                      | 23%           | 27%             | 26%             | 19%        | 21%        | 25%    | 22%  |             |
| Stayed about the same as in May 2024 at 7.6 million | 374<br>20%<br>e  | 92<br>28%<br>zef        | 116<br>22%<br>e       | 63<br>14%<br>e        | 36<br>18%<br>c     | 374     | -        | -     | -                | 102                  | 66         | 206   | 19             | 47         | 36                       | 28            | 38              | 46              | 61         | 39         | 61     | 366  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 20%                  | 18%        | 21%   | 21%            | 19%        | 19%                      | 17%           | 19%             | 22%             | 20%        | 20%        | 21%    | 21%  |             |
| Decreased to between 7.0 million and 7.6 million    | 414<br>22%<br>c  | 49<br>15%<br>de         | 125<br>24%<br>c       | 119<br>27%<br>zc      | 68<br>34%<br>zcd   | 414     | -        | -     | -                | 119                  | 68         | 228   | 15             | 60         | 43                       | 37            | 31              | 43              | 78         | 45         | 63     | 403  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 23%                  | 19%        | 23%   | 17%            | 24%        | 24%                      | 22%           | 16%             | 21%             | 25%        | 23%        | 22%    | 23%  |             |
| Decreased to 7.0 million or lower                   | 183<br>10%<br>c  | 21<br>6%<br>de          | 50<br>10%<br>c        | 75<br>17%<br>zc       | 22<br>11%<br>zcd   | 183     | -        | -     | -                | 62                   | 28         | 93    | 17             | 23         | 22                       | 17            | 11              | 15              | 35         | 19         | 24     | 173  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 12%                  | 8%         | 9%    | 19%            | 9%         | 12%                      | 11%           | 5%              | 7%              | 11%        | 10%        | 8%     | 10%  |             |
| Don't know                                          | 248<br>13%<br>de | 33<br>10%<br>de         | 52<br>10%<br>de       | 41<br>9%<br>de        | 25<br>12%<br>de    | 248     | -        | -     | -                | 69                   | 53         | 125   | 15             | 32         | 22                       | 23            | 30              | 27              | 39         | 27         | 32     | 220  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 13%                  | 15%        | 12%   | 16%            | 13%        | 12%                      | 14%           | 15%             | 13%             | 13%        | 14%        | 11%    | 13%  |             |
| Mean                                                | 3.07<br>ef       | 3.32<br>zdef            | 3.04<br>ef            | 2.82<br>ef            | 2.72<br>c          | 3.07    | -        | -     | -                | 2.96                 | 3.26<br>zk | 3.07  | 2.77           | 2.99       | 3                        | 3.06          | 3.43<br>znooptu | 3.15            | 2.95       | 3.04       | 3.14   | 2.99 |             |
| Increased                                           | 666<br>35%<br>f  | 131<br>40%<br>f         | 178<br>34%<br>f       | 144<br>33%<br>f       | 50<br>25%<br>f     | 666     | -        | -     | -                | 169                  | 147        | 350   | 23             | 85         | 61                       | 59            | 88              | 78              | 97         | 66         | 110    | 553  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 32%                  | 41%        | 35%   | 26%            | 34%        | 33%                      | 36%           | 45%             | 37%             | 31%        | 34%        | 38%    | 32%  |             |
| Decreased                                           | 598<br>32%<br>cr | 70<br>21%<br>c          | 174<br>34%<br>c       | 194<br>44%<br>zcd     | 90<br>45%<br>zcd   | 598     | -        | -     | -                | 181                  | 95         | 321   | 32             | 83         | 66                       | 54            | 41              | 58              | 113        | 64         | 87     | 576  |             |
|                                                     |                  |                         |                       |                       |                    |         | -        | -     | -                | 35%                  | 26%        | 32%   | 36%            | 34%        | 36%                      | 33%           | 21%             | 28%             | 36%        | 33%        | 30%    | 34%  |             |
| NET: Increase                                       | 4%               | 19%                     | 1%                    | -11%                  | -20%               | 4%      | 0%       | 0%    | 0%               | -2%                  | 14%        | 3%    | -10%           | 1%         | -2%                      | 3%            | 24%             | 10%             | -5%        | 1%         | 8%     | -1%  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN I26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/h/n/u/v

Overlap formulae used. \* small base; \*\* very small base (under 30) Ineligible for sig testing



QWLroutine. In the last 2 years - since the UK general election was called, do you think the NHS waiting list has

Base: Respondents in England only

|                                                     | Total<br>(z)       | Urbanity           |                    | IMD Quintile             |                 |                    |                   |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |                  |
|-----------------------------------------------------|--------------------|--------------------|--------------------|--------------------------|-----------------|--------------------|-------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|------------------|
|                                                     |                    | Urban<br>(a)       | Rural<br>(b)       | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)           | 4<br>(f)          | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)        |
| Unweighted Total                                    | 1715               | 1337               | 378                | 307                      | 340             | 374                | 341               | 353                       | 991                                                                     | 226                                | 107                                                  | 124                                                      | 170                                               | 34                                                | 42                       | 311              | 1401             | 1715             |
| Weighted Total                                      | 1886               | 1512               | 373                | 378                      | 380             | 385                | 367               | 375                       | 1029                                                                    | 215                                | 97*                                                  | 131*                                                     | 196                                               | 57**                                              | 137*                     | 508              | 1375             | 1715             |
| Increased to 8.2 million or more                    | 232<br>12%<br>ghp  | 181<br>12%<br>ghp  | 51<br>14%<br>ghp   | 69<br>18%<br>zefg        | 59<br>16%<br>fg | 43<br>11%<br>fg    | 33<br>9%<br>fg    | 29<br>8%<br>fg            | 106<br>10%<br>ghp                                                       | 26<br>12%<br>ghp                   | 10<br>10%<br>ghp                                     | 15<br>12%<br>ghp                                         | 38<br>19%<br>zh                                   | 8<br>13%<br>zh                                    | 25<br>18%<br>zh          | 94<br>18%<br>zp  | 138<br>10%<br>zp | 182<br>11%<br>zp |
| Increased to between 7.6 million and 8.2 million    | 434<br>23%<br>ep   | 355<br>23%<br>ep   | 79<br>21%<br>ep    | 82<br>22%<br>ep          | 93<br>24%<br>ep | 69<br>18%<br>ep    | 100<br>27%<br>ep  | 90<br>24%<br>ep           | 230<br>22%<br>ep                                                        | 55<br>26%<br>ep                    | 23<br>23%<br>ep                                      | 22<br>17%<br>ep                                          | 50<br>25%<br>ep                                   | 14<br>24%<br>ep                                   | 38<br>28%<br>ep          | 146<br>29%<br>zp | 287<br>21%<br>zp | 371<br>22%<br>zp |
| Stayed about the same as in May 2024 at 7.6 million | 374<br>20%<br>o    | 292<br>19%<br>o    | 82<br>22%<br>o     | 76<br>20%<br>o           | 64<br>17%<br>o  | 95<br>25%<br>zd    | 67<br>18%<br>zd   | 71<br>19%<br>zd           | 197<br>19%<br>zhn                                                       | 59<br>27%<br>zhn                   | 23<br>23%<br>zhn                                     | 28<br>21%<br>zhn                                         | 38<br>20%<br>zhn                                  | 15<br>26%<br>zhn                                  | 13<br>10%<br>zhn         | 65<br>13%<br>zo  | 309<br>22%<br>zo | 366<br>21%<br>zo |
| Decreased to between 7.0 million and 7.6 million    | 414<br>22%<br>lo   | 336<br>22%<br>lo   | 78<br>21%<br>lo    | 71<br>19%<br>lo          | 80<br>21%<br>lo | 69<br>18%<br>lo    | 101<br>27%<br>zce | 94<br>25%<br>zce          | 263<br>26%<br>zil                                                       | 37<br>17%<br>zil                   | 21<br>22%<br>zil                                     | 20<br>16%<br>zil                                         | 29<br>15%<br>zil                                  | 9<br>16%<br>zil                                   | 34<br>25%<br>zil         | 77<br>15%<br>zo  | 335<br>24%<br>zo | 403<br>23%<br>zo |
| Decreased to 7.0 million or lower                   | 183<br>10%<br>lo   | 149<br>10%<br>lo   | 34<br>9%<br>lo     | 26<br>7%<br>lo           | 29<br>8%<br>lo  | 65<br>17%<br>zcdfg | 28<br>8%<br>zcdfg | 35<br>9%<br>zcdfg         | 117<br>11%<br>zil                                                       | 14<br>6%<br>zil                    | 7<br>7%<br>zil                                       | 19<br>15%<br>il                                          | 10<br>5%<br>il                                    | 7<br>12%<br>il                                    | 10<br>7%<br>il           | 50<br>10%<br>zo  | 134<br>10%<br>zo | 173<br>10%<br>zo |
| Don't know                                          | 248<br>13%<br>h    | 199<br>13%<br>h    | 49<br>13%<br>h     | 55<br>14%<br>h           | 54<br>14%<br>h  | 45<br>12%<br>h     | 38<br>10%<br>h    | 56<br>15%<br>h            | 116<br>11%<br>h                                                         | 24<br>11%<br>h                     | 14<br>15%<br>h                                       | 26<br>20%<br>h                                           | 31<br>16%<br>h                                    | 5<br>9%<br>h                                      | 17<br>12%<br>h           | 76<br>15%<br>zp  | 172<br>12%<br>zp | 220<br>13%<br>zp |
| Mean                                                | 3.07<br>ehp        | 3.06<br>ehp        | 3.11<br>ehp        | 3.3<br>zefg              | 3.22<br>eg      | 2.87<br>eg         | 3.03<br>eg        | 2.95<br>eg                | 2.94<br>h                                                               | 3.23<br>h                          | 3.09<br>h                                            | 2.94<br>h                                                | 3.46<br>zhk                                       | 3.11<br>zhk                                       | 3.29<br>zhk              | 3.36<br>zp       | 2.97<br>zp       | 2.99<br>zp       |
| Increased                                           | 666<br>35%<br>ehp  | 536<br>35%<br>ehp  | 130<br>35%<br>ehp  | 151<br>40%<br>e          | 151<br>40%<br>e | 112<br>29%<br>e    | 133<br>36%<br>e   | 119<br>32%<br>e           | 335<br>33%<br>e                                                         | 82<br>38%<br>e                     | 32<br>33%<br>e                                       | 37<br>28%<br>e                                           | 87<br>45%<br>e                                    | 21<br>37%<br>e                                    | 63<br>46%<br>e           | 240<br>47%<br>zp | 425<br>31%<br>zp | 553<br>32%<br>zp |
| Decreased                                           | 598<br>32%<br>cilo | 485<br>32%<br>cilo | 112<br>30%<br>cilo | 97<br>26%<br>c           | 110<br>29%<br>c | 134<br>35%<br>c    | 129<br>35%<br>c   | 129<br>34%<br>c           | 380<br>37%<br>zil                                                       | 50<br>23%<br>zil                   | 28<br>29%<br>zil                                     | 40<br>30%<br>zil                                         | 39<br>20%<br>zil                                  | 16<br>28%<br>zil                                  | 44<br>32%<br>zil         | 127<br>25%<br>zo | 469<br>34%<br>zo | 576<br>34%<br>zo |
| NET: Increase                                       | 4%                 | 3%                 | 5%                 | 14%                      | 11%             | -6%                | 1%                | -3%                       | -4%                                                                     | 14%                                | 5%                                                   | -2%                                                      | 25%                                               | 9%                                                | 14%                      | 22%              | -3%              | -1%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QWLroutine. In the last 2 years - since the UK general election was called, do you think the NHS waiting list has

Base: Respondents in England only

|                                                        | Total<br>(z)          | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|--------------------------------------------------------|-----------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                        |                       | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                       | 1715                  | 1589                     | 115               | 621                 | 852                 | 116                | 390                      | 1304                            | 1353                                              | 408                               | 495                                                       | 92                               | 115         | 13           | 1715        |
| Weighted Total                                         | 1886                  | 1698                     | 165*              | 666                 | 879                 | 153*               | 467                      | 1353                            | 1417                                              | 460                               | 496                                                       | 130*                             | 165*        | 9**          | 1715        |
| Increased to 8.2 million or more                       | 232<br>12%            | 214<br>13%               | 16<br>10%         | 80<br>12%           | 102<br>12%          | 32<br>21%          | 87<br>19%                | 160<br>12%                      | 175<br>12%                                        | 71<br>15%                         | 62<br>12%                                                 | 29<br>22%                        | 16<br>10%   | -<br>-       | 182<br>11%  |
| Increased to between 7.6 million<br>and 8.2 million    | 434<br>23%<br>j       | 400<br>24%               | 34<br>20%         | 152<br>23%          | 204<br>23%          | 44<br>29%          | 128<br>28%               | 330<br>24%                      | 333<br>24%                                        | 113<br>25%                        | 95<br>19%                                                 | 35<br>27%                        | 34<br>20%   | 1<br>6%      | 371<br>22%  |
| Stayed about the same as in May<br>2024 at 7.6 million | 374<br>20%            | 331<br>19%               | 38<br>23%         | 137<br>21%          | 173<br>20%          | 21<br>14%          | 74<br>16%                | 263<br>19%                      | 275<br>19%                                        | 76<br>17%                         | 81<br>16%                                                 | 31<br>24%                        | 38<br>23%   | 3<br>36%     | 366<br>21%  |
| Decreased to between 7.0 million<br>and 7.6 million    | 414<br>22%<br>k       | 385<br>23%               | 26<br>16%         | 141<br>21%          | 218<br>25%          | 26<br>17%          | 94<br>20%                | 323<br>24%                      | 323<br>23%                                        | 104<br>23%                        | 133<br>27%                                                | 14<br>11%                        | 26<br>16%   | 3<br>28%     | 403<br>23%  |
| Decreased to 7.0 million or lower                      | 183<br>10%            | 164<br>10%               | 20<br>12%         | 51<br>8%            | 98<br>11%           | 15<br>10%          | 47<br>10%                | 126<br>9%                       | 147<br>10%                                        | 55<br>12%                         | 66<br>13%                                                 | 11<br>8%                         | 20<br>12%   | -<br>-       | 173<br>10%  |
| Don't know                                             | 248<br>13%<br>adfgghi | 205<br>12%               | 32<br>19%         | 105<br>16%          | 85<br>10%           | 16<br>10%          | 37<br>8%                 | 152<br>11%                      | 164<br>12%                                        | 41<br>9%                          | 60<br>12%                                                 | 11<br>8%                         | 32<br>19%   | 3<br>30%     | 220<br>13%  |
| Mean                                                   | 3.07<br>dj            | 3.08<br>d                | 3.01<br>d         | 3.12<br>ad          | 2.99                | 3.39<br>zad        | 3.27<br>zghij            | 3.06<br>j                       | 3.05<br>j                                         | 3.1<br>j                          | 2.89                                                      | 3.49<br>zghijl                   | 3.01        | 2.67         | 2.99        |
| Increased                                              | 666<br>35%<br>z       | 614<br>36%               | 50<br>30%         | 231<br>35%          | 306<br>35%          | 77<br>50%          | 215<br>46%               | 490<br>36%                      | 508<br>36%                                        | 184<br>40%                        | 156<br>32%                                                | 64<br>49%                        | 50<br>30%   | 1<br>6%      | 553<br>32%  |
| Decreased                                              | 598<br>32%<br>k       | 549<br>32%               | 46<br>28%         | 193<br>29%          | 316<br>36%          | 40<br>26%          | 141<br>30%               | 448<br>33%                      | 470<br>33%                                        | 159<br>35%                        | 199<br>40%                                                | 25<br>19%                        | 46<br>28%   | 3<br>28%     | 576<br>34%  |
| NET: Increase                                          | 4%                    | 4%                       | 3%                | 6%                  | -1%                 | 24%                | 16%                      | 3%                              | 3%                                                | 5%                                | -9%                                                       | 30%                              | 3%          | -23%         | -1%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QW/routine. In the last 2 years - since the UK general election was called, do you think the NHS waiting list has

Base: Respondents in England only

|                                                     |                        | Use of SC Services P12M |                                    |                                       |                    | Health problem/disability |                   | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       |                   |
|-----------------------------------------------------|------------------------|-------------------------|------------------------------------|---------------------------------------|--------------------|---------------------------|-------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|-------------------|
|                                                     | Total<br>(z)           | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)  | Yes<br>(e)                | No<br>(f)         | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total       |
| Unweighted Total                                    | 1715                   | 415                     | 103                                | 383                                   | 1256               | 418                       | 1265              | 316                                   | 819                    | 527               | 344                                   | 720                       | 605                   | 66                                            | 618                    | 750               | 109                                           | 596                       | 839                   | 1715              |
| Weighted Total                                      | 1886                   | 438                     | 126*                               | 399                                   | 1366               | 394                       | 1446              | 321                                   | 902                    | 598               | 358                                   | 768                       | 706                   | 89*                                           | 688                    | 751               | 134*                                          | 685                       | 835                   | 1715              |
| Increased to 8.2 million or more                    | 232<br>12%<br>ghjknq   | 58<br>13%<br>20%        | 26<br>20%<br>zad                   | 52<br>13%<br>383                      | 159<br>12%<br>1256 | 66<br>17%<br>zf           | 162<br>11%<br>343 | 10<br>3%<br>g                         | 72<br>8%<br>zgh        | 145<br>24%<br>193 | 12<br>3%<br>j                         | 58<br>7%<br>158           | 159<br>22%<br>223     | 17<br>19%<br>n                                | 63<br>9%<br>zn         | 112<br>15%<br>213 | 17<br>13%<br>21                               | 61<br>9%<br>136           | 127<br>15%<br>237     | 182<br>11%<br>371 |
| Increased to between 7.6 million and 8.2 million    | 434<br>23%<br>ghjm     | 96<br>22%<br>27         | 27<br>21%<br>22%                   | 87<br>22%<br>22%                      | 324<br>24%<br>24%  | 84<br>21%<br>21%          | 343<br>24%<br>24% | 44<br>14%<br>14%                      | 184<br>20%<br>20%      | 193<br>32%<br>zgh | 39<br>11%<br>11%                      | 158<br>21%<br>21%         | 223<br>32%<br>zjk     | 7<br>8%<br>8%                                 | 156<br>23%<br>m        | 213<br>28%<br>zm  | 21<br>16%<br>16%                              | 136<br>20%<br>20%         | 237<br>28%<br>zpq     | 371<br>22%<br>22% |
| Stayed about the same as in May 2024 at 7.6 million | 374<br>20%<br>gil      | 99<br>23%<br>23%        | 35<br>28%<br>28%                   | 85<br>21%<br>21%                      | 266<br>19%<br>19%  | 83<br>21%<br>21%          | 286<br>20%<br>20% | 39<br>12%<br>12%                      | 245<br>27%<br>zgi      | 85<br>14%<br>14%  | 58<br>16%<br>16%                      | 197<br>26%<br>zil         | 116<br>16%<br>16%     | 10<br>11%<br>11%                              | 184<br>27%<br>zmo      | 146<br>19%<br>19% | 18<br>14%<br>14%                              | 185<br>27%<br>zpr         | 148<br>18%<br>18%     | 366<br>21%<br>21% |
| Decreased to between 7.0 million and 7.6 million    | 414<br>22%<br>il       | 105<br>24%<br>24%       | 24<br>19%<br>19%                   | 101<br>25%<br>25%                     | 298<br>22%<br>22%  | 71<br>18%<br>18%          | 338<br>23%<br>23% | 114<br>36%<br>zhi                     | 201<br>22%<br>i        | 90<br>15%<br>15%  | 122<br>34%<br>zkl                     | 186<br>24%<br>14%         | 101<br>14%<br>14%     | 22<br>24%<br>24%                              | 157<br>23%<br>23%      | 156<br>21%<br>21% | 38<br>29%<br>29%                              | 162<br>24%<br>24%         | 180<br>22%<br>22%     | 403<br>23%<br>23% |
| Decreased to 7.0 million or lower                   | 183<br>10%<br>ikl      | 40<br>9%<br>9%          | 5<br>4%<br>4%                      | 38<br>10%<br>10%                      | 140<br>10%<br>10%  | 40<br>10%<br>10%          | 143<br>10%<br>10% | 92<br>29%<br>zhi                      | 76<br>8%<br>i          | 12<br>2%<br>2%    | 103<br>29%<br>zkl                     | 56<br>7%<br>14%           | 22<br>3%<br>12%       | 27<br>31%<br>zno                              | 71<br>10%<br>8%        | 61<br>8%<br>8%    | 30<br>22%<br>zqr                              | 68<br>10%<br>10%          | 69<br>8%<br>8%        | 173<br>10%<br>10% |
| Don't know                                          | 248<br>13%<br>acejinor | 39<br>9%<br>9%          | 10<br>8%<br>8%                     | 37<br>9%<br>9%                        | 179<br>13%<br>13%  | 51<br>13%<br>13%          | 174<br>12%<br>12% | 22<br>7%<br>7%                        | 123<br>14%<br>14%      | 73<br>12%<br>12%  | 24<br>7%<br>7%                        | 114<br>15%<br>15%         | 86<br>12%<br>12%      | 6<br>7%<br>7%                                 | 58<br>8%<br>8%         | 64<br>9%<br>9%    | 9<br>7%<br>7%                                 | 74<br>11%<br>11%          | 73<br>9%<br>9%        | 220<br>13%<br>13% |
| Mean                                                | 3.07<br>ghjkmnp<br>q   | 3.06                    | 3.37<br>zacd                       | 3.04                                  | 3.05               | 3.19                      | 3.03              | 2.22                                  | 2.97<br>g              | 3.7<br>zgh        | 2.21                                  | 2.96<br>j                 | 3.64<br>zjk           | 2.58                                          | 2.97                   | 3.23<br>zmn       | 2.65                                          | 2.93                      | 3.23<br>zpq           | 2.99              |
| Increased                                           | 666<br>35%<br>ghjq     | 154<br>35%<br>35%       | 52<br>41%<br>41%                   | 138<br>35%<br>35%                     | 483<br>35%<br>35%  | 149<br>38%<br>38%         | 505<br>35%<br>35% | 54<br>17%<br>17%                      | 257<br>28%<br>g        | 338<br>57%<br>zgh | 51<br>14%<br>14%                      | 216<br>28%<br>j           | 382<br>54%<br>zjk     | 24<br>27%<br>27%                              | 219<br>32%<br>32%      | 324<br>43%<br>zmn | 38<br>29%<br>29%                              | 197<br>29%<br>29%         | 364<br>44%<br>zpq     | 553<br>32%<br>32% |
| Decreased                                           | 598<br>32%<br>il       | 145<br>33%<br>33%       | 29<br>23%<br>23%                   | 139<br>35%<br>35%                     | 438<br>32%<br>32%  | 111<br>28%<br>28%         | 481<br>33%<br>33% | 206<br>64%<br>zhi                     | 277<br>31%<br>i        | 102<br>17%<br>17% | 225<br>63%<br>zkl                     | 242<br>31%<br>14%         | 123<br>17%<br>17%     | 49<br>55%<br>zno                              | 228<br>33%<br>33%      | 216<br>29%<br>29% | 68<br>51%<br>zqr                              | 230<br>34%<br>34%         | 250<br>30%<br>30%     | 576<br>34%<br>34% |
| NET: Increase                                       | 4%                     | 2%                      | 18%                                | *                                     | 3%                 | 10%                       | 2%                | -47%                                  | -2%                    | 39%               | -49%                                  | -3%                       | 37%                   | -28%                                          | -1%                    | 14%               | -23%                                          | -5%                       | 14%                   | -1%               |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QNH5BudgetPrioritiesPositive. Which of the following statements come closer to your view? Within the available budget, the NHS should... A) Prioritise the treatments and services that are most likely to improve patients'health or quality of life, even if that means reducing the availability of some treatments and services that bring limited health benefits. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer positive framing question

|                                     | Gender           |                  |                  | Age             |                 |                 |                 |                     |                 |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                  |                                                                                  |                                    | Unwtd Total      |
|-------------------------------------|------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------|-----------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|------------------|
|                                     | Total<br>(z)     | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)    | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)        | 65-74<br>(h)    | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                  |
| Unweighted Total                    | 1114             | 548              | 564              | 55              | 72              | 117             | 163             | 267                 | 279             | 161             | 1000                                         | 90                                                          | 390                      | 719                              | 323                                               | 771                  | 160                                                    | 243                             | 257                                              | 67                                                                               | 46                                 | 1114             |
| Weighted Total                      | 1101             | 528              | 564              | 155*            | 161*            | 168             | 168             | 184                 | 133             | 132             | 914                                          | 156*                                                        | 466                      | 630                              | 310                                               | 771                  | 148                                                    | 280                             | 257                                              | 50*                                                                              | 36*                                | 1114             |
| I agree much more with A than B     | 420<br>38%<br>se | 221<br>42%<br>se | 196<br>35%<br>se | 42<br>27%<br>se | 58<br>36%<br>se | 62<br>37%<br>se | 61<br>36%<br>se | 93<br>51%<br>zdefht | 54<br>41%<br>se | 49<br>37%<br>se | 362<br>40%<br>z                              | 44<br>28%<br>se                                             | 188<br>40%<br>se         | 232<br>37%<br>se                 | 137<br>44%<br>zt                                  | 281<br>36%<br>t      | 65<br>44%<br>t                                         | 95<br>34%<br>se                 | 91<br>35%<br>se                                  | 23<br>46%<br>t                                                                   | 7<br>21%<br>se                     | 453<br>41%<br>se |
| I agree a little more with A than B | 361<br>33%<br>se | 151<br>29%<br>se | 205<br>36%<br>se | 57<br>37%<br>se | 61<br>38%<br>se | 55<br>33%<br>se | 58<br>35%<br>se | 41<br>22%<br>se     | 46<br>34%<br>se | 43<br>32%<br>se | 308<br>34%<br>z                              | 49<br>32%<br>se                                             | 162<br>35%<br>se         | 200<br>32%<br>se                 | 102<br>33%<br>se                                  | 253<br>33%<br>se     | 43<br>29%<br>se                                        | 95<br>34%<br>se                 | 86<br>33%<br>se                                  | 16<br>33%<br>se                                                                  | 14<br>37%<br>se                    | 351<br>32%<br>se |
| I agree equally with both A and B   | 125<br>11%<br>i  | 68<br>13%<br>i   | 57<br>10%<br>i   | 25<br>16%<br>i  | 12<br>8%<br>i   | 22<br>13%<br>i  | 16<br>9%<br>i   | 23<br>13%<br>i      | 15<br>11%<br>i  | 12<br>9%<br>i   | 92<br>10%<br>i                               | 29<br>19%<br>i                                              | 42<br>9%<br>i            | 83<br>13%<br>i                   | 27<br>9%<br>i                                     | 94<br>12%<br>i       | 14<br>10%<br>i                                         | 39<br>14%<br>i                  | 28<br>11%<br>i                                   | 4<br>9%<br>i                                                                     | 8<br>23%<br>znopr                  | 124<br>11%<br>i  |
| I agree a little more with B than A | 89<br>8%<br>h    | 37<br>7%<br>h    | 52<br>9%<br>h    | 22<br>14%<br>h  | 9<br>5%<br>h    | 11<br>6%<br>h   | 16<br>9%<br>h   | 11<br>6%<br>h       | 7<br>5%<br>h    | 14<br>10%<br>h  | 74<br>8%<br>h                                | 15<br>9%<br>h                                               | 29<br>6%<br>h            | 60<br>9%<br>h                    | 22<br>7%<br>h                                     | 64<br>8%<br>h        | 9<br>6%<br>h                                           | 31<br>11%<br>h                  | 21<br>8%<br>h                                    | 1<br>3%<br>h                                                                     | 2<br>7%<br>h                       | 80<br>7%<br>h    |
| I agree a lot more with B than A    | 30<br>3%<br>j    | 14<br>3%<br>j    | 17<br>3%<br>j    | -<br>3%<br>j    | 3<br>2%<br>j    | 4<br>2%<br>j    | 5<br>3%<br>j    | 9<br>5%<br>z        | 5<br>4%<br>j    | 6<br>4%<br>j    | 19<br>2%<br>j                                | 8<br>5%<br>j                                                | 10<br>2%<br>j            | 20<br>3%<br>j                    | 10<br>3%<br>j                                     | 20<br>3%<br>j        | 6<br>4%<br>j                                           | 4<br>1%<br>j                    | 6<br>3%<br>j                                     | 3<br>5%<br>j                                                                     | 2<br>4%<br>j                       | 38<br>3%<br>j    |
| I don't agree with either A or B    | 40<br>4%<br>e    | 23<br>4%<br>e    | 17<br>3%<br>e    | 4<br>3%<br>e    | 11<br>7%<br>e   | 8<br>5%<br>e    | 4<br>2%<br>e    | 3<br>1%<br>e        | 4<br>3%<br>e    | 5<br>4%<br>e    | 32<br>4%<br>e                                | 6<br>4%<br>e                                                | 19<br>4%<br>e            | 21<br>3%<br>e                    | 10<br>3%<br>e                                     | 29<br>4%<br>e        | 5<br>3%<br>e                                           | 7<br>2%<br>e                    | 15<br>6%<br>e                                    | 1<br>2%<br>e                                                                     | 1<br>4%<br>e                       | 37<br>3%<br>e    |
| Don't know                          | 36<br>3%<br>km   | 16<br>3%<br>km   | 20<br>4%<br>km   | 5<br>3%<br>km   | 7<br>5%<br>km   | 6<br>4%<br>km   | 8<br>5%<br>km   | 4<br>2%<br>km       | 2<br>1%<br>km   | 4<br>3%<br>km   | 27<br>3%<br>km                               | 4<br>2%<br>km                                               | 17<br>4%<br>km           | 15<br>2%<br>km                   | 2<br>1%<br>km                                     | 30<br>4%<br>km       | 7<br>5%<br>km                                          | 10<br>4%<br>km                  | 10<br>4%<br>km                                   | 1<br>2%<br>km                                                                    | 1<br>4%<br>km                      | 31<br>3%<br>km   |
| Mean                                | 4.03<br>km       | 4.08             | 3.97             | 3.82            | 4.14            | 4.05            | 4               | 4.12                | 4.08            | 3.95            | 4.08                                         | 3.73                                                        | 4.14                     | 3.95                             | 4.12                                              | 4                    | 4.13                                                   | 3.94                            | 4.01                                             | 4.16                                                                             | 3.69                               | 4.05             |
| Agree more with A than B            | 781<br>71%<br>k  | 372<br>70%<br>k  | 401<br>71%<br>k  | 99<br>64%<br>k  | 119<br>74%<br>k | 117<br>70%<br>k | 119<br>71%<br>k | 134<br>73%<br>k     | 100<br>75%<br>k | 92<br>70%<br>k  | 670<br>73%<br>zk                             | 94<br>60%<br>zk                                             | 349<br>75%<br>zk         | 432<br>69%<br>zk                 | 239<br>77%<br>zot                                 | 534<br>69%<br>zk     | 108<br>73%<br>zk                                       | 190<br>68%<br>zk                | 177<br>69%<br>zk                                 | 39<br>79%<br>zk                                                                  | 21<br>58%<br>zk                    | 804<br>72%<br>zk |
| Agree more with B than A            | 119<br>11%<br>k  | 50<br>10%<br>k   | 69<br>12%<br>k   | 22<br>14%<br>k  | 11<br>7%<br>k   | 14<br>9%<br>k   | 20<br>12%<br>k  | 20<br>11%<br>k      | 12<br>9%<br>k   | 19<br>14%<br>k  | 93<br>10%<br>k                               | 23<br>15%<br>k                                              | 39<br>8%<br>k            | 79<br>13%<br>k                   | 32<br>10%<br>k                                    | 84<br>11%<br>k       | 14<br>9%<br>k                                          | 35<br>12%<br>k                  | 28<br>11%<br>k                                   | 4<br>8%<br>k                                                                     | 4<br>11%<br>k                      | 118<br>11%<br>k  |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [IN 126-801639-61]  
Filename: 26-001639\_ADHOC\_260521A\_HPP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



QNH5BudgetPrioritiesPositive. Which of the following statements come closer to your view? Within the available budget, the NHS should... A) Prioritise the treatments and services that are most likely to improve patients'health or quality of life, even if that means reducing the availability of some treatments and services that bring limited health benefits. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer positive framing question

|                                     | Total<br>(n) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              |                   | England region    |                                    |                      |                      |                        |                   |                   |               |            |  | Unweighted Total |
|-------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------------|--|------------------|
|                                     |              | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |            |  |                  |
| Unweighted Total                    | 1114         | 242                     | 330                             | 225                             | 89                           | 841            | 107             | 82           | 84                      | 200                  | 171             | 470          | 43                | 90                | 67                                 | 77                   | 94                   | 101                    | 137               | 120               | 112           | 1114       |  |                  |
| Weighted Total                      | 1101         | 212                     | 295                             | 248                             | 99*                          | 916            | 93*             | 56*          | 35*                     | 229                  | 166             | 521          | 46**              | 109*              | 74*                                | 70*                  | 97*                  | 110*                   | 151*              | 105*              | 155*          | 1114       |  |                  |
| I agree much more with A than B     | 420<br>38%   | 67<br>32%               | 126<br>43%                      | 101<br>41%                      | 41<br>42%                    | 354<br>39%     | 37<br>40%       | 19<br>34%    | 11<br>31%               | 103<br>45%           | 57<br>34%       | 194<br>37%   | 25<br>54%         | 39<br>36%         | 39<br>52%                          | 22<br>32%            | 34<br>36%            | 49<br>45%              | 51<br>34%         | 41<br>39%         | 53<br>34%     | 453<br>41% |  |                  |
| I agree a little more with A than B | 361<br>33%   | 78<br>37%               | 92<br>31%                       | 92<br>37%                       | 37<br>37%                    | 297<br>32%     | 30<br>33%       | 22<br>40%    | 12<br>33%               | 64<br>28%            | 56<br>34%       | 176<br>34%   | 9<br>19%          | 33<br>31%         | 22<br>30%                          | 26<br>37%            | 30<br>32%            | 32<br>29%              | 53<br>35%         | 48<br>46%         | 43<br>27%     | 351<br>32% |  |                  |
| I agree equally with both A and B   | 125<br>11%   | 30<br>14%               | 25<br>8%                        | 25<br>10%                       | 9<br>9%                      | 104<br>11%     | 6<br>6%         | 8<br>14%     | 7<br>21%                | 19<br>8%             | 19<br>11%       | 67<br>13%    | 5<br>12%          | 8<br>7%           | 5<br>7%                            | 8<br>11%             | 11<br>11%            | 12<br>11%              | 19<br>12%         | 11<br>10%         | 25<br>16%     | 124<br>11% |  |                  |
| I agree a little more with B than A | 89<br>8%     | 21<br>10%               | 24<br>8%                        | 17<br>7%                        | 6<br>6%                      | 72<br>8%       | 11<br>12%       | 5<br>9%      | 1<br>2%                 | 21<br>9%             | 12<br>7%        | 38<br>7%     | 4<br>8%           | 14<br>13%         | 3<br>4%                            | 6<br>8%              | 6<br>7%              | 10<br>5%               | 4<br>7%           | 19<br>4%          | 19<br>12%     | 80<br>7%   |  |                  |
| I agree a lot more with B than A    | 30<br>3%     | 6<br>3%                 | 11<br>4%                        | 4<br>1%                         | 1<br>1%                      | 25<br>3%       | 4<br>4%         | 1<br>2%      | *<br>1%                 | 10<br>4%             | 7<br>4%         | 8<br>2%      | 2<br>5%           | 7<br>3%           | *<br>1%                            | 2<br>3%              | 4<br>4%              | 3<br>3%                | 1<br>1%           | 1<br>5%           | 3<br>2%       | 38<br>3%   |  |                  |
| I don't agree with either A or B    | 40<br>4%     | 9<br>4%                 | 8<br>3%                         | 6<br>2%                         | 6<br>6%                      | 33<br>4%       | 4<br>4%         | 1<br>2%      | 2<br>5%                 | 2<br>1%              | 11<br>7%        | 20<br>4%     | *<br>1%           | 1<br>1%           | -<br>-                             | 3<br>5%              | 8<br>8%              | 2<br>2%                | 6<br>4%           | -<br>-            | 12<br>7%      | 37<br>3%   |  |                  |
| Don't know                          | 36<br>3%     | 1<br>*                  | 9<br>3%                         | 5<br>2%                         | -<br>-                       | 33<br>4%       | 1<br>1%         | *<br>-       | 2<br>7%                 | 10<br>4%             | 5<br>3%         | 18<br>3%     | 1<br>2%           | 5<br>5%           | 4<br>6%                            | 2<br>3%              | 3<br>3%              | 6<br>5%                | 11<br>7%          | -<br>-            | 1<br>1%       | 31<br>3%   |  |                  |
| Mean                                | 4.03         | 3.88                    | 4.08                            | 4.13                            | 4.19                         | 4.04           | 3.97            | 3.96         | 4.03                    | 4.05                 | 3.96            | 4.05         | 4.12              | 3.81              | 4.37                               | 3.94                 | 3.98                 | 4.17                   | 4.06              | 4.18              | 3.87          | 4.05       |  |                  |
| Agree more with A than B            | 781<br>71%   | 145<br>68%              | 219<br>74%                      | 193<br>78%                      | 78<br>78%                    | 650<br>71%     | 67<br>72%       | 41<br>73%    | 23<br>64%               | 167<br>73%           | 113<br>68%      | 370<br>71%   | 34<br>73%         | 73<br>67%         | 61<br>82%                          | 48<br>69%            | 65<br>67%            | 81<br>74%              | 104<br>69%        | 89<br>85%         | 95<br>61%     | 804<br>72% |  |                  |
| Agree more with B than A            | 119<br>11%   | 27<br>13%               | 34<br>12%                       | 21<br>8%                        | 7<br>7%                      | 97<br>11%      | 15<br>16%       | 6<br>11%     | 1<br>3%                 | 32<br>14%            | 19<br>11%       | 46<br>9%     | 6<br>13%          | 22<br>20%         | 4<br>5%                            | 8<br>12%             | 11<br>11%            | 8<br>8%                | 11<br>8%          | 5<br>5%           | 22<br>14%     | 118<br>11% |  |                  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : J26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns: Tested (5% risk level) - z/z/td/t/- z/z/t/t/- z/t/t/m - z/t/z/s/d/z/s/t/z/u/v

Overlap formulae used: \* small base, \*\* very small base (under 30) ineligible for sig testing



QNH5BudgetPrioritiesPositive. Which of the following statements come closer to your view? Within the available budget, the NHS should... A) Prioritise the treatments and services that are most likely to improve patients'health or quality of life, even if that means reducing the availability of some treatments and services that bring limited health benefits. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer positive framing question

|                                     | Urbanity        |                   |                   | IMD Quintile             |                   |                   |                   |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                   |                   |
|-------------------------------------|-----------------|-------------------|-------------------|--------------------------|-------------------|-------------------|-------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-------------------|-------------------|
|                                     | Total<br>(n)    | Urban<br>(a)      | Rural<br>(b)      | 1 - Most deprived<br>(c) | 2<br>(d)          | 3<br>(e)          | 4<br>(f)          | 5 - Least deprived<br>(g) | Managerial,<br>administrative<br>and professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)         | Unweighted Total  |
| Unweighted Total                    | 1114            | 670               | 444               | 238                      | 206               | 223               | 221               | 218                       | 613                                                                     | 183                                | 16                                                   | 67                                                       | 111                                               | 13                                                | 33                       | 167                   | 245               | 1114              |
| Weighted Total                      | 1101            | 685               | 216               | 230                      | 209               | 223               | 221               | 218                       | 576                                                                     | 126                                | 57*                                                  | 88*                                                      | 118*                                              | 29**                                              | 96**                     | 276                   | 822               | 1114              |
| I agree much more with A than B     | 420<br>38%<br>c | 334<br>38%<br>38% | 86<br>40%<br>40%  | 67<br>29%<br>29%         | 71<br>34%<br>34%  | 96<br>43%<br>43%  | 85<br>38%<br>38%  | 102<br>47%<br>47%         | 246<br>43%<br>43%                                                       | 41<br>32%<br>32%                   | 20<br>35%<br>35%                                     | 39<br>45%<br>45%                                         | 39<br>33%<br>33%                                  | 9<br>31%<br>31%                                   | 24<br>25%<br>25%         | 97<br>35%<br>35%      | 322<br>39%<br>39% | 453<br>41%<br>41% |
| I agree a little more with A than B | 361<br>33%<br>c | 291<br>33%<br>33% | 70<br>33%<br>33%  | 81<br>35%<br>35%         | 69<br>33%<br>33%  | 68<br>30%<br>30%  | 84<br>38%<br>38%  | 60<br>27%<br>27%          | 180<br>31%<br>31%                                                       | 51<br>40%<br>40%                   | 20<br>35%<br>35%                                     | 25<br>28%<br>28%                                         | 40<br>34%<br>34%                                  | 8<br>29%<br>29%                                   | 37<br>39%<br>39%         | 106<br>38%<br>38%     | 255<br>31%<br>31% | 351<br>32%<br>32% |
| I agree equally with both A and B   | 115<br>11%<br>h | 98<br>11%<br>11%  | 27<br>13%<br>13%  | 28<br>12%<br>12%         | 32<br>15%<br>15%  | 17<br>8%<br>8%    | 25<br>11%<br>11%  | 22<br>10%<br>10%          | 55<br>9%<br>9%                                                          | 15<br>12%<br>12%                   | 8<br>14%<br>14%                                      | 11<br>12%<br>12%                                         | 14<br>12%<br>12%                                  | 6<br>19%<br>19%                                   | 15<br>16%<br>16%         | 39<br>14%<br>14%      | 86<br>10%<br>10%  | 124<br>11%<br>11% |
| I agree a little more with B than A | 89<br>8%<br>h   | 74<br>8%<br>8%    | 14<br>7%<br>7%    | 19<br>8%<br>8%           | 19<br>9%<br>9%    | 12<br>5%<br>5%    | 17<br>8%<br>8%    | 21<br>10%<br>10%          | 36<br>6%<br>6%                                                          | 8<br>6%<br>6%                      | 6<br>10%<br>10%                                      | 4<br>5%<br>5%                                            | 13<br>11%<br>11%                                  | 3<br>12%<br>12%                                   | 19<br>20%<br>20%         | 14<br>5%<br>5%        | 75<br>9%<br>9%    | 80<br>7%<br>7%    |
| I agree a lot more with B than A    | 30<br>3%<br>h   | 27<br>3%<br>3%    | 4<br>2%<br>2%     | 13<br>6%<br>6%           | 6<br>3%<br>3%     | 5<br>2%<br>2%     | 3<br>1%<br>1%     | 2<br>1%<br>1%             | 17<br>3%<br>3%                                                          | 3<br>2%<br>2%                      | 1<br>2%<br>2%                                        | 1<br>2%<br>2%                                            | 4<br>3%<br>3%                                     | 2<br>8%<br>8%                                     | -<br>-<br>-              | 4<br>2%<br>2%         | 26<br>3%<br>3%    | 38<br>3%<br>3%    |
| I don't agree with either A or B    | 40<br>4%<br>f   | 34<br>4%<br>4%    | 5<br>3%<br>3%     | 9<br>4%<br>4%            | 9<br>4%<br>4%     | 14<br>6%<br>6%    | 1<br>1%<br>1%     | 6<br>3%<br>3%             | 23<br>4%<br>4%                                                          | 5<br>4%<br>4%                      | 2<br>3%<br>3%                                        | 3<br>4%<br>4%                                            | 6<br>5%<br>5%                                     | -<br>-<br>-                                       | -<br>-<br>-              | 4<br>2%<br>2%         | 35<br>4%<br>4%    | 37<br>3%<br>3%    |
| Don't know                          | 36<br>3%<br>f   | 27<br>3%<br>3%    | 9<br>4%<br>4%     | 12<br>5%<br>5%           | 4<br>2%<br>2%     | 11<br>5%<br>5%    | 5<br>2%<br>2%     | 5<br>2%<br>2%             | 19<br>3%<br>3%                                                          | 4<br>3%<br>3%                      | -<br>-<br>-                                          | 4<br>5%<br>5%                                            | 3<br>3%<br>3%                                     | -<br>-<br>-                                       | -<br>-<br>-              | 11<br>4%<br>4%        | 24<br>3%<br>3%    | 31<br>3%<br>3%    |
| Mean                                | 4.03<br>c       | 4.01              | 4.09              | 3.81                     | 3.91              | 4.19              | 4.07              | 4.15                      | 4.13                                                                    | 4.01                               | 3.95                                                 | 4.2                                                      | 3.89                                              | 3.64                                              | 3.7                      | 4.07                  | 4.01              | 4.05              |
| Agree more with A than B            | 781<br>71%<br>c | 625<br>71%<br>71% | 156<br>72%<br>72% | 148<br>64%<br>64%        | 140<br>67%<br>67% | 164<br>73%<br>73% | 169<br>76%<br>76% | 161<br>74%<br>74%         | 427<br>74%<br>74%                                                       | 91<br>72%<br>72%                   | 40<br>70%<br>70%                                     | 64<br>73%<br>73%                                         | 79<br>66%<br>66%                                  | 17<br>61%<br>61%                                  | 62<br>64%<br>64%         | 203<br>74%<br>74%     | 576<br>70%<br>70% | 804<br>72%<br>72% |
| Agree more with B than A            | 119<br>11%<br>f | 101<br>11%<br>11% | 18<br>8%<br>8%    | 33<br>14%<br>14%         | 25<br>12%<br>12%  | 17<br>8%<br>8%    | 21<br>9%<br>9%    | 23<br>11%<br>11%          | 53<br>9%<br>9%                                                          | 11<br>9%<br>9%                     | 7<br>12%<br>12%                                      | 6<br>6%<br>6%                                            | 17<br>14%<br>14%                                  | 6<br>20%<br>20%                                   | 19<br>20%<br>20%         | 18<br>7%<br>7%        | 101<br>12%<br>12% | 118<br>11%<br>11% |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename: J26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p  
Overlap formulae used: \* small base, \*\* very small base (under 30) ineligible for sig testing





QNHSBudgetPrioritiesPositive. Which of the following statements come closer to your view? Within the available budget, the NHS should... A) Prioritise the treatments and services that are most likely to improve patients'health or quality of life, even if that means reducing the availability of some treatments and services that bring limited health benefits. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer positive framing question

|                                     | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                     |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                    | 1114              | 1025                     | 79                | 388                 | 560                 | 77                 | 243                      | 852                             | 892                                               | 260                               | 327                                                       | 67                               | 79          | 8            | 1114        |
| Weighted Total                      | 1101              | 991                      | 94*               | 370                 | 532                 | 84*                | 278                      | 808                             | 842                                               | 271                               | 284                                                       | 75*                              | 94*         | 8**          | 1114        |
| I agree much more with A than B     | 420<br>38%        | 375<br>38%               | 45<br>47%         | 130<br>35%          | 216<br>41%          | 30<br>33%          | 110<br>40%               | 295<br>37%                      | 325<br>39%                                        | 107<br>39%                        | 121<br>41%                                                | 22<br>29%                        | 45<br>47%   | 2<br>25%     | 453<br>41%  |
| I agree a little more with A than B | 361<br>33%<br>bl  | 339<br>34%               | 17<br>18%         | 130<br>35%          | 167<br>31%          | 42<br>47%          | 107<br>38%               | 288<br>36%                      | 273<br>32%                                        | 101<br>37%                        | 102<br>34%                                                | 30<br>39%                        | 17<br>18%   | 5<br>66%     | 351<br>32%  |
| I agree equally with both A and B   | 125<br>11%<br>abl | 101<br>10%               | 18<br>19%         | 45<br>12%           | 50<br>9%            | 7<br>8%            | 20<br>7%                 | 80<br>10%                       | 87<br>10%                                         | 16<br>6%                          | 28<br>10%                                                 | 7<br>9%                          | 18<br>19%   | -<br>-       | 124<br>11%  |
| I agree a little more with B than A | 89<br>8%          | 81<br>8%                 | 8<br>8%           | 31<br>8%            | 48<br>9%            | 2<br>3%            | 25<br>9%                 | 66<br>8%                        | 69<br>8%                                          | 23<br>9%                          | 22<br>7%                                                  | 10<br>13%                        | 8<br>8%     | 1<br>9%      | 80<br>7%    |
| I agree a lot more with B than A    | 30<br>3%          | 30<br>3%                 | 1<br>1%           | 13<br>4%            | 16<br>3%            | *<br>*             | 6<br>2%                  | 20<br>2%                        | 27<br>3%                                          | 5<br>2%                           | 7<br>2%                                                   | 2<br>2%                          | 1<br>1%     | -<br>-       | 38<br>3%    |
| I don't agree with either A or B    | 40<br>4%          | 34<br>3%                 | 6<br>6%           | 12<br>3%            | 17<br>3%            | 5<br>5%            | 4<br>1%                  | 31<br>4%                        | 33<br>4%                                          | 10<br>4%                          | 12<br>4%                                                  | 2<br>3%                          | 6<br>6%     | -<br>-       | 37<br>3%    |
| Don't know                          | 36<br>3%          | 31<br>3%                 | 1<br>1%           | 10<br>3%            | 18<br>3%            | 3<br>3%            | 6<br>2%                  | 28<br>3%                        | 28<br>3%                                          | 8<br>3%                           | 3<br>1%                                                   | 3<br>4%                          | 1<br>1%     | -<br>-       | 31<br>3%    |
| Mean                                | 4.03              | 4.02                     | 4.11              | 3.95                | 4.05                | 4.21               | 4.08                     | 4.03                            | 4.03                                              | 4.11                              | 4.1                                                       | 3.86                             | 4.11        | 4.07         | 4.05        |
| Agree more with A than B            | 781<br>71%        | 714<br>72%               | 61<br>65%         | 259<br>70%          | 383<br>72%          | 72<br>81%          | 217<br>78%               | 583<br>72%                      | 598<br>71%                                        | 207<br>77%                        | 222<br>76%                                                | 52<br>69%                        | 61<br>65%   | 7<br>91%     | 804<br>72%  |
| Agree more with B than A            | 119<br>11%        | 111<br>11%               | 8<br>9%           | 44<br>12%           | 64<br>12%           | 3<br>3%            | 31<br>11%                | 86<br>11%                       | 96<br>11%                                         | 28<br>11%                         | 29<br>10%                                                 | 12<br>15%                        | 8<br>9%     | 1<br>9%      | 118<br>11%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN 126-801639-61]

Filename: 26-001639\_ADHOC\_260521A\_HPP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QNH5BudgetPrioritiesPositive. Which of the following statements come closer to your view? Within the available budget, the NHS should... A) Prioritise the treatments and services that are most likely to improve patients'health or quality of life, even if that means reducing the availability of some treatments and services that bring limited health benefits. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer positive framing question

|                                     | Use of SC Services P12M |                    |                             |      |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unweighted Total |
|-------------------------------------|-------------------------|--------------------|-----------------------------|------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|------------------|
|                                     | Total<br>(f)            | Any service<br>(g) | Any service<br>(personally) |      | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(l)                | Will stay the same<br>(k) | Will get worse<br>(j) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                  |
|                                     |                         |                    | (b)                         | (c)  |                   |                           |           |                                       |                        |                  |                                       |                           |                       |                                               |                        |                  |                                               |                           |                       |                  |
| Unweighted Total                    | 1114                    | 281                | 66                          | 257  | 798               | 287                       | 808       | 189                                   | 501                    | 383              | 211                                   | 447                       | 418                   | 392                                           | 502                    | 72               | 406                                           | 517                       | 1114                  |                  |
| Weighted Total                      | 1101                    | 270                | 72*                         | 244  | 779               | 239                       | 841       | 192                                   | 486                    | 379              | 208                                   | 432                       | 421                   | 53**                                          | 373                    | 476              | 79*                                           | 402                       | 478                   | 1114             |
| I agree much more with A than B     | 420                     | 91                 | 19                          | 80   | 315               | 82                        | 336       | 74                                    | 181                    | 152              | 82                                    | 170                       | 156                   | 30                                            | 126                    | 184              | 36                                            | 133                       | 198                   | 453              |
|                                     | 38%                     | 34%                | 27%                         | 33%  | 40%               | 34%                       | 40%       | 38%                                   | 39%                    | 40%              | 39%                                   | 39%                       | 37%                   | 57%                                           | 34%                    | 39%              | 45%                                           | 33%                       | 41%                   | 41%              |
| I agree a little more with A than B | 361                     | 98                 | 23                          | 94   | 248               | 73                        | 282       | 57                                    | 173                    | 118              | 58                                    | 144                       | 142                   | 7                                             | 137                    | 153              | 15                                            | 138                       | 153                   | 351              |
|                                     | 33%                     | 36%                | 32%                         | 39%  | 32%               | 31%                       | 34%       | 29%                                   | 36%                    | 31%              | 28%                                   | 33%                       | 34%                   | 13%                                           | 37%                    | 32%              | 19%                                           | 34%                       | 32%                   | 32%              |
| I agree equally with both A and B   | 125                     | 22                 | 10                          | 21   | 95                | 31                        | 89        | 22                                    | 50                     | 47               | 30                                    | 50                        | 45                    | 9                                             | 49                     | 49               | 21                                            | 49                        | 43                    | 124              |
|                                     | 11%                     | 8%                 | 13%                         | 9%   | 12%               | 13%                       | 11%       | 11%                                   | 10%                    | 12%              | 14%                                   | 12%                       | 11%                   | 17%                                           | 13%                    | 10%              | 27%                                           | 12%                       | 9%                    | 11%              |
| I agree a little more with B than A | 89                      | 27                 | 12                          | 21   | 56                | 24                        | 65        | 23                                    | 35                     | 26               | 18                                    | 41                        | 29                    | 2                                             | 43                     | 34               | 4                                             | 51                        | 31                    | 80               |
|                                     | 8%                      | 10%                | 17%                         | 9%   | 7%                | 10%                       | 8%        | 12%                                   | 7%                     | 7%               | 9%                                    | 9%                        | 7%                    | 4%                                            | 12%                    | 7%               | 5%                                            | 13%                       | 6%                    | 7%               |
| I agree a lot more with B than A    | 30                      | 11                 | 5                           | 9    | 19                | 6                         | 22        | 8                                     | 13                     | 8                | 10                                    | 11                        | 8                     | 2                                             | 14                     | 9                | 2                                             | 16                        | 11                    | 38               |
|                                     | 3%                      | 4%                 | 6%                          | 4%   | 2%                | 3%                        | 3%        | 4%                                    | 3%                     | 2%               | 5%                                    | 2%                        | 2%                    | 4%                                            | 4%                     | 2%               | 2%                                            | 4%                        | 2%                    | 3%               |
| I don't agree with either A or B    | 40                      | 10                 | 3                           | 8    | 28                | 15                        | 23        | 6                                     | 14                     | 17               | 7                                     | 5                         | 24                    | 2                                             | 3                      | 29               | 1                                             | 5                         | 32                    | 37               |
|                                     | 4%                      | 4%                 | 4%                          | 3%   | 4%                | 6%                        | 3%        | 3%                                    | 3%                     | 4%               | 3%                                    | 1%                        | 6%                    | 4%                                            | 1%                     | 6%               | 2%                                            | 1%                        | 7%                    | 3%               |
| Don't know                          | 36                      | 11                 | 1                           | 11   | 18                | 7                         | 23        | 3                                     | 20                     | 10               | 4                                     | 11                        | 17                    | 1                                             | 1                      | 17               | -                                             | 10                        | 10                    | 31               |
|                                     | 3%                      | 4%                 | 1%                          | 4%   | 2%                | 3%                        | 3%        | 2%                                    | 4%                     | 3%               | 2%                                    | 3%                        | 4%                    | 1%                                            | *                      | 4%               | -                                             | 2%                        | 2%                    | 3%               |
| Mean                                | 4.03                    | 3.92               | 3.6                         | 3.95 | 4.07              | 3.93                      | 4.06      | 3.91                                  | 4.05                   | 4.08             | 3.92                                  | 4.01                      | 4.08                  | 4.2                                           | 3.86                   | 4.09             | 4.02                                          | 3.82                      | 4.13                  | 4.05             |
| I agree more with A than B          | 781                     | 189                | 42                          | 174  | 563               | 155                       | 618       | 130                                   | 354                    | 270              | 140                                   | 314                       | 298                   | 37                                            | 262                    | 337              | 51                                            | 270                       | 351                   | 804              |
|                                     | 71%                     | 70%                | 59%                         | 71%  | 72%               | 65%                       | 73%       | 68%                                   | 73%                    | 71%              | 67%                                   | 73%                       | 71%                   | 70%                                           | 70%                    | 71%              | 64%                                           | 67%                       | 73%                   | 72%              |
| I agree more with B than A          | 119                     | 38                 | 16                          | 30   | 75                | 30                        | 87        | 31                                    | 48                     | 35               | 29                                    | 52                        | 37                    | 4                                             | 57                     | 43               | 6                                             | 67                        | 42                    | 118              |
|                                     | 11%                     | 14%                | 23%                         | 12%  | 10%               | 13%                       | 10%       | 16%                                   | 10%                    | 9%               | 14%                                   | 12%                       | 9%                    | 8%                                            | 15%                    | 9%               | 7%                                            | 17%                       | 9%                    | 11%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base; \*\* very small base (under 30) ineligible for sig testing



QNHSBudgetPrioritiesNegative. Which of the following statements come closer to your view? Within the available budget, the NHS should: A) Stop offering treatments and services that provide limited health benefit, if this allows patients to receive more treatments and services that have a greater impact on health and quality of life. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer negative framing question

|                                     |                   | Gender           |                  | Age              |                  |                  |                  |                  |                  |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |                 |
|-------------------------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-----------------|
|                                     | Total<br>(n)      | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)     | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)     | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hD/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) | Unwtd Total     |
| Unweighted Total                    | 1124              | 542              | 573              | 46               | 84               | 135              | 182              | 251              | 273              | 153             | 1016                                         | 90                                                          | 404                      | 715                              | 360                                               | 752                  | 134                                                    | 234                             | 277                                               | 63                                                                               | 44                                 | 1124            |
| Weighted Total                      | 1137              | 541              | 588              | 137*             | 199*             | 191              | 187              | 171              | 135              | 117             | 966                                          | 144*                                                        | 511                      | 622                              | 356                                               | 771                  | 128*                                                   | 272                             | 286                                               | 49*                                                                              | 36*                                | 1124            |
| I agree much more with A than B     | 430<br>38%<br>bca | 226<br>42%<br>b  | 201<br>34%<br>b  | 24<br>18%<br>c   | 63<br>31%<br>c   | 67<br>35%<br>c   | 75<br>40%<br>c   | 83<br>49%<br>cde | 65<br>48%<br>cde | 52<br>45%<br>c  | 378<br>39%<br>z                              | 43<br>30%<br>z                                              | 192<br>38%<br>z          | 235<br>38%<br>z                  | 148<br>42%<br>q                                   | 278<br>36%<br>q      | 56<br>44%<br>q                                         | 80<br>29%<br>q                  | 108<br>38%<br>zoprs                               | 22<br>45%<br>q                                                                   | 12<br>34%<br>q                     | 475<br>42%<br>z |
| I agree a little more with A than B | 327<br>29%<br>hm  | 151<br>28%<br>b  | 176<br>30%<br>b  | 58<br>42%<br>ghi | 50<br>25%<br>h   | 64<br>33%<br>h   | 51<br>27%<br>h   | 44<br>26%<br>h   | 31<br>23%<br>h   | 29<br>25%<br>h  | 289<br>30%<br>z                              | 33<br>23%<br>z                                              | 165<br>32%<br>z          | 162<br>26%<br>z                  | 113<br>32%<br>z                                   | 213<br>28%<br>z      | 27<br>21%<br>z                                         | 100<br>37%<br>z                 | 66<br>23%<br>z                                    | 10<br>20%<br>z                                                                   | 10<br>29%<br>z                     | 301<br>27%<br>z |
| I agree equally with both A and B   | 122<br>11%<br>gh  | 48<br>9%<br>gh   | 72<br>12%<br>gh  | 21<br>15%<br>r   | 30<br>15%<br>r   | 20<br>11%<br>r   | 15<br>8%<br>r    | 15<br>5%<br>r    | 12<br>9%<br>r    | 15<br>13%<br>r  | 99<br>10%<br>z                               | 22<br>15%<br>z                                              | 38<br>7%<br>z            | 84<br>13%<br>z                   | 22<br>6%<br>z                                     | 97<br>13%<br>z       | 19<br>15%<br>z                                         | 26<br>9%<br>z                   | 38<br>13%<br>z                                    | 8<br>17%<br>z                                                                    | 6<br>17%<br>z                      | 103<br>9%<br>z  |
| I agree a little more with B than A | 107<br>9%<br>p    | 50<br>9%<br>p    | 55<br>9%<br>p    | 14<br>10%<br>p   | 26<br>13%<br>p   | 11<br>6%<br>p    | 16<br>9%<br>p    | 17<br>10%<br>p   | 12<br>9%<br>p    | 10<br>8%<br>p   | 92<br>10%<br>z                               | 13<br>9%<br>z                                               | 49<br>10%<br>z           | 57<br>9%<br>z                    | 32<br>9%<br>z                                     | 74<br>10%<br>z       | 2<br>2%<br>z                                           | 23<br>8%<br>z                   | 41<br>14%<br>z                                    | 6<br>12%<br>z                                                                    | 2<br>6%<br>z                       | 107<br>10%<br>z |
| I agree a lot more with B than A    | 62<br>5%<br>i     | 37<br>7%<br>i    | 25<br>4%<br>i    | -<br>7%<br>c     | 15<br>7%<br>c    | 8<br>4%<br>c     | 15<br>8%<br>c    | 10<br>6%<br>c    | 9<br>7%<br>c     | 5<br>4%<br>c    | 45<br>5%<br>z                                | 14<br>10%<br>z                                              | 31<br>6%<br>z            | 32<br>5%<br>z                    | 21<br>6%<br>z                                     | 39<br>5%<br>z        | 4<br>3%<br>z                                           | 16<br>6%<br>z                   | 16<br>6%<br>z                                     | 2<br>3%<br>z                                                                     | 1<br>3%<br>z                       | 61<br>5%<br>z   |
| I don't agree with either A or B    | 36<br>3%<br>a     | 19<br>3%<br>a    | 17<br>3%<br>a    | 5<br>4%<br>a     | 4<br>2%<br>a     | 8<br>4%<br>a     | 8<br>4%<br>a     | 4<br>2%<br>a     | 4<br>3%<br>a     | 4<br>4%<br>a    | 28<br>3%<br>z                                | 7<br>5%<br>z                                                | 17<br>3%<br>z            | 18<br>3%<br>z                    | 11<br>3%<br>z                                     | 25<br>3%<br>z        | 10<br>8%<br>z                                          | 7<br>3%<br>z                    | 6<br>2%<br>z                                      | 1<br>2%<br>z                                                                     | -<br>-<br>z                        | 34<br>3%<br>z   |
| Don't know                          | 54<br>5%<br>aefgh | 11<br>2%<br>a    | 42<br>7%<br>a    | 15<br>11%<br>a   | 12<br>6%<br>a    | 13<br>7%<br>a    | 7<br>4%<br>a     | 4<br>2%<br>a     | 1<br>1%<br>a     | 2<br>1%<br>a    | 35<br>4%<br>z                                | 12<br>9%<br>z                                               | 19<br>4%<br>z            | 35<br>6%<br>z                    | 8<br>2%<br>z                                      | 43<br>6%<br>z        | 9<br>7%<br>z                                           | 20<br>7%<br>z                   | 10<br>3%<br>z                                     | -<br>-<br>z                                                                      | 4<br>11%<br>z                      | 43<br>4%<br>z   |
| Mean                                | 3.91              | 3.94             | 3.89             | 3.79             | 3.65             | 3.99             | 3.89             | 4.07             | 4.01             | 4.04            | 3.95                                         | 3.63                                                        | 3.92                     | 3.9                              | 4                                                 | 3.88                 | 4.19                                                   | 3.84                            | 3.77                                              | 3.94                                                                             | 3.95                               | 3.98            |
| Agree more with A than B            | 757<br>67%<br>ko  | 376<br>70%<br>ko | 377<br>64%<br>ko | 83<br>60%<br>ko  | 113<br>57%<br>ko | 130<br>68%<br>ko | 126<br>67%<br>ko | 127<br>75%<br>ko | 96<br>71%<br>ko  | 82<br>70%<br>ko | 667<br>69%<br>z                              | 76<br>53%<br>z                                              | 357<br>70%<br>z          | 397<br>64%<br>z                  | 261<br>73%<br>z                                   | 491<br>64%<br>z      | 83<br>65%<br>z                                         | 180<br>66%<br>z                 | 174<br>61%<br>z                                   | 32<br>65%<br>z                                                                   | 23<br>63%<br>z                     | 776<br>69%<br>z |
| Agree more with B than A            | 169<br>15%<br>p   | 87<br>16%<br>p   | 80<br>14%<br>p   | 14<br>10%<br>p   | 40<br>20%<br>p   | 20<br>10%<br>p   | 31<br>17%<br>p   | 27<br>16%<br>p   | 22<br>16%<br>p   | 14<br>12%<br>p  | 137<br>14%<br>z                              | 27<br>19%<br>z                                              | 80<br>16%<br>z           | 89<br>14%<br>z                   | 53<br>15%<br>z                                    | 114<br>15%<br>z      | 6<br>5%<br>z                                           | 39<br>14%<br>z                  | 58<br>20%<br>z                                    | 7<br>15%<br>z                                                                    | 3<br>9%<br>z                       | 168<br>15%<br>z |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J26-001039-01)

Filename: 26-001039\_ADNOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/h/h

Overlap formulae used. \* small base



QNH5BudgetPrioritiesNegative. Which of the following statements come closer to your view? Within the available budget, the NHS should: A) Stop offering treatments and services that provide limited health benefit, if this allows patients to receive more treatments and services that have a greater impact on health and quality of life. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer negative framing question

|                                     | Total<br>(z) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total |
|-------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|
|                                     |              | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |
| Unweighted Total                    | 1124         | 226                     | 356                             | 240                             | 95                           | 874            | 99              | 80           | 71                      | 251                  | 177             | 444          | 45                | 111               | 97                                 | 93                   | 84                   | 93                     | 145               | 105               | 101           | 1124        |
| Weighted Total                      | 1137         | 187                     | 309                             | 276                             | 137*                         | 969            | 92**            | 49*          | 27*                     | 291                  | 195             | 492          | 42**              | 130*              | 110*                               | 94*                  | 101*                 | 99*                    | 159*              | 90*               | 135*          | 1124        |
| I agree much more with A than B     | 430<br>38%   | 55<br>29%               | 132<br>43%                      | 119<br>43%                      | 44<br>33%                    | 364<br>38%     | 34<br>37%       | 17<br>35%    | 14<br>52%               | 94<br>32%            | 78<br>40%       | 192<br>40%   | 12<br>28%         | 44<br>32%         | 38<br>35%                          | 31<br>33%            | 48<br>47%            | 33<br>33%              | 75<br>47%         | 37<br>41%         | 48<br>35%     | 475<br>42%  |
| I agree a little more with A than B | 327<br>29%   | 39<br>21%               | 79<br>25%                       | 92<br>33%                       | 53<br>40%                    | 290<br>30%     | 22<br>24%       | 10<br>20%    | 5<br>19%                | 81<br>28%            | 65<br>33%       | 145<br>30%   | 10<br>23%         | 44<br>32%         | 27<br>25%                          | 38<br>40%            | 27<br>26%            | 39<br>40%              | 43<br>27%         | 24<br>27%         | 38<br>28%     | 301<br>27%  |
| I agree equally with both A and B   | 122<br>11%   | 38<br>20%               | 40<br>13%                       | 18<br>7%                        | 4<br>3%                      | 101<br>10%     | 9<br>9%         | 9<br>19%     | 3<br>10%                | 45<br>16%            | 14<br>7%        | 42<br>9%     | 8<br>19%          | 16<br>11%         | 21<br>19%                          | 7<br>7%              | 7<br>7%              | 8<br>8%                | 14<br>9%          | 8<br>9%           | 12<br>9%      | 103<br>9%   |
| I agree a little more with B than A | 107<br>9%    | 19<br>10%               | 22<br>7%                        | 30<br>11%                       | 11<br>8%                     | 92<br>9%       | 9<br>10%        | 4<br>8%      | 2<br>6%                 | 28<br>10%            | 14<br>7%        | 50<br>10%    | 6<br>14%          | 18<br>13%         | 4<br>4%                            | 8<br>9%              | 6<br>6%              | 6<br>6%                | 13<br>8%          | 12<br>13%         | 20<br>15%     | 107<br>10%  |
| I agree a lot more with B than A    | 62<br>5%     | 21<br>11%               | 18<br>6%                        | 5<br>2%                         | 12<br>9%                     | 52<br>5%       | 6<br>7%         | 3<br>6%      | 1<br>3%                 | 23<br>8%             | 5<br>2%         | 24<br>5%     | 3<br>8%           | 11<br>8%          | 9<br>8%                            | 2<br>2%              | 2<br>2%              | 2<br>7%                | 7<br>3%           | 4<br>4%           | 3<br>7%       | 61<br>5%    |
| I don't agree with either A or B    | 36<br>3%     | 7<br>4%                 | 8<br>3%                         | 7<br>3%                         | 4<br>3%                      | 25<br>3%       | 8<br>9%         | 2<br>5%      | *<br>2%                 | 9<br>3%              | 5<br>3%         | 11<br>2%     | 2<br>4%           | 2<br>1%           | 6<br>5%                            | 4<br>5%              | 1<br>1%              | 3<br>3%                | 4<br>2%           | 1<br>1%           | 3<br>2%       | 34<br>3%    |
| Don't know                          | 54<br>5%     | 8<br>4%                 | 10<br>3%                        | 5<br>2%                         | 4<br>3%                      | 44<br>5%       | 4<br>4%         | 4<br>8%      | 2<br>8%                 | 10<br>3%             | 15<br>8%        | 19<br>4%     | 1<br>3%           | 4<br>3%           | 5<br>4%                            | 4<br>5%              | 11<br>11%            | 3<br>3%                | 5<br>3%           | 5<br>6%           | 6<br>4%       | 43<br>4%    |
| Mean                                | 3.91<br>38   | 3.5<br>18               | 3.97<br>40                      | 4.09<br>41                      | 3.86<br>36                   | 3.91<br>38     | 3.85<br>36      | 3.8<br>36    | 4.23<br>36              | 3.72<br>38           | 4.13<br>38      | 3.95<br>38   | 3.54<br>38        | 3.7<br>38         | 3.81<br>38                         | 4.01<br>38           | 4.25<br>38           | 3.91<br>38             | 4.14<br>38        | 3.94<br>38        | 3.76<br>38    | 3.98<br>38  |
| Agree more with A than B            | 757<br>67%   | 93<br>50%               | 210<br>68%                      | 211<br>70%                      | 97<br>73%                    | 655<br>68%     | 56<br>61%       | 27<br>55%    | 19<br>71%               | 175<br>60%           | 143<br>73%      | 336<br>70%   | 22<br>52%         | 88<br>64%         | 65<br>59%                          | 69<br>73%            | 74<br>74%            | 72<br>73%              | 118<br>74%        | 60<br>67%         | 86<br>64%     | 776<br>69%  |
| Agree more with B than A            | 169<br>15%   | 40<br>22%               | 41<br>13%                       | 35<br>13%                       | 23<br>17%                    | 144<br>15%     | 15<br>17%       | 7<br>14%     | 2<br>9%                 | 51<br>18%            | 19<br>10%       | 74<br>15%    | 9<br>22%          | 29<br>21%         | 13<br>12%                          | 11<br>11%            | 8<br>8%              | 13<br>13%              | 17<br>11%         | 15<br>17%         | 29<br>21%     | 168<br>15%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK) 26-001039-01

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used: \* small base; \*\* very small base (under 30) ineligible for sig testing



QNH5BudgetPrioritiesNegative. Which of the following statements come closer to your view? Within the available budget, the NHS should: A) Stop offering treatments and services that provide limited health benefit, if this allows patients to receive more treatments and services that have a greater impact on health and quality of life. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer negative framing question

|                                     | Urbanity     |              |              | IMD Quintile             |            |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |            | Unwtd Total |
|-------------------------------------|--------------|--------------|--------------|--------------------------|------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------|-------------|
|                                     | Total<br>(c) | Urban<br>(b) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative<br>and professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)  |             |
| Unweighted Total                    | 1124         | 823          | 301          | 200                      | 224        | 247        | 234        | 229                       | 669                                                                     | 141                                | 63                                                   | 80                                                       | 108                                               | 27                                                | 25                       | 213                   | 907        | 1124        |
| Weighted Total                      | 1137         | 860          | 277          | 221                      | 232        | 224        | 227        | 233                       | 635                                                                     | 121                                | 58*                                                  | 73*                                                      | 119*                                              | 42**                                              | 36**                     | 315                   | 820        | 1124        |
| I agree much more with A than B     | 430<br>38%   | 325<br>38%   | 105<br>38%   | 62<br>28%                | 104<br>45% | 83<br>37%  | 93<br>41%  | 87<br>38%                 | 263<br>41%                                                              | 46<br>38%                          | 26<br>44%                                            | 32<br>43%                                                | 26<br>22%                                         | 18<br>42%                                         | 14<br>18%                | 96<br>30%             | 332<br>41% | 475<br>42%  |
| I agree a little more with A than B | 327<br>29%   | 234<br>27%   | 93<br>34%    | 48<br>22%                | 60<br>26%  | 60<br>27%  | 73<br>32%  | 86<br>37%                 | 183<br>29%                                                              | 36<br>30%                          | 14<br>24%                                            | 15<br>21%                                                | 40<br>34%                                         | 2<br>4%                                           | 36<br>47%                | 100<br>32%            | 227<br>28% | 301<br>27%  |
| I agree equally with both A and B   | 122<br>11%   | 99<br>11%    | 23<br>8%     | 37<br>17%                | 18<br>8%   | 26<br>12%  | 19<br>8%   | 22<br>10%                 | 51<br>8%                                                                | 9<br>8%                            | 14<br>24%                                            | 7<br>10%                                                 | 18<br>15%                                         | 8<br>19%                                          | 15<br>19%                | 37<br>12%             | 85<br>10%  | 103<br>9%   |
| I agree a little more with B than A | 107<br>9%    | 73<br>8%     | 34<br>12%    | 30<br>13%                | 17<br>7%   | 26<br>12%  | 18<br>8%   | 16<br>7%                  | 58<br>9%                                                                | 13<br>11%                          | 4<br>6%                                              | 6<br>8%                                                  | 8<br>7%                                           | 10<br>24%                                         | 8<br>11%                 | 24<br>7%              | 83<br>10%  | 107<br>10%  |
| I agree a lot more with B than A    | 62<br>5%     | 53<br>6%     | 9<br>3%      | 16<br>7%                 | 16<br>7%   | 15<br>7%   | 7<br>3%    | 8<br>3%                   | 34<br>5%                                                                | 10<br>8%                           | 1<br>1%                                              | 3<br>4%                                                  | 13<br>11%                                         | 1<br>3%                                           | -                        | 17<br>5%              | 45<br>6%   | 61<br>5%    |
| I don't agree with either A or B    | 36<br>3%     | 31<br>4%     | 5<br>2%      | 5<br>2%                  | 6<br>3%    | 8<br>3%    | 8<br>3%    | 10<br>4%                  | 26<br>4%                                                                | 5<br>4%                            | -                                                    | -                                                        | 4<br>3%                                           | -                                                 | -                        | 13<br>4%              | 23<br>3%   | 34<br>3%    |
| Don't know                          | 54<br>5%     | 46<br>5%     | 7<br>3%      | 24<br>11%                | 12<br>5%   | 6<br>3%    | 9<br>4%    | 2<br>1%                   | 21<br>3%                                                                | 2<br>1%                            | -                                                    | 11<br>15%                                                | 9<br>8%                                           | 3<br>7%                                           | 4<br>5%                  | 28<br>9%              | 25<br>3%   | 43<br>4%    |
| Mean                                | 3.91<br>df   | 3.9          | 3.95         | 3.57                     | 4.03       | 3.82       | 4.07       | 4.04                      | 3.99                                                                    | 3.82                               | 4.03                                                 | 4.08                                                     | 3.56                                              | 3.62                                              | 3.77                     | 3.86                  | 3.93       | 3.98        |
| Agree more with A than B            | 757<br>67%   | 559<br>65%   | 198<br>72%   | 109<br>50%               | 164<br>71% | 143<br>64% | 166<br>73% | 174<br>75%                | 446<br>70%                                                              | 81<br>68%                          | 39<br>68%                                            | 47<br>64%                                                | 67<br>56%                                         | 19<br>46%                                         | 49<br>65%                | 197<br>62%            | 559<br>68% | 776<br>69%  |
| Agree more with B than A            | 169<br>15%   | 126<br>15%   | 43<br>16%    | 46<br>21%                | 32<br>14%  | 41<br>18%  | 25<br>11%  | 24<br>10%                 | 92<br>14%                                                               | 23<br>19%                          | 4<br>8%                                              | 8<br>11%                                                 | 21<br>18%                                         | 12<br>28%                                         | 8<br>11%                 | 40<br>13%             | 128<br>16% | 168<br>15%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QNHSBudgetPrioritiesNegative. Which of the following statements come closer to your view? Within the available budget, the NHS should: A) Stop offering treatments and services that provide limited health benefit, if this allows patients to receive more treatments and services that have a greater impact on health and quality of life. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer negative framing question

|                                     | Use of NHS Services P12M |                    |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-------------------------------------|--------------------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                     | Total<br>(n)             | Any service<br>(a) | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                    | 1124                     | 1030               | 86                | 430                 | 543                 | 57                 | 208                      | 844                             | 856                                               | 345                               | 300                                                       | 54                               | 86          | 9            | 1124        |
| Weighted Total                      | 1137                     | 1015               | 109*              | 436                 | 498                 | 81*                | 241                      | 802                             | 819                                               | 253                               | 283                                                       | 76*                              | 109*        | 6**          | 1124        |
| I agree much more with A than B     | 430<br>38%               | 391<br>39%         | 39<br>35%         | 176<br>40%          | 193<br>39%          | 23<br>28%          | 76<br>32%                | 322<br>40%                      | 311<br>38%                                        | 87<br>35%                         | 105<br>37%                                                | 29<br>38%                        | 39<br>35%   | 4<br>64%     | 475<br>42%  |
| I agree a little more with A than B | 327<br>29%               | 298<br>29%         | 29<br>27%         | 106<br>24%          | 163<br>33%          | 29<br>36%          | 75<br>31%                | 240<br>30%                      | 255<br>31%                                        | 90<br>36%                         | 94<br>33%                                                 | 18<br>24%                        | 29<br>27%   | 1<br>13%     | 301<br>27%  |
| I agree equally with both A and B   | 122<br>11%               | 113<br>11%         | 7<br>7%           | 53<br>12%           | 45<br>9%            | 15<br>19%          | 31<br>13%                | 85<br>11%                       | 90<br>11%                                         | 27<br>11%                         | 21<br>7%                                                  | 14<br>18%                        | 7<br>7%     | 1<br>9%      | 103<br>9%   |
| I agree a little more with B than A | 107<br>9%                | 93<br>9%           | 12<br>11%         | 38<br>9%            | 45<br>9%            | 10<br>12%          | 24<br>10%                | 68<br>8%                        | 78<br>9%                                          | 21<br>8%                          | 38<br>14%                                                 | 9<br>12%                         | 12<br>11%   | -            | 107<br>10%  |
| I agree a lot more with B than A    | 62<br>5%                 | 50<br>5%           | 12<br>11%         | 27<br>6%            | 19<br>4%            | 4<br>5%            | 18<br>8%                 | 36<br>4%                        | 33<br>4%                                          | 16<br>6%                          | 10<br>3%                                                  | 2<br>3%                          | 12<br>11%   | 1<br>14%     | 61<br>5%    |
| I don't agree with either A or B    | 36<br>3%                 | 33<br>3%           | 3<br>2%           | 13<br>3%            | 20<br>4%            | -                  | 3<br>1%                  | 24<br>3%                        | 30<br>4%                                          | 6<br>2%                           | 12<br>4%                                                  | 4<br>5%                          | 3<br>2%     | -            | 34<br>3%    |
| Don't know                          | 54<br>5%                 | 36<br>4%           | 8<br>7%           | 23<br>5%            | 13<br>3%            | 1<br>1%            | 13<br>5%                 | 28<br>4%                        | 23<br>3%                                          | 6<br>2%                           | 3<br>1%                                                   | -                                | 8<br>7%     | -            | 43<br>4%    |
| Mean                                | 3.91                     | 3.94               | 3.71              | 3.91                | 4                   | 3.72               | 3.74                     | 3.99                            | 3.95                                              | 3.88                              | 3.92                                                      | 3.86                             | 3.71        | 4.12         | 3.98        |
| Agree more with A than B            | 757<br>67%               | 689<br>68%         | 68<br>62%         | 281<br>65%          | 356<br>71%          | 52<br>64%          | 152<br>63%               | 562<br>70%                      | 565<br>69%                                        | 177<br>70%                        | 199<br>70%                                                | 47<br>62%                        | 68<br>62%   | 5<br>77%     | 776<br>69%  |
| Agree more with B than A            | 169<br>15%               | 143<br>14%         | 24<br>22%         | 65<br>15%           | 64<br>13%           | 13<br>16%          | 43<br>18%                | 103<br>13%                      | 111<br>14%                                        | 37<br>15%                         | 48<br>17%                                                 | 11<br>15%                        | 24<br>22%   | 1<br>14%     | 168<br>15%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADNOC\_260521A\_HFP\_vtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QNHSBudgetPrioritiesNegative. Which of the following statements comes closer to your view? Within the available budget, the NHS should: A) Stop offering treatments and services that provide limited health benefit, if this allows patients to receive more treatments and services that have a greater impact on health and quality of life. B) Provide as many treatments and services as possible, even if some treatments and services bring limited health benefits and this means some patients wait longer to receive care.

Base: Respondents who answer negative framing question

|                                     | Total<br>(j) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                     |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                    | 1124         | 256                     | 61                                 | 241                                   | 839               | 270                       | 833        | 186                                   | 521                    | 387              | 204                                   | 455                       | 436                   | 36                                            | 403                    | 483              | 66                                            | 379                       | 556                   | 1124        |
| Weighted Total                      | 1137         | 253                     | 70*                                | 236                                   | 839               | 238                       | 869        | 173                                   | 550                    | 381              | 207                                   | 467                       | 437                   | 47**                                          | 443                    | 411              | 83*                                           | 407                       | 496                   | 1124        |
| I agree much more with A than B     | 430<br>38%   | 84<br>33%               | 17<br>24%                          | 79<br>33%                             | 334<br>40%        | 85<br>36%                 | 339<br>39% | 72<br>42%                             | 211<br>38%             | 132<br>35%       | 89<br>43%                             | 185<br>40%                | 144<br>33%            | 20<br>42%                                     | 163<br>37%             | 164<br>40%       | 28<br>34%                                     | 167<br>41%                | 182<br>37%            | 475<br>42%  |
| I agree a little more with A than B | 327<br>29%   | 81<br>32%               | 8<br>11%                           | 79<br>34%                             | 242<br>29%        | 59<br>25%                 | 265<br>31% | 44<br>25%                             | 181<br>33%             | 97<br>25%        | 59<br>29%                             | 135<br>29%                | 128<br>29%            | 9<br>20%                                      | 141<br>32%             | 107<br>26%       | 17<br>20%                                     | 130<br>32%                | 141<br>28%            | 301<br>27%  |
| I agree equally with both A and B   | 122<br>11%   | 31<br>12%               | 18<br>26%                          | 27<br>11%                             | 83<br>10%         | 37<br>16%                 | 81<br>9%   | 15<br>9%                              | 61<br>11%              | 40<br>11%        | 23<br>11%                             | 52<br>11%                 | 47<br>11%             | 6<br>12%                                      | 48<br>11%              | 46<br>11%        | 15<br>18%                                     | 39<br>10%                 | 55<br>11%             | 103<br>9%   |
| I agree a little more with B than A | 107<br>9%    | 25<br>10%               | 15<br>21%                          | 23<br>10%                             | 74<br>9%          | 28<br>12%                 | 73<br>8%   | 22<br>13%                             | 34<br>6%               | 48<br>13%        | 16<br>8%                              | 40<br>9%                  | 47<br>11%             | 9<br>20%                                      | 39<br>9%               | 34<br>8%         | 15<br>18%                                     | 28<br>7%                  | 55<br>11%             | 107<br>10%  |
| I agree a lot more with B than A    | 62<br>5%     | 14<br>6%                | 8<br>11%                           | 12<br>5%                              | 46<br>5%          | 17<br>7%                  | 45<br>5%   | 10<br>6%                              | 27<br>5%               | 25<br>7%         | 12<br>6%                              | 19<br>4%                  | 30<br>7%              | 1<br>3%                                       | 25<br>6%               | 32<br>8%         | 4<br>5%                                       | 25<br>6%                  | 29<br>6%              | 61<br>5%    |
| I don't agree with either A or B    | 36<br>3%     | 12<br>5%                | 3<br>4%                            | 12<br>5%                              | 24<br>3%          | 7<br>3%                   | 29<br>3%   | 7<br>4%                               | 10<br>2%               | 17<br>4%         | 6<br>3%                               | 14<br>3%                  | 16<br>4%              | 2<br>3%                                       | 8<br>2%                | 16<br>4%         | 4<br>4%                                       | 5<br>1%                   | 18<br>4%              | 34<br>3%    |
| Don't know                          | 54<br>5%     | 4<br>2%                 | 2<br>3%                            | 4<br>2%                               | 36<br>4%          | 5<br>2%                   | 36<br>4%   | 2<br>1%                               | 26<br>5%               | 22<br>6%         | 2<br>1%                               | 21<br>5%                  | 26<br>6%              | -<br>-                                        | 17<br>4%               | 13<br>3%         | -<br>-                                        | 13<br>3%                  | 15<br>3%              | 43<br>4%    |
| Mean                                | 3.91<br>b    | 3.83<br>b               | 3.18<br>b                          | 3.87<br>b                             | 3.96<br>b         | 3.74<br>b                 | 3.97<br>b  | 3.9<br>i                              | 4<br>i                 | 3.77<br>i        | 3.99<br>i                             | 3.99<br>i                 | 3.79<br>i             | 3.82<br>i                                     | 3.91<br>i              | 3.88<br>i        | 3.64<br>i                                     | 3.99<br>i                 | 3.85<br>i             | 3.98<br>i   |
| Agree more with A than B            | 757<br>67%   | 165<br>65%              | 25<br>35%                          | 158<br>67%                            | 576<br>69%        | 144<br>61%                | 604<br>70% | 116<br>67%                            | 391<br>71%             | 228<br>60%       | 148<br>72%                            | 320<br>69%                | 272<br>62%            | 29<br>62%                                     | 305<br>69%             | 271<br>66%       | 45<br>55%                                     | 297<br>73%                | 323<br>65%            | 776<br>69%  |
| Agree more with B than A            | 169<br>15%   | 39<br>16%               | 23<br>32%                          | 35<br>15%                             | 120<br>14%        | 45<br>19%                 | 118<br>14% | 32<br>19%                             | 62<br>11%              | 73<br>19%        | 28<br>13%                             | 59<br>13%                 | 77<br>18%             | 11<br>23%                                     | 64<br>14%              | 65<br>16%        | 19<br>23%                                     | 54<br>13%                 | 84<br>17%             | 168<br>15%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q208. Thinking specifically about social care, do you think the general standard of social care over the last 12 months has...?

Base: All respondents

|                       | Gender             |            |              | Age          |              |              |              |              |              |            | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    | Unwtd Total |
|-----------------------|--------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                       | Total<br>(a)       | Man<br>(b) | Woman<br>(c) | 16-24<br>(d) | 25-34<br>(e) | 35-44<br>(f) | 45-54<br>(g) | 55-64<br>(h) | 65-74<br>(i) | 75+<br>(j) | White (including<br>White minorities)<br>(k) | Ethnic minorities<br>(excluding White<br>minorities)<br>(l) | Working full-time<br>(m) | Not working full-<br>time<br>(n) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(o) | Non-graduates<br>(p) | Other Higher<br>Education below<br>degree level<br>(q) | A-level or<br>equivalent<br>(r) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(s) | Another type of<br>qualification<br>(vocational/profes<br>sional/Foreign)<br>(t) | No formal<br>qualifications<br>(u) |             |
| Unweighted Total      | 2238               | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238        |
| Weighted Total        | 2238               | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238        |
| Got much better       | 9<br>*             | 4<br>*     | 5<br>*       | -<br>-       | 3<br>1%      | 3<br>1%      | 2<br>1%      | 1<br>*       | 1<br>*       | -<br>-     | 8<br>*                                       | 1<br>*                                                      | 5<br>*                   | 5<br>*                           | 5<br>1%                                           | 4<br>*               | -<br>*                                                 | 1<br>*                          | 3<br>*                                            | -<br>-                                                                           | -<br>-                             | 8<br>*      |
| Got slightly better   | 90<br>4%<br>behior | 53<br>5%   | 35<br>3%     | 14<br>5%     | 26<br>7%     | 19<br>5%     | 9<br>3%      | 8<br>2%      | 5<br>2%      | 9<br>3%    | 69<br>4%                                     | 18<br>6%                                                    | 48<br>5%                 | 43<br>3%                         | 36<br>5%                                          | 50<br>3%             | 8<br>3%                                                | 25<br>5%                        | 9<br>2%                                           | 4<br>4%                                                                          | 4<br>5%                            | 71<br>3%    |
| Stayed about the same | 816<br>36%         | 405<br>38% | 409<br>36%   | 121<br>42%   | 134<br>37%   | 132<br>37%   | 123<br>35%   | 128<br>36%   | 89<br>33%    | 88<br>35%  | 683<br>36%                                   | 114<br>38%                                                  | 356<br>37%               | 458<br>37%                       | 232<br>35%                                        | 577<br>37%           | 99<br>36%                                              | 230<br>42%                      | 194<br>36%                                        | 31<br>32%                                                                        | 23<br>32%                          | 795<br>36%  |
| Got slightly worse    | 585<br>26%<br>c    | 256<br>24% | 325<br>28%   | 48<br>16%    | 77<br>21%    | 97<br>27%    | 108<br>30%   | 105<br>30%   | 86<br>32%    | 65<br>26%  | 514<br>27%                                   | 62<br>21%                                                   | 258<br>26%               | 325<br>26%                       | 175<br>26%                                        | 403<br>26%           | 81<br>29%                                              | 130<br>24%                      | 142<br>26%                                        | 30<br>30%                                                                        | 19<br>27%                          | 641<br>29%  |
| Got much worse        | 301<br>13%<br>in   | 128<br>12% | 170<br>15%   | 24<br>8%     | 32<br>9%     | 37<br>10%    | 40<br>11%    | 65<br>18%    | 56<br>21%    | 47<br>19%  | 260<br>14%                                   | 34<br>11%                                                   | 101<br>10%               | 200<br>16%                       | 72<br>11%                                         | 228<br>15%           | 38<br>14%                                              | 75<br>16%                       | 84<br>16%                                         | 19<br>20%                                                                        | 12<br>16%                          | 344<br>15%  |
| Don't know            | 436<br>19%<br>ghim | 223<br>21% | 208<br>18%   | 85<br>29%    | 88<br>24%    | 71<br>20%    | 73<br>21%    | 49<br>14%    | 31<br>12%    | 40<br>16%  | 346<br>18%                                   | 71<br>24%                                                   | 209<br>21%               | 222<br>18%                       | 145<br>22%                                        | 280<br>18%           | 50<br>18%                                              | 90<br>16%                       | 110<br>20%                                        | 14<br>15%                                                                        | 15<br>20%                          | 379<br>17%  |
| Mean                  | 2.4<br>bghlmo      | 2.47<br>zb | 2.35         | 2.6<br>fghi  | 2.6<br>zfgih | 2.49<br>ghi  | 2.38<br>h    | 2.26         | 2.19         | 2.28       | 2.38                                         | 2.52                                                        | 2.48<br>zm               | 2.35                             | 2.48<br>zors                                      | 2.37                 | 2.34                                                   | 2.45<br>s                       | 2.32                                              | 2.24                                                                             | 2.34                               | 2.33        |
| Better                | 100<br>4%<br>bghor | 57<br>5%   | 41<br>4%     | 14<br>5%     | 29<br>8%     | 22<br>6%     | 11<br>3%     | 8<br>2%      | 6<br>2%      | 9<br>3%    | 77<br>4%                                     | 19<br>6%                                                    | 52<br>5%                 | 47<br>4%                         | 41<br>6%                                          | 54<br>4%             | 8<br>3%                                                | 26<br>5%                        | 12<br>2%                                          | 4<br>4%                                                                          | 4<br>5%                            | 79<br>4%    |
| Worse                 | 886<br>40%<br>acd  | 384<br>36% | 494<br>43%   | 72<br>25%    | 110<br>30%   | 134<br>37%   | 148<br>42%   | 170<br>48%   | 142<br>53%   | 112<br>45% | 774<br>41%                                   | 96<br>32%                                                   | 359<br>37%               | 525<br>42%                       | 246<br>37%                                        | 631<br>41%           | 120<br>43%                                             | 205<br>37%                      | 226<br>42%                                        | 49<br>50%                                                                        | 31<br>43%                          | 985<br>44%  |
| NET: Better           | -35%               | -31%       | -39%         | -20%         | -22%         | -31%         | -39%         | -46%         | -51%         | -41%       | -37%                                         | -26%                                                        | -31%                     | -38%                             | -31%                                              | -37%                 | -40%                                                   | -32%                            | -40%                                              | -46%                                                                             | -37%                               | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q208. Thinking specifically about social care, do you think the general standard of social care over the last 12 months has...

Base: All respondents

|                       | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |                 | England region    |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total |
|-----------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|-----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|
|                       |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)    | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |
| Unweighted Total      | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334             | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |
| Weighted Total        | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003            | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |
| Got much better       | 9<br>*           | 1<br>*                  | 3<br>*                          | -<br>-                          | 1<br>1%                      | 9<br>*         | -<br>-          | -<br>-       | -<br>-                  | 3<br>1%              | -<br>-          | 6<br>1%         | 2<br>2%           | 1<br>*            | 1<br>*                             | -<br>-               | -<br>-               | 1<br>*                 | 1<br>*            | 1<br>1%           | 2<br>1%       | 8<br>*      |
| Got slightly better   | 90<br>4%         | 21<br>5%                | 22<br>4%                        | 22<br>4%                        | 9<br>4%                      | 80<br>4%       | 3<br>2%         | 5<br>5%      | 2<br>2%                 | 36<br>7%<br>zm       | 11<br>3%        | 33<br>3%        | 7<br>8%           | 12<br>5%          | 16<br>9%<br>zt                     | 6<br>3%              | 6<br>3%              | 6<br>3%                | 7<br>2%           | 8<br>4%           | 12<br>4%      | 71<br>3%    |
| Stayed about the same | 816<br>36%       | 159<br>40%              | 223<br>37%                      | 212<br>40%                      | 85<br>37%                    | 688<br>36%     | 72<br>39%       | 34<br>32%    | 22<br>35%               | 202<br>39%           | 132<br>36%      | 354<br>35%      | 35<br>40%         | 94<br>38%         | 73<br>39%                          | 60<br>36%            | 72<br>36%            | 61<br>29%              | 112<br>36%        | 65<br>34%         | 116<br>40%    | 795<br>36%  |
| Got slightly worse    | 585<br>26%<br>k  | 117<br>29%              | 171<br>28%                      | 136<br>26%                      | 59<br>26%                    | 493<br>26%     | 46<br>25%       | 31<br>29%    | 15<br>25%               | 113<br>22%           | 100<br>28%      | 280<br>28%<br>k | 20<br>22%         | 60<br>24%         | 33<br>18%                          | 43<br>26%            | 58<br>29%            | 57<br>27%              | 98<br>31%<br>p    | 62<br>32%<br>p    | 64<br>22%     | 641<br>29%  |
| Got much worse        | 301<br>13%<br>e  | 64<br>16%               | 94<br>15%                       | 53<br>10%                       | 23<br>10%                    | 258<br>14%     | 23<br>12%       | 13<br>12%    | 7<br>12%                | 85<br>16%            | 55<br>15%       | 118<br>12%      | 12<br>14%         | 43<br>17%         | 30<br>16%                          | 22<br>13%            | 33<br>17%            | 28<br>13%              | 38<br>12%         | 20<br>10%         | 33<br>11%     | 344<br>15%  |
| Don't know            | 436<br>19%<br>cd | 37<br>9%                | 92<br>15%<br>c                  | 101<br>19%<br>c                 | 54<br>24%<br>cd              | 357<br>19%     | 40<br>22%       | 23<br>21%    | 17<br>26%               | 82<br>16%            | 64<br>18%       | 212<br>21%      | 13<br>14%         | 37<br>15%         | 31<br>17%                          | 34<br>21%            | 29<br>15%            | 57<br>27%<br>zort      | 54<br>17%         | 40<br>20%         | 62<br>21%     | 379<br>17%  |
| Mean                  | 2.4              | 2.39                    | 2.36                            | 2.48                            | 2.47                         | 2.4            | 2.39            | 2.38         | 2.38                    | 2.45                 | 2.33            | 2.4             | 2.56              | 2.37              | 2.51                               | 2.38                 | 2.3                  | 2.31                   | 2.36              | 2.42              | 2.5           | 2.33        |
| Better                | 100<br>4%        | 22<br>6%                | 25<br>4%                        | 22<br>4%                        | 10<br>4%                     | 89<br>5%       | 3<br>2%         | 5<br>5%      | 2<br>2%                 | 39<br>7%<br>zlm      | 11<br>3%        | 39<br>4%        | 9<br>10%<br>t     | 13<br>5%          | 17<br>9%<br>zrt                    | 6<br>3%              | 6<br>3%              | 7<br>3%                | 9<br>3%           | 9<br>5%           | 15<br>5%      | 79<br>4%    |
| Worse                 | 886<br>40%<br>ze | 180<br>45%              | 264<br>44%<br>ze                | 189<br>36%<br>ze                | 82<br>35%                    | 751<br>40%     | 69<br>37%       | 44<br>41%    | 23<br>36%               | 198<br>38%           | 155<br>43%      | 398<br>40%      | 32<br>36%         | 103<br>42%        | 63<br>34%                          | 65<br>39%            | 91<br>46%<br>v       | 84<br>40%              | 135<br>44%        | 81<br>42%         | 97<br>34%     | 985<br>44%  |
| NET: Better           | -35%             | -40%                    | -40%                            | -32%                            | -31%                         | -35%           | -35%            | -36%         | -34%                    | -31%                 | -40%            | -36%            | -26%              | -36%              | -25%                               | -36%                 | -43%                 | -37%                   | -41%              | -37%              | -28%          | -40%        |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l - z/n/o/p/q/r/s/h/u/v  
Overlap formulae used. \* small base

Q208. Thinking specifically about social care, do you think the general standard of social care over the last 12 months has...?

Base: All respondents

|                       | Total<br>(z)     | Urbanity     |              | IMD Quintile             |            |            |                |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                 | Unwtd Total |
|-----------------------|------------------|--------------|--------------|--------------------------|------------|------------|----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-----------------|-------------|
|                       |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)       | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)       |             |
| Unweighted Total      | 2238             | 1673         | 565          | 419                      | 432        | 476        | 450            | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831            | 2238        |
| Weighted Total        | 2238             | 1745         | 493          | 451                      | 442        | 447        | 448            | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642            | 2238        |
| Got much better       | 9<br>*           | 9<br>*       | 1<br>*       | 4<br>1%                  | 2<br>1%    | 3<br>1%    | -<br>-         | -<br>-                    | 5<br>*                                                                  | 1<br>1%                            | 1<br>1%                                              | -<br>-                                                   | -<br>-                                            | 2<br>3%                                           | -<br>-                   | 5<br>1%               | 5<br>*          | 8<br>*      |
| Got slightly better   | 90<br>4%<br>p    | 71<br>4%     | 20<br>4%     | 18<br>4%                 | 18<br>4%   | 26<br>6%   | 16<br>4%       | 12<br>3%                  | 52<br>4%                                                                | 4<br>2%                            | *<br>*                                               | 12<br>7%<br>ij                                           | 10<br>4%                                          | 3<br>4%                                           | 8<br>4%                  | 33<br>6%              | 57<br>3%        | 71<br>3%    |
| Stayed about the same | 816<br>36%       | 651<br>37%   | 165<br>34%   | 156<br>35%               | 159<br>36% | 176<br>39% | 167<br>37%     | 158<br>35%                | 435<br>36%                                                              | 94<br>38%                          | 43<br>38%                                            | 47<br>29%                                                | 82<br>35%                                         | 34<br>49%<br>k                                    | 75<br>44%                | 214<br>36%            | 601<br>37%      | 795<br>36%  |
| Got slightly worse    | 585<br>26%       | 439<br>25%   | 146<br>30%   | 115<br>26%               | 120<br>27% | 118<br>26% | 119<br>27%     | 114<br>25%                | 336<br>28%<br>n                                                         | 61<br>25%                          | 25<br>22%                                            | 52<br>32%<br>n                                           | 68<br>29%<br>n                                    | 13<br>18%                                         | 25<br>15%                | 140<br>24%            | 445<br>27%      | 641<br>29%  |
| Got much worse        | 301<br>13%       | 237<br>14%   | 65<br>13%    | 63<br>14%                | 62<br>14%  | 64<br>14%  | 58<br>13%      | 54<br>12%                 | 154<br>13%                                                              | 48<br>19%<br>zhkmm                 | 22<br>19%<br>mn                                      | 15<br>9%                                                 | 48<br>20%<br>zhkmm                                | 3<br>4%                                           | 10<br>6%                 | 68<br>12%             | 231<br>14%      | 344<br>15%  |
| Don't know            | 436<br>19%<br>el | 340<br>19%   | 96<br>20%    | 94<br>21%<br>e           | 81<br>18%  | 60<br>13%  | 89<br>20%<br>e | 113<br>25%<br>ze          | 229<br>19%<br>l                                                         | 38<br>16%                          | 23<br>20%                                            | 35<br>22%<br>l                                           | 28<br>12%                                         | 15<br>21%                                         | 54<br>32%<br>zhil        | 132<br>22%            | 304<br>18%      | 379<br>17%  |
| Mean                  | 2.4<br>ilp       | 2.41         | 2.36         | 2.4                      | 2.39       | 2.45       | 2.39           | 2.38                      | 2.41                                                                    | 2.28                               | 2.27                                                 | 2.44                                                     | 2.26                                              | 2.79                                              | 2.67<br>ijl              | 2.49                  | 2.37            | 2.33        |
| Better                | 100<br>4%<br>p   | 79<br>5%     | 20<br>4%     | 22<br>5%                 | 20<br>5%   | 29<br>7%   | 16<br>4%       | 12<br>3%                  | 57<br>5%                                                                | 6<br>2%                            | 1<br>1%                                              | 12<br>7%<br>i                                            | 10<br>4%                                          | 5<br>7%                                           | 8<br>4%                  | 37<br>6%              | 62<br>4%        | 79<br>4%    |
| Worse                 | 886<br>40%<br>mn | 676<br>39%   | 211<br>43%   | 178<br>40%               | 182<br>41% | 181<br>41% | 177<br>40%     | 168<br>37%                | 490<br>40%<br>mn                                                        | 108<br>44%<br>mn                   | 47<br>41%<br>n                                       | 67<br>42%<br>n                                           | 117<br>49%<br>zhmn                                | 16<br>23%                                         | 35<br>21%                | 209<br>35%            | 676<br>41%<br>z | 985<br>44%  |
| NET: Better           | -35%             | -34%         | -39%         | -35%                     | -37%       | -34%       | -36%           | -35%                      | -36%                                                                    | -42%                               | -40%                                                 | -34%                                                     | -45%                                              | -15%                                              | -16%                     | -29%                  | -37%            | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q208. Thinking specifically about social care, do you think the general standard of social care over the last 12 months has...?

Base: All respondents

|                       | Total<br>(z)         | Use of NHS Services P12M |                    |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                     |              | Unwtd Total |
|-----------------------|----------------------|--------------------------|--------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------------|--------------|-------------|
|                       |                      | Any service<br>(a)       | No Service<br>(b)  | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)         | Other<br>(m) |             |
| Unweighted Total      | 2238                 | 2055                     | 165                | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                 | 17           | 2238        |
| Weighted Total        | 2238                 | 2005                     | 203*               | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                | 14**         | 2238        |
| Got much better       | 9<br>*               | 7<br>*                   | 2<br>1%            | 3<br>*              | 3<br>*              | 1<br>1%            | 1<br>*                   | 6<br>*                          | 6<br>*                                            | 3<br>1%                           | 2<br>*                                                    | 1<br>1%                          | 2<br>1%             | -<br>-       | 8<br>*      |
| Got slightly better   | 90<br>4%             | 78<br>4%                 | 12<br>6%           | 27<br>3%            | 46<br>4%            | 5<br>3%            | 26<br>5%                 | 65<br>4%                        | 61<br>4%                                          | 19<br>4%                          | 25<br>4%                                                  | 9<br>6%                          | 12<br>6%            | 1<br>5%      | 71<br>3%    |
| Stayed about the same | 816<br>36%<br>d      | 748<br>37%<br>zd         | 64<br>31%          | 339<br>42%<br>zad   | 341<br>33%          | 68<br>40%          | 191<br>37%               | 583<br>36%                      | 619<br>37%                                        | 181<br>35%                        | 203<br>35%                                                | 51<br>34%                        | 64<br>31%           | 6<br>45%     | 795<br>36%  |
| Got slightly worse    | 585<br>26%<br>zc     | 542<br>27%               | 43<br>21%          | 192<br>24%          | 304<br>30%          | 46<br>27%          | 143<br>28%               | 453<br>28%                      | 470<br>28%                                        | 141<br>27%                        | 153<br>26%                                                | 44<br>29%                        | 43<br>21%           | 2<br>16%     | 641<br>29%  |
| Got much worse        | 301<br>13%<br>c      | 274<br>14%               | 22<br>11%          | 92<br>11%           | 145<br>14%          | 37<br>22%<br>zabc  | 93<br>18%<br>zgh         | 215<br>13%                      | 235<br>14%                                        | 101<br>19%                        | 93<br>16%                                                 | 25<br>17%                        | 22<br>11%           | 1<br>4%      | 344<br>15%  |
| Don't know            | 436<br>19%<br>aefghi | 357<br>18%<br>e          | 60<br>30%<br>zacde | 152<br>19%<br>e     | 192<br>19%<br>e     | 12<br>7%           | 65<br>12%                | 287<br>18%<br>fh                | 270<br>16%<br>f                                   | 78<br>15%                         | 101<br>18%<br>f                                           | 20<br>13%                        | 60<br>30%<br>zghijk | 4<br>31%     | 379<br>17%  |
| Mean                  | 2.4<br>dhi           | 2.4                      | 2.51               | 2.48<br>zad         | 2.35                | 2.29               | 2.34                     | 2.39<br>i                       | 2.38                                              | 2.29                              | 2.35                                                      | 2.37                             | 2.51                | 2.74         | 2.33        |
| Better                | 100<br>4%            | 85<br>4%                 | 14<br>7%           | 30<br>4%            | 48<br>5%            | 7<br>4%            | 28<br>5%                 | 71<br>4%                        | 67<br>4%                                          | 23<br>4%                          | 27<br>5%                                                  | 10<br>7%                         | 14<br>7%            | 1<br>5%      | 79<br>4%    |
| Worse                 | 886<br>40%<br>c      | 816<br>41%<br>zc         | 65<br>32%          | 284<br>35%          | 449<br>44%          | 83<br>49%<br>bc    | 236<br>45%<br>zl         | 669<br>42%<br>z                 | 705<br>42%<br>zl                                  | 242<br>46%<br>zl                  | 246<br>43%                                                | 69<br>46%                        | 65<br>32%           | 3<br>20%     | 985<br>44%  |
| NET: Better           | -35%                 | -36%                     | -25%               | -32%                | -39%                | -45%               | -40%                     | -37%                            | -38%                                              | -42%                              | -38%                                                      | -39%                             | -25%                | -15%         | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q208. Thinking specifically about social care, do you think the general standard of social care over the last 12 months has...?

Base: All respondents

|                       | Total<br>(z)          | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------|-----------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                       |                       | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total      | 2238                  | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total        | 2238                  | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Got much better       | 9<br>*                | 2<br>*                  | 1<br>1%                            | 2<br>*                                | 7<br>*            | 3<br>1%                   | 7<br>*     | 5<br>2%                               | 1<br>*                 | 2<br>*           | 4<br>1%                               | 3<br>*                    | 2<br>*                | 9<br>9%                                       | -<br>-                 | -<br>-           | 6<br>4%                                       | 2<br>*                    | 1<br>*                | 8<br>*      |
| Got slightly better   | 90<br>4%<br>hlnor     | 25<br>5%                | 12<br>8%<br>z                      | 21<br>4%                              | 65<br>4%          | 20<br>4%                  | 69<br>4%   | 58<br>16%                             | 23<br>2%               | 7<br>1%          | 60<br>14%                             | 26<br>3%                  | 4<br>*                | 90<br>91%                                     | -<br>-                 | -<br>-           | 55<br>34%                                     | 32<br>4%                  | -<br>-                | 71<br>3%    |
| Stayed about the same | 816<br>36%<br>eilmor  | 197<br>38%              | 65<br>46%                          | 178<br>37%                            | 603<br>37%        | 141<br>30%                | 661<br>39% | 154<br>42%                            | 486<br>47%             | 162<br>21%       | 180<br>43%                            | 424<br>47%                | 205<br>24%            | -<br>-                                        | 816<br>100%            | -<br>-           | 75<br>46%                                     | 555<br>69%                | 172<br>18%            | 795<br>36%  |
| Got slightly worse    | 585<br>26%<br>hjkmpnq | 159<br>30%              | 34<br>24%                          | 149<br>31%                            | 404<br>25%        | 141<br>30%                | 435<br>25% | 80<br>22%                             | 233<br>22%             | 267<br>35%       | 77<br>18%                             | 195<br>22%                | 302<br>35%            | -<br>-                                        | -<br>-                 | 585<br>zmn       | 5<br>3%                                       | 126<br>16%                | 449<br>46%            | 641<br>29%  |
| Got much worse        | 301<br>13%<br>fghjkmn | 68<br>13%               | 19<br>14%                          | 59<br>12%                             | 227<br>14%        | 95<br>20%                 | 203<br>12% | 23<br>6%                              | 75<br>7%               | 199<br>26%       | 29<br>7%                              | 69<br>8%                  | 197<br>23%            | -<br>-                                        | -<br>-                 | 301<br>zmn       | 1<br>1%                                       | 23<br>3%                  | 273<br>28%            | 344<br>15%  |
| Don't know            | 436<br>19%<br>abcegin | 71<br>14%               | 11<br>8%                           | 70<br>15%                             | 313<br>19%        | 76<br>16%                 | 335<br>20% | 44<br>12%                             | 218<br>21%             | 121<br>16%       | 66<br>16%                             | 182<br>20%                | 146<br>17%            | -<br>-                                        | -<br>-                 | -<br>-           | 19<br>12%                                     | 70<br>9%                  | 80<br>8%              | 379<br>17%  |
| Mean                  | 2.4<br>eilor          | 2.41                    | 2.55                               | 2.41                                  | 2.4               | 2.24                      | 2.45       | 2.82<br>zhi                           | 2.56<br>zi             | 1.98             | 2.81<br>zkl                           | 2.58<br>zl                | 2.03                  | 4.09<br>zno                                   | 3<br>zo                | 1.66             | 3.43<br>zqr                                   | 2.82<br>zr                | 1.89                  | 2.33        |
| Better                | 100<br>4%<br>hlnor    | 27<br>5%                | 12<br>9%                           | 24<br>5%                              | 72<br>4%          | 23<br>5%                  | 75<br>4%   | 63<br>17%                             | 25<br>2%               | 10<br>1%         | 64<br>15%                             | 29<br>3%                  | 7<br>1%               | 100<br>100%                                   | -<br>-                 | -<br>-           | 62<br>38%                                     | 35<br>4%                  | 1<br>*                | 79<br>4%    |
| Worse                 | 886<br>40%<br>fghjkmn | 227<br>43%              | 53<br>37%                          | 208<br>43%                            | 630<br>39%        | 236<br>50%                | 638<br>37% | 103<br>28%                            | 308<br>30%             | 466<br>61%       | 105<br>25%                            | 263<br>29%                | 499<br>58%            | -<br>-                                        | -<br>-                 | 886<br>zmn       | 6<br>4%                                       | 140<br>18%                | 722<br>74%            | 985<br>44%  |
| NET: Better           | -35%                  | -38%                    | -29%                               | -38%                                  | -34%              | -45%                      | -33%       | -11%                                  | -27%                   | -60%             | -10%                                  | -26%                      | -57%                  | 100%                                          | 0%                     | -100%            | 34%                                           | -14%                      | -74%                  | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_publicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base



Q209. And looking towards the future, do you think the general standard of social care over the next 12 months will...?

Base: All respondents

|                     |                     | Gender          |                 |                 | Age             |                 |                 |                 |                 |                 |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  | Unwtd Total |
|---------------------|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|-------------|
|                     |                     | Total<br>(z)    | Man<br>(a)      | Woman<br>(b)    | 16-24<br>(c)    | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)    | 65-74<br>(h)    | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |             |
| Unweighted Total    | 2238                | 1090            | 1130            | 101             | 156             | 252             | 345             | 518             | 552             | 314             | 2016            | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |             |
| Weighted Total      | 2238                | 1069            | 1151            | 292*            | 361             | 359             | 355             | 354             | 268             | 249             | 1880            | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |             |
| Get much better     | 11<br>1%<br>o       | 6<br>1%<br>a    | 6<br>1%<br>b    | 2<br>1%<br>c    | 4<br>1%<br>d    | 1<br>+<br>e     | 1<br>+<br>f     | 1<br>+<br>g     | 1<br>+<br>h     | 1<br>+<br>i     | 9<br>+<br>j     | 2<br>1%<br>k                                 | 1<br>+<br>l                                                 | 10<br>1%<br>m            | 5<br>1%<br>n                     | 3<br>+<br>o                                       | 1<br>+<br>p          | -<br>-<br>q                                            | 3<br>+<br>r                     | -<br>-<br>s                                       | -<br>-<br>t                                                                      | 10<br>+<br>u                       |  |             |
| Get slightly better | 150<br>7%<br>bgor   | 85<br>8%<br>a   | 63<br>5%<br>b   | 16<br>6%<br>c   | 39<br>11%<br>d  | 30<br>8%<br>e   | 20<br>6%<br>f   | 15<br>4%<br>g   | 16<br>6%<br>h   | 14<br>6%<br>i   | 121<br>6%<br>j  | 25<br>8%<br>k                                | 78<br>8%<br>l                                               | 72<br>6%<br>m            | 67<br>10%<br>nopr                | 81<br>5%<br>o                                     | 10<br>4%<br>p        | 39<br>7%<br>q                                          | 20<br>4%<br>r                   | 6<br>6%<br>s                                      | 6<br>8%<br>t                                                                     | 128<br>6%<br>u                     |  |             |
| Stay about the same | 809<br>36%<br>gh    | 393<br>37%<br>a | 412<br>36%<br>b | 117<br>40%<br>c | 143<br>40%<br>d | 123<br>34%<br>e | 121<br>34%<br>f | 111<br>31%<br>g | 85<br>32%<br>h  | 109<br>44%<br>i | 667<br>35%<br>j | 129<br>43%<br>k                              | 343<br>35%<br>l                                             | 466<br>37%<br>m          | 228<br>34%<br>n                  | 573<br>37%<br>o                                   | 106<br>38%<br>p      | 222<br>40%<br>q                                        | 189<br>35%<br>r                 | 31<br>31%<br>s                                    | 25<br>35%<br>t                                                                   | 785<br>35%<br>u                    |  |             |
| Get slightly worse  | 647<br>29%<br>ok    | 304<br>28%<br>a | 340<br>30%<br>b | 77<br>26%<br>c  | 63<br>17%<br>d  | 115<br>32%<br>e | 103<br>29%<br>f | 124<br>35%<br>g | 97<br>36%<br>h  | 68<br>27%<br>i  | 570<br>30%<br>j | 60<br>20%<br>k                               | 271<br>28%<br>l                                             | 374<br>30%<br>m          | 200<br>30%<br>n                  | 443<br>29%<br>o                                   | 85<br>31%<br>p       | 138<br>25%<br>q                                        | 164<br>30%<br>r                 | 33<br>34%<br>s                                    | 23<br>31%<br>t                                                                   | 709<br>32%<br>u                    |  |             |
| Get much worse      | 327<br>15%<br>c     | 136<br>13%<br>a | 188<br>16%<br>b | 17<br>6%<br>c   | 50<br>14%<br>d  | 41<br>11%<br>e  | 57<br>16%<br>f  | 70<br>20%<br>g  | 52<br>20%<br>h  | 39<br>16%<br>i  | 281<br>15%<br>j | 39<br>14%<br>k                               | 122<br>12%<br>l                                             | 203<br>16%<br>m          | 83<br>12%<br>n                   | 241<br>16%<br>o                                   | 41<br>15%<br>p       | 81<br>15%<br>q                                         | 89<br>16%<br>r                  | 20<br>20%<br>s                                    | 10<br>14%<br>t                                                                   | 364<br>16%<br>u                    |  |             |
| Don't know          | 294<br>13%<br>ghiam | 145<br>14%<br>a | 143<br>12%<br>b | 62<br>21%<br>c  | 63<br>17%<br>d  | 49<br>14%<br>e  | 53<br>15%<br>f  | 33<br>9%<br>g   | 17<br>6%<br>h   | 18<br>7%<br>i   | 232<br>12%<br>j | 43<br>14%<br>k                               | 162<br>17%<br>l                                             | 128<br>10%<br>m          | 82<br>12%<br>n                   | 200<br>13%<br>o                                   | 34<br>12%<br>p       | 72<br>13%<br>q                                         | 78<br>14%<br>r                  | 9<br>9%<br>s                                      | 9<br>12%<br>t                                                                    | 242<br>11%<br>u                    |  |             |
| Mean                | 2.42<br>behior      | 2.48<br>zb      | 2.36<br>a       | 2.6<br>fgh      | 2.61<br>zfeh    | 2.47<br>gh      | 2.35<br>a       | 2.23<br>a       | 2.27<br>gh      | 2.44<br>gh      | 2.4<br>j        | 2.57<br>i                                    | 2.47<br>l                                                   | 2.39<br>m                | 2.51<br>zors                     | 2.38<br>o                                         | 2.36<br>p            | 2.46<br>q                                              | 2.32<br>r                       | 2.25<br>s                                         | 2.41<br>t                                                                        | 2.35<br>u                          |  |             |
| Better              | 161<br>7%<br>bgor   | 91<br>9%<br>a   | 69<br>6%<br>b   | 18<br>6%<br>c   | 42<br>12%<br>d  | 32<br>9%<br>e   | 21<br>6%<br>f   | 16<br>5%<br>g   | 17<br>6%<br>h   | 15<br>6%<br>i   | 130<br>7%<br>j  | 28<br>9%<br>k                                | 79<br>8%<br>l                                               | 82<br>7%<br>m            | 72<br>11%<br>nopr                | 84<br>5%<br>o                                     | 11<br>4%<br>p        | 39<br>7%<br>q                                          | 22<br>4%<br>r                   | 6<br>6%<br>s                                      | 6<br>8%<br>t                                                                     | 138<br>6%<br>u                     |  |             |
| Worse               | 974<br>44%<br>cdkl  | 440<br>41%<br>a | 528<br>46%<br>b | 94<br>32%<br>c  | 112<br>31%<br>d | 156<br>43%<br>e | 160<br>45%<br>f | 194<br>55%<br>g | 150<br>56%<br>h | 107<br>43%<br>i | 851<br>45%<br>j | 100<br>33%<br>k                              | 392<br>40%<br>l                                             | 577<br>46%<br>m          | 283<br>43%<br>nopr               | 684<br>44%<br>o                                   | 126<br>46%<br>p      | 219<br>40%<br>q                                        | 253<br>47%<br>r                 | 53<br>54%<br>s                                    | 33<br>45%<br>t                                                                   | 1073<br>48%<br>u                   |  |             |
| NET: Better         | -36%                | -33%            | -40%            | -26%            | -19%            | -35%            | -39%            | -50%            | -50%            | -37%            | -38%            | -24%                                         | -32%                                                        | -39%                     | -32%                             | -39%                                              | -42%                 | -33%                                                   | -43%                            | -48%                                              | -38%                                                                             | -42%                               |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q209. And looking towards the future, do you think the general standard of social care over the next 12 months will...?

Base: All respondents

|                     | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |                  |                         | England region (Net) |                 |                  | England region    |                   |                                    |                      |                      |                        |                   |                   |                  |             | Unwtd Total |
|---------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|------------------|-------------------------|----------------------|-----------------|------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|------------------|-------------|-------------|
|                     |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n)     | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)     | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)    |             |             |
| Unweighted Total    | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162              | 155                     | 453                  | 348             | 334              | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213              | 2238        |             |
| Weighted Total      | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*             | 62*                     | 521                  | 362             | 1003             | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290              | 2238        |             |
| Get much better     | 11<br>1%         | 5<br>1%                 | 2<br>*                          | 1<br>*                          | -<br>-                       | 9<br>*         | 1<br>*          | 2<br>2%          | -<br>-                  | 6<br>1%              | -<br>-          | 3<br>*           | 2<br>2%           | 2<br>1%           | 2<br>1%                            | -<br>-               | -<br>-               | 1<br>1%                | -<br>-            | -<br>-            | 2<br>1%          | 10<br>*     |             |
| Get slightly better | 150<br>7%<br>lr  | 25<br>6%                | 43<br>7%                        | 40<br>8%                        | 18<br>8%                     | 125<br>7%      | 17<br>9%        | 5<br>4%          | 4<br>6%                 | 50<br>10%<br>zl      | 12<br>3%        | 63<br>6%         | 7<br>8%           | 17<br>7%          | 26<br>14%<br>zqrst                 | 9<br>5%              | 3<br>2%              | 6<br>3%                | 21<br>7%<br>r     | 7<br>3%           | 29<br>10%<br>rsu | 128<br>6%   |             |
| Stay about the same | 809<br>36%       | 152<br>38%              | 232<br>38%                      | 189<br>36%                      | 89<br>39%                    | 685<br>36%     | 72<br>39%       | 32<br>30%        | 20<br>32%               | 200<br>38%           | 137<br>38%      | 347<br>35%       | 44<br>49%<br>s    | 90<br>36%         | 66<br>36%                          | 65<br>39%            | 73<br>37%            | 63<br>30%              | 106<br>34%        | 76<br>39%         | 103<br>36%       | 785<br>35%  |             |
| Get slightly worse  | 647<br>29%<br>p  | 113<br>28%              | 174<br>29%                      | 173<br>33%                      | 63<br>27%                    | 553<br>29%     | 50<br>27%       | 30<br>28%        | 14<br>23%               | 129<br>25%           | 105<br>29%      | 319<br>32%<br>zk | 15<br>17%         | 79<br>32%<br>p    | 34<br>19%                          | 41<br>25%            | 63<br>32%<br>p       | 67<br>32%<br>p         | 109<br>35%<br>znp | 65<br>33%<br>np   | 79<br>27%        | 709<br>32%  |             |
| Get much worse      | 327<br>15%<br>e  | 72<br>18%               | 102<br>17%                      | 57<br>11%                       | 27<br>12%                    | 282<br>15%     | 21<br>11%       | 13<br>12%        | 11<br>18%               | 83<br>16%            | 60<br>17%       | 140<br>14%       | 13<br>15%         | 32<br>13%         | 37<br>20%                          | 27<br>16%            | 33<br>17%            | 37<br>18%              | 43<br>14%         | 23<br>12%         | 38<br>13%        | 364<br>16%  |             |
| Don't know          | 294<br>13%<br>cd | 31<br>8%                | 51<br>8%                        | 66<br>13%                       | 34<br>15%<br>cd              | 232<br>12%     | 23<br>13%       | 24<br>23%<br>zgh | 14<br>22%<br>zg         | 54<br>10%            | 47<br>13%       | 131<br>13%       | 7<br>8%           | 28<br>11%         | 19<br>10%                          | 23<br>14%            | 25<br>12%            | 35<br>17%              | 32<br>10%         | 25<br>13%         | 39<br>14%        | 242<br>11%  |             |
| Mean                | 2.42             | 2.39                    | 2.4                             | 2.46                            | 2.5                          | 2.41           | 2.54            | 2.42             | 2.33                    | 2.5                  | 2.33            | 2.39             | 2.62<br>rs        | 2.44              | 2.52<br>s                          | 2.39                 | 2.27                 | 2.24                   | 2.38              | 2.39              | 2.51<br>rs       | 2.35        |             |
| Better              | 161<br>7%<br>lru | 29<br>7%                | 45<br>7%                        | 40<br>8%                        | 18<br>8%                     | 134<br>7%      | 17<br>9%        | 7<br>6%          | 4<br>6%                 | 55<br>11%<br>zlm     | 12<br>3%        | 66<br>7%         | 9<br>10%<br>r     | 19<br>7%<br>r     | 28<br>15%<br>zqrst                 | 9<br>5%              | 3<br>2%              | 7<br>4%                | 21<br>7%<br>r     | 7<br>3%           | 31<br>11%<br>rsu | 138<br>6%   |             |
| Worse               | 974<br>44%       | 186<br>47%              | 276<br>46%                      | 230<br>44%                      | 90<br>39%                    | 835<br>44%     | 71<br>39%       | 43<br>40%        | 25<br>40%               | 211<br>41%           | 165<br>46%      | 459<br>46%       | 29<br>32%         | 111<br>45%        | 71<br>39%                          | 68<br>41%            | 97<br>49%            | 104<br>50%             | 151<br>49%<br>n   | 87<br>45%<br>n    | 117<br>40%       | 1073<br>48% |             |
| NET: Better         | -36%             | -39%                    | -38%                            | -36%                            | -31%                         | -37%           | -29%            | -34%             | -34%                    | -30%                 | -42%            | -39%             | -22%              | -38%              | -24%                               | -36%                 | -47%                 | -46%                   | -42%              | -41%              | -30%             | -42%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

Q209. And looking towards the future, do you think the general standard of social care over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)     | Urbanity     |              | IMD Quintile             |                |                   |                |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 | Unwtd Total     |             |
|---------------------|------------------|--------------|--------------|--------------------------|----------------|-------------------|----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|-----------------|-------------|
|                     |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)       | 3<br>(e)          | 4<br>(f)       | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      |                 | No<br>(p)   |
| Unweighted Total    | 2238             | 1673         | 565          | 419                      | 432            | 476               | 450            | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831            | 2238        |
| Weighted Total      | 2238             | 1745         | 493          | 451                      | 442            | 447               | 448            | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642            | 2238        |
| Get much better     | 11<br>1%<br>h    | 9<br>*       | 3<br>1%      | 6<br>1%                  | 3<br>1%        | 2<br>*            | -<br>-         | 2<br>*                    | 2<br>*                                                                  | 3<br>1%<br>h                       | 1<br>1%                                              | -<br>-                                                   | -<br>-                                            | 4<br>5%<br>zhkl                                   | 2<br>1%                  | 6<br>1%         | 6<br>*          | 10<br>*     |
| Get slightly better | 150<br>7%        | 124<br>7%    | 26<br>5%     | 22<br>5%                 | 40<br>9%<br>f  | 46<br>10%<br>zcfg | 21<br>5%       | 22<br>5%                  | 91<br>8%                                                                | 13<br>5%                           | 3<br>3%                                              | 12<br>8%                                                 | 15<br>6%                                          | 7<br>9%                                           | 8<br>4%                  | 42<br>7%        | 107<br>7%       | 128<br>6%   |
| Stay about the same | 809<br>36%       | 622<br>36%   | 187<br>38%   | 156<br>35%               | 151<br>34%     | 161<br>36%        | 179<br>40%     | 162<br>36%                | 429<br>35%                                                              | 92<br>37%                          | 44<br>39%                                            | 51<br>32%                                                | 89<br>38%                                         | 29<br>42%                                         | 70<br>41%                | 191<br>32%      | 617<br>38%<br>z | 785<br>35%  |
| Get slightly worse  | 647<br>29%<br>il | 504<br>29%   | 143<br>29%   | 119<br>26%               | 119<br>27%     | 142<br>32%        | 127<br>28%     | 140<br>31%                | 367<br>30%<br>il                                                        | 57<br>23%                          | 30<br>26%                                            | 58<br>36%<br>il                                          | 51<br>21%                                         | 21<br>30%                                         | 56<br>32%                | 182<br>31%      | 463<br>28%      | 709<br>32%  |
| Get much worse      | 327<br>15%<br>n  | 248<br>14%   | 79<br>16%    | 76<br>17%                | 66<br>15%      | 66<br>15%         | 63<br>14%      | 56<br>12%                 | 164<br>14%                                                              | 54<br>22%<br>zhkmmn                | 22<br>20%<br>mn                                      | 17<br>10%                                                | 59<br>25%<br>zhkmmn                               | 3<br>4%                                           | 7<br>4%                  | 71<br>12%       | 256<br>16%      | 364<br>16%  |
| Don't know          | 294<br>13%<br>ep | 239<br>14%   | 55<br>11%    | 73<br>16%<br>e           | 63<br>14%<br>e | 31<br>7%          | 58<br>13%<br>e | 69<br>15%<br>e            | 157<br>13%                                                              | 28<br>12%                          | 13<br>12%                                            | 24<br>15%                                                | 23<br>10%                                         | 7<br>10%                                          | 29<br>17%                | 99<br>17%<br>zp | 193<br>12%      | 242<br>11%  |
| Mean                | 2.42<br>l        | 2.43         | 2.38         | 2.37                     | 2.46           | 2.46              | 2.4            | 2.41                      | 2.43                                                                    | 2.33                               | 2.31                                                 | 2.43                                                     | 2.28                                              | 2.81                                              | 2.59                     | 2.45            | 2.41            | 2.35        |
| Better              | 161<br>7%<br>f   | 133<br>8%    | 29<br>6%     | 27<br>6%                 | 43<br>10%<br>f | 47<br>11%<br>zfg  | 21<br>5%       | 24<br>5%                  | 93<br>8%                                                                | 16<br>7%                           | 4<br>4%                                              | 12<br>8%                                                 | 15<br>6%                                          | 10<br>15%                                         | 10<br>6%                 | 48<br>8%        | 113<br>7%       | 138<br>6%   |
| Worse               | 974<br>44%       | 751<br>43%   | 223<br>45%   | 195<br>43%               | 185<br>42%     | 208<br>47%        | 191<br>43%     | 196<br>43%                | 532<br>44%                                                              | 110<br>45%                         | 52<br>46%                                            | 74<br>46%                                                | 110<br>46%                                        | 23<br>33%                                         | 63<br>37%                | 254<br>43%      | 718<br>44%      | 1073<br>48% |
| NET: Better         | -36%             | -35%         | -39%         | -37%                     | -32%           | -36%              | -38%           | -38%                      | -36%                                                                    | -38%                               | -42%                                                 | -38%                                                     | -40%                                              | -19%                                              | -31%                     | -35%            | -37%            | -42%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q209. And looking towards the future, do you think the general standard of social care over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)           | Use of NHS Services P12M |                    |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                       |              | Unwtd Total |
|---------------------|------------------------|--------------------------|--------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------------|--------------|-------------|
|                     |                        | Any service<br>(a)       | No Service<br>(b)  | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)           | Other<br>(m) |             |
| Unweighted Total    | 2238                   | 2055                     | 165                | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                   | 17           | 2238        |
| Weighted Total      | 2238                   | 2005                     | 203*               | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                  | 14**         | 2238        |
| Get much better     | 11<br>1%<br>h          | 9<br>*                   | 2<br>1%            | 4<br>*              | 5<br>1%             | -<br>-             | 4<br>1%                  | 7<br>*                          | 5<br>*                                            | 3<br>1%                           | 2<br>*                                                    | 1<br>1%                          | 2<br>1%               | -<br>-       | 10<br>*     |
| Get slightly better | 150<br>7%              | 137<br>7%                | 13<br>7%           | 60<br>7%            | 64<br>6%            | 13<br>8%           | 33<br>6%                 | 111<br>7%                       | 102<br>6%                                         | 34<br>6%                          | 44<br>8%                                                  | 8<br>5%                          | 13<br>7%              | -<br>-       | 128<br>6%   |
| Stay about the same | 809<br>36%             | 743<br>37%               | 61<br>30%          | 310<br>38%          | 379<br>37%          | 55<br>32%          | 179<br>35%               | 580<br>36%                      | 616<br>37%                                        | 200<br>38%                        | 194<br>34%                                                | 51<br>34%                        | 61<br>30%             | 7<br>48%     | 785<br>35%  |
| Get slightly worse  | 647<br>29%             | 586<br>29%               | 56<br>28%          | 221<br>27%          | 312<br>30%          | 53<br>31%          | 165<br>32%               | 495<br>31%                      | 502<br>30%                                        | 147<br>28%                        | 171<br>30%                                                | 49<br>32%                        | 56<br>28%             | 2<br>18%     | 709<br>32%  |
| Get much worse      | 327<br>15%             | 299<br>15%               | 27<br>13%          | 102<br>13%          | 156<br>15%          | 41<br>24%          | 92<br>18%                | 235<br>15%                      | 260<br>16%                                        | 99<br>19%                         | 99<br>17%                                                 | 29<br>19%                        | 27<br>13%             | 1<br>4%      | 364<br>16%  |
| Don't know          | 294<br>13%<br>adeefghi | 231<br>12%<br>e          | 44<br>22%<br>zacde | 109<br>14%<br>e     | 114<br>11%          | 9<br>5%            | 46<br>9%                 | 181<br>11%<br>i                 | 176<br>11%                                        | 41<br>8%                          | 66<br>12%                                                 | 13<br>8%                         | 44<br>22%<br>zfgghijk | 4<br>31%     | 242<br>11%  |
| Mean                | 2.42<br>h              | 2.42                     | 2.42               | 2.49<br>zae         | 2.4                 | 2.25               | 2.35                     | 2.41                            | 2.39                                              | 2.37                              | 2.37                                                      | 2.3                              | 2.42                  | 2.64         | 2.35        |
| Better              | 161<br>7%<br>h         | 146<br>7%                | 15<br>8%           | 63<br>8%            | 69<br>7%            | 13<br>8%           | 37<br>7%                 | 118<br>7%<br>h                  | 107<br>6%                                         | 36<br>7%                          | 46<br>8%                                                  | 9<br>6%                          | 15<br>8%              | -<br>-       | 138<br>6%   |
| Worse               | 974<br>44%<br>c        | 885<br>44%<br>c          | 83<br>41%          | 323<br>40%          | 468<br>45%          | 94<br>55%<br>zac   | 257<br>49%<br>z          | 731<br>45%<br>z                 | 762<br>46%<br>z                                   | 246<br>47%                        | 271<br>47%                                                | 78<br>52%                        | 83<br>41%             | 3<br>21%     | 1073<br>48% |
| NET: Better         | -36%                   | -37%                     | -33%               | -32%                | -39%                | -48%               | -42%                     | -38%                            | -39%                                              | -40%                              | -39%                                                      | -46%                             | -33%                  | -21%         | -42%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q209. And looking towards the future, do you think the general standard of social care over the next 12 months will...?

Base: All respondents

|                     | Total<br>(z)          | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                 | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total      |
|---------------------|-----------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|------------------|
|                     |                       | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)       | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                  |
| Unweighted Total    | 2238                  | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641            | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238             |
| Weighted Total      | 2238                  | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709            | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238             |
| Get much better     | 11<br>1%<br>h         | 5<br>1%<br>za           | 4<br>3%<br>zd                      | 4<br>1%<br>z                          | 7<br>*<br>z       | 2<br>*<br>z               | 9<br>1%<br>z    | 8<br>2%<br>zhi                        | 1<br>*<br>z            | 2<br>*<br>z       | 8<br>2%<br>zkl                        | 2<br>*<br>z               | 1<br>*<br>z           | 8<br>8%<br>zno                                | 4<br>*<br>z            | -<br>-<br>z       | 11<br>7%<br>zqr                               | -<br>-<br>z               | -<br>-<br>z           | 10<br>*<br>z     |
| Get slightly better | 150<br>7%<br>hikloqr  | 28<br>5%<br>z           | 10<br>7%<br>z                      | 26<br>5%<br>z                         | 122<br>8%<br>z    | 33<br>7%<br>z             | 117<br>7%<br>z  | 78<br>21%<br>zhi                      | 48<br>5%<br>i          | 15<br>2%<br>z     | 110<br>26%<br>zkl                     | 18<br>2%<br>z             | 20<br>2%<br>z         | 54<br>54%<br>zno                              | 71<br>9%<br>zo         | 6<br>1%<br>z      | 150<br>93%<br>zqr                             | -<br>-<br>z               | -<br>-<br>z           | 128<br>6%<br>z   |
| Stay about the same | 809<br>36%<br>ilopr   | 203<br>39%<br>z         | 68<br>48%<br>zad                   | 183<br>38%<br>z                       | 580<br>36%<br>z   | 157<br>33%<br>z           | 636<br>37%<br>z | 144<br>39%<br>i                       | 480<br>46%<br>zi       | 170<br>22%<br>z   | 160<br>39%<br>l                       | 492<br>55%<br>zjl         | 153<br>18%<br>z       | 35<br>35%<br>o                                | 555<br>68%<br>zmo      | 149<br>17%<br>z   | -<br>-<br>z                                   | 809<br>100%<br>zpr        | -<br>-<br>z           | 785<br>35%<br>z  |
| Get slightly worse  | 647<br>29%<br>gikmnpq | 149<br>29%<br>z         | 31<br>22%<br>z                     | 138<br>29%<br>z                       | 472<br>29%<br>z   | 135<br>28%<br>z           | 498<br>29%<br>z | 74<br>20%<br>z                        | 280<br>27%<br>g        | 275<br>36%<br>zgh | 78<br>19%<br>z                        | 200<br>22%<br>z           | 357<br>42%<br>zjk     | -<br>-<br>z                                   | 165<br>20%<br>m        | 420<br>47%<br>zmn | -<br>-<br>z                                   | -<br>-<br>z               | 647<br>66%<br>zpq     | 709<br>32%<br>z  |
| Get much worse      | 327<br>15%<br>fghjkmm | 93<br>18%<br>z          | 21<br>15%<br>z                     | 86<br>18%<br>z                        | 230<br>14%<br>z   | 108<br>23%<br>zf          | 218<br>13%<br>z | 26<br>7%<br>z                         | 90<br>9%<br>z          | 210<br>28%<br>zgh | 16<br>4%<br>z                         | 73<br>8%<br>j             | 231<br>27%<br>zjk     | 1<br>1%<br>z                                  | 7<br>1%<br>z           | 302<br>34%<br>zmn | -<br>-<br>z                                   | -<br>-<br>z               | 327<br>34%<br>zpq     | 364<br>16%<br>z  |
| Don't know          | 294<br>13%<br>pqr     | 45<br>9%<br>z           | 8<br>5%<br>z                       | 43<br>9%<br>z                         | 208<br>13%<br>ab  | 41<br>9%<br>z             | 232<br>14%<br>e | 35<br>10%<br>z                        | 137<br>13%<br>z        | 88<br>12%<br>z    | 43<br>10%<br>z                        | 114<br>13%<br>z           | 95<br>11%<br>z        | 3<br>3%<br>z                                  | 14<br>2%<br>z          | 10<br>1%<br>z     | -<br>-<br>z                                   | -<br>-<br>z               | -<br>-<br>z           | 242<br>11%<br>z  |
| Mean                | 2.42<br>eilor         | 2.38                    | 2.58<br>ac                         | 2.36                                  | 2.43              | 2.28                      | 2.46<br>ze      | 2.9<br>zhi                            | 2.55<br>zi             | 1.99              | 3.04<br>zkl                           | 2.59<br>zl                | 1.96                  | 3.71<br>zno                                   | 2.87<br>zo             | 1.84              | 4.07<br>zqr                                   | 3<br>zr                   | 1.66                  | 2.35             |
| Better              | 161<br>7%<br>hikloqr  | 33<br>6%<br>z           | 14<br>10%<br>z                     | 30<br>6%<br>z                         | 128<br>8%<br>z    | 35<br>7%<br>z             | 126<br>7%<br>z  | 86<br>24%<br>zhi                      | 49<br>5%<br>i          | 17<br>2%<br>z     | 118<br>28%<br>zkl                     | 20<br>2%<br>z             | 21<br>3%<br>z         | 62<br>62%<br>zno                              | 75<br>9%<br>zo         | 6<br>1%<br>z      | 161<br>100%<br>zqr                            | -<br>-<br>z               | -<br>-<br>z           | 138<br>6%<br>z   |
| Worse               | 974<br>44%<br>fghjkmm | 242<br>46%<br>b         | 53<br>37%<br>z                     | 224<br>47%<br>z                       | 702<br>43%<br>z   | 243<br>51%<br>zf          | 716<br>42%<br>z | 100<br>27%<br>z                       | 370<br>36%<br>g        | 484<br>64%<br>zgh | 95<br>23%<br>z                        | 273<br>30%<br>j           | 588<br>69%<br>zjk     | 1<br>1%<br>z                                  | 172<br>21%<br>m        | 722<br>81%<br>zmn | -<br>-<br>z                                   | -<br>-<br>z               | 974<br>100%<br>zpq    | 1073<br>48%<br>z |
| NET: Better         | -36%                  | -40%                    | -28%                               | -41%                                  | -35%              | -44%                      | -35%            | -4%                                   | -31%                   | -62%              | 6%                                    | -28%                      | -66%                  | 61%                                           | -12%                   | -81%              | 100%                                          | 0%                        | -100%                 | -42%             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_publicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 99

Q210. To what extent do you agree or disagree with the following statements? -SUMMARY TABLE

Base: All respondents

|                            | Social care services in my local area are good | The government has the right policies for social care |
|----------------------------|------------------------------------------------|-------------------------------------------------------|
| Unweighted Total           | 2238                                           | 2238                                                  |
| Weighted Total             | 2238                                           | 2238                                                  |
| Strongly agree             | 20<br>1%                                       | 15<br>1%                                              |
| Tend to agree              | 288<br>13%                                     | 178<br>8%                                             |
| Neither agree nor disagree | 752<br>34%                                     | 563<br>25%                                            |
| Tend to disagree           | 447<br>20%                                     | 762<br>34%                                            |
| Strongly disagree          | 175<br>8%                                      | 386<br>17%                                            |
| Don't know                 | 556<br>25%                                     | 334<br>15%                                            |
| Mean                       | 2.72                                           | 2.3                                                   |
| Agree                      | 308<br>14%                                     | 193<br>9%                                             |
| Disagree                   | 621<br>28%                                     | 1148<br>51%                                           |
| NET: Agree                 | -14%                                           | -43%                                                  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q210. To what extent do you agree or disagree with the following statements? -Social care services in my local area are good

Base: All respondents

|                            | Gender             |                   |                   | Age                 |                   |                   |                   |                   |                     | Ethnicity         |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total       |
|----------------------------|--------------------|-------------------|-------------------|---------------------|-------------------|-------------------|-------------------|-------------------|---------------------|-------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------------|
|                            | Total<br>(z)       | Man<br>(a)        | Woman<br>(b)      | 16-24<br>(c)        | 25-34<br>(d)      | 35-44<br>(e)      | 45-54<br>(f)      | 55-64<br>(g)      | 65-74<br>(h)        | 75+<br>(i)        | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                   |
| Unweighted Total           | 2238               | 1090              | 1130              | 101                 | 156               | 252               | 345               | 518               | 552                 | 314               | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238              |
| Weighted Total             | 2238               | 1069              | 1151              | 292*                | 361               | 359               | 355               | 354               | 268                 | 249               | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238              |
| Strongly agree             | 20<br>1%<br>h      | 9<br>1%<br>1%     | 11<br>1%<br>1%    | 3<br>1%<br>1%       | 4<br>1%<br>1%     | 4<br>1%<br>1%     | 4<br>1%<br>1%     | 3<br>1%<br>1%     | 1<br>*<br>1%        | 2<br>1%<br>1%     | 16<br>1%<br>1%                               | 5<br>2%<br>2%                                               | 7<br>1%<br>1%            | 13<br>1%<br>1%                   | 9<br>1%<br>1%                                     | 12<br>1%<br>1%       | 4<br>1%<br>1%                                          | 5<br>1%<br>1%                   | 3<br>1%<br>1%                                      | -<br>-<br>-                                                                      | -<br>-<br>-                        | 17<br>1%<br>1%    |
| Tend to agree              | 288<br>13%<br>h    | 141<br>13%<br>13% | 145<br>13%<br>13% | 66<br>23%<br>zdefgh | 38<br>11%<br>11%  | 47<br>13%<br>13%  | 36<br>10%<br>10%  | 40<br>11%<br>11%  | 23<br>9%<br>9%      | 38<br>15%<br>15%  | 242<br>13%<br>13%                            | 39<br>13%<br>13%                                            | 107<br>11%<br>11%        | 181<br>14%<br>14%                | 92<br>14%<br>14%                                  | 192<br>12%<br>12%    | 29<br>11%<br>11%                                       | 70<br>13%<br>13%                | 76<br>14%<br>14%                                   | 8<br>8%<br>8%                                                                    | 10<br>14%<br>14%                   | 262<br>12%<br>12% |
| Neither agree nor disagree | 752<br>34%<br>jn   | 356<br>33%<br>33% | 393<br>34%<br>34% | 85<br>29%<br>29%    | 119<br>33%<br>33% | 114<br>32%<br>32% | 108<br>30%<br>30% | 119<br>33%<br>33% | 107<br>40%<br>zcefg | 100<br>40%<br>zef | 614<br>33%<br>33%                            | 122<br>41%<br>41%                                           | 318<br>33%<br>33%        | 433<br>35%<br>35%                | 189<br>28%<br>28%                                 | 555<br>36%<br>zn     | 99<br>36%<br>zn                                        | 203<br>37%<br>n                 | 188<br>35%<br>35%                                  | 39<br>39%<br>n                                                                   | 26<br>37%<br>37%                   | 773<br>35%<br>35% |
| Tend to disagree           | 447<br>20%<br>h    | 205<br>19%<br>19% | 238<br>21%<br>21% | 45<br>16%<br>16%    | 53<br>15%<br>15%  | 71<br>20%<br>20%  | 73<br>21%<br>21%  | 92<br>26%<br>zcd  | 64<br>24%<br>zd     | 49<br>20%<br>20%  | 393<br>21%<br>21%                            | 47<br>16%<br>16%                                            | 189<br>19%<br>19%        | 255<br>20%<br>20%                | 138<br>21%<br>21%                                 | 304<br>20%<br>20%    | 72<br>26%<br>zopqr                                     | 100<br>18%<br>18%               | 95<br>18%<br>18%                                   | 23<br>24%<br>24%                                                                 | 14<br>19%<br>19%                   | 498<br>22%<br>22% |
| Strongly disagree          | 175<br>8%<br>i     | 86<br>8%<br>8%    | 88<br>8%<br>8%    | 18<br>6%<br>i       | 40<br>11%<br>i    | 34<br>10%<br>i    | 27<br>7%<br>i     | 25<br>7%<br>i     | 22<br>8%<br>i       | 8<br>3%<br>i      | 152<br>8%<br>8%                              | 16<br>5%<br>5%                                              | 77<br>8%<br>8%           | 97<br>8%<br>8%                   | 39<br>6%<br>6%                                    | 134<br>9%<br>9%      | 21<br>7%<br>7%                                         | 45<br>8%<br>8%                  | 55<br>10%<br>n                                     | 9<br>9%<br>9%                                                                    | 5<br>7%<br>7%                      | 162<br>7%<br>7%   |
| Don't know                 | 556<br>25%<br>hmop | 273<br>26%<br>26% | 276<br>24%<br>24% | 75<br>26%<br>h      | 106<br>29%<br>h   | 90<br>25%<br>h    | 107<br>30%<br>ghl | 77<br>22%<br>22%  | 51<br>19%<br>19%    | 51<br>21%<br>21%  | 464<br>25%<br>25%                            | 71<br>24%<br>24%                                            | 277<br>28%<br>zm         | 274<br>22%<br>22%                | 199<br>30%<br>zopr                                | 344<br>22%<br>22%    | 52<br>19%<br>19%                                       | 129<br>23%<br>23%               | 126<br>23%<br>23%                                  | 20<br>20%<br>20%                                                                 | 17<br>23%<br>23%                   | 526<br>24%<br>24% |
| Mean                       | 2.72<br>hi         | 2.73<br>hi        | 2.72<br>hi        | 2.96<br>zfeh        | 2.66<br>2.66      | 2.69<br>2.69      | 2.67<br>2.67      | 2.65<br>2.65      | 2.62<br>2.62        | 2.87<br>zefgh     | 2.7<br>2.7                                   | 2.86<br>2.86                                                | 2.75<br>2.75             | 2.77<br>2.77                     | 2.77<br>2.77                                      | 2.7<br>2.7           | 2.66<br>2.66                                           | 2.74<br>2.74                    | 2.7<br>2.7                                         | 2.58<br>2.58                                                                     | 2.76<br>2.76                       | 2.69<br>2.69      |
| Agree                      | 308<br>14%<br>h    | 150<br>14%<br>14% | 156<br>14%<br>14% | 69<br>24%<br>zdefgh | 42<br>12%<br>12%  | 51<br>14%<br>14%  | 40<br>11%<br>11%  | 42<br>12%<br>12%  | 24<br>9%<br>9%      | 39<br>16%<br>h    | 257<br>14%<br>14%                            | 44<br>15%<br>15%                                            | 114<br>12%<br>12%        | 194<br>15%<br>15%                | 100<br>15%<br>15%                                 | 204<br>13%<br>13%    | 33<br>12%<br>12%                                       | 75<br>14%<br>14%                | 78<br>14%<br>14%                                   | 8<br>8%<br>8%                                                                    | 10<br>14%<br>14%                   | 279<br>12%<br>12% |
| Disagree                   | 621<br>28%<br>h    | 291<br>27%<br>27% | 326<br>28%<br>28% | 63<br>22%<br>22%    | 93<br>26%<br>26%  | 105<br>29%<br>29% | 99<br>28%<br>28%  | 117<br>33%<br>33% | 86<br>32%<br>zci    | 58<br>23%<br>zci  | 545<br>29%<br>29%                            | 63<br>21%<br>21%                                            | 267<br>27%<br>27%        | 352<br>28%<br>28%                | 177<br>27%<br>27%                                 | 439<br>28%<br>28%    | 92<br>33%<br>33%                                       | 145<br>26%<br>26%               | 151<br>28%<br>28%                                  | 32<br>32%<br>32%                                                                 | 19<br>26%<br>26%                   | 660<br>29%<br>29% |
| NET: Agree                 | -14%               | -13%              | -15%              | 2%                  | -14%              | -15%              | -17%              | -21%              | -23%                | -7%               | -15%                                         | -6%                                                         | -16%                     | -13%                             | -12%                                              | -15%                 | -22%                                                   | -13%                            | -13%                                               | -24%                                                                             | -12%                               | -17%              |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q210. To what extent do you agree or disagree with the following statements? - Social care services in my local area are good

Base: All respondents

|                            | Total             | Annual household income |                       |                    |                  | Country    |           |                  |           | England region (Net) |            |            | England region |                          |               |               |                 |            |                 |           |            |            | Unwtd Total |
|----------------------------|-------------------|-------------------------|-----------------------|--------------------|------------------|------------|-----------|------------------|-----------|----------------------|------------|------------|----------------|--------------------------|---------------|---------------|-----------------|------------|-----------------|-----------|------------|------------|-------------|
|                            |                   | £26,000 up to £51,999   | £52,000 up to £99,999 | £100,000 and above | England          | Scotland   | Wales     | Northern Ireland | North     | Midlands             | South      | North East | North West     | Yorkshire and The Humber | East Midlands | West Midlands | East of England | South East | South West      | London    |            |            |             |
| Unweighted Total           | 2238              | 468                     | 686                   | 465                | 164              | 1715       | 206       | 162              | 155       | 453                  | 348        | 334        | 85             | 201                      | 154           | 170           | 178             | 194        | 282             | 235       | 213        | 2238       |             |
| Weighted Total             | 2238              | 398                     | 605                   | 524                | 231              | 1886       | 184       | 106*             | 62*       | 521                  | 362        | 1003       | 89*            | 247                      | 184           | 164           | 198             | 209        | 310             | 195       | 290        | 2238       |             |
| Strongly agree             | 20<br>1%          | 4<br>1%                 | 6<br>1%               | 3<br>1%            | 6<br>2%          | 20<br>1%   | *<br>*    | -<br>-           | -<br>-    | 8<br>2%              | 7<br>2%    | 5<br>1%    | 2<br>2%        | 5<br>2%                  | 1<br>*        | 6<br>4%       | 1<br>*          | 2<br>1%    | 3<br>1%         | -<br>-    | -<br>-     | 17<br>1%   |             |
| Tend to agree              | 288<br>13%<br>grs | 56<br>14%               | 84<br>14%             | 53<br>10%          | 38<br>17%        | 215<br>11% | 39<br>21% | 22<br>21%        | 12<br>20% | 67<br>13%            | 33<br>9%   | 116<br>12% | 10<br>11%      | 33<br>13%                | 24<br>13%     | 20<br>12%     | 13<br>6%        | 14<br>7%   | 32<br>10%       | 29<br>15% | 41<br>14%  | 262<br>12% |             |
| Neither agree nor disagree | 752<br>34%<br>f   | 150<br>38%              | 220<br>36%            | 183<br>35%         | 43<br>18%        | 650<br>34% | 58<br>32% | 27<br>26%        | 17<br>28% | 176<br>34%           | 137<br>38% | 336<br>34% | 36<br>40%      | 72<br>29%                | 68<br>37%     | 55<br>33%     | 83<br>42%       | 68<br>32%  | 92<br>30%       | 75<br>38% | 102<br>35% | 773<br>35% |             |
| Tend to disagree           | 447<br>20%        | 93<br>23%               | 125<br>21%            | 101<br>19%         | 54<br>23%        | 376<br>20% | 36<br>20% | 22<br>21%        | 12<br>19% | 102<br>20%           | 76<br>21%  | 198<br>20% | 20<br>22%      | 54<br>22%                | 29<br>15%     | 31<br>19%     | 44<br>23%       | 46<br>22%  | 59<br>19%       | 31<br>16% | 62<br>21%  | 498<br>22% |             |
| Strongly disagree          | 175<br>8%         | 38<br>10%               | 59<br>10%             | 38<br>7%           | 15<br>7%         | 151<br>8%  | 13<br>7%  | 7<br>7%          | 3<br>5%   | 57<br>11%            | 31<br>9%   | 63<br>6%   | 6<br>7%        | 26<br>10%                | 25<br>14%     | 10<br>6%      | 21<br>10%       | 15<br>7%   | 27<br>9%        | 10<br>5%  | 11<br>4%   | 162<br>7%  |             |
| Don't know                 | 556<br>25%<br>cd  | 58<br>15%               | 111<br>18%            | 147<br>28%         | 75<br>32%<br>zcd | 474<br>25% | 38<br>21% | 27<br>26%        | 17<br>27% | 111<br>21%           | 78<br>22%  | 285<br>28% | 15<br>17%      | 58<br>23%                | 38<br>20%     | 42<br>26%     | 36<br>18%       | 65<br>31%  | 97<br>r<br>znpr | 49<br>25% | 74<br>26%  | 526<br>24% |             |
| Mean                       | 2.72              | 2.69                    | 2.7                   | 2.69               | 2.77             | 2.7        | 2.84      | 2.81             | 2.86      | 2.67                 | 2.68       | 2.73       | 2.76           | 2.67                     | 2.64          | 2.83          | 2.56            | 2.6        | 2.65            | 2.85      | 2.8        | 2.69       |             |
| Agree                      | 308<br>14%<br>grs | 59<br>15%               | 90<br>15%             | 56<br>11%          | 44<br>19%<br>e   | 235<br>12% | 39<br>21% | 22<br>21%        | 12<br>20% | 75<br>14%            | 39<br>11%  | 121<br>12% | 12<br>13%      | 38<br>15%                | 25<br>14%     | 26<br>16%     | 14<br>7%        | 16<br>8%   | 35<br>11%       | 29<br>15% | 41<br>14%  | 279<br>12% |             |
| Disagree                   | 621<br>28%<br>u   | 131<br>33%              | 184<br>30%            | 138<br>26%         | 70<br>30%        | 527<br>28% | 49<br>27% | 30<br>28%        | 15<br>25% | 159<br>31%           | 107<br>30% | 261<br>26% | 26<br>29%      | 80<br>32%                | 54<br>29%     | 42<br>25%     | 65<br>33%       | 61<br>29%  | 86<br>28%       | 42<br>21% | 73<br>25%  | 660<br>29% |             |
| NET: Agree                 | -14%              | -18%                    | -16%                  | -16%               | -11%             | -15%       | -6%       | -7%              | -5%       | -16%                 | -19%       | -14%       | -16%           | -17%                     | -16%          | -10%          | -26%            | -21%       | -16%            | -6%       | -11%       | -17%       |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/l - z/k/l/m - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



Q210. To what extent do you agree or disagree with the following statements? -Social care services in my local area are good

Base: All respondents

|                            | Total<br>(z)     | Urbanity         |              | IMD Quintile             |            |              |              |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                 | Unwtd Total |
|----------------------------|------------------|------------------|--------------|--------------------------|------------|--------------|--------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-----------------|-------------|
|                            |                  | Urban<br>(a)     | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)     | 4<br>(f)     | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)       |             |
| Unweighted Total           | 2238             | 1673             | 565          | 419                      | 432        | 476          | 450          | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831            | 2238        |
| Weighted Total             | 2238             | 1745             | 493          | 451                      | 442        | 447          | 448          | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642            | 2238        |
| Strongly agree             | 20<br>1%<br>a    | 11<br>1%         | 9<br>2%<br>a | 5<br>1%                  | -<br>-     | 7<br>2%<br>d | 7<br>1%<br>d | 2<br>*                    | 9<br>1%                                                                 | 3<br>1%                            | 2<br>2%                                              | -<br>-                                                   | 4<br>2%                                           | 2<br>3%                                           | -<br>-                   | 7<br>1%               | 13<br>1%        | 17<br>1%    |
| Tend to agree              | 288<br>13%<br>p  | 221<br>13%       | 67<br>14%    | 55<br>12%                | 62<br>14%  | 52<br>12%    | 58<br>13%    | 61<br>13%                 | 140<br>12%                                                              | 27<br>11%                          | 8<br>7%                                              | 13<br>8%                                                 | 27<br>11%                                         | 15<br>21%<br>jk                                   | 56<br>33%<br>zhijkl      | 97<br>16%<br>zp       | 190<br>12%      | 262<br>12%  |
| Neither agree nor disagree | 752<br>34%<br>n  | 574<br>33%       | 178<br>36%   | 140<br>31%               | 154<br>35% | 162<br>36%   | 149<br>33%   | 147<br>33%                | 403<br>33%<br>n                                                         | 91<br>37%<br>n                     | 47<br>41%<br>n                                       | 62<br>38%<br>n                                           | 82<br>35%<br>n                                    | 22<br>32%                                         | 34<br>20%                | 176<br>30%            | 576<br>35%<br>z | 773<br>35%  |
| Tend to disagree           | 447<br>20%       | 346<br>20%       | 101<br>20%   | 97<br>22%                | 87<br>20%  | 95<br>21%    | 89<br>20%    | 79<br>17%                 | 259<br>21%<br>j                                                         | 51<br>21%                          | 14<br>12%                                            | 34<br>21%                                                | 53<br>22%                                         | 11<br>16%                                         | 24<br>14%                | 112<br>19%            | 334<br>20%      | 498<br>22%  |
| Strongly disagree          | 175<br>8%<br>p   | 135<br>8%        | 39<br>8%     | 47<br>11%                | 29<br>7%   | 29<br>7%     | 36<br>8%     | 33<br>7%                  | 87<br>7%                                                                | 20<br>8%                           | 13<br>11%                                            | 10<br>6%                                                 | 35<br>15%<br>zhkm                                 | 1<br>2%                                           | 8<br>5%                  | 59<br>10%             | 116<br>7%       | 162<br>7%   |
| Don't know                 | 556<br>25%<br>bl | 458<br>26%<br>zb | 98<br>20%    | 105<br>23%               | 110<br>25% | 102<br>23%   | 109<br>24%   | 130<br>29%                | 312<br>26%<br>l                                                         | 54<br>22%                          | 30<br>26%<br>l                                       | 43<br>27%<br>l                                           | 37<br>16%                                         | 18<br>26%                                         | 50<br>29%<br>l           | 141<br>24%            | 412<br>25%      | 526<br>24%  |
| Mean                       | 2.72<br>l        | 2.71             | 2.76         | 2.64                     | 2.75       | 2.74         | 2.73         | 2.75                      | 2.69                                                                    | 2.7                                | 2.68                                                 | 2.66                                                     | 2.56                                              | 3.1                                               | 3.13<br>zhijkl           | 2.74                  | 2.72            | 2.69        |
| Agree                      | 308<br>14%<br>hp | 232<br>13%       | 76<br>15%    | 61<br>13%                | 62<br>14%  | 59<br>13%    | 64<br>14%    | 62<br>14%                 | 149<br>12%                                                              | 30<br>12%                          | 11<br>9%                                             | 13<br>8%                                                 | 31<br>13%                                         | 17<br>24%<br>hjk                                  | 56<br>33%<br>zhijkl      | 104<br>18%<br>zp      | 203<br>12%      | 279<br>12%  |
| Disagree                   | 621<br>28%       | 481<br>28%       | 140<br>28%   | 145<br>32%               | 116<br>26% | 124<br>28%   | 125<br>28%   | 111<br>25%                | 346<br>29%                                                              | 72<br>29%                          | 27<br>23%                                            | 44<br>27%                                                | 87<br>37%<br>zhjmn                                | 13<br>18%                                         | 32<br>18%                | 171<br>29%            | 450<br>27%      | 660<br>29%  |
| NET: Agree                 | -14%             | -14%             | -13%         | -19%                     | -12%       | -15%         | -14%         | -11%                      | -16%                                                                    | -17%                               | -14%                                                 | -19%                                                     | -24%                                              | 6%                                                | 14%                      | -11%                  | -15%            | -17%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210. To what extent do you agree or disagree with the following statements? -Social care services in my local area are good

Base: All respondents

|                            | Total<br>(z)       | Use of NHS Services P12M |                    |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                       |              | Unwtd Total |
|----------------------------|--------------------|--------------------------|--------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------------|--------------|-------------|
|                            |                    | Any service<br>(a)       | No Service<br>(b)  | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)           | Other<br>(m) |             |
| Unweighted Total           | 2238               | 2055                     | 165                | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                   | 17           | 2238        |
| Weighted Total             | 2238               | 2005                     | 203*               | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                  | 14**         | 2238        |
| Strongly agree             | 20<br>1%           | 17<br>1%                 | 4<br>2%            | 7<br>1%             | 6<br>1%             | 4<br>2%            | 6<br>1%                  | 11<br>1%                        | 13<br>1%                                          | 9<br>2%                           | 9<br>2%                                                   | 2<br>1%                          | 4<br>2%               | -<br>-       | 17<br>1%    |
| Tend to agree              | 288<br>13%<br>h    | 250<br>12%               | 32<br>16%          | 106<br>13%          | 121<br>12%          | 23<br>14%          | 61<br>12%                | 216<br>13%<br>h                 | 194<br>12%                                        | 69<br>13%                         | 68<br>12%                                                 | 17<br>12%                        | 32<br>16%             | 4<br>25%     | 262<br>12%  |
| Neither agree nor disagree | 752<br>34%         | 691<br>34%               | 55<br>27%          | 292<br>36%          | 349<br>34%          | 50<br>29%          | 164<br>32%               | 535<br>33%                      | 568<br>34%                                        | 175<br>33%                        | 207<br>36%                                                | 48<br>32%                        | 55<br>27%             | 3<br>23%     | 773<br>35%  |
| Tend to disagree           | 447<br>20%<br>bl   | 424<br>21%               | 22<br>11%          | 154<br>19%          | 230<br>22%          | 39<br>23%          | 116<br>22%               | 352<br>22%<br>l                 | 376<br>23%                                        | 104<br>20%                        | 122<br>21%                                                | 39<br>26%                        | 22<br>11%             | 1<br>6%      | 498<br>22%  |
| Strongly disagree          | 175<br>8%<br>g     | 154<br>8%                | 20<br>10%          | 57<br>7%            | 70<br>7%            | 26<br>15%<br>zacd  | 63<br>12%<br>zghj        | 109<br>7%                       | 126<br>8%                                         | 55<br>10%                         | 47<br>8%                                                  | 26<br>17%<br>zghj                | 20<br>10%             | -<br>-       | 162<br>7%   |
| Don't know                 | 556<br>25%<br>aehk | 469<br>23%               | 71<br>35%<br>zacde | 188<br>23%          | 254<br>25%          | 27<br>16%          | 110<br>21%<br>k          | 387<br>24%<br>k                 | 383<br>23%<br>k                                   | 113<br>22%<br>k                   | 125<br>22%<br>k                                           | 19<br>13%<br>k                   | 71<br>35%<br>zfgghijk | 7<br>47%     | 526<br>24%  |
| Mean                       | 2.72<br>afhk       | 2.71                     | 2.83               | 2.76                | 2.69                | 2.57               | 2.59                     | 2.73<br>fhk                     | 2.68<br>k                                         | 2.69                              | 2.71<br>k                                                 | 2.47                             | 2.83                  | 3.36         | 2.69        |
| Agree                      | 308<br>14%<br>h    | 267<br>13%               | 36<br>18%          | 113<br>14%          | 127<br>12%          | 27<br>16%          | 66<br>13%                | 227<br>14%<br>h                 | 208<br>13%                                        | 78<br>15%                         | 76<br>13%                                                 | 19<br>13%                        | 36<br>18%             | 4<br>25%     | 279<br>12%  |
| Disagree                   | 621<br>28%         | 578<br>29%               | 42<br>21%          | 212<br>26%          | 300<br>29%          | 66<br>39%<br>zabc  | 179<br>34%<br>zgl        | 462<br>29%                      | 502<br>30%<br>zl                                  | 158<br>30%                        | 169<br>29%                                                | 65<br>43%<br>zghijl              | 42<br>21%             | 1<br>6%      | 660<br>29%  |
| NET: Agree                 | -14%               | -15%                     | -3%                | -12%                | -17%                | -23%               | -22%                     | -15%                            | -18%                                              | -15%                              | -16%                                                      | -30%                             | -3%                   | 19%          | -17%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210. To what extent do you agree or disagree with the following statements? - Social care services in my local area are good

Base: All respondents

|                            | Total<br>(z)                   | Use of SC Services P12M |                                    |                                       |                    | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total     |
|----------------------------|--------------------------------|-------------------------|------------------------------------|---------------------------------------|--------------------|---------------------------|------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|-----------------|
|                            |                                | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)  | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                 |
| Unweighted Total           | 2238                           | 537                     | 127                                | 498                                   | 1637               | 557                       | 1641             | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238            |
| Weighted Total             | 2238                           | 523                     | 142*                               | 480                                   | 1618               | 477                       | 1709             | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238            |
| Strongly agree             | 20<br>1%<br>ilor               | 5<br>1%<br>c            | 4<br>3%<br>c                       | 3<br>1%<br>c                          | 15<br>1%<br>c      | 2<br>*<br>c               | 18<br>1%<br>c    | 9<br>3%<br>zi                         | 10<br>1%<br>zi         | 1<br>*<br>z       | 9<br>2%<br>zi                         | 6<br>1%<br>zi             | 5<br>1%<br>zi         | 7<br>7%<br>zno                                | 13<br>2%<br>o          | 1<br>*<br>z       | 13<br>8%<br>zqr                               | 5<br>1%<br>z              | 2<br>*<br>z           | 17<br>1%<br>z   |
| Tend to agree              | 288<br>13%<br>ilor             | 74<br>14%<br>c          | 20<br>14%<br>c                     | 72<br>15%<br>c                        | 207<br>13%<br>c    | 60<br>13%<br>c            | 221<br>13%<br>c  | 71<br>19%<br>zhi                      | 136<br>13%<br>i        | 70<br>9%<br>i     | 99<br>24%<br>zhi                      | 111<br>12%<br>i           | 77<br>9%<br>i         | 51<br>51%<br>zno                              | 160<br>20%<br>zo       | 41<br>5%<br>z     | 67<br>42%<br>zqr                              | 156<br>19%<br>zr          | 49<br>5%<br>z         | 262<br>12%<br>z |
| Neither agree nor disagree | 752<br>34%<br>ilr              | 178<br>34%<br>c         | 55<br>39%<br>c                     | 162<br>34%<br>c                       | 542<br>33%<br>c    | 145<br>30%<br>c           | 592<br>35%<br>c  | 125<br>34%<br>zi                      | 406<br>39%<br>zi       | 214<br>28%<br>zi  | 143<br>34%<br>zi                      | 350<br>39%<br>zi          | 249<br>29%<br>zi      | 24<br>24%<br>zno                              | 382<br>47%<br>zmo      | 286<br>32%<br>z   | 49<br>31%<br>zqr                              | 358<br>44%<br>zr          | 301<br>31%<br>z       | 773<br>35%<br>z |
| Tend to disagree           | 447<br>20%<br>dhkmpq           | 141<br>27%<br>zd        | 30<br>21%<br>zd                    | 131<br>27%<br>zd                      | 300<br>19%<br>zd   | 120<br>25%<br>zf          | 325<br>19%<br>zf | 73<br>20%<br>zi                       | 168<br>16%<br>zi       | 195<br>26%<br>zh  | 67<br>16%<br>zi                       | 155<br>17%<br>zi          | 215<br>25%<br>zjk     | 7<br>7%<br>zno                                | 128<br>16%<br>zo       | 294<br>33%<br>zmn | 13<br>8%<br>zqr                               | 114<br>14%<br>zr          | 311<br>32%<br>z       | 498<br>22%<br>z |
| Strongly disagree          | 175<br>8%<br>fghjkmn           | 42<br>8%<br>c           | 17<br>12%<br>c                     | 34<br>7%<br>c                         | 125<br>8%<br>c     | 66<br>14%<br>zf           | 106<br>6%<br>zf  | 8<br>2%<br>zi                         | 39<br>4%<br>zi         | 127<br>17%<br>zgh | 9<br>2%<br>zi                         | 28<br>3%<br>zi            | 136<br>16%<br>zjk     | 1<br>1%<br>zno                                | 10<br>1%<br>zo         | 157<br>18%<br>zmn | -<br>-<br>zqr                                 | 15<br>2%<br>zr            | 153<br>16%<br>z       | 162<br>7%<br>z  |
| Don't know                 | 556<br>25%<br>abceilm<br>nopqr | 82<br>16%<br>c          | 16<br>11%<br>c                     | 78<br>16%<br>c                        | 430<br>27%<br>zabc | 83<br>17%<br>c            | 447<br>26%<br>e  | 79<br>22%<br>zi                       | 277<br>27%<br>i        | 152<br>20%<br>i   | 88<br>21%<br>zi                       | 249<br>28%<br>zi          | 176<br>21%<br>zi      | 10<br>10%<br>zno                              | 124<br>15%<br>zo       | 108<br>12%<br>z   | 19<br>12%<br>zqr                              | 160<br>20%<br>zr          | 158<br>16%<br>z       | 526<br>24%<br>z |
| Mean                       | 2.72<br>eilor                  | 2.68                    | 2.71                               | 2.7                                   | 2.74               | 2.52                      | 2.78<br>ze       | 3<br>zi                               | 2.88<br>zi             | 2.38              | 3.1<br>zkl                            | 2.87<br>zi                | 2.41                  | 3.64<br>zno                                   | 3.06<br>zo             | 2.27              | 3.56<br>zqr                                   | 3.03<br>zr                | 2.31                  | 2.69            |
| Agree                      | 308<br>14%<br>ilor             | 80<br>15%<br>c          | 24<br>17%<br>c                     | 75<br>16%<br>c                        | 222<br>14%<br>c    | 63<br>13%<br>c            | 239<br>14%<br>c  | 80<br>22%<br>zhi                      | 147<br>14%<br>i        | 71<br>9%<br>i     | 108<br>26%<br>zhi                     | 117<br>13%<br>i           | 81<br>9%<br>i         | 58<br>58%<br>zno                              | 172<br>21%<br>zo       | 41<br>5%<br>z     | 80<br>50%<br>zqr                              | 162<br>20%<br>zr          | 52<br>5%<br>z         | 279<br>12%<br>z |
| Disagree                   | 621<br>28%<br>dfghjkm<br>npq   | 183<br>35%<br>zd        | 47<br>33%<br>zd                    | 165<br>34%<br>zd                      | 425<br>26%<br>zd   | 187<br>39%<br>zf          | 431<br>25%<br>zf | 81<br>22%<br>zi                       | 206<br>20%<br>zi       | 322<br>42%<br>zgh | 76<br>18%<br>zi                       | 183<br>20%<br>zi          | 351<br>41%<br>zjk     | 7<br>7%<br>zno                                | 137<br>17%<br>zo       | 451<br>51%<br>zmn | 13<br>8%<br>zqr                               | 130<br>16%<br>zr          | 463<br>48%<br>z       | 660<br>29%<br>z |
| NET: Agree                 | -14%                           | -20%                    | -16%                               | -19%                                  | -13%               | -26%                      | -11%             | *                                     | -6%                    | -33%              | 8%                                    | -7%                       | -31%                  | 51%                                           | 4%                     | -46%              | 41%                                           | 4%                        | -42%                  | -17%            |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 125-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_publicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base



Q210. To what extent do you agree or disagree with the following statements? -The government has the right policies for social care

Base: All respondents

|                            |             | Gender       |            |              | Age          |              |              |              |              |              |             | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                  |                                                                                  |                                    | Unwtd Total |
|----------------------------|-------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|--------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            |             | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i)  | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238        | 1090         | 1130       | 101          | 156          | 252          | 345          | 518          | 552          | 314          | 2016        | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                              | 90                                                                               | 2238                               |             |
| Weighted Total             | 2238        | 1069         | 1151       | 292*         | 361          | 359          | 355          | 354          | 268          | 249          | 1880        | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                              | 72*                                                                              | 2238                               |             |
| Strongly agree             | 15<br>1%    | 9<br>1%      | 6<br>*     | -<br>-       | 6<br>2%      | 1<br>*       | 3<br>1%      | 5<br>1%      | -<br>-       | -<br>-       | 11<br>1%    | 2<br>1%                                      | 8<br>1%                                                     | 8<br>1%                  | 6<br>1%                          | 9<br>1%                                           | 1<br>*               | 5<br>1%                                                | 2<br>*                          | 1<br>1%                                          | -<br>-                                                                           | 13<br>1%                           |             |
| Tend to agree              | 178<br>8%   | 98<br>9%     | 80<br>7%   | 32<br>11%    | 30<br>8%     | 34<br>9%     | 34<br>9%     | 22<br>6%     | 17<br>6%     | 11<br>4%     | 138<br>7%   | 35<br>12%                                    | 83<br>8%                                                    | 95<br>8%                 | 65<br>10%                        | 109<br>7%                                         | 20<br>7%             | 57<br>10%                                              | 23<br>4%                        | 7<br>7%                                          | 3<br>4%                                                                          | 156<br>7%                          |             |
| Neither agree nor disagree | 563<br>25%  | 267<br>25%   | 293<br>25% | 81<br>28%    | 93<br>26%    | 113<br>31%   | 78<br>22%    | 79<br>22%    | 68<br>25%    | 51<br>21%    | 449<br>24%  | 100<br>33%                                   | 236<br>24%                                                  | 325<br>26%               | 153<br>23%                       | 405<br>26%                                        | 70<br>26%            | 152<br>27%                                             | 147<br>27%                      | 17<br>18%                                        | 18<br>26%                                                                        | 533<br>24%                         |             |
| Tend to disagree           | 762<br>34%  | 343<br>32%   | 417<br>36% | 85<br>29%    | 96<br>27%    | 100<br>28%   | 116<br>33%   | 143<br>40%   | 102<br>38%   | 120<br>48%   | 678<br>36%  | 70<br>23%                                    | 307<br>31%                                                  | 452<br>36%               | 240<br>36%                       | 517<br>34%                                        | 92<br>33%            | 167<br>30%                                             | 189<br>35%                      | 42<br>43%                                        | 28<br>39%                                                                        | 842<br>38%                         |             |
| Strongly disagree          | 386<br>17%  | 202<br>19%   | 178<br>15% | 30<br>10%    | 59<br>16%    | 45<br>12%    | 68<br>19%    | 74<br>21%    | 64<br>24%    | 46<br>19%    | 334<br>18%  | 45<br>14%                                    | 155<br>16%                                                  | 230<br>18%               | 100<br>15%                       | 283<br>18%                                        | 54<br>20%            | 93<br>17%                                              | 103<br>19%                      | 21<br>21%                                        | 12<br>17%                                                                        | 423<br>19%                         |             |
| Don't know                 | 334<br>15%  | 149<br>14%   | 178<br>15% | 64<br>22%    | 77<br>21%    | 67<br>19%    | 56<br>16%    | 32<br>9%     | 17<br>6%     | 21<br>8%     | 269<br>14%  | 50<br>17%                                    | 187<br>19%                                                  | 144<br>11%               | 102<br>15%                       | 219<br>14%                                        | 39<br>14%            | 80<br>14%                                              | 79<br>15%                       | 10<br>10%                                        | 10<br>14%                                                                        | 271<br>12%                         |             |
| Mean                       | 2.3<br>ghim | 2.31         | 2.3        | 2.5<br>ghi   | 2.39<br>zghi | 2.48<br>hi   | 2.29<br>fghi | 2.19         | 2.15         | 2.12         | 2.26        | 2.54<br>zi                                   | 2.34                                                        | 2.28                     | 2.36<br>r                        | 2.28                                              | 2.24                 | 2.4<br>or                                              | 2.2                             | 2.16                                             | 2.2                                                                              | 2.23                               |             |
| Agree                      | 193<br>9%   | 107<br>10%   | 85<br>7%   | 32<br>11%    | 36<br>10%    | 35<br>10%    | 37<br>10%    | 26<br>7%     | 17<br>6%     | 11<br>4%     | 150<br>8%   | 38<br>13%                                    | 90<br>9%                                                    | 102<br>8%                | 71<br>11%                        | 118<br>8%                                         | 21<br>7%             | 61<br>11%                                              | 25<br>5%                        | 8<br>8%                                          | 3<br>4%                                                                          | 169<br>8%                          |             |
| Disagree                   | 1148<br>51% | 546<br>51%   | 595<br>52% | 115<br>39%   | 155<br>43%   | 145<br>40%   | 184<br>52%   | 217<br>61%   | 166<br>62%   | 166<br>67%   | 1012<br>54% | 112<br>37%                                   | 463<br>47%                                                  | 682<br>54%               | 340<br>51%                       | 801<br>52%                                        | 146<br>53%           | 259<br>47%                                             | 292<br>54%                      | 63<br>64%                                        | 40<br>56%                                                                        | 1265<br>57%                        |             |
| NET: Agree                 | -43%        | -41%         | -44%       | -29%         | -33%         | -30%         | -42%         | -54%         | -56%         | -63%         | -46%        | -25%                                         | -38%                                                        | -46%                     | -40%                             | -44%                                              | -45%                 | -36%                                                   | -49%                            | -55%                                             | -52%                                                                             | -49%                               |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q210. To what extent do you agree or disagree with the following statements? -The government has the right policies for social care

Base: All respondents

|                            | Total<br>(n)       | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |               | Unwtd Total |
|----------------------------|--------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|---------------|-------------|
|                            |                    | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |               |             |
| Unweighted Total           | 2238               | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 184                                | 130                  | 178                  | 194                    | 282               | 225               | 213           | 2238          |             |
| Weighted Total             | 2238               | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238          |             |
| Strongly agree             | 15<br>1%<br>m      | 2<br>1%<br>m            | 5<br>1%<br>m                    | 3<br>1%<br>m                    | 2<br>1%<br>m                 | 13<br>1%<br>m  | *<br>*<br>m     | 1<br>1%<br>m | -<br>-<br>m             | 8<br>2%<br>m         | 4<br>1%<br>m    | 1<br>*<br>m  | 2<br>2%<br>m      | 4<br>2%<br>m      | 2<br>1%<br>m                       | 4<br>2%<br>m         | 1<br>*<br>m          | 1<br>*<br>m            | -<br>-<br>m       | -<br>-<br>m       | 1<br>*<br>m   | 13<br>1%<br>m |             |
| Tend to agree              | 178<br>8%          | 33<br>8%                | 41<br>7%                        | 36<br>7%                        | 33<br>14%<br>zde             | 157<br>8%      | 12<br>6%        | 7<br>6%      | 3<br>5%                 | 45<br>9%             | 30<br>8%        | 81<br>8%     | 12<br>13%         | 18<br>7%          | 15<br>8%                           | 19<br>12%            | 11<br>6%             | 20<br>10%              | 21<br>7%          | 16<br>8%          | 24<br>8%      | 156<br>7%     |             |
| Neither agree nor disagree | 563<br>25%         | 121<br>30%              | 156<br>26%                      | 111<br>21%                      | 51<br>22%                    | 486<br>26%     | 48<br>26%       | 16<br>15%    | 12<br>20%               | 137<br>26%           | 97<br>27%       | 252<br>25%   | 33<br>6%          | 51<br>21%         | 53<br>29%                          | 46<br>28%            | 52<br>26%            | 39<br>19%              | 92<br>30%         | 34<br>18%         | 86<br>30%     | 533<br>24%    |             |
| Tend to disagree           | 762<br>34%<br>f    | 147<br>37%<br>f         | 217<br>36%<br>f                 | 210<br>40%<br>zf                | 57<br>25%                    | 638<br>34%     | 63<br>34%       | 40<br>37%    | 22<br>35%               | 174<br>33%           | 118<br>33%      | 345<br>34%   | 23<br>26%         | 96<br>39%         | 55<br>30%                          | 47<br>29%            | 71<br>36%            | 67<br>32%              | 104<br>34%        | 90<br>46%         | 85<br>29%     | 842<br>38%    |             |
| Strongly disagree          | 386<br>17%         | 70<br>18%               | 117<br>19%                      | 84<br>16%                       | 46<br>20%                    | 333<br>18%     | 27<br>15%       | 15<br>14%    | 11<br>17%               | 91<br>17%            | 63<br>18%       | 179<br>18%   | 11<br>13%         | 44<br>18%         | 35<br>19%                          | 23<br>14%            | 41<br>21%            | 42<br>20%              | 51<br>16%         | 35<br>18%         | 51<br>18%     | 423<br>19%    |             |
| Don't know                 | 334<br>15%<br>cdgu | 25<br>6%<br>c           | 68<br>11%<br>c                  | 81<br>15%<br>c                  | 42<br>18%<br>c               | 258<br>14%     | 34<br>18%       | 28<br>26%    | 14<br>23%               | 65<br>13%            | 48<br>13%       | 145<br>14%   | 8<br>9%           | 33<br>13%         | 24<br>13%                          | 26<br>16%            | 22<br>11%            | 40<br>19%              | 43<br>14%         | 19<br>10%         | 43<br>15%     | 271<br>12%    |             |
| Mean                       | 2.3                | 2.33                    | 2.25                            | 2.25                            | 2.41                         | 2.31           | 2.31            | 2.23         | 2.16                    | 2.35                 | 2.34            | 2.28         | 2.63<br>zofsu     | 2.26              | 2.34                               | 2.52<br>zfsu         | 2.2                  | 2.24                   | 2.31              | 2.18              | 2.34          | 2.23          |             |
| Agree                      | 193<br>9%          | 35<br>9%                | 46<br>8%                        | 39<br>7%                        | 35<br>15%<br>zde             | 170<br>9%      | 12<br>7%        | 8<br>7%      | 3<br>5%                 | 53<br>10%            | 35<br>10%       | 83<br>8%     | 14<br>15%         | 23<br>9%          | 17<br>9%                           | 23<br>14%            | 12<br>6%             | 21<br>10%              | 21<br>7%          | 16<br>8%          | 25<br>9%      | 169<br>8%     |             |
| Disagree                   | 1148<br>51%<br>q   | 217<br>55%<br>q         | 334<br>55%<br>zf                | 293<br>56%<br>f                 | 103<br>45%                   | 971<br>51%     | 90<br>49%       | 54<br>51%    | 33<br>52%               | 265<br>51%           | 182<br>50%      | 524<br>52%   | 34<br>39%         | 140<br>57%        | 90<br>49%                          | 70<br>42%            | 112<br>57%           | 108<br>52%             | 155<br>50%        | 125<br>64%        | 136<br>47%    | 1265<br>57%   |             |
| NET: Agree                 | -43%               | -46%                    | -48%                            | -48%                            | -30%                         | -42%           | -42%            | -44%         | -47%                    | -41%                 | -41%            | -44%         | -23%              | -48%              | -40%                               | -28%                 | -51%                 | -42%                   | -43%              | -56%              | -39%          | -49%          |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

Q210. To what extent do you agree or disagree with the following statements? -The government has the right policies for social care

Base: All respondents

|                            | Total<br>(z)     | Urbanity     |              | IMD Quintile             |                |                 |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total      |             |
|----------------------------|------------------|--------------|--------------|--------------------------|----------------|-----------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|------------------|-------------|
|                            |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)       | 3<br>(e)        | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |                  | No<br>(p)   |
| Unweighted Total           | 2238             | 1673         | 565          | 419                      | 432            | 476             | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831             | 2238        |
| Weighted Total             | 2238             | 1745         | 493          | 451                      | 442            | 447             | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642             | 2238        |
| Strongly agree             | 15<br>1%         | 11<br>1%     | 4<br>1%      | 7<br>2%<br>d             | -<br>-         | 2<br>*          | 4<br>1%    | 3<br>1%                   | 7<br>1%                                                                 | 2<br>1%                            | 1<br>1%                                              | -<br>-                                                   | 1<br>*                                            | 4<br>5%<br>zhkl                                   | -<br>-                   | 5<br>1%    | 10<br>1%         | 13<br>1%    |
| Tend to agree              | 178<br>8%<br>f   | 131<br>8%    | 47<br>10%    | 28<br>6%                 | 47<br>11%<br>f | 48<br>11%<br>f  | 23<br>5%   | 31<br>7%                  | 101<br>8%                                                               | 13<br>5%                           | 4<br>3%                                              | 13<br>8%                                                 | 18<br>8%                                          | 9<br>12%                                          | 19<br>11%                | 54<br>9%   | 124<br>8%        | 156<br>7%   |
| Neither agree nor disagree | 563<br>25%       | 452<br>26%   | 111<br>23%   | 116<br>26%               | 109<br>25%     | 108<br>24%      | 127<br>28% | 103<br>23%                | 299<br>25%                                                              | 59<br>24%                          | 28<br>24%                                            | 40<br>25%                                                | 60<br>25%                                         | 15<br>22%                                         | 55<br>32%                | 169<br>28% | 394<br>24%       | 533<br>24%  |
| Tend to disagree           | 762<br>34%<br>o  | 589<br>34%   | 173<br>35%   | 130<br>29%               | 158<br>36%     | 166<br>37%<br>c | 162<br>36% | 146<br>32%                | 419<br>35%                                                              | 89<br>36%                          | 37<br>32%                                            | 48<br>30%                                                | 92<br>39%                                         | 20<br>28%                                         | 53<br>31%                | 160<br>27% | 601<br>37%<br>zo | 842<br>38%  |
| Strongly disagree          | 386<br>17%<br>d  | 292<br>17%   | 94<br>19%    | 90<br>20%<br>d           | 55<br>12%      | 80<br>18%       | 78<br>17%  | 82<br>18%                 | 216<br>18%                                                              | 50<br>20%                          | 25<br>22%                                            | 24<br>15%                                                | 46<br>20%                                         | 6<br>8%                                           | 17<br>10%                | 102<br>17% | 284<br>17%       | 423<br>19%  |
| Don't know                 | 334<br>15%<br>el | 270<br>15%   | 64<br>13%    | 79<br>17%<br>e           | 72<br>16%<br>e | 44<br>10%<br>f  | 54<br>12%  | 86<br>19%<br>zef          | 169<br>14%                                                              | 33<br>13%                          | 20<br>17%<br>l                                       | 36<br>22%<br>zhl                                         | 20<br>8%                                          | 17<br>24%<br>l                                    | 28<br>16%                | 103<br>17% | 230<br>14%       | 271<br>12%  |
| Mean                       | 2.3<br>p         | 2.31         | 2.29         | 2.28                     | 2.4            | 2.32            | 2.27       | 2.25                      | 2.29                                                                    | 2.19                               | 2.14                                                 | 2.34                                                     | 2.25                                              | 2.72                                              | 2.52<br>ij               | 2.39       | 2.27             | 2.23        |
| Agree                      | 193<br>9%        | 142<br>8%    | 51<br>10%    | 35<br>8%                 | 47<br>11%<br>f | 49<br>11%<br>f  | 27<br>6%   | 34<br>8%                  | 108<br>9%                                                               | 15<br>6%                           | 5<br>4%                                              | 13<br>8%                                                 | 19<br>8%                                          | 12<br>18%<br>ij                                   | 19<br>11%                | 59<br>10%  | 133<br>8%        | 169<br>8%   |
| Disagree                   | 1148<br>51%<br>o | 881<br>50%   | 267<br>54%   | 220<br>49%               | 213<br>48%     | 246<br>55%      | 240<br>54% | 228<br>51%                | 635<br>52%                                                              | 139<br>56%<br>m                    | 62<br>54%                                            | 72<br>45%                                                | 138<br>58%<br>kmn                                 | 25<br>36%<br>zo                                   | 71<br>41%                | 262<br>44% | 884<br>54%<br>zo | 1265<br>57% |
| NET: Agree                 | -43%             | -42%         | -44%         | -41%                     | -37%           | -44%            | -48%       | -43%                      | -43%                                                                    | -50%                               | -50%                                                 | -37%                                                     | -50%                                              | -18%                                              | -30%                     | -34%       | -46%             | -49%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210. To what extent do you agree or disagree with the following statements? -The government has the right policies for social care

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**         | 2238        |
| Strongly agree             | 15<br>1%          | 13<br>1%                 | 2<br>1%           | 4<br>*              | 6<br>1%             | 3<br>2%            | 6<br>1%                  | 9<br>1%                         | 13<br>1%                                          | 5<br>1%                           | 6<br>1%                                                   | 2<br>1%                          | 2<br>1%        | -<br>-       | 13<br>1%    |
| Tend to agree              | 178<br>8%<br>dh   | 155<br>8%<br>d           | 23<br>11%         | 79<br>10%<br>ad     | 64<br>6%            | 12<br>7%           | 39<br>7%                 | 116<br>7%                       | 119<br>7%                                         | 48<br>9%                          | 44<br>8%                                                  | 9<br>6%                          | 23<br>11%      | 1<br>7%      | 156<br>7%   |
| Neither agree nor disagree | 563<br>25%        | 517<br>26%               | 39<br>19%         | 230<br>29%<br>z     | 244<br>24%          | 42<br>25%          | 130<br>25%               | 402<br>25%                      | 420<br>25%<br>j                                   | 142<br>27%<br>j                   | 124<br>21%                                                | 35<br>23%                        | 39<br>19%      | 4<br>31%     | 533<br>24%  |
| Tend to disagree           | 762<br>34%        | 696<br>35%               | 61<br>30%         | 264<br>33%<br>za    | 387<br>38%          | 46<br>27%          | 174<br>34%               | 573<br>36%<br>z                 | 598<br>36%<br>z                                   | 166<br>32%                        | 214<br>37%                                                | 40<br>27%                        | 61<br>30%      | 4<br>25%     | 842<br>38%  |
| Strongly disagree          | 386<br>17%        | 345<br>17%               | 39<br>19%         | 119<br>15%<br>zacd  | 173<br>17%          | 53<br>31%<br>zacd  | 112<br>22%<br>zg         | 276<br>17%                      | 300<br>18%                                        | 102<br>19%                        | 119<br>21%<br>g                                           | 44<br>29%<br>zghi                | 39<br>19%      | 1<br>10%     | 423<br>19%  |
| Don't know                 | 334<br>15%<br>afh | 279<br>14%               | 39<br>19%<br>e    | 109<br>14%<br>zade  | 156<br>15%          | 14<br>8%           | 59<br>11%                | 233<br>14%<br>h                 | 213<br>13%                                        | 60<br>12%                         | 71<br>12%                                                 | 21<br>14%                        | 39<br>19%<br>f | 4<br>26%     | 271<br>12%  |
| Mean                       | 2.3<br>dh         | 2.3<br>d                 | 2.32              | 2.4<br>zade         | 2.25                | 2.15               | 2.24                     | 2.28                            | 2.27                                              | 2.33                              | 2.22                                                      | 2.12                             | 2.32           | 2.47         | 2.23        |
| Agree                      | 193<br>9%<br>dg   | 168<br>8%<br>d           | 25<br>12%         | 83<br>10%<br>ad     | 70<br>7%            | 15<br>9%           | 44<br>9%                 | 126<br>8%                       | 131<br>8%                                         | 53<br>10%                         | 50<br>9%                                                  | 11<br>7%                         | 25<br>12%      | 1<br>7%      | 169<br>8%   |
| Disagree                   | 1148<br>51%<br>c  | 1041<br>52%<br>c         | 100<br>49%        | 383<br>48%<br>zc    | 560<br>54%<br>zc    | 99<br>58%          | 286<br>55%<br>z          | 849<br>53%<br>z                 | 897<br>54%<br>z                                   | 268<br>51%                        | 332<br>58%<br>zgi                                         | 84<br>56%                        | 100<br>49%     | 5<br>36%     | 1265<br>57% |
| NET: Agree                 | -43%              | -44%                     | -37%              | -37%                | -48%                | -49%               | -47%                     | -45%                            | -46%                                              | -41%                              | -49%                                                      | -48%                             | -37%           | -29%         | -49%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210. To what extent do you agree or disagree with the following statements? -The government has the right policies for social care

Base: All respondents

|                            | Total<br>(z)               | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|----------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                            | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                       | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                       | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 15<br>1%<br>or             | 2<br>*                  | 2<br>2%                            | 2<br>1%                               | 13<br>1%          | 2<br>*                    | 12<br>1%   | 10<br>3%                              | 4<br>*                 | 2<br>*           | 10<br>2%                              | 5<br>1%                   | -                     | 10<br>10%                                     | 5<br>1%                | -                | 12<br>7%                                      | 3<br>*                    | -                     | 13<br>1%    |
| Tend to agree              | 178<br>8%<br>eilor         | 47<br>9%                | 17<br>12%                          | 41<br>9%                              | 131<br>8%         | 27<br>6%                  | 149<br>9%  | 57<br>16%                             | 74<br>7%               | 40<br>5%         | 77<br>18%                             | 60<br>7%                  | 41<br>5%              | 33<br>33%                                     | 104<br>13%             | 26<br>3%         | 53<br>33%                                     | 90<br>11%                 | 31<br>3%              | 156<br>7%   |
| Neither agree nor disagree | 563<br>25%<br>ilor         | 128<br>25%              | 46<br>33%                          | 111<br>23%                            | 413<br>25%        | 107<br>22%                | 440<br>26% | 115<br>32%                            | 307<br>30%             | 131<br>17%       | 121<br>29%                            | 271<br>30%                | 159<br>19%            | 34<br>34%                                     | 346<br>42%             | 115<br>13%       | 56<br>35%                                     | 318<br>39%                | 144<br>15%            | 533<br>24%  |
| Tend to disagree           | 762<br>34%<br>jmp          | 185<br>35%              | 45<br>32%                          | 175<br>36%                            | 556<br>34%        | 161<br>34%                | 596<br>35% | 111<br>30%                            | 368<br>36%             | 267<br>35%       | 117<br>28%                            | 331<br>37%                | 303<br>35%            | 10<br>10%                                     | 271<br>33%             | 404<br>46%       | 17<br>11%                                     | 280<br>35%                | 429<br>44%            | 842<br>38%  |
| Strongly disagree          | 386<br>17%<br>fghiknp<br>o | 106<br>20%              | 22<br>15%                          | 97<br>20%                             | 261<br>16%        | 121<br>25%                | 262<br>15% | 33<br>9%                              | 123<br>12%             | 220<br>29%       | 31<br>7%                              | 115<br>13%                | 235<br>27%            | 9<br>9%                                       | 44<br>5%               | 298<br>34%       | 9<br>6%                                       | 43<br>5%                  | 316<br>32%            | 423<br>19%  |
| Don't know                 | 334<br>15%<br>abcmnoq<br>r | 55<br>10%               | 10<br>7%                           | 53<br>11%                             | 245<br>15%        | 60<br>13%                 | 250<br>15% | 40<br>11%                             | 159<br>15%             | 100<br>13%       | 60<br>15%                             | 117<br>13%                | 119<br>14%            | 4<br>4%                                       | 45<br>5%               | 44<br>5%         | 14<br>9%                                      | 74<br>9%                  | 54<br>6%              | 271<br>12%  |
| Mean                       | 2.3<br>eilor               | 2.27                    | 2.49<br>ac                         | 2.24                                  | 2.33              | 2.11                      | 2.35<br>ze | 2.69<br>zhi                           | 2.39<br>zi             | 1.99             | 2.77<br>zkl                           | 2.37<br>zl                | 2.01                  | 3.25<br>zno                                   | 2.68<br>zo             | 1.84             | 3.28<br>zqr                                   | 2.63<br>zr                | 1.88                  | 2.23        |
| Agree                      | 193<br>9%<br>eilor         | 50<br>10%               | 19<br>14%                          | 43<br>9%                              | 144<br>9%         | 29<br>6%                  | 161<br>9%  | 66<br>18%                             | 78<br>8%               | 42<br>5%         | 86<br>21%                             | 65<br>7%                  | 41<br>5%              | 43<br>43%                                     | 109<br>13%             | 26<br>3%         | 65<br>40%                                     | 93<br>12%                 | 31<br>3%              | 169<br>8%   |
| Disagree                   | 1148<br>51%<br>ghimnpq     | 290<br>55%              | 67<br>47%                          | 272<br>57%                            | 817<br>50%        | 281<br>59%                | 858<br>50% | 144<br>39%                            | 492<br>47%             | 487<br>64%       | 148<br>36%                            | 446<br>50%                | 538<br>63%            | 19<br>19%                                     | 315<br>39%             | 702<br>79%       | 26<br>16%                                     | 323<br>40%                | 745<br>77%            | 1265<br>57% |
| NET: Agree                 | -43%                       | -46%                    | -34%                               | -48%                                  | -42%              | -53%                      | -41%       | -21%                                  | -40%                   | -59%             | -15%                                  | -42%                      | -58%                  | 24%                                           | -25%                   | -76%             | 24%                                           | -28%                      | -73%                  | -49%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

Base: All respondents

Workload dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [JN 125-001029-01]  
Filename: 26-001029\_A2CHOC\_260521A\_HFP\_wtd\_v3\_PublicUse  
Proportions/Means: Column totals (5% risk level) -  $z1/a/b - z1/d/d1/g/h/i1 - z1/j/k - z1/l/m - z1/n/o/p/q/r/z/y$   
Overlap formulae used: \* small base



Q226C. If the government decided to further increase spending on social care, how do you think this should be funded?

Base: All respondents

|                                                                                      | Annual household income |               |                       |                       |                    | Country |          |       |                  | England (non) |          |       | England region |            |                          |               |               |                 |            |            |        |      | Unweighted Total |
|--------------------------------------------------------------------------------------|-------------------------|---------------|-----------------------|-----------------------|--------------------|---------|----------|-------|------------------|---------------|----------|-------|----------------|------------|--------------------------|---------------|---------------|-----------------|------------|------------|--------|------|------------------|
|                                                                                      | Total                   | Up to £25,999 | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England | Scotland | Wales | Northern Ireland | North         | Midlands | South | North East     | North West | Yorkshire and The Humber | East Midlands | West Midlands | East of England | South East | South West | London |      |                  |
| Unweighted Total                                                                     | 2118                    | 93            | 109                   | 93                    | 76                 | 171     | 171      | 171   | 171              | 171           | 171      | 171   | 171            | 171        | 171                      | 171           | 171           | 171             | 171        | 171        | 171    | 171  |                  |
| Weighted Total                                                                       | 2228                    | 389           | 399                   | 305                   | 324                | 231     | 186      | 184   | 109*             | 124*          | 121      | 162   | 89*            | 247        | 184                      | 104           | 154           | 199             | 209        | 110        | 195    | 290  |                  |
| Spending cuts to other services                                                      | 511                     | 92            | 133                   | 112                   | 50                 | 439     | 40       | 16    | 16               | 111           | 93       | 235   | 23             | 55         | 33                       | 47            | 45            | 34              | 73         | 51         | 78     | 460  |                  |
|                                                                                      | 23%                     | 23%           | 22%                   | 21%                   | 22%                | 23%     | 22%      | 13%   | 23%              | 21%           | 26%      | 23%   | 26%            | 22%        | 18%                      | 29%           | 26%           | 16%             | 24%        | 26%        | 27%    | 20%  |                  |
| An additional tax that is earmarked specifically for social care                     | 507                     | 98            | 146                   | 118                   | 37                 | 427     | 47       | 19    | 13               | 125           | 59       | 244   | 16             | 57         | 52                       | 33            | 26            | 56              | 73         | 53         | 62     | 600  |                  |
|                                                                                      | 23%                     | 23%           | 24%                   | 22%                   | 16%                | 23%     | 26%      | 18%   | 21%              | 24%           | 16%      | 24%   | 18%            | 23%        | 28%                      | 20%           | 13%           | 27%             | 23%        | 27%        | 21%    | 27%  |                  |
| An increase in Income Tax                                                            | 360                     | 54            | 117                   | 92                    | 43                 | 309     | 25       | 20    | 6                | 86            | 44       | 179   | 7              | 49         | 30                       | 27            | 17            | 37              | 52         | 37         | 53     | 430  |                  |
|                                                                                      | 14%                     | 14%           | 13%                   | 18%                   | 18%                | 18%     | 14%      | 18%   | 20%              | 17%           | 17%      | 18%   | 8%             | 20%        | 18%                      | 17%           | 17%           | 8%              | 18%        | 17%        | 19%    | 18%  |                  |
| An increase in inheritance tax                                                       | 183                     | 51            | 86                    | 84                    | 40                 | 277     | 27       | 16    | 11               | 92            | 49       | 131   | 12             | 34         | 24                       | 46            | 27            | 22              | 42         | 25         | 40     | 317  |                  |
|                                                                                      | 13%                     | 13%           | 16%                   | 18%                   | 17%                | 15%     | 15%      | 10%   | 20%              | 18%           | 14%      | 14%   | 14%            | 14%        | 14%                      | 25%           | 16%           | 11%             | 10%        | 13%        | 13%    | 17%  |                  |
| An increase in National Insurance                                                    | 315                     | 68            | 88                    | 75                    | 34                 | 259     | 30       | 13    | 12               | 72            | 49       | 138   | 8              | 39         | 29                       | 23            | 25            | 35              | 38         | 29         | 36     | 380  |                  |
|                                                                                      | 14%                     | 17%           | 15%                   | 14%                   | 15%                | 14%     | 16%      | 13%   | 20%              | 14%           | 13%      | 14%   | 9%             | 16%        | 14%                      | 14%           | 14%           | 13%             | 17%        | 12%        | 15%    | 12%  |                  |
| Increase government borrowing                                                        | 227                     | 18            | 7%                    | 37                    | 18                 | 202     | 11       | 5     | 8                | 48            | 51       | 103   | 12             | 21         | 16                       | 26            | 25            | 15              | 20         | 15         | 54     | 20%  |                  |
|                                                                                      | 10%                     | 10%           | 12%                   | 7%                    | 8%                 | 11%     | 6%       | 5%    | 14%              | 9%            | 14%      | 10%   | 13%            | 8%         | 9%                       | 16%           | 13%           | 7%              | 6%         | 8%         | 18%    | 9%   |                  |
| An increase in Wealth Tax                                                            | 112                     | 16            | 6                     | 36                    | 17                 | 100     | 3        | 6     | 4                | 35            | 3        | 48    | 2              | 14         | 8                        | 20            | 10            | 6               | 13         | 9          | 20     | 79   |                  |
|                                                                                      | 5%                      | 4%            | 5%                    | 7%                    | 7%                 | 5%      | 1%       | 5%    | 6%               | 6%            | 1%       | 5%    | 2%             | 5%         | 5%                       | 4%            | 3%            | 4%              | 5%         | 4%         | 5%     | 7%   |                  |
| An increase in VAT                                                                   | 94                      | 20            | 25                    | 27                    | 6                  | 78      | 9        | 3     | 4                | 26            | 8        | 44    | 1              | 13         | 11                       | 4             | 4             | 8               | 15         | 7          | 15     | 93   |                  |
|                                                                                      | 4%                      | 5%            | 4%                    | 5%                    | 3%                 | 4%      | 5%       | 3%    | 6%               | 5%            | 2%       | 4%    | 2%             | 5%         | 6%                       | 2%            | 2%            | 4               | 5%         | 3%         | 5%     | 4%   |                  |
| Spending cuts to other departments, projects, and programmes                         | 46                      | 4             | 13                    | 6                     | 8                  | 41      | 2        | 1     | 2                | 12            | 7        | 22    | 2              | 8          | 2                        | 3             | 3             | 9               | 4          | 2          | 8      | 54   |                  |
|                                                                                      | 2%                      | 1%            | 2%                    | 1%                    | 4%                 | 2%      | 1%       | 1%    | 3%               | 2%            | 2%       | 22%   | 2%             | 3%         | 1%                       | 2%            | 2%            | 4%              | 1%         | 1%         | 3%     | 2%   |                  |
| Improved management of current budget / reduce waste                                 | 34                      | 8             | 5                     | 8                     | 6                  | 27      | 2        | 5     | *                | 5             | 6        | 16    | -              | 3          | 2                        | 3             | 4             | 2               | 5          | 6          | 3      | 35   |                  |
|                                                                                      | 2%                      | 2%            | 1%                    | 2%                    | 2%                 | 1%      | 1%       | 4%    | *                | 1%            | 2%       | 22%   | -              | 1%         | 1%                       | 2%            | 2%            | 1%              | 2%         | 3%         | 1%     | 2%   |                  |
| An increase in Corporation Tax                                                       | 26                      | 6             | 5                     | 10                    | 6                  | 21      | 3        | 1     | 1                | 10            | 4        | 6     | -              | 8          | 2                        | 2             | 3             | -               | 4          | 2          | -      | 21   |                  |
|                                                                                      | 1%                      | 1%            | 1%                    | 2%                    | 2%                 | 1%      | 2%       | 1%    | 1%               | 2%            | 1%       | 1%    | -              | 3%         | 1%                       | 1%            | 1%            | -               | 1%         | 1%         | -      | 1%   |                  |
| Cuts to MP's / politician's wages / expenses                                         | 22                      | 4             | 11                    | 4                     | -                  | 18      | 3        | -     | 1                | 4             | 4        | 10    | 1              | 1          | 1                        | 1             | 3             | 2               | 4          | 2          | 2      | 19   |                  |
|                                                                                      | 1%                      | 1%            | 2%                    | 1%                    | -                  | 1%      | 2%       | -     | 1%               | 1%            | 1%       | 1%    | 1%             | 1%         | 1%                       | 1%            | 3%            | 1%              | 1%         | 1%         | 1%     | 1%   |                  |
| Improve processes / efficiencies / reconfigure services                              | 9                       | 2             | 4                     | 1                     | -                  | 6       | 2        | 1     | *                | 1             | 1        | 4     | -              | 1          | *                        | -             | 1             | -               | 2          | 1          | 1      | 14   |                  |
|                                                                                      | *                       | 1%            | 1%                    | *                     | -                  | *       | 1%       | 1%    | 1%               | *             | *        | *     | -              | *          | *                        | -             | *             | -               | 1%         | 1%         | *      | 1%   |                  |
| An increase in Income Tax - for the wealthiest in society                            | 9                       | 1             | 6                     | -                     | -                  | 6       | 3        | *     | -                | -             | 3        | 3     | -              | -          | -                        | 2             | 1             | -               | -          | -          | -      | 6    |                  |
|                                                                                      | *                       | *             | 1%                    | -                     | -                  | *       | 1%       | *     | -                | -             | 1%       | *     | -              | -          | -                        | -             | 1%            | -               | -          | -          | -      | 1%   |                  |
| An increase in Capital Gains Tax                                                     | 6                       | -             | 3                     | 2                     | 1                  | 3       | 1        | 2     | -                | -             | -        | 3     | -              | -          | -                        | -             | -             | -               | 2          | -          | 1      | 5    |                  |
|                                                                                      | -                       | -             | *                     | *                     | -                  | *       | *        | *     | -                | -             | -        | -     | -              | -          | -                        | -             | -             | -               | 1%         | -          | -      | -    |                  |
| Overhead National Insurance (paid down to pay / lower care's NI etc.)                | 5                       | -             | -                     | 3                     | 2                  | 5       | -        | -     | -                | 2             | 1        | 2     | *              | -          | 1                        | 1             | -             | -               | -          | 1          | 2      | 5    |                  |
|                                                                                      | *                       | -             | -                     | 1%                    | 1%                 | *       | -        | -     | -                | *             | *        | *     | 1%             | -          | 1%                       | 1%            | -             | -               | -          | *          | 1%     | *    |                  |
| Tackle tax avoidance / loopholes                                                     | 5                       | *             | 1                     | 1                     | -                  | 5       | -        | -     | -                | 1             | 2        | 2     | -              | -          | 1                        | 1             | 1             | -               | -          | -          | 2      | 5    |                  |
|                                                                                      | *                       | *             | 1%                    | *                     | -                  | *       | -        | -     | -                | *             | 1%       | *     | -              | -          | 1%                       | 1%            | 1%            | -               | -          | -          | 1%     | *    |                  |
| Stop privatisation / bring social care under NHS control                             | 5                       | 2             | 2                     | 1                     | -                  | 4       | -        | 1     | -                | 2             | 1        | 1     | -              | -          | 2                        | -             | 1             | -               | 1          | -          | 1      | 6    |                  |
|                                                                                      | *                       | *             | *                     | -                     | -                  | *       | -        | 1%    | -                | *             | *        | *     | -              | -          | 1%                       | -             | -             | -               | -          | -          | -      | *    |                  |
| Cut NHS middle managers                                                              | 4                       | 1             | *                     | 2                     | -                  | 4       | -        | *     | -                | 1             | 2        | 1     | -              | 1          | -                        | 1             | 1             | -               | 1          | -          | -      | 5    |                  |
|                                                                                      | *                       | *             | *                     | *                     | -                  | *       | -        | *     | -                | *             | 1%       | *     | -              | 1%         | -                        | *             | 1%            | -               | *          | *          | -      | -    |                  |
| An increase in local councils' budget / overhaul council tax                         | 4                       | 1             | 2                     | 2                     | -                  | 4       | -        | -     | -                | 2             | -        | 2     | 1              | 2          | -                        | -             | -             | 2               | -          | -          | 1      | 4    |                  |
|                                                                                      | *                       | *             | *                     | *                     | -                  | *       | -        | -     | -                | *             | -        | *     | -              | *          | 1%                       | 2%            | -             | -               | 1%         | -          | -      | *    |                  |
| Private insurance / compulsory insurance                                             | 4                       | *             | *                     | 3                     | 1                  | 3       | 1        | *     | *                | 1             | 1        | 1     | 1              | -          | -                        | 1             | -             | -               | 1          | -          | -      | 7    |                  |
|                                                                                      | *                       | *             | *                     | *                     | 1%                 | *       | *        | *     | *                | *             | *        | *     | 1%             | -          | -                        | 1%            | -             | -               | *          | *          | -      | *    |                  |
| Restrict access to NHS services / charge certain people                              | 4                       | 2             | 1                     | -                     | -                  | 3       | 1        | -     | 1                | 1             | 1        | 1     | -              | -          | 1                        | 1             | -             | 1               | 1          | -          | -      | 7    |                  |
|                                                                                      | *                       | 1%            | *                     | -                     | -                  | *       | 1%       | -     | 1%               | -             | -        | -     | -              | -          | *                        | *             | -             | *               | *          | -          | -      | *    |                  |
| Tax on benefits                                                                      | 2                       | 2             | -                     | 1                     | -                  | 2       | -        | -     | -                | -             | 1        | 1     | -              | -          | -                        | -             | -             | 1               | -          | -          | 1      | 3    |                  |
|                                                                                      | *                       | *             | *                     | -                     | -                  | *       | -        | -     | -                | -             | -        | -     | -              | -          | -                        | -             | -             | -               | -          | -          | -      | *    |                  |
| An increase in tax on profits                                                        | 2                       | -             | 2                     | -                     | -                  | 2       | -        | -     | -                | 1             | -        | 1     | -              | -          | 1                        | -             | -             | -               | -          | 1          | -      | 2    |                  |
|                                                                                      | *                       | -             | *                     | -                     | -                  | *       | -        | -     | -                | *             | -        | *     | -              | -          | *                        | -             | -             | -               | *          | -          | -      | *    |                  |
| An increase in Windfall Tax                                                          | 1                       | *             | -                     | -                     | -                  | 1       | -        | -     | *                | -             | -        | 1     | -              | -          | -                        | -             | -             | 1               | -          | -          | -      | 2    |                  |
|                                                                                      | *                       | *             | -                     | -                     | -                  | *       | -        | -     | *                | -             | -        | -     | -              | -          | -                        | -             | -             | *               | -          | -          | -      | *    |                  |
| An increase to the new tax for the NHS and social care                               | -                       | -             | -                     | -                     | -                  | -       | -        | -     | -                | -             | -        | -     | -              | -          | -                        | -             | -             | -               | -          | -          | -      | -    |                  |
| Private social care / charge for healthcare / social care                            | -                       | -             | -                     | -                     | -                  | -       | -        | -     | -                | -             | -        | -     | -              | -          | -                        | -             | -             | -               | -          | -          | -      | -    |                  |
|                                                                                      | -                       | -             | -                     | -                     | -                  | -       | -        | -     | -                | -             | -        | -     | -              | -          | -                        | -             | -             | -               | -          | -          | -      | -    |                  |
| Other (please write in)                                                              | 27                      | 6             | 8                     | 8                     | 3                  | 24      | 2        | -     | 1                | 7             | 4        | 12    | *              | 7          | -                        | -             | 4             | 4               | 2          | 3          | 3      | 30   |                  |
|                                                                                      | 1%                      | 1%            | 1%                    | 1%                    | 2%                 | 1%      | 1%       | -     | 1%               | 1%            | 1%       | 1%    | 1%             | 3%         | -                        | -             | 2%            | 2%              | 1%         | 2%         | 1%     | 1%   |                  |
| None of these - I don't think the government should increase spending on social care | 302                     | 55            | 91                    | 91                    | 50                 | 320     | 38       | 26    | 8                | 94            | 58       | 168   | 27             | 47         | 20                       | 23            | 36            | 42              | 55         | 23         | 40     | 323  |                  |
|                                                                                      | 18%                     | 14%           | 15%                   | 17%                   | 22%                | 17%     | 20%      | 25%   | 13%              | 18%           | 16%      | 17%   | 30%            | 19%        | 11%                      | 14%           | 18%           | 20%             | 18%        | 12%        | 17%    | 14%  |                  |
| Don't know                                                                           | 34                      | 4             | 3                     | 7                     | 2                  | 28      | 3        | 3     | 1                | 3             | 10       | 14    | -              | -          | 3                        | 1             | 9             | -               | 11         | -          | 3      | 26   |                  |
|                                                                                      | 2%                      | 1%            | *                     | 1%                    | 1%                 | 1%      | 1%       | 2%    | 25%              | 1%            | 3%       | 1%    | -              | -          | 2%                       | 1%            | 3%            | -               | 4%         | -          | 3      | 1%   |                  |
| Mean                                                                                 | 1.47                    | 1.41          | 1.53                  | 1.51                  | 1.52               | 1.48    | 1.46     | 1.43  | 1.53             | 1.53          | 1.39     | 1.48  | 1.39           | 1.56       | 1.53                     | 1.5           | 1.28          | 1.38            | 1.44       | 1.42       | 1.64   | 1.47 |                  |

Fieldwork dates: 21st - 27th May 2020

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK-202005-01)

Filename: 26-052019\_ADHOC\_20021A\_HFP\_wtd\_v9\_PublicUse

Proprietary/Name: Columns: Tested (5% risk level) - z/2/N/A/F - z/2/N/A/F - z/2/N/A/F - z/2/N/A/F - z/2/N/A/F

Overlap formula used: "small base"



Q226C. If the government decided to further increase spending on social care, how do you think this should be funded?

Base: All respondents

|                                                                                      | Urgency   |           | WTD Quintile |                      |       |       |       |                       |                                                             | NS-SEC                       |                                             |                                                 |                                          |                                          |                       |  | Children in household |        | Unweighted Total |
|--------------------------------------------------------------------------------------|-----------|-----------|--------------|----------------------|-------|-------|-------|-----------------------|-------------------------------------------------------------|------------------------------|---------------------------------------------|-------------------------------------------------|------------------------------------------|------------------------------------------|-----------------------|--|-----------------------|--------|------------------|
|                                                                                      | Total (n) | Urban (n) | Rural (n)    | 1- Most deprived (n) | 2 (n) | 3 (n) | 4 (n) | 5- Least deprived (n) | Managerial, administrative and professional occupations (n) | Intermediate occupations (n) | Small employers and own account workers (n) | Lever supervisory and technical occupations (n) | Semi-routine and routine occupations (n) | Long-term unemployed or never worked (n) | Full-time student (n) |  | Yes (n)               | No (n) |                  |
| Unweighted Total                                                                     | 2218      | 1571      | 646          | 431                  | 412   | 416   | 447   | 465                   | 1212                                                        | 240                          | 131                                         | 101                                             | 227                                      | 41                                       | 17                    |  | 462                   | 1656   | 2218             |
| Weighted Total                                                                       | 2218      | 1761      | 457          | 451                  | 442   | 447   | 448   | 452                   | 1221                                                        | 240                          | 131                                         | 101                                             | 227                                      | 41                                       | 17                    |  | 462                   | 1656   | 2218             |
| Spending cuts to other services                                                      | 511       | 397       | 114          | 107                  | 117   | 87    | 99    | 101                   | 263                                                         | 47                           | 20                                          | 42                                              | 43                                       | 28                                       | 68                    |  | 149                   | 362    | 450              |
| 23%                                                                                  | 23%       | 23%       | 23%          | 24%                  | 23%   | 19%   | 22%   | 22%                   | 22%                                                         | 19%                          | 17%                                         | 26%                                             | 18%                                      | 39%                                      | 39%                   |  | 25%                   | 22%    | 20%              |
| An additional tax that is earmarked specifically for social care                     | 507       | 398       | 108          | 64                   | 99    | 110   | 98    | 135                   | 288                                                         | 68                           | 20                                          | 33                                              | 51                                       | 6                                        | 37                    |  | 95                    | 412    | 600              |
| 23%                                                                                  | 23%       | 22%       | 22%          | 14%                  | 22%   | 20%   | 22%   | 20%                   | 24%                                                         | 28%                          | 17%                                         | 20%                                             | 21%                                      | 9%                                       | 21%                   |  | 16%                   | 25%    | 27%              |
| An increase in Income Tax                                                            | 360       | 283       | 77           | 51                   | 71    | 81    | 79    | 78                    | 220                                                         | 39                           | 16                                          | 16                                              | 38                                       | 12                                       | 17                    |  | 56                    | 302    | 430              |
| 16%                                                                                  | 16%       | 16%       | 16%          | 11%                  | 16%   | 18%   | 18%   | 17%                   | 18%                                                         | 14%                          | 10%                                         | 10%                                             | 17%                                      | 10%                                      | 10%                   |  | 10%                   | 18%    | 18%              |
| An increase in Inheritance Tax                                                       | 323       | 275       | 58           | 64                   | 57    | 68    | 75    | 69                    | 204                                                         | 20                           | 8                                           | 15                                              | 37                                       | 6                                        | 33                    |  | 88                    | 244    | 327              |
| 15%                                                                                  | 16%       | 16%       | 12%          | 14%                  | 13%   | 15%   | 17%   | 15%                   | 17%                                                         | 12%                          | 7%                                          | 9%                                              | 15%                                      | 8%                                       | 19%                   |  | 15%                   | 15%    | 15%              |
| An increase in National Insurance                                                    | 315       | 243       | 71           | 52                   | 74    | 75    | 63    | 51                    | 188                                                         | 40                           | 12                                          | 29                                              | 28                                       | 2                                        | 13                    |  | 45                    | 268    | 380              |
| 14%                                                                                  | 14%       | 14%       | 14%          | 11%                  | 17%   | 17%   | 14%   | 11%                   | 16%                                                         | 16%                          | 11%                                         | 18%                                             | 12%                                      | 3%                                       | 7%                    |  | 8%                    | 16%    | 17%              |
| Increase government borrowing                                                        | 227       | 193       | 34           | 57                   | 63    | 33    | 44    | 29                    | 109                                                         | 27                           | 11                                          | 11                                              | 36                                       | 9                                        | 17                    |  | 7%                    | 15%    | 20%              |
| 10%                                                                                  | 11%       | 7%        | 13%          | 14%                  | 7%    | 10%   | 7%    | 9%                    | 9%                                                          | 11%                          | 9%                                          | 7%                                              | 15%                                      | 11%                                      | 10%                   |  | 13%                   | 9%     | 9%               |
| An increase in Wealth Tax                                                            | 112       | 99        | 13           | 26                   | 29    | 21    | 11    | 22                    | 82                                                          | 2                            | 1                                           | 8                                               | 7                                        | 3                                        | 8                     |  | 41                    | 71     | 79               |
| 5%                                                                                   | 6%        | 3%        | 6%           | 7%                   | 5%    | 2%    | 1%    | 5%                    | 7%                                                          | 1%                           | 1%                                          | 5%                                              | 3%                                       | 4%                                       | 4%                    |  | 7%                    | 4%     | 4%               |
| An increase in VAT                                                                   | 94        | 71        | 24           | 17                   | 25    | 18    | 17    | 17                    | 56                                                          | 10                           | 5                                           | 4                                               | 7                                        | 2                                        | 8                     |  | 24                    | 70     | 93               |
| 4%                                                                                   | 4%        | 3%        | 4%           | 4%                   | 4%    | 6%    | 4%    | 4%                    | 5%                                                          | 4%                           | 5%                                          | 3%                                              | 3%                                       | 3%                                       | 3%                    |  | 4%                    | 4%     | 4%               |
| Spending cuts to other departments, projects, and programmes                         | 46        | 34        | 12           | 10                   | 7     | 10    | 15    | 5                     | 28                                                          | 6                            | 4                                           | 2                                               | 3                                        | 3                                        | -                     |  | 15                    | 31     | 54               |
| 2%                                                                                   | 2%        | 2%        | 2%           | 2%                   | 2%    | 2%    | 3%    | 1%                    | 2%                                                          | 2%                           | 4%                                          | 1%                                              | 1%                                       | 4%                                       | -                     |  | 3%                    | 2%     | 2%               |
| Improved management of current budget / reduce waste                                 | 34        | 19        | 16           | 4                    | 5     | 10    | 10    | 6                     | 19                                                          | 4                            | 5                                           | 5                                               | 1                                        | -                                        | -                     |  | 10                    | 24     | 35               |
| 2%                                                                                   | 1%        | 1%        | 1%           | 1%                   | 1%    | 2%    | 1%    | 1%                    | 2%                                                          | 2%                           | 5%                                          | 3%                                              | *                                        | -                                        | -                     |  | 2%                    | 1%     | 2%               |
| An increase in Corporation Tax                                                       | 26        | 19        | 7            | 4                    | 6     | 7     | 5     | 4                     | 17                                                          | 1                            | -                                           | 5                                               | 4                                        | -                                        | -                     |  | 5                     | 22     | 21               |
| 1%                                                                                   | 1%        | 1%        | 1%           | 1%                   | 1%    | 1%    | 1%    | 1%                    | 1%                                                          | *                            | -                                           | 3%                                              | 2%                                       | -                                        | -                     |  | 1%                    | 1%     | 1%               |
| Cuts to MPs / politician's wages / expenses                                          | 22        | 18        | 4            | 8                    | 2     | 5     | 2     | 5                     | 15                                                          | -                            | 1                                           | 2                                               | 5                                        | -                                        | -                     |  | 9                     | 13     | 19               |
| 1%                                                                                   | 1%        | 1%        | 1%           | 2%                   | *     | 1%    | *     | 1%                    | 1%                                                          | -                            | 1%                                          | 1%                                              | 2%                                       | -                                        | -                     |  | 2%                    | 1%     | 1%               |
| Improve processes / efficiencies / reconfigure services                              | 9         | 5         | 4            | -                    | 1     | 5     | 3     | 1                     | 6                                                           | 2                            | -                                           | -                                               | *                                        | -                                        | -                     |  | -                     | 9      | 24               |
| *                                                                                    | *         | *         | 1%           | -                    | *     | 1%    | 1%    | *                     | 1%                                                          | 1%                           | -                                           | -                                               | *                                        | -                                        | -                     |  | -                     | 1%     | 1%               |
| An increase in Income Tax - for the wealthiest in society                            | 9         | 7         | 1            | 3                    | -     | 5     | *     | -                     | 4                                                           | *                            | 2                                           | -                                               | 3                                        | -                                        | -                     |  | -                     | 9      | 6                |
| *                                                                                    | *         | *         | 1%           | -                    | 1%    | -     | 1%    | -                     | *                                                           | *                            | 1%                                          | -                                               | 1%                                       | -                                        | -                     |  | -                     | 1%     | *                |
| An increase in Capital Gains Tax                                                     | 6         | 5         | 1            | -                    | 1     | 2     | 1     | 2                     | 6                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | 6      | 5                |
| *                                                                                    | *         | *         | -            | -                    | *     | *     | *     | *                     | *                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | *      | *                |
| Overhead National Insurance (payments to pay / benefit carer's NI etc.)              | 5         | 4         | 1            | 2                    | -     | 1     | 2     | *                     | 3                                                           | -                            | -                                           | 1                                               | 1                                        | -                                        | -                     |  | 1                     | 4      | 5                |
| *                                                                                    | *         | *         | *            | -                    | *     | 1%    | *     | 1%                    | *                                                           | -                            | -                                           | 1%                                              | *                                        | -                                        | -                     |  | *                     | *      | *                |
| Tackle tax avoidance / loopholes                                                     | 5         | 5         | -            | -                    | -     | 2     | *     | 2                     | 3                                                           | -                            | -                                           | 1                                               | *                                        | -                                        | -                     |  | 1                     | 4      | 5                |
| *                                                                                    | *         | *         | -            | -                    | -     | 1%    | *     | *                     | *                                                           | -                            | -                                           | 1%                                              | *                                        | -                                        | -                     |  | *                     | *      | *                |
| Stop privatisation / bring social care under NHS control                             | 5         | 4         | *            | -                    | 2     | 1     | 1     | 1                     | 2                                                           | 1                            | 1                                           | 1                                               | -                                        | -                                        | -                     |  | 1                     | 4      | 6                |
| *                                                                                    | *         | *         | *            | *                    | *     | *     | *     | *                     | *                                                           | 1%                           | 1%                                          | 1%                                              | -                                        | -                                        | -                     |  | *                     | *      | *                |
| Cut NHS middle managers                                                              | 4         | 1         | 3            | *                    | 2     | 1     | 1     | -                     | 1                                                           | 2                            | -                                           | 1                                               | -                                        | -                                        | -                     |  | -                     | 4      | 5                |
| *                                                                                    | *         | 1%        | *            | *                    | *     | *     | *     | *                     | *                                                           | 1%                           | -                                           | 1%                                              | -                                        | -                                        | -                     |  | -                     | *      | *                |
| An increase in local councils budget / overhead council tax                          | 4         | 4         | -            | -                    | -     | 2     | 2     | 1                     | 4                                                           | -                            | 1                                           | -                                               | -                                        | -                                        | -                     |  | 2                     | 3      | 4                |
| *                                                                                    | *         | -         | -            | -                    | *     | 1%    | *     | *                     | *                                                           | -                            | *                                           | -                                               | -                                        | -                                        | -                     |  | *                     | *      | *                |
| Private insurance / compulsory insurance                                             | 4         | 4         | 1            | -                    | *     | 2     | 1     | 1                     | 4                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | 4      | 7                |
| *                                                                                    | *         | *         | *            | *                    | *     | *     | *     | *                     | *                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | *      | *                |
| Restrict access to NHS services / charge certain services                            | 4         | 3         | 1            | 1                    | 1     | 1     | 2     | *                     | 2                                                           | 2                            | 1                                           | -                                               | -                                        | *                                        | -                     |  | -                     | 4      | 7                |
| *                                                                                    | *         | *         | *            | *                    | *     | *     | *     | *                     | *                                                           | 1%                           | *                                           | -                                               | -                                        | 1%                                       | -                     |  | -                     | *      | *                |
| Tax on benefits                                                                      | 2         | 2         | -            | -                    | 1     | 1     | -     | -                     | 1                                                           | -                            | 1                                           | -                                               | -                                        | -                                        | -                     |  | -                     | 2      | 3                |
| *                                                                                    | *         | -         | -            | *                    | *     | -     | -     | -                     | *                                                           | -                            | 1%                                          | -                                               | -                                        | -                                        | -                     |  | -                     | *      | *                |
| An increase in tax on profits                                                        | 2         | 2         | -            | 2                    | -     | -     | -     | -                     | 1                                                           | 1                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | 2      | 2                |
| *                                                                                    | *         | -         | -            | -                    | -     | -     | -     | -                     | *                                                           | *                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | *      | *                |
| An increase in Windfall Tax                                                          | 1         | 1         | -            | *                    | -     | 1     | -     | -                     | *                                                           | -                            | -                                           | -                                               | -                                        | 3                                        | -                     |  | -                     | 1      | 2                |
| *                                                                                    | *         | *         | *            | *                    | *     | *     | -     | -                     | *                                                           | -                            | -                                           | -                                               | -                                        | 1%                                       | -                     |  | -                     | *      | *                |
| An increase to the new tax for the NHS and social care                               | -         | -         | -            | -                    | -     | -     | -     | -                     | -                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | -      | -                |
| -                                                                                    | -         | -         | -            | -                    | -     | -     | -     | -                     | -                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | -      | -                |
| Private social care / charge for healthcare / social care                            | -         | -         | -            | -                    | -     | -     | -     | -                     | -                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | -      | -                |
| -                                                                                    | -         | -         | -            | -                    | -     | -     | -     | -                     | -                                                           | -                            | -                                           | -                                               | -                                        | -                                        | -                     |  | -                     | -      | -                |
| Other (please write in)                                                              | 22        | 21        | 5            | 7                    | 3     | 8     | 4     | 5                     | 16                                                          | 2                            | -                                           | 5                                               | 1                                        | -                                        | -                     |  | 6                     | 21     | 30               |
| 1%                                                                                   | 1%        | 1%        | 1%           | 1%                   | 1%    | 2%    | 1%    | 1%                    | 1%                                                          | 1%                           | -                                           | 3%                                              | 1%                                       | -                                        | -                     |  | 1%                    | 1%     | 1%               |
| None of these - I don't think the government should increase spending on social care | 392       | 292       | 101          | 95                   | 99    | 81    | 78    | 79                    | 188                                                         | 35                           | 20                                          | 35                                              | 41                                       | 13                                       | 47                    |  | 146                   | 244    | 323              |
| 18%                                                                                  | 17%       | 20%       | 21%          | 13%                  | 18%   | 17%   | 18%   | 18%                   | 16%                                                         | 14%                          | 18%                                         | 22%                                             | 17%                                      | 19%                                      | 28%                   |  | 25%                   | 15%    | 14%              |
| Don't know                                                                           | 34        | 29        | 5            | 15                   | 2     | 2     | 10    | 5                     | 12                                                          | 9                            | 5                                           | 3                                               | 4                                        | 2                                        | -                     |  | 10                    | 24     | 26               |
| 2%                                                                                   | 2%        | 1%        | 1%           | 1%                   | 1%    | *     | 2%    | 1%                    | 1%                                                          | 4%                           | 4%                                          | 2%                                              | 2%                                       | 3%                                       | -                     |  | 2%                    | 1%     | 1%               |
| Mean                                                                                 | 1.47      | 1.48      | 1.44         | 1.41                 | 1.47  | 1.35  | 1.48  | 1.45                  | 1.33                                                        | 1.39                         | 1.22                                        | 1.46                                            | 1.38                                     | 1.31                                     | 1.61                  |  | 1.43                  | 1.49   | 1.47             |



Q226C: If the government decided to further increase spending on social care, how do you think this should be funded?

Base: All respondents

|                                                                                      | Use of NHS Services P2AM |                    |                   |                     |                     |                    | Type of NHS Service P2AM |                                |                                                   |                                   |                                                           |                                  |             |              |      |  | Unweighted Total |
|--------------------------------------------------------------------------------------|--------------------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|--------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|------|--|------------------|
|                                                                                      | Total<br>(n)             | Any service<br>(n) | No Service<br>(n) | 1-2 Services<br>(n) | 3-5 Services<br>(n) | 6+ Services<br>(n) | NHS111<br>(n)            | Dental or<br>pharmacist<br>(n) | GP practice/ GP<br>out-of-hours<br>service<br>(n) | Urgent &<br>Emergency care<br>(n) | Hospital excluding<br>urgent and<br>emergency care<br>(n) | Mental health<br>services<br>(n) | None<br>(n) | Other<br>(n) |      |  |                  |
| Unweighted Total                                                                     | 3238                     | 2005               | 115               | 838                 | 1015                | 138                | 831                      | 282                            | 1768                                              | 505                               | 637                                                       | 121                              | 165         | 27           | 3238 |  |                  |
| Weighted Total                                                                       | 2238                     | 2005               | 203*              | 805                 | 1030                | 150*               | 510                      | 1810                           | 1601                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238 |  |                  |
| Spending cuts to other services                                                      | 511                      | 443                | 61                | 181                 | 223                 | 39                 | 121                      | 368                            | 355                                               | 109                               | 128                                                       | 56                               | 61          | 3            | 450  |  |                  |
| 23%                                                                                  | 23%                      | 22%                | 30%               | 23%                 | 22%                 | 23%                | 23%                      | 23%                            | 21%                                               | 21%                               | 22%                                                       | 37%                              | 30%         | 19%          | 20%  |  |                  |
| An additional tax that is earmarked specifically for social care                     | 307                      | 457                | 44                | 147                 | 272                 | 38                 | 105                      | 391                            | 396                                               | 115                               | 150                                                       | 21                               | 44          | 3            | 600  |  |                  |
| 23%                                                                                  | 23%                      | 23%                | 22%               | 18%                 | 26%                 | 22%                | 20%                      | 24%                            | 24%                                               | 22%                               | 26%                                                       | 14%                              | 22%         | 22%          | 27%  |  |                  |
| ch                                                                                   | c                        | c                  |                   |                     |                     |                    |                          |                                |                                                   |                                   |                                                           |                                  |             |              |      |  |                  |
| An increase in Income Tax                                                            | 360                      | 244                | 15                | 126                 | 184                 | 34                 | 99                       | 282                            | 294                                               | 83                                | 188                                                       | 29                               | 15          | 2            | 410  |  |                  |
| 16%                                                                                  | 16%                      | 17%                | 7%                | 16%                 | 18%                 | 20%                | 19%                      | 17%                            | 18%                                               | 16%                               | 19%                                                       | 19%                              | 7%          | 14%          | 18%  |  |                  |
| 16                                                                                   | 16                       | 16                 | 16                | 16                  | 16                  | 16                 | 16                       | 16                             | 16                                                | 16                                | 16                                                        | 16                               | 16          | 16           | 16   |  |                  |
| An increase in Inheritance Tax                                                       | 333                      | 310                | 21                | 110                 | 166                 | 35                 | 94                       | 250                            | 264                                               | 87                                | 95                                                        | 24                               | 21          | 2            | 327  |  |                  |
| 15%                                                                                  | 15%                      | 15%                | 10%               | 14%                 | 16%                 | 21%                | 18%                      | 16%                            | 16%                                               | 17%                               | 16%                                                       | 16%                              | 10%         | 13%          | 15%  |  |                  |
| 15                                                                                   | 15                       | 15                 | 15                | 15                  | 15                  | 15                 | 15                       | 15                             | 15                                                | 15                                | 15                                                        | 15                               | 15          | 15           | 15   |  |                  |
| An increase in National Insurance                                                    | 315                      | 299                | 15                | 116                 | 155                 | 29                 | 71                       | 253                            | 254                                               | 75                                | 99                                                        | 19                               | 15          | 7            | 380  |  |                  |
| 14%                                                                                  | 14%                      | 15%                | 7%                | 14%                 | 15%                 | 17%                | 14%                      | 16%                            | 15%                                               | 14%                               | 17%                                                       | 13%                              | 7%          | 47%          | 17%  |  |                  |
| 14                                                                                   | 14                       | 14                 | 14                | 14                  | 14                  | 14                 | 14                       | 14                             | 14                                                | 14                                | 14                                                        | 14                               | 14          | 14           | 14   |  |                  |
| Increase government borrowing                                                        | 227                      | 212                | 7                 | 81                  | 114                 | 18                 | 62                       | 157                            | 174                                               | 73                                | 58                                                        | 20                               | 7           | -            | 206  |  |                  |
| 10%                                                                                  | 10%                      | 11%                | 3%                | 10%                 | 11%                 | 10%                | 10%                      | 10%                            | 10%                                               | 10%                               | 10%                                                       | 14%                              | 3%          | -            | 9%   |  |                  |
| 10                                                                                   | 10                       | 10                 | 10                | 10                  | 10                  | 10                 | 10                       | 10                             | 10                                                | 10                                | 10                                                        | 10                               | 10          | 10           | 10   |  |                  |
| An increase in Wealth Tax                                                            | 112                      | 104                | 8                 | 38                  | 75                  | 11                 | 43                       | 94                             | 96                                                | 35                                | 26                                                        | 6                                | 3           | 1            | 79   |  |                  |
| 5%                                                                                   | 5%                       | 5%                 | 4%                | 2%                  | 7%                  | 6%                 | 4%                       | 6%                             | 6%                                                | 7%                                | 5%                                                        | 4%                               | 8%          | 4%           | 4%   |  |                  |
| 5                                                                                    | 5                        | 5                  | 5                 | 5                   | 5                   | 5                  | 5                        | 5                              | 5                                                 | 5                                 | 5                                                         | 5                                | 5           | 5            | 5    |  |                  |
| An increase in VAT                                                                   | 94                       | 90                 | 4                 | 38                  | 46                  | 4                  | 40                       | 4                              | 4                                                 | 19                                | 34                                                        | 6                                | 4           | 1            | 93   |  |                  |
| 4%                                                                                   | 4%                       | 4%                 | 2%                | 5%                  | 4%                  | 7%                 | 4%                       | 5%                             | 4%                                                | 4%                                | 6%                                                        | 4%                               | 2%          | 8%           | 4%   |  |                  |
| 4                                                                                    | 4                        | 4                  | 4                 | 4                   | 4                   | 4                  | 4                        | 4                              | 4                                                 | 4                                 | 4                                                         | 4                                | 4           | 4            | 4    |  |                  |
| Spending cuts to other departments, projects, and programmes                         | 46                       | 41                 | 5                 | 19                  | 21                  | 1                  | 6                        | 36                             | 33                                                | 8                                 | 11                                                        | 3                                | 5           | -            | 54   |  |                  |
| 3%                                                                                   | 3%                       | 2%                 | 3%                | 2%                  | 2%                  | *                  | 1%                       | 2%                             | 2%                                                | 2%                                | 2%                                                        | 2%                               | 3%          | -            | 2%   |  |                  |
| 3                                                                                    | 3                        | 3                  | 3                 | 3                   | 3                   | 3                  | 3                        | 3                              | 3                                                 | 3                                 | 3                                                         | 3                                | 3           | 3            | 3    |  |                  |
| Improved management of current budget / reduce waste                                 | 34                       | 29                 | 5                 | 14                  | 14                  | 1                  | 12                       | 19                             | 25                                                | 6                                 | 2                                                         | 1                                | 5           | *            | 35   |  |                  |
| 2%                                                                                   | 2%                       | 1%                 | 3%                | 2%                  | 1%                  | 1%                 | 2%                       | 1%                             | 1%                                                | 1%                                | *                                                         | 1%                               | 3%          | 3%           | 2%   |  |                  |
| 2                                                                                    | 2                        | 2                  | 2                 | 2                   | 2                   | 2                  | 2                        | 2                              | 2                                                 | 2                                 | 2                                                         | 2                                | 2           | 2            | 2    |  |                  |
| An increase in Corporation Tax                                                       | 28                       | 26                 | *                 | 9                   | 14                  | 2                  | 13                       | 21                             | 18                                                | 6                                 | 6                                                         | 1                                | *           | -            | 21   |  |                  |
| 1%                                                                                   | 1%                       | 1%                 | *                 | 1%                  | 1%                  | 1%                 | 1%                       | 1%                             | 1%                                                | 1%                                | 1%                                                        | 1%                               | *           | -            | 1%   |  |                  |
| 1                                                                                    | 1                        | 1                  | 1                 | 1                   | 1                   | 1                  | 1                        | 1                              | 1                                                 | 1                                 | 1                                                         | 1                                | 1           | 1            | 1    |  |                  |
| Cuts to MPs / politician's wages / expenses                                          | 22                       | 22                 | -                 | 9                   | 6                   | 6                  | 5                        | 21                             | 20                                                | 9                                 | 8                                                         | 1                                | -           | -            | 19   |  |                  |
| 1%                                                                                   | 1%                       | 1%                 | -                 | 1%                  | 1%                  | 4%                 | 1%                       | 1%                             | 1%                                                | 2%                                | 1%                                                        | 1%                               | -           | -            | 1%   |  |                  |
| 1                                                                                    | 1                        | 1                  | 1                 | 1                   | 1                   | 1                  | 1                        | 1                              | 1                                                 | 1                                 | 1                                                         | 1                                | 1           | 1            | 1    |  |                  |
| Improve processes / efficiencies / reconfigure services                              | 9                        | 8                  | 1                 | 3                   | 4                   | 1                  | 2                        | 5                              | 7                                                 | 2                                 | 5                                                         | -                                | 1           | -            | 14   |  |                  |
| *                                                                                    | *                        | *                  | 1%                | *                   | *                   | 1%                 | *                        | *                              | *                                                 | *                                 | 1%                                                        | -                                | 1%          | -            | 1%   |  |                  |
| 9                                                                                    | 9                        | 9                  | 9                 | 9                   | 9                   | 9                  | 9                        | 9                              | 9                                                 | 9                                 | 9                                                         | 9                                | 9           | 9            | 9    |  |                  |
| An increase in Income Tax - for the wealthiest in society                            | 9                        | 7                  | 2                 | 4                   | *                   | 3                  | 6                        | 7                              | 4                                                 | *                                 | 3                                                         | -                                | 2           | -            | 6    |  |                  |
| *                                                                                    | *                        | *                  | 1%                | *                   | *                   | 2%                 | 1%                       | *                              | *                                                 | *                                 | 1%                                                        | -                                | 1%          | -            | *    |  |                  |
| 9                                                                                    | 9                        | 9                  | 9                 | 9                   | 9                   | 9                  | 9                        | 9                              | 9                                                 | 9                                 | 9                                                         | 9                                | 9           | 9            | 9    |  |                  |
| An increase in Capital Gains Tax                                                     | 8                        | 6                  | 3                 | 1                   | 1                   | 1                  | 2                        | 3                              | 2                                                 | -                                 | 2                                                         | 1                                | 3           | -            | 5    |  |                  |
| *                                                                                    | *                        | *                  | 2%                | *                   | *                   | 1%                 | *                        | *                              | *                                                 | -                                 | *                                                         | 1%                               | 2%          | -            | *    |  |                  |
| 8                                                                                    | 8                        | 8                  | 8                 | 8                   | 8                   | 8                  | 8                        | 8                              | 8                                                 | 8                                 | 8                                                         | 8                                | 8           | 8            | 8    |  |                  |
| Overhead National Insurance (employers to pay / lower care's NI etc.)                | 5                        | 5                  | -                 | 1                   | 2                   | 2                  | 2                        | 5                              | 4                                                 | 2                                 | 4                                                         | -                                | -           | -            | 5    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | 1%                 | *                        | *                              | *                                                 | *                                 | 1%                                                        | -                                | -           | -            | *    |  |                  |
| 5                                                                                    | 5                        | 5                  | 5                 | 5                   | 5                   | 5                  | 5                        | 5                              | 5                                                 | 5                                 | 5                                                         | 5                                | 5           | 5            | 5    |  |                  |
| Tackle tax avoidance / loopholes                                                     | 5                        | 5                  | -                 | 2                   | 2                   | 2                  | 2                        | 3                              | 5                                                 | 2                                 | 2                                                         | -                                | -           | -            | 5    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | 1%                 | *                        | *                              | *                                                 | *                                 | *                                                         | -                                | -           | -            | *    |  |                  |
| 5                                                                                    | 5                        | 5                  | 5                 | 5                   | 5                   | 5                  | 5                        | 5                              | 5                                                 | 5                                 | 5                                                         | 5                                | 5           | 5            | 5    |  |                  |
| Stop privatisation / bring social care under NHS control                             | 5                        | 5                  | -                 | 3                   | 1                   | 1                  | 1                        | 3                              | 5                                                 | -                                 | 2                                                         | -                                | -           | -            | 6    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | *                  | *                        | *                              | *                                                 | *                                 | *                                                         | -                                | -           | -            | *    |  |                  |
| 5                                                                                    | 5                        | 5                  | 5                 | 5                   | 5                   | 5                  | 5                        | 5                              | 5                                                 | 5                                 | 5                                                         | 5                                | 5           | 5            | 5    |  |                  |
| Cut NHS middle managers                                                              | 4                        | 4                  | -                 | 3                   | 2                   | -                  | 2                        | 4                              | 2                                                 | -                                 | -                                                         | -                                | -           | -            | 5    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | -                  | *                        | *                              | *                                                 | -                                 | -                                                         | -                                | -           | -            | *    |  |                  |
| 4                                                                                    | 4                        | 4                  | 4                 | 4                   | 4                   | 4                  | 4                        | 4                              | 4                                                 | 4                                 | 4                                                         | 4                                | 4           | 4            | 4    |  |                  |
| An increase in local councils' budget / overhead council tax                         | 4                        | 4                  | -                 | 1                   | 4                   | -                  | -                        | 4                              | 4                                                 | 2                                 | 3                                                         | -                                | -           | -            | 4    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | -                  | -                        | *                              | *                                                 | *                                 | 1%                                                        | -                                | -           | -            | *    |  |                  |
| 4                                                                                    | 4                        | 4                  | 4                 | 4                   | 4                   | 4                  | 4                        | 4                              | 4                                                 | 4                                 | 4                                                         | 4                                | 4           | 4            | 4    |  |                  |
| Private insurance / compulsory insurance                                             | 4                        | 4                  | -                 | 3                   | 1                   | -                  | -                        | 4                              | 3                                                 | 1                                 | 1                                                         | -                                | -           | -            | 7    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | -                  | -                        | *                              | *                                                 | *                                 | *                                                         | -                                | -           | -            | *    |  |                  |
| 4                                                                                    | 4                        | 4                  | 4                 | 4                   | 4                   | 4                  | 4                        | 4                              | 4                                                 | 4                                 | 4                                                         | 4                                | 4           | 4            | 4    |  |                  |
| Restrict access to NHS services / charge certain people                              | 4                        | 4                  | -                 | 2                   | 2                   | *                  | 1                        | 2                              | 4                                                 | 1                                 | 1                                                         | 1                                | -           | -            | 7    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | *                  | *                        | *                              | *                                                 | *                                 | *                                                         | 1%                               | -           | -            | *    |  |                  |
| 4                                                                                    | 4                        | 4                  | 4                 | 4                   | 4                   | 4                  | 4                        | 4                              | 4                                                 | 4                                 | 4                                                         | 4                                | 4           | 4            | 4    |  |                  |
| Tax on benefits                                                                      | 3                        | 2                  | 1                 | 2                   | -                   | -                  | -                        | 2                              | 1                                                 | -                                 | -                                                         | -                                | 1           | -            | 3    |  |                  |
| *                                                                                    | *                        | *                  | *                 | *                   | -                   | -                  | -                        | *                              | *                                                 | -                                 | -                                                         | -                                | *           | -            | *    |  |                  |
| 3                                                                                    | 3                        | 3                  | 3                 | 3                   | 3                   | 3                  | 3                        | 3                              | 3                                                 | 3                                 | 3                                                         | 3                                | 3           | 3            | 3    |  |                  |
| An increase in tax on profits                                                        | 2                        | 2                  | -                 | -                   | 2                   | -                  | -                        | 2                              | 2                                                 | -                                 | 1                                                         | -                                | -           | -            | 2    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | -                  | -                        | *                              | *                                                 | -                                 | *                                                         | -                                | -           | -            | *    |  |                  |
| 2                                                                                    | 2                        | 2                  | 2                 | 2                   | 2                   | 2                  | 2                        | 2                              | 2                                                 | 2                                 | 2                                                         | 2                                | 2           | 2            | 2    |  |                  |
| An increase in Windfall Tax                                                          | 1                        | 1                  | -                 | *                   | 1                   | -                  | -                        | 1                              | 1                                                 | -                                 | -                                                         | 1                                | -           | -            | 2    |  |                  |
| *                                                                                    | *                        | *                  | -                 | *                   | *                   | -                  | -                        | *                              | *                                                 | -                                 | -                                                         | *                                | -           | -            | *    |  |                  |
| 1                                                                                    | 1                        | 1                  | 1                 | 1                   | 1                   | 1                  | 1                        | 1                              | 1                                                 | 1                                 | 1                                                         | 1                                | 1           | 1            | 1    |  |                  |
| An increase to the new tax for the NHS and social care                               | -                        | -                  | -                 | -                   | -                   | -                  | -                        | -                              | -                                                 | -                                 | -                                                         | -                                | -           | -            | -    |  |                  |
| -                                                                                    | -                        | -                  | -                 | -                   | -                   | -                  | -                        | -                              | -                                                 | -                                 | -                                                         | -                                | -           | -            | -    |  |                  |
| Private social care / charge for healthcare / social care                            | -                        | -                  | -                 | -                   | -                   | -                  | -                        | -                              | -                                                 | -                                 | -                                                         | -                                | -           | -            | -    |  |                  |
| -                                                                                    | -                        | -                  | -                 | -                   | -                   | -                  | -                        | -                              | -                                                 | -                                 | -                                                         | -                                | -           | -            | -    |  |                  |
| Other (please write in)                                                              | 27                       | 24                 | 3                 | 10                  | 13                  | 1                  | 6                        | 21                             | 21                                                | 6                                 | 4                                                         | 3                                | 3           | *            | 30   |  |                  |
| 1%                                                                                   | 1%                       | 1%                 | 1%                | 1%                  | 1%                  | 1%                 | 1%                       | 1%                             | 1%                                                | 1%                                | 1%                                                        | 1%                               | 1%          | 3%           | 1%   |  |                  |
| 27                                                                                   | 27                       | 27                 | 27                | 27                  | 27                  | 27                 | 27                       | 27                             | 27                                                | 27                                | 27                                                        | 27                               | 27          | 27           | 27   |  |                  |
| None of these - I don't think the government should increase spending on social care | 392                      | 324                | 51                | 160                 | 133                 | 32                 | 76                       | 227                            | 263                                               | 87                                | 85                                                        | 25                               | 51          | 2            | 323  |  |                  |
| 18%                                                                                  | 18%                      | 16%                | 25%               | 20%                 | 13%                 | 19%                | 15%                      | 15%                            | 16%                                               | 17%                               | 15%                                                       | 17%                              | 25%         | 16%          | 14%  |  |                  |
| 39                                                                                   | 39                       | 39                 | 39                | 39                  | 39                  | 39                 | 39                       | 39                             | 39                                                | 39                                | 39                                                        | 39                               | 39          | 39           | 39   |  |                  |
| Don't know                                                                           | 2%                       | 2%                 | 6                 | 7                   | 16                  | 5                  | 6                        | 28                             | 23                                                | 14                                | 13                                                        | 6                                | 6           | -            | 26   |  |                  |
| 2%                                                                                   | 2%                       | 1%                 | 3%                | 1%                  | 2%                  | 3%                 | 1%                       | 2%                             | 1%                                                | 3%                                | 2%                                                        | 4%                               | 3%          | -            | 1%   |  |                  |
| 2                                                                                    | 2                        | 2                  | 2                 | 2                   | 2                   | 2                  | 2                        | 2                              | 2                                                 | 2                                 | 2                                                         | 2                                | 2           | 2            | 2    |  |                  |
| Mean                                                                                 | 1.47                     | 1.48               | 1.33              | 1.41                | 1.5                 | 1.78               | 1.54                     | 1.51                           | 1.5                                               | 1.33                              | 1.57                                                      | 1.61                             | 1.33        | 1.82         | 1.47 |  |                  |
| c                                                                                    | c                        | c                  | c                 | c                   | c                   | c                  | c                        | c                              | c                                                 | c                                 | c                                                         | c                                | c           | c            | c    |  |                  |



Q226C. If the government decided to further increase spending on social care, how do you think this should be funded?

Base: All respondents

|                                                                                      | Use of UK Spending P130M |                          |       |                              |       | Health problem/disability |           | General Standard NHS - Last 12 months |                        | General Standard NHS - Next 12 months |                        | General Standard Social Care - Last 12 months |                       | General Standard Social Care - Next 12 months |                        | Unweighted Total |                        |                           |                       |      |
|--------------------------------------------------------------------------------------|--------------------------|--------------------------|-------|------------------------------|-------|---------------------------|-----------|---------------------------------------|------------------------|---------------------------------------|------------------------|-----------------------------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|------------------------|---------------------------|-----------------------|------|
|                                                                                      | Total<br>(n)             | Any service (personally) |       | Any service (friends/family) |       | Yes<br>(n)                | No<br>(n) | Got better<br>(n)                     | Stayed the same<br>(n) | Got worse<br>(n)                      | Will get better<br>(n) | Will stay the same<br>(n)                     | Will get worse<br>(n) | Got better<br>(n)                             | Stayed the same<br>(n) | Got worse<br>(n) | Will get better<br>(n) | Will stay the same<br>(n) | Will get worse<br>(n) |      |
|                                                                                      |                          | (n)                      | (%)   | (n)                          | (%)   |                           |           |                                       |                        |                                       |                        |                                               |                       |                                               |                        |                  |                        |                           |                       |      |
| Unweighted Total                                                                     | 2248                     | 157                      | 7.0   | 468                          | 20.8  | 557                       | 24.8      | 517                                   | 23.0                   | 710                                   | 31.6                   | 502                                           | 22.3                  | 79                                            | 3.5                    | 865              | 38.5                   | 768                       | 34.2                  | 2238 |
| Spending cuts to other services                                                      | 311                      | 121                      | 39.0  | 111                          | 35.7  | 98                        | 31.5      | 76                                    | 24.5                   | 121                                   | 39.0                   | 109                                           | 35.0                  | 21                                            | 6.8                    | 202              | 65.0                   | 180                       | 57.9                  | 400  |
| 23%                                                                                  |                          | 23%                      |       | 23%                          |       | 23%                       |           | 21%                                   |                        | 24%                                   |                        | 22%                                           |                       | 21%                                           |                        | 23%              |                        | 24%                       |                       | 20%  |
| An additional tax that is earmarked specifically for social care                     | 507                      | 128                      | 25.3  | 120                          | 23.7  | 123                       | 24.3      | 100                                   | 19.7                   | 155                                   | 30.4                   | 190                                           | 37.5                  | 31                                            | 6.1                    | 215              | 42.4                   | 165                       | 32.6                  | 600  |
| 23%                                                                                  |                          | 24%                      |       | 15%                          |       | 23%                       |           | 26%                                   |                        | 22%                                   |                        | 23%                                           |                       | 31%                                           |                        | 27%              |                        | 29%                       |                       | 24%  |
| An increase in Income Tax                                                            | 360                      | 113                      | 31.4  | 105                          | 29.2  | 80                        | 22.2      | 84                                    | 23.3                   | 178                                   | 49.4                   | 158                                           | 43.9                  | 15                                            | 4.2                    | 187              | 51.9                   | 146                       | 40.6                  | 410  |
| 16%                                                                                  |                          | 22%                      |       | 23%                          |       | 17%                       |           | 23%                                   |                        | 17%                                   |                        | 18%                                           |                       | 15%                                           |                        | 17%              |                        | 26%                       |                       | 14%  |
| An increase in Inheritance Tax                                                       | 333                      | 92                       | 27.6  | 84                           | 25.2  | 74                        | 22.2      | 98                                    | 29.4                   | 126                                   | 37.8                   | 129                                           | 38.7                  | 23                                            | 6.9                    | 131              | 39.3                   | 111                       | 33.2                  | 327  |
| 10%                                                                                  |                          | 18%                      |       | 14%                          |       | 18%                       |           | 13%                                   |                        | 13%                                   |                        | 14%                                           |                       | 13%                                           |                        | 13%              |                        | 23%                       |                       | 15%  |
| An increase in National Insurance                                                    | 303                      | 80                       | 26.4  | 73                           | 24.1  | 85                        | 28.0      | 68                                    | 22.4                   | 91                                    | 29.7                   | 118                                           | 38.9                  | 15                                            | 4.9                    | 122              | 40.3                   | 133                       | 43.9                  | 380  |
| 14%                                                                                  |                          | 15%                      |       | 14%                          |       | 14%                       |           | 18%                                   |                        | 13%                                   |                        | 14%                                           |                       | 15%                                           |                        | 17%              |                        | 16%                       |                       | 13%  |
| Increase government borrowing                                                        | 227                      | 56                       | 24.7  | 50                           | 22.0  | 44                        | 19.4      | 33                                    | 14.5                   | 126                                   | 55.5                   | 78                                            | 34.4                  | 8                                             | 3.5                    | 110              | 48.4                   | 55                        | 24.2                  | 206  |
| 30%                                                                                  |                          | 11%                      |       | 14%                          |       | 10%                       |           | 8%                                    |                        | 12%                                   |                        | 8%                                            |                       | 12%                                           |                        | 8%               |                        | 9%                        |                       | 12%  |
| An increase in Wealth Tax                                                            | 112                      | 30                       | 26.8  | 28                           | 25.0  | 29                        | 25.9      | 25                                    | 22.3                   | 28                                    | 25.0                   | 36                                            | 31.8                  | 4                                             | 3.6                    | 43               | 38.3                   | 29                        | 25.9                  | 79   |
| 5%                                                                                   |                          | 6%                       |       | 5%                           |       | 5%                        |           | 7%                                    |                        | 5%                                    |                        | 4%                                            |                       | 5%                                            |                        | 4%               |                        | 8%                        |                       | 4%   |
| An increase in VAT                                                                   | 94                       | 26                       | 27.7  | 12                           | 12.8  | 68                        | 72.3      | 18                                    | 19.1                   | 75                                    | 79.8                   | 42                                            | 44.7                  | 8                                             | 8.5                    | 26               | 27.7                   | 41                        | 43.6                  | 93   |
| 4%                                                                                   |                          | 5%                       |       | 8%                           |       | 4%                        |           | 4%                                    |                        | 4%                                    |                        | 5%                                            |                       | 3%                                            |                        | 5%               |                        | 2%                        |                       | 4%   |
| Spending cuts to other departments, projects, and programmes                         | 46                       | 9                        | 19.6  | 9                            | 19.6  | 34                        | 73.9      | 10                                    | 21.7                   | 26                                    | 56.5                   | 13                                            | 28.3                  | 1                                             | 2.2                    | 28               | 60.9                   | 3                         | 6.5                   | 54   |
| 2%                                                                                   |                          | 2%                       |       | *                            |       | 2%                        |           | 2%                                    |                        | 2%                                    |                        | 1%                                            |                       | 2%                                            |                        | 1%               |                        | 2%                        |                       | 2%   |
| Improved management of current budget / reduce waste                                 | 34                       | 7                        | 20.6  | 7                            | 20.6  | 27                        | 79.4      | 3                                     | 8.8                    | 11                                    | 32.4                   | 14                                            | 41.2                  | 5                                             | 14.7                   | 13               | 38.2                   | 11                        | 32.4                  | 35   |
| 2%                                                                                   |                          | 1%                       |       | 1%                           |       | 2%                        |           | 3%                                    |                        | 1%                                    |                        | 2%                                            |                       | 3%                                            |                        | 1%               |                        | 1%                        |                       | 2%   |
| An increase in Corporation Tax                                                       | 26                       | 9                        | 34.6  | 9                            | 34.6  | 18                        | 69.2      | 10                                    | 38.5                   | 16                                    | 61.5                   | 7                                             | 26.9                  | 4                                             | 15.4                   | 11               | 42.3                   | 6                         | 23.1                  | 21   |
| 1%                                                                                   |                          | 2%                       |       | *                            |       | 1%                        |           | 2%                                    |                        | 1%                                    |                        | 2%                                            |                       | 1%                                            |                        | 2%               |                        | 2%                        |                       | 1%   |
| Cuts to MPs / politician's wages / expenses                                          | 22                       | 6                        | 27.3  | 6                            | 27.3  | 16                        | 72.7      | 6                                     | 27.3                   | 13                                    | 59.1                   | 4                                             | 18.2                  | 2                                             | 9.1                    | 14               | 63.6                   | 3                         | 13.6                  | 19   |
| 1%                                                                                   |                          | 1%                       |       | 1%                           |       | 1%                        |           | 1%                                    |                        | 1%                                    |                        | *                                             |                       | 1%                                            |                        | *                |                        | 1%                        |                       | 1%   |
| Improve processes / efficiencies / reorganise services                               | 9                        | 2                        | 22.2  | 2                            | 22.2  | 7                         | 77.8      | 1                                     | 11.1                   | 4                                     | 44.4                   | 3                                             | 33.3                  | 2                                             | 22.2                   | 5                | 55.6                   | 2                         | 22.2                  | 14   |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | 1%   |
| An increase in Income Tax - for the wealthiest in society                            | 9                        | -                        | -     | -                            | -     | 9                         | 100.0     | 3                                     | 33.3                   | 6                                     | 66.7                   | 2                                             | 22.2                  | 3                                             | 33.3                   | 4                | 44.4                   | 1                         | 11.1                  | 6    |
| 0%                                                                                   |                          | -                        |       | -                            |       | 1%                        |           | 1%                                    |                        | *                                     |                        | *                                             |                       | 3%                                            |                        | *                |                        | 2%                        |                       | *    |
| An increase in Capital Gains Tax                                                     | 6                        | 4                        | 66.7  | 4                            | 66.7  | 2                         | 33.3      | 2                                     | 33.3                   | 4                                     | 66.7                   | 2                                             | 33.3                  | 2                                             | 33.3                   | 2                | 33.3                   | 2                         | 33.3                  | 5    |
| 0%                                                                                   |                          | 1%                       |       | 1%                           |       | *                         |           | 1%                                    |                        | *                                     |                        | 1%                                            |                       | 3%                                            |                        | *                |                        | 1%                        |                       | *    |
| Overhead National Insurance (contributions to pay / lower care's bill etc.)          | 5                        | 2                        | 40.0  | 2                            | 40.0  | 3                         | 60.0      | 1                                     | 20.0                   | 1                                     | 20.0                   | 1                                             | 20.0                  | 1                                             | 20.0                   | 1                | 20.0                   | 1                         | 20.0                  | 5    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | 1%                                    |                        | *                                     |                        | 1%                                            |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Tackle tax avoidance / loopholes                                                     | 5                        | 3                        | 60.0  | 3                            | 60.0  | 2                         | 40.0      | 3                                     | 60.0                   | 2                                     | 40.0                   | 2                                             | 40.0                  | 1                                             | 20.0                   | 1                | 20.0                   | 1                         | 20.0                  | 5    |
| 0%                                                                                   |                          | 1%                       |       | 1%                           |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Stop privatisation / bring social care under NHS control                             | 5                        | 1                        | 20.0  | 1                            | 20.0  | 4                         | 80.0      | 1                                     | 20.0                   | 1                                     | 20.0                   | 1                                             | 20.0                  | 1                                             | 20.0                   | 1                | 20.0                   | 1                         | 20.0                  | 6    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Cut NHS middle managers                                                              | 4                        | 1                        | 25.0  | 1                            | 25.0  | 3                         | 75.0      | 1                                     | 25.0                   | 2                                     | 50.0                   | 1                                             | 25.0                  | 1                                             | 25.0                   | 1                | 25.0                   | 1                         | 25.0                  | 5    |
| 0%                                                                                   |                          | *                        |       | 1%                           |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| An increase in local council budgets / overhead council tax                          | 4                        | 1                        | 25.0  | 1                            | 25.0  | 4                         | 100.0     | 1                                     | 25.0                   | 2                                     | 50.0                   | 1                                             | 25.0                  | 1                                             | 25.0                   | 1                | 25.0                   | 1                         | 25.0                  | 4    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Private insurance / compulsory insurance                                             | 4                        | 1                        | 25.0  | 1                            | 25.0  | 2                         | 50.0      | 1                                     | 25.0                   | 2                                     | 50.0                   | 1                                             | 25.0                  | 1                                             | 25.0                   | 1                | 25.0                   | 1                         | 25.0                  | 7    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Restrict access to NHS services / charge certain people                              | 4                        | 1                        | 25.0  | 1                            | 25.0  | 3                         | 75.0      | 1                                     | 25.0                   | 2                                     | 50.0                   | 1                                             | 25.0                  | 1                                             | 25.0                   | 1                | 25.0                   | 1                         | 25.0                  | 7    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| Tax on benefits                                                                      | 2                        | 1                        | 50.0  | 1                            | 50.0  | 1                         | 50.0      | 1                                     | 50.0                   | 1                                     | 50.0                   | 1                                             | 50.0                  | 1                                             | 50.0                   | 1                | 50.0                   | 1                         | 50.0                  | 3    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| An increase in tax on profits                                                        | 2                        | 2                        | 100.0 | 2                            | 100.0 | 2                         | 100.0     | 1                                     | 50.0                   | 1                                     | 50.0                   | 1                                             | 50.0                  | 1                                             | 50.0                   | 1                | 50.0                   | 1                         | 50.0                  | 2    |
| 0%                                                                                   |                          | *                        |       | *                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| An increase in Windfall Tax                                                          | 1                        | -                        | -     | -                            | -     | 1                         | 100.0     | 1                                     | 100.0                  | 1                                     | 100.0                  | 1                                             | 100.0                 | 1                                             | 100.0                  | 1                | 100.0                  | 1                         | 100.0                 | 2    |
| 0%                                                                                   |                          | -                        |       | -                            |       | *                         |           | *                                     |                        | *                                     |                        | *                                             |                       | *                                             |                        | *                |                        | *                         |                       | *    |
| An increase to the new tax for the NHS and social care                               | -                        | -                        | -     | -                            | -     | -                         | -         | -                                     | -                      | -                                     | -                      | -                                             | -                     | -                                             | -                      | -                | -                      | -                         | -                     | -    |
| 0%                                                                                   |                          | -                        |       | -                            |       | -                         |           | -                                     |                        | -                                     |                        | -                                             |                       | -                                             |                        | -                |                        | -                         |                       | -    |
| Private social care / charge for healthcare / social care                            | -                        | -                        | -     | -                            | -     | -                         | -         | -                                     | -                      | -                                     | -                      | -                                             | -                     | -                                             | -                      | -                | -                      | -                         | -                     | -    |
| 0%                                                                                   |                          | -                        |       | -                            |       | -                         |           | -                                     |                        | -                                     |                        | -                                             |                       | -                                             |                        | -                |                        | -                         |                       | -    |
| Other (please write in)                                                              | 27                       | 5                        | 18.5  | 4                            | 14.8  | 20                        | 74.1      | 8                                     | 29.6                   | 11                                    | 40.7                   | 11                                            | 40.7                  | 5                                             | 18.5                   | 12               | 44.4                   | 7                         | 25.9                  | 30   |
| 1%                                                                                   |                          | 1%                       |       | 1%                           |       | 1%                        |           | 1%                                    |                        | 1%                                    |                        | 1%                                            |                       | 1%                                            |                        | 1%               |                        | 1%                        |                       | 1%   |
| None of these - I don't think the government should increase spending on social care | 392                      | 17                       | 4.3   | 54                           | 13.8  | 286                       | 72.8      | 30                                    | 7.6                    | 154                                   | 39.3                   | 185                                           | 47.2                  | 16                                            | 4.1                    | 103              | 26.3                   | 170                       | 43.1                  | 323  |
| 18%                                                                                  |                          | 11%                      |       | 11%                          |       | 18%                       |           | 8%                                    |                        | 18%                                   |                        | 21%                                           |                       | 16%                                           |                        | 20%              |                        | 10%                       |                       | 13%  |
| Don't know                                                                           | 34                       | 3                        | 8.8   | 2                            | 5.9   | 31                        | 91.2      | 7                                     | 20.6                   | 2                                     | 5.9                    | 14                                            | 41.2                  | 9                                             | 26.5                   | 14               | 41.2                   | 12                        | 35.3                  | 26   |
| 2%                                                                                   |                          | 1%                       |       | 1%                           |       | 1%                        |           | 1%                                    |                        | 1%                                    |                        | 1%                                            |                       | 1%                                            |                        | 1%               |                        | 1%                        |                       | 1%   |
| Mean                                                                                 | 1.47                     | 1.5                      |       | 1.45                         |       | 1.51                      |           | 1.47                                  |                        | 1.48                                  |                        | 1.48                                          |                       | 1.44                                          |                        | 1.48             |                        | 1.45                      |                       | 1.47 |
| SD                                                                                   | 1                        |                          |       |                              |       |                           |           |                                       |                        |                                       |                        |                                               |                       |                                               |                        |                  |                        |                           |                       |      |

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**KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)**

**6 Aug 2026**

**Table 118**

**Q210A Can you please select whether each of the below statements is true or false. -SUMMARY TABLE**

**Base: All respondents**

|                  | The NHS provides<br>the majority of<br>social care services<br>for older people | Social care<br>services are<br>generally free at<br>the point of need |
|------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Unweighted Total | 2238                                                                            | 2238                                                                  |
| Weighted Total   | 2238                                                                            | 2238                                                                  |
| True             | 757<br>34%                                                                      | 884<br>40%                                                            |
| False            | 1086<br>49%                                                                     | 987<br>44%                                                            |
| Don't know       | 396<br>18%                                                                      | 366<br>16%                                                            |

**Fieldwork dates: 21st - 27th May 2026**

**Respondent type: KnowledgePanel Members - UK, 16+**

**Source: Ipsos (JN J26-001039-01)**

**Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse**



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: All respondents

|                  | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                  | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVG112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total   | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| True             | 757          | 384        | 366          | 129          | 124          | 152          | 115          | 92           | 72           | 74         | 614                                          | 125                                                         | 327                      | 429                              | 187                                               | 559                  | 99                                                     | 190                             | 208                                                | 30                                                                               | 32                                 | 682         |
|                  | 34%          | 36%        | 32%          | 44%          | 34%          | 42%          | 32%          | 26%          | 27%          | 30%        | 33%                                          | 42%                                                         | 34%                      | 34%                              | 28%                                               | 36%                  | 36%                                                    | 34%                             | 38%                                                | 30%                                                                              | 44%                                | 30%         |
|                  | ghin         |            |              | zfghi        |              | zfghi        |              |              |              |            | zi                                           |                                                             |                          |                                  | zn                                                | n                    | n                                                      | n                               | n                                                  | n                                                                                | n                                  |             |
| False            | 1086         | 529        | 551          | 114          | 134          | 147          | 173          | 218          | 163          | 137        | 964                                          | 101                                                         | 460                      | 623                              | 349                                               | 728                  | 127                                                    | 263                             | 246                                                | 58                                                                               | 34                                 | 1196        |
|                  | 49%          | 49%        | 48%          | 39%          | 37%          | 41%          | 49%          | 61%          | 61%          | 55%        | 51%                                          | 34%                                                         | 47%                      | 50%                              | 52%                                               | 47%                  | 46%                                                    | 48%                             | 45%                                                | 59%                                                                              | 46%                                | 53%         |
|                  | dek          |            |              | d            |              | d            |              | zcdef        | zcdef        | zcde       | zk                                           |                                                             |                          |                                  | z                                                 |                      |                                                        |                                 | zopr                                               |                                                                                  |                                    |             |
| Don't know       | 396          | 156        | 234          | 49           | 103          | 61           | 67           | 45           | 33           | 38         | 303                                          | 74                                                          | 189                      | 201                              | 110                                               | 255                  | 50                                                     | 99                              | 89                                                 | 10                                                                               | 7                                  | 360         |
|                  | 18%          | 15%        | 20%          | 17%          | 28%          | 17%          | 19%          | 13%          | 12%          | 15%        | 16%                                          | 25%                                                         | 19%                      | 16%                              | 19%                                               | 17%                  | 18%                                                    | 18%                             | 16%                                                | 11%                                                                              | 10%                                | 16%         |
|                  | aghim        | za         |              | zcefghi      |              | gh           |              |              |              |            | zj                                           |                                                             |                          |                                  | st                                                |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: All respondents

|                  |              | Annual household income |                       |                       |                    | Country |          |       |                  | England region (Net) |          |       | England region |            |                          |               |               |                 |            |            |        |  | Unwtd Total |
|------------------|--------------|-------------------------|-----------------------|-----------------------|--------------------|---------|----------|-------|------------------|----------------------|----------|-------|----------------|------------|--------------------------|---------------|---------------|-----------------|------------|------------|--------|--|-------------|
|                  |              | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England | Scotland | Wales | Northern Ireland | North                | Midlands | South | North East     | North West | Yorkshire and The Humber | East Midlands | West Midlands | East of England | South East | South West | London |  |             |
| Unweighted Total | Total<br>(a) | (c)                     | (d)                   | (e)                   | (f)                | (g)     | (h)      | (i)   | (j)              | (k)                  | (l)      | (m)   | (n)            | (o)        | (p)                      | (q)           | (r)           | (s)             | (t)        | (u)        | (v)    |  |             |
| 2238             | 468          | 686                     | 465                   | 164                   | 1715               | 206     | 162      | 155   | 453              | 348                  | 334      | 85    | 201            | 164        | 170                      | 178           | 194           | 282             | 235        | 213        |        |  |             |
| Weighted Total   | 2238         | 398                     | 605                   | 524                   | 231                | 1886    | 184      | 106*  | 62*              | 521                  | 362      | 1003  | 89*            | 247        | 184                      | 164           | 198           | 209             | 310        | 195        | 290    |  |             |
| True             | 757          | 153                     | 200                   | 180                   | 69                 | 648     | 57       | 26    | 25               | 158                  | 118      | 372   | 36             | 78         | 43                       | 61            | 58            | 74              | 108        | 55         | 134    |  |             |
|                  | 34%          | 38%                     | 33%                   | 34%                   | 30%                | 34%     | 31%      | 25%   | 40%              | 30%                  | 33%      | 37%   | 41%            | 32%        | 23%                      | 37%           | 29%           | 35%             | 35%        | 28%        | 46%    |  |             |
| False            | 1086         | 189                     | 325                   | 257                   | 119                | 920     | 78       | 65    | 23               | 279                  | 185      | 456   | 41             | 129        | 109                      | 81            | 104           | 105             | 139        | 108        |        |  |             |
|                  | 49%          | 47%                     | 54%                   | 49%                   | 51%                | 49%     | 42%      | 61%   | 37%              | 54%                  | 51%      | 45%   | 46%            | 52%        | 59%                      | 49%           | 53%           | 50%             | 45%        | 55%        |        |  |             |
| Don't know       | 396          | 57                      | 80                    | 87                    | 44                 | 318     | 49       | 15    | 14               | 84                   | 59       | 175   | 12             | 40         | 33                       | 23            | 36            | 30              | 63         | 32         |        |  |             |
|                  | 18%          | 14%                     | 13%                   | 17%                   | 19%                | 17%     | 26%      | 14%   | 22%              | 16%                  | 16%      | 17%   | 13%            | 16%        | 18%                      | 14%           | 18%           | 14%             | 20%        | 16%        |        |  |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [IN 126-001039-01]  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: All respondents

|                  |                     | Urbanity         |                  | IMD Quintile             |            |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  |                  |             |
|------------------|---------------------|------------------|------------------|--------------------------|------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|-------------|
|                  |                     |                  |                  |                          |            |            |            |                           |                                                                         |                                    |                                                      |                                                          |                                                   |                                                   |                          |                  |                  |             |
|                  | Total<br>(z)        | Urban<br>(a)     | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       | No<br>(p)        | Unwtd Total |
| Unweighted Total | 2238                | 1673             | 565              | 419                      | 432        | 476        | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238        |
| Weighted Total   | 2238                | 1745             | 493              | 451                      | 442        | 447        | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238        |
| True             | 757<br>34%<br>ghp   | 596<br>34%       | 160<br>33%       | 151<br>34%               | 159<br>36% | 166<br>37% | 151<br>34% | 129<br>29%                | 370<br>31%                                                              | 70<br>29%                          | 41<br>36%                                            | 72<br>45%<br>zhi                                         | 79<br>33%                                         | 34<br>48%<br>hi                                   | 88<br>51%<br>zhil        | 255<br>43%<br>zo | 501<br>31%       | 682<br>30%  |
| False            | 1086<br>49%<br>akno | 817<br>47%       | 269<br>55%<br>za | 198<br>44%               | 213<br>48% | 221<br>49% | 216<br>48% | 238<br>53%<br>c           | 634<br>52%<br>zkn                                                       | 129<br>52%<br>kn                   | 59<br>52%<br>n                                       | 59<br>37%                                                | 116<br>49%                                        | 25<br>36%                                         | 57<br>33%                | 222<br>38%       | 862<br>53%<br>zo | 1196<br>53% |
| Don't know       | 396<br>18%<br>be    | 332<br>19%<br>zb | 64<br>13%        | 101<br>22%<br>ze         | 70<br>16%  | 60<br>13%  | 81<br>18%  | 83<br>19%                 | 206<br>17%                                                              | 47<br>19%                          | 15<br>13%                                            | 30<br>19%                                                | 43<br>18%                                         | 12<br>17%                                         | 27<br>15%                | 115<br>19%       | 279<br>17%       | 360<br>16%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: All respondents

|                  | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                  |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total   | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| True             | 757<br>34%   | 695<br>35%               | 60<br>29%         | 272<br>34%          | 360<br>35%          | 63<br>37%          | 178<br>34%               | 546<br>34%                      | 570<br>34%                                        | 199<br>38%                        | 207<br>36%                                                | 46<br>30%                        | 60<br>29%   | 1<br>9%      | 682<br>30%  |
| False            | 1086<br>49%  | 987<br>49%               | 91<br>45%         | 390<br>48%          | 513<br>50%          | 85<br>50%          | 269<br>52%               | 806<br>50%                      | 825<br>50%                                        | 264<br>50%                        | 285<br>49%                                                | 74<br>49%                        | 91<br>45%   | 9<br>65%     | 1196<br>53% |
| Don't know       | 396<br>18%   | 323<br>16%               | 53<br>26%         | 144<br>18%          | 158<br>15%          | 22<br>13%          | 72<br>14%                | 258<br>16%                      | 266<br>16%                                        | 61<br>12%                         | 85<br>15%                                                 | 32<br>21%                        | 53<br>26%   | 4<br>26%     | 360<br>16%  |
|                  | adfgghi      |                          | zade              |                     |                     |                    |                          | i                               | i                                                 |                                   |                                                           | i                                | zfgghij     |              |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: All respondents

|                  | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |             |
|------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                  | Total<br>(z)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total |
| Unweighted Total | 2238                    | 537                | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total   | 2238                    | 523                | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| True             | 757<br>34%              | 183<br>35%         | 65<br>46%                          | 165<br>34%                            | 541<br>33%        | 159<br>33%                | 580<br>34% | 135<br>37%                            | 350<br>34%             | 243<br>32%       | 151<br>36%                            | 305<br>34%                | 288<br>34%            | 47<br>47%                                     | 321<br>39%             | 271<br>31%       | 72<br>44%                                     | 311<br>38%                | 294<br>30%            | 682<br>30%  |
| False            | 1086<br>49%             | 274<br>52%         | 61<br>43%                          | 253<br>53%                            | 792<br>49%        | 237<br>50%                | 840<br>49% | 187<br>51%                            | 499<br>48%             | 375<br>49%       | 209<br>50%                            | 453<br>50%                | 406<br>47%            | 43<br>43%                                     | 392<br>48%             | 521<br>59%       | 69<br>43%                                     | 388<br>48%                | 559<br>57%            | 1196<br>53% |
| Don't know       | 396<br>18%              | 65<br>13%          | 16<br>11%                          | 62<br>13%                             | 285<br>18%        | 80<br>17%                 | 289<br>17% | 44<br>12%                             | 187<br>18%             | 141<br>19%       | 56<br>13%                             | 141<br>16%                | 164<br>19%            | 10<br>10%                                     | 102<br>13%             | 95<br>11%        | 20<br>13%                                     | 111<br>14%                | 120<br>12%            | 360<br>16%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: All respondents

|                  | Gender             |                    |                    | Age               |                    |                      |                    |                     |                      | Ethnicity            |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total         |
|------------------|--------------------|--------------------|--------------------|-------------------|--------------------|----------------------|--------------------|---------------------|----------------------|----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|---------------------|
|                  | Total<br>(z)       | Man<br>(a)         | Woman<br>(b)       | 16-24<br>(c)      | 25-34<br>(d)       | 35-44<br>(e)         | 45-54<br>(f)       | 55-64<br>(g)        | 65-74<br>(h)         | 75+<br>(i)           | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                     |
| Unweighted Total | 2238               | 1090               | 1130               | 101               | 156                | 252                  | 345                | 518                 | 552                  | 314                  | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238                |
| Weighted Total   | 2238               | 1069               | 1151               | 292*              | 361                | 359                  | 355                | 354                 | 268                  | 249                  | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238                |
| True             | 884<br>40%<br>ghij | 425<br>40%<br>ghij | 452<br>39%<br>ghij | 134<br>46%<br>hi  | 144<br>40%<br>ghij | 188<br>52%<br>zdfghi | 131<br>37%<br>ghij | 123<br>35%<br>ghij  | 86<br>32%<br>ghij    | 79<br>32%<br>ghij    | 716<br>38%<br>zj                             | 143<br>48%<br>zj                                            | 406<br>42%<br>ghij       | 477<br>38%<br>ghij               | 250<br>38%<br>ghij                                | 622<br>40%<br>ghij   | 110<br>40%<br>ghij                                     | 228<br>41%<br>ghij              | 226<br>42%<br>ghij                                 | 34<br>34%<br>ghij                                                                 | 23<br>32%<br>ghij                  | 821<br>37%<br>ghij  |
| False            | 987<br>44%<br>cek  | 488<br>46%<br>cek  | 494<br>43%<br>cek  | 82<br>28%<br>cek  | 134<br>37%<br>cek  | 111<br>31%<br>cek    | 165<br>47%<br>cek  | 190<br>54%<br>zcede | 160<br>60%<br>zcedef | 145<br>58%<br>zcedef | 882<br>47%<br>zjk                            | 92<br>31%<br>zjk                                            | 405<br>41%<br>ghij       | 579<br>46%<br>ghij               | 311<br>47%<br>ghij                                | 667<br>43%<br>ghij   | 127<br>46%<br>ghij                                     | 222<br>40%<br>ghij              | 226<br>42%<br>ghij                                 | 52<br>52%<br>q                                                                    | 41<br>57%<br>zqqr                  | 1109<br>50%<br>ghij |
| Don't know       | 366<br>16%<br>ghij | 156<br>15%<br>ghij | 205<br>18%<br>ghij | 75<br>26%<br>zghi | 83<br>23%<br>zghi  | 60<br>17%<br>hi      | 59<br>17%<br>hi    | 59<br>12%<br>ghij   | 42<br>8%<br>ghij     | 22<br>10%<br>ghij    | 283<br>15%<br>j                              | 65<br>22%<br>j                                              | 165<br>17%<br>ghij       | 197<br>16%<br>ghij               | 105<br>16%<br>ghij                                | 253<br>16%<br>ghij   | 39<br>14%<br>ghij                                      | 102<br>18%<br>ghij              | 90<br>17%<br>ghij                                  | 13<br>13%<br>ghij                                                                 | 8<br>11%<br>ghij                   | 308<br>14%<br>ghij  |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: All respondents

|                  | Total<br>(a)                 | Annual household income |                                 |                                 |                              | Country                      |                 |                             |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|------------------|------------------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------------------|-----------------|-----------------------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                  |                              | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g)               | Scotland<br>(h) | Wales<br>(i)                | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |             |
| Unweighted Total | 2238                         | 468                     | 686                             | 465                             | 164                          | 1715                         | 206             | 162                         | 155                     | 453                  | 348             | 914          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 235               | 213           | 2238        |             |
| Weighted Total   | 2238                         | 398                     | 605                             | 524                             | 231                          | 1886                         | 184             | 106*                        | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| True             | 884<br>40%                   | 174<br>44%              | 222<br>37%                      | 231<br>44%                      | 97<br>42%                    | 726<br>39%                   | 90<br>49%       | 34<br>32%                   | 34<br>54%               | 192<br>37%           | 135<br>37%      | 399<br>40%   | 31<br>34%         | 93<br>38%         | 68<br>37%                          | 63<br>39%            | 72<br>36%            | 65<br>31%              | 135<br>43%        | 72<br>37%         | 128<br>44%    | 821<br>37%  |             |
| False            | 987<br>44%<br>h <sub>j</sub> | 177<br>45%              | 307<br>51%<br>ze                | 226<br>43%                      | 97<br>42%                    | 851<br>45%<br>h <sub>j</sub> | 63<br>34%       | 55<br>52%<br>h <sub>j</sub> | 17<br>28%               | 245<br>47%           | 173<br>48%      | 434<br>43%   | 43<br>48%         | 115<br>46%        | 87<br>47%                          | 82<br>50%            | 91<br>46%            | 102<br>49%             | 124<br>40%        | 97<br>50%<br>v    | 110<br>38%    | 1109<br>50% |             |
| Don't know       | 366<br>16%<br>cd             | 47<br>12%               | 76<br>13%                       | 67<br>13%                       | 37<br>16%                    | 308<br>16%                   | 31<br>17%       | 16<br>15%                   | 11<br>18%               | 84<br>16%            | 53<br>15%       | 171<br>17%   | 15<br>17%         | 40<br>16%         | 29<br>16%                          | 19<br>11%            | 35<br>18%            | 42<br>20%              | 51<br>16%         | 26<br>13%         | 52<br>18%     | 308<br>14%  |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN 126-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: All respondents

|                  |                    | Urbanity   |            | IMD Quintile          |            |                  |            |                        | NS-SEC                                                  |                          |                                         |                                             |                                      |                                      |                   | Children in household |                  |             |
|------------------|--------------------|------------|------------|-----------------------|------------|------------------|------------|------------------------|---------------------------------------------------------|--------------------------|-----------------------------------------|---------------------------------------------|--------------------------------------|--------------------------------------|-------------------|-----------------------|------------------|-------------|
|                  |                    |            |            |                       |            |                  |            |                        | Managerial, administrative and professional occupations | Intermediate occupations | Small employers and own account workers | Lower supervisory and technical occupations | Semi-routine and routine occupations | Long-term unemployed or never worked | Full-time student |                       |                  |             |
|                  | Total (z)          | Urban (a)  | Rural (b)  | 1 - Most deprived (c) | 2 (d)      | 3 (e)            | 4 (f)      | 5 - Least deprived (g) | (h)                                                     | (i)                      | (j)                                     | (k)                                         | (l)                                  | (m)                                  | (n)               | (o)                   | (p)              | Unwtd Total |
| Unweighted Total | 2238               | 1673       | 565        | 419                   | 432        | 476              | 450        | 461                    | 1302                                                    | 280                      | 132                                     | 169                                         | 227                                  | 45                                   | 58                | 400                   | 1831             | 2238        |
| Weighted Total   | 2238               | 1745       | 493        | 451                   | 442        | 447              | 448        | 450                    | 1211                                                    | 246                      | 114*                                    | 161*                                        | 237                                  | 71*                                  | 172*              | 592                   | 1642             | 2238        |
| True             | 884<br>40%<br>p    | 688<br>39% | 196<br>40% | 175<br>39%            | 179<br>40% | 172<br>38%       | 183<br>41% | 176<br>39%             | 457<br>38%                                              | 96<br>39%                | 39<br>35%                               | 79<br>49%<br>h                              | 92<br>39%                            | 38<br>55%                            | 76<br>44%         | 273<br>46%<br>zp      | 608<br>37%       | 821<br>37%  |
| False            | 987<br>44%<br>cmno | 763<br>44% | 224<br>46% | 172<br>38%            | 196<br>44% | 221<br>49%<br>zc | 194<br>43% | 203<br>45%             | 571<br>47%<br>zkmn                                      | 117<br>47%<br>kmn        | 60<br>52%<br>kmn                        | 56<br>35%                                   | 109<br>46%<br>mn                     | 17<br>24%                            | 52<br>30%         | 206<br>35%            | 781<br>48%<br>zo | 1109<br>50% |
| Don't know       | 366<br>16%<br>e    | 294<br>17% | 72<br>15%  | 103<br>23%<br>zdefg   | 67<br>15%  | 54<br>12%        | 71<br>16%  | 71<br>16%              | 183<br>15%                                              | 34<br>14%                | 15<br>13%                               | 26<br>16%                                   | 36<br>15%                            | 15<br>21%                            | 44<br>26%         | 112<br>19%            | 253<br>15%       | 308<br>14%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: All respondents

|                  | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                  |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total   | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| True             | 884<br>40%   | 793<br>40%               | 84<br>41%         | 301<br>37%          | 423<br>41%          | 69<br>40%          | 222<br>43%               | 639<br>40%                      | 653<br>39%                                        | 220<br>42%                        | 223<br>39%                                                | 71<br>47%                        | 84<br>41%   | 4<br>26%     | 821<br>37%  |
| False            | 987<br>44%   | 906<br>45%               | 75<br>37%         | 363<br>45%          | 458<br>44%          | 85<br>50%          | 228<br>44%               | 733<br>46%                      | 769<br>46%                                        | 251<br>48%                        | 290<br>50%                                                | 52<br>35%                        | 75<br>37%   | 7<br>48%     | 1109<br>50% |
| Don't know       | 366<br>16%   | 306<br>15%               | 45<br>22%         | 141<br>17%          | 149<br>14%          | 16<br>10%          | 70<br>13%                | 238<br>15%                      | 240<br>14%                                        | 53<br>10%                         | 64<br>11%                                                 | 27<br>18%                        | 45<br>22%   | 4<br>26%     | 308<br>14%  |
|                  | aghij        |                          | e                 |                     |                     |                    |                          | ij                              | ij                                                |                                   |                                                           | i                                | fhiij       |              |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026  
Table 129

Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: All respondents

|                  | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                  | Total<br>(z)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total | 2238                    | 537                | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total   | 2238                    | 523                | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| True             | 884<br>40%              | 211<br>40%         | 70<br>49%                          | 189<br>39%                            | 646<br>40%        | 185<br>39%                | 683<br>40% | 154<br>42%                            | 418<br>40%             | 285<br>38%       | 187<br>45%                            | 359<br>40%                | 322<br>38%            | 70<br>70%                                     | 390<br>48%             | 301<br>34%       | 97<br>60%                                     | 391<br>48%                | 323<br>33%            | 821<br>37%  |
| False            | 987<br>44%              | 260<br>50%         | 59<br>42%                          | 242<br>51%                            | 706<br>44%        | 234<br>49%                | 745<br>44% | 167<br>46%                            | 448<br>43%             | 356<br>47%       | 183<br>44%                            | 389<br>43%                | 393<br>46%            | 20<br>20%                                     | 343<br>42%             | 517<br>58%       | 48<br>30%                                     | 318<br>39%                | 557<br>57%            | 1109<br>50% |
| Don't know       | 366<br>16%              | 52<br>10%          | 13<br>9%                           | 49<br>10%                             | 267<br>16%        | 57<br>12%                 | 281<br>16% | 45<br>12%                             | 169<br>16%             | 118<br>16%       | 45<br>11%                             | 151<br>17%                | 143<br>17%            | 10<br>10%                                     | 83<br>10%              | 68<br>8%         | 17<br>10%                                     | 99<br>12%                 | 93<br>10%             | 308<br>14%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

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**KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)**

**6 Aug 2026**

**Table 131**

**Q210A Can you please select whether each of the below statements is true or false. -SUMMARY TABLE**

**Base: Respondents in England only**

|                  | The NHS provides<br>the majority of<br>social care services<br>for older people | Social care<br>services are<br>generally free at<br>the point of need |
|------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Unweighted Total | 1715                                                                            | 1715                                                                  |
| Weighted Total   | 1886                                                                            | 1886                                                                  |
| True             | 648<br>34%                                                                      | 726<br>39%                                                            |
| False            | 920<br>49%                                                                      | 851<br>45%                                                            |
| Don't know       | 318<br>17%                                                                      | 308<br>16%                                                            |

**Fieldwork dates: 21st - 27th May 2026**

**Respondent type: KnowledgePanel Members - UK, 16+**

**Source: Ipsos (JN J26-001039-01)**

**Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse**



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: Respondents in England only

|                  | Gender               |                 |                 | Age            |                 |                 |                 |                 |                 | Ethnicity       |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total     |
|------------------|----------------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-----------------|
|                  | Total<br>(z)         | Man<br>(a)      | Woman<br>(b)    | 16-24<br>(c)   | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)    | 65-74<br>(h)    | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVG112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                 |
| Unweighted Total | 1715                 | 826             | 876             | 76             | 127             | 193             | 261             | 394             | 415             | 249             | 1512                                         | 164                                                         | 612                      | 1096                             | 546                                               | 1144                 | 207                                                    | 344                             | 421                                                | 105                                                                              | 67                                 | 1715            |
| Weighted Total   | 1886                 | 886             | 986             | 237*           | 310             | 301             | 301             | 299             | 223             | 213             | 1548                                         | 284                                                         | 831                      | 1046                             | 585                                               | 1275                 | 208                                                    | 452                             | 471                                                | 83*                                                                              | 61*                                | 1715            |
| True             | 648<br>34%<br>ghn    | 320<br>36%<br>a | 323<br>33%<br>b | 99<br>42%<br>c | 113<br>37%<br>d | 132<br>44%<br>e | 103<br>34%<br>f | 75<br>25%<br>g  | 60<br>27%<br>h  | 65<br>30%<br>i  | 515<br>33%<br>j                              | 116<br>41%<br>k                                             | 283<br>34%<br>l          | 365<br>35%<br>m                  | 164<br>28%<br>n                                   | 475<br>37%<br>o      | 79<br>38%<br>p                                         | 161<br>36%<br>q                 | 183<br>39%<br>r                                    | 24<br>29%<br>s                                                                   | 27<br>45%<br>t                     | 530<br>31%<br>z |
| False            | 920<br>49%<br>dek    | 447<br>50%<br>a | 467<br>47%<br>b | 93<br>39%<br>c | 116<br>37%<br>d | 121<br>40%<br>e | 147<br>49%<br>f | 185<br>62%<br>g | 139<br>62%<br>h | 117<br>55%<br>i | 808<br>52%<br>j                              | 93<br>33%<br>k                                              | 389<br>47%<br>l          | 528<br>50%<br>m                  | 305<br>52%<br>n                                   | 607<br>48%<br>o      | 98<br>47%<br>p                                         | 215<br>48%<br>q                 | 213<br>45%<br>r                                    | 53<br>63%<br>s                                                                   | 28<br>47%<br>t                     | 926<br>54%<br>z |
| Don't know       | 318<br>17%<br>aghmos | 120<br>14%<br>a | 195<br>20%<br>b | 44<br>19%<br>c | 81<br>26%<br>d  | 48<br>16%<br>e  | 52<br>17%<br>f  | 38<br>13%<br>g  | 24<br>11%<br>h  | 31<br>15%<br>i  | 226<br>15%<br>j                              | 74<br>26%<br>k                                              | 159<br>19%<br>l          | 154<br>15%<br>m                  | 116<br>20%<br>n                                   | 193<br>15%<br>o      | 31<br>15%<br>p                                         | 76<br>17%<br>q                  | 74<br>16%<br>r                                     | 6<br>7%<br>s                                                                     | 5<br>8%<br>t                       | 259<br>15%<br>z |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: Respondents in England only

|                  |                  | Annual household income |                       |                       |                    | Country    |          |       |                  | England region (Net) |                 |            | England region   |                 |                          |               |                |                 |            |                 |            |                      | Unwtd Total |
|------------------|------------------|-------------------------|-----------------------|-----------------------|--------------------|------------|----------|-------|------------------|----------------------|-----------------|------------|------------------|-----------------|--------------------------|---------------|----------------|-----------------|------------|-----------------|------------|----------------------|-------------|
|                  |                  | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England    | Scotland | Wales | Northern Ireland | North                | Midlands        | South      | North East       | North West      | Yorkshire and The Humber | East Midlands | West Midlands  | East of England | South East | South West      | London     |                      |             |
| Unweighted Total | (a)              | (b)                     | (c)                   | (d)                   | (e)                | (f)        | (g)      | (h)   | (i)              | (j)                  | (k)             | (l)        | (m)              | (n)             | (o)                      | (p)           | (q)            | (r)             | (s)        | (t)             | (u)        | (v)                  |             |
| 1715             | 1715             | 351                     | 351                   | 360                   | 146                | 1715       | 1715     |       |                  |                      | 453             | 348        | 914              | 85              | 201                      | 164           | 170            | 178             | 194        | 282             | 225        | 213                  |             |
| Weighted Total   | 1886             | 325                     | 520                   | 442                   | 200                | 1886       | 1886     | **    | **               | **                   | 521             | 362        | 1003             | 89*             | 247                      | 184           | 164            | 198             | 209        | 310             | 195        | 290                  |             |
| True             | 648<br>34%<br>p  | 122<br>37%              | 178<br>34%            | 160<br>36%            | 65<br>32%          | 648<br>34% | 648      | -     | -                | -                    | 158<br>30%      | 118<br>33% | 372<br>37%<br>zk | 36<br>41%<br>p  | 78<br>32%                | 43<br>23%     | 61<br>37%<br>p | 58<br>29%       | 74<br>35%  | 108<br>35%<br>p | 55<br>28%  | 134<br>46%<br>zoprtu | 530<br>31%  |
| False            | 920<br>49%<br>mv | 161<br>50%              | 274<br>53%            | 220<br>50%            | 102<br>51%         | 920<br>49% | 920      | -     | -                | -                    | 279<br>54%<br>n | 185<br>51% | 456<br>45%<br>v  | 41<br>46%<br>zv | 129<br>52%               | 109<br>59%    | 81<br>49%<br>v | 104<br>53%      | 105<br>50% | 139<br>45%      | 108<br>55% | 105<br>36%           | 926<br>54%  |
| Don't know       | 318<br>17%<br>d  | 42<br>13%               | 69<br>13%             | 63<br>14%             | 34<br>17%          | 318<br>17% | 318      | -     | -                | -                    | 84<br>16%       | 59<br>16%  | 175<br>17%       | 12<br>13%       | 40<br>16%                | 33<br>18%     | 23<br>14%      | 36<br>18%       | 30<br>14%  | 63<br>20%       | 32<br>16%  | 51<br>18%            | 259<br>15%  |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [IN 126-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: Respondents in England only

|                  | Total<br>(z)      | Urbanity         |                  | IMD Quintile             |            |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |            |
|------------------|-------------------|------------------|------------------|--------------------------|------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|------------|
|                  |                   | Urban<br>(a)     | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)  |
| Unweighted Total | 1715              | 1337             | 378              | 307                      | 340        | 374        | 341        | 353                       | 991                                                                     | 226                                | 107                                                  | 124                                                      | 170                                               | 34                                                | 42                       | 311              | 1401             | 1715       |
| Weighted Total   | 1886              | 1512             | 373              | 378                      | 380        | 385        | 367        | 375                       | 1029                                                                    | 215                                | 97*                                                  | 131*                                                     | 196                                               | 57**                                              | 137*                     | 508              | 1375             | 1715       |
| True             | 648<br>34%<br>hp  | 525<br>35%       | 122<br>33%       | 125<br>33%               | 142<br>37% | 147<br>38% | 125<br>34% | 110<br>29%                | 325<br>32%                                                              | 61<br>28%                          | 36<br>37%                                            | 59<br>45%<br>hil                                         | 60<br>30%                                         | 28<br>49%                                         | 76<br>56%<br>zhil        | 231<br>46%<br>zp | 416<br>30%       | 530<br>31% |
| False            | 920<br>49%<br>ano | 708<br>47%       | 212<br>57%<br>za | 165<br>44%               | 186<br>49% | 191<br>50% | 183<br>50% | 195<br>52%                | 536<br>52%<br>zkn                                                       | 115<br>53%<br>kn                   | 49<br>50%<br>n                                       | 50<br>38%                                                | 103<br>52%<br>n                                   | 22<br>39%                                         | 39<br>28%                | 186<br>37%       | 732<br>53%<br>zo | 926<br>54% |
| Don't know       | 318<br>17%<br>be  | 279<br>18%<br>zb | 39<br>11%        | 88<br>23%<br>zde         | 53<br>14%  | 48<br>12%  | 59<br>16%  | 71<br>19%                 | 167<br>16%                                                              | 39<br>18%                          | 12<br>13%                                            | 22<br>17%                                                | 34<br>17%                                         | 7<br>12%                                          | 22<br>16%                | 91<br>18%        | 227<br>17%       | 259<br>15% |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: Respondents in England only

|                  | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                  |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total | 1715         | 1589                     | 115               | 621                 | 852                 | 116                | 390                      | 1304                            | 1353                                              | 408                               | 495                                                       | 92                               | 115         | 13           | 1715        |
| Weighted Total   | 1886         | 1698                     | 165*              | 666                 | 879                 | 153*               | 467                      | 1353                            | 1417                                              | 460                               | 496                                                       | 130*                             | 165*        | 9**          | 1715        |
| True             | 648<br>34%   | 597<br>35%               | 50<br>30%         | 231<br>35%          | 309<br>35%          | 58<br>37%          | 165<br>35%               | 467<br>35%                      | 493<br>35%                                        | 178<br>39%                        | 178<br>36%                                                | 40<br>31%                        | 50<br>30%   | 1<br>14%     | 530<br>31%  |
| False            | 920<br>49%   | 844<br>50%               | 69<br>42%         | 323<br>48%          | 443<br>50%          | 78<br>51%          | 240<br>51%               | 686<br>51%                      | 713<br>50%                                        | 233<br>51%                        | 247<br>50%                                                | 62<br>48%                        | 69<br>42%   | 7<br>73%     | 926<br>54%  |
| Don't know       | 318<br>17%   | 257<br>15%               | 46<br>28%         | 112<br>17%          | 126<br>14%          | 18<br>12%          | 62<br>13%                | 199<br>15%                      | 210<br>15%                                        | 49<br>11%                         | 71<br>14%                                                 | 28<br>21%                        | 46<br>28%   | 1<br>13%     | 259<br>15%  |
|                  | adghi        |                          | zacde             |                     |                     |                    |                          | i                               | i                                                 |                                   |                                                           | i                                | zfg hij     |              |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210A Can you please select whether each of the below statements is true or false. -The NHS provides the majority of social care services for older people

Base: Respondents in England only

|                  | Use of SC Services P12M        |                                     |                                    |                                       |                                        | Health problem/disability             |                                        | General Standard NHS - Last 12 months |                                        |                                        | General Standard NHS - Next 12 months |                                        |                                        | General Standard Social Care - Last 12 months |                                       |                                       | General Standard Social Care - Next 12 months |                                       |                                       | Unwtd Total                            |
|------------------|--------------------------------|-------------------------------------|------------------------------------|---------------------------------------|----------------------------------------|---------------------------------------|----------------------------------------|---------------------------------------|----------------------------------------|----------------------------------------|---------------------------------------|----------------------------------------|----------------------------------------|-----------------------------------------------|---------------------------------------|---------------------------------------|-----------------------------------------------|---------------------------------------|---------------------------------------|----------------------------------------|
|                  | Total<br>(z)                   | Any service<br>(a)                  | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)                      | Yes<br>(e)                            | No<br>(f)                              | Got better<br>(g)                     | Stayed the same<br>(h)                 | Got worse<br>(i)                       | Will get better<br>(j)                | Will stay the same<br>(k)              | Will get worse<br>(l)                  | Got better<br>(m)                             | Stayed the same<br>(n)                | Got worse<br>(o)                      | Will get better<br>(p)                        | Will stay the same<br>(q)             | Will get worse<br>(r)                 |                                        |
| Unweighted Total | 1715                           | 415                                 | 103                                | 383                                   | 1256                                   | 418                                   | 1265                                   | 316                                   | 819                                    | 527                                    | 344                                   | 720                                    | 605                                    | 66                                            | 618                                   | 750                                   | 109                                           | 596                                   | 839                                   | 1715                                   |
| Weighted Total   | 1886                           | 438                                 | 126*                               | 399                                   | 1366                                   | 394                                   | 1446                                   | 321                                   | 902                                    | 598                                    | 358                                   | 768                                    | 706                                    | 89*                                           | 688                                   | 751                                   | 134*                                          | 685                                   | 835                                   | 1715                                   |
| True             | 648<br>34%<br>or<br>920<br>49% | 153<br>35%<br>or<br>229<br>52%<br>b | 59<br>47%<br>53<br>42%<br>14       | 136<br>34%<br>211<br>53%<br>53        | 467<br>34%<br>672<br>49%<br>227<br>17% | 131<br>33%<br>202<br>51%<br>61<br>16% | 501<br>35%<br>710<br>49%<br>235<br>16% | 114<br>35%<br>168<br>52%<br>39<br>12% | 314<br>35%<br>433<br>48%<br>155<br>17% | 193<br>32%<br>298<br>50%<br>107<br>18% | 126<br>35%<br>184<br>51%<br>47<br>13% | 269<br>35%<br>386<br>50%<br>113<br>15% | 243<br>34%<br>333<br>47%<br>130<br>18% | 43<br>48%<br>37<br>41%<br>9<br>11%            | 275<br>40%<br>336<br>49%<br>77<br>11% | 229<br>31%<br>447<br>59%<br>75<br>10% | 62<br>46%<br>57<br>43%<br>15<br>11%           | 271<br>40%<br>329<br>48%<br>85<br>12% | 254<br>30%<br>483<br>58%<br>98<br>12% | 530<br>31%<br>926<br>54%<br>259<br>15% |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: Respondents in England only

|                  | Gender             |                    |                    | Age                 |                    |                      |                   |                     |                     | Ethnicity            |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total     |
|------------------|--------------------|--------------------|--------------------|---------------------|--------------------|----------------------|-------------------|---------------------|---------------------|----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-----------------|
|                  | Total<br>(z)       | Man<br>(a)         | Woman<br>(b)       | 16-24<br>(c)        | 25-34<br>(d)       | 35-44<br>(e)         | 45-54<br>(f)      | 55-64<br>(g)        | 65-74<br>(h)        | 75+<br>(i)           | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                 |
| Unweighted Total | 1715               | 826                | 876                | 76                  | 127                | 193                  | 261               | 394                 | 415                 | 249                  | 1512                                         | 164                                                         | 612                      | 1096                             | 546                                               | 1144                 | 207                                                    | 344                             | 421                                                | 105                                                                              | 67                                 | 1715            |
| Weighted Total   | 1886               | 886                | 986                | 237*                | 310                | 301                  | 301               | 299                 | 223                 | 213                  | 1548                                         | 284                                                         | 831                      | 1046                             | 585                                               | 1275                 | 208                                                    | 452                             | 471                                                | 83*                                                                              | 61*                                | 1715            |
| True             | 726<br>39%<br>ghij | 336<br>38%<br>ghij | 384<br>39%<br>ghij | 99<br>42%<br>ghij   | 123<br>40%<br>ghij | 156<br>52%<br>zdfghi | 115<br>38%<br>h   | 103<br>34%<br>h     | 66<br>30%<br>h      | 64<br>30%<br>h       | 567<br>37%<br>zj                             | 134<br>47%<br>zj                                            | 332<br>40%<br>h          | 393<br>38%<br>h                  | 220<br>38%<br>h                                   | 495<br>39%<br>h      | 78<br>37%<br>h                                         | 179<br>40%<br>h                 | 195<br>41%<br>h                                    | 26<br>31%<br>h                                                                   | 18<br>29%<br>h                     | 607<br>35%<br>h |
| False            | 851<br>45%<br>cek  | 416<br>47%<br>cek  | 432<br>44%<br>cek  | 72<br>30%<br>cek    | 117<br>38%<br>cek  | 96<br>32%<br>cek     | 139<br>46%<br>cek | 159<br>53%<br>zcede | 140<br>63%<br>zcede | 130<br>61%<br>zcedef | 753<br>49%<br>zk                             | 87<br>31%<br>zk                                             | 354<br>43%<br>h          | 494<br>47%<br>h                  | 270<br>46%<br>h                                   | 573<br>45%<br>h      | 104<br>50%<br>h                                        | 189<br>42%<br>h                 | 198<br>42%<br>h                                    | 45<br>54%<br>h                                                                   | 37<br>61%<br>h                     | 877<br>51%<br>h |
| Don't know       | 308<br>16%<br>ghij | 135<br>15%<br>ghij | 170<br>17%<br>ghij | 67<br>28%<br>zefghi | 71<br>23%<br>ghi   | 49<br>16%<br>hi      | 48<br>16%<br>hi   | 38<br>13%<br>h      | 17<br>8%<br>h       | 19<br>9%<br>h        | 228<br>15%<br>j                              | 62<br>22%<br>j                                              | 145<br>17%<br>h          | 160<br>15%<br>h                  | 95<br>16%<br>h                                    | 207<br>16%<br>h      | 26<br>13%<br>h                                         | 84<br>19%<br>h                  | 78<br>16%<br>h                                     | 12<br>15%<br>h                                                                   | 6<br>10%<br>h                      | 231<br>13%<br>h |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: Respondents in England only

|                  | Total<br>(a)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |            | Unwtd Total |
|------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------------|-------------|
|                  |                  | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |            |             |
| Unweighted Total | 1715             | 351                     | 531                             | 360                             | 146                          | 1715           |                 |              |                         | 453                  | 348             | 914          | 88                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 1715       |             |
| Weighted Total   | 1886             | 325                     | 520                             | 442                             | 200                          | 1886           | ..              | ..           | ..                      | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 1715       |             |
| True             | 726<br>39%       | 135<br>42%              | 190<br>36%                      | 186<br>42%                      | 89<br>45%                    | 726<br>39%     | -               | -            | -                       | 192<br>37%           | 135<br>37%      | 399<br>40%   | 31<br>34%         | 93<br>38%         | 68<br>37%                          | 63<br>39%            | 72<br>36%            | 65<br>31%              | 135<br>43%        | 72<br>37%         | 128<br>44%    | 607<br>35% |             |
| False            | 851<br>45%       | 153<br>47%              | 267<br>51%                      | 199<br>45%                      | 85<br>43%                    | 851<br>45%     | -               | -            | -                       | 245<br>47%           | 173<br>48%      | 434<br>43%   | 43<br>48%         | 115<br>46%        | 87<br>47%                          | 82<br>50%            | 91<br>46%            | 102<br>49%             | 124<br>40%        | 97<br>50%         | 110<br>38%    | 877<br>51% |             |
| Don't know       | 308<br>16%<br>cd | 37<br>11%               | 64<br>12%                       | 57<br>13%                       | 26<br>13%                    | 308<br>16%     | -               | -            | -                       | 84<br>16%            | 53<br>15%       | 171<br>17%   | 15<br>17%         | 40<br>16%         | 29<br>16%                          | 19<br>11%            | 35<br>18%            | 42<br>20%              | 51<br>16%         | 26<br>13%         | 52<br>18%     | 231<br>13% |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [JN 126-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: Respondents in England only

|                  |                  | Urbanity     |              | IMD Quintile       |                          |                 |            |            | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   | Children in household                             |                          |                  |             |
|------------------|------------------|--------------|--------------|--------------------|--------------------------|-----------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|-------------|
|                  |                  | Total<br>(z) | Urban<br>(a) | Rural<br>(b)       | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) |                  | Yes<br>(o)  |
| Unweighted Total | 1715             | 1337         | 378          | 307                | 340                      | 374             | 341        | 353        | 991                       | 226                                                                     | 107                                | 124                                                  | 170                                                      | 34                                                | 42                                                | 311                      | 1401             | Unwtd Total |
| Weighted Total   | 1886             | 1512         | 373          | 378                | 380                      | 385             | 367        | 375        | 1029                      | 215                                                                     | 97*                                | 131*                                                 | 196                                                      | 57**                                              | 137*                                              | 508                      | 1375             |             |
| True             | 726<br>39%<br>p  | 584<br>39%   | 142<br>38%   | 141<br>37%         | 149<br>39%               | 148<br>38%      | 144<br>39% | 144<br>38% | 384<br>37%                | 80<br>37%                                                               | 35<br>36%                          | 62<br>47%                                            | 69<br>35%                                                | 34<br>59%                                         | 58<br>43%                                         | 240<br>47%<br>zp         | 483<br>35%       | 607<br>35%  |
| False            | 851<br>45%<br>co | 670<br>44%   | 181<br>49%   | 144<br>38%         | 178<br>47%               | 193<br>50%<br>c | 167<br>46% | 170<br>45% | 492<br>48%<br>zn          | 106<br>49%<br>n                                                         | 49<br>51%<br>n                     | 47<br>36%                                            | 96<br>49%                                                | 13<br>23%                                         | 42<br>31%                                         | 176<br>35%               | 675<br>49%<br>zo | 877<br>51%  |
| Don't know       | 308<br>16%<br>e  | 258<br>17%   | 50<br>13%    | 93<br>25%<br>zdefg | 53<br>14%                | 45<br>12%       | 57<br>15%  | 61<br>16%  | 153<br>15%                | 30<br>14%                                                               | 13<br>13%                          | 21<br>16%                                            | 31<br>16%                                                | 10<br>18%                                         | 36<br>27%                                         | 92<br>18%                | 217<br>16%       | 231<br>13%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q210A Can you please select whether each of the below statements is true or false.- Social care services are generally free at the point of need

Base: Respondents in England only

|                  | Total<br>(z)           | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                   |              | Unwtd Total |
|------------------|------------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------------|--------------|-------------|
|                  |                        | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)       | Other<br>(m) |             |
| Unweighted Total | 1715                   | 1589                     | 115               | 621                 | 852                 | 116                | 390                      | 1304                            | 1353                                              | 408                               | 495                                                       | 92                               | 115               | 13           | 1715        |
| Weighted Total   | 1886                   | 1698                     | 165*              | 666                 | 879                 | 153*               | 467                      | 1353                            | 1417                                              | 460                               | 496                                                       | 130*                             | 165*              | 9**          | 1715        |
| True             | 726<br>39%             | 654<br>39%               | 68<br>41%         | 237<br>36%          | 355<br>40%          | 61<br>40%          | 202<br>43%               | 522<br>39%                      | 546<br>39%                                        | 191<br>42%                        | 189<br>38%                                                | 64<br>49%                        | 68<br>41%         | 3<br>34%     | 607<br>35%  |
| False            | 851<br>45%<br>k        | 786<br>46%<br>z          | 59<br>36%         | 308<br>46%          | 401<br>46%          | 77<br>50%          | 206<br>44%<br>k          | 632<br>47%<br>zk                | 666<br>47%<br>zk                                  | 230<br>50%<br>kl                  | 249<br>50%<br>zkl                                         | 41<br>31%                        | 59<br>36%         | 5<br>53%     | 877<br>51%  |
| Don't know       | 308<br>16%<br>adfg hij | 258<br>15%               | 39<br>23%<br>de   | 120<br>18%<br>a     | 123<br>14%          | 15<br>10%          | 59<br>13%<br>i           | 199<br>15%<br>i                 | 204<br>14%<br>i                                   | 39<br>8%                          | 58<br>12%                                                 | 25<br>20%<br>i                   | 39<br>23%<br>fhij | 1<br>13%     | 231<br>13%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210A Can you please select whether each of the below statements is true or false. -Social care services are generally free at the point of need

Base: Respondents in England only

|                  | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                  | Total<br>(z)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total | 1715                    | 415                | 103                                | 383                                   | 1256              | 418                       | 1265       | 316                                   | 819                    | 527              | 344                                   | 720                       | 605                   | 66                                            | 618                    | 750              | 109                                           | 596                       | 839                   | 1715        |
| Weighted Total   | 1886                    | 438                | 126*                               | 399                                   | 1366              | 394                       | 1446       | 321                                   | 902                    | 598              | 358                                   | 768                       | 706                   | 89*                                           | 688                    | 751              | 134*                                          | 685                       | 835                   | 1715        |
| True             | 726<br>39%              | 173<br>40%         | 64<br>51%                          | 154<br>38%                            | 533<br>39%        | 154<br>39%                | 560<br>39% | 127<br>39%                            | 362<br>40%             | 214<br>36%       | 155<br>43%                            | 303<br>39%                | 256<br>36%            | 61<br>68%                                     | 317<br>46%             | 247<br>33%       | 77<br>58%                                     | 330<br>48%                | 268<br>32%            | 607<br>35%  |
| False            | 851<br>45%              | 218<br>50%         | 49<br>39%                          | 203<br>51%                            | 612<br>45%        | 199<br>51%                | 645<br>45% | 152<br>47%                            | 392<br>43%             | 294<br>49%       | 162<br>45%                            | 337<br>44%                | 331<br>47%            | 19<br>21%                                     | 299<br>44%             | 448<br>60%       | 45<br>34%                                     | 273<br>40%                | 487<br>58%            | 877<br>51%  |
| Don't know       | 308<br>16%              | 46<br>11%          | 13<br>10%                          | 43<br>11%                             | 221<br>16%        | 41<br>10%                 | 241<br>17% | 42<br>13%                             | 149<br>17%             | 90<br>15%        | 40<br>11%                             | 128<br>17%                | 119<br>17%            | 10<br>11%                                     | 72<br>10%              | 56<br>7%         | 12<br>9%                                      | 82<br>12%                 | 80<br>10%             | 231<br>13%  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q210B. Before today, to what extent, if at all, had you thought about preparing financially to pay for social care services you might need when you are older?

Base: All respondents

|                                    | Gender                |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|------------------------------------|-----------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                    | Total<br>(z)          | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                   | 2238                  | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                     | 2238                  | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| To a great extent                  | 172<br>8%<br>cloq     | 73<br>7%   | 100<br>9%    | 5<br>2%      | 16<br>4%     | 20<br>5%     | 25<br>7%     | 34<br>10%    | 28<br>10%    | 45<br>18%  | 148<br>8%                                    | 20<br>7%                                                    | 55<br>6%                 | 117<br>9%                        | 78<br>12%                                         | 92<br>6%             | 19<br>7%                                               | 25<br>5%                        | 36<br>7%                                           | 6<br>6%                                                                          | 6<br>8%                            | 217<br>10%  |
| To some extent                     | 742<br>33%<br>cor     | 330<br>31% | 407<br>35%   | 42<br>14%    | 99<br>27%    | 118<br>33%   | 113<br>33%   | 126<br>36%   | 121<br>45%   | 124<br>50% | 622<br>33%                                   | 103<br>34%                                                  | 311<br>32%               | 429<br>34%                       | 268<br>40%                                        | 459<br>30%           | 112<br>40%                                             | 158<br>29%                      | 117<br>22%                                         | 41<br>42%                                                                        | 32<br>44%                          | 841<br>38%  |
| Not very much                      | 654<br>29%<br>im      | 332<br>31% | 320<br>28%   | 80<br>27%    | 101<br>28%   | 118<br>33%   | 119<br>34%   | 107<br>30%   | 73<br>27%    | 56<br>23%  | 560<br>30%                                   | 85<br>28%                                                   | 324<br>33%               | 328<br>26%                       | 202<br>30%                                        | 447<br>29%           | 75<br>27%                                              | 168<br>30%                      | 154<br>28%                                         | 31<br>32%                                                                        | 19<br>26%                          | 639<br>29%  |
| Not at all                         | 579<br>26%<br>bhint   | 308<br>29% | 262<br>23%   | 150<br>51%   | 117<br>32%   | 85<br>24%    | 83<br>23%    | 80<br>23%    | 42<br>16%    | 22<br>9%   | 495<br>26%                                   | 65<br>22%                                                   | 252<br>26%               | 325<br>26%                       | 92<br>14%                                         | 483<br>31%           | 60<br>22%                                              | 182<br>33%                      | 212<br>39%                                         | 19<br>19%                                                                        | 10<br>14%                          | 473<br>21%  |
| Already using social care services | 10<br>*<br>-          | 7<br>1%    | 4<br>*       | -<br>-       | 2<br>1%      | 2<br>1%      | 1<br>*       | 1<br>*       | 2<br>1%      | 2<br>1%    | 10<br>1%                                     | 1<br>*                                                      | 3<br>*                   | 7<br>1%                          | 1<br>*                                            | 9<br>1%              | -<br>-                                                 | 5<br>1%                         | 3<br>1%                                            | 1<br>1%                                                                          | 1<br>2%                            | 12<br>1%    |
| Don't know                         | 80<br>4%<br>aighi     | 20<br>2%   | 59<br>5%     | 16<br>5%     | 26<br>7%     | 17<br>5%     | 14<br>4%     | 5<br>2%      | 2<br>1%      | -<br>-     | 45<br>2%                                     | 26<br>9%                                                    | 31<br>3%                 | 45<br>4%                         | 23<br>4%                                          | 50<br>3%             | 10<br>4%                                               | 15<br>3%                        | 21<br>4%                                           | *<br>*                                                                           | 4<br>6%                            | 56<br>3%    |
| To a some/a great extent           | 915<br>41%<br>acdloqr | 403<br>38% | 507<br>44%   | 47<br>16%    | 115<br>32%   | 137<br>38%   | 138<br>39%   | 161<br>45%   | 149<br>55%   | 169<br>68% | 770<br>41%                                   | 122<br>41%                                                  | 366<br>38%               | 546<br>44%                       | 346<br>52%                                        | 551<br>36%           | 131<br>47%                                             | 183<br>33%                      | 153<br>28%                                         | 47<br>48%                                                                        | 37<br>52%                          | 1058<br>47% |
| Not very much/not at all           | 1233<br>55%<br>bhimnt | 640<br>60% | 582<br>51%   | 230<br>79%   | 218<br>60%   | 203<br>57%   | 202<br>57%   | 187<br>53%   | 115<br>43%   | 78<br>31%  | 1055<br>56%                                  | 151<br>50%                                                  | 575<br>59%               | 654<br>52%                       | 295<br>44%                                        | 931<br>60%           | 136<br>49%                                             | 350<br>63%                      | 365<br>67%                                         | 51<br>51%                                                                        | 29<br>41%                          | 1112<br>50% |
| Mean                               | 2.24<br>acdloqr       | 2.16       | 2.32         | 1.64         | 2.04         | 2.21         | 2.23         | 2.33         | 2.51         | 2.78       | 2.23                                         | 2.28                                                        | 2.18                     | 2.28                             | 2.52                                              | 2.11                 | 2.34                                                   | 2.05                            | 1.96                                               | 2.35                                                                             | 2.49                               | 2.37        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q210B. Before today, to what extent, if at all, had you thought about preparing financially to pay for social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(f)      | Annual household income |                                 |                                 |                              | Country        |                 |                |                         | England region (Net) |                  |                   | England region    |                   |                                    |                      |                      |                        |                   |                   |                  |             | Unwtd Total |
|------------------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|----------------|-------------------------|----------------------|------------------|-------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|------------------|-------------|-------------|
|                                    |                   | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i)   | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l)  | South<br>(m)      | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v)    |             |             |
| Unweighted Total                   | 2238              | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162            | 155                     | 453                  | 348              | 334               | 85                | 201               | 164                                | 130                  | 178                  | 194                    | 282               | 225               | 213              | 2238        |             |
| Weighted Total                     | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*           | 62*                     | 521                  | 362              | 1003              | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290              | 2238        |             |
| To a great extent                  | 172<br>8%<br>la   | 34<br>9%<br>q           | 37<br>6%<br>z                   | 42<br>8%<br>ad                  | 30<br>13%<br>z               | 142<br>8%<br>z | 15<br>8%<br>z   | 12<br>11%<br>z | 4<br>6%<br>z            | 35<br>7%<br>z        | 13<br>4%<br>z    | 94<br>9%<br>z     | 7<br>8%<br>z      | 18<br>7%<br>z     | 10<br>6%<br>z                      | 5<br>3%<br>z         | 8<br>4%<br>z         | 17<br>8%<br>z          | 32<br>10%<br>q    | 17<br>9%<br>q     | 28<br>10%<br>q   | 217<br>10%  |             |
| To some extent                     | 742<br>33%        | 137<br>34%              | 203<br>34%                      | 193<br>37%                      | 63<br>27%                    | 623<br>33%     | 63<br>34%       | 33<br>31%      | 24<br>39%               | 151<br>29%           | 110<br>30%       | 362<br>36%<br>k   | 21<br>24%         | 71<br>29%         | 59<br>32%                          | 56<br>34%            | 54<br>27%            | 63<br>30%              | 111<br>36%        | 74<br>38%         | 114<br>39%       | 841<br>38%  |             |
| Not very much                      | 654<br>29%        | 104<br>26%              | 198<br>33%                      | 153<br>29%                      | 75<br>32%                    | 564<br>30%     | 49<br>26%       | 29<br>28%      | 12<br>20%               | 156<br>30%           | 105<br>29%       | 303<br>30%        | 20<br>22%         | 75<br>30%         | 61<br>33%                          | 50<br>31%            | 54<br>28%            | 70<br>33%              | 110<br>36%        | 56<br>29%         | 67<br>23%        | 639<br>29%  |             |
| Not at all                         | 579<br>26%<br>mt  | 103<br>26%              | 151<br>25%                      | 129<br>25%                      | 54<br>23%                    | 482<br>26%     | 49<br>27%       | 28<br>27%      | 19<br>31%               | 162<br>31%           | 118<br>33%       | 202<br>20%        | 40<br>45%         | 76<br>31%         | 46<br>25%                          | 46<br>28%            | 72<br>36%            | 47<br>22%              | 47<br>15%         | 45<br>23%         | 63<br>22%        | 473<br>21%  |             |
| Already using social care services | 10<br>*           | 4<br>1%                 | 2<br>*                          | 1<br>*                          | -<br>-                       | 10<br>1%       | 1<br>*          | -<br>-         | *<br>*                  | 3<br>1%              | 1<br>*           | 5<br>*            | -<br>-            | 1<br>*            | 2<br>1%                            | 1<br>1%              | -<br>-               | 3<br>1%                | 1<br>*            | -<br>-            | 1<br>*           | 12<br>1%    |             |
| Don't know                         | 80<br>4%<br>de    | 16<br>4%                | 12<br>2%                        | 6<br>1%                         | 10<br>4%<br>e                | 65<br>3%       | 8<br>5%         | 4<br>4%        | 2<br>4%                 | 14<br>3%             | 14<br>4%         | 37<br>4%          | 1<br>1%           | 7<br>3%           | 6<br>3%                            | 5<br>3%              | 9<br>5%              | 10<br>5%               | 8<br>2%           | 3<br>1%           | 16<br>5%         | 56<br>3%    |             |
| To a some/a great extent           | 915<br>41%<br>klr | 171<br>43%              | 241<br>40%                      | 235<br>45%                      | 93<br>40%                    | 765<br>41%     | 78<br>42%       | 44<br>42%      | 28<br>45%               | 186<br>36%           | 123<br>34%       | 456<br>45%<br>zkl | 28<br>32%         | 89<br>36%         | 69<br>37%                          | 61<br>37%            | 62<br>31%            | 79<br>38%              | 144<br>46%        | 91<br>47%         | 142<br>49%       | 1058<br>47% |             |
| Not very much/not at all           | 1233<br>55%<br>mv | 208<br>52%              | 350<br>58%                      | 282<br>54%                      | 128<br>56%                   | 1046<br>55%    | 98<br>53%       | 57<br>54%      | 32<br>51%               | 318<br>61%<br>zm     | 223<br>62%<br>zm | 506<br>50%<br>v   | 60<br>68%<br>tv   | 150<br>61%<br>v   | 107<br>58%<br>v                    | 96<br>59%<br>v       | 126<br>64%<br>zv     | 116<br>56%<br>zv       | 157<br>51%<br>zv  | 101<br>52%<br>zv  | 131<br>45%<br>zv | 1112<br>50% |             |
| Mean                               | 2.24<br>klmr      | 2.27                    | 2.22                            | 2.29                            | 2.31                         | 2.23           | 2.25            | 2.27           | 2.21                    | 2.12                 | 2.05             | 2.36<br>zkl       | 1.94              | 2.13              | 2.19                               | 2.12                 | 1.99                 | 2.25<br>r              | 2.43<br>znopqr    | 2.33<br>nr        | 2.39<br>znopqr   | 2.37        |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [JN J26-001039-01]  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f/- z/g/h/i/l/- z/k/l/m- z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q2108. Before today, to what extent, if at all, had you thought about preparing financially to pay for social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z)        | Urbanity     |              | IMD Quintile             |                 |                   |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |             |
|------------------------------------|---------------------|--------------|--------------|--------------------------|-----------------|-------------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|-------------|
|                                    |                     | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)          | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)   |
| Unweighted Total                   | 2238                | 1673         | 565          | 419                      | 432             | 476               | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238        |
| Weighted Total                     | 2238                | 1745         | 493          | 451                      | 442             | 447               | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238        |
| To a great extent                  | 172<br>8%<br>dn     | 132<br>8%    | 40<br>8%     | 25<br>6%                 | 21<br>5%        | 39<br>9%          | 39<br>9%        | 49<br>11%<br>zcd          | 114<br>9%<br>zln                                                        | 14<br>6%<br>n                      | 15<br>14%<br>zikln                                   | 6<br>4%                                                  | 10<br>4%                                          | 12<br>17%<br>zikln                                | -                        | 34<br>6%         | 138<br>8%        | 217<br>10%  |
| To some extent                     | 742<br>33%<br>clmno | 570<br>33%   | 172<br>35%   | 104<br>23%               | 142<br>32%<br>c | 175<br>39%<br>zc  | 162<br>36%<br>c | 159<br>35%<br>c           | 465<br>38%<br>zlmn                                                      | 102<br>41%<br>zklmn                | 34<br>30%<br>n                                       | 45<br>28%                                                | 57<br>24%                                         | 10<br>14%                                         | 26<br>15%                | 165<br>28%       | 576<br>35%<br>zo | 841<br>38%  |
| Not very much                      | 654<br>29%          | 518<br>30%   | 136<br>28%   | 151<br>33%               | 135<br>30%      | 118<br>26%        | 122<br>27%      | 130<br>29%                | 354<br>29%                                                              | 78<br>32%                          | 31<br>27%                                            | 51<br>32%                                                | 74<br>31%                                         | 22<br>31%                                         | 42<br>25%                | 159<br>27%       | 493<br>30%       | 639<br>29%  |
| Not at all                         | 579<br>26%<br>hip   | 442<br>25%   | 137<br>28%   | 141<br>31%<br>ze         | 123<br>28%      | 97<br>22%         | 111<br>25%      | 107<br>24%                | 242<br>20%                                                              | 45<br>18%                          | 31<br>27%                                            | 51<br>31%<br>hi                                          | 85<br>36%<br>zhi                                  | 17<br>25%                                         | 100<br>58%<br>zhijklm    | 196<br>33%<br>zp | 383<br>23%       | 473<br>21%  |
| Already using social care services | 10<br>*             | 8<br>*       | 2<br>*       | 2<br>*                   | 1<br>*          | 7<br>1%<br>zg     | 1<br>*          | -<br>-                    | 6<br>1%                                                                 | -<br>-                             | -<br>-                                               | 1<br>1%                                                  | 3<br>1%                                           | 1<br>1%                                           | -<br>-                   | 3<br>*           | 7<br>*           | 12<br>1%    |
| Don't know                         | 80<br>4%<br>bghp    | 74<br>4%     | 6<br>1%      | 28<br>6%<br>zg           | 20<br>5%<br>g   | 12<br>3%          | 14<br>3%        | 6<br>1%                   | 29<br>2%                                                                | 7<br>3%                            | 4<br>3%                                              | 7<br>4%                                                  | 9<br>4%                                           | 9<br>13%<br>zhin                                  | 3<br>2%                  | 35<br>6%<br>zp   | 44<br>3%         | 56<br>3%    |
| To a some/a great extent           | 915<br>41%<br>clno  | 702<br>40%   | 212<br>43%   | 129<br>29%               | 163<br>37%<br>c | 214<br>48%<br>zcd | 201<br>45%<br>c | 208<br>46%<br>zcd         | 579<br>48%<br>zklm                                                      | 116<br>47%<br>zklm                 | 49<br>43%<br>ln                                      | 51<br>32%<br>n                                           | 67<br>28%                                         | 22<br>31%                                         | 26<br>15%                | 199<br>34%<br>zo | 714<br>43%       | 1058<br>47% |
| Not very much/not at all           | 1233<br>55%<br>ehp  | 960<br>55%   | 273<br>55%   | 291<br>65%<br>zeffg      | 257<br>58%<br>e | 215<br>48%        | 232<br>52%      | 237<br>53%                | 596<br>49%                                                              | 123<br>50%                         | 61<br>54%                                            | 101<br>63%<br>hi                                         | 159<br>67%<br>zhij                                | 39<br>56%                                         | 143<br>83%<br>zhijklm    | 355<br>60%<br>p  | 876<br>53%       | 1112<br>50% |
| Mean                               | 2.24<br>clno        | 2.24         | 2.24         | 2.03                     | 2.15            | 2.36<br>zcd       | 2.3<br>c        | 2.33<br>zcd               | 2.38<br>zklm                                                            | 2.35<br>zklm                       | 2.31<br>ln                                           | 2.05<br>n                                                | 1.96<br>n                                         | 2.28                                              | 1.56                     | 2.07             | 2.29<br>zo       | 2.37        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210B. Before today, to what extent, if at all, had you thought about preparing financially to pay for social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z)       | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                      |              | Unwtd Total |
|------------------------------------|--------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------------|--------------|-------------|
|                                    |                    | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)          | Other<br>(m) |             |
| Unweighted Total                   | 2238               | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                  | 17           | 2238        |
| Weighted Total                     | 2238               | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                 | 14**         | 2238        |
| To a great extent                  | 172<br>8%          | 151<br>8%                | 21<br>10%         | 74<br>9%            | 67<br>6%            | 10<br>6%           | 28<br>5%                 | 120<br>7%                       | 117<br>7%                                         | 36<br>7%                          | 54<br>9%                                                  | 14<br>9%                         | 21<br>10%            | 1<br>4%      | 217<br>10%  |
| To some extent                     | 742<br>33%<br>bl   | 689<br>34%<br>zb         | 45<br>22%         | 261<br>32%<br>b     | 366<br>35%<br>b     | 62<br>37%<br>b     | 186<br>36%<br>kl         | 579<br>36%<br>zkl               | 579<br>35%<br>zkl                                 | 185<br>35%<br>kl                  | 224<br>39%<br>zkl                                         | 38<br>25%                        | 45<br>22%            | 5<br>34%     | 841<br>38%  |
| Not very much                      | 654<br>29%<br>k    | 594<br>30%               | 55<br>27%         | 236<br>29%          | 320<br>31%          | 39<br>23%          | 145<br>28%               | 494<br>31%<br>zjk               | 493<br>30%<br>jk                                  | 145<br>28%                        | 147<br>26%                                                | 29<br>20%                        | 55<br>27%            | 5<br>38%     | 639<br>29%  |
| Not at all                         | 579<br>26%<br>ag   | 500<br>25%               | 78<br>38%<br>zacd | 198<br>25%          | 250<br>24%          | 52<br>31%          | 140<br>27%               | 372<br>23%                      | 414<br>25%                                        | 144<br>27%                        | 141<br>24%                                                | 58<br>39%<br>zfg hij             | 78<br>38%<br>zfg hij | 3<br>23%     | 473<br>21%  |
| Already using social care services | 10<br>*<br>*       | 9<br>*                   | 1<br>*            | 3<br>*              | 4<br>*              | 2<br>1%            | 3<br>1%                  | 7<br>*                          | 7<br>*                                            | 5<br>1%                           | 3<br>1%                                                   | 3<br>2%                          | 1<br>*               | -<br>-       | 12<br>1%    |
| Don't know                         | 80<br>4%<br>adghij | 62<br>3%                 | 3<br>2%           | 33<br>4%            | 23<br>2%            | 5<br>3%            | 17<br>3%                 | 38<br>2%                        | 51<br>3%<br>gj                                    | 10<br>2%                          | 9<br>2%                                                   | 9<br>6%<br>gij                   | 3<br>2%              | -<br>-       | 56<br>3%    |
| To a some/a great extent           | 915<br>41%<br>z    | 840<br>42%               | 66<br>33%         | 335<br>42%          | 433<br>42%          | 72<br>43%          | 214<br>41%               | 699<br>43%<br>zl                | 696<br>42%                                        | 221<br>42%                        | 277<br>48%<br>zfg hkl                                     | 52<br>34%                        | 66<br>33%            | 5<br>39%     | 1058<br>47% |
| Not very much/not at all           | 1233<br>55%<br>j   | 1095<br>55%              | 133<br>65%<br>zac | 434<br>54%          | 570<br>55%          | 91<br>53%          | 285<br>55%               | 866<br>54%<br>j                 | 908<br>55%                                        | 288<br>55%                        | 288<br>50%                                                | 88<br>58%                        | 133<br>65%<br>zghj   | 9<br>61%     | 1112<br>50% |
| Mean                               | 2.24<br>bl         | 2.25<br>zb               | 2.05              | 2.27<br>b           | 2.25                | 2.19               | 2.2                      | 2.29<br>zhkl                    | 2.25<br>l                                         | 2.22                              | 2.34<br>zfhkl                                             | 2.05                             | 2.05                 | 2.2          | 2.37        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q2108. Before today, to what extent, if at all, had you thought about preparing financially to pay for social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                    | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|------------------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|--------------------|---------------------------|------------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                    |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)  | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                   | 2238                     | 537                     | 127                                | 498                                   | 1637               | 557                       | 1641             | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                     | 2238                     | 523                     | 142*                               | 480                                   | 1618               | 477                       | 1709             | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| To a great extent                  | 172<br>8%<br>nq          | 57<br>11%<br>zd         | 23<br>16%<br>zd                    | 52<br>11%<br>zd                       | 115<br>7%<br>zd    | 41<br>9%<br>zd            | 130<br>8%<br>zd  | 30<br>8%<br>zd                        | 81<br>8%<br>zd         | 55<br>7%<br>zd   | 29<br>7%<br>zn                        | 71<br>8%<br>n             | 70<br>8%<br>n         | 17<br>17%<br>zn                               | 48<br>6%<br>zd         | 81<br>9%<br>n    | 19<br>12%<br>q                                | 45<br>6%<br>zd            | 91<br>9%<br>nq        | 217<br>10%  |
| To some extent                     | 742<br>33%<br>df         | 203<br>39%<br>zd        | 49<br>34%<br>zd                    | 187<br>39%<br>zd                      | 520<br>32%<br>zd   | 172<br>36%<br>zd          | 559<br>33%<br>zd | 137<br>38%<br>zd                      | 344<br>33%<br>zd       | 247<br>33%<br>zd | 154<br>37%<br>zd                      | 293<br>33%<br>zd          | 278<br>32%<br>zd      | 38<br>38%<br>z                                | 266<br>33%<br>z        | 331<br>37%<br>z  | 54<br>34%<br>z                                | 273<br>34%<br>z           | 343<br>35%<br>z       | 841<br>38%  |
| Not very much                      | 654<br>29%<br>acmo       | 149<br>28%<br>zd        | 29<br>21%<br>zd                    | 140<br>29%<br>zd                      | 491<br>30%<br>zd   | 126<br>27%<br>zd          | 520<br>30%<br>zd | 109<br>30%<br>zd                      | 310<br>30%<br>zd       | 220<br>29%<br>zd | 121<br>29%<br>zd                      | 283<br>32%<br>zd          | 242<br>28%<br>zd      | 32<br>32%<br>z                                | 260<br>32%<br>z        | 258<br>29%<br>z  | 49<br>30%<br>z                                | 266<br>33%<br>z           | 270<br>28%<br>z       | 639<br>29%  |
| Not at all                         | 579<br>26%<br>acmo       | 97<br>18%<br>zd         | 29<br>21%<br>zd                    | 84<br>18%<br>zd                       | 448<br>28%<br>zac  | 117<br>24%<br>zd          | 454<br>27%<br>zd | 86<br>23%<br>zd                       | 261<br>25%<br>zd       | 198<br>26%<br>zd | 103<br>25%<br>zd                      | 218<br>24%<br>zd          | 227<br>26%<br>zd      | 11<br>11%<br>m                                | 218<br>27%<br>m        | 200<br>23%<br>m  | 32<br>20%<br>z                                | 199<br>25%<br>z           | 254<br>26%<br>z       | 473<br>21%  |
| Already using social care services | 10<br>*<br>df            | 9<br>2%<br>zd           | 6<br>4%<br>zd                      | 8<br>2%<br>zd                         | 1<br>*<br>zd       | 7<br>2%<br>df             | 3<br>*<br>df     | 2<br>1%<br>zd                         | 4<br>*<br>zd           | 4<br>1%<br>zd    | 2<br>*<br>zd                          | 3<br>*<br>zd              | 5<br>1%<br>zd         | 1<br>1%<br>m                                  | 4<br>*<br>zd           | 5<br>1%<br>zd    | 1<br>1%<br>z                                  | 5<br>1%<br>z              | 4<br>*<br>z           | 12<br>1%    |
| Don't know                         | 80<br>4%<br>acdfgjo<br>r | 9<br>2%<br>zd           | 5<br>4%<br>zd                      | 9<br>2%<br>zd                         | 42<br>3%<br>zd     | 12<br>3%<br>zd            | 44<br>3%<br>zd   | 1<br>*<br>zd                          | 36<br>3%<br>g          | 36<br>5%<br>g    | 6<br>1%<br>zd                         | 30<br>3%<br>zd            | 36<br>4%<br>j         | 2<br>2%<br>zd                                 | 20<br>2%<br>zd         | 12<br>1%<br>zd   | 6<br>4%<br>zd                                 | 22<br>3%<br>zd            | 12<br>1%<br>zd        | 56<br>3%    |
| To a some/a great extent           | 915<br>41%<br>d          | 260<br>50%<br>zd        | 72<br>50%<br>d                     | 239<br>50%<br>zd                      | 635<br>39%<br>zd   | 214<br>45%<br>zd          | 689<br>40%<br>zd | 167<br>46%<br>zd                      | 425<br>41%<br>zd       | 302<br>40%<br>zd | 183<br>44%<br>zd                      | 364<br>41%<br>zd          | 348<br>41%<br>zd      | 55<br>55%<br>zn                               | 313<br>38%<br>zn       | 412<br>46%<br>zn | 73<br>45%<br>z                                | 317<br>39%<br>z           | 434<br>45%<br>z       | 1058<br>47% |
| Not very much/not at all           | 1233<br>55%<br>abco      | 245<br>47%<br>zd        | 59<br>41%<br>zd                    | 225<br>47%<br>zd                      | 939<br>58%<br>zabc | 243<br>51%<br>zd          | 974<br>57%<br>ze | 194<br>53%<br>zd                      | 571<br>55%<br>zd       | 417<br>55%<br>zd | 224<br>54%<br>zd                      | 502<br>56%<br>zd          | 469<br>55%<br>zd      | 42<br>42%<br>zmo                              | 478<br>59%<br>zn       | 458<br>52%<br>zn | 81<br>50%<br>z                                | 465<br>58%<br>z           | 524<br>54%<br>z       | 1112<br>50% |
| Mean                               | 2.24<br>d                | 2.44<br>zd              | 2.5<br>zd                          | 2.45<br>zd                            | 2.19               | 2.3                       | 2.22             | 2.31                                  | 2.25                   | 2.22             | 2.27                                  | 2.25                      | 2.23                  | 2.63<br>zno                                   | 2.18                   | 2.34<br>zn       | 2.39                                          | 2.21                      | 2.28                  | 2.37        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q210C. And to what extent are you already preparing financially to pay for the social care services you might need when you are older?

Base: All respondents

|                                    | Gender                |                   |                   | Age                   |                  |                  |                  |                  |                      | Ethnicity             |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                   |                                                                                  |                                    | Unwtd Total |
|------------------------------------|-----------------------|-------------------|-------------------|-----------------------|------------------|------------------|------------------|------------------|----------------------|-----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                    | Total<br>(z)          | Man<br>(a)        | Woman<br>(b)      | 16-24<br>(c)          | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)         | 75+<br>(i)            | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                   | 2238                  | 1090              | 1130              | 101                   | 156              | 252              | 345              | 518              | 552                  | 314                   | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238        |
| Weighted Total                     | 2238                  | 1069              | 1151              | 292*                  | 361              | 359              | 355              | 354              | 268                  | 249                   | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238        |
| To a great extent                  | 141<br>6%<br>lo       | 62<br>6%<br>7%    | 79<br>7%<br>7%    | 7<br>3%               | 16<br>4%         | 16<br>4%         | 17<br>5%         | 24<br>7%         | 20<br>7%             | 41<br>16%<br>zcdefgh  | 119<br>6%                                    | 17<br>6%                                                    | 46<br>5%                 | 95<br>8%<br>zl                   | 69<br>10%<br>zoqr                                 | 71<br>5%             | 16<br>6%                                               | 22<br>4%                        | 23<br>4%                                          | 7<br>7%                                                                          | 3<br>5%                            | 169<br>8%   |
| To some extent                     | 645<br>29%<br>cior    | 303<br>28%<br>30% | 340<br>30%<br>30% | 18<br>6%              | 94<br>26%<br>c   | 111<br>31%<br>c  | 104<br>29%<br>c  | 97<br>27%<br>c   | 108<br>40%<br>zcdefg | 114<br>46%<br>zcdefg  | 527<br>28%                                   | 103<br>34%                                                  | 266<br>27%<br>30%        | 377<br>30%                       | 245<br>37%<br>zoqr                                | 393<br>26%<br>f      | 90<br>33%<br>or                                        | 142<br>26%<br>30%               | 108<br>20%<br>30%                                 | 29<br>29%<br>30%                                                                 | 24<br>33%<br>r                     | 726<br>32%  |
| Not very much                      | 561<br>25%<br>im      | 284<br>27%        | 273<br>24%        | 62<br>21%             | 81<br>22%        | 90<br>25%        | 101<br>29%       | 105<br>30%       | 74<br>27%<br>i       | 47<br>19%             | 466<br>25%                                   | 84<br>28%                                                   | 274<br>28%<br>zm         | 286<br>23%                       | 163<br>25%                                        | 390<br>25%           | 82<br>30%                                              | 130<br>23%                      | 130<br>24%                                        | 32<br>33%                                                                        | 17<br>23%                          | 583<br>26%  |
| Not at all                         | 803<br>36%<br>hikn    | 395<br>37%<br>35% | 399<br>35%<br>35% | 178<br>61%<br>zdefghi | 148<br>41%<br>hi | 130<br>36%<br>hi | 121<br>34%<br>hi | 121<br>34%<br>hi | 62<br>23%<br>hi      | 44<br>18%             | 713<br>38%                                   | 73<br>24%                                                   | 359<br>37%               | 442<br>35%                       | 168<br>25%                                        | 627<br>41%<br>znps   | 83<br>30%<br>30%                                       | 245<br>44%<br>znpst             | 248<br>46%<br>znpst                               | 29<br>30%<br>30%                                                                 | 22<br>30%<br>30%                   | 692<br>31%  |
| Already using social care services | 17<br>1%<br>n         | 9<br>1%           | 8<br>1%           | 9<br>3%               | -<br>*           | 1<br>*           | 1<br>*           | 1<br>*           | 2<br>1%              | 3<br>1%               | 14<br>1%                                     | 3<br>1%                                                     | 9<br>1%                  | 8<br>1%                          | 1<br>*                                            | 16<br>1%             | -<br>1%                                                | 5<br>1%                         | 6<br>1%                                           | 1<br>1%                                                                          | 4<br>6%<br>znopqr                  | 13<br>1%    |
| Don't know                         | 71<br>3%<br>ahilq     | 17<br>2%<br>2%    | 53<br>5%<br>2%    | 16<br>6%<br>hi        | 22<br>6%<br>gh   | 11<br>3%<br>i    | 11<br>3%<br>i    | 7<br>2%<br>i     | 3<br>1%<br>i         | 1<br>*                | 43<br>2%                                     | 20<br>7%<br>zl                                              | 22<br>2%                 | 45<br>4%                         | 20<br>3%                                          | 44<br>3%             | 6<br>2%                                                | 8<br>1%                         | 27<br>5%<br>oi                                    | 1<br>1%<br>30%                                                                   | 3<br>4%                            | 55<br>2%    |
| To a some/a great extent           | 786<br>35%<br>cloqr   | 364<br>34%        | 419<br>36%        | 26<br>9%              | 109<br>30%       | 127<br>35%       | 121<br>34%       | 121<br>34%       | 128<br>48%<br>zcdefg | 154<br>62%<br>zcdefgh | 645<br>34%                                   | 120<br>40%                                                  | 312<br>32%               | 472<br>38%<br>zl                 | 314<br>47%<br>zoqrs                               | 464<br>30%<br>f      | 106<br>38%<br>oqr                                      | 164<br>30%                      | 132<br>24%                                        | 35<br>36%                                                                        | 27<br>38%<br>f                     | 895<br>40%  |
| Not very much/not at all           | 1364<br>61%<br>bhikmn | 679<br>63%<br>58% | 672<br>58%<br>58% | 241<br>82%<br>zdefghi | 229<br>63%<br>hi | 220<br>61%<br>hi | 222<br>63%<br>hi | 226<br>64%<br>hi | 135<br>50%<br>i      | 91<br>37%             | 1179<br>63%                                  | 157<br>52%                                                  | 633<br>65%<br>zm         | 728<br>58%                       | 331<br>50%                                        | 1017<br>66%<br>znpt  | 164<br>59%<br>n                                        | 375<br>68%<br>znit              | 378<br>70%<br>znpt                                | 61<br>62%<br>n                                                                   | 38<br>53%                          | 1275<br>57% |
| Mean                               | 2.06<br>cloqr         | 2.03              | 2.09              | 1.45                  | 1.93<br>c        | 2.04<br>c        | 2.05<br>c        | 2.07<br>c        | 2.33<br>zcdefg       | 2.62<br>zcdefgh       | 2.03                                         | 2.23<br>zl                                                  | 2                        | 2.1<br>z                         | 2.33<br>zoqqr                                     | 1.94<br>f            | 2.14<br>oqr                                            | 1.89                            | 1.82                                              | 2.13<br>oqr                                                                      | 2.13<br>f                          | 2.17        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q210C. And to what extent are you already preparing financially to pay for the social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country          |                 |                |                         | England region (Net) |                   |                   | England region    |                   |                                    |                      |                      |                        |                     |                   |                    |                  | Unwtd Total |
|------------------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------|-----------------|----------------|-------------------------|----------------------|-------------------|-------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|---------------------|-------------------|--------------------|------------------|-------------|
|                                    |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)   | Scotland<br>(n) | Wales<br>(n)   | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n)   | South<br>(n)      | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n)   | South West<br>(n) | London<br>(n)      |                  |             |
| Unweighted Total                   | 2238             | 658                     | 605                             | 465                             | 164                          | 1715             | 206             | 162            | 155                     | 453                  | 348               | 334               | 85                | 201               | 164                                | 130                  | 178                  | 194                    | 282                 | 225               | 213                | 2238             |             |
| Weighted Total                     | 2238             | 398                     | 605                             | 524                             | 231                          | 1886             | 184             | 106*           | 62*                     | 521                  | 362               | 1003              | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310                 | 195               | 290                | 2238             |             |
| To a great extent                  | 141<br>6%<br>d   | 22<br>5%<br>d           | 26<br>4%<br>d                   | 41<br>8%<br>z                   | 28<br>12%<br>zcd             | 119<br>6%<br>z   | 12<br>6%<br>z   | 7<br>6%<br>z   | 3<br>4%<br>z            | 28<br>5%<br>z        | 16<br>5%<br>z     | 75<br>8%<br>z     | 2<br>2%<br>z      | 18<br>7%<br>z     | 8<br>4%<br>z                       | 5<br>3%<br>z         | 12<br>6%<br>z        | 11<br>5%<br>z          | 27<br>9%<br>z       | 10<br>5%<br>z     | 27<br>9%<br>z      | 169<br>8%<br>z   |             |
| To some extent                     | 645<br>29%<br>e  | 111<br>28%<br>e         | 173<br>29%<br>z                 | 176<br>34%<br>z                 | 62<br>27%<br>z               | 548<br>29%<br>z  | 51<br>28%<br>z  | 29<br>27%<br>z | 17<br>28%<br>z          | 134<br>26%<br>z      | 89<br>24%<br>z    | 326<br>32%<br>zkl | 15<br>17%<br>z    | 67<br>27%<br>z    | 51<br>28%<br>z                     | 43<br>26%<br>z       | 45<br>23%<br>z       | 50<br>24%<br>z         | 112<br>36%<br>znrs  | 68<br>35%<br>nr   | 96<br>33%<br>n     | 726<br>32%<br>z  |             |
| Not very much                      | 561<br>25%<br>f  | 105<br>26%<br>f         | 172<br>28%<br>z                 | 128<br>24%<br>z                 | 43<br>19%<br>z               | 473<br>25%<br>z  | 47<br>26%<br>z  | 25<br>24%<br>z | 15<br>25%<br>z          | 144<br>28%<br>z      | 74<br>20%<br>z    | 256<br>26%<br>z   | 25<br>28%<br>z    | 60<br>24%<br>z    | 59<br>32%<br>z                     | 35<br>21%<br>z       | 39<br>20%<br>z       | 62<br>30%<br>z         | 83<br>27%<br>z      | 41<br>21%<br>z    | 70<br>24%<br>z     | 583<br>26%<br>z  |             |
| Not at all                         | 803<br>36%<br>mt | 147<br>37%<br>mt        | 222<br>37%<br>z                 | 174<br>33%<br>z                 | 78<br>34%<br>z               | 671<br>36%<br>z  | 67<br>36%<br>z  | 42<br>39%<br>z | 23<br>37%<br>z          | 203<br>39%<br>m      | 164<br>45%<br>zm  | 304<br>30%<br>z   | 44<br>50%<br>zstv | 96<br>39%<br>t    | 62<br>34%<br>z                     | 73<br>45%<br>zstv    | 91<br>46%<br>zstv    | 69<br>33%<br>z         | 80<br>26%<br>z      | 73<br>37%<br>t    | 83<br>29%<br>z     | 692<br>31%<br>z  |             |
| Already using social care services | 17<br>1%<br>z    | 2<br>1%<br>z            | -<br>-<br>z                     | 2<br>*<br>zcd                   | 8<br>3%<br>zcd               | 15<br>1%<br>z    | 1<br>1%<br>z    | -<br>-<br>z    | *<br>*<br>z             | 2<br>*<br>z          | 1<br>*<br>z       | 11<br>1%<br>z     | 2<br>2%<br>z      | 1<br>*<br>z       | -<br>-<br>z                        | 1<br>1%<br>z         | -<br>-<br>z          | 5<br>3%<br>z           | 1<br>*<br>z         | 1<br>*<br>z       | 4<br>1%<br>z       | 13<br>1%<br>z    |             |
| Don't know                         | 71<br>3%<br>de   | 12<br>3%<br>e           | 11<br>2%<br>e                   | 4<br>1%<br>de                   | 13<br>6%<br>de               | 58<br>3%<br>z    | 6<br>3%<br>z    | 3<br>3%<br>z   | 3<br>5%<br>z            | 11<br>2%<br>z        | 17<br>5%<br>z     | 30<br>3%<br>z     | 1<br>1%<br>z      | 6<br>2%<br>z      | 4<br>2%<br>z                       | 6<br>4%<br>z         | 11<br>5%<br>z        | 11<br>5%<br>z          | 7<br>2%<br>z        | 3<br>1%<br>z      | 9<br>3%<br>z       | 55<br>2%<br>z    |             |
| To a some/a great extent           | 786<br>35%<br>ln | 133<br>33%<br>ln        | 199<br>33%<br>zcd               | 217<br>41%<br>zcd               | 89<br>39%<br>zcd             | 667<br>35%<br>z  | 63<br>34%<br>z  | 36<br>34%<br>z | 20<br>32%<br>z          | 161<br>31%<br>zkl    | 105<br>29%<br>zkl | 401<br>40%<br>zkl | 17<br>20%<br>z    | 85<br>34%<br>z    | 59<br>32%<br>z                     | 48<br>29%<br>z       | 57<br>29%<br>z       | 61<br>29%<br>z         | 139<br>45%<br>znpgs | 78<br>40%<br>n    | 124<br>43%<br>npgs | 895<br>40%<br>z  |             |
| Not very much/not at all           | 1364<br>61%<br>f | 251<br>63%<br>f         | 394<br>65%<br>zef               | 301<br>57%<br>z                 | 121<br>52%<br>z              | 1145<br>61%<br>z | 114<br>62%<br>z | 67<br>63%<br>z | 39<br>62%<br>z          | 346<br>67%<br>zm     | 238<br>66%<br>m   | 560<br>56%<br>z   | 69<br>78%<br>ztuv | 156<br>63%<br>z   | 121<br>66%<br>z                    | 108<br>66%<br>tv     | 130<br>66%<br>tv     | 131<br>63%<br>tv       | 163<br>53%<br>z     | 114<br>58%<br>z   | 152<br>53%<br>z    | 1275<br>57%<br>z |             |
| Mean                               | 2.06<br>lnqr     | 2.02                    | 2.01                            | 2.16<br>zd                      | 2.19                         | 2.06             | 2.04            | 2.01           | 1.99                    | 1.97                 | 1.87              | 2.18<br>zkl       | 1.71              | 2.03              | 2.03<br>n                          | 1.87                 | 1.88                 | 2.02                   | 2.28<br>znpgs       | 2.08<br>n         | 2.25<br>znqr       | 2.17             |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-801039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q210C. And to what extent are you already preparing financially to pay for the social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z)        | Urbanity       |              | IMD Quintile             |                  |                   |                  |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  | Unwtd Total |
|------------------------------------|---------------------|----------------|--------------|--------------------------|------------------|-------------------|------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|-------------|
|                                    |                     | Urban<br>(a)   | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)         | 3<br>(e)          | 4<br>(f)         | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)        |             |
| Unweighted Total                   | 2238                | 1673           | 565          | 419                      | 432              | 476               | 450              | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831             | 2238        |
| Weighted Total                     | 2238                | 1745           | 493          | 451                      | 442              | 447               | 448              | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238        |
| To a great extent                  | 141<br>6%<br>c      | 108<br>6%      | 32<br>7%     | 14<br>3%                 | 23<br>5%         | 22<br>5%          | 38<br>8%         | 44<br>10%<br>zcde         | 104<br>9%<br>zikln                                                      | 9<br>4%                            | 9<br>7%<br>n                                         | 3<br>2%                                                  | 7<br>3%                                           | 9<br>12%<br>ikln                                  | -<br>-                   | 29<br>5%              | 111<br>7%        | 169<br>8%   |
| To some extent                     | 645<br>29%<br>cdlno | 508<br>29%     | 138<br>28%   | 94<br>21%                | 103<br>23%       | 157<br>35%<br>zcd | 136<br>30%<br>c  | 156<br>35%<br>zcd         | 407<br>34%<br>zln                                                       | 83<br>34%<br>ln                    | 31<br>27%<br>n                                       | 47<br>29%<br>n                                           | 47<br>20%                                         | 13<br>18%                                         | 15<br>9%                 | 136<br>23%            | 509<br>31%<br>zo | 726<br>32%  |
| Not very much                      | 561<br>25%          | 433<br>25%     | 128<br>26%   | 121<br>27%               | 120<br>27%       | 122<br>27%        | 94<br>21%        | 104<br>23%                | 319<br>26%                                                              | 66<br>27%                          | 33<br>29%                                            | 43<br>27%                                                | 57<br>24%                                         | 12<br>17%                                         | 26<br>15%                | 151<br>26%            | 407<br>25%       | 583<br>26%  |
| Not at all                         | 803<br>36%<br>eghp  | 620<br>36%     | 183<br>37%   | 190<br>42%<br>zeg        | 170<br>39%<br>e  | 132<br>30%        | 172<br>38%<br>e  | 139<br>31%                | 350<br>29%                                                              | 80<br>32%                          | 40<br>35%                                            | 61<br>38%                                                | 116<br>49%<br>zhij                                | 27<br>39%                                         | 123<br>72%<br>zhijklm    | 238<br>40%            | 565<br>34%       | 692<br>31%  |
| Already using social care services | 17<br>1%            | 10<br>1%       | 7<br>1%      | 8<br>2%<br>f             | 5<br>1%          | 2<br>*            | 1<br>*           | 1<br>*                    | 11<br>1%                                                                | -<br>-                             | -<br>-                                               | 1<br>*                                                   | 1<br>*                                            | 3<br>4%<br>zi                                     | 2<br>1%                  | 2<br>*                | 14<br>1%         | 13<br>1%    |
| Don't know                         | 71<br>3%<br>bhp     | 66<br>4%<br>zb | 5<br>1%      | 24<br>5%<br>zfg          | 20<br>4%         | 11<br>3%          | 9<br>2%          | 7<br>2%                   | 21<br>2%                                                                | 8<br>3%                            | 2<br>2%                                              | 6<br>4%                                                  | 9<br>4%                                           | 6<br>9%<br>h                                      | 6<br>4%                  | 35<br>6%<br>zp        | 35<br>2%         | 55<br>2%    |
| To a some/a great extent           | 786<br>35%<br>cdlno | 616<br>35%     | 170<br>34%   | 107<br>24%               | 126<br>29%       | 179<br>40%<br>zcd | 174<br>39%<br>cd | 200<br>44%<br>zcd         | 510<br>42%<br>zklm                                                      | 92<br>38%<br>ln                    | 40<br>35%<br>n                                       | 50<br>31%<br>n                                           | 54<br>23%<br>n                                    | 22<br>31%<br>n                                    | 15<br>9%                 | 166<br>28%<br>zo      | 620<br>38%       | 895<br>40%  |
| Not very much/not at all           | 1364<br>61%<br>ghp  | 1053<br>60%    | 311<br>63%   | 311<br>69%<br>zefg       | 290<br>66%<br>eg | 255<br>57%        | 265<br>59%       | 243<br>54%                | 669<br>55%                                                              | 146<br>59%                         | 73<br>64%                                            | 105<br>65%                                               | 173<br>73%<br>zhi                                 | 39<br>56%<br>p                                    | 149<br>87%<br>zhijklm    | 389<br>66%            | 972<br>59%       | 1275<br>57% |
| Mean                               | 2.06<br>cdlno       | 2.06           | 2.04         | 1.83                     | 1.95             | 2.16<br>zcd       | 2.09<br>c        | 2.24<br>zcd               | 2.22<br>zklm                                                            | 2.09<br>ln                         | 2.08<br>ln                                           | 1.95<br>n                                                | 1.76<br>n                                         | 2.05<br>n                                         | 1.34                     | 1.92                  | 2.1<br>zo        | 2.17        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210C. And to what extent are you already preparing financially to pay for the social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |              | Unwtd Total |
|------------------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|--------------|-------------|
|                                    |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m) |             |
| Unweighted Total                   | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17           | 2238        |
| Weighted Total                     | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**         | 2238        |
| To a great extent                  | 141<br>6%        | 125<br>6%                | 16<br>8%          | 54<br>7%            | 60<br>6%            | 10<br>6%           | 31<br>6%                 | 98<br>6%                        | 102<br>6%                                         | 29<br>6%                          | 45<br>8%                                                  | 12<br>8%                         | 16<br>8%       | 1<br>4%      | 169<br>8%   |
| To some extent                     | 645<br>29%<br>f  | 582<br>29%               | 57<br>28%         | 229<br>28%          | 319<br>31%<br>e     | 34<br>20%          | 126<br>24%               | 481<br>30%<br>fk                | 484<br>29%<br>f                                   | 143<br>27%                        | 175<br>30%<br>fk                                          | 30<br>20%                        | 57<br>28%      | 4<br>25%     | 726<br>32%  |
| Not very much                      | 561<br>25%<br>k  | 515<br>26%               | 46<br>23%         | 201<br>25%          | 271<br>26%          | 43<br>25%          | 138<br>27%<br>k          | 436<br>27%<br>zk                | 431<br>26%<br>k                                   | 139<br>27%<br>k                   | 148<br>26%<br>k                                           | 17<br>11%                        | 46<br>23%<br>k | 2<br>13%     | 583<br>26%  |
| Not at all                         | 803<br>36%       | 721<br>36%               | 77<br>38%         | 285<br>35%          | 361<br>35%          | 76<br>45%          | 207<br>40%<br>gj         | 561<br>35%                      | 594<br>36%                                        | 200<br>38%                        | 194<br>34%                                                | 87<br>58%<br>zfg hijl            | 77<br>38%      | 8<br>58%     | 692<br>31%  |
| Already using social care services | 17<br>1%<br>g    | 13<br>1%                 | 1<br>*            | 9<br>1%             | 4<br>*              | -<br>-             | 1<br>*                   | 5<br>*                          | 9<br>1%<br>g                                      | 4<br>1%                           | 3<br>1%                                                   | 1<br>*                           | 1<br>*         | -<br>-       | 13<br>1%    |
| Don't know                         | 71<br>3%<br>adgh | 50<br>2%<br>d            | 7<br>3%           | 28<br>3%<br>d       | 16<br>2%            | 6<br>4%            | 16<br>3%                 | 29<br>2%                        | 42<br>3%<br>g                                     | 9<br>2%                           | 12<br>2%                                                  | 3<br>2%                          | 7<br>3%        | -<br>-       | 55<br>2%    |
| To a some/a great extent           | 786<br>35%<br>f  | 707<br>35%               | 72<br>36%         | 283<br>35%          | 379<br>37%          | 45<br>26%          | 158<br>30%<br>f          | 579<br>36%<br>f                 | 586<br>35%<br>f                                   | 172<br>33%                        | 220<br>38%<br>f                                           | 43<br>28%                        | 72<br>36%      | 4<br>29%     | 895<br>40%  |
| Not very much/not at all           | 1364<br>61%      | 1236<br>62%              | 123<br>61%        | 486<br>60%          | 632<br>61%          | 119<br>70%         | 345<br>66%<br>zj         | 997<br>62%                      | 1025<br>62%                                       | 339<br>65%                        | 342<br>59%                                                | 104<br>69%                       | 123<br>61%     | 10<br>71%    | 1275<br>57% |
| Mean                               | 2.06<br>k        | 2.06                     | 2.06              | 2.07                | 2.08                | 1.87               | 1.96                     | 2.07<br>fk                      | 2.06<br>k                                         | 2<br>k                            | 2.13<br>fik                                               | 1.78                             | 2.06           | 1.75         | 2.17        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210C. And to what extent are you already preparing financially to pay for the social care services you might need when you are older?

Base: All respondents

|                                    | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |             | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                    |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)   | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                   | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641        | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                     | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709        | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| To a great extent                  | 141<br>6%    | 46<br>9%                | 24<br>17%<br>z                     | 41<br>9%                              | 95<br>6%          | 37<br>8%                  | 102<br>6%   | 23<br>6%                              | 64<br>6%               | 48<br>6%         | 26<br>6%                              | 58<br>6%                  | 56<br>7%              | 13<br>13%                                     | 50<br>6%               | 63<br>7%         | 13<br>8%                                      | 55<br>7%                  | 64<br>7%              | 169<br>8%   |
| To some extent                     | 645<br>29%   | 166<br>32%              | 38<br>27%                          | 150<br>31%                            | 463<br>29%        | 138<br>29%                | 501<br>29%  | 117<br>32%                            | 324<br>31%             | 189<br>25%       | 136<br>33%                            | 256<br>28%                | 237<br>28%            | 31<br>31%                                     | 241<br>30%             | 274<br>31%       | 54<br>33%                                     | 235<br>29%                | 299<br>31%            | 726<br>32%  |
| Not very much                      | 561<br>25%   | 138<br>26%              | 34<br>24%                          | 129<br>27%                            | 412<br>25%        | 116<br>24%                | 439<br>26%  | 95<br>26%                             | 263<br>25%             | 194<br>26%       | 105<br>25%                            | 238<br>27%                | 209<br>24%            | 24<br>24%                                     | 223<br>27%             | 225<br>25%       | 44<br>27%                                     | 217<br>27%                | 237<br>24%            | 583<br>26%  |
| Not at all                         | 803<br>36%   | 150<br>29%              | 35<br>24%                          | 138<br>29%                            | 616<br>38%        | 167<br>35%                | 623<br>36%  | 125<br>34%                            | 346<br>33%             | 295<br>39%       | 134<br>32%                            | 321<br>36%                | 319<br>37%            | 29<br>30%                                     | 281<br>34%             | 313<br>35%       | 44<br>27%                                     | 280<br>35%                | 361<br>37%            | 692<br>31%  |
| Already using social care services | 17<br>1%     | 12<br>2%                | 7<br>5%                            | 12<br>2%                              | 1<br>*            | 5<br>1%                   | 9<br>1%     | 2<br>1%                               | 10<br>1%               | 4<br>1%          | 7<br>2%                               | 6<br>1%                   | 3<br>*                | 1<br>1%                                       | 8<br>1%                | 2<br>*           | 2<br>1%                                       | 9<br>1%                   | 2<br>*                | 13<br>1%    |
| Don't know                         | 71<br>3%     | 10<br>2%                | 5<br>4%                            | 10<br>2%                              | 31<br>2%          | 14<br>3%                  | 35<br>2%    | 3<br>1%                               | 29<br>3%               | 30<br>4%         | 8<br>2%                               | 20<br>2%                  | 32<br>4%              | 2<br>2%                                       | 13<br>2%               | 10<br>1%         | 6<br>4%                                       | 13<br>2%                  | 11<br>1%              | 55<br>2%    |
| To a some/a great extent           | 786<br>35%   | 212<br>41%              | 61<br>43%                          | 191<br>40%                            | 558<br>34%        | 175<br>37%                | 603<br>35%  | 140<br>38%                            | 388<br>37%             | 237<br>31%       | 162<br>39%                            | 314<br>35%                | 293<br>34%            | 43<br>44%                                     | 291<br>36%             | 336<br>38%       | 66<br>41%                                     | 290<br>36%                | 363<br>37%            | 895<br>40%  |
| Not very much/not at all           | 1364<br>61%  | 289<br>55%              | 69<br>48%                          | 267<br>56%                            | 1028<br>64%       | 283<br>59%                | 1062<br>62% | 220<br>60%                            | 608<br>59%             | 489<br>64%       | 239<br>58%                            | 559<br>62%                | 529<br>62%            | 53<br>54%                                     | 504<br>62%             | 538<br>61%       | 87<br>54%                                     | 497<br>61%                | 598<br>61%            | 1275<br>57% |
| Mean                               | 2.06<br>d    | 2.21<br>zd              | 2.39<br>zd                         | 2.21<br>zd                            | 2.02              | 2.1                       | 2.05        | 2.11                                  | 2.11<br>i              | 1.99             | 2.13                                  | 2.06                      | 2.04                  | 2.28                                          | 2.08                   | 2.1              | 2.23                                          | 2.08                      | 2.07                  | 2.17        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q210D. And please tell us whether you agree or disagree with the following statement: ...It is my responsibility to save or make other financial plans so that I can pay towards my care when I am older

Base: All respondents

|                            | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly agree             | 175          | 107        | 68           | 40           | 38           | 18           | 21           | 19           | 12           | 27         | 141                                          | 27                                                          | 83                       | 92                               | 74                                                | 100                  | 18                                                     | 40                              | 31                                                 | 8                                                                                | 3                                  | 154         |
|                            | 8%           | 10%        | 6%           | 14%          | 11%          | 5%           | 6%           | 5%           | 5%           | 11%        | 8%                                           | 9%                                                          | 8%                       | 7%                               | 11%                                               | 6%                   | 6%                                                     | 7%                              | 6%                                                 | 8%                                                                               | 4%                                 | 7%          |
|                            | bgzho        | zb         |              | zefgh        | h            |              |              |              |              | efgh       |                                              |                                                             |                          |                                  | zor                                               |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Tend to agree              | 805          | 397        | 402          | 137          | 121          | 131          | 126          | 101          | 85           | 103        | 660                                          | 132                                                         | 335                      | 467                              | 271                                               | 528                  | 84                                                     | 223                             | 175                                                | 27                                                                               | 19                                 | 769         |
|                            | 36%          | 37%        | 35%          | 47%          | 34%          | 36%          | 36%          | 29%          | 32%          | 41%        | 35%                                          | 44%                                                         | 34%                      | 37%                              | 41%                                               | 34%                  | 30%                                                    | 40%                             | 32%                                                | 28%                                                                              | 27%                                | 34%         |
|                            | ghl          |            |              | zgh          |              | g            | g            |              |              | zgh        |                                              | zj                                                          |                          |                                  | zoprst                                            |                      |                                                        | oprst                           |                                                    |                                                                                  |                                    |             |
| Neither agree nor disagree | 508          | 224        | 279          | 50           | 78           | 83           | 85           | 90           | 64           | 57         | 413                                          | 53                                                          | 217                      | 290                              | 130                                               | 370                  | 70                                                     | 123                             | 127                                                | 30                                                                               | 21                                 | 522         |
|                            | 23%          | 21%        | 24%          | 17%          | 22%          | 23%          | 24%          | 25%          | 24%          | 23%        | 23%                                          | 18%                                                         | 22%                      | 23%                              | 20%                                               | 24%                  | 25%                                                    | 22%                             | 23%                                                | 31%                                                                              | 29%                                | 23%         |
|                            |              |            |              |              |              |              |              |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 | n                                                  |                                                                                  |                                    |             |
| Tend to disagree           | 449          | 190        | 257          | 47           | 73           | 74           | 67           | 84           | 64           | 39         | 389                                          | 59                                                          | 206                      | 241                              | 123                                               | 323                  | 61                                                     | 106                             | 120                                                | 18                                                                               | 17                                 | 475         |
|                            | 20%          | 18%        | 22%          | 16%          | 20%          | 21%          | 19%          | 24%          | 24%          | 16%        | 21%                                          | 20%                                                         | 21%                      | 19%                              | 19%                                               | 21%                  | 22%                                                    | 19%                             | 22%                                                | 19%                                                                              | 23%                                | 21%         |
|                            | l            |            |              | z            |              |              |              | zj           |              | zj         |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Strongly disagree          | 237          | 132        | 102          | 13           | 25           | 42           | 39           | 57           | 40           | 21         | 219                                          | 16                                                          | 109                      | 128                              | 56                                                | 177                  | 34                                                     | 46                              | 74                                                 | 15                                                                               | 9                                  | 265         |
|                            | 11%          | 12%        | 9%           | 4%           | 7%           | 12%          | 11%          | 16%          | 15%          | 8%         | 12%                                          | 5%                                                          | 11%                      | 10%                              | 8%                                                | 12%                  | 12%                                                    | 8%                              | 14%                                                | 15%                                                                              | 12%                                | 12%         |
|                            | bck          | b          |              |              |              | c            | c            | zcdfi        |              | zcdi       | zk                                           |                                                             |                          |                                  |                                                   | q                    |                                                        |                                 | nq                                                 |                                                                                  |                                    |             |
| Don't know                 | 64           | 19         | 43           | 6            | 24           | 11           | 15           | 3            | 2            | 2          | 40                                           | 14                                                          | 26                       | 34                               | 10                                                | 43                   | 10                                                     | 13                              | 15                                                 | *                                                                                | 4                                  | 53          |
|                            | 3%           | 2%         | 4%           | 2%           | 7%           | 3%           | 4%           | 1%           | 1%           | 1%         | 2%                                           | 5%                                                          | 3%                       | 3%                               | 2%                                                | 3%                   | 4%                                                     | 2%                              | 3%                                                 |                                                                                  | ns                                 | 2%          |
|                            | achin        |            |              |              | z            |              | ghl          |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Agree                      | 980          | 504        | 470          | 177          | 160          | 149          | 148          | 120          | 97           | 129        | 801                                          | 159                                                         | 418                      | 560                              | 345                                               | 628                  | 102                                                    | 263                             | 206                                                | 35                                                                               | 22                                 | 923         |
|                            | 44%          | 47%        | 41%          | 61%          | 44%          | 42%          | 42%          | 34%          | 36%          |            | 43%                                          | 53%                                                         | 43%                      | 45%                              | 52%                                               | 41%                  | 37%                                                    | 48%                             | 38%                                                | 36%                                                                              | 31%                                | 41%         |
|                            | bghjopr      | zb         |              | zdefgh       | g            |              | g            |              | zefgh        |            |                                              | zj                                                          |                          |                                  | zoprst                                            |                      |                                                        | oprst                           |                                                    |                                                                                  |                                    |             |
|                            | t            |            |              |              |              |              |              |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Disagree                   | 687          | 322        | 359          | 59           | 99           | 116          | 107          | 141          | 105          | 60         | 608                                          | 74                                                          | 315                      | 369                              | 180                                               | 500                  | 95                                                     | 153                             | 194                                                | 33                                                                               | 26                                 | 740         |
|                            | 31%          | 30%        | 31%          | 20%          | 27%          | 32%          | 30%          | 40%          | 39%          | 24%        | 32%                                          | 25%                                                         | 32%                      | 29%                              | 27%                                               | 32%                  | 34%                                                    | 28%                             | 36%                                                | 33%                                                                              | 35%                                | 33%         |
|                            | cin          |            |              |              |              | dj           |              | zcdfi        | zcdfi        | zcdfi      | z                                            |                                                             |                          |                                  |                                                   | znq                  |                                                        |                                 | znq                                                |                                                                                  |                                    |             |
| NET: Agree                 | 13%          | 17%        | 10%          | 40%          | 17%          | 9%           | 12%          | -6%          | -3%          | 28%        | 10%                                          | 28%                                                         | 11%                      | 15%                              | 25%                                               | 8%                   | 3%                                                     | 20%                             | 2%                                                 | 2%                                                                               | -5%                                | 8%          |
| Mean                       | 3.11         | 3.15       | 3.07         | 3.51         | 3.22         | 3.03         | 3.07         | 2.83         | 2.87         | 3.31       | 3.06                                         | 3.33                                                        | 3.08                     | 3.13                             | 3.28                                              | 3.03                 | 2.97                                                   | 3.19                            | 2.94                                               | 2.96                                                                             | 2.86                               | 3.03        |
|                            | ghior        |            |              | zefgh        | gh           | g            | gh           |              | zefgh        |            |                                              | zj                                                          |                          |                                  | zoprst                                            |                      | oprt                                                   |                                 |                                                    |                                                                                  |                                    |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q210D. And please tell us whether you agree or disagree with the following statement: ...It is my responsibility to save or make other financial plans so that I can pay towards my care when I am older

Base: All respondents

|                            | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country          |                 |                 |                         | England region (Net) |                  |                  | England region    |                   |                                    |                      |                      |                        |                   |                   |                  |                  | Unwtd Total |
|----------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------|-----------------|-----------------|-------------------------|----------------------|------------------|------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|------------------|------------------|-------------|
|                            |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)   | Scotland<br>(n) | Wales<br>(n)    | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n)  | South<br>(n)     | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)    |                  |             |
| Unweighted Total           | 2238             | 468                     | 686                             | 465                             | 164                          | 1715             | 206             | 162             | 155                     | 453                  | 348              | 334              | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213              | 2238             |             |
| Weighted Total             | 2238             | 398                     | 605                             | 524                             | 231                          | 1886             | 184             | 106*            | 62*                     | 521                  | 362              | 1003             | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290              | 2238             |             |
| Strongly agree             | 175<br>8%<br>cdo | 11<br>3%<br>cd          | 36<br>6%<br>cd                  | 59<br>11%<br>cd                 | 34<br>15%<br>cd              | 147<br>8%<br>cd  | 13<br>7%<br>cd  | 14<br>14%<br>cd | 1<br>1%<br>cd           | 29<br>6%<br>cd       | 17<br>5%<br>cd   | 101<br>10%<br>cd | 5<br>5%<br>cd     | 9<br>4%<br>cd     | 16<br>8%<br>cd                     | 6<br>4%<br>cd        | 10<br>5%<br>cd       | 15<br>7%<br>cd         | 37<br>12%<br>cd   | 13<br>7%<br>cd    | 36<br>13%<br>cd  | 154<br>7%<br>cd  |             |
| Tend to agree              | 805<br>36%<br>d  | 134<br>34%<br>cd        | 192<br>32%<br>cd                | 215<br>41%<br>cd                | 83<br>36%<br>cd              | 673<br>36%<br>cd | 71<br>38%<br>cd | 33<br>31%<br>cd | 28<br>45%<br>cd         | 173<br>33%<br>cd     | 123<br>34%<br>cd | 377<br>38%<br>cd | 27<br>31%<br>cd   | 84<br>34%<br>cd   | 62<br>34%<br>cd                    | 56<br>34%<br>cd      | 67<br>34%<br>cd      | 76<br>36%<br>cd        | 115<br>37%<br>cd  | 73<br>37%<br>cd   | 113<br>39%<br>cd | 769<br>34%<br>cd |             |
| Neither agree nor disagree | 508<br>23%<br>e  | 104<br>26%<br>cd        | 145<br>24%<br>cd                | 115<br>22%<br>cd                | 43<br>19%<br>cd              | 433<br>23%<br>cd | 38<br>21%<br>cd | 23<br>21%<br>cd | 14<br>23%<br>cd         | 113<br>22%<br>cd     | 90<br>25%<br>cd  | 229<br>23%<br>cd | 19<br>22%<br>cd   | 45<br>18%<br>cd   | 49<br>27%<br>cd                    | 46<br>28%<br>cd      | 44<br>23%<br>cd      | 50<br>24%<br>cd        | 65<br>21%<br>cd   | 54<br>17%<br>cd   | 60<br>21%<br>cd  | 522<br>23%<br>cd |             |
| Tend to disagree           | 449<br>20%<br>e  | 88<br>22%<br>cd         | 140<br>23%<br>cd                | 98<br>19%<br>cd                 | 36<br>16%<br>cd              | 381<br>20%<br>cd | 39<br>21%<br>cd | 20<br>19%<br>cd | 10<br>16%<br>cd         | 131<br>25%<br>cd     | 71<br>20%<br>cd  | 179<br>18%<br>cd | 23<br>26%<br>cd   | 73<br>30%<br>cd   | 34<br>18%<br>cd                    | 27<br>16%<br>cd      | 44<br>22%<br>cd      | 34<br>16%<br>cd        | 55<br>18%<br>cd   | 34<br>17%<br>cd   | 56<br>19%<br>cd  | 475<br>21%<br>cd |             |
| Strongly disagree          | 237<br>11%<br>e  | 45<br>11%<br>e          | 80<br>13%<br>e                  | 32<br>6%<br>e                   | 28<br>12%<br>e               | 200<br>11%<br>e  | 21<br>11%<br>e  | 11<br>10%<br>e  | 6<br>10%<br>e           | 59<br>11%<br>e       | 44<br>12%<br>e   | 97<br>10%<br>e   | 11<br>13%<br>e    | 28<br>11%<br>e    | 20<br>11%<br>e                     | 19<br>12%<br>e       | 24<br>12%<br>e       | 26<br>12%<br>e         | 34<br>11%<br>e    | 17<br>9%<br>e     | 21<br>7%<br>e    | 265<br>12%<br>e  |             |
| Don't know                 | 64<br>3%<br>e    | 16<br>4%<br>e           | 12<br>2%<br>e                   | 4<br>1%<br>e                    | 5<br>2%<br>e                 | 52<br>3%<br>e    | 2<br>1%<br>e    | 6<br>5%<br>e    | 3<br>5%<br>e            | 15<br>3%<br>e        | 17<br>5%<br>e    | 20<br>2%<br>e    | 3<br>3%<br>e      | 9<br>3%<br>e      | 3<br>2%<br>e                       | 9<br>6%<br>e         | 8<br>4%<br>e         | 8<br>4%<br>e           | 3<br>1%<br>e      | 5<br>2%<br>e      | 4<br>1%<br>e     | 53<br>2%<br>e    |             |
| Agree                      | 980<br>44%<br>cd | 145<br>36%<br>cd        | 228<br>38%<br>cd                | 274<br>52%<br>cd                | 118<br>51%<br>cd             | 820<br>43%<br>cd | 84<br>46%<br>cd | 47<br>44%<br>cd | 29<br>46%<br>cd         | 202<br>39%<br>cd     | 139<br>38%<br>cd | 478<br>46%<br>cd | 32<br>36%<br>cd   | 93<br>38%<br>cd   | 78<br>42%<br>cd                    | 62<br>38%<br>cd      | 77<br>39%<br>cd      | 91<br>44%<br>cd        | 152<br>49%<br>cd  | 86<br>44%<br>cd   | 149<br>51%<br>cd | 923<br>41%<br>cd |             |
| Disagree                   | 687<br>31%<br>em | 133<br>33%<br>e         | 220<br>36%<br>e                 | 131<br>25%<br>e                 | 64<br>28%<br>e               | 581<br>31%<br>e  | 59<br>32%<br>e  | 31<br>29%<br>e  | 16<br>25%<br>e          | 190<br>36%<br>e      | 115<br>32%<br>e  | 276<br>28%<br>e  | 35<br>39%<br>e    | 101<br>41%<br>e   | 54<br>29%<br>e                     | 46<br>28%<br>e       | 68<br>35%<br>e       | 60<br>29%<br>e         | 89<br>29%<br>e    | 51<br>26%<br>e    | 77<br>26%<br>e   | 740<br>33%<br>e  |             |
| NET: Agree                 | 13%              | 3%                      | 3%                              | 1%                              | 2%                           | 13%              | 1%              | 1%              | 1%                      | 13%                  | 1%               | 1%               | -3%               | -2%               | 13%                                | 10%                  | 4%                   | 15%                    | 20%               | 18%               | 25%              | 8%               |             |
| Mean                       | 3.11             | 2.94                    | 2.94                            | 3.33                            | 3.26                         | 3.1              | 3.1             | 3.2             | 3.13                    | 2.97                 | 2.99             | 3.21             | 2.89              | 2.89              | 3.11                               | 3.02                 | 2.97                 | 3.1                    | 3.22              | 3.16              | 3.31             | 3.03             |             |
|                            | cdko             |                         |                                 | zcd                             | cd                           |                  |                 |                 |                         | zkl                  |                  |                  |                   |                   |                                    |                      |                      |                        | o                 | o                 | zmoqr            |                  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q210D. And please tell us whether you agree or disagree with the following statement: ...It is my responsibility to save or make other financial plans so that I can pay towards my care when I am older

Base: All respondents

|                            | Total<br>(z)     | Urbanity     |              | IMD Quintile             |               |               |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  | Unwtd Total |
|----------------------------|------------------|--------------|--------------|--------------------------|---------------|---------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|-------------|
|                            |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)      | 3<br>(e)      | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)        |             |
| Unweighted Total           | 2238             | 1673         | 565          | 419                      | 432           | 476           | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831             | 2238        |
| Weighted Total             | 2238             | 1745         | 493          | 451                      | 442           | 447           | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238        |
| Strongly agree             | 175<br>8%<br>ilp | 141<br>8%    | 35<br>7%     | 28<br>6%                 | 26<br>6%      | 45<br>10%     | 28<br>6%   | 48<br>11%<br>zd           | 112<br>9%<br>zil                                                        | 7<br>3%                            | 7<br>6%                                              | 17<br>11%<br>il                                          | 9<br>4%                                           | 7<br>10%                                          | 17<br>10%                | 63<br>11%<br>p        | 113<br>7%<br>z   | 154<br>7%   |
| Tend to agree              | 805<br>36%<br>m  | 626<br>36%   | 178<br>36%   | 144<br>32%               | 167<br>38%    | 143<br>32%    | 167<br>37% | 183<br>41%<br>ce          | 440<br>36%<br>m                                                         | 91<br>37%<br>m                     | 42<br>37%<br>m                                       | 47<br>29%                                                | 75<br>32%                                         | 12<br>18%                                         | 95<br>55%<br>zhijklm     | 207<br>35%            | 595<br>36%       | 769<br>34%  |
| Neither agree nor disagree | 508<br>23%       | 387<br>22%   | 120<br>24%   | 112<br>25%               | 101<br>23%    | 106<br>24%    | 103<br>23% | 86<br>19%                 | 268<br>22%                                                              | 55<br>22%                          | 27<br>24%                                            | 42<br>26%                                                | 55<br>23%                                         | 22<br>31%                                         | 33<br>19%                | 140<br>24%            | 368<br>22%       | 522<br>23%  |
| Tend to disagree           | 449<br>20%       | 358<br>20%   | 92<br>19%    | 93<br>21%                | 95<br>21%     | 92<br>20%     | 89<br>20%  | 80<br>18%                 | 230<br>19%                                                              | 60<br>24%<br>n                     | 24<br>21%                                            | 30<br>19%                                                | 56<br>24%                                         | 24<br>34%<br>hn                                   | 20<br>12%                | 99<br>17%             | 351<br>21%<br>z  | 475<br>21%  |
| Strongly disagree          | 237<br>11%       | 176<br>10%   | 61<br>12%    | 43<br>10%                | 37<br>8%      | 51<br>11%     | 54<br>12%  | 52<br>11%                 | 135<br>11%                                                              | 27<br>11%                          | 12<br>10%                                            | 18<br>11%                                                | 38<br>16%<br>zmn                                  | 2<br>2%                                           | 7<br>4%                  | 53<br>9%              | 184<br>11%       | 265<br>12%  |
| Don't know                 | 64<br>3%<br>bghp | 57<br>3%     | 7<br>1%      | 30<br>7%<br>zefg         | 16<br>4%<br>g | 10<br>2%<br>g | 8<br>2%    | 1<br>*<br>zce             | 26<br>2%<br>lm                                                          | 6<br>2%                            | 2<br>2%                                              | 8<br>5%                                                  | 6<br>2%                                           | 4<br>6%<br>n                                      | -<br>-<br>zhijklm        | 31<br>5%<br>zp        | 31<br>2%<br>z    | 53<br>2%    |
| Agree                      | 980<br>44%<br>cl | 767<br>44%   | 213<br>43%   | 172<br>38%               | 193<br>44%    | 188<br>42%    | 195<br>43% | 232<br>51%<br>zce         | 552<br>46%<br>lm                                                        | 99<br>40%                          | 49<br>43%                                            | 64<br>40%                                                | 84<br>35%                                         | 19<br>27%                                         | 112<br>65%<br>zhijklm    | 270<br>46%            | 708<br>43%       | 923<br>41%  |
| Disagree                   | 687<br>31%<br>no | 534<br>31%   | 153<br>31%   | 137<br>30%               | 132<br>30%    | 143<br>32%    | 143<br>32% | 132<br>29%                | 365<br>30%<br>n                                                         | 86<br>35%<br>n                     | 36<br>31%<br>n                                       | 48<br>30%                                                | 93<br>39%<br>zhn                                  | 25<br>36%<br>n                                    | 27<br>16%<br>zo          | 151<br>26%            | 535<br>33%<br>zo | 740<br>33%  |
| NET: Agree                 | 13%              | 13%          | 12%          | 8%                       | 14%           | 10%           | 12%        | 22%                       | 15%                                                                     | 5%                                 | 11%                                                  | 10%                                                      | -4%                                               | -9%                                               | 49%                      | 20%                   | 11%              | 8%          |
| Mean                       | 3.11<br>lp       | 3.12         | 3.07         | 3.05                     | 3.12          | 3.09          | 3.06       | 3.22                      | 3.14<br>l                                                               | 2.97                               | 3.07                                                 | 3.1                                                      | 2.83                                              | 2.98                                              | 3.55<br>zhijklm          | 3.23<br>zp            | 3.06             | 3.03        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q210D. And please tell us whether you agree or disagree with the following statement: ...It is my responsibility to save or make other financial plans so that I can pay towards my care when I am older

Base: All respondents

|                            | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                  |                  | Unwtd Total      |
|----------------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|------------------|------------------|------------------|
|                            |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)      | Other<br>(m)     |                  |
| Unweighted Total           | 2238                | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165              | 17               | 2238             |
| Weighted Total             | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*             | 14**             | 2238             |
| Strongly agree             | 175<br>8%<br>h      | 151<br>8%                | 23<br>11%         | 66<br>8%            | 75<br>7%            | 10<br>6%           | 35<br>7%                 | 118<br>7%                       | 113<br>7%                                         | 44<br>8%                          | 39<br>7%                                                  | 7<br>5%                          | 23<br>11%        | 2<br>18%         | 154<br>7%        |
| Tend to agree              | 805<br>36%<br>e     | 708<br>35%               | 92<br>45%         | 284<br>35%          | 377<br>37%          | 47<br>28%          | 178<br>34%               | 575<br>36%                      | 592<br>36%                                        | 179<br>34%                        | 209<br>36%                                                | 41<br>27%                        | 92<br>45%        | 5<br>34%         | 769<br>34%       |
| Neither agree nor disagree | 508<br>23%<br>e     | 461<br>23%               | 42<br>20%         | 191<br>24%          | 241<br>23%          | 29<br>17%          | 110<br>21%               | 377<br>23%                      | 380<br>23%                                        | 105<br>20%                        | 125<br>22%                                                | 44<br>29%                        | 42<br>20%        | 3<br>19%         | 522<br>23%       |
| Tend to disagree           | 449<br>20%<br>bl    | 420<br>21%               | 25<br>12%         | 164<br>20%          | 211<br>20%          | 45<br>27%          | 117<br>23%               | 338<br>21%                      | 355<br>21%                                        | 115<br>22%                        | 129<br>22%                                                | 28<br>18%                        | 25<br>12%        | 1<br>7%          | 475<br>21%       |
| Strongly disagree          | 237<br>11%<br>zabcd | 219<br>11%               | 18<br>9%          | 77<br>10%           | 107<br>10%          | 35<br>21%          | 63<br>12%                | 169<br>10%                      | 184<br>11%                                        | 68<br>13%                         | 70<br>12%                                                 | 27<br>18%                        | 18<br>9%         | 3<br>22%         | 265<br>12%       |
| Don't know                 | 64<br>3%<br>adghj   | 46<br>2%                 | 4<br>2%           | 24<br>3%            | 19<br>2%            | 3<br>2%            | 15<br>3%                 | 33<br>2%                        | 36<br>2%                                          | 12<br>2%                          | 5<br>1%                                                   | 4<br>3%                          | 4<br>2%          | -<br>-           | 53<br>2%         |
| Agree                      | 980<br>44%<br>aek   | 859<br>43%               | 115<br>57%        | 350<br>43%          | 453<br>44%          | 57<br>33%          | 213<br>41%               | 692<br>43%                      | 705<br>42%                                        | 223<br>43%                        | 248<br>43%                                                | 49<br>32%                        | 115<br>57%       | 7<br>52%         | 923<br>41%       |
| Disagree                   | 687<br>31%<br>bl    | 639<br>32%               | 43<br>21%         | 241<br>30%          | 318<br>31%          | 80<br>47%          | 181<br>35%               | 507<br>32%                      | 540<br>32%                                        | 183<br>35%                        | 198<br>34%                                                | 54<br>36%                        | 43<br>21%        | 4<br>29%         | 740<br>33%       |
| NET: Agree                 | 13%<br>zabcd        | 11%<br>zb                | 35%<br>e          | 13%<br>e            | 13%<br>e            | -14%<br>zabcd      | 6%<br>l                  | 11%<br>l                        | 10%<br>zl                                         | 8%<br>l                           | 9%<br>l                                                   | -4%<br>l                         | 35%<br>l         | 23%<br>l         | 8%<br>zabcd      |
| Mean                       | 3.11<br>aehk        | 3.08<br>e                | 3.39<br>zacde     | 3.12<br>e           | 3.1<br>e            | 2.71<br>e          | 3.01<br>k                | 3.08<br>k                       | 3.06<br>k                                         | 3.03<br>k                         | 3.03<br>k                                                 | 2.83<br>k                        | 3.39<br>zfgghijk | 3.18<br>zfgghijk | 3.03<br>zfgghijk |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q210D. And please tell us whether you agree or disagree with the following statement: ...It is my responsibility to save or make other financial plans so that I can pay towards my care when I am older

Base: All respondents

|                            | Total<br>(z)              | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|---------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                           | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                      | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                      | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 175<br>8%                 | 44<br>8%                | 12<br>9%                           | 44<br>9%                              | 123<br>8%         | 20<br>4%                  | 153<br>9%  | 38<br>10%                             | 78<br>8%               | 51<br>7%         | 39<br>9%                              | 64<br>7%                  | 69<br>8%              | 20<br>20%                                     | 56<br>7%               | 57<br>6%         | 22<br>13%                                     | 54<br>7%                  | 73<br>7%              | 154<br>7%   |
| Tend to agree              | 805<br>36%<br>eilor       | 184<br>35%              | 40<br>28%                          | 169<br>35%                            | 591<br>37%        | 148<br>31%                | 652<br>38% | 140<br>i                              | 399<br>i               | 232<br>31%       | 168<br>40%                            | 357<br>40%                | 266<br>31%            | 40<br>40%                                     | 317<br>o               | 275<br>31%       | 58<br>36%                                     | 327<br>zr                 | 301<br>31%            | 769<br>34%  |
| Neither agree nor disagree | 508<br>23%<br>p           | 115<br>22%              | 31<br>22%                          | 107<br>22%                            | 370<br>23%        | 117<br>25%                | 377<br>22% | 74<br>20%                             | 269<br>zi              | 152<br>20%       | 81<br>19%                             | 235<br>26%                | 178<br>21%            | 12<br>12%                                     | 218<br>27%             | 189<br>21%       | 17<br>10%                                     | 211<br>26%                | 227<br>23%            | 522<br>23%  |
| Tend to disagree           | 449<br>20%<br>k           | 120<br>23%              | 40<br>28%                          | 109<br>23%                            | 319<br>20%        | 102<br>21%                | 343<br>20% | 78<br>21%                             | 188<br>18%             | 177<br>23%       | 92<br>22%                             | 156<br>17%                | 184<br>21%            | 14<br>14%                                     | 157<br>19%             | 226<br>25%       | 41<br>26%                                     | 155<br>19%                | 224<br>23%            | 475<br>21%  |
| Strongly disagree          | 237<br>11%<br>fhjknq      | 55<br>11%               | 16<br>11%                          | 48<br>10%                             | 178<br>11%        | 77<br>16%                 | 158<br>9%  | 32<br>9%                              | 74<br>7%               | 122<br>16%       | 26<br>6%                              | 65<br>7%                  | 138<br>16%            | 14<br>14%                                     | 62<br>8%               | 129<br>15%       | 22<br>14%                                     | 52<br>6%                  | 141<br>14%            | 265<br>12%  |
| Don't know                 | 64<br>3%<br>acdfgno<br>qr | 4<br>1%                 | 3<br>2%                            | 3<br>1%                               | 38<br>2%          | 12<br>3%                  | 26<br>2%   | 3<br>1%                               | 28<br>3%               | 25<br>3%         | 9<br>2%                               | 21<br>2%                  | 24<br>3%              | *<br>*                                        | 6<br>1%                | 10<br>1%         | 1<br>1%                                       | 9<br>1%                   | 9<br>1%               | 53<br>2%    |
| Agree                      | 980<br>44%<br>eilor       | 229<br>44%              | 53<br>37%                          | 213<br>44%                            | 714<br>44%        | 168<br>35%                | 805<br>47% | 178<br>49%                            | 477<br>46%             | 282<br>37%       | 207<br>50%                            | 421<br>47%                | 334<br>39%            | 60<br>60%                                     | 372<br>46%             | 332<br>37%       | 80<br>49%                                     | 381<br>47%                | 374<br>38%            | 923<br>41%  |
| Disagree                   | 687<br>31%<br>hbcq        | 175<br>33%              | 56<br>39%                          | 157<br>33%                            | 497<br>31%        | 179<br>38%                | 500<br>29% | 110<br>30%                            | 262<br>25%             | 299<br>39%       | 119<br>29%                            | 221<br>25%                | 322<br>38%            | 27<br>27%                                     | 219<br>27%             | 355<br>40%       | 64<br>40%                                     | 208<br>26%                | 365<br>37%            | 740<br>33%  |
| NET: Agree                 | 13%<br>13%                | 10%                     | -2%                                | 12%                                   | 13%               | -2%                       | 18%        | 19%                                   | 21%                    | -2%              | 21%                                   | 22%                       | 1%                    | 33%                                           | 19%                    | -3%              | 10%                                           | 21%                       | 1%                    | 8%          |
| Mean                       | 3.11<br>eilor             | 3.08                    | 2.95                               | 3.11                                  | 3.1               | 2.85                      | 3.18       | 3.2<br>i                              | 3.22<br>zi             | 2.88             | 3.25<br>zi                            | 3.23<br>zi                | 2.93                  | 3.4<br>o                                      | 3.18<br>o              | 2.89             | 3.1                                           | 3.22<br>zr                | 2.94                  | 3.03        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q5SocialCareImmigration. People outside the UK are no longer able to apply for visas to work as care workers in social care. To what extent do you support or oppose this measure?

Base: All respondents

|                            | Gender              |                     |                     | Age                |                     |                     |                    |                    |                    | Ethnicity          |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total         |
|----------------------------|---------------------|---------------------|---------------------|--------------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|---------------------|
|                            | Total<br>(z)        | Man<br>(a)          | Woman<br>(b)        | 16-24<br>(c)       | 25-34<br>(d)        | 35-44<br>(e)        | 45-54<br>(f)       | 55-64<br>(g)       | 65-74<br>(h)       | 75+<br>(i)         | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                     |
| Unweighted Total           | 2238                | 1090                | 1130                | 101                | 156                 | 252                 | 345                | 518                | 552                | 314                | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238                |
| Weighted Total             | 2238                | 1069                | 1151                | 292*               | 361                 | 359                 | 355                | 354                | 268                | 249                | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238                |
| Strongly support           | 165<br>7%<br>e      | 87<br>8%<br>e       | 77<br>7%<br>e       | 21<br>7%<br>e      | 29<br>8%<br>e       | 14<br>4%<br>e       | 26<br>7%<br>e      | 39<br>11%<br>zei   | 23<br>9%<br>e      | 13<br>5%<br>e      | 147<br>8%<br>z                               | 10<br>3%<br>e                                               | 64<br>7%<br>e            | 100<br>8%<br>e                   | 37<br>6%<br>e                                     | 127<br>8%<br>e       | 15<br>6%<br>e                                          | 40<br>7%<br>e                   | 60<br>11%<br>znop                                  | 4<br>5%<br>e                                                                     | 7<br>10%<br>e                      | 174<br>8%<br>e      |
| Tend to support            | 328<br>15%<br>bn    | 179<br>17%<br>b     | 145<br>13%<br>b     | 47<br>16%<br>bn    | 38<br>10%<br>bn     | 57<br>16%<br>bn     | 47<br>13%<br>bn    | 60<br>17%<br>bn    | 40<br>15%<br>bn    | 38<br>15%<br>bn    | 268<br>14%<br>bn                             | 54<br>18%<br>bn                                             | 138<br>14%<br>bn         | 187<br>15%<br>bn                 | 76<br>11%<br>bn                                   | 248<br>16%<br>zn     | 33<br>12%<br>bn                                        | 96<br>17%<br>n                  | 83<br>15%<br>n                                     | 25<br>25%<br>znopr                                                               | 12<br>17%<br>s                     | 328<br>15%<br>bn    |
| Neither support nor oppose | 420<br>19%<br>jn    | 189<br>18%<br>jn    | 229<br>20%<br>jn    | 49<br>17%<br>jn    | 60<br>17%<br>jn     | 88<br>25%<br>zfh    | 58<br>16%<br>jn    | 66<br>19%<br>jn    | 44<br>16%<br>jn    | 55<br>22%<br>h     | 336<br>18%<br>jn                             | 71<br>24%<br>jn                                             | 177<br>18%<br>jn         | 243<br>19%<br>jn                 | 105<br>16%<br>jn                                  | 306<br>20%<br>jn     | 46<br>17%<br>jn                                        | 105<br>19%<br>jn                | 119<br>22%<br>n                                    | 19<br>20%<br>n                                                                   | 16<br>22%<br>n                     | 405<br>18%<br>jn    |
| Tend to oppose             | 673<br>30%<br>bn    | 304<br>28%<br>bn    | 368<br>32%<br>bn    | 96<br>33%<br>bn    | 96<br>27%<br>bn     | 89<br>25%<br>bn     | 117<br>33%<br>bn   | 108<br>30%<br>bn   | 92<br>34%<br>bn    | 74<br>30%<br>bn    | 592<br>31%<br>bn                             | 71<br>24%<br>bn                                             | 273<br>28%<br>bn         | 398<br>32%<br>bn                 | 190<br>29%<br>bn                                  | 474<br>31%<br>bn     | 90<br>33%<br>bn                                        | 193<br>35%<br>bn                | 141<br>26%<br>bn                                   | 25<br>25%<br>bn                                                                  | 24<br>34%<br>bn                    | 699<br>31%<br>bn    |
| Strongly oppose            | 580<br>26%<br>gmoqt | 286<br>27%<br>gmoqt | 285<br>25%<br>gmoqt | 68<br>23%<br>gmoqt | 110<br>30%<br>gmoqt | 101<br>28%<br>gmoqt | 92<br>26%<br>gmoqt | 77<br>22%<br>gmoqt | 66<br>25%<br>gmoqt | 66<br>26%<br>gmoqt | 494<br>26%<br>gmoqt                          | 74<br>25%<br>gmoqt                                          | 295<br>30%<br>zm         | 284<br>23%<br>zm                 | 241<br>36%<br>zoqrst                              | 318<br>22%<br>zoqrst | 80<br>29%<br>oqt                                       | 103<br>19%<br>oqt               | 120<br>22%<br>oqt                                  | 25<br>25%<br>t                                                                   | 9<br>13%<br>t                      | 575<br>26%<br>gmoqt |
| Don't know                 | 72<br>3%<br>ghil    | 25<br>2%<br>ghil    | 46<br>4%<br>ghil    | 10<br>3%<br>ghil   | 27<br>8%<br>zeighi  | 10<br>3%<br>ghil    | 14<br>4%<br>ghil   | 5<br>1%<br>ghil    | 3<br>1%<br>ghil    | 2<br>1%<br>ghil    | 43<br>2%<br>zi                               | 20<br>7%<br>zi                                              | 28<br>3%<br>zi           | 40<br>3%<br>zi                   | 16<br>2%<br>zi                                    | 49<br>3%<br>zi       | 11<br>4%<br>zi                                         | 15<br>3%<br>zi                  | 19<br>4%<br>zi                                     | -<br>-<br>zi                                                                     | 3<br>5%<br>zi                      | 57<br>3%<br>ghil    |
| Mean                       | 2.46<br>lnp         | 2.5<br>lnp          | 2.42<br>lnp         | 2.49<br>lnp        | 2.34<br>lnp         | 2.41<br>lnp         | 2.41<br>lnp        | 2.64<br>zdefi      | 2.48<br>zdefi      | 2.42<br>zdefi      | 2.45<br>zdefi                                | 2.48<br>zdefi                                               | 2.37<br>zi               | 2.52<br>zi                       | 2.2<br>znp                                        | 2.57<br>znp          | 2.29<br>znp                                            | 2.58<br>np                      | 2.66<br>znp                                        | 2.59<br>n                                                                        | 2.75<br>znp                        | 2.46<br>znp         |
| Support                    | 492<br>22%<br>bn    | 266<br>25%<br>bn    | 222<br>19%<br>bn    | 68<br>23%<br>bn    | 67<br>19%<br>bn     | 71<br>20%<br>bn     | 73<br>21%<br>bn    | 99<br>28%<br>zdefi | 63<br>24%<br>zdefi | 51<br>21%<br>zdefi | 415<br>22%<br>zdefi                          | 63<br>21%<br>zdefi                                          | 203<br>21%<br>zdefi      | 287<br>23%<br>zdefi              | 114<br>17%<br>znp                                 | 375<br>24%<br>znp    | 48<br>17%<br>znp                                       | 136<br>25%<br>n                 | 143<br>26%<br>znp                                  | 29<br>30%<br>np                                                                  | 19<br>26%<br>np                    | 502<br>22%<br>bn    |
| Oppose                     | 1253<br>56%<br>gor  | 589<br>55%<br>gor   | 653<br>57%<br>gor   | 165<br>56%<br>gor  | 206<br>57%<br>gor   | 190<br>53%<br>gor   | 209<br>59%<br>gor  | 185<br>52%<br>g    | 158<br>59%<br>g    | 140<br>56%<br>g    | 1086<br>58%<br>zk                            | 145<br>48%<br>zk                                            | 568<br>58%<br>zk         | 682<br>54%<br>zk                 | 411<br>65%<br>zoqrst                              | 296<br>53%<br>zoqrst | 171<br>62%<br>ort                                      | 296<br>54%<br>ort               | 261<br>48%<br>ort                                  | 50<br>50%<br>ort                                                                 | 34<br>47%<br>ort                   | 1274<br>57%<br>gor  |
| NET: Support               | -34%                | -30%                | -37%                | -33%               | -39%                | -33%                | -38%               | -24%               | -35%               | -36%               | -36%                                         | -27%                                                        | -37%                     | -32%                             | -48%                                              | -28%                 | -44%                                                   | -29%                            | -22%                                               | -21%                                                                             | -20%                               | -34%                |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q5SocialCareImmigration. People outside the UK are no longer able to apply for visas to work as care workers in social care. To what extent do you support or oppose this measure?

Base: All respondents

|                            | Total       | Annual household income |                       |                       |                    | Country     |            |           |                  | England region (Net) |            |            | England region |                |                          |               |               |                 |            |            |            | Unwtd Total |
|----------------------------|-------------|-------------------------|-----------------------|-----------------------|--------------------|-------------|------------|-----------|------------------|----------------------|------------|------------|----------------|----------------|--------------------------|---------------|---------------|-----------------|------------|------------|------------|-------------|
|                            |             | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England     | Scotland   | Wales     | Northern Ireland | North                | Midlands   | South      | North East     | North West     | Yorkshire and The Humber | East Midlands | West Midlands | East of England | South East | South West | London     |             |
| Unweighted Total           | 2238        | 468                     | 686                   | 465                   | 164                | 1715        | 206        | 162       | 155              | 453                  | 348        | 334        | 85             | 201            | 164                      | 170           | 178           | 194             | 282        | 235        | 213        | 2238        |
| Weighted Total             | 2238        | 398                     | 605                   | 524                   | 231                | 1886        | 184        | 106*      | 62*              | 521                  | 362        | 1003       | 89*            | 247            | 184                      | 164           | 198           | 209             | 310        | 195        | 290        | 2238        |
| Strongly support           | 165<br>7%   | 37<br>9%                | 48<br>8%              | 33<br>6%              | 16<br>7%           | 139<br>7%   | 15<br>8%   | 5<br>5%   | 5<br>9%          | 59<br>11%            | 25<br>7%   | 54<br>5%   | 10<br>11%      | 40<br>16%      | 9<br>5%                  | 9<br>5%       | 16<br>8%      | 9<br>4%         | 16<br>5%   | 9<br>4%    | 21<br>7%   | 174<br>8%   |
| Tend to support            | 328<br>15%  | 47<br>12%               | 100<br>16%            | 75<br>14%             | 28<br>12%          | 280<br>15%  | 25<br>14%  | 12<br>11% | 10<br>16%        | 82<br>16%            | 56<br>15%  | 142<br>14% | 16<br>18%      | 35<br>14%      | 30<br>16%                | 21<br>13%     | 35<br>18%     | 23<br>11%       | 47<br>15%  | 27<br>14%  | 45<br>16%  | 328<br>15%  |
| Neither support nor oppose | 420<br>19%  | 110<br>28%              | 112<br>19%            | 68<br>13%             | 30<br>13%          | 364<br>19%  | 28<br>15%  | 21<br>20% | 7<br>12%         | 106<br>20%           | 85<br>24%  | 173<br>17% | 18<br>21%      | 53<br>21%      | 35<br>19%                | 41<br>25%     | 44<br>22%     | 37<br>18%       | 49<br>16%  | 38<br>20%  | 49<br>17%  | 405<br>18%  |
| Tend to oppose             | 673<br>30%  | 98<br>25%               | 193<br>32%            | 160<br>30%            | 77<br>33%          | 551<br>29%  | 62<br>34%  | 39<br>37% | 21<br>34%        | 150<br>29%           | 115<br>32% | 286<br>29% | 25<br>28%      | 66<br>27%      | 59<br>32%                | 50<br>30%     | 65<br>33%     | 43<br>21%       | 120<br>39% | 60<br>31%  | 62<br>21%  | 699<br>31%  |
| Strongly oppose            | 580<br>26%  | 87<br>22%               | 144<br>24%            | 182<br>35%            | 74<br>32%          | 489<br>26%  | 51<br>28%  | 25<br>23% | 15<br>24%        | 114<br>22%           | 63<br>17%  | 312<br>31% | 19<br>21%      | 50<br>20%      | 46<br>25%                | 36<br>22%     | 27<br>14%     | 89<br>42%       | 66<br>21%  | 56<br>29%  | 101<br>35% | 575<br>26%  |
| Don't know                 | 72<br>3%    | 18<br>5%                | 8<br>1%               | 7<br>1%               | 5<br>2%            | 62<br>3%    | 3<br>2%    | 4<br>4%   | 3<br>5%          | 10<br>2%             | 17<br>5%   | 36<br>4%   | 1<br>1%        | 4<br>1%        | 5<br>3%                  | 6<br>4%       | 11<br>5%      | 8<br>4%         | 11<br>4%   | 5<br>3%    | 11<br>4%   | 57<br>3%    |
| Mean                       | 2.46<br>ems | 2.61<br>zef             | 2.52<br>ef            | 2.26                  | 2.27               | 2.47        | 2.41       | 2.35      | 2.48             | 2.65<br>zm           | 2.61<br>zm | 2.32       | 2.69<br>s      | 2.8<br>zpqituv | 2.43<br>s                | 2.47<br>s     | 2.72<br>zstuv | 2.1             | 2.42<br>s  | 2.32       | 2.36       | 2.46        |
| Support                    | 492<br>22%  | 85<br>21%               | 148<br>24%            | 108<br>21%            | 44<br>19%          | 419<br>22%  | 41<br>22%  | 17<br>16% | 16<br>25%        | 141<br>27%           | 81<br>22%  | 197<br>20% | 26<br>29%      | 76<br>31%      | 40<br>21%                | 30<br>18%     | 51<br>26%     | 31<br>15%       | 64<br>21%  | 35<br>18%  | 66<br>23%  | 502<br>22%  |
| Oppose                     | 1253<br>56% | 185<br>47%              | 337<br>56%            | 342<br>65%            | 151<br>65%         | 1040<br>55% | 113<br>61% | 64<br>60% | 37<br>59%        | 264<br>51%           | 178<br>49% | 598<br>60% | 44<br>49%      | 116<br>47%     | 105<br>57%               | 86<br>53%     | 92<br>47%     | 132<br>63%      | 186<br>60% | 116<br>60% | 163<br>56% | 1274<br>57% |
| NET: Support               | -34%        | -25%                    | -31%                  | -45%                  | -46%               | -33%        | -39%       | -44%      | -34%             | -24%                 | -27%       | -40%       | -20%           | -16%           | -35%                     | -34%          | -21%          | -48%            | -40%       | -42%       | -34%       | -34%        |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



QSocialCareImmigration. People outside the UK are no longer able to apply for visas to work as care workers in social care. To what extent do you support or oppose this measure?

Base: All respondents

|                            | Total<br>(z)        | Urbanity        |                  | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                | Unwtd Total |             |
|----------------------------|---------------------|-----------------|------------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|----------------|-------------|-------------|
|                            |                     | Urban<br>(a)    | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)     |             | No<br>(p)   |
| Unweighted Total           | 2238                | 1673            | 565              | 419                      | 432             | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400            | 1831        | 2238        |
| Weighted Total             | 2238                | 1745            | 493              | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592            | 1642        | 2238        |
| Strongly support           | 165<br>7%<br>bfh    | 146<br>8%<br>zb | 19<br>4%         | 52<br>11%<br>zdf         | 21<br>5%        | 38<br>8%<br>f   | 18<br>4%        | 36<br>8%<br>f             | 75<br>6%<br>11%                                                         | 18<br>7%                           | 6<br>5%                                              | 12<br>7%                                                 | 28<br>12%<br>zh                                   | 14<br>20%<br>zhijn                                | 10<br>6%                 | 44<br>7%       | 121<br>7%   | 174<br>8%   |
| Tend to support            | 328<br>15%<br>h     | 256<br>15%      | 71<br>14%        | 61<br>14%                | 66<br>15%       | 71<br>16%       | 68<br>15%       | 61<br>14%                 | 152<br>13%                                                              | 38<br>16%                          | 20<br>17%                                            | 46<br>28%<br>zhil                                        | 29<br>12%                                         | 8<br>12%                                          | 31<br>18%                | 74<br>12%      | 251<br>15%  | 328<br>15%  |
| Neither support nor oppose | 420<br>19%<br>g     | 337<br>19%      | 83<br>17%        | 114<br>25%<br>zefg       | 84<br>19%       | 79<br>18%       | 80<br>18%       | 63<br>14%                 | 209<br>17%                                                              | 45<br>18%                          | 25<br>21%                                            | 38<br>24%                                                | 61<br>25%<br>zh                                   | 15<br>21%                                         | 22<br>13%                | 122<br>21%     | 298<br>18%  | 405<br>18%  |
| Tend to oppose             | 673<br>30%<br>ack   | 493<br>28%      | 180<br>37%<br>za | 100<br>22%<br>c          | 138<br>31%      | 123<br>28%      | 151<br>34%      | 161<br>36%<br>zce         | 383<br>32%<br>k                                                         | 84<br>34%<br>k                     | 32<br>28%<br>k                                       | 19<br>12%                                                | 68<br>29%<br>k                                    | 20<br>29%<br>k                                    | 64<br>37%<br>k           | 166<br>28%     | 507<br>31%  | 699<br>31%  |
| Strongly oppose            | 580<br>26%<br>il    | 448<br>26%      | 132<br>27%       | 101<br>22%               | 112<br>25%      | 125<br>28%      | 122<br>27%      | 121<br>27%                | 364<br>30%<br>zil                                                       | 50<br>20%                          | 32<br>28%                                            | 41<br>26%                                                | 41<br>17%                                         | 11<br>15%                                         | 41<br>24%                | 152<br>26%     | 428<br>26%  | 575<br>26%  |
| Don't know                 | 72<br>3%<br>bhp     | 65<br>4%<br>b   | 7<br>1%          | 22<br>5%                 | 21<br>5%        | 11<br>3%        | 9<br>2%         | 8<br>2%                   | 28<br>2%                                                                | 11<br>4%                           | 1<br>1%                                              | 5<br>3%                                                  | 10<br>4%                                          | 2<br>3%                                           | 5<br>3%                  | 33<br>6%<br>zp | 38<br>2%    | 57<br>3%    |
| Mean                       | 2.46<br>bh          | 2.5<br>zb       | 2.31             | 2.68<br>zdfg             | 2.4             | 2.48            | 2.34            | 2.39                      | 2.32                                                                    | 2.54<br>h                          | 2.45                                                 | 2.79<br>zh                                               | 2.72<br>zh                                        | 2.93<br>zh                                        | 2.43                     | 2.44           | 2.46        | 2.46        |
| Support                    | 492<br>22%<br>h     | 402<br>23%      | 90<br>18%        | 113<br>25%               | 87<br>20%       | 109<br>24%      | 86<br>19%       | 97<br>22%                 | 227<br>19%                                                              | 57<br>23%                          | 26<br>23%                                            | 57<br>36%<br>zhi                                         | 58<br>24%                                         | 22<br>32%                                         | 41<br>24%                | 117<br>20%     | 372<br>23%  | 502<br>22%  |
| Oppose                     | 1253<br>56%<br>ackl | 941<br>54%      | 312<br>63%<br>za | 201<br>45%<br>c          | 249<br>56%<br>c | 248<br>55%<br>c | 273<br>61%<br>c | 282<br>63%<br>zc          | 748<br>62%<br>zkim                                                      | 134<br>54%<br>k                    | 63<br>55%<br>k                                       | 61<br>38%                                                | 109<br>46%                                        | 31<br>44%                                         | 105<br>61%<br>k          | 319<br>54%     | 934<br>57%  | 1274<br>57% |
| NET: Support               | -34%                | -31%            | -45%             | -20%                     | -37%            | -31%            | -42%            | -41%                      | -43%                                                                    | -31%                               | -33%                                                 | -2%                                                      | -21%                                              | -12%                                              | -37%                     | -34%           | -34%        | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QSocialCareImmigration. People outside the UK are no longer able to apply for visas to work as care workers in social care. To what extent do you support or oppose this measure?

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                     |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)         | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                 | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                | 14**         | 2238        |
| Strongly support           | 165<br>7%         | 152<br>8%                | 11<br>6%          | 59<br>7%            | 77<br>7%            | 16<br>9%           | 26<br>5%                 | 125<br>8%                       | 122<br>7%                                         | 39<br>7%                          | 59<br>10%                                                 | 14<br>9%                         | 11<br>6%            | 1<br>8%      | 174<br>8%   |
| Tend to support            | 328<br>15%<br>ek  | 292<br>15%<br>e          | 31<br>15%         | 131<br>16%<br>e     | 149<br>14%<br>e     | 11<br>6%           | 65<br>12%                | 227<br>14%<br>k                 | 234<br>14%<br>k                                   | 84<br>16%<br>k                    | 74<br>13%                                                 | 9<br>6%                          | 31<br>15%           | 2<br>13%     | 328<br>15%  |
| Neither support nor oppose | 420<br>19%        | 377<br>19%               | 37<br>18%         | 174<br>22%<br>zad   | 174<br>17%          | 28<br>17%          | 86<br>17%                | 301<br>19%                      | 297<br>18%                                        | 79<br>15%                         | 95<br>16%                                                 | 34<br>22%                        | 37<br>18%           | 1<br>5%      | 405<br>18%  |
| Tend to oppose             | 673<br>30%        | 619<br>31%<br>z          | 52<br>25%         | 228<br>28%<br>z     | 338<br>33%<br>z     | 53<br>31%          | 154<br>30%               | 519<br>32%<br>z                 | 516<br>31%                                        | 164<br>31%                        | 179<br>31%                                                | 54<br>36%                        | 52<br>25%           | 2<br>15%     | 699<br>31%  |
| Strongly oppose            | 580<br>26%        | 525<br>26%               | 55<br>27%         | 191<br>24%          | 278<br>27%          | 56<br>33%          | 176<br>34%<br>zghijk     | 412<br>26%                      | 455<br>27%<br>zg                                  | 146<br>28%                        | 161<br>28%                                                | 36<br>24%                        | 55<br>27%           | 8<br>55%     | 575<br>26%  |
| Don't know                 | 72<br>3%<br>adghj | 41<br>2%<br>d            | 17<br>8%<br>zacd  | 21<br>3%            | 14<br>1%            | 6<br>4%            | 12<br>2%                 | 26<br>2%                        | 36<br>2%                                          | 11<br>2%                          | 10<br>2%                                                  | 4<br>3%                          | 17<br>8%<br>zfg hij | 1<br>4%      | 57<br>3%    |
| Mean                       | 2.46<br>fh        | 2.45                     | 2.42              | 2.54<br>ae          | 2.42                | 2.25               | 2.23                     | 2.45<br>f                       | 2.42<br>f                                         | 2.43<br>f                         | 2.46<br>f                                                 | 2.4                              | 2.42                | 1.98         | 2.46        |
| Support                    | 492<br>22%<br>f   | 444<br>22%               | 43<br>21%         | 191<br>24%          | 226<br>22%          | 26<br>16%          | 91<br>18%                | 352<br>22%<br>f                 | 355<br>21%                                        | 123<br>24%<br>f                   | 133<br>23%<br>f                                           | 24<br>16%                        | 43<br>21%           | 3<br>21%     | 502<br>22%  |
| Oppose                     | 1253<br>56%<br>c  | 1144<br>57%<br>zc        | 107<br>53%        | 419<br>52%          | 616<br>60%<br>zac   | 109<br>64%<br>c    | 330<br>64%<br>zgh        | 931<br>58%<br>z                 | 972<br>59%<br>z                                   | 310<br>59%                        | 340<br>59%                                                | 89<br>59%                        | 107<br>53%          | 10<br>71%    | 1274<br>57% |
| NET: Support               | -34%              | -35%                     | -32%              | -28%                | -38%                | -48%               | -46%                     | -36%                            | -37%                                              | -36%                              | -36%                                                      | -44%                             | -32%                | -50%         | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QSocialCareimmigration. People outside the UK are no longer able to apply for visas to work as care workers in social care. To what extent do you support or oppose this measure?

Base: All respondents

|                            | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                     | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                     | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 165<br>7%<br>(cf)        | 27<br>5%                | 12<br>9%                           | 22<br>5%                              | 128<br>8%         | 62<br>13%                 | 101<br>6%  | 20<br>5%                              | 64<br>6%               | 78<br>10%        | 17<br>4%                              | 60<br>7%                  | 79<br>9%              | 11<br>11%                                     | 51<br>6%               | 83<br>9%         | 9<br>5%                                       | 45<br>6%                  | 93<br>10%             | 174<br>8%   |
| Tend to support            | 328<br>15%               | 69<br>13%               | 25<br>17%                          | 59<br>12%                             | 249<br>15%        | 58<br>12%                 | 268<br>16% | 70<br>19%                             | 143<br>14%             | 107<br>14%       | 57<br>14%                             | 144<br>16%                | 120<br>14%            | 12<br>12%                                     | 133<br>16%             | 136<br>15%       | 29<br>18%                                     | 126<br>16%                | 149<br>15%            | 328<br>15%  |
| Neither support nor oppose | 420<br>19%<br>g          | 93<br>18%               | 44<br>31%                          | 81<br>32%                             | 303<br>19%        | 91<br>19%                 | 317<br>19% | 45<br>12%                             | 224<br>22%             | 141<br>19%       | 66<br>16%                             | 185<br>21%                | 160<br>19%            | 18<br>18%                                     | 160<br>20%             | 161<br>18%       | 20<br>12%                                     | 170<br>21%                | 168<br>17%            | 405<br>18%  |
| Tend to oppose             | 673<br>30%<br>ior        | 164<br>31%              | 32<br>23%                          | 153<br>32%                            | 498<br>31%        | 145<br>30%                | 521<br>30% | 116<br>32%                            | 337<br>33%             | 203<br>27%       | 141<br>34%                            | 278<br>31%                | 237<br>28%            | 29<br>29%                                     | 274<br>34%             | 240<br>27%       | 42<br>26%                                     | 291<br>36%                | 258<br>26%            | 699<br>31%  |
| Strongly oppose            | 580<br>26%<br>na         | 161<br>31%              | 25<br>17%                          | 157<br>33%                            | 400<br>25%        | 112<br>23%                | 463<br>27% | 111<br>30%                            | 247<br>24%             | 198<br>26%       | 125<br>30%                            | 209<br>23%                | 234<br>27%            | 30<br>30%                                     | 177<br>22%             | 252<br>28%       | 55<br>34%                                     | 159<br>20%                | 293<br>30%            | 575<br>26%  |
| Don't know                 | 72<br>3%<br>acdfgho<br>r | 8<br>2%                 | 5<br>3%                            | 7<br>1%                               | 40<br>2%          | 10<br>2%                  | 40<br>2%   | 4<br>1%                               | 21<br>2%               | 33<br>4%         | 8<br>2%                               | 23<br>3%                  | 29<br>3%              | 1<br>1%                                       | 21<br>3%               | 14<br>2%         | 6<br>4%                                       | 17<br>2%                  | 13<br>1%              | 57<br>3%    |
| Mean                       | 2.46<br>acfi             | 2.3<br>c                | 2.77<br>zac                        | 2.23<br>zac                           | 2.5<br>c          | 2.6<br>zf                 | 2.42<br>zf | 2.37                                  | 2.45                   | 2.54             | 2.26                                  | 2.51<br>i                 | 2.48<br>i             | 2.45                                          | 2.51                   | 2.49             | 2.31                                          | 2.51                      | 2.47                  | 2.46        |
| Support                    | 492<br>22%<br>c          | 97<br>18%<br>c          | 37<br>26%<br>ac                    | 81<br>17%<br>ac                       | 377<br>23%<br>c   | 120<br>25%                | 369<br>22% | 90<br>25%                             | 207<br>20%             | 184<br>24%       | 74<br>18%                             | 204<br>23%                | 199<br>23%            | 23<br>23%                                     | 184<br>23%             | 220<br>25%<br>z  | 37<br>23%                                     | 172<br>21%                | 242<br>25%<br>z       | 502<br>22%  |
| Oppose                     | 1253<br>56%<br>b         | 324<br>62%<br>b         | 57<br>40%<br>zbd                   | 310<br>65%<br>zabd                    | 898<br>56%<br>b   | 256<br>54%                | 984<br>58% | 227<br>62%<br>zi                      | 584<br>56%             | 401<br>53%       | 266<br>64%<br>zdi                     | 486<br>54%                | 471<br>55%            | 58<br>59%                                     | 450<br>55%             | 492<br>56%       | 98<br>60%                                     | 450<br>56%                | 550<br>56%            | 1274<br>57% |
| NET: Support               | -34%                     | -44%                    | -14%                               | -48%                                  | -32%              | -29%                      | -36%       | -38%                                  | -36%                   | -29%             | -46%                                  | -31%                      | -32%                  | -36%                                          | -33%                   | -31%             | -37%                                          | -34%                      | -32%                  | -34%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q5socialCareCurrentOwnership. Thinking now about social care providers: How do you think most social care providers are currently owned?

Base: All respondents

|                                                              | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|--------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                              | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                             | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                               | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Mostly owned by private<br>companies for profit              | 1419         | 705        | 704          | 136          | 185          | 205          | 248          | 265          | 209          | 171        | 1252                                         | 141                                                         | 649                      | 766                              | 470                                               | 935                  | 169                                                    | 333                             | 319                                                | 70                                                                               | 43                                 | 1543        |
|                                                              | 63%          | 66%        | 61%          | 47%          | 51%          | 57%          | 70%          | 75%          | 78%          | 69%        | 67%                                          | 47%                                                         | 66%                      | 61%                              | 71%                                               | 61%                  | 61%                                                    | 60%                             | 59%                                                | 71%<br>or                                                                        | 59%                                | 69%         |
| Mostly owned by local authorities                            | 259          | 96         | 160          | 31           | 33           | 49           | 31           | 44           | 29           | 41         | 203                                          | 46                                                          | 89                       | 170                              | 63                                                | 195                  | 33                                                     | 63                              | 74                                                 | 10                                                                               | 14                                 | 258         |
|                                                              | 12%          | 9%         | 14%          | 11%          | 9%           | 13%          | 9%           | 12%          | 11%          | 17%        | 11%                                          | 15%                                                         | 9%                       | 14%                              | 9%                                                | 13%                  | 12%                                                    | 11%                             | 14%                                                | 11%                                                                              | 20%                                | 12%         |
| Mostly owned by not-for-profit<br>organisations or charities | 149          | 78         | 71           | 32           | 36           | 25           | 22           | 10           | 8            | 15         | 119                                          | 28                                                          | 66                       | 82                               | 29                                                | 118                  | 31                                                     | 43                              | 35                                                 | 5                                                                                | 4                                  | 113         |
|                                                              | 7%           | 7%         | 6%           | 11%          | 10%          | 7%           | 6%           | 3%           | 3%           | 6%         | 6%                                           | 9%                                                          | 7%                       | 7%                               | 4%                                                | 8%                   | 11%                                                    | 8%                              | 6%                                                 | 6%                                                                               | 5%                                 | 5%          |
| Mostly owned by the NHS                                      | 148          | 74         | 74           | 51           | 30           | 36           | 14           | 9            | 4            | 5          | 107                                          | 38                                                          | 59                       | 88                               | 24                                                | 124                  | 15                                                     | 52                              | 50                                                 | 2                                                                                | 4                                  | 100         |
|                                                              | 7%           | 7%         | 6%           | 17%          | 8%           | 10%          | 4%           | 2%           | 1%           | 2%         | 6%                                           | 13%                                                         | 6%                       | 7%                               | 4%                                                | 8%                   | 5%                                                     | 10%                             | 9%                                                 | 2%                                                                               | 6%                                 | 4%          |
| Don't know                                                   | 264          | 116        | 143          | 42           | 77           | 45           | 40           | 26           | 18           | 17         | 199                                          | 46                                                          | 113                      | 147                              | 80                                                | 170                  | 28                                                     | 60                              | 64                                                 | 10                                                                               | 7                                  | 224         |
|                                                              | 12%          | 11%        | 12%          | 14%          | 21%          | 13%          | 11%          | 7%           | 7%           | 7%         | 11%                                          | 15%                                                         | 12%                      | 12%                              | 12%                                               | 11%                  | 10%                                                    | 11%                             | 12%                                                | 10%                                                                              | 10%                                | 10%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN I26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



QSocialCareCurrentOwnership. Thinking now about social care providers: How do you think most social care providers are currently owned?

Base: All respondents

|                                                           |      | Annual household income |               |                          |                          | Country                      |                |                 |              | England region (Net)    |              |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |  | Unwtd Total |
|-----------------------------------------------------------|------|-------------------------|---------------|--------------------------|--------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|--------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--|-------------|
|                                                           |      | Total<br>(a)            | Up to £25,999 | £26,000 up to<br>£51,999 | £52,000 up to<br>£99,999 | above<br>£100,000 and<br>(b) | England<br>(c) | Scotland<br>(d) | Wales<br>(e) | Northern Ireland<br>(f) | North<br>(g) | Midlands<br>(h) | South<br>(i) | North East<br>(j) | North West<br>(k) | Yorkshire and The<br>Humber<br>(l) | East Midlands<br>(m) | West Midlands<br>(n) | East of England<br>(o) | South East<br>(p) | South West<br>(q) | London<br>(r) |  |             |
| Unweighted Total                                          | 2238 | 468                     | 886           | 465                      | 164                      | 1715                         | 206            | 162             | 155          | 453                     | 348          | 914             | 88           | 201               | 164               | 170                                | 178                  | 194                  | 282                    | 225               | 213               | 2238          |  |             |
| Weighted Total                                            | 2238 | 398                     | 605           | 524                      | 231                      | 1886                         | 184            | 106*            | 62*          | 521                     | 362          | 1003            | 89*          | 247               | 184               | 164                                | 198                  | 209                  | 310                    | 195               | 290               | 2238          |  |             |
| Mostly owned by private companies for profit              | 1419 | 219                     | 393           | 387                      | 153                      | 1206                         | 112            | 68              | 33           | 338                     | 231          | 636             | 52           | 166               | 120               | 111                                | 121                  | 132                  | 193                    | 142               | 169               | 1543          |  |             |
| 63%<br>c)                                                 |      | 55%                     | 65%           | 74%<br>zcd               | 66%<br>c                 | 64%<br>j                     | 61%            | 65%             | 53%          | 65%                     | 64%          | 63%             | 59%          | 67%               | 65%               | 67%                                | 61%                  | 63%                  | 62%                    | 73%<br>zrtv       | 58%               | 69%           |  |             |
| Mostly owned by local authorities                         | 259  | 61                      | 74            | 50                       | 23                       | 218                          | 28             | 9               | 4            | 56                      | 33           | 129             | 3            | 29                | 24                | 16                                 | 17                   | 22                   | 36                     | 20                | 51                | 258           |  |             |
| 12%<br>ze                                                 |      | 15%                     | 12%           | 10%                      | 10%                      | 12%                          | 15%            | 8%              | 6%           | 11%                     | 9%           | 13%             | 4%           | 12%               | 13%               | 10%                                | 9%                   | 10%                  | 12%                    | 10%               | 18%<br>znv        | 12%           |  |             |
| Mostly owned by not-for-profit organisations or charities | 149  | 34                      | 41            | 33                       | 9                        | 132                          | 7              | 6               | 3            | 30                      | 21           | 81              | 6            | 13                | 11                | 5                                  | 16                   | 20                   | 21                     | 13                | 27                | 113           |  |             |
| 7%<br>f)                                                  |      | 8%                      | 7%            | 6%                       | 4%                       | 7%                           | 4%             | 6%              | 5%           | 6%                      | 6%           | 8%              | 7%           | 5%                | 6%                | 3%                                 | 8%                   | 10%<br>q             | 7%                     | 7%                | 9%<br>q           | 5%            |  |             |
| Mostly owned by the NHS                                   | 148  | 36                      | 35            | 18                       | 19                       | 119                          | 10             | 8               | 11           | 38                      | 30           | 50              | 13           | 15                | 10                | 9                                  | 21                   | 12                   | 18                     | 3                 | 17                | 100           |  |             |
| 7%<br>emu                                                 |      | 9%                      | 6%            | 3%                       | 8%                       | 6%                           | 6%             | 8%              | 18%          | 7%                      | 8%           | 5%              | 15%<br>zrtuv | 6%                | 5%                | 6%                                 | 11%                  | 6%                   | 6%                     | 2%                | 6%                | 4%            |  |             |
| Don't know                                                | 264  | 49                      | 61            | 37                       | 28                       | 211                          | 27             | 15              | 11           | 57                      | 46           | 108             | 14           | 25                | 19                | 24                                 | 22                   | 23                   | 43                     | 16                | 26                | 224           |  |             |
| 12%<br>e                                                  |      | 10%                     | 7%            | 12%                      | 10%                      | 11%                          | 15%            | 14%             | 18%          | 11%                     | 13%          | 11%             | 15%          | 10%               | 10%               | 14%                                | 11%                  | 11%                  | 14%                    | 8%                | 9%                | 10%           |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used: \* small base

QSocialCareCurrentOwnership. Thinking now about social care providers: How do you think most social care providers are currently owned?

Base: All respondents

|                                                              | Total<br>(z) | Urbanity     |              | IMD Quintile             |          |           |          |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |           |
|--------------------------------------------------------------|--------------|--------------|--------------|--------------------------|----------|-----------|----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-----------|
|                                                              |              | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e)  | 4<br>(f) | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p) |
| Unweighted Total                                             | 2238         | 1673         | 565          | 419                      | 432      | 476       | 450      | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238      |
| Weighted Total                                               | 2238         | 1745         | 493          | 451                      | 442      | 447       | 448      | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238      |
| Mostly owned by private<br>companies for profit              | 1419         | 1095         | 324          | 233                      | 289      | 291       | 305      | 301                       | 823                                                                     | 169                                | 73                                                   | 95                                                       | 148                                               | 27                                                | 74                       | 327        | 1090        | 1543      |
|                                                              | 63%<br>cmno  | 63%          | 66%          | 52%                      | 65%<br>c | 65%<br>c  | 68%<br>c | 67%<br>c                  | 68%<br>zmn                                                              | 69%<br>mn                          | 64%<br>mn                                            | 59%                                                      | 62%<br>mn                                         | 38%                                               | 43%                      | 55%        | 66%<br>zo   | 69%       |
| Mostly owned by local authorities                            | 259          | 199          | 60           | 44                       | 47       | 70        | 47       | 51                        | 126                                                                     | 34                                 | 18                                                   | 17                                                       | 21                                                | 12                                                | 30                       | 62         | 197         | 258       |
|                                                              | 12%          | 11%          | 12%          | 10%                      | 11%      | 16%<br>zc | 10%      | 11%                       | 10%                                                                     | 14%                                | 16%                                                  | 11%                                                      | 9%                                                | 17%                                               | 17%                      | 10%        | 12%         | 12%       |
| Mostly owned by not-for-profit<br>organisations or charities | 149          | 111          | 37           | 39                       | 33       | 30        | 33       | 14                        | 91                                                                      | 7                                  | 5                                                    | 5                                                        | 15                                                | 1                                                 | 22                       | 54         | 95          | 113       |
|                                                              | 7%<br>gip    | 6%           | 8%           | 9%<br>g                  | 7%<br>g  | 7%<br>g   | 7%<br>g  | 3%                        | 8%<br>i                                                                 | 3%                                 | 4%                                                   | 3%                                                       | 6%                                                | 1%                                                | 13%<br>ik                | 9%<br>p    | 6%          | 5%        |
| Mostly owned by the NHS                                      | 148          | 113          | 35           | 52                       | 24       | 27        | 17       | 29                        | 55                                                                      | 12                                 | 4                                                    | 21                                                       | 21                                                | 12                                                | 23                       | 58         | 89          | 100       |
|                                                              | 7%<br>fhp    | 6%           | 7%           | 11%<br>zdefg             | 5%       | 6%        | 4%       | 6%                        | 5%                                                                      | 5%                                 | 3%                                                   | 13%<br>zhij                                              | 9%<br>h                                           | 17%<br>zhij                                       | 13%<br>h                 | 10%<br>zp  | 5%          | 4%        |
| Don't know                                                   | 264          | 228          | 36           | 83                       | 49       | 30        | 46       | 56                        | 116                                                                     | 23                                 | 14                                                   | 23                                                       | 32                                                | 19                                                | 22                       | 91         | 171         | 224       |
|                                                              | 12%<br>behp  | 13%<br>zb    | 7%           | 18%<br>zdef              | 11%      | 7%        | 10%      | 12%<br>e                  | 10%                                                                     | 10%                                | 12%                                                  | 14%                                                      | 14%                                               | 27%<br>zhi                                        | 13%<br>zp                | 15%<br>zp  | 10%         | 10%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QSocialCareCurrentOwnership. Thinking now about social care providers: How do you think most social care providers are currently owned?

Base: All respondents

|                                                              | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|--------------------------------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                              |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                             | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                               | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Mostly owned by private<br>companies for profit              | 1419         | 1302                     | 111               | 508                 | 689                 | 105                | 335                      | 1058                            | 1090                                              | 352                               | 396                                                       | 87                               | 111         | 9            | 1543        |
|                                                              | 63%          | 65%<br>zb                | 55%               | 63%                 | 67%<br>zb           | 62%                | 64%                      | 66%<br>zl                       | 66%<br>zl                                         | 67%<br>l                          | 69%<br>zkl                                                | 58%                              | 55%         | 63%          | 69%         |
| Mostly owned by local authorities                            | 259          | 237                      | 21                | 92                  | 129                 | 16                 | 51                       | 202                             | 197                                               | 54                                | 67                                                        | 23                               | 21          | 1            | 258         |
|                                                              | 12%          | 12%                      | 10%               | 11%                 | 13%                 | 9%                 | 10%                      | 13%<br>z                        | 12%                                               | 10%                               | 12%                                                       | 15%                              | 10%         | 6%           | 12%         |
| Mostly owned by not-for-profit<br>organisations or charities | 149          | 122                      | 23                | 46                  | 50                  | 26                 | 54                       | 85                              | 100                                               | 46                                | 46                                                        | 9                                | 23          | -            | 113         |
|                                                              | 7%<br>adg    | 6%<br>d                  | 11%<br>acd        | 6%                  | 5%                  | 15%<br>zacd        | 10%<br>zgh               | 5%                              | 6%                                                | 9%<br>gh                          | 8%<br>g                                                   | 6%                               | 11%<br>gh   | -            | 5%          |
| Mostly owned by the NHS                                      | 148          | 132                      | 16                | 70                  | 52                  | 10                 | 34                       | 91                              | 100                                               | 33                                | 32                                                        | 11                               | 16          | -            | 100         |
|                                                              | 7%<br>dg     | 7%<br>d                  | 8%                | 9%<br>zad           | 5%                  | 6%                 | 7%                       | 6%                              | 6%                                                | 6%                                | 5%                                                        | 7%                               | 8%          | -            | 4%          |
| Don't know                                                   | 264          | 212                      | 32                | 90                  | 110                 | 13                 | 46                       | 174                             | 175                                               | 39                                | 37                                                        | 22                               | 32          | 4            | 224         |
|                                                              | 12%<br>aghij | 11%                      | 16%               | 11%                 | 11%                 | 7%                 | 9%                       | 11%<br>ij                       | 11%<br>ij                                         | 7%                                | 6%                                                        | 14%<br>ij                        | 16%<br>ij   | 31%          | 10%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026  
Table 172

QSocialCareCurrentOwnership. Thinking now about social care providers: How do you think most social care providers are currently owned?

Base: All respondents

|                                                           | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                           |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                          | 2238         | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                            | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Mostly owned by private companies for profit              | 1419         | 341                     | 63                                 | 327                                   | 1043              | 300                       | 1106      | 251                                   | 660                    | 478              | 265                                   | 576                       | 538                   | 57                                            | 499                    | 638              | 94                                            | 480                       | 707                   | 1543        |
|                                                           | 63%          | 65%                     | 44%                                | 68%                                   | 64%               | 63%                       | 65%       | 69%                                   | 64%                    | 63%              | 64%                                   | 64%                       | 63%                   | 57%                                           | 61%                    | 72%              | 58%                                           | 59%                       | 73%                   | 69%         |
| Mostly owned by local authorities                         | 259          | 62                      | 27                                 | 49                                    | 195               | 54                        | 201       | 47                                    | 126                    | 77               | 55                                    | 104                       | 94                    | 17                                            | 105                    | 107              | 24                                            | 104                       | 114                   | 258         |
|                                                           | 12%          | 12%                     | 19%                                | 10%                                   | 12%               | 11%                       | 12%       | 13%                                   | 12%                    | 10%              | 13%                                   | 12%                       | 11%                   | 17%                                           | 13%                    | 12%              | 15%                                           | 13%                       | 12%                   | 12%         |
| Mostly owned by not-for-profit organisations or charities | 149          | 45                      | 21                                 | 34                                    | 98                | 36                        | 109       | 10                                    | 62                     | 69               | 17                                    | 55                        | 77                    | 6                                             | 70                     | 55               | 8                                             | 75                        | 47                    | 113         |
|                                                           | 7%           | 9%                      | 15%                                | 7%                                    | 6%                | 8%                        | 6%        | 3%                                    | 6%                     | 9%               | 4%                                    | 6%                        | 9%                    | 6%                                            | 9%                     | 6%               | 5%                                            | 9%                        | 5%                    | 5%          |
| Mostly owned by the NHS                                   | 148          | 42                      | 20                                 | 40                                    | 102               | 33                        | 112       | 27                                    | 72                     | 47               | 31                                    | 58                        | 58                    | 10                                            | 76                     | 43               | 16                                            | 66                        | 53                    | 100         |
|                                                           | 7%           | 8%                      | 14%                                | 8%                                    | 6%                | 7%                        | 7%        | 7%                                    | 7%                     | 6%               | 8%                                    | 7%                        | 7%                    | 10%                                           | 9%                     | 5%               | 10%                                           | 8%                        | 5%                    | 4%          |
| Don't know                                                | 264          | 33                      | 11                                 | 30                                    | 180               | 53                        | 182       | 30                                    | 116                    | 88               | 47                                    | 106                       | 91                    | 9                                             | 66                     | 44               | 19                                            | 85                        | 54                    | 224         |
|                                                           | 12%          | 6%                      | 8%                                 | 6%                                    | 11%               | 11%                       | 11%       | 8%                                    | 11%                    | 12%              | 11%                                   | 12%                       | 11%                   | 9%                                            | 8%                     | 5%               | 12%                                           | 10%                       | 6%                    | 10%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/s/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QSocialCareFutureOwnership. And how do you think most social care providers should be owned?

Base: All respondents

|                                                              | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|--------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                              |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                             | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                               | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Mostly owned by the NHS                                      | 673          | 365        | 308          | 112          | 118          | 123          | 84           | 98           | 71           | 67         | 547                                          | 117                                                         | 292                      | 378                              | 194                                               | 474                  | 76                                                     | 178                             | 180                                                | 24                                                                               | 16                                 | 643         |
|                                                              | 30%          | 34%        | 27%          | 38%          | 33%          | 34%          | 24%          | 28%          | 27%          | 27%        | 29%                                          | 39%                                                         | 30%                      | 30%                              | 29%                                               | 31%                  | 27%                                                    | 32%                             | 33%                                                | 24%                                                                              | 22%                                | 29%         |
|                                                              | bfi          | zb         |              | fhi          |              | fh           |              |              |              |            | zi                                           |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Mostly owned by not-for-profit<br>organisations or charities | 639          | 308        | 329          | 76           | 80           | 74           | 96           | 118          | 98           | 96         | 565                                          | 61                                                          | 238                      | 401                              | 178                                               | 453                  | 89                                                     | 164                             | 138                                                | 34                                                                               | 28                                 | 692         |
|                                                              | 29%          | 29%        | 29%          | 26%          | 22%          | 21%          | 27%          | 33%          | 37%          | 39%        | 30%                                          | 20%                                                         | 24%                      | 32%                              | 27%                                               | 29%                  | 32%                                                    | 30%                             | 25%                                                | 35%                                                                              | 39%                                | 31%         |
|                                                              | ekl          |            |              |              |              |              |              | ide          | idef         | zcdelf     | zk                                           |                                                             | zi                       |                                  |                                                   |                      |                                                        |                                 |                                                    | zkr                                                                              |                                    |             |
| Mostly owned by local authorities                            | 637          | 284        | 345          | 67           | 99           | 102          | 114          | 106          | 80           | 70         | 552                                          | 70                                                          | 299                      | 337                              | 209                                               | 424                  | 75                                                     | 139                             | 156                                                | 33                                                                               | 21                                 | 653         |
|                                                              | 28%          | 27%        | 30%          | 23%          | 27%          | 28%          | 32%          | 30%          | 30%          | 28%        | 29%                                          | 23%                                                         | 31%                      | 27%                              | 31%                                               | 28%                  | 27%                                                    | 25%                             | 29%                                                | 34%                                                                              | 29%                                | 29%         |
|                                                              |              |            |              |              |              |              |              | z            |              |            | z                                            |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Mostly owned by private<br>companies for profit              | 106          | 56         | 46           | 15           | 22           | 17           | 23           | 17           | 6            | 6          | 70                                           | 26                                                          | 59                       | 46                               | 39                                                | 63                   | 13                                                     | 28                              | 17                                                 | 3                                                                                | 2                                  | 91          |
|                                                              | 5%           | 5%         | 4%           | 5%           | 6%           | 5%           | 7%           | 5%           | 2%           | 2%         | 4%                                           | 9%                                                          | 6%                       | 4%                               | 6%                                                | 4%                   | 5%                                                     | 5%                              | 3%                                                 | 3%                                                                               | 3%                                 | 4%          |
|                                                              | hijm         |            |              | h            |              |              | hi           | h            |              |            | zj                                           |                                                             | m                        |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Don't know                                                   | 183          | 57         | 124          | 22           | 42           | 44           | 37           | 15           | 13           | 10         | 146                                          | 26                                                          | 88                       | 91                               | 46                                                | 126                  | 23                                                     | 42                              | 51                                                 | 4                                                                                | 5                                  | 159         |
|                                                              | 8%           | 5%         | 11%          | 7%           | 12%          | 12%          | 11%          | 4%           | 5%           | 4%         | 8%                                           | 9%                                                          | 9%                       | 7%                               | 7%                                                | 8%                   | 9%                                                     | 8%                              | 9%                                                 | 4%                                                                               | 7%                                 | 7%          |
|                                                              | aghi         |            | za           |              | ghi          | zghi         | ghi          |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN I26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



QSocialCareFutureOwnership. And how do you think most social care providers should be owned?

Base: All respondents

|                                                              | Total<br>(a)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |            | Unwtd Total |
|--------------------------------------------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------------|-------------|
|                                                              |                  | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |            |             |
| Unweighted Total                                             | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 235               | 213           | 2238       |             |
| Weighted Total                                               | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238       |             |
| Mostly owned by the NHS                                      | 673<br>30%<br>u  | 127<br>32%              | 195<br>32%                      | 154<br>29%                      | 57<br>24%                    | 575<br>30%     | 45<br>25%       | 26<br>25%    | 27<br>44%               | 176<br>34%           | 99<br>27%       | 300<br>30%   | 41<br>46%         | 75<br>30%         | 59<br>32%                          | 42<br>26%            | 57<br>29%            | 59<br>28%              | 81<br>26%         | 44<br>23%         | 115<br>40%    | 643<br>29% |             |
| Mostly owned by not-for-profit<br>organisations or charities | 639<br>29%<br>v  | 98<br>24%               | 173<br>29%                      | 139<br>26%                      | 69<br>30%                    | 535<br>28%     | 56<br>30%       | 34<br>32%    | 13<br>21%               | 133<br>25%           | 107<br>30%      | 296<br>29%   | 22<br>25%         | 61<br>25%         | 50<br>27%                          | 49<br>30%            | 58<br>29%            | 68<br>32%              | 97<br>31%         | 72<br>37%         | 59<br>20%     | 692<br>31% |             |
| Mostly owned by local authorities                            | 637<br>28%<br>z  | 124<br>31%              | 174<br>29%                      | 176<br>34%                      | 73<br>31%                    | 531<br>28%     | 62<br>34%       | 31<br>29%    | 13<br>21%               | 147<br>28%           | 105<br>29%      | 279<br>28%   | 17<br>19%         | 78<br>32%         | 52<br>28%                          | 55<br>34%            | 50<br>25%            | 48<br>23%              | 94<br>30%         | 52<br>26%         | 86<br>30%     | 653<br>29% |             |
| Mostly owned by private<br>companies for profit              | 106<br>5%<br>1   | 16<br>4%                | 20<br>3%                        | 30<br>6%                        | 18<br>8%                     | 97<br>5%       | 5<br>3%         | 2<br>1%      | 2<br>3%                 | 22<br>4%             | 11<br>3%        | 63<br>6%     | 3<br>3%           | 13<br>5%          | 6<br>4%                            | 3<br>2%              | 8<br>4%              | 9<br>4%                | 18<br>6%          | 17<br>9%          | 18<br>6%      | 91<br>4%   |             |
| Don't know                                                   | 183<br>8%<br>emv | 34<br>8%                | 42<br>7%                        | 26<br>5%                        | 15<br>6%                     | 148<br>8%      | 15<br>8%        | 14<br>13%    | 7<br>11%                | 43<br>8%             | 39<br>11%       | 65<br>7%     | 6<br>6%           | 21<br>8%          | 17<br>9%                           | 15<br>9%             | 24<br>12%            | 25<br>12%              | 20<br>6%          | 10<br>5%          | 11<br>4%      | 159<br>7%  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used: \* small base



QSocialCareFutureOwnership. And how do you think most social care providers should be owned?

Base: All respondents

|                                                              | Total<br>(z)    | Urbanity        |                 | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 | Unwtd Total     |                 |
|--------------------------------------------------------------|-----------------|-----------------|-----------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|-----------------|-----------------|
|                                                              |                 | Urban<br>(a)    | Rural<br>(b)    | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      |                 | No<br>(p)       |
| Unweighted Total                                             | 2238            | 1673            | 565             | 419                      | 432             | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831            | 2238            |
| Weighted Total                                               | 2238            | 1745            | 493             | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642            | 2238            |
| Mostly owned by the NHS                                      | 673<br>30%<br>f | 543<br>31%<br>f | 130<br>26%<br>f | 141<br>31%<br>f          | 152<br>34%<br>f | 134<br>30%<br>f | 111<br>25%<br>f | 134<br>30%<br>f           | 348<br>29%<br>f                                                         | 74<br>30%<br>f                     | 42<br>37%<br>l                                       | 50<br>31%<br>l                                           | 58<br>24%<br>l                                    | 33<br>47%<br>zhl                                  | 64<br>37%<br>l           | 163<br>27%<br>l | 511<br>31%<br>l | 643<br>29%<br>l |
| Mostly owned by not-for-profit<br>organisations or charities | 639             | 468             | 171             | 109                      | 118             | 126             | 148             | 138                       | 339                                                                     | 83                                 | 41                                                   | 43                                                       | 68                                                | 11                                                | 50                       | 150             | 487             | 692             |
|                                                              | 29%<br>a        | 27%<br>za       | 35%<br>a        | 24%<br>a                 | 27%<br>a        | 28%<br>a        | 33%<br>c        | 31%<br>c                  | 28%<br>m                                                                | 34%<br>m                           | 36%<br>m                                             | 27%<br>m                                                 | 29%<br>m                                          | 16%<br>m                                          | 29%<br>m                 | 25%<br>m        | 30%<br>m        | 31%<br>m        |
| Mostly owned by local authorities                            | 637             | 505             | 132             | 113                      | 132             | 143             | 112             | 136                       | 375                                                                     | 61                                 | 25                                                   | 44                                                       | 71                                                | 12                                                | 45                       | 167             | 468             | 653             |
|                                                              | 28%             | 29%             | 27%             | 25%                      | 30%             | 32%             | 25%             | 30%                       | 31%<br>z                                                                | 25%                                | 22%                                                  | 27%                                                      | 30%                                               | 16%                                               | 26%                      | 28%             | 29%             | 29%             |
| Mostly owned by private<br>companies for profit              | 106             | 81              | 25              | 31                       | 12              | 19              | 30              | 13                        | 67                                                                      | 5                                  | 1                                                    | 4                                                        | 14                                                | 8                                                 | 5                        | 34              | 72              | 91              |
|                                                              | 5%<br>i         | 5%<br>i         | 5%<br>i         | 7%<br>dg                 | 3%<br>dg        | 4%<br>dg        | 7%<br>dg        | 3%<br>dg                  | 6%<br>i                                                                 | 2%<br>i                            | 1%<br>i                                              | 2%<br>i                                                  | 6%<br>ij                                          | 11%<br>ij                                         | 3%<br>ij                 | 6%<br>ij        | 4%<br>ij        | 4%<br>ij        |
| Don't know                                                   | 183             | 148             | 35              | 57                       | 26              | 25              | 46              | 30                        | 83                                                                      | 23                                 | 4                                                    | 20                                                       | 27                                                | 6                                                 | 6                        | 78              | 104             | 159             |
|                                                              | 8%<br>hp        | 8%<br>hp        | 7%<br>hp        | 13%<br>zdeg              | 6%<br>zdeg      | 5%<br>zdeg      | 10%<br>e        | 7%<br>e                   | 7%<br>e                                                                 | 9%<br>e                            | 4%<br>e                                              | 12%<br>e                                                 | 12%<br>h                                          | 9%<br>h                                           | 4%<br>h                  | 13%<br>zp       | 6%<br>zp        | 7%<br>zp        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QSocialCareFutureOwnership. And how do you think most social care providers should be owned?

Base: All respondents

|                                                              | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|--------------------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                              |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                             | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                               | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Mostly owned by the NHS                                      | 673<br>30%        | 607<br>30%               | 60<br>30%         | 234<br>29%          | 317<br>31%          | 55<br>33%          | 171<br>33%               | 477<br>30%                      | 506<br>30%                                        | 178<br>34%                        | 169<br>29%                                                | 45<br>30%                        | 60<br>30%   | 3<br>22%     | 643<br>29%  |
| Mostly owned by not-for-profit<br>organisations or charities | 639<br>29%        | 566<br>28%               | 68<br>33%         | 234<br>29%          | 291<br>28%          | 40<br>24%          | 143<br>28%               | 468<br>29%                      | 465<br>28%                                        | 156<br>30%                        | 164<br>28%                                                | 36<br>24%                        | 68<br>33%   | 3<br>21%     | 692<br>31%  |
| Mostly owned by local authorities                            | 637<br>28%<br>bl  | 597<br>30%<br>zb         | 38<br>19%         | 223<br>28%          | 318<br>31%<br>b     | 56<br>33%<br>b     | 148<br>29%               | 497<br>31%<br>zil               | 502<br>30%<br>zl                                  | 136<br>26%                        | 187<br>32%<br>zil                                         | 55<br>36%<br>il                  | 38<br>19%   | 7<br>53%     | 653<br>29%  |
| Mostly owned by private<br>companies for profit              | 106<br>5%<br>gh   | 90<br>4%                 | 15<br>8%          | 48<br>6%<br>a       | 40<br>4%            | 2<br>1%            | 19<br>4%                 | 58<br>4%                        | 68<br>4%                                          | 22<br>4%                          | 22<br>4%                                                  | 7<br>4%                          | 15<br>8%    | -<br>-       | 91<br>4%    |
| Don't know                                                   | 183<br>8%<br>adgh | 146<br>7%                | 22<br>11%         | 64<br>8%            | 65<br>6%            | 16<br>10%          | 39<br>7%                 | 110<br>7%                       | 120<br>7%                                         | 32<br>6%                          | 35<br>6%                                                  | 9<br>6%                          | 22<br>11%   | 1<br>4%      | 159<br>7%   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QSocialCareFutureOwnership. And how do you think most social care providers should be owned?

Base: All respondents

|                                                              | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|--------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                              |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                             | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                               | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Mostly owned by the NHS                                      | 673<br>30%   | 156<br>30%              | 44<br>31%                          | 140<br>29%                            | 490<br>30%        | 153<br>32%                | 516<br>30% | 115<br>31%                            | 329<br>32%             | 206<br>27%       | 135<br>33%                            | 265<br>30%                | 243<br>28%            | 28<br>28%                                     | 247<br>30%             | 262<br>30%       | 54<br>33%                                     | 250<br>31%                | 300<br>31%            | 643<br>29%  |
| Mostly owned by not-for-profit<br>organisations or charities | 639<br>29%   | 148<br>28%              | 23<br>16%                          | 141<br>29%                            | 474<br>29%        | 116<br>24%                | 511<br>30% | 93<br>26%                             | 306<br>30%             | 215<br>28%       | 102<br>25%                            | 281<br>31%                | 244<br>28%            | 25<br>25%                                     | 220<br>27%             | 278<br>31%       | 37<br>23%                                     | 227<br>28%                | 294<br>30%            | 692<br>31%  |
| Mostly owned by local authorities                            | 637<br>28%   | 165<br>32%              | 51<br>36%                          | 149<br>31%                            | 452<br>28%        | 160<br>34%                | 468<br>27% | 119<br>33%                            | 274<br>26%             | 231<br>30%       | 136<br>33%                            | 247<br>27%                | 244<br>28%            | 30<br>30%                                     | 262<br>32%             | 261<br>29%       | 53<br>33%                                     | 243<br>30%                | 283<br>29%            | 653<br>29%  |
| Mostly owned by private<br>companies for profit              | 106<br>5%    | 32<br>6%                | 14<br>10%                          | 29<br>6%                              | 73<br>4%          | 18<br>4%                  | 87<br>5%   | 20<br>6%                              | 52<br>5%               | 30<br>4%         | 23<br>6%                              | 38<br>4%                  | 45<br>5%              | 11<br>11%                                     | 43<br>5%               | 36<br>4%         | 8<br>5%                                       | 48<br>6%                  | 39<br>4%              | 91<br>4%    |
| Don't know                                                   | 183<br>8%    | 23<br>4%                | 10<br>7%                           | 20<br>4%                              | 130<br>8%         | 29<br>6%                  | 128<br>7%  | 18<br>5%                              | 76<br>7%               | 78<br>10%        | 19<br>4%                              | 68<br>8%                  | 82<br>10%             | 6<br>6%                                       | 44<br>5%               | 50<br>6%         | 10<br>6%                                      | 42<br>5%                  | 59<br>6%              | 159<br>7%   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/s/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q5SocialCareWorkforcePriorities. Adult social care is currently facing major staff shortages. The government is setting up a new approach to determining pay and conditions in the social care sector, based on negotiations between social care organisations and unions. The government is making some funding available to support this. Which one or two of the following measures would you prioritise for investment?

Base: All respondents

|                                                                                                                                         | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                                                                         |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                                                                        | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total                                                                                                                          | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| Establishing a social care pay scale that sets pay rates for different social care workers based on their roles, skills, and experience | 1052         | 499        | 547          | 90           | 116          | 164          | 166          | 202          | 161          | 154        | 933                                          | 101                                                         | 439                      | 611                              | 315                                               | 724                  | 145                                                    | 249                             | 239                                                | 58                                                                                | 33                                 | 1175        |
|                                                                                                                                         | 47%          | 47%        | 48%          | 31%          | 32%          | 46%          | 47%          | 57%          | 60%          | 62%        | 50%                                          | 34%                                                         | 45%                      | 49%                              | 47%                                               | 47%                  | 53%                                                    | 45%                             | 44%                                                | 59%                                                                               | 46%                                | 53%         |
| Improving terms and conditions in social care, such as better sick pay, pension conditions and annual leave                             | 949          | 439        | 501          | 126          | 208          | 140          | 142          | 127          | 108          | 97         | 796                                          | 139                                                         | 470                      | 478                              | 344                                               | 597                  | 109                                                    | 244                             | 191                                                | 35                                                                                | 18                                 | 914         |
|                                                                                                                                         | 42%          | 41%        | 44%          | 43%          | 58%          | 39%          | 40%          | 36%          | 40%          | 39%        | 42%                                          | 46%                                                         | 48%                      | 38%                              | 52%                                               | 39%                  | 39%                                                    | 44%                             | 35%                                                | 35%                                                                               | 24%                                | 41%         |
| A new minimum pay rate for care workers, set above the national living wage                                                             | 845          | 393        | 445          | 117          | 146          | 122          | 129          | 150          | 93           | 88         | 732                                          | 103                                                         | 378                      | 466                              | 260                                               | 578                  | 104                                                    | 209                             | 207                                                | 34                                                                                | 24                                 | 843         |
|                                                                                                                                         | 38%          | 37%        | 39%          | 40%          | 40%          | 34%          | 36%          | 42%          | 35%          | 35%        | 39%                                          | 34%                                                         | 39%                      | 37%                              | 39%                                               | 38%                  | 38%                                                    | 38%                             | 38%                                                | 35%                                                                               | 34%                                | 38%         |
| Improving training and development for staff                                                                                            | 697          | 319        | 373          | 98           | 96           | 123          | 106          | 100          | 86           | 88         | 569                                          | 108                                                         | 277                      | 416                              | 172                                               | 515                  | 76                                                     | 176                             | 204                                                | 31                                                                                | 29                                 | 674         |
|                                                                                                                                         | 31%          | 30%        | 32%          | 33%          | 27%          | 34%          | 30%          | 28%          | 32%          | 36%        | 30%                                          | 36%                                                         | 28%                      | 33%                              | 26%                                               | 33%                  | 27%                                                    | 32%                             | 38%                                                | 32%                                                                               | 40%                                | 30%         |
| One-off bonus payments for specific requirements, for example, if staff stay in post for winter                                         | 82           | 45         | 37           | 9            | 10           | 27           | 16           | 13           | 2            | 5          | 59                                           | 20                                                          | 40                       | 41                               | 30                                                | 49                   | 9                                                      | 19                              | 17                                                 | 2                                                                                 | 2                                  | 68          |
|                                                                                                                                         | 4%           | 4%         | 3%           | 3%           | 3%           | 7%           | 4%           | 4%           | 1%           | 2%         | 3%                                           | 7%                                                          | 4%                       | 3%                               | 5%                                                | 3%                   | 3%                                                     | 3%                              | 3%                                                 | 2%                                                                                | 3%                                 | 3%          |
| Allow foreign professionals to work in social care                                                                                      | 10           | 7          | 3            | -            | -            | 6            | 2            | 1            | *            | *          | 7                                            | 1                                                           | 8                        | 2                                | 3                                                 | 7                    | 2                                                      | 1                               | 4                                                  | -                                                                                 | -                                  | 10          |
|                                                                                                                                         | *            | 1%         | *            | -            | -            | 2%           | 1%           | *            | *            | *          | *                                            | *                                                           | 1%                       | *                                | *                                                 | *                    | 1%                                                     | *                               | 1%                                                 | -                                                                                 | -                                  | *           |
| Better pay overall / match NHS rates                                                                                                    | 7            | 5          | 2            | -            | 4            | 2            | -            | -            | *            | -          | 7                                            | -                                                           | 6                        | *                                | 5                                                 | 2                    | -                                                      | -                               | 2                                                  | -                                                                                 | -                                  | 4           |
|                                                                                                                                         | *            | *          | *            | -            | 1%           | 1%           | -            | -            | *            | -          | *                                            | -                                                           | 1%                       | *                                | 1%                                                | *                    | -                                                      | -                               | *                                                  | -                                                                                 | -                                  | *           |
| Travel expenses                                                                                                                         | 2            | *          | 1            | -            | -            | -            | -            | 1            | 1            | -          | 2                                            | -                                                           | -                        | 2                                | *                                                 | 1                    | 1                                                      | -                               | *                                                  | -                                                                                 | -                                  | 3           |
|                                                                                                                                         | *            | *          | *            | -            | -            | -            | -            | *            | *            | -          | *                                            | -                                                           | -                        | *                                | *                                                 | *                    | *                                                      | -                               | *                                                  | -                                                                                 | -                                  | *           |
| Other (please specify)                                                                                                                  | 16           | 14         | 2            | -            | 8            | 2            | 2            | 3            | 1            | -          | 10                                           | 3                                                           | 10                       | 7                                | 7                                                 | 9                    | 2                                                      | 3                               | 2                                                  | 1                                                                                 | -                                  | 12          |
|                                                                                                                                         | 1%           | 1%         | *            | -            | 2%           | 1%           | 1%           | 1%           | *            | -          | 1%                                           | 1%                                                          | 1%                       | 1%                               | 1%                                                | 1%                   | 1%                                                     | 1%                              | *                                                  | 1%                                                                                | -                                  | 1%          |
| None of the above                                                                                                                       | 22           | 12         | 10           | 2            | 2            | 1            | 5            | 3            | 5            | 3          | 16                                           | 1                                                           | 7                        | 15                               | 6                                                 | 16                   | 1                                                      | 2                               | 10                                                 | 1                                                                                 | 1                                  | 29          |
|                                                                                                                                         | 1%           | 1%         | 1%           | 1%           | 1%           | *            | 2%           | 1%           | 2%           | 1%         | 1%                                           | *                                                           | 1%                       | 1%                               | 1%                                                | 1%                   | *                                                      | *                               | 2%                                                 | 1%                                                                                | 2%                                 | 1%          |
| Don't know                                                                                                                              | 139          | 67         | 70           | 36           | 39           | 24           | 28           | 6            | 4            | 2          | 99                                           | 27                                                          | 55                       | 80                               | 27                                                | 104                  | 13                                                     | 46                              | 37                                                 | 1                                                                                 | 7                                  | 99          |
|                                                                                                                                         | 6%           | 6%         | 6%           | 12%          | 11%          | 7%           | 8%           | 2%           | 1%           | 1%         | 5%                                           | 9%                                                          | 6%                       | 6%                               | 4%                                                | 7%                   | 5%                                                     | 8%                              | 7%                                                 | 1%                                                                                | 10%                                | 4%          |
| Mean                                                                                                                                    | 1.74         | 1.7        | 1.77         | 1.72         | 1.8          | 1.74         | 1.72         | 1.7          | 1.71         | 1.75       | 1.74                                         | 1.73                                                        | 1.76                     | 1.72                             | 1.77                                              | 1.72                 | 1.69                                                   | 1.77                            | 1.71                                               | 1.64                                                                              | 1.64                               | 1.73        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q5SocialCareWorkforcePriorities. Adult social care is currently facing major staff shortages. The government is setting up a new approach to determining pay and conditions in the social care sector, based on negotiations between social care organisations and unions. The government is making some funding available to support this. Which one or two of the following measures would you prioritise for investment?

Base: All respondents

|                                                                                                                                         |          | Annual household income |                      |                                 |                                 | Country                      |                |                 |              | England region (Net)    |              |                 | England region |                   |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------|----------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|--------------|-----------------|----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|
|                                                                                                                                         |          | Total<br>(z)            | Up to £25,999<br>(c) | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k) | Midlands<br>(l) | South<br>(m)   | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |
| Unweighted Total                                                                                                                        | 2238     | 468                     | 686                  | 465                             | 184                             | 1715                         | 206            | 162             | 155          | 453                     | 348          | 914             | 88             | 201               | 164               | 170                                | 178                  | 194                  | 282                    | 225               | 213               | 2238          |             |
| Weighted Total                                                                                                                          | 2238     | 398                     | 605                  | 524                             | 231                             | 1886                         | 184            | 106*            | 62*          | 521                     | 362          | 1003            | 89*            | 247               | 184               | 164                                | 198                  | 209                  | 310                    | 195               | 290               | 2238          |             |
| Establishing a social care pay scale that sets pay rates for different social care workers based on their roles, skills, and experience | 1052     | 180                     | 306                  | 290                             | 92                              | 900                          | 80             | 45              | 27           | 249                     | 161          | 490             | 44             | 129               | 77                | 79                                 | 82                   | 103                  | 165                    | 99                | 123               | 1175          |             |
|                                                                                                                                         | 47%      | 45%                     | 51%<br>f             | 55%<br>zcf                      | 40%                             | 48%                          | 44%            | 42%             | 44%          | 48%                     | 44%          | 49%             | 50%            | 52%               | 42%               | 48%                                | 41%                  | 49%                  | 53%<br>r               | 51%               | 43%               | 53%           |             |
| Improving terms and conditions in social care, such as better sick pay, pension conditions and annual leave                             | 949      | 154                     | 248                  | 240                             | 105                             | 809                          | 72             | 36              | 32           | 226                     | 146          | 437             | 43             | 93                | 90                | 57                                 | 89                   | 85                   | 150                    | 79                | 124               | 914           |             |
|                                                                                                                                         | 42%      | 39%                     | 41%                  | 46%                             | 46%                             | 43%                          | 39%            | 34%             | 51%<br>i     | 43%                     | 40%          | 44%             | 48%            | 38%               | 49%<br>q          | 35%                                | 45%                  | 41%                  | 48%<br>oq              | 40%               | 43%               | 41%           |             |
| A new minimum pay rate for care workers, set above the national living wage                                                             | 845      | 147                     | 249                  | 204                             | 100                             | 691                          | 94             | 36              | 23           | 215                     | 125          | 351             | 29             | 92                | 95                | 53                                 | 73                   | 64                   | 92                     | 78                | 116               | 843           |             |
|                                                                                                                                         | 38%<br>t | 37%                     | 41%                  | 39%                             | 43%                             | 37%                          | 51%<br>zel     | 34%             | 37%          | 41%                     | 35%          | 35%             | 33%            | 37%               | 51%<br>znoorst    | 32%                                | 37%                  | 31%                  | 30%                    | 40%<br>t          | 40%<br>t          | 38%           |             |
| Improving training and development for staff                                                                                            | 697      | 149                     | 183                  | 134                             | 81                              | 593                          | 56             | 33              | 15           | 142                     | 131          | 320             | 28             | 72                | 42                | 57                                 | 74                   | 55                   | 95                     | 68                | 101               | 674           |             |
|                                                                                                                                         | 31%<br>e | 37%<br>zde              | 30%                  | 26%                             | 35%                             | 31%                          | 31%            | 31%             | 24%          | 27%                     | 36%<br>k     | 32%             | 31%            | 29%               | 23%               | 35%                                | 38%<br>p             | 26%                  | 31%                    | 35%<br>p          | 35%               | 30%           |             |
| One-off bonus payments for specific requirements, for example, if staff stay in post for winter                                         | 82       | 13                      | 21                   | 14                              | 10                              | 70                           | 5              | 6               | 1            | 19                      | 13           | 37              | 3              | 12                | 5                 | 7                                  | 7                    | 5                    | 13                     | 5                 | 14                | 68            |             |
|                                                                                                                                         | 4%       | 3%                      | 3%                   | 3%                              | 4%                              | 4%                           | 3%             | 6%              | 2%           | 4%                      | 4%           | 4%              | 3%             | 5%                | 3%                | 4%                                 | 3%                   | 2%                   | 4%                     | 3%                | 5%                | 3%            |             |
| Allow foreign professionals to work in social care                                                                                      | 10       | 3                       | -                    | 5                               | 1                               | 10                           | *              | -               | -            | -                       | 2            | 8               | -              | -                 | -                 | 1                                  | *                    | 1                    | 2                      | 1                 | 3                 | 10            |             |
|                                                                                                                                         | *        | 1%                      | -                    | 1%                              | *                               | 1%                           | *              | -               | -            | -                       | *            | 1%              | -              | -                 | -                 | 1%                                 | *                    | 1%                   | 1%                     | 1%                | 1%                | *             |             |
| Better pay overall / match NHS rates                                                                                                    | 7        | -                       | 2                    | 2                               | 3                               | 7                            | -              | -               | -            | 2                       | 3            | 2               | -              | -                 | 2                 | 3                                  | -                    | 2                    | -                      | -                 | -                 | 4             |             |
|                                                                                                                                         | *        | -                       | *                    | *                               | 1%                              | *                            | -              | -               | -            | *                       | 1%           | *               | -              | -                 | 1%                | 2%                                 | -                    | 1%                   | -                      | -                 | -                 | *             |             |
| Travel expenses                                                                                                                         | 2        | *                       | *                    | 1                               | -                               | 1                            | 1              | -               | -            | -                       | *            | *               | -              | -                 | -                 | *                                  | -                    | -                    | -                      | *                 | -                 | 3             |             |
|                                                                                                                                         | *        | *                       | *                    | *                               | -                               | *                            | *              | -               | -            | -                       | *            | *               | -              | -                 | -                 | *                                  | -                    | -                    | -                      | *                 | -                 | *             |             |
| Other (please specify)                                                                                                                  | 16       | 2                       | 3                    | 8                               | -                               | 13                           | 3              | 1               | -            | 5                       | *            | 7               | -              | 4                 | 1                 | *                                  | -                    | 2                    | 5                      | 1                 | -                 | 12            |             |
|                                                                                                                                         | 1%       | 1%                      | 1%                   | 2%                              | -                               | 1%                           | 2%             | *               | -            | 1%                      | *            | 1%              | -              | 2%                | *                 | *                                  | -                    | 1%                   | 1%                     | *                 | -                 | 1%            |             |
| None of the above                                                                                                                       | 22       | 7                       | 5                    | 2                               | 1                               | 19                           | 2              | 1               | -            | 5                       | 5            | 9               | 3              | 2                 | -                 | 3                                  | 2                    | 1                    | 3                      | 3                 | 2                 | 29            |             |
|                                                                                                                                         | 1%       | 2%                      | 1%                   | *                               | 1%                              | 1%                           | 1%             | 1%              | -            | 1%                      | 1%           | 1%              | 3%             | 1%                | -                 | 2%                                 | 1%                   | 1%                   | 1%                     | 1%                | 1%                | 1%            |             |
| Don't know                                                                                                                              | 139      | 17                      | 30                   | 20                              | 8                               | 109                          | 11             | 12              | 6            | 26                      | 23           | 60              | 3              | 13                | 10                | 12                                 | 11                   | 25                   | 17                     | 6                 | 12                | 99            |             |
|                                                                                                                                         | 6%       | 4%                      | 5%                   | 4%                              | 3%                              | 6%                           | 6%             | 12%             | 10%          | 5%                      | 6%           | 6%              | 3%             | 5%                | 6%                | 7%                                 | 6%                   | 12%                  | 6%                     | 3%                | 4%                | 4%            |             |
| Mean                                                                                                                                    | 1.74     | 1.7                     | 1.76                 | 1.76                            | 1.75                            | 1.73                         | 1.79           | 1.67            | 1.75         | 1.73                    | 1.72         | 1.74            | 1.7            | 1.69              | 1.79              | 1.68                               | 1.75                 | 1.72                 | 1.77                   | 1.75              | 1.73              | 1.73          |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 126-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f/- z/z/h/h/l/- z/h/l/m - z/n/o/p/q/r/h/h/u/v

Overlap formulae used. \* small base

QSocialCareWorkforcePriorities. Adult social care is currently facing major staff shortages. The government is setting up a new approach to determining pay and conditions in the social care sector, based on negotiations between social care organisations and unions. The government is making some funding available to support this. Which one or two of the following measures would you prioritise for investment

Base: All respondents

|                                                                                                                                         | Urbanity     |              |              | IMD Quintile             |           |           |           |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |           | Unwtd Total |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|--------------|--------------------------|-----------|-----------|-----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-----------|-------------|
|                                                                                                                                         | Total<br>(z) | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)  | 3<br>(e)  | 4<br>(f)  | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p) |             |
| Unweighted Total                                                                                                                        | 2238         | 1673         | 565          | 451                      | 442       | 476       | 450       | 461                       | 1202                                                                    | 280                                | 152                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831      | 2238        |
| Weighted Total                                                                                                                          | 2238         | 1745         | 493          | 451                      | 442       | 447       | 448       | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642      | 2238        |
| Establishing a social care pay scale that sets pay rates for different social care workers based on their roles, skills, and experience | 1052         | 816          | 236          | 165                      | 199       | 217       | 225       | 246                       | 605                                                                     | 123                                | 54                                                   | 83                                                       | 108                                               | 26                                                | 50                       | 232                   | 818       | 1175        |
|                                                                                                                                         | 47%<br>cno   | 47%          | 48%          | 37%                      | 45%       | 49%<br>c  | 50%<br>c  | 55%<br>zcd                | 50%<br>zn                                                               | 50%<br>n                           | 47%<br>n                                             | 51%<br>n                                                 | 46%<br>n                                          | 36%                                               | 29%                      | 39%                   | 50%<br>zo | 53%         |
| Improving terms and conditions in social care, such as better sick pay, pension conditions and annual leave                             | 949          | 735          | 214          | 170                      | 188       | 199       | 189       | 203                       | 554                                                                     | 106                                | 46                                                   | 68                                                       | 84                                                | 17                                                | 70                       | 224                   | 724       | 914         |
|                                                                                                                                         | 42%<br>m     | 42%          | 43%          | 38%                      | 43%       | 44%       | 42%       | 45%                       | 46%<br>zlm                                                              | 43%<br>m                           | 40%                                                  | 42%                                                      | 36%                                               | 24%                                               | 41%                      | 38%                   | 44%<br>z  | 41%         |
| A new minimum pay rate for care workers, set above the national living wage                                                             | 845          | 666          | 179          | 175                      | 170       | 175       | 178       | 148                       | 446                                                                     | 102                                | 50                                                   | 65                                                       | 90                                                | 23                                                | 65                       | 210                   | 634       | 843         |
|                                                                                                                                         | 38%          | 38%          | 36%          | 39%                      | 38%       | 39%       | 40%       | 33%                       | 37%                                                                     | 42%                                | 44%                                                  | 40%                                                      | 38%                                               | 32%                                               | 38%                      | 36%                   | 39%       | 38%         |
| Improving training and development for staff                                                                                            | 697          | 539          | 158          | 143                      | 129       | 156       | 135       | 134                       | 346                                                                     | 79                                 | 37                                                   | 47                                                       | 89                                                | 26                                                | 69                       | 205                   | 490       | 674         |
|                                                                                                                                         | 31%<br>hp    | 31%          | 32%          | 32%                      | 29%       | 35%       | 30%       | 30%                       | 29%                                                                     | 32%                                | 32%                                                  | 29%                                                      | 38%<br>h                                          | 37%                                               | 40%                      | 35%                   | 30%       | 30%         |
| One-off bonus payments for specific requirements, for example, if staff stay in post for winter                                         | 82           | 67           | 14           | 15                       | 30        | 7         | 12        | 18                        | 40                                                                      | 9                                  | 3                                                    | 5                                                        | 5                                                 | 7                                                 | 9                        | 27                    | 54        | 68          |
|                                                                                                                                         | 4%<br>e      | 4%           | 3%           | 3%                       | 7%<br>zef | 2%        | 3%        | 4%                        | 3%                                                                      | 4%                                 | 3%                                                   | 3%                                                       | 2%                                                | 10%<br>l                                          | 5%                       | 5%                    | 3%        | 3%          |
| Allow foreign professionals to work in social care                                                                                      | 10           | 10           | -            | 3                        | 1         | 3         | *         | 2                         | 4                                                                       | 3                                  | 2                                                    | -                                                        | *                                                 | -                                                 | -                        | 6                     | 4         | 10          |
|                                                                                                                                         | *<br>p       | 1%           | -            | 1%                       | *         | 1%        | *         | *                         | *                                                                       | 1%                                 | 2%<br>zh                                             | -                                                        | *                                                 | -                                                 | -                        | 1%                    | *         | *           |
| Better pay overall / match NHS rates                                                                                                    | 7            | 2            | 5            | 4                        | -         | *         | 2         | -                         | 5                                                                       | -                                  | -                                                    | -                                                        | 2                                                 | -                                                 | -                        | -                     | 7         | 4           |
|                                                                                                                                         | *<br>a       | *            | 1%<br>za     | 1%                       | -         | *         | *         | -                         | *                                                                       | -                                  | -                                                    | -                                                        | 1%                                                | -                                                 | -                        | -                     | *         | *           |
| Travel expenses                                                                                                                         | 2            | -            | 2            | -                        | *         | 1         | -         | -                         | 2                                                                       | -                                  | -                                                    | -                                                        | -                                                 | -                                                 | -                        | 1                     | 1         | 3           |
|                                                                                                                                         | *<br>a       | -            | *            | -                        | *         | *         | -         | -                         | *                                                                       | -                                  | -                                                    | -                                                        | -                                                 | -                                                 | -                        | *                     | *         | *           |
| Other (please specify)                                                                                                                  | 16           | 11           | 5            | 7                        | 3         | 1         | 4         | 1                         | 11                                                                      | -                                  | -                                                    | 1                                                        | 4                                                 | -                                                 | -                        | 3                     | 13        | 12          |
|                                                                                                                                         | 1%           | 1%           | 1%           | 2%                       | 1%        | *         | 1%        | *                         | 1%                                                                      | -                                  | -                                                    | 1%                                                       | 2%                                                | -                                                 | -                        | 1%                    | 1%        | 1%          |
| None of the above                                                                                                                       | 22           | 18           | 3            | 6                        | 7         | 5         | 3         | 1                         | 14                                                                      | 2                                  | *                                                    | 2                                                        | 2                                                 | 1                                                 | -                        | 3                     | 19        | 29          |
|                                                                                                                                         | 1%           | 1%           | 1%           | 1%                       | 2%        | 1%        | 1%        | *                         | 1%                                                                      | 1%                                 | *                                                    | 1%                                                       | 1%                                                | 1%                                                | -                        | 1%                    | 1%        | 1%          |
| Don't know                                                                                                                              | 139          | 110          | 29           | 38                       | 34        | 19        | 24        | 23                        | 64                                                                      | 8                                  | 2                                                    | 8                                                        | 15                                                | 6                                                 | 21                       | 72                    | 65        | 99          |
|                                                                                                                                         | 6%<br>ip     | 6%           | 6%           | 8%<br>e                  | 8%        | 4%        | 5%        | 5%                        | 5%                                                                      | 3%                                 | 2%                                                   | 5%                                                       | 6%                                                | 9%                                                | 12%<br>ij                | 12%<br>zp             | 4%        | 4%          |
| Mean                                                                                                                                    | 1.74<br>c    | 1.73         | 1.74         | 1.64                     | 1.76<br>c | 1.77<br>c | 1.75<br>c | 1.76<br>c                 | 1.74                                                                    | 1.77                               | 1.72                                                 | 1.74                                                     | 1.71                                              | 1.53                                              | 1.75                     | 1.74                  | 1.73      | 1.73        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN I26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base





QSocialCareWorkforcePriorities. Adult social care is currently facing major staff shortages. The government is setting up a new approach to determining pay and conditions in the social care sector, based on negotiations between social care organisations and unions. The government is making some funding available to support this. Which one or two of the following measures would you prioritise for investment?

Base: All respondents

|                                                                                                                                         | Total<br>(a) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |               |              | Unwtd Total |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------|--------------|-------------|
|                                                                                                                                         |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)   | Other<br>(m) |             |
| Unweighted Total                                                                                                                        | 2238         | 2005                     | 165               | 818                 | 1103                | 154                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165           | 17           | 2238        |
| Weighted Total                                                                                                                          | 2238         | 2005                     | 203*              | 805                 | 1030                | 170**              | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*          | 14**         | 2238        |
| Establishing a social care pay scale that sets pay rates for different social care workers based on their roles, skills, and experience | 1052         | 978                      | 73                | 376                 | 518                 | 85                 | 238                      | 782                             | 827                                               | 269                               | 321                                                       | 53                               | 73            | 7            | 1175        |
|                                                                                                                                         | 47%<br>bkl   | 49%<br>zb                | 36%               | 47%                 | 50%<br>zb           | 50%                | 46%                      | 49%<br>zkl                      | 50%<br>zkl                                        | 51%<br>fkl                        | 56%<br>zfhgkl                                             | 35%                              | 36%           | 48%          | 53%         |
| Improving terms and conditions in social care, such as better sick pay, pension conditions and annual leave                             | 949          | 852                      | 90                | 322                 | 446                 | 85                 | 248                      | 701                             | 710                                               | 249                               | 246                                                       | 60                               | 90            | 6            | 914         |
|                                                                                                                                         | 42%          | 42%                      | 44%               | 40%                 | 43%                 | 50%                | 48%<br>zh                | 44%                             | 43%                                               | 48%<br>zh                         | 43%                                                       | 39%                              | 44%           | 42%          | 41%         |
| A new minimum pay rate for care workers, set above the national living wage                                                             | 845          | 775                      | 68                | 304                 | 401                 | 71                 | 215                      | 636                             | 638                                               | 199                               | 221                                                       | 63                               | 68            | 9            | 843         |
|                                                                                                                                         | 38%          | 39%<br>z                 | 34%               | 38%                 | 39%                 | 42%                | 41%                      | 40%<br>z                        | 38%                                               | 38%                               | 38%                                                       | 42%                              | 34%           | 63%          | 38%         |
| Improving training and development for staff                                                                                            | 697          | 633                      | 63                | 258                 | 326                 | 48                 | 161                      | 500                             | 527                                               | 177                               | 169                                                       | 64                               | 63            | 5            | 674         |
|                                                                                                                                         | 31%          | 32%                      | 31%               | 32%                 | 32%                 | 28%                | 31%                      | 31%                             | 32%                                               | 34%                               | 29%                                                       | 43%<br>zfhgj                     | 31%           | 37%          | 30%         |
| One-off bonus payments for specific requirements, for example, if staff stay in post for winter                                         | 82           | 67                       | 11                | 28                  | 31                  | 8                  | 14                       | 54                              | 55                                                | 14                                | 20                                                        | 10                               | 11            | -            | 68          |
|                                                                                                                                         | 4%<br>a      | 3%                       | 5%                | 3%                  | 3%                  | 5%                 | 3%                       | 3%                              | 3%                                                | 3%                                | 3%                                                        | 7%<br>fn                         | 5%            | -            | 3%          |
| Allow foreign professionals to work in social care                                                                                      | 10           | 10                       | -                 | 3                   | 6                   | 1                  | 5                        | 9                               | 7                                                 | 4                                 | 1                                                         | 3                                | -             | -            | 10          |
|                                                                                                                                         | *            | *                        | -                 | *                   | 1%                  | 1%                 | 1%                       | 1%                              | *                                                 | 1%                                | *                                                         | 2%<br>zhj                        | -             | -            | *           |
| Better pay overall / match NHS rates                                                                                                    | 7            | 7                        | -                 | 2                   | 5                   | -                  | 4                        | 2                               | 7                                                 | 3                                 | *                                                         | -                                | -             | -            | 4           |
|                                                                                                                                         | *            | *                        | -                 | *                   | *                   | -                  | 1%                       | *                               | *                                                 | 1%                                | *                                                         | -                                | -             | -            | *           |
| Travel expenses                                                                                                                         | 2            | 2                        | -                 | -                   | 2                   | -                  | -                        | 2                               | 1                                                 | -                                 | 2                                                         | -                                | -             | 1            | 3           |
|                                                                                                                                         | *            | *                        | -                 | -                   | *                   | -                  | -                        | *                               | *                                                 | -                                 | *                                                         | -                                | -             | 6%           | *           |
| Other (please specify)                                                                                                                  | 16           | 15                       | 1                 | 12                  | 3                   | -                  | -                        | 13                              | 12                                                | -                                 | 2                                                         | 1                                | 1             | 1            | 12          |
|                                                                                                                                         | 1%<br>d      | 1%<br>d                  | *<br>d            | 2%<br>zad           | *<br>zad            | -                  | -                        | 1%                              | 1%                                                | -                                 | *                                                         | 1%                               | *<br>zfhgkl   | 6%           | 1%          |
| None of the above                                                                                                                       | 22           | 18                       | 4                 | 9                   | 8                   | 1                  | 3                        | 13                              | 14                                                | 3                                 | 5                                                         | 3                                | 4             | -            | 29          |
|                                                                                                                                         | 1%           | 1%                       | 2%                | 1%                  | 1%                  | 1%                 | 1%                       | 1%                              | 1%                                                | 1%                                | 1%                                                        | 2%                               | 2%            | -            | 1%          |
| Don't know                                                                                                                              | 139          | 92                       | 25                | 42                  | 38                  | 12                 | 30                       | 66                              | 72                                                | 18                                | 18                                                        | 3                                | 25            | -            | 99          |
|                                                                                                                                         | 6%<br>adchij | 5%<br>zacd               | 12%<br>zacd       | 5%<br>zacd          | 4%<br>zacd          | 7%<br>zacd         | 6%<br>i                  | 4%<br>i                         | 4%<br>i                                           | 3%<br>i                           | 3%<br>i                                                   | 2%<br>zfhgkl                     | 12%<br>zfhgkl | -            | 4%          |
| Mean                                                                                                                                    | 1.74<br>c    | 1.74<br>c                | 1.71              | 1.69                | 1.75                | 1.88<br>zabcd      | 1.81<br>zghj             | 1.74                            | 1.74                                              | 1.81<br>zghj                      | 1.75                                                      | 1.72                             | 1.71          | 1.96         | 1.73        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QSocialCareWorkforcePriorities. Adult social care is currently facing major staff shortages. The government is setting up a new approach to determining pay and conditions in the social care sector, based on negotiations between social care organisations and unions. The government is making some funding available to support this. Which one or two of the following measures would you prioritise for investment?

Base: All respondents

|                                                                                                                                         | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                                                                                         |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                                                                                        | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                                                                          | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Establishing a social care pay scale that sets pay rates for different social care workers based on their roles, skills, and experience | 1052         | 260                     | 58                                 | 243                                   | 769               | 228                       | 814       | 190                                   | 500                    | 337              | 212                                   | 424                       | 388                   | 49                                            | 388                    | 441              | 79                                            | 377                       | 481                   | 1175        |
|                                                                                                                                         | 47%          | 50%                     | 41%                                | 51%                                   | 48%               | 48%                       | 48%       | 52%                                   | 48%                    | 44%              | 51%                                   | 47%                       | 45%                   | 49%                                           | 48%                    | 50%              | 49%                                           | 47%                       | 49%                   | 53%         |
| Improving terms and conditions in social care, such as better sick pay, pension conditions and annual leave                             | 949          | 240                     | 52                                 | 222                                   | 682               | 194                       | 745       | 173                                   | 466                    | 277              | 196                                   | 388                       | 335                   | 51                                            | 340                    | 381              | 70                                            | 366                       | 412                   | 914         |
|                                                                                                                                         | 42%          | 46%                     | 36%                                | 46%                                   | 42%               | 41%                       | 44%       | 47%                                   | 45%                    | 37%              | 47%                                   | 43%                       | 39%                   | 51%                                           | 42%                    | 43%              | 43%                                           | 45%                       | 42%                   | 41%         |
| A new minimum pay rate for care workers, set above the national living wage                                                             | 845          | 205                     | 43                                 | 189                                   | 606               | 180                       | 654       | 156                                   | 375                    | 296              | 158                                   | 350                       | 311                   | 31                                            | 322                    | 356              | 55                                            | 333                       | 371                   | 843         |
|                                                                                                                                         | 38%          | 39%                     | 30%                                | 39%                                   | 37%               | 38%                       | 38%       | 43%                                   | 36%                    | 39%              | 38%                                   | 39%                       | 36%                   | 31%                                           | 40%                    | 40%              | 34%                                           | 41%                       | 38%                   | 38%         |
| Improving training and development for staff                                                                                            | 697          | 159                     | 51                                 | 145                                   | 511               | 157                       | 530       | 106                                   | 313                    | 257              | 101                                   | 307                       | 274                   | 29                                            | 259                    | 288              | 52                                            | 246                       | 337                   | 674         |
|                                                                                                                                         | 31%          | 30%                     | 36%                                | 30%                                   | 32%               | 33%                       | 31%       | 29%                                   | 30%                    | 34%              | 24%                                   | 34%                       | 32%                   | 30%                                           | 32%                    | 33%              | 32%                                           | 30%                       | 35%                   | 30%         |
| One-off bonus payments for specific requirements, for example, if staff stay in post for winter                                         | 82           | 18                      | 13                                 | 18                                    | 62                | 18                        | 62        | 20                                    | 35                     | 24               | 24                                    | 25                        | 31                    | 9                                             | 27                     | 31               | 14                                            | 24                        | 34                    | 68          |
|                                                                                                                                         | 4%           | 3%                      | 9%                                 | 4%                                    | 4%                | 4%                        | 4%        | 6%                                    | 3%                     | 3%               | 6%                                    | 3%                        | 4%                    | 9%                                            | 3%                     | 4%               | 8%                                            | 3%                        | 3%                    | 3%          |
| Allow foreign professionals to work in social care                                                                                      | 10           | 1                       | -                                  | 1                                     | 7                 | 4                         | 5         | 1                                     | 5                      | 2                | 3                                     | 2                         | 5                     | 2                                             | 1                      | *                | 4                                             | -                         | 4                     | 10          |
|                                                                                                                                         | *            | *                       | -                                  | *                                     | *                 | 1%                        | *         | *                                     | 1%                     | *                | 1%                                    | *                         | 1%                    | 2%                                            | *                      | *                | 2%                                            | -                         | *                     | *           |
| Better pay overall / match NHS rates                                                                                                    | 7            | 2                       | -                                  | 2                                     | 5                 | -                         | 7         | -                                     | 3                      | 2                | -                                     | 4                         | 2                     | -                                             | 2                      | 5                | -                                             | 2                         | 5                     | 4           |
|                                                                                                                                         | *            | *                       | -                                  | *                                     | *                 | -                         | *         | -                                     | *                      | *                | -                                     | *                         | *                     | -                                             | *                      | 1%               | -                                             | *                         | 1%                    | *           |
| Travel expenses                                                                                                                         | 2            | -                       | -                                  | -                                     | 2                 | *                         | 1         | 1                                     | -                      | -                | 1                                     | *                         | -                     | -                                             | -                      | 1                | -                                             | 1                         | *                     | 3           |
|                                                                                                                                         | *            | -                       | -                                  | -                                     | *                 | *                         | *         | *                                     | -                      | -                | *                                     | *                         | -                     | -                                             | -                      | *                | -                                             | *                         | *                     | *           |
| Other (please specify)                                                                                                                  | 16           | 2                       | -                                  | 2                                     | 14                | 3                         | 13        | 2                                     | 2                      | 8                | 2                                     | 2                         | 12                    | 1                                             | 2                      | 6                | 3                                             | 2                         | 8                     | 12          |
|                                                                                                                                         | 1%           | *                       | -                                  | *                                     | 1%                | 1%                        | 1%        | 1%                                    | *                      | 1%               | 1%                                    | *                         | 1%                    | 1%                                            | *                      | 1%               | 2%                                            | *                         | 1%                    | 1%          |
| None of the above                                                                                                                       | 22           | 3                       | 1                                  | 2                                     | 16                | 6                         | 14        | *                                     | 9                      | 13               | *                                     | 9                         | 12                    | 1                                             | 9                      | 8                | 1                                             | 9                         | 9                     | 29          |
|                                                                                                                                         | 1%           | 1%                      | 1%                                 | *                                     | 1%                | 1%                        | 1%        | *                                     | 1%                     | 2%               | *                                     | 1%                        | 1%                    | 1%                                            | 1%                     | 1%               | 1%                                            | 1%                        | 1%                    | 1%          |
| Don't know                                                                                                                              | 139          | 10                      | 3                                  | 9                                     | 96                | 18                        | 95        | 3                                     | 57                     | 60               | 17                                    | 43                        | 64                    | *                                             | 32                     | 31               | 6                                             | 26                        | 35                    | 99          |
|                                                                                                                                         | 6%           | 2%                      | 2%                                 | 2%                                    | 6%                | 4%                        | 6%        | 1%                                    | 5%                     | 8%               | 4%                                    | 5%                        | 8%                    | *                                             | 4%                     | 3%               | 4%                                            | 3%                        | 4%                    | 4%          |
| Mean                                                                                                                                    | 1.74         | 1.72                    | 1.55                               | 1.74                                  | 1.74              | 1.71                      | 1.75      | 1.79                                  | 1.73                   | 1.71             | 1.75                                  | 1.75                      | 1.7                   | 1.72                                          | 1.71                   | 1.76             | 1.75                                          | 1.72                      | 1.75                  | 1.73        |
|                                                                                                                                         | bl           | b                       |                                    | ab                                    | b                 |                           |           | i                                     |                        |                  |                                       |                           |                       |                                               |                        |                  |                                               |                           |                       |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base

KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
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Table 186

A69. Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All respondents

|                                                              | Total<br>(z)                 | Gender           |                    | Age                 |                    |                   |                   |                      |                       | Ethnicity              |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|--------------------------------------------------------------|------------------------------|------------------|--------------------|---------------------|--------------------|-------------------|-------------------|----------------------|-----------------------|------------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                              |                              | Man<br>(a)       | Woman<br>(b)       | 16-24<br>(c)        | 25-34<br>(d)       | 35-44<br>(e)      | 45-54<br>(f)      | 55-64<br>(g)         | 65-74<br>(h)          | 75+<br>(i)             | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                             | 2238                         | 1090             | 1130               | 101                 | 156                | 252               | 345               | 518                  | 552                   | 314                    | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total                                               | 2238                         | 1069             | 1151               | 292*                | 361                | 359               | 355               | 354                  | 268                   | 249                    | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| The NHS/healthcare                                           | 1334<br>60%<br>ahit          | 582<br>54%<br>za | 742<br>64%<br>zghi | 204<br>70%<br>i     | 223<br>62%<br>hi   | 231<br>64%<br>hi  | 207<br>58%<br>i   | 205<br>58%<br>i      | 146<br>54%<br>i       | 118<br>47%<br>i        | 1118<br>59%                                  | 183<br>61%<br>i                                             | 596<br>61%<br>i          | 731<br>58%<br>t                  | 387<br>58%<br>t                                   | 929<br>60%<br>t      | 157<br>57%<br>znot                                     | 361<br>65%<br>t                 | 321<br>59%<br>t                                    | 58<br>45%<br>t                                                                    | 32<br>58%<br>t                     | 1291        |
| Defence and armed forces                                     | 544<br>24%<br>bcdkl          | 323<br>30%<br>zb | 219<br>19%<br>z    | 37<br>13%<br>i      | 52<br>14%<br>i     | 46<br>13%<br>i    | 78<br>22%<br>ce   | 109<br>31%<br>zcdelf | 106<br>39%<br>zcdelfg | 116<br>27%<br>zcdelfgh | 511<br>27%<br>zk                             | 24<br>8%<br>i                                               | 179<br>18%<br>i          | 363<br>29%<br>z                  | 151<br>23%<br>i                                   | 387<br>25%<br>i      | 72<br>26%<br>i                                         | 125<br>23%<br>i                 | 130<br>23%<br>i                                    | 35<br>36%<br>znoqr                                                                | 24<br>33%<br>i                     | 642<br>29%  |
| Social care for older people                                 | 490<br>22%<br>acdel          | 180<br>17%<br>za | 307<br>27%<br>za   | 34<br>12%<br>i      | 41<br>11%<br>i     | 52<br>14%<br>i    | 53<br>23%<br>cde  | 118<br>33%<br>zcdelf | 91<br>34%<br>zcdelf   | 74<br>30%<br>zcdelf    | 430<br>23%<br>z                              | 51<br>17%<br>i                                              | 179<br>18%<br>i          | 310<br>25%<br>z                  | 135<br>20%<br>i                                   | 350<br>23%<br>i      | 55<br>20%<br>i                                         | 114<br>21%<br>i                 | 139<br>26%<br>i                                    | 29<br>30%<br>n                                                                    | 13<br>18%<br>i                     | 613<br>27%  |
| Primary and secondary schools                                | 450<br>20%<br>ghijmno<br>t   | 195<br>18%<br>i  | 248<br>22%<br>i    | 84<br>29%<br>zghi   | 81<br>23%<br>ghi   | 92<br>26%<br>zghi | 93<br>26%<br>zghi | 49<br>14%<br>i       | 29<br>11%<br>i        | 23<br>9%<br>i          | 364<br>19%<br>zm                             | 77<br>26%<br>i                                              | 236<br>24%<br>zm         | 214<br>17%<br>i                  | 163<br>24%<br>zorst                               | 280<br>t             | 55<br>t                                                | 123<br>out                      | 89<br>t                                            | 11<br>t                                                                           | 2<br>t                             | 371<br>17%  |
| Border and immigration control                               | 419<br>19%<br>dekin          | 209<br>20%<br>i  | 209<br>18%<br>i    | 34<br>12%<br>i      | 40<br>11%<br>i     | 40<br>11%<br>i    | 55<br>15%<br>i    | 93<br>26%<br>zcdelf  | 82<br>31%<br>zcdelf   | 76<br>31%<br>zcdelf    | 395<br>21%<br>zk                             | 17<br>6%<br>i                                               | 123<br>13%<br>z          | 295<br>24%<br>z                  | 61<br>9%<br>i                                     | 353<br>23%<br>znq    | 58<br>21%<br>n                                         | 93<br>17%<br>n                  | 141<br>26%<br>znq                                  | 33<br>33%<br>znopq                                                                | 26<br>37%<br>znopq                 | 500<br>22%  |
| Social services for children and vulnerable adults           | 408<br>18%<br>ahs            | 142<br>13%<br>za | 261<br>23%<br>za   | 51<br>17%<br>i      | 83<br>23%<br>i     | 79<br>22%<br>gh   | 58<br>16%<br>i    | 56<br>16%<br>i       | 41<br>15%<br>i        | 40<br>16%<br>i         | 344<br>18%<br>i                              | 56<br>19%<br>i                                              | 180<br>18%<br>i          | 227<br>18%<br>i                  | 134<br>20%<br>s                                   | 268<br>17%<br>i      | 49<br>18%<br>i                                         | 104<br>19%<br>i                 | 94<br>17%<br>i                                     | 10<br>11%<br>i                                                                    | 10<br>14%<br>i                     | 394<br>18%  |
| Transport, such as roads and rail                            | 390<br>17%<br>bhkm           | 229<br>21%<br>zb | 158<br>14%<br>z    | 51<br>17%<br>i      | 63<br>18%<br>i     | 72<br>20%<br>hi   | 72<br>20%<br>hi   | 63<br>18%<br>h       | 35<br>13%<br>i        | 34<br>14%<br>i         | 345<br>18%<br>zk                             | 33<br>11%<br>i                                              | 207<br>21%<br>zm         | 181<br>14%<br>i                  | 125<br>19%<br>i                                   | 261<br>17%<br>i      | 40<br>15%<br>i                                         | 109<br>20%<br>i                 | 81<br>15%<br>i                                     | 19<br>19%<br>i                                                                    | 12<br>16%<br>i                     | 373<br>17%  |
| Housing                                                      | 388<br>17%<br>j              | 190<br>18%<br>i  | 197<br>17%<br>i    | 64<br>22%<br>i      | 71<br>20%<br>i     | 61<br>17%<br>i    | 60<br>17%<br>i    | 54<br>15%<br>i       | 42<br>16%<br>i        | 37<br>15%<br>i         | 297<br>16%<br>z                              | 77<br>26%<br>i                                              | 168<br>17%<br>i          | 216<br>17%<br>i                  | 117<br>18%<br>i                                   | 264<br>17%<br>i      | 49<br>18%<br>i                                         | 97<br>18%<br>i                  | 95<br>18%<br>i                                     | 13<br>13%<br>i                                                                    | 10<br>14%<br>i                     | 380<br>17%  |
| Supporting the growth of 'green' industries and technologies | 341<br>15%<br>bghimnoq<br>rt | 213<br>20%<br>zb | 125<br>11%<br>i    | 82<br>28%<br>zefghi | 71<br>20%<br>ghi   | 62<br>17%<br>ghi  | 48<br>14%<br>gh   | 31<br>9%<br>i        | 22<br>8%<br>i         | 24<br>9%<br>i          | 290<br>15%<br>i                              | 44<br>15%<br>i                                              | 175<br>18%<br>zm         | 165<br>13%<br>i                  | 161<br>24%<br>zopqrt                              | 179<br>12%<br>i      | 39<br>14%<br>i                                         | 63<br>11%<br>i                  | 55<br>10%<br>i                                     | 17<br>18%<br>rt                                                                   | 4<br>6%<br>i                       | 262<br>12%  |
| The Police                                                   | 287<br>13%<br>bk             | 156<br>15%<br>i  | 130<br>11%<br>i    | 27<br>9%<br>i       | 27<br>7%<br>i      | 42<br>12%<br>i    | 48<br>14%<br>d    | 65<br>18%<br>zcdelf  | 38<br>14%<br>d        | 39<br>16%<br>d         | 258<br>14%<br>zk                             | 20<br>7%<br>i                                               | 119<br>12%<br>i          | 167<br>13%<br>i                  | 72<br>11%<br>q                                    | 213<br>14%<br>znq    | 38<br>10%<br>i                                         | 58<br>17%<br>i                  | 90<br>17%<br>i                                     | 14<br>14%<br>nq                                                                   | 14<br>20%<br>i                     | 320<br>14%  |
| Reducing inequality between different regions of the UK      | 268<br>12%<br>gr             | 130<br>12%<br>i  | 134<br>12%<br>i    | 59<br>20%<br>zefgh  | 42<br>12%<br>i     | 33<br>9%<br>i     | 33<br>9%<br>i     | 31<br>9%<br>i        | 29<br>11%<br>i        | 41<br>16%<br>zefgh     | 219<br>12%<br>i                              | 46<br>15%<br>i                                              | 107<br>11%<br>i          | 161<br>13%<br>i                  | 94<br>14%<br>r                                    | 171<br>11%<br>i      | 30<br>11%<br>i                                         | 79<br>14%<br>or                 | 47<br>9%<br>i                                      | 10<br>10%<br>i                                                                    | 6<br>8%<br>i                       | 254<br>11%  |
| State pensions                                               | 247<br>11%<br>cdn            | 108<br>10%<br>i  | 137<br>12%<br>i    | 10<br>4%<br>i       | 19<br>5%<br>i      | 34<br>9%<br>i     | 43<br>12%<br>cd   | 57<br>16%<br>zcdelf  | 54<br>20%<br>cd       | 30<br>12%<br>cd        | 230<br>12%<br>zk                             | 13<br>4%<br>i                                               | 104<br>11%<br>i          | 143<br>11%<br>i                  | 45<br>7%<br>zn                                    | 196<br>13%<br>n      | 32<br>12%<br>i                                         | 58<br>10%<br>i                  | 79<br>15%<br>zn                                    | 14<br>15%<br>n                                                                    | 13<br>17%<br>n                     | 320<br>14%  |
| Skills and training services for adults                      | 193<br>9%<br>bchl            | 117<br>11%<br>zb | 76<br>7%<br>i      | 30<br>10%<br>h      | 41<br>11%<br>h     | 37<br>10%<br>h    | 25<br>7%<br>i     | 23<br>6%<br>i        | 13<br>5%<br>i         | 25<br>10%<br>h         | 136<br>7%<br>zi                              | 52<br>17%<br>i                                              | 95<br>10%<br>i           | 97<br>8%<br>i                    | 56<br>8%<br>i                                     | 135<br>9%<br>i       | 28<br>10%<br>i                                         | 53<br>10%<br>i                  | 38<br>7%<br>i                                      | 8<br>8%<br>i                                                                      | 7<br>10%<br>i                      | 157<br>7%   |
| Local authority services, such as waste collection and parks | 123<br>5%<br>imr             | 65<br>6%<br>i    | 57<br>5%<br>i      | 9<br>3%<br>i        | 21<br>10%<br>zcghi | 35<br>10%<br>i    | 25<br>7%<br>i     | 16<br>5%<br>i        | 11<br>4%<br>i         | 6<br>2%<br>i           | 96<br>5%<br>i                                | 21<br>7%<br>i                                               | 69<br>7%<br>zm           | 54<br>4%<br>i                    | 42<br>6%<br>r                                     | 78<br>5%<br>i        | 17<br>6%<br>or                                         | 40<br>7%<br>i                   | 15<br>3%<br>i                                      | 4<br>5%<br>i                                                                      | 1<br>2%<br>i                       | 117<br>5%   |
| Universities                                                 | 76<br>3%<br>ghilo            | 33<br>3%<br>i    | 43<br>4%<br>i      | 17<br>6%<br>h       | 14<br>4%<br>h      | 15<br>4%<br>h     | 20<br>6%<br>zghi  | 6<br>2%<br>h         | 1<br>*<br>i           | 4<br>2%<br>i           | 47<br>3%<br>zi                               | 24<br>8%<br>i                                               | 31<br>3%<br>i            | 45<br>4%<br>i                    | 35<br>5%<br>nos                                   | 42<br>3%<br>i        | 7<br>2%<br>i                                           | 19<br>3%<br>i                   | 14<br>3%<br>i                                      | *<br>*<br>i                                                                       | 2<br>2%<br>i                       | 55<br>2%    |
| Benefits payments (excluding pensions)                       | 63<br>3%<br>agh              | 19<br>2%<br>za   | 43<br>4%<br>i      | 10<br>3%<br>i       | 27<br>8%<br>zefghi | 8<br>2%<br>h      | 8<br>2%<br>h      | 5<br>1%<br>i         | 1<br>*<br>i           | 3<br>1%<br>i           | 44<br>2%<br>zi                               | 18<br>6%<br>i                                               | 23<br>2%<br>i            | 39<br>3%<br>i                    | 13<br>2%<br>i                                     | 50<br>3%<br>i        | 9<br>3%<br>i                                           | 15<br>3%<br>i                   | 21<br>4%<br>i                                      | 1<br>1%<br>i                                                                      | 3<br>4%<br>i                       | 45<br>2%    |
| Foreign aid                                                  | 31<br>1%<br>bo               | 22<br>2%<br>i    | 8<br>1%<br>i       | 4<br>1%<br>i        | -<br>2%<br>zefghi  | 7<br>2%<br>h      | 7<br>2%<br>h      | 3<br>1%<br>d         | 6<br>2%<br>d          | 5<br>2%<br>d           | 29<br>2%<br>i                                | 2<br>1%<br>i                                                | 15<br>2%<br>i            | 16<br>1%<br>i                    | 18<br>3%<br>ad                                    | 13<br>1%<br>i        | 2<br>1%<br>i                                           | 6<br>1%<br>i                    | 5<br>1%<br>i                                       | -<br>-<br>i                                                                       | -<br>-<br>i                        | 36<br>2%    |
| None of these                                                | 18<br>1%<br>g                | 8<br>1%<br>i     | 8<br>1%<br>i       | -<br>2%<br>i        | 8<br>1%<br>i       | 4<br>1%<br>i      | 4<br>1%<br>i      | 1<br>*<br>i          | 2<br>1%<br>i          | -<br>i                 | 12<br>1%<br>i                                | 2<br>1%<br>i                                                | 9<br>1%<br>i             | 8<br>1%<br>i                     | 7<br>1%<br>i                                      | 9<br>1%<br>i         | 1<br>1%<br>i                                           | 1<br>*<br>i                     | 7<br>1%<br>i                                       | -<br>-<br>i                                                                       | -<br>-<br>i                        | 15<br>1%    |
| Don't know                                                   | 46<br>2%<br>ghin             | 14<br>1%<br>i    | 31<br>3%<br>i      | 7<br>3%<br>zefghi   | 23<br>6%<br>i      | 5<br>1%<br>i      | 5<br>1%<br>i      | 1<br>*<br>i          | 3<br>1%<br>i          | 2<br>1%<br>i           | 33<br>2%<br>i                                | 11<br>4%<br>i                                               | 25<br>3%<br>i            | 20<br>2%<br>i                    | 7<br>1%<br>i                                      | 37<br>2%<br>i        | 8<br>3%<br>i                                           | 9<br>2%<br>i                    | 13<br>2%<br>i                                      | -<br>-<br>i                                                                       | 6<br>8%<br>znopqrs                 | 31<br>1%    |
| Mean                                                         | 2.7<br>dkt                   | 2.72             | 2.69               | 2.76<br>d           | 2.53               | 2.63              | 2.71<br>d         | 2.77<br>zde          | 2.78<br>zde           | 2.79<br>zde            | 2.74<br>zk                                   | 2.53                                                        | 2.67                     | 2.73<br>z                        | 2.72<br>t                                         | 2.7                  | 2.67                                                   | 2.75<br>t                       | 2.68<br>t                                          | 2.84<br>zoprt                                                                     | 2.48                               | 2.74        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used: \* small base



A69. Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All respondents

|                                                              | Total<br>(n) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total<br>(n) |
|--------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--------------------|
|                                                              |              | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |                    |
| Unweighted Total                                             | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 934          | 85                | 201               | 154                                | 170                  | 178                  | 194                    | 282               | 235               | 213           | 2238               |
| Weighted Total                                               | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238               |
| The NHS/healthcare                                           | 1334<br>60%  | 230<br>58%              | 360<br>59%                      | 312<br>60%                      | 129<br>56%                   | 1101<br>58%    | 116<br>63%      | 68<br>64%    | 49<br>79%               | 304<br>58%           | 213<br>59%      | 584<br>58%   | 56<br>63%         | 139<br>56%        | 109<br>59%                         | 106<br>65%           | 107<br>54%           | 121<br>58%             | 168<br>54%        | 127<br>65%        | 168<br>58%    | 1291<br>58%        |
| Defence and armed forces                                     | 544<br>24%   | 86<br>22%               | 151<br>25%                      | 130<br>25%                      | 63<br>27%                    | 476<br>25%     | 43<br>24%       | 19<br>18%    | 6<br>9%                 | 138<br>27%           | 96<br>27%       | 241<br>24%   | 19<br>22%         | 73<br>30%         | 46<br>25%                          | 50<br>30%            | 46<br>23%            | 47<br>22%              | 96<br>31%         | 59<br>30%         | 39<br>14%     | 642<br>29%         |
| Social care for older people                                 | 490<br>22%   | 97<br>24%               | 145<br>24%                      | 112<br>21%                      | 44<br>19%                    | 413<br>22%     | 43<br>23%       | 22<br>21%    | 12<br>20%               | 116<br>22%           | 77<br>21%       | 220<br>22%   | 19<br>21%         | 54<br>22%         | 42<br>23%                          | 39<br>24%            | 38<br>19%            | 37<br>24%              | 75<br>24%         | 52<br>26%         | 57<br>20%     | 613<br>27%         |
| Primary and secondary schools                                | 450<br>20%   | 60<br>15%               | 94<br>16%                       | 132<br>25%                      | 60<br>26%                    | 370<br>20%     | 45<br>24%       | 21<br>19%    | 14<br>22%               | 85<br>16%            | 66<br>18%       | 219<br>22%   | 9<br>10%          | 33<br>14%         | 43<br>23%                          | 36<br>15%            | 30<br>18%            | 38<br>23%              | 71<br>no          | 44<br>38%         | 65<br>22%     | 371<br>17%         |
| Border and immigration control                               | 419<br>19%   | 95<br>24%               | 116<br>19%                      | 83<br>16%                       | 31<br>13%                    | 368<br>20%     | 27<br>15%       | 15<br>15%    | 9<br>14%                | 102<br>20%           | 94<br>26%       | 172<br>17%   | 21<br>v           | 48<br>19%         | 33<br>18%                          | 38<br>v              | 56<br>28%            | 45<br>21%              | 55<br>18%         | 38<br>20%         | 34<br>12%     | 500<br>22%         |
| Social services for children and vulnerable adults           | 408<br>18%   | 71<br>18%               | 132<br>22%                      | 93<br>18%                       | 35<br>15%                    | 337<br>18%     | 32<br>17%       | 26<br>24%    | 13<br>22%               | 94<br>18%            | 72<br>20%       | 171<br>17%   | 15<br>17%         | 42<br>17%         | 36<br>19%                          | 35<br>21%            | 37<br>19%            | 34<br>16%              | 53<br>17%         | 27<br>14%         | 57<br>20%     | 394<br>18%         |
| Transport, such as roads and rail                            | 390<br>17%   | 47<br>12%               | 105<br>17%                      | 107<br>20%                      | 53<br>23%                    | 311<br>16%     | 38<br>20%       | 22<br>21%    | 19<br>30%               | 76<br>15%            | 64<br>18%       | 171<br>17%   | 14<br>16%         | 39<br>16%         | 23<br>12%                          | 25<br>15%            | 38<br>18%            | 37<br>18%              | 63<br>20%         | 39<br>20%         | 32<br>11%     | 373<br>17%         |
| Housing                                                      | 388<br>17%   | 82<br>21%               | 119<br>20%                      | 83<br>16%                       | 31<br>14%                    | 317<br>17%     | 34<br>19%       | 22<br>20%    | 16<br>25%               | 80<br>15%            | 53<br>15%       | 184<br>18%   | 13<br>15%         | 42<br>17%         | 25<br>13%                          | 17<br>10%            | 36<br>18%            | 30<br>15%              | 48<br>16%         | 29<br>15%         | 76<br>26%     | 380<br>17%         |
| Supporting the growth of 'green' industries and technologies | 341<br>15%   | 39<br>10%               | 90<br>15%                       | 109<br>21%                      | 55<br>24%                    | 290<br>15%     | 27<br>15%       | 17<br>16%    | 6<br>10%                | 88<br>17%            | 29<br>8%        | 173<br>17%   | 10<br>11%         | 41<br>17%         | 37<br>20%                          | 21<br>13%            | 8<br>4%              | 29<br>14%              | 51<br>17%         | 20<br>10%         | 72<br>25%     | 262<br>12%         |
| The Police                                                   | 287<br>13%   | 50<br>12%               | 80<br>13%                       | 69<br>13%                       | 23<br>10%                    | 249<br>13%     | 20<br>11%       | 13<br>13%    | 5<br>8%                 | 66<br>13%            | 45<br>12%       | 139<br>14%   | 15<br>17%         | 31<br>13%         | 19<br>10%                          | 26<br>16%            | 19<br>10%            | 28<br>13%              | 46<br>15%         | 29<br>15%         | 36<br>12%     | 320<br>14%         |
| Reducing inequality between different regions of the UK      | 268<br>12%   | 48<br>12%               | 73<br>12%                       | 55<br>10%                       | 26<br>11%                    | 223<br>12%     | 19<br>10%       | 18<br>17%    | 7<br>12%                | 84<br>16%            | 42<br>12%       | 97<br>10%    | 15<br>16%         | 31<br>13%         | 38<br>21%                          | 16<br>9%             | 26<br>13%            | 19<br>9%               | 20<br>6%          | 14<br>7%          | 45<br>15%     | 254<br>11%         |
| State pensions                                               | 247<br>11%   | 57<br>14%               | 77<br>13%                       | 45<br>9%                        | 14<br>6%                     | 206<br>11%     | 18<br>10%       | 14<br>13%    | 9<br>14%                | 69<br>13%            | 45<br>12%       | 92<br>9%     | 14<br>16%         | 40<br>16%         | 16<br>9%                           | 21<br>13%            | 24<br>12%            | 24<br>11%              | 31<br>11%         | 22<br>10%         | 15<br>5%      | 320<br>14%         |
| Skills and training services for adults                      | 193<br>9%    | 40<br>10%               | 45<br>7%                        | 48<br>9%                        | 12<br>5%                     | 166<br>9%      | 19<br>10%       | 4<br>4%      | 3<br>5%                 | 52<br>10%            | 32<br>9%        | 83<br>8%     | 11<br>12%         | 26<br>10%         | 15<br>8%                           | 12<br>7%             | 20<br>10%            | 14<br>7%               | 26<br>8%          | 12<br>6%          | 30<br>10%     | 157<br>7%          |
| Local authority services, such as waste collection and parks | 123<br>5%    | 13<br>3%                | 40<br>7%                        | 35<br>7%                        | 16<br>7%                     | 100<br>5%      | 13<br>7%        | 9<br>9%      | -<br>-                  | 19<br>4%             | 23<br>6%        | 58<br>6%     | 3<br>3%           | 12<br>5%          | 5<br>2%                            | 7<br>4%              | 16<br>8%             | 13<br>6%               | 20<br>7%          | 9<br>5%           | 15<br>5%      | 117<br>5%          |
| Universities                                                 | 76<br>3%     | 15<br>4%                | 16<br>3%                        | 14<br>3%                        | 13<br>6%                     | 67<br>4%       | 7<br>4%         | 2<br>2%      | 1<br>1%                 | 19<br>4%             | 9<br>2%         | 39<br>4%     | 1<br>2%           | 10<br>4%          | 8<br>u                             | 2<br>u               | 15<br>u              | 7<br>u                 | 9<br>u            | 11<br>u           | *<br>6%       | 55<br>2%           |
| Benefits payments (excluding pensions)                       | 63<br>3%     | 25<br>6%                | 10<br>2%                        | 10<br>2%                        | 2<br>1%                      | 51<br>3%       | 4<br>2%         | 5<br>4%      | 2<br>3%                 | 16<br>3%             | 10<br>3%        | 25<br>2%     | 7<br>8%           | 4<br>1%           | 6<br>3%                            | 6<br>4%              | 4<br>2%              | 6<br>3%                | 3<br>1%           | -<br>-            | 16<br>5%      | 45<br>2%           |
| Foreign aid                                                  | 31<br>1%     | 4<br>1%                 | 9<br>2%                         | 12<br>2%                        | 4<br>2%                      | 29<br>2%       | 1<br>1%         | *<br>*       | *<br>*                  | 10<br>2%             | 2<br>*          | 18<br>2%     | 2<br>3%           | 2<br>1%           | 6<br>3%                            | 2<br>1%              | -<br>-               | 4<br>2%                | 6<br>2%           | 4<br>3%           | 1<br>r        | 36<br>2%           |
| None of these                                                | 18<br>1%     | 2<br>*                  | 5<br>1%                         | 4<br>1%                         | 2<br>1%                      | 16<br>1%       | 1<br>1%         | -<br>-       | -<br>-                  | 2<br>*               | 1<br>*          | 13<br>1%     | 1<br>-            | -<br>-            | 2<br>1%                            | 1<br>1%              | -<br>-               | -<br>-                 | 7<br>2%           | 3<br>2%           | 2<br>1%       | 15<br>1%           |
| Don't know                                                   | 46<br>2%     | 10<br>3%                | 8<br>1%                         | 6<br>1%                         | 7<br>3%                      | 38<br>2%       | 5<br>3%         | 3<br>3%      | 1<br>1%                 | 9<br>2%              | 6<br>2%         | 22<br>2%     | 2<br>2%           | 4<br>2%           | 3<br>2%                            | 1<br>3%              | 5<br>3%              | 10<br>2%               | 2<br>1%           | 3<br>1%           | 8<br>3%       | 31<br>1%           |
| Mean                                                         | 2.7<br>s     | 2.66                    | 2.75                            | 2.76<br>c                       | 2.65                         | 2.69           | 2.75            | 2.81         | 2.74                    | 2.72                 | 2.68            | 2.68         | 2.76              | 2.7               | 2.74                               | 2.79<br>rs           | 2.6                  | 2.56                   | 2.73              | 2.7               | 2.69          | 2.74               |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/h/t/u/v

Overlap formulae used. \* small base

A69. Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All respondents

|                                                              | Total<br>(z)       | Urbanity          |                   | IMD Quintile             |                    |                  |                  |                           | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(j) | Small employers<br>and own account<br>workers<br>(l) | NS-SEC                                                   |                                                   |                  |                    | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Children in household |           | Unwtd Total       |
|--------------------------------------------------------------|--------------------|-------------------|-------------------|--------------------------|--------------------|------------------|------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|------------------|--------------------|---------------------------------------------------|--------------------------|-----------------------|-----------|-------------------|
|                                                              |                    | Urban<br>(a)      | Rural<br>(b)      | 1 - Most deprived<br>(c) | 2<br>(d)           | 3<br>(e)         | 4<br>(f)         | 5 - Least deprived<br>(g) |                                                                         |                                    |                                                      | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(i) |                  |                    |                                                   |                          | Yes<br>(o)            | No<br>(p) |                   |
| Unweighted Total                                             | 2238               | 1673              | 565               | 419                      | 432                | 476              | 450              | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45               | 58                 | 400                                               | 1831                     |                       |           | 2238              |
| Weighted Total                                               | 2238               | 1745              | 493               | 451                      | 442                | 447              | 448              | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*              | 172*               | 592                                               | 1642                     |                       |           | 2238              |
| The NHS/healthcare                                           | 1334<br>60%<br>hp  | 1052<br>60%<br>hp | 282<br>57%<br>hp  | 275<br>61%<br>hp         | 294<br>67%<br>zefg | 259<br>58%<br>hp | 253<br>56%<br>hp | 253<br>56%<br>hp          | 693<br>57%<br>hp                                                        | 152<br>62%<br>hp                   | 61<br>54%<br>hp                                      | 100<br>62%<br>hp                                         | 152<br>64%<br>hp                                  | 42<br>59%<br>hp  | 120<br>70%<br>hp   | 395<br>67%<br>zp                                  | 937<br>57%<br>hp         |                       |           | 1291<br>58%<br>hp |
| Defence and armed forces                                     | 544<br>24%<br>co   | 405<br>23%<br>co  | 138<br>28%<br>co  | 73<br>16%<br>co          | 88<br>20%<br>c     | 121<br>27%<br>c  | 121<br>27%<br>c  | 140<br>31%<br>zcd         | 300<br>25%<br>co                                                        | 64<br>26%<br>co                    | 45<br>39%<br>zhln                                    | 41<br>26%<br>co                                          | 48<br>20%<br>co                                   | 17<br>24%<br>co  | 23<br>14%<br>co    | 85<br>14%<br>zo                                   | 458<br>28%<br>zo         |                       |           | 642<br>29%<br>zo  |
| Social care for older people                                 | 490<br>22%<br>no   | 373<br>21%<br>no  | 117<br>24%<br>no  | 78<br>17%<br>c           | 108<br>24%<br>c    | 86<br>19%<br>c   | 107<br>24%<br>c  | 110<br>24%<br>c           | 289<br>24%<br>zn                                                        | 71<br>29%<br>zfn                   | 22<br>20%<br>n                                       | 35<br>22%<br>n                                           | 42<br>17%<br>n                                    | 16<br>22%<br>n   | 12<br>7%<br>n      | 82<br>14%<br>zo                                   | 407<br>25%<br>zo         |                       |           | 613<br>27%<br>zo  |
| Primary and secondary schools                                | 450<br>20%<br>acip | 330<br>19%<br>za  | 120<br>24%<br>za  | 57<br>13%<br>za          | 81<br>18%<br>za    | 104<br>23%<br>c  | 99<br>22%<br>c   | 109<br>24%<br>c           | 257<br>21%<br>l                                                         | 40<br>16%<br>l                     | 18<br>15%<br>l                                       | 39<br>24%<br>l                                           | 28<br>12%<br>l                                    | 7<br>10%<br>l    | 58<br>34%<br>zhjlm | 187<br>32%<br>zp                                  | 262<br>16%<br>zp         |                       |           | 371<br>17%<br>zp  |
| Border and immigration control                               | 419<br>19%<br>aho  | 304<br>17%<br>aho | 115<br>23%<br>aho | 83<br>18%<br>aho         | 71<br>16%<br>aho   | 88<br>20%<br>aho | 98<br>22%<br>aho | 79<br>18%<br>aho          | 195<br>16%<br>aho                                                       | 56<br>23%<br>hm                    | 27<br>24%<br>m                                       | 34<br>21%<br>m                                           | 74<br>31%<br>zhmm                                 | 5<br>23%<br>m    | 23<br>14%<br>m     | 77<br>13%<br>zo                                   | 339<br>21%<br>zo         |                       |           | 500<br>22%<br>zo  |
| Social services for children and vulnerable adults           | 408<br>18%<br>ip   | 330<br>19%<br>ip  | 78<br>16%<br>ip   | 95<br>21%<br>ip          | 74<br>17%<br>ip    | 67<br>15%<br>ip  | 88<br>20%<br>ip  | 84<br>19%<br>ip           | 234<br>19%<br>ip                                                        | 59<br>24%<br>zik                   | 12<br>10%<br>ip                                      | 18<br>11%<br>ip                                          | 38<br>16%<br>ip                                   | 14<br>20%<br>ip  | 32<br>18%<br>ip    | 145<br>24%<br>zp                                  | 263<br>16%<br>zp         |                       |           | 394<br>18%<br>zp  |
| Transport, such as roads and rail                            | 390<br>17%<br>a    | 278<br>16%<br>a   | 112<br>23%<br>za  | 70<br>16%<br>a           | 63<br>14%<br>a     | 90<br>20%<br>a   | 83<br>19%<br>a   | 82<br>18%<br>a            | 206<br>17%<br>a                                                         | 39<br>16%<br>a                     | 20<br>18%<br>a                                       | 32<br>20%<br>a                                           | 49<br>21%<br>a                                    | 12<br>17%<br>a   | 28<br>16%<br>a     | 96<br>16%<br>zo                                   | 294<br>18%<br>zo         |                       |           | 373<br>17%<br>zo  |
| Housing                                                      | 388<br>17%<br>bg   | 328<br>19%<br>zb  | 60<br>12%<br>zb   | 114<br>25%<br>zdfg       | 75<br>17%<br>g     | 85<br>19%<br>g   | 66<br>15%<br>g   | 47<br>10%<br>g            | 207<br>17%<br>g                                                         | 47<br>19%<br>g                     | 18<br>16%<br>g                                       | 25<br>15%<br>g                                           | 29<br>12%<br>g                                    | 18<br>26%<br>g   | 38<br>22%<br>g     | 92<br>16%<br>zo                                   | 295<br>18%<br>zo         |                       |           | 380<br>17%<br>zo  |
| Supporting the growth of 'green' industries and technologies | 341<br>15%<br>bel  | 293<br>17%<br>zb  | 47<br>10%<br>zb   | 65<br>14%<br>e           | 84<br>19%<br>e     | 48<br>11%<br>e   | 62<br>14%<br>e   | 82<br>18%<br>e            | 207<br>17%<br>zi                                                        | 16<br>7%<br>i                      | 21<br>18%<br>i                                       | 18<br>11%<br>i                                           | 27<br>11%<br>i                                    | 5<br>7%<br>i     | 46<br>27%<br>ziklm | 79<br>13%<br>zo                                   | 261<br>16%<br>zo         |                       |           | 262<br>12%<br>zo  |
| The Police                                                   | 287<br>13%<br>i    | 227<br>13%<br>i   | 60<br>12%<br>i    | 44<br>10%<br>i           | 57<br>13%<br>i     | 49<br>11%<br>i   | 66<br>15%<br>i   | 70<br>16%<br>c            | 152<br>13%<br>i                                                         | 32<br>13%<br>i                     | 18<br>15%<br>i                                       | 25<br>16%<br>i                                           | 33<br>14%<br>i                                    | 6<br>9%<br>i     | 19<br>11%<br>i     | 70<br>12%<br>zo                                   | 217<br>13%<br>zo         |                       |           | 320<br>14%<br>zo  |
| Reducing inequality between different regions of the UK      | 268<br>12%<br>l    | 216<br>12%<br>l   | 52<br>10%<br>l    | 59<br>13%<br>l           | 58<br>13%<br>l     | 47<br>11%<br>l   | 51<br>11%<br>l   | 53<br>12%<br>l            | 160<br>13%<br>il                                                        | 17<br>7%<br>l                      | 13<br>11%<br>l                                       | 16<br>10%<br>l                                           | 17<br>7%<br>l                                     | 5<br>7%<br>l     | 38<br>22%<br>zil   | 59<br>10%<br>zo                                   | 207<br>13%<br>zo         |                       |           | 254<br>11%<br>zo  |
| State pensions                                               | 247<br>11%<br>z    | 198<br>11%<br>z   | 49<br>10%<br>z    | 42<br>9%<br>z            | 47<br>11%<br>z     | 66<br>15%<br>z   | 45<br>10%<br>z   | 46<br>10%<br>z            | 123<br>10%<br>z                                                         | 29<br>12%<br>z                     | 12<br>10%<br>z                                       | 22<br>14%<br>z                                           | 42<br>18%<br>zhn                                  | 9<br>13%<br>z    | 7<br>4%<br>z       | 48<br>8%<br>zo                                    | 199<br>12%<br>zo         |                       |           | 320<br>14%<br>zo  |
| Skills and training services for adults                      | 193<br>9%<br>g     | 148<br>8%<br>g    | 45<br>9%<br>g     | 53<br>12%<br>g           | 31<br>7%<br>g      | 46<br>10%<br>g   | 38<br>8%<br>g    | 26<br>6%<br>g             | 104<br>9%<br>g                                                          | 13<br>5%<br>g                      | 8<br>7%<br>g                                         | 26<br>16%<br>zhil                                        | 17<br>7%<br>g                                     | 2<br>3%<br>g     | 21<br>12%<br>g     | 41<br>7%<br>zo                                    | 150<br>9%<br>zo          |                       |           | 157<br>7%<br>zo   |
| Local authority services, such as waste collection and parks | 123<br>5%<br>bip   | 95<br>5%<br>bip   | 28<br>6%<br>bip   | 31<br>7%<br>bip          | 23<br>5%<br>bip    | 26<br>6%<br>bip  | 17<br>4%<br>bip  | 26<br>6%<br>bip           | 69<br>6%<br>bip                                                         | 9<br>4%<br>bip                     | 6<br>5%<br>bip                                       | 10<br>6%<br>bip                                          | 17<br>7%<br>bip                                   | 7<br>10%<br>bip  | 3<br>2%<br>bip     | 34<br>6%<br>zo                                    | 88<br>5%<br>zo           |                       |           | 117<br>5%<br>zo   |
| Universities                                                 | 76<br>3%<br>bip    | 71<br>4%<br>zb    | 5<br>1%<br>zb     | 10<br>2%<br>zcf          | 27<br>6%<br>zcf    | 15<br>3%<br>zcf  | 11<br>2%<br>zcf  | 13<br>3%<br>zcf           | 39<br>3%<br>i                                                           | 4<br>1%<br>i                       | 6<br>5%<br>i                                         | 1<br>1%<br>i                                             | 2<br>1%<br>i                                      | 5<br>7%<br>i     | 19<br>11%<br>zhikl | 35<br>6%<br>zp                                    | 41<br>3%<br>zp           |                       |           | 55<br>2%<br>zp    |
| Benefit payments (excluding pensions)                        | 63<br>3%<br>gh     | 49<br>3%<br>gh    | 14<br>3%<br>gh    | 18<br>4%<br>g            | 17<br>4%<br>g      | 13<br>3%<br>g    | 12<br>3%<br>g    | 1<br>*                    | 24<br>2%<br>ghk                                                         | 12<br>5%<br>ghk                    | 7<br>6%<br>hk                                        | -<br>-                                                   | 6<br>3%<br>z                                      | 9<br>12%<br>zhkl | 4<br>3%<br>z       | 23<br>4%<br>zo                                    | 40<br>2%<br>zo           |                       |           | 45<br>2%<br>zo    |
| Foreign aid                                                  | 31<br>1%<br>z      | 24<br>1%<br>z     | 7<br>1%<br>z      | 2<br>*                   | 8<br>2%<br>cf      | 12<br>3%<br>cf   | 2<br>*           | 6<br>1%<br>cf             | 16<br>1%<br>z                                                           | 3<br>1%<br>z                       | 3<br>2%<br>z                                         | -<br>-                                                   | 8<br>3%<br>z                                      | 1<br>-           | 1<br>1%<br>z       | 7<br>1%<br>zo                                     | 24<br>1%<br>zo           |                       |           | 36<br>2%<br>zo    |
| None of these                                                | 18<br>1%<br>ip     | 13<br>1%<br>ip    | 5<br>1%<br>ip     | 4<br>1%<br>ip            | 4<br>1%<br>ip      | 3<br>1%<br>ip    | 2<br>*           | 5<br>1%<br>ip             | 13<br>1%<br>ip                                                          | 3<br>1%<br>ip                      | -<br>-                                               | -<br>-                                                   | 1<br>*                                            | -<br>-           | -<br>-             | 8<br>1%<br>zo                                     | 10<br>1%<br>zo           |                       |           | 15<br>1%<br>zo    |
| Don't know                                                   | 46<br>2%<br>ip     | 32<br>2%<br>ip    | 14<br>3%<br>ip    | 13<br>3%<br>ip           | 8<br>2%<br>ip      | 8<br>2%<br>ip    | 16<br>4%<br>ip   | 2<br>*                    | 23<br>2%<br>ip                                                          | 4<br>2%<br>ip                      | 1<br>1%<br>ip                                        | 4<br>3%<br>ip                                            | 5<br>2%<br>ip                                     | 3<br>4%<br>ip    | 2<br>1%<br>ip      | 21<br>4%<br>p                                     | 24<br>1%<br>p            |                       |           | 31<br>1%<br>p     |
| Mean                                                         | 2.7<br>co          | 2.7               | 2.7               | 2.59<br>c                | 2.73<br>c          | 2.74<br>c        | 2.72<br>c        | 2.73<br>c                 | 2.7                                                                     | 2.69                               | 2.76                                                 | 2.74                                                     | 2.64                                              | 2.53             | 2.87<br>ilm        | 2.63<br>zo                                        | 2.73<br>zo               |                       |           | 2.74              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base



A69. Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All respondents

|                                                              | Total<br>(a)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                |                  | Unwid Total |
|--------------------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|----------------|------------------|-------------|
|                                                              |                   | Any service<br>(b)       | No Service<br>(c) | 1-2 Services<br>(d) | 3-5 Services<br>(e) | 6+ Services<br>(f) | NHS111<br>(g)            | Dentist or<br>pharmacist<br>(h) | GP practice/ GP<br>out-of-hours<br>service<br>(i) | Urgent &<br>Emergency care<br>(j) | Hospital-excluding<br>urgent and<br>emergency care<br>(k) | Mental health<br>services<br>(l) | None<br>(m)     | Other<br>(n)   |                  |             |
| Unweighted Total                                             | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 2652                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17             | 2135             |             |
| Weighted Total                                               | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**           | 2238             |             |
| The NHS/healthcare                                           | 1334<br>60%<br>c  | 1213<br>60%<br>zc        | 112<br>55%<br>e   | 453<br>56%<br>jc    | 647<br>63%<br>zc    | 113<br>66%<br>e    | 334<br>64%<br>zh         | 1007<br>63%<br>zh               | 1012<br>61%<br>zh                                 | 328<br>63%<br>f                   | 348<br>60%<br>fjk                                         | 106<br>70%<br>zl                 | 112<br>55%<br>m | 8<br>56%<br>n  | 1291<br>58%<br>e |             |
| Defence and armed forces                                     | 544<br>24%<br>efk | 488<br>24%<br>e          | 54<br>26%<br>e    | 196<br>24%<br>e     | 266<br>26%<br>e     | 26<br>15%<br>e     | 87<br>17%<br>fk          | 407<br>25%<br>fk                | 406<br>24%<br>fk                                  | 112<br>21%<br>f                   | 156<br>27%<br>fjk                                         | 21<br>14%<br>fk                  | 54<br>26%<br>fk | 6<br>43%<br>fk | 642<br>29%<br>e  |             |
| Social care for older people                                 | 490<br>22%<br>z   | 460<br>23%<br>z          | 30<br>15%<br>z    | 172<br>21%<br>z     | 244<br>24%<br>z     | 44<br>26%<br>z     | 110<br>21%<br>zl         | 388<br>24%<br>zl                | 398<br>24%<br>zl                                  | 110<br>21%<br>l                   | 145<br>25%<br>l                                           | 24<br>16%<br>l                   | 30<br>15%<br>m  | 3<br>21%<br>n  | 613<br>27%<br>e  |             |
| Primary and secondary schools                                | 450<br>20%<br>ac  | 389<br>19%<br>ac         | 54<br>27%<br>c    | 137<br>17%<br>c     | 210<br>20%<br>c     | 43<br>25%<br>c     | 128<br>25%<br>zgh        | 313<br>19%<br>zgh               | 330<br>20%<br>zgh                                 | 123<br>23%<br>g                   | 121<br>21%<br>g                                           | 27<br>18%<br>g                   | 54<br>27%<br>m  | 6<br>42%<br>n  | 371<br>17%<br>e  |             |
| Border and immigration control                               | 419<br>19%<br>z   | 385<br>19%<br>z          | 33<br>16%<br>z    | 171<br>21%<br>z     | 190<br>18%<br>z     | 24<br>14%<br>z     | 80<br>15%<br>zghjl       | 307<br>19%<br>zghjl             | 312<br>19%<br>zghjl                               | 100<br>19%<br>zghjl               | 117<br>20%<br>zghjl                                       | 24<br>16%<br>zghjl               | 33<br>16%<br>m  | 1<br>4%<br>n   | 500<br>22%<br>e  |             |
| Social services for children and vulnerable adults           | 408<br>18%<br>z   | 381<br>19%<br>z          | 27<br>13%<br>z    | 134<br>17%<br>z     | 195<br>19%<br>z     | 52<br>31%<br>zabcd | 129<br>25%<br>zghjl      | 315<br>20%<br>zghjl             | 321<br>19%<br>zghjl                               | 113<br>22%<br>zghjl               | 113<br>20%<br>zghjl                                       | 35<br>23%<br>zghjl               | 27<br>13%<br>m  | 3<br>24%<br>n  | 394<br>18%<br>e  |             |
| Transport, such as roads and rail                            | 390<br>17%<br>h   | 340<br>17%<br>h          | 48<br>24%<br>e    | 146<br>18%<br>e     | 173<br>17%<br>e     | 20<br>12%<br>e     | 87<br>17%<br>zghjl       | 264<br>16%<br>zghjl             | 271<br>16%<br>zghjl                               | 102<br>19%<br>zghjl               | 90<br>16%<br>zghjl                                        | 29<br>19%<br>zghjl               | 48<br>24%<br>m  | -<br>-<br>n    | 373<br>17%<br>e  |             |
| Housing                                                      | 388<br>17%<br>h   | 357<br>18%<br>h          | 29<br>14%<br>e    | 128<br>16%<br>e     | 199<br>19%<br>e     | 30<br>18%<br>e     | 94<br>18%<br>zghjl       | 279<br>17%<br>zghjl             | 311<br>19%<br>zghjl                               | 95<br>18%<br>zghjl                | 108<br>19%<br>zghjl                                       | 40<br>26%<br>zghjl               | 29<br>14%<br>m  | 1<br>6%<br>n   | 380<br>17%<br>e  |             |
| Supporting the growth of 'green' industries and technologies | 341<br>15%<br>z   | 307<br>15%<br>z          | 33<br>16%<br>z    | 126<br>16%<br>z     | 158<br>15%<br>z     | 22<br>13%<br>z     | 78<br>15%<br>zghjl       | 246<br>15%<br>zghjl             | 254<br>15%<br>zghjl                               | 64<br>12%<br>zghjl                | 84<br>15%<br>zghjl                                        | 28<br>19%<br>zghjl               | 33<br>16%<br>m  | 3<br>23%<br>n  | 262<br>12%<br>e  |             |
| The Police                                                   | 287<br>13%<br>z   | 257<br>13%<br>z          | 25<br>12%<br>z    | 98<br>12%<br>z      | 145<br>14%<br>z     | 14<br>8%<br>z      | 56<br>11%<br>zghjl       | 212<br>13%<br>zghjl             | 213<br>13%<br>zghjl                               | 65<br>12%<br>zghjl                | 72<br>13%<br>zghjl                                        | 16<br>10%<br>zghjl               | 25<br>12%<br>m  | 1<br>9%<br>n   | 320<br>14%<br>e  |             |
| Reducing inequality between different regions of the UK      | 268<br>12%<br>z   | 249<br>12%<br>z          | 19<br>9%<br>z     | 91<br>11%<br>z      | 142<br>14%<br>z     | 16<br>10%<br>z     | 54<br>10%<br>zghjl       | 214<br>13%<br>zghjl             | 210<br>13%<br>zghjl                               | 57<br>11%<br>zghjl                | 79<br>14%<br>zghjl                                        | 9<br>6%<br>zghjl                 | 19<br>9%<br>m   | 1<br>10%<br>n  | 254<br>11%<br>e  |             |
| State pensions                                               | 247<br>11%<br>z   | 229<br>11%<br>z          | 17<br>9%<br>z     | 92<br>11%<br>z      | 122<br>12%<br>z     | 16<br>9%<br>z      | 58<br>11%<br>zghjl       | 178<br>11%<br>zghjl             | 191<br>11%<br>zghjl                               | 62<br>12%<br>zghjl                | 61<br>10%<br>zghjl                                        | 14<br>9%<br>zghjl                | 17<br>9%<br>m   | 1<br>8%<br>n   | 320<br>14%<br>e  |             |
| Skills and training services for adults                      | 193<br>9%<br>aghj | 164<br>8%<br>aghj        | 25<br>12%<br>e    | 78<br>10%<br>e      | 76<br>7%<br>e       | 9<br>5%<br>e       | 44<br>8%<br>j            | 123<br>8%<br>j                  | 129<br>8%<br>j                                    | 42<br>8%<br>j                     | 30<br>5%<br>j                                             | 11<br>8%<br>j                    | 25<br>12%<br>m  | *<br>3%<br>n   | 157<br>7%<br>e   |             |
| Local authority services, such as waste collection and parks | 123<br>5%<br>j    | 106<br>5%<br>j           | 15<br>7%<br>e     | 47<br>6%<br>e       | 51<br>5%<br>e       | 8<br>5%<br>e       | 29<br>6%<br>zghjl        | 81<br>5%<br>zghjl               | 85<br>5%<br>zghjl                                 | 23<br>4%<br>zghjl                 | 19<br>3%<br>zghjl                                         | 4<br>3%<br>zghjl                 | 15<br>7%<br>m   | 2<br>13%<br>n  | 117<br>5%<br>e   |             |
| Universities                                                 | 76<br>3%<br>ag    | 62<br>3%<br>ag           | 14<br>7%<br>ad    | 28<br>3%<br>ad      | 29<br>3%<br>ad      | 5<br>3%<br>ad      | 19<br>4%<br>zghjl        | 46<br>3%<br>zghjl               | 56<br>3%<br>zghjl                                 | 15<br>3%<br>zghjl                 | 17<br>3%<br>zghjl                                         | 10<br>7%<br>zghjl                | 14<br>7%<br>m   | 2<br>18%<br>n  | 55<br>2%<br>e    |             |
| Benefit payments (excluding pensions)                        | 63<br>3%<br>ai    | 50<br>2%<br>ai           | 9<br>5%<br>e      | 19<br>2%<br>e       | 25<br>2%<br>e       | 6<br>4%<br>e       | 18<br>3%<br>i            | 39<br>2%<br>i                   | 45<br>3%<br>i                                     | 6<br>1%<br>i                      | 15<br>3%<br>i                                             | 8<br>6%<br>i                     | 8<br>5%<br>m    | -<br>-<br>n    | 45<br>2%<br>e    |             |
| Foreign aid                                                  | 31<br>1%<br>h     | 30<br>1%<br>h            | 1<br>1%<br>e      | 17<br>2%<br>e       | 10<br>1%<br>e       | 2<br>1%<br>e       | 3<br>1%<br>zghjl         | 21<br>1%<br>zghjl               | 24<br>1%<br>zghjl                                 | 7<br>1%<br>zghjl                  | 14<br>2%<br>zghjl                                         | 2<br>2%<br>zghjl                 | 1<br>1%<br>m    | -<br>-<br>n    | 36<br>2%<br>e    |             |
| None of these                                                | 18<br>1%<br>h     | 16<br>1%<br>h            | 1<br>*<br>e       | 8<br>1%<br>e        | 6<br>1%<br>e        | 2<br>1%<br>e       | 7<br>1%<br>zghjl         | 15<br>1%<br>zghjl               | 9<br>1%<br>zghjl                                  | 3<br>1%<br>zghjl                  | 7<br>1%<br>zghjl                                          | 1<br>1%<br>zghjl                 | 1<br>*<br>m     | -<br>-<br>n    | 15<br>1%<br>e    |             |
| Don't know                                                   | 46<br>2%<br>d     | 32<br>-<br>d             | -<br>2%<br>d      | 14<br>2%<br>d       | 8<br>1%<br>d        | 10<br>6%<br>zabcd  | 13<br>8%<br>zghjl        | 14<br>1%<br>zghjl               | 24<br>1%<br>zghjl                                 | 15<br>3%<br>zghjl                 | 10<br>2%<br>zghjl                                         | 5<br>4%<br>zghjl                 | -<br>-<br>m     | -<br>-<br>n    | 31<br>1%<br>e    |             |
| Mean                                                         | 2.7<br>c          | 2.73<br>zc               | 2.69<br>e         | 2.65<br>e           | 2.8<br>zabcd        | 2.65<br>e          | 2.71<br>z                | 2.76<br>z                       | 2.75<br>z                                         | 2.72<br>z                         | 2.75<br>z                                                 | 2.71<br>z                        | 2.69<br>m       | 2.8<br>n       | 2.74<br>e        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



A69. Which two or three, if any, of the following areas do you think should be prioritised to receive more public spending in the future?

Base: All respondents

|                                                              | Total<br>(z)         | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total      |
|--------------------------------------------------------------|----------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|------------------|
|                                                              |                      | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                  |
| Unweighted Total                                             | 2238                 | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641             | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238             |
| Weighted Total                                               | 2238                 | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709             | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238             |
| The NHS/healthcare                                           | 1334<br>60%<br>k     | 315<br>60%<br>b         | 78<br>55%<br>a                     | 286<br>60%<br>c                       | 970<br>60%<br>d   | 288<br>60%<br>e           | 1025<br>60%<br>f | 218<br>60%<br>g                       | 606<br>59%<br>h        | 462<br>61%<br>i  | 263<br>63%<br>j                       | 507<br>56%<br>k           | 523<br>61%<br>l       | 62<br>62%<br>m                                | 475<br>58%<br>n        | 519<br>59%<br>o  | 105<br>65%<br>p                               | 475<br>59%<br>q           | 561<br>58%<br>r       | 1291<br>58%<br>s |
| Defence and armed forces                                     | 544<br>24%<br>abilmp | 101<br>19%<br>b         | 14<br>10%<br>a                     | 98<br>20%<br>c                        | 438<br>27%<br>d   | 126<br>26%<br>e           | 411<br>24%<br>f  | 98<br>27%<br>g                        | 278<br>27%<br>h        | 141<br>19%<br>i  | 102<br>25%<br>j                       | 257<br>29%<br>k           | 168<br>20%<br>l       | 12<br>12%<br>m                                | 198<br>24%<br>n        | 220<br>25%<br>o  | 23<br>14%<br>p                                | 198<br>24%<br>q           | 258<br>26%<br>r       | 642<br>29%<br>s  |
| Social care for older people                                 | 490<br>22%<br>ad     | 145<br>28%<br>b         | 37<br>26%<br>a                     | 133<br>28%<br>c                       | 337<br>21%<br>d   | 120<br>25%<br>e           | 364<br>21%<br>f  | 79<br>22%<br>g                        | 225<br>22%<br>h        | 173<br>23%<br>i  | 91<br>22%<br>j                        | 201<br>22%<br>k           | 186<br>22%<br>l       | 15<br>15%<br>m                                | 171<br>21%<br>n        | 251<br>28%<br>o  | 31<br>19%<br>p                                | 165<br>20%<br>q           | 266<br>27%<br>r       | 613<br>27%<br>s  |
| Primary and secondary schools                                | 450<br>20%<br>eor    | 109<br>21%<br>b         | 25<br>18%<br>a                     | 101<br>21%<br>c                       | 324<br>20%<br>d   | 71<br>15%<br>e            | 372<br>22%<br>f  | 75<br>21%<br>g                        | 213<br>21%<br>h        | 148<br>20%<br>i  | 70<br>17%<br>j                        | 199<br>22%<br>k           | 171<br>20%<br>l       | 27<br>27%<br>m                                | 177<br>22%<br>n        | 143<br>16%<br>o  | 28<br>18%<br>p                                | 178<br>22%<br>q           | 168<br>17%<br>r       | 371<br>17%<br>s  |
| Border and immigration control                               | 419<br>19%<br>abcp   | 75<br>14%<br>b          | 13<br>9%<br>a                      | 68<br>14%<br>c                        | 328<br>20%<br>d   | 105<br>22%<br>e           | 308<br>18%<br>f  | 58<br>16%<br>g                        | 186<br>18%<br>h        | 165<br>22%<br>i  | 48<br>12%<br>j                        | 177<br>20%<br>k           | 186<br>22%<br>l       | 15<br>15%<br>m                                | 143<br>17%<br>n        | 201<br>23%<br>o  | 14<br>9%<br>p                                 | 147<br>18%<br>q           | 221<br>23%<br>r       | 500<br>22%<br>s  |
| Social services for children and vulnerable adults           | 408<br>18%<br>b      | 112<br>21%<br>a         | 20<br>14%<br>c                     | 105<br>22%<br>d                       | 279<br>17%<br>e   | 80<br>17%<br>f            | 320<br>19%<br>g  | 69<br>19%<br>h                        | 172<br>17%<br>i        | 159<br>21%<br>j  | 71<br>17%<br>k                        | 162<br>18%<br>l           | 161<br>19%<br>m       | 24<br>24%<br>n                                | 134<br>16%<br>o        | 180<br>20%<br>p  | 35<br>22%<br>q                                | 132<br>16%<br>r           | 187<br>19%<br>s       | 394<br>18%<br>t  |
| Transport, such as roads and rail                            | 390<br>17%<br>a      | 90<br>17%<br>b          | 22<br>15%<br>c                     | 89<br>19%<br>d                        | 292<br>18%<br>e   | 71<br>15%<br>f            | 312<br>18%<br>g  | 59<br>16%<br>h                        | 199<br>19%<br>i        | 118<br>16%<br>j  | 80<br>19%<br>k                        | 143<br>16%<br>l           | 157<br>18%<br>m       | 21<br>21%<br>n                                | 143<br>18%<br>o        | 134<br>15%<br>p  | 30<br>19%<br>q                                | 152<br>19%<br>r           | 146<br>15%<br>s       | 373<br>17%<br>t  |
| Housing                                                      | 388<br>17%<br>a      | 90<br>17%<br>b          | 27<br>19%<br>c                     | 82<br>17%<br>d                        | 278<br>17%<br>e   | 92<br>19%<br>f            | 289<br>17%<br>g  | 80<br>22%<br>h                        | 176<br>17%<br>i        | 124<br>16%<br>j  | 97<br>23%<br>k                        | 135<br>15%<br>l           | 150<br>18%<br>m       | 18<br>18%<br>n                                | 151<br>19%<br>o        | 155<br>17%<br>p  | 31<br>19%<br>q                                | 149<br>18%<br>r           | 170<br>17%<br>s       | 380<br>17%<br>t  |
| Supporting the growth of 'green' industries and technologies | 341<br>15%<br>lor    | 90<br>17%<br>b          | 22<br>16%<br>c                     | 89<br>19%<br>d                        | 228<br>14%<br>e   | 71<br>15%<br>f            | 269<br>16%<br>g  | 96<br>26%<br>h                        | 159<br>15%<br>i        | 64<br>8%<br>j    | 92<br>22%<br>k                        | 142<br>16%<br>l           | 95<br>11%<br>m        | 18<br>18%<br>n                                | 131<br>16%<br>o        | 105<br>12%<br>p  | 34<br>21%<br>q                                | 142<br>18%<br>r           | 118<br>12%<br>s       | 262<br>12%<br>t  |
| The Police                                                   | 287<br>13%<br>p      | 54<br>10%<br>b          | 11<br>8%<br>a                      | 49<br>10%<br>c                        | 227<br>14%<br>d   | 57<br>12%<br>e            | 223<br>13%<br>f  | 33<br>9%<br>g                         | 137<br>13%<br>h        | 108<br>14%<br>i  | 39<br>9%<br>j                         | 120<br>13%<br>k           | 115<br>13%<br>l       | 9<br>9%<br>m                                  | 90<br>11%<br>n         | 135<br>15%<br>o  | 9<br>5%<br>p                                  | 100<br>12%<br>q           | 139<br>14%<br>r       | 320<br>14%<br>s  |
| Reducing inequality between different regions of the UK      | 268<br>12%<br>l      | 70<br>13%<br>b          | 24<br>17%<br>a                     | 62<br>13%<br>c                        | 185<br>11%<br>d   | 57<br>12%<br>e            | 207<br>12%<br>f  | 51<br>14%<br>g                        | 120<br>12%<br>h        | 77<br>10%<br>i   | 68<br>16%<br>j                        | 103<br>11%<br>k           | 83<br>10%<br>l        | 17<br>17%<br>m                                | 93<br>11%<br>n         | 101<br>11%<br>o  | 30<br>19%<br>p                                | 87<br>11%<br>q            | 109<br>11%<br>r       | 254<br>11%<br>s  |
| State pensions                                               | 247<br>11%<br>c      | 44<br>8%<br>b           | 13<br>9%<br>a                      | 35<br>7%<br>d                         | 197<br>12%<br>e   | 66<br>14%<br>f            | 177<br>10%<br>g  | 39<br>11%<br>h                        | 100<br>10%<br>i        | 105<br>14%<br>j  | 33<br>8%<br>k                         | 95<br>11%<br>l            | 117<br>14%<br>m       | 12<br>12%<br>n                                | 96<br>12%<br>o         | 110<br>12%<br>p  | 20<br>13%<br>q                                | 75<br>9%<br>r             | 132<br>14%<br>s       | 320<br>14%<br>t  |
| Skills and training services for adults                      | 193<br>9%<br>b       | 41<br>8%<br>a           | 14<br>10%<br>c                     | 36<br>8%<br>d                         | 135<br>8%<br>e    | 33<br>7%<br>f             | 160<br>9%<br>g   | 39<br>11%<br>h                        | 96<br>9%<br>i          | 53<br>7%<br>j    | 40<br>10%<br>k                        | 65<br>7%<br>l             | 84<br>10%<br>m        | 7<br>7%<br>n                                  | 69<br>8%<br>o          | 78<br>9%<br>p    | 12<br>8%<br>q                                 | 72<br>9%<br>r             | 88<br>9%<br>s         | 157<br>7%<br>t   |
| Local authority services, such as waste collection and parks | 123<br>5%<br>b       | 33<br>6%<br>a           | 8<br>6%<br>c                       | 29<br>6%<br>d                         | 86<br>5%<br>e     | 22<br>5%<br>f             | 99<br>6%<br>g    | 16<br>4%<br>h                         | 61<br>6%<br>i          | 39<br>5%<br>j    | 21<br>5%<br>k                         | 56<br>6%<br>l             | 41<br>5%<br>m         | 3<br>3%<br>n                                  | 49<br>6%<br>o          | 40<br>4%<br>p    | 7<br>4%<br>q                                  | 46<br>6%<br>r             | 50<br>5%<br>s         | 117<br>5%<br>t   |
| Universities                                                 | 76<br>3%<br>lor      | 16<br>3%<br>b           | 5<br>4%<br>a                       | 15<br>3%<br>c                         | 58<br>4%<br>d     | 11<br>2%<br>e             | 65<br>4%<br>f    | 11<br>3%<br>g                         | 43<br>4%<br>h          | 13<br>2%<br>i    | 22<br>5%<br>j                         | 31<br>3%<br>k             | 23<br>3%<br>l         | 5<br>5%<br>m                                  | 42<br>5%<br>n          | 18<br>2%<br>o    | 14<br>9%<br>p                                 | 30<br>4%<br>q             | 21<br>2%<br>r         | 55<br>2%<br>s    |
| Benefit payments (excluding pensions)                        | 63<br>3%<br>k        | 17<br>3%<br>b           | 12<br>8%<br>a                      | 13<br>3%<br>c                         | 42<br>3%<br>d     | 22<br>5%<br>e             | 39<br>2%<br>f    | 9<br>3%<br>g                          | 24<br>2%<br>h          | 27<br>4%<br>i    | 17<br>4%<br>j                         | 14<br>2%<br>k             | 29<br>3%<br>l         | 10<br>10%<br>m                                | 18<br>2%<br>n          | 23<br>3%<br>o    | 9<br>5%<br>p                                  | 22<br>3%<br>q             | 23<br>2%<br>r         | 45<br>2%<br>s    |
| Foreign aid                                                  | 31<br>1%<br>dil      | 14<br>3%<br>b           | 3<br>2%<br>a                       | 14<br>3%<br>c                         | 16<br>1%<br>d     | 8<br>2%<br>e              | 23<br>1%<br>f    | 15<br>4%<br>g                         | 13<br>1%<br>h          | 2<br>*<br>i      | 16<br>4%<br>j                         | 12<br>1%<br>k             | 3<br>*<br>l           | 4<br>4%<br>m                                  | 15<br>2%<br>n          | 10<br>1%<br>o    | 8<br>5%<br>p                                  | 7<br>1%<br>q              | 13<br>1%<br>r         | 36<br>2%<br>s    |
| None of these                                                | 18<br>1%<br>b        | 3<br>1%<br>a            | -<br>-<br>c                        | 3<br>1%<br>d                          | 11<br>1%<br>e     | 5<br>1%<br>f              | 12<br>1%<br>g    | 1<br>*<br>h                           | 4<br>*<br>i            | 11<br>1%<br>j    | *<br>*<br>k                           | 5<br>1%<br>l              | 12<br>1%<br>m         | 1<br>1%<br>n                                  | 5<br>1%<br>o           | 8<br>1%<br>p     | 2<br>1%<br>q                                  | 5<br>1%<br>r              | 7<br>1%<br>s          | 15<br>1%<br>t    |
| Don't know                                                   | 46<br>2%<br>cdfgh    | 5<br>1%<br>b            | 5<br>3%<br>a                       | 4<br>1%<br>c                          | 22<br>1%<br>d     | 4<br>1%<br>e              | 24<br>1%<br>f    | -<br>-<br>g                           | 13<br>1%<br>h          | 32<br>4%<br>i    | 32<br>-<br>j                          | 18<br>2%<br>k             | 23<br>3%<br>l         | -<br>-<br>m                                   | 11<br>1%<br>n          | 15<br>2%<br>o    | -<br>-<br>p                                   | 10<br>1%<br>q             | 16<br>2%<br>r         | 31<br>1%<br>s    |
| Mean                                                         | 2.7<br>bi            | 2.71<br>b               | 2.44                               | 2.72                                  | 2.73<br>zb        | 2.73                      | 2.73<br>z        | 2.87<br>zhi                           | 2.71<br>i              | 2.61             | 2.81<br>zkl                           | 2.69                      | 2.67                  | 2.79                                          | 2.69                   | 2.73             | 2.75                                          | 2.69                      | 2.74<br>z             | 2.74             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QClimateChangeConcern. Generally speaking, how concerned are you, if at all, about climate change?

Base: All respondents

|                      | Gender              |                    |                    | Age                   |                      |                      |                      |                      |                      | Ethnicity            |                                              | Working status                                              |                          | Education                        |                                                   |                        |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total            |
|----------------------|---------------------|--------------------|--------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|------------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|------------------------|
|                      | Total<br>(z)        | Man<br>(a)         | Woman<br>(b)       | 16-24<br>(c)          | 25-34<br>(d)         | 35-44<br>(e)         | 45-54<br>(f)         | 55-64<br>(g)         | 65-74<br>(h)         | 75+<br>(i)           | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o)   | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                        |
| Unweighted Total     | 2238                | 1090               | 1130               | 101                   | 156                  | 252                  | 345                  | 518                  | 552                  | 314                  | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                   | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238                   |
| Weighted Total       | 2238                | 1069               | 1151               | 292*                  | 361                  | 359                  | 355                  | 354                  | 268                  | 249                  | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                   | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238                   |
| Very concerned       | 619<br>28%<br>root  | 288<br>27%<br>root | 322<br>28%<br>root | 122<br>42%<br>zdefghi | 98<br>27%<br>zdefghi | 89<br>25%<br>zdefghi | 95<br>27%<br>zdefghi | 79<br>22%<br>zdefghi | 69<br>26%<br>zdefghi | 67<br>27%<br>zdefghi | 515<br>27%<br>zdefghi                        | 89<br>30%<br>zdefghi                                        | 250<br>26%<br>zdefghi    | 366<br>29%<br>zdefghi            | 255<br>38%<br>zopqrst                             | 358<br>23%<br>zopqrst  | 70<br>25%<br>zopqrst                                   | 115<br>21%<br>zopqrst           | 137<br>25%<br>zopqrst                              | 25<br>25%<br>zopqrst                                                             | 10<br>14%<br>zopqrst               | 584<br>26%<br>zopqrst  |
| Fairly concerned     | 938<br>42%<br>z     | 419<br>39%<br>z    | 512<br>44%<br>z    | 104<br>35%<br>z       | 155<br>43%<br>z      | 162<br>45%<br>z      | 143<br>40%<br>z      | 159<br>45%<br>z      | 110<br>41%<br>z      | 104<br>42%<br>z      | 780<br>41%<br>z                              | 141<br>47%<br>z                                             | 424<br>43%<br>z          | 512<br>41%<br>z                  | 273<br>41%<br>z                                   | 659<br>43%<br>z        | 116<br>42%<br>z                                        | 272<br>49%<br>z                 | 201<br>37%<br>z                                    | 42<br>43%<br>z                                                                   | 28<br>39%<br>z                     | 935<br>42%<br>z        |
| Not very concerned   | 446<br>20%<br>n     | 225<br>21%<br>n    | 221<br>19%<br>n    | 54<br>18%<br>n        | 55<br>15%<br>n       | 63<br>18%<br>n       | 74<br>21%<br>n       | 78<br>22%<br>n       | 66<br>24%<br>n       | 56<br>23%<br>n       | 396<br>21%<br>z                              | 46<br>15%<br>z                                              | 184<br>19%<br>z          | 262<br>21%<br>z                  | 100<br>15%<br>z                                   | 319<br>22%<br>zn       | 54<br>20%<br>zn                                        | 107<br>19%<br>zn                | 140<br>26%<br>zn                                   | 20<br>20%<br>zn                                                                  | 19<br>26%<br>zn                    | 486<br>22%<br>zn       |
| Not at all concerned | 180<br>8%<br>bcn    | 112<br>11%<br>bcn  | 66<br>6%<br>bcn    | 2<br>1%<br>bcn        | 24<br>7%<br>bcn      | 39<br>11%<br>bcn     | 37<br>10%<br>bcn     | 34<br>10%<br>bcn     | 22<br>8%<br>bcn      | 21<br>8%<br>bcn      | 157<br>8%<br>bcn                             | 12<br>4%<br>bcn                                             | 87<br>9%<br>bcn          | 91<br>7%<br>bcn                  | 31<br>5%<br>bcn                                   | 142<br>9%<br>bcn       | 33<br>12%<br>bcn                                       | 40<br>7%<br>bcn                 | 46<br>8%<br>bcn                                    | 12<br>12%<br>bcn                                                                 | 11<br>15%<br>bcn                   | 200<br>9%<br>bcn       |
| Don't know           | 55<br>2%<br>ghijmn  | 24<br>2%<br>ghijmn | 30<br>3%<br>ghijmn | 10<br>4%<br>ghijmn    | 28<br>8%<br>ghijmn   | 6<br>2%<br>ghijmn    | 6<br>2%<br>ghijmn    | 3<br>1%<br>ghijmn    | 1<br>*<br>ghijmn     | -<br>-<br>ghijmn     | 32<br>2%<br>ghijmn                           | 12<br>4%<br>ghijmn                                          | 31<br>3%<br>ghijmn       | 21<br>2%<br>ghijmn               | 6<br>1%<br>ghijmn                                 | 43<br>3%<br>ghijmn     | 3<br>1%<br>ghijmn                                      | 18<br>3%<br>ghijmn              | 18<br>3%<br>ghijmn                                 | -<br>-<br>ghijmn                                                                 | 5<br>6%<br>ghijmn                  | 33<br>1%<br>ghijmn     |
| Mean                 | 2.91<br>aghort      | 2.85<br>za         | 2.97<br>za         | 3.23<br>zdefghi       | 2.98<br>zdefghi      | 2.85<br>zdefghi      | 2.85<br>zdefghi      | 2.81<br>zdefghi      | 2.85<br>zdefghi      | 2.87<br>zdefghi      | 2.89<br>zj                                   | 3.06<br>zj                                                  | 2.89<br>zj               | 2.94<br>zj                       | 3.14<br>zopqrst                                   | 2.82<br>t              | 2.81<br>t                                              | 2.86<br>t                       | 2.82<br>t                                          | 2.82<br>t                                                                        | 2.55<br>t                          | 2.86<br>t              |
| Concerned            | 1557<br>70%<br>aort | 708<br>66%<br>aort | 834<br>72%<br>aort | 225<br>77%<br>h       | 253<br>70%<br>h      | 251<br>70%<br>h      | 238<br>67%<br>h      | 239<br>67%<br>h      | 179<br>67%<br>h      | 171<br>69%<br>h      | 1295<br>69%<br>h                             | 230<br>77%<br>h                                             | 674<br>69%<br>h          | 878<br>70%<br>h                  | 528<br>79%<br>zopqrst                             | 1017<br>66%<br>zopqrst | 186<br>70%<br>zopqrst                                  | 387<br>70%<br>zopqrst           | 339<br>62%<br>zopqrst                              | 67<br>68%<br>zopqrst                                                             | 38<br>53%<br>zopqrst               | 1519<br>68%<br>zopqrst |
| Not concerned        | 626<br>28%<br>bkn   | 337<br>32%<br>bkn  | 287<br>25%<br>bkn  | 56<br>19%<br>bkn      | 79<br>22%<br>bkn     | 102<br>29%<br>bkn    | 111<br>31%<br>bkn    | 112<br>32%<br>bkn    | 88<br>33%<br>bkn     | 77<br>31%<br>bkn     | 553<br>29%<br>bkn                            | 58<br>19%<br>bkn                                            | 271<br>28%<br>bkn        | 353<br>28%<br>bkn                | 132<br>20%<br>bkn                                 | 481<br>31%<br>bkn      | 88<br>32%<br>bkn                                       | 147<br>27%<br>bkn               | 185<br>34%<br>bkn                                  | 32<br>32%<br>bkn                                                                 | 30<br>41%<br>bkn                   | 686<br>31%<br>bkn      |
| NET:Concerned        | 42%<br>z            | 35%<br>za          | 48%<br>za          | 58%<br>z              | 48%<br>z             | 41%<br>z             | 36%<br>z             | 36%<br>z             | 34%<br>z             | 38%<br>z             | 39%<br>z                                     | 57%<br>z                                                    | 41%<br>z                 | 42%<br>z                         | 60%<br>z                                          | 35%<br>zn              | 36%<br>zn                                              | 43%<br>zn                       | 28%<br>zn                                          | 36%<br>zn                                                                        | 12%<br>zn                          | 37%<br>zn              |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos UN J26-001039-01  
Filename: 16-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



QClimateChangeConcern. Generally speaking, how concerned are you, if at all, about climate change?

Base: All respondents

|                      | Total<br>(f)         | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |                    | England region    |                   |                                    |                      |                      |                        |                   |                   |                       |             | Unwtd Total |
|----------------------|----------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------------|-------------|-------------|
|                      |                      | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(e) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(e) | Scotland<br>(n) | Wales<br>(f) | Northern Ireland<br>(f) | North<br>(n)         | Midlands<br>(f) | South<br>(f)       | North East<br>(n) | North West<br>(f) | Yorkshire and The<br>Humber<br>(f) | East Midlands<br>(f) | West Midlands<br>(f) | East of England<br>(s) | South East<br>(t) | South West<br>(s) | London<br>(v)         |             |             |
| Unweighted Total     | 2238                 | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334                | 85                | 201               | 164                                | 130                  | 178                  | 194                    | 282               | 225               | 213                   | 2238        |             |
| Weighted Total       | 2238                 | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003               | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290                   | 2238        |             |
| Very concerned       | 619<br>28%<br>la     | 110<br>28%              | 147<br>24%                      | 147<br>28%                      | 64<br>28%                    | 527<br>28%     | 48<br>26%       | 32<br>31%    | 13<br>20%               | 148<br>28%           | 72<br>20%       | 307<br>31%         | 19<br>22%         | 62<br>25%         | 66<br>36%<br>ors                   | 32<br>20%            | 40<br>20%            | 50<br>24%              | 94<br>30%<br>e    | 53<br>27%         | 110<br>38%<br>znoqrsu | 584<br>26%  |             |
| Fairly concerned     | 938<br>42%<br>ck     | 148<br>37%              | 259<br>43%                      | 237<br>45%<br>c                 | 100<br>43%                   | 794<br>42%     | 76<br>41%       | 37<br>35%    | 30<br>48%               | 185<br>36%           | 152<br>42%      | 458<br>46%<br>zk   | 33<br>37%         | 86<br>35%         | 66<br>36%                          | 81<br>49%<br>opr     | 71<br>36%            | 97<br>46%              | 148<br>48%<br>opr | 89<br>46%         | 124<br>43%            | 935<br>42%  |             |
| Not very concerned   | 446<br>20%<br>mv     | 79<br>20%               | 137<br>23%                      | 101<br>19%                      | 40<br>17%                    | 371<br>20%     | 38<br>20%       | 25<br>23%    | 12<br>20%               | 127<br>24%           | 90<br>25%       | 154<br>15%         | 22<br>24%         | 68<br>28%         | 37<br>20%                          | 35<br>21%<br>zklv    | 55<br>28%            | 38<br>18%              | 47<br>15%         | 34<br>18%         | 35<br>12%             | 486<br>22%  |             |
| Not at all concerned | 180<br>8%<br>de      | 55<br>14%<br>zde        | 52<br>9%                        | 36<br>7%                        | 18<br>8%                     | 148<br>8%      | 17<br>9%        | 9<br>9%      | 6<br>9%                 | 47<br>9%             | 34<br>10%       | 67<br>7%           | 8<br>9%           | 28<br>11%         | 12<br>6%                           | 14<br>8%             | 21<br>11%            | 14<br>7%               | 22<br>7%          | 15<br>8%          | 16<br>5%              | 200<br>9%   |             |
| Don't know           | 55<br>2%<br>ef       | 7<br>2%                 | 9<br>1%                         | 3<br>1%                         | 8<br>4%<br>e                 | 45<br>2%       | 6<br>3%         | 3<br>2%      | 1<br>2%                 | 14<br>3%             | 13<br>4%        | 18<br>2%           | 8<br>9%           | 3<br>1%           | 3<br>2%                            | 3<br>2%<br>znoqrsu   | 10<br>5%             | 11<br>5%               | -<br>-            | 3<br>1%           | 5<br>2%               | 33<br>1%    |             |
| Mean                 | 2.91<br>cdior        | 2.8                     | 2.84                            | 2.95<br>c                       | 2.94                         | 2.92           | 2.87            | 2.9          | 2.81                    | 2.85                 | 2.75            | 3.02<br>zkl        | 2.78              | 2.75              | 3.03<br>or                         | 2.82                 | 2.69                 | 2.92                   | 3.01<br>or        | 2.94<br>r         | 3.16<br>znoqrsu       | 2.86        |             |
| Concerned            | 1557<br>70%<br>cklor | 257<br>65%              | 406<br>67%                      | 384<br>73%<br>c                 | 164<br>71%                   | 1321<br>70%    | 124<br>67%      | 69<br>66%    | 43<br>69%               | 332<br>64%           | 224<br>62%      | 764<br>76%<br>zkl  | 52<br>58%         | 149<br>60%        | 132<br>72%                         | 113<br>69%           | 111<br>56%           | 146<br>70%             | 242<br>78%        | 142<br>73%        | 234<br>81%<br>znoqrsu | 1519<br>68% |             |
| Not concerned        | 626<br>28%<br>mtv    | 133<br>33%<br>ze        | 189<br>31%                      | 137<br>26%                      | 58<br>25%                    | 520<br>28%     | 55<br>30%       | 34<br>32%    | 18<br>29%               | 174<br>33%           | 125<br>35%      | 221<br>22%<br>zklv | 29<br>33%         | 96<br>39%         | 49<br>27%                          | 48<br>30%<br>zklv    | 76<br>39%            | 52<br>25%<br>zklv      | 68<br>22%         | 50<br>26%         | 51<br>17%             | 686<br>31%  |             |
| NET:Concerned        | 42%                  | 31%                     | 36%                             | 47%                             | 46%                          | 42%            | 38%             | 34%          | 40%                     | 30%                  | 27%             | 54%                | 25%               | 21%               | 45%                                | 39%                  | 17%                  | 45%                    | 56%               | 47%               | 63%                   | 37%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [JN J26-001039-01]

Filename : z6-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

QClimateChangeConcern. Generally speaking, how concerned are you, if at all, about climate change?

Base: All respondents

|                      | Total<br>(z)       | Urbanity     |              | IMD Quintile             |            |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                | Unwtd Total |             |
|----------------------|--------------------|--------------|--------------|--------------------------|------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|----------------|-------------|-------------|
|                      |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)     |             | No<br>(p)   |
| Unweighted Total     | 2238               | 1673         | 565          | 419                      | 432        | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400            | 1831        | 2238        |
| Weighted Total       | 2238               | 1745         | 493          | 451                      | 442        | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592            | 1642        | 2238        |
| Very concerned       | 619<br>28%<br>ikl  | 492<br>28%   | 127<br>26%   | 110<br>24%               | 115<br>26% | 141<br>32%      | 133<br>30%      | 120<br>27%                | 352<br>29%<br>ikl                                                       | 54<br>22%                          | 34<br>30%<br>kl                                      | 22<br>14%                                                | 44<br>18%                                         | 31<br>44%<br>zhkl                                 | 77<br>45%<br>zhkl        | 161<br>27%     | 456<br>28%  | 584<br>26%  |
| Fairly concerned     | 938<br>42%<br>m    | 736<br>42%   | 201<br>41%   | 176<br>39%               | 193<br>44% | 182<br>41%      | 189<br>42%      | 197<br>44%                | 522<br>43%<br>m                                                         | 127<br>51%<br>zhjm                 | 43<br>38%                                            | 64<br>40%                                                | 100<br>42%<br>m                                   | 15<br>21%                                         | 63<br>37%                | 234<br>40%     | 702<br>43%  | 935<br>42%  |
| Not very concerned   | 446<br>20%         | 339<br>19%   | 107<br>22%   | 99<br>22%                | 97<br>22%  | 76<br>17%       | 73<br>16%       | 101<br>22%                | 223<br>18%                                                              | 48<br>19%                          | 25<br>22%                                            | 38<br>24%                                                | 69<br>29%<br>zhi                                  | 14<br>19%                                         | 27<br>16%                | 119<br>20%     | 328<br>20%  | 486<br>22%  |
| Not at all concerned | 180<br>8%<br>n     | 140<br>8%    | 40<br>8%     | 50<br>11%                | 28<br>6%   | 34<br>8%        | 37<br>8%        | 31<br>7%                  | 95<br>8%<br>n                                                           | 16<br>7%                           | 12<br>11%<br>n                                       | 23<br>15%<br>zhin                                        | 22<br>9%<br>n                                     | 8<br>11%<br>n                                     | 1<br>*                   | 50<br>8%       | 130<br>8%   | 200<br>9%   |
| Don't know           | 55<br>2%<br>ghip   | 38<br>2%     | 17<br>4%     | 16<br>4%                 | 9<br>2%    | 13<br>3%        | 16<br>4%        | 1<br>*                    | 19<br>2%                                                                | 1<br>1%                            | 1<br>1%                                              | 14<br>9%<br>zhijl                                        | 3<br>1%                                           | 3<br>4%                                           | 4<br>3%                  | 28<br>5%<br>zp | 26<br>2%    | 33<br>1%    |
| Mean                 | 2.91<br>ckl        | 2.93         | 2.87         | 2.8                      | 2.91       | 2.99<br>c       | 2.97<br>c       | 2.9                       | 2.95<br>kl                                                              | 2.89<br>kl                         | 2.87<br>k                                            | 2.57                                                     | 2.71                                              | 3.03<br>k                                         | 3.29<br>zhijkl           | 2.9            | 2.92        | 2.86        |
| Concerned            | 1557<br>70%<br>ckl | 1228<br>70%  | 328<br>67%   | 286<br>63%               | 308<br>70% | 323<br>72%<br>c | 322<br>72%<br>c | 317<br>70%                | 873<br>72%<br>zkl                                                       | 181<br>73%<br>kl                   | 77<br>67%                                            | 86<br>53%                                                | 143<br>60%                                        | 46<br>65%                                         | 140<br>81%<br>kl         | 395<br>67%     | 1158<br>71% | 1519<br>68% |
| Not concerned        | 626<br>28%         | 479<br>27%   | 147<br>30%   | 148<br>33%<br>ef         | 125<br>28% | 111<br>25%      | 110<br>24%      | 132<br>29%                | 318<br>26%                                                              | 64<br>26%                          | 37<br>32%<br>n                                       | 61<br>38%<br>zhin                                        | 91<br>38%<br>zhin                                 | 21<br>30%                                         | 28<br>16%                | 168<br>28%     | 457<br>28%  | 686<br>31%  |
| NET:Concerned        | 42%                | 43%          | 37%          | 31%                      | 41%        | 48%             | 47%             | 41%                       | 46%                                                                     | 47%                                | 35%                                                  | 15%                                                      | 22%                                               | 35%                                               | 65%                      | 38%            | 43%         | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN 126-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QClimateChangeConcern. Generally speaking, how concerned are you, if at all, about climate change?

Base: All respondents

|                      | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                      |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total     | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total       | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Very concerned       | 619<br>28%   | 562<br>28%               | 53<br>26%         | 199<br>25%          | 310<br>30%          | 53<br>31%          | 174<br>34%               | 456<br>28%                      | 483<br>29%                                        | 148<br>28%                        | 168<br>29%                                                | 67<br>44%                        | 53<br>26%   | 5<br>33%     | 584<br>26%  |
| Fairly concerned     | 938<br>42%   | 851<br>42%               | 80<br>40%         | 339<br>42%          | 439<br>43%          | 73<br>43%          | 219<br>42%               | 692<br>43%                      | 708<br>43%                                        | 217<br>42%                        | 244<br>42%                                                | 37<br>24%                        | 80<br>40%   | 8<br>53%     | 935<br>42%  |
| Not very concerned   | 446<br>20%   | 406<br>20%               | 40<br>20%         | 173<br>21%          | 206<br>20%          | 27<br>16%          | 87<br>17%                | 332<br>21%                      | 327<br>20%                                        | 115<br>22%                        | 115<br>20%                                                | 30<br>20%                        | 40<br>20%   | 2<br>14%     | 486<br>22%  |
| Not at all concerned | 180<br>8%    | 159<br>8%                | 21<br>10%         | 81<br>10%           | 70<br>7%            | 9<br>5%            | 29<br>6%                 | 121<br>7%                       | 122<br>7%                                         | 32<br>6%                          | 41<br>7%                                                  | 13<br>9%                         | 21<br>10%   | -            | 200<br>9%   |
| Don't know           | 55<br>2%     | 27<br>1%                 | 10<br>5%          | 13<br>2%            | 5<br>1%             | 8<br>5%            | 10<br>2%                 | 10<br>1%                        | 22<br>1%                                          | 12<br>2%                          | 9<br>2%                                                   | 5<br>3%                          | 10<br>5%    | -            | 33<br>1%    |
| Mean                 | 2.91<br>c    | 2.92<br>c                | 2.85<br>ad        | 2.83<br>ad          | 2.97<br>acd         | 3.05<br>c          | 3.06<br>zghil            | 2.93<br>g                       | 2.95<br>z                                         | 2.94<br>g                         | 2.95<br>g                                                 | 3.08<br>g                        | 2.85<br>gh  | 3.19         | 2.86        |
| Concerned            | 1557<br>70%  | 1413<br>70%              | 133<br>65%        | 539<br>67%          | 749<br>73%          | 125<br>74%         | 393<br>76%               | 1148<br>71%                     | 1190<br>72%                                       | 366<br>70%                        | 412<br>71%                                                | 104<br>69%                       | 133<br>65%  | 12<br>86%    | 1519<br>68% |
| Not concerned        | 626<br>28%   | 565<br>28%               | 61<br>30%         | 254<br>32%          | 276<br>27%          | 36<br>21%          | 116<br>22%               | 452<br>28%                      | 449<br>27%                                        | 146<br>28%                        | 156<br>27%                                                | 43<br>28%                        | 61<br>30%   | 2<br>14%     | 686<br>31%  |
| NET:Concerned        | 42%          | 42%                      | 36%               | 35%                 | 46%                 | 53%                | 53%                      | 43%                             | 45%                                               | 42%                               | 44%                                                       | 40%                              | 36%         | 72%          | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QClimateChangeConcern. Generally speaking, how concerned are you, if at all, about climate change?

Base: All respondents

|                      | Total<br>(z)         | Use of SC Services P12M |                                    |                                       |                      | Health problem/disability |                      | General Standard NHS - Last 12 months |                        |                    | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                    | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total        |
|----------------------|----------------------|-------------------------|------------------------------------|---------------------------------------|----------------------|---------------------------|----------------------|---------------------------------------|------------------------|--------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|--------------------|-----------------------------------------------|---------------------------|-----------------------|--------------------|
|                      |                      | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)    | Yes<br>(e)                | No<br>(f)            | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)   | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)   | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                    |
| Unweighted Total     | 2238                 | 537                     | 127                                | 488                                   | 1637                 | 557                       | 1641                 | 375                                   | 1022                   | 770                | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985                | 138                                           | 785                       | 1073                  | 2238               |
| Weighted Total       | 2238                 | 523                     | 142*                               | 480                                   | 1618                 | 477                       | 1709                 | 365                                   | 1036                   | 759                | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886                | 161*                                          | 809                       | 974                   | 2238               |
| Very concerned       | 619<br>28%<br>di     | 170<br>33%<br>zd        | 46<br>33%<br>zd                    | 161<br>34%<br>zd                      | 421<br>26%<br>zd     | 157<br>33%<br>zf          | 455<br>27%<br>zf     | 148<br>41%<br>zhi                     | 285<br>28%<br>i        | 164<br>22%<br>i    | 150<br>36%<br>zhi                     | 234<br>26%<br>zhi         | 218<br>25%<br>zhi     | 46<br>46%<br>zno                              | 218<br>27%<br>zno      | 232<br>26%<br>zno  | 65<br>41%<br>zqr                              | 219<br>27%<br>zqr         | 249<br>26%<br>zqr     | 584<br>26%<br>zqr  |
| Fairly concerned     | 938<br>42%<br>e      | 215<br>41%<br>e         | 46<br>33%<br>e                     | 198<br>41%<br>e                       | 699<br>43%<br>e      | 155<br>33%<br>ze          | 773<br>45%<br>ze     | 145<br>40%<br>ze                      | 449<br>43%<br>ze       | 314<br>41%<br>ze   | 180<br>43%<br>ze                      | 402<br>45%<br>ze          | 335<br>39%<br>ze      | 32<br>32%<br>ze                               | 365<br>45%<br>ze       | 352<br>40%<br>ze   | 71<br>44%<br>ze                               | 363<br>45%<br>ze          | 392<br>40%<br>ze      | 935<br>42%<br>ze   |
| Not very concerned   | 446<br>20%<br>li     | 89<br>17%<br>li         | 30<br>21%<br>li                    | 80<br>17%<br>li                       | 345<br>21%<br>li     | 110<br>23%<br>li          | 327<br>19%<br>li     | 55<br>15%<br>li                       | 210<br>20%<br>li       | 166<br>22%<br>li   | 60<br>14%<br>li                       | 187<br>21%<br>li          | 182<br>21%<br>li      | 17<br>17%<br>li                               | 174<br>21%<br>li       | 189<br>21%<br>li   | 22<br>13%<br>li                               | 179<br>22%<br>li          | 199<br>20%<br>li      | 486<br>22%<br>li   |
| Not at all concerned | 180<br>8%<br>liPq    | 41<br>8%<br>liPq        | 14<br>10%<br>liPq                  | 35<br>7%<br>liPq                      | 128<br>8%<br>liPq    | 49<br>10%<br>liPq         | 127<br>7%<br>liPq    | 12<br>3%<br>liPq                      | 77<br>7%<br>liPq       | 87<br>12%<br>liPq  | 20<br>5%<br>liPq                      | 62<br>7%<br>liPq          | 95<br>11%<br>liPq     | 4<br>4%<br>liPq                               | 53<br>6%<br>liPq       | 93<br>11%<br>liPq  | 4<br>2%<br>liPq                               | 43<br>5%<br>liPq          | 110<br>11%<br>liPq    | 200<br>9%<br>liPq  |
| Don't know           | 55<br>2%<br>dflhmg   | 8<br>1%<br>dflhmg       | 5<br>3%<br>dflhmg                  | 6<br>1%<br>dflhmg                     | 26<br>2%<br>dflhmg   | 6<br>1%<br>dflhmg         | 27<br>2%<br>dflhmg   | 6<br>2%<br>dflhmg                     | 15<br>1%<br>dflhmg     | 28<br>4%<br>dflhmg | 6<br>1%<br>dflhmg                     | 14<br>2%<br>dflhmg        | 27<br>3%<br>dflhmg    | *<br>*<br>dflhmg                              | 5<br>1%<br>dflhmg      | 21<br>2%<br>dflhmg | -<br>-<br>dflhmg                              | 6<br>1%<br>dflhmg         | 24<br>2%<br>dflhmg    | 33<br>1%<br>dflhmg |
| Mean                 | 2.91<br>llor         | 3<br>zd                 | 2.91<br>zd                         | 3.02<br>zd                            | 2.89<br>zd           | 2.89<br>zd                | 2.92<br>zd           | 3.19<br>zhi                           | 2.92<br>i              | 2.76<br>i          | 3.12<br>zhi                           | 2.91<br>i                 | 2.82<br>i             | 3.21<br>zno                                   | 2.92<br>zno            | 2.83<br>zno        | 3.23<br>zqr                                   | 2.94<br>r                 | 2.82<br>r             | 2.86<br>r          |
| Concerned            | 1557<br>70%<br>eilor | 385<br>74%<br>eilor     | 93<br>65%<br>eilor                 | 359<br>75%<br>eilor                   | 1120<br>69%<br>eilor | 312<br>65%<br>eilor       | 1228<br>72%<br>eilor | 292<br>80%<br>zhi                     | 734<br>71%<br>i        | 478<br>63%<br>i    | 329<br>79%<br>zhi                     | 636<br>71%<br>i           | 554<br>65%<br>i       | 78<br>78%<br>zhi                              | 583<br>72%<br>o        | 583<br>66%<br>o    | 136<br>84%<br>zqr                             | 582<br>72%<br>r           | 641<br>66%<br>r       | 1519<br>68%<br>r   |
| Not concerned        | 626<br>28%<br>liP    | 130<br>25%<br>liP       | 45<br>31%<br>liP                   | 115<br>24%<br>liP                     | 473<br>29%<br>liP    | 159<br>33%<br>zf          | 454<br>27%<br>zf     | 67<br>18%<br>g                        | 288<br>28%<br>g        | 253<br>33%<br>zgh  | 80<br>19%<br>j                        | 250<br>28%<br>j           | 277<br>32%<br>zj      | 21<br>21%<br>z                                | 227<br>28%<br>z        | 282<br>32%<br>z    | 25<br>16%<br>p                                | 221<br>27%<br>p           | 309<br>32%<br>zp      | 686<br>31%<br>zp   |
| NET:Concerned        | 42%<br>liP           | 49%<br>liP              | 34%<br>liP                         | 51%<br>liP                            | 40%<br>liP           | 32%<br>liP                | 45%<br>liP           | 62%<br>zhi                            | 43%<br>i               | 30%<br>i           | 60%<br>zhi                            | 43%<br>i                  | 32%<br>i              | 57%<br>zhi                                    | 44%<br>o               | 34%<br>o           | 69%<br>zqr                                    | 45%<br>r                  | 34%<br>r              | 37%<br>r           |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 198

QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -SUMMARY TABLE

Base: All respondents

|                                               | Your health personally | Your familys health | The health of UK citizens | The health of people globally |
|-----------------------------------------------|------------------------|---------------------|---------------------------|-------------------------------|
| Unweighted Total                              | 2238                   | 2238                | 2238                      | 2238                          |
| Weighted Total                                | 2238                   | 2238                | 2238                      | 2238                          |
| A great deal of threat                        | 188<br>8%              | 222<br>10%          | 312<br>14%                | 865<br>39%                    |
| A fair amount of threat                       | 785<br>35%             | 847<br>38%          | 956<br>43%                | 855<br>38%                    |
| Not very much threat                          | 946<br>42%             | 879<br>39%          | 709<br>32%                | 346<br>15%                    |
| No threat at all                              | 237<br>11%             | 204<br>9%           | 175<br>8%                 | 90<br>4%                      |
| Don't know                                    | 82<br>4%               | 86<br>4%            | 86<br>4%                  | 82<br>4%                      |
| Mean                                          | 2.43                   | 2.51                | 2.65                      | 3.16                          |
| <b>A fair amount/great deal of threat</b>     | 973<br>43%             | 1069<br>48%         | 1268<br>57%               | 1720<br>77%                   |
| <b>Not very much/no threat at all</b>         | 1183<br>53%            | 1083<br>48%         | 884<br>40%                | 436<br>19%                    |
| <b>NET:A fair amount/great deal of threat</b> | -9%                    | -1%                 | 17%                       | 57%                           |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your health personally

Base: All respondents

|                                        | Gender              |                   |                   | Age               |                   |                   |                   |                   |                   | Ethnicity         |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total        |
|----------------------------------------|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--------------------|
|                                        | Total<br>(z)        | Man<br>(a)        | Woman<br>(b)      | 16-24<br>(c)      | 25-34<br>(d)      | 35-44<br>(e)      | 45-54<br>(f)      | 55-64<br>(g)      | 65-74<br>(h)      | 75+<br>(i)        | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                    |
| Unweighted Total                       | 2238                | 1090              | 1130              | 101               | 156               | 252               | 345               | 518               | 552               | 314               | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238               |
| Weighted Total                         | 2238                | 1069              | 1151              | 292*              | 361               | 359               | 355               | 354               | 268               | 249               | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238               |
| A great deal of threat                 | 188<br>8%<br>hi     | 91<br>8%<br>8%    | 94<br>8%<br>8%    | 27<br>9%<br>9%    | 32<br>9%<br>9%    | 27<br>7%<br>7%    | 41<br>12%<br>12%  | 27<br>8%<br>8%    | 16<br>6%<br>6%    | 17<br>7%<br>7%    | 144<br>8%<br>8%                              | 39<br>13%<br>13%                                            | 80<br>8%<br>8%           | 105<br>8%<br>8%                  | 67<br>10%<br>10%                                  | 118<br>8%<br>8%      | 15<br>5%<br>5%                                         | 32<br>6%<br>6%                  | 55<br>10%<br>10%                                   | 11<br>11%<br>11%                                                                 | 6<br>8%<br>8%                      | 176<br>8%<br>8%    |
| A fair amount of threat                | 785<br>35%<br>jrt   | 360<br>34%<br>34% | 420<br>37%<br>37% | 109<br>37%<br>37% | 159<br>44%<br>44% | 123<br>34%<br>34% | 123<br>35%<br>35% | 110<br>31%<br>31% | 86<br>32%<br>32%  | 76<br>30%<br>30%  | 638<br>34%<br>34%                            | 127<br>42%<br>42%                                           | 345<br>35%<br>35%        | 438<br>35%<br>35%                | 256<br>39%<br>39%                                 | 522<br>34%<br>34%    | 103<br>37%<br>37%                                      | 217<br>39%<br>39%               | 154<br>28%<br>28%                                  | 33<br>33%<br>33%                                                                 | 15<br>21%<br>21%                   | 729<br>33%<br>33%  |
| Not very much threat                   | 946<br>42%<br>dk    | 447<br>42%<br>42% | 492<br>43%<br>43% | 119<br>41%<br>41% | 107<br>30%<br>30% | 163<br>45%<br>45% | 133<br>37%<br>37% | 166<br>47%<br>47% | 132<br>49%<br>49% | 126<br>51%<br>51% | 829<br>44%<br>44%                            | 103<br>34%<br>34%                                           | 401<br>41%<br>41%        | 544<br>43%<br>43%                | 280<br>42%<br>42%                                 | 656<br>43%<br>43%    | 109<br>40%<br>40%                                      | 224<br>41%<br>41%               | 241<br>44%<br>44%                                  | 45<br>45%<br>45%                                                                 | 37<br>52%<br>52%                   | 1017<br>45%<br>45% |
| No threat at all                       | 237<br>11%<br>bkn   | 149<br>14%<br>14% | 87<br>8%<br>8%    | 28<br>10%<br>10%  | 27<br>7%<br>7%    | 36<br>10%<br>10%  | 46<br>13%<br>13%  | 42<br>12%<br>12%  | 30<br>11%<br>11%  | 29<br>12%<br>12%  | 221<br>12%<br>12%                            | 9<br>3%<br>3%                                               | 112<br>11%<br>11%        | 125<br>10%<br>10%                | 43<br>7%<br>7%                                    | 187<br>12%<br>12%    | 37<br>14%<br>14%                                       | 62<br>11%<br>11%                | 70<br>13%<br>13%                                   | 10<br>11%<br>11%                                                                 | 8<br>10%<br>10%                    | 252<br>11%<br>11%  |
| Don't know                             | 82<br>4%<br>ahij    | 24<br>2%<br>2%    | 57<br>5%<br>5%    | 9<br>3%<br>3%     | 35<br>10%<br>10%  | 11<br>3%<br>3%    | 11<br>3%<br>3%    | 9<br>3%<br>3%     | 4<br>2%<br>2%     | 1<br>*<br>*       | 49<br>3%<br>3%                               | 22<br>7%<br>7%                                              | 39<br>4%<br>4%           | 40<br>3%<br>3%                   | 19<br>3%<br>3%                                    | 57<br>4%<br>4%       | 11<br>3%<br>3%                                         | 18<br>3%<br>3%                  | 22<br>4%<br>4%                                     | -<br>-<br>-                                                                      | 6<br>9%<br>9%                      | 64<br>3%<br>3%     |
| Mean                                   | 2.43<br>aghijo      | 2.38<br>2.38      | 2.48<br>2.48      | 2.47<br>2.47      | 2.6<br>2.6        | 2.4<br>2.4        | 2.47<br>2.47      | 2.35<br>2.35      | 2.34<br>2.34      | 2.32<br>2.32      | 2.38<br>2.38                                 | 2.7<br>2.7                                                  | 2.42<br>2.42             | 2.43<br>2.43                     | 2.54<br>2.54                                      | 2.39<br>2.39         | 2.36<br>2.36                                           | 2.41<br>2.41                    | 2.37<br>2.37                                       | 2.45<br>2.45                                                                     | 2.29<br>2.29                       | 2.38<br>2.38       |
| A fair amount/great deal of threat     | 973<br>43%<br>ghiot | 451<br>42%<br>42% | 515<br>45%<br>45% | 136<br>46%<br>46% | 191<br>53%<br>53% | 150<br>42%<br>42% | 165<br>46%<br>46% | 137<br>39%<br>39% | 103<br>38%<br>38% | 92<br>37%<br>37%  | 782<br>42%<br>42%                            | 166<br>55%<br>55%                                           | 425<br>44%<br>44%        | 543<br>43%<br>43%                | 323<br>49%<br>49%                                 | 641<br>42%<br>42%    | 118<br>43%<br>43%                                      | 248<br>45%<br>45%               | 209<br>39%<br>39%                                  | 44<br>44%<br>44%                                                                 | 21<br>29%<br>29%                   | 905<br>40%<br>40%  |
| Not very much/no threat at all         | 1183<br>53%<br>bdkn | 595<br>56%<br>56% | 579<br>50%<br>50% | 147<br>50%<br>50% | 134<br>37%<br>37% | 198<br>55%<br>55% | 179<br>50%<br>50% | 208<br>59%<br>59% | 161<br>60%<br>60% | 155<br>62%<br>62% | 1049<br>56%<br>56%                           | 112<br>37%<br>37%                                           | 513<br>53%<br>53%        | 669<br>53%<br>53%                | 323<br>49%<br>49%                                 | 843<br>55%<br>55%    | 147<br>53%<br>53%                                      | 286<br>52%<br>52%               | 311<br>57%<br>57%                                  | 55<br>56%<br>56%                                                                 | 45<br>62%<br>62%                   | 1269<br>57%<br>57% |
| NET:A fair amount/great deal of threat | -9%                 | -14%              | -6%               | -4%               | 16%               | -13%              | -4%               | -20%              | -22%              | -25%              | -14%                                         | 18%                                                         | -9%                      | -10%                             | *                                                 | -13%                 | -10%                                                   | -7%                             | -19%                                               | -12%                                                                             | -33%                               | -16%               |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



ClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your health personally

Base: All respondents

|                                        | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country          |                 |                 |                         | England region (Net) |                  |                  | England region    |                   |                                    |                      |                      |                        |                   |                   |                     |                   | Unwtd Total |
|----------------------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------|-----------------|-----------------|-------------------------|----------------------|------------------|------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------------|-------------------|-------------|
|                                        |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)   | Scotland<br>(n) | Wales<br>(n)    | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n)  | South<br>(n)     | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)       |                   |             |
| Unweighted Total                       | 2238              | 468                     | 686                             | 465                             | 164                          | 1715             | 206             | 162             | 155                     | 453                  | 348              | 334              | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213                 | 2238              |             |
| Weighted Total                         | 2238              | 398                     | 605                             | 524                             | 231                          | 1886             | 184             | 106*            | 62*                     | 521                  | 362              | 1003             | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290                 | 2238              |             |
| A great deal of threat                 | 188<br>8%<br>rs   | 45<br>11%<br>rs         | 49<br>8%<br>rs                  | 29<br>6%<br>rs                  | 19<br>8%<br>rs               | 160<br>9%<br>rs  | 10<br>6%<br>rs  | 14<br>14%<br>rs | 2<br>4%<br>rs           | 36<br>7%<br>rs       | 25<br>7%<br>rs   | 100<br>10%<br>rs | 4<br>5%<br>rs     | 14<br>6%<br>rs    | 18<br>10%<br>rs                    | 13<br>8%<br>rs       | 11<br>6%<br>rs       | 27<br>13%<br>rs        | 26<br>8%<br>rs    | 12<br>6%<br>rs    | 35<br>12%<br>rs     | 176<br>8%<br>rs   |             |
| A fair amount of threat                | 785<br>35%<br>rs  | 126<br>32%<br>rs        | 212<br>35%<br>rs                | 195<br>37%<br>rs                | 65<br>28%<br>rs              | 671<br>36%<br>rs | 61<br>33%<br>rs | 30<br>28%<br>rs | 23<br>37%<br>rs         | 178<br>34%<br>rs     | 116<br>32%<br>rs | 377<br>38%<br>rs | 27<br>30%<br>rs   | 80<br>32%<br>rs   | 71<br>39%<br>rs                    | 65<br>39%<br>rs      | 51<br>26%<br>rs      | 50<br>24%<br>rs        | 125<br>40%<br>rs  | 65<br>33%<br>rs   | 137<br>47%<br>rs    | 729<br>33%<br>rs  |             |
| Not very much threat                   | 946<br>42%<br>rs  | 159<br>40%<br>rs        | 257<br>42%<br>rs                | 237<br>45%<br>rs                | 104<br>45%<br>rs             | 814<br>43%<br>rs | 62<br>34%<br>rs | 42<br>39%<br>rs | 28<br>45%<br>rs         | 231<br>44%<br>rs     | 159<br>44%<br>rs | 424<br>42%<br>rs | 47<br>53%<br>rs   | 111<br>45%<br>rs  | 73<br>40%<br>rs                    | 62<br>38%<br>rs      | 97<br>49%<br>rs      | 104<br>50%<br>rs       | 130<br>42%<br>rs  | 94<br>48%<br>rs   | 95<br>33%<br>rs     | 1017<br>45%<br>rs |             |
| No threat at all                       | 237<br>11%<br>gmw | 52<br>13%<br>rs         | 76<br>13%<br>rs                 | 51<br>10%<br>rs                 | 31<br>13%<br>rs              | 182<br>10%<br>rs | 33<br>18%<br>rs | 17<br>16%<br>rs | 6<br>9%<br>rs           | 56<br>11%<br>rs      | 49<br>14%<br>rs  | 77<br>8%<br>rs   | 9<br>10%<br>rs    | 34<br>14%<br>rs   | 13<br>7%<br>rs                     | 21<br>13%<br>rs      | 28<br>14%<br>rs      | 22<br>11%<br>rs        | 25<br>8%<br>rs    | 18<br>9%<br>rs    | 12<br>4%<br>rs      | 252<br>11%<br>rs  |             |
| Don't know                             | 82<br>4%<br>dgt   | 17<br>4%<br>rs          | 10<br>2%<br>rs                  | 11<br>2%<br>rs                  | 13<br>6%<br>rs               | 58<br>3%<br>rs   | 17<br>9%<br>rs  | 3<br>3%<br>rs   | 3<br>5%<br>rs           | 19<br>4%<br>rs       | 12<br>3%<br>rs   | 26<br>3%<br>rs   | 2<br>3%<br>rs     | 8<br>3%<br>rs     | 9<br>5%<br>rs                      | 3<br>2%<br>rs        | 10<br>5%<br>rs       | 5<br>2%<br>rs          | 4<br>1%<br>rs     | 7<br>4%<br>rs     | 11<br>4%<br>rs      | 64<br>3%<br>rs    |             |
| Mean                                   | 2.43<br>r         | 2.43                    | 2.39                            | 2.4                             | 2.33                         | 2.44             | 2.3             | 2.41            | 2.37                    | 2.39                 | 2.33             | 2.51<br>zkl      | 2.3               | 2.31              | 2.53<br>or                         | 2.44                 | 2.24                 | 2.41                   | 2.49<br>or        | 2.38              | 2.7<br>znqgrst<br>u | 2.38              |             |
| A fair amount/great deal of threat     | 973<br>43%<br>r   | 171<br>43%              | 261<br>43%                      | 225<br>43%                      | 84<br>36%                    | 832<br>44%       | 72<br>39%       | 44<br>42%       | 25<br>41%               | 214<br>41%           | 141<br>39%       | 477<br>48%<br>zl | 31<br>35%         | 95<br>38%         | 89<br>48%<br>r                     | 78<br>48%<br>r       | 63<br>32%            | 77<br>37%              | 150<br>49%<br>rs  | 77<br>39%<br>rs   | 172<br>59%<br>rs    | 905<br>40%<br>rs  |             |
| Not very much/no threat at all         | 1183<br>53%<br>v  | 211<br>53%              | 333<br>55%                      | 289<br>55%                      | 134<br>58%                   | 996<br>53%       | 95<br>52%       | 58<br>55%       | 34<br>54%               | 287<br>55%           | 209<br>58%       | 501<br>50%<br>m  | 56<br>63%<br>v    | 145<br>59%<br>v   | 86<br>47%<br>v                     | 83<br>51%<br>v       | 125<br>63%<br>zprv   | 126<br>61%<br>pv       | 156<br>50%<br>v   | 111<br>57%<br>v   | 107<br>37%<br>v     | 1269<br>57%<br>v  |             |
| NET-A fair amount/great deal of threat | -9%               | -10%                    | -12%                            | -12%                            | -22%                         | -9%              | -13%            | -13%            | -13%                    | -14%                 | -19%             | -2%              | -28%              | -20%              | 1%                                 | -3%                  | -32%                 | -23%                   | -2%               | -18%              | 22%                 | -16%              |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/l - z/k/h/m - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your health personally

Base: All respondents

|                                        | Total<br>(z)       | Urbanity         |                  | IMD Quintile             |               |            |               |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 | Unwtd Total      |             |
|----------------------------------------|--------------------|------------------|------------------|--------------------------|---------------|------------|---------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|------------------|-------------|
|                                        |                    | Urban<br>(a)     | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)      | 3<br>(e)   | 4<br>(f)      | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      |                  | No<br>(p)   |
| Unweighted Total                       | 2238               | 1673             | 565              | 419                      | 432           | 476        | 450           | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831             | 2238        |
| Weighted Total                         | 2238               | 1745             | 493              | 451                      | 442           | 447        | 448           | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642             | 2238        |
| A great deal of threat                 | 188<br>8%<br>p     | 151<br>9%        | 37<br>7%         | 43<br>10%                | 34<br>8%      | 39<br>9%   | 34<br>8%      | 37<br>8%                  | 112<br>9%                                                               | 13<br>5%                           | 7<br>6%                                              | 7<br>4%                                                  | 16<br>7%                                          | 9<br>13%                                          | 20<br>12%                | 68<br>12%       | 118<br>7%        | 176<br>8%   |
| A fair amount of threat                | 785<br>35%<br>b    | 646<br>37%<br>zb | 139<br>28%       | 136<br>30%               | 168<br>38%    | 154<br>34% | 164<br>37%    | 163<br>36%                | 420<br>35%                                                              | 94<br>38%                          | 42<br>36%                                            | 47<br>29%                                                | 85<br>36%                                         | 31<br>44%                                         | 63<br>37%                | 218<br>37%      | 567<br>35%       | 729<br>33%  |
| Not very much threat                   | 946<br>42%<br>am   | 705<br>40%       | 241<br>49%<br>za | 176<br>39%               | 184<br>42%    | 190<br>43% | 195<br>43%    | 202<br>45%                | 531<br>44%<br>m                                                         | 116<br>47%<br>m                    | 47<br>41%<br>m                                       | 63<br>39%<br>m                                           | 99<br>42%<br>m                                    | 13<br>18%                                         | 71<br>41%<br>m           | 226<br>38%      | 718<br>44%<br>z  | 1017<br>45% |
| No threat at all                       | 237<br>11%         | 173<br>10%       | 64<br>13%        | 64<br>14%<br>zdf         | 38<br>9%      | 52<br>12%  | 39<br>9%      | 44<br>10%                 | 123<br>10%                                                              | 18<br>7%                           | 17<br>15%<br>i                                       | 29<br>18%<br>zhi                                         | 25<br>10%                                         | 7<br>10%                                          | 16<br>9%                 | 53<br>9%        | 184<br>11%       | 252<br>11%  |
| Don't know                             | 82<br>4%<br>gh     | 71<br>4%         | 11<br>2%         | 31<br>7%<br>zeg          | 17<br>4%<br>g | 12<br>3%   | 17<br>4%<br>g | 5<br>1%                   | 25<br>2%                                                                | 5<br>2%                            | 2<br>2%                                              | 15<br>9%<br>zhijn                                        | 13<br>5%<br>h                                     | 10<br>14%<br>zhijn                                | 2<br>1%                  | 27<br>4%        | 54<br>3%         | 64<br>3%    |
| Mean                                   | 2.43<br>bkp        | 2.46<br>zb       | 2.31             | 2.38                     | 2.47          | 2.42       | 2.45          | 2.43                      | 2.44<br>k                                                               | 2.42<br>k                          | 2.35                                                 | 2.22                                                     | 2.41                                              | 2.71<br>ijk                                       | 2.51                     | 2.53<br>zp      | 2.39             | 2.38        |
| A fair amount/great deal of threat     | 973<br>43%<br>bp   | 797<br>46%<br>zb | 176<br>36%       | 179<br>40%               | 202<br>46%    | 194<br>43% | 198<br>44%    | 200<br>44%                | 532<br>44%                                                              | 107<br>43%                         | 49<br>43%                                            | 54<br>34%                                                | 101<br>42%                                        | 41<br>58%<br>k                                    | 83<br>49%                | 286<br>48%<br>p | 685<br>42%       | 905<br>40%  |
| Not very much/no threat at all         | 1183<br>53%<br>amo | 878<br>50%       | 306<br>62%<br>za | 240<br>53%               | 222<br>50%    | 242<br>54% | 233<br>52%    | 246<br>55%                | 654<br>54%<br>m                                                         | 134<br>54%<br>m                    | 64<br>56%<br>m                                       | 92<br>57%<br>m                                           | 124<br>52%<br>m                                   | 20<br>28%                                         | 87<br>51%                | 279<br>47%      | 903<br>55%<br>zo | 1269<br>57% |
| NET:A fair amount/great deal of threat | -9%                | -5%              | -26%             | -14%                     | -4%           | -11%       | -8%           | -10%                      | -10%                                                                    | -11%                               | -13%                                                 | -23%                                                     | -10%                                              | 30%                                               | -2%                      | 1%              | -13%             | -16%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your health personally

Base: All respondents

|                                        | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                        |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                       | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                         | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| A great deal of threat                 | 188<br>8%<br>g    | 166<br>8%                | 22<br>11%         | 64<br>8%            | 76<br>7%            | 25<br>15%<br>zacd  | 57<br>11%<br>g           | 116<br>7%                       | 140<br>8%<br>g                                    | 52<br>10%<br>g                    | 54<br>9%<br>g                                             | 24<br>16%<br>zghj                | 22<br>11%   | *<br>3%      | 176<br>8%   |
| A fair amount of threat                | 785<br>35%<br>g   | 707<br>35%               | 70<br>35%         | 278<br>34%          | 362<br>35%          | 67<br>39%          | 209<br>40%<br>zghi       | 564<br>35%                      | 585<br>35%                                        | 180<br>34%                        | 199<br>34%                                                | 65<br>43%                        | 70<br>35%   | 4<br>31%     | 729<br>33%  |
| Not very much threat                   | 946<br>42%<br>k   | 866<br>43%               | 79<br>39%         | 324<br>40%          | 478<br>46%          | 64<br>38%          | 201<br>39%<br>k          | 729<br>45%<br>zfk               | 727<br>44%<br>zfk                                 | 233<br>45%<br>fk                  | 255<br>44%<br>k                                           | 41<br>27%                        | 79<br>39%   | 9<br>63%     | 1017<br>45% |
| No threat at all                       | 237<br>11%<br>f   | 210<br>10%               | 27<br>13%         | 106<br>13%<br>zad   | 94<br>9%            | 10<br>6%           | 38<br>7%                 | 160<br>10%                      | 165<br>10%                                        | 42<br>8%                          | 57<br>10%                                                 | 18<br>12%                        | 27<br>13%   | 1<br>4%      | 252<br>11%  |
| Don't know                             | 82<br>4%<br>adgh  | 57<br>3%<br>d            | 6<br>3%           | 33<br>4%<br>ad      | 20<br>2%            | 4<br>2%            | 14<br>3%                 | 41<br>3%                        | 43<br>3%                                          | 16<br>3%                          | 13<br>2%                                                  | 3<br>2%                          | 6<br>3%     | -<br>-       | 64<br>3%    |
| Mean                                   | 2.43<br>g         | 2.43                     | 2.44              | 2.39                | 2.42                | 2.65<br>zacd       | 2.56<br>zghj             | 2.41                            | 2.43<br>g                                         | 2.48                              | 2.44                                                      | 2.65<br>zghj                     | 2.44        | 2.32         | 2.38        |
| A fair amount/great deal of threat     | 973<br>43%<br>g   | 872<br>43%               | 92<br>45%         | 342<br>42%          | 438<br>43%          | 92<br>54%<br>zacd  | 266<br>51%<br>zghij      | 680<br>42%                      | 725<br>44%                                        | 232<br>44%                        | 253<br>44%                                                | 89<br>59%<br>zghij               | 92<br>45%   | 5<br>33%     | 905<br>40%  |
| Not very much/no threat at all         | 1183<br>53%<br>fk | 1076<br>54%              | 106<br>52%        | 430<br>53%          | 572<br>55%<br>e     | 74<br>44%          | 239<br>46%               | 889<br>55%<br>zfk               | 893<br>54%<br>fk                                  | 275<br>53%<br>fk                  | 312<br>54%<br>fk                                          | 59<br>39%                        | 106<br>52%  | 9<br>67%     | 1269<br>57% |
| NET:A fair amount/great deal of threat | -9%               | -10%                     | -7%               | -11%                | -13%                | 10%                | 5%                       | -13%                            | -10%                                              | -8%                               | -10%                                                      | 20%                              | -7%         | -33%         | -16%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your health personally

Base: All respondents

|                                         |                             | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                 | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |             |
|-----------------------------------------|-----------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                         | Total<br>(z)                | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)       | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total |
| Unweighted Total                        | 2238                        | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641            | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                          | 2238                        | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709            | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| A great deal of threat                  | 188<br>8%<br>fknq           | 57<br>11%               | 25<br>17%<br>zaed                  | 50<br>10%                             | 123<br>8%         | 60<br>13%<br>zff          | 127<br>7%       | 34<br>9%                              | 73<br>7%               | 71<br>9%         | 48<br>11%<br>k                        | 51<br>6%                  | 83<br>10%<br>k        | 19<br>19%<br>zno                              | 47<br>6%               | 85<br>10%<br>n   | 31<br>19%<br>zqr                              | 43<br>5%                  | 82<br>8%<br>q         | 176<br>8%   |
| A fair amount of threat                 | 785<br>35%<br>lor           | 193<br>37%              | 51<br>36%                          | 182<br>38%                            | 566<br>35%        | 167<br>35%                | 606<br>35%      | 164<br>45%<br>zhi                     | 350<br>34%             | 239<br>31%       | 162<br>39%<br>k                       | 335<br>37%                | 274<br>32%            | 45<br>45%<br>zno                              | 304<br>37%             | 285<br>32%       | 61<br>38%<br>r                                | 311<br>39%                | 315<br>32%            | 729<br>33%  |
| Not very much threat                    | 946<br>42%<br>m             | 220<br>42%              | 51<br>36%                          | 202<br>42%                            | 708<br>44%        | 190<br>40%                | 751<br>44%      | 143<br>39%<br>z                       | 464<br>45%             | 315<br>41%       | 167<br>40%<br>z                       | 392<br>44%                | 362<br>42%            | 28<br>28%<br>m                                | 370<br>45%<br>m        | 396<br>45%<br>m  | 59<br>36%<br>z                                | 375<br>46%                | 422<br>43%            | 1017<br>45% |
| No threat at all                        | 237<br>11%<br>gpq           | 44<br>8%                | 10<br>7%                           | 39<br>8%                              | 175<br>11%        | 51<br>11%                 | 181<br>11%      | 23<br>6%                              | 109<br>11%             | 98<br>13%<br>zg  | 34<br>8%                              | 92<br>10%                 | 104<br>12%            | 5<br>5%                                       | 76<br>9%               | 106<br>12%       | 4<br>3%                                       | 63<br>8%                  | 135<br>14%<br>zpq     | 252<br>11%  |
| Don't know                              | 82<br>4%<br>acdefgj<br>noor | 9<br>2%                 | 5<br>4%                            | 7<br>2%                               | 47<br>3%          | 9<br>2%                   | 45<br>3%        | 1<br>*<br>g                           | 39<br>4%<br>g          | 36<br>5%<br>g    | 5<br>1%<br>j                          | 29<br>3%                  | 35<br>4%<br>j         | 2<br>2%<br>zno                                | 18<br>2%               | 15<br>2%<br>zno  | 7<br>4%<br>zqr                                | 17<br>2%<br>zqr           | 20<br>2%<br>zqr       | 64<br>3%    |
| Mean                                    | 2.43<br>r                   | 2.51<br>zd              | 2.67<br>zad                        | 2.51<br>zd                            | 2.41              | 2.5<br>zf                 | 2.41            | 2.58<br>zhi                           | 2.39                   | 2.39             | 2.54<br>zkl                           | 2.4                       | 2.41                  | 2.8<br>zno                                    | 2.4                    | 2.4              | 2.77<br>zqr                                   | 2.42                      | 2.36                  | 2.38        |
| A fair amount/great deal of threat      | 973<br>43%<br>r             | 250<br>48%              | 76<br>53%                          | 232<br>48%<br>z                       | 689<br>43%        | 227<br>48%                | 732<br>43%      | 198<br>54%<br>zhi                     | 423<br>41%             | 310<br>41%       | 209<br>50%<br>zl                      | 386<br>43%                | 357<br>42%            | 64<br>64%<br>zno                              | 351<br>43%             | 370<br>42%       | 92<br>57%<br>zqr                              | 354<br>44%                | 397<br>41%            | 905<br>40%  |
| Not very much/no threat at all          | 1183<br>53%<br>gmp          | 264<br>50%              | 61<br>43%                          | 241<br>50%                            | 882<br>55%<br>zb  | 241<br>51%                | 932<br>55%<br>z | 166<br>45%<br>g                       | 574<br>55%<br>g        | 413<br>54%<br>g  | 201<br>48%<br>j                       | 484<br>54%                | 466<br>54%            | 33<br>34%<br>m                                | 446<br>55%<br>m        | 501<br>57%<br>zm | 63<br>39%<br>p                                | 438<br>54%<br>p           | 557<br>57%<br>zp      | 1269<br>57% |
| NET: A fair amount/great deal of threat | -9%                         | -3%                     | 11%                                | -2%                                   | -12%              | -3%                       | -12%            | 9%                                    | -15%                   | -13%             | 2%                                    | -11%                      | -13%                  | 31%                                           | -12%                   | -15%             | 18%                                           | -10%                      | -16%                  | -16%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your families health

Base: All respondents

|                                        | Gender             |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------------------|--------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                        | Total<br>(z)       | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                       | 2238               | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                         | 2238               | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| A great deal of threat                 | 222<br>10%<br>hioq | 113<br>11% | 107<br>9%    | 33<br>11%    | 35<br>10%    | 32<br>9%     | 50<br>14%    | 29<br>8%     | 20<br>8%     | 22<br>9%   | 169<br>9%                                    | 48<br>16%                                                   | 92<br>9%                 | 127<br>10%                       | 98<br>15%                                         | 121<br>8%            | 22<br>8%                                               | 34<br>6%                        | 49<br>9%                                           | 11<br>11%                                                                        | 5<br>7%                            | 215<br>10%  |
| A fair amount of threat                | 847<br>38%         | 391<br>37% | 450<br>39%   | 111<br>38%   | 156<br>43%   | 133<br>37%   | 128<br>37%   | 131<br>37%   | 101<br>38%   | 87<br>35%  | 715<br>38%                                   | 112<br>37%                                                  | 380<br>39%               | 464<br>37%                       | 256<br>38%                                        | 583<br>38%           | 109<br>40%                                             | 235<br>43%                      | 184<br>34%                                         | 36<br>36%                                                                        | 19<br>27%                          | 810<br>36%  |
| Not very much threat                   | 879<br>39%<br>d    | 410<br>38% | 462<br>40%   | 116<br>40%   | 108<br>30%   | 151<br>42%   | 124<br>35%   | 150<br>42%   | 118<br>44%   | 112<br>45% | 762<br>41%                                   | 101<br>34%                                                  | 373<br>38%               | 504<br>40%                       | 258<br>39%                                        | 613<br>40%           | 102<br>37%                                             | 213<br>39%                      | 223<br>41%                                         | 41<br>42%                                                                        | 34<br>47%                          | 924<br>41%  |
| No threat at all                       | 204<br>9%<br>bn    | 130<br>12% | 73<br>6%     | 22<br>8%     | 27<br>7%     | 32<br>9%     | 40<br>11%    | 35<br>10%    | 26<br>10%    | 22<br>9%   | 180<br>10%                                   | 16<br>5%                                                    | 90<br>9%                 | 114<br>9%                        | 34<br>5%                                          | 164<br>11%           | 34<br>12%                                              | 48<br>9%                        | 64<br>12%                                          | 11<br>11%                                                                        | 8<br>11%                           | 218<br>10%  |
| Don't know                             | 86<br>4%<br>ahj    | 26<br>2%   | 59<br>5%     | 9<br>3%      | 35<br>10%    | 11<br>3%     | 13<br>4%     | 9<br>3%      | 3<br>1%      | 5<br>2%    | 54<br>3%                                     | 22<br>7%                                                    | 40<br>4%                 | 43<br>3%                         | 20<br>3%                                          | 60<br>4%             | 10<br>4%                                               | 22<br>4%                        | 22<br>4%                                           | -<br>-                                                                           | 6<br>9%                            | 71<br>3%    |
| Mean                                   | 2.51<br>hjord      | 2.47       | 2.54<br>z    | 2.55         | 2.61<br>gh   | 2.48         | 2.55         | 2.45         | 2.44         | 2.45       | 2.48                                         | 2.69<br>zj                                                  | 2.51                     | 2.5                              | 2.65<br>zopqrt                                    | 2.45                 | 2.45                                                   | 2.48                            | 2.42                                               | 2.48                                                                             | 2.31                               | 2.47        |
| A fair amount/great deal of threat     | 1069<br>48%<br>ot  | 503<br>47% | 557<br>48%   | 144<br>49%   | 191<br>53%   | 166<br>46%   | 177<br>50%   | 160<br>45%   | 121<br>45%   | 109<br>44% | 884<br>47%                                   | 161<br>54%                                                  | 473<br>48%               | 592<br>47%                       | 354<br>53%                                        | 704<br>46%           | 131<br>47%                                             | 269<br>49%                      | 233<br>43%                                         | 47<br>47%                                                                        | 24<br>33%                          | 1025<br>46% |
| Not very much/no threat at all         | 1083<br>48%<br>dkn | 541<br>51% | 535<br>46%   | 138<br>47%   | 135<br>37%   | 183<br>51%   | 164<br>46%   | 185<br>52%   | 144<br>54%   | 135<br>54% | 943<br>50%                                   | 117<br>39%                                                  | 463<br>47%               | 618<br>49%                       | 291<br>44%                                        | 778<br>50%           | 136<br>49%                                             | 261<br>47%                      | 287<br>53%                                         | 52<br>53%                                                                        | 42<br>58%                          | 1142<br>51% |
| NET:A fair amount/great deal of threat | -1%                | -3%        | 2%           | 2%           | 16%          | -5%          | 4%           | -7%          | -8%          | -10%       | -3%                                          | 14%                                                         | 1%                       | -2%                              | 9%                                                | -5%                  | -2%                                                    | 2%                              | -10%                                               | -5%                                                                              | -25%                               | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



ClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your family's health

Base: All respondents

|                                        | Total<br>(f)      | Annual household income |                                 |                                 |                              | Country         |                 |                 |                         | England region (Net) |                 |               | England region    |                   |                                    |                      |                      |                        |                   |                   |                 |             | Unwtd Total |
|----------------------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|-----------------|-----------------|-----------------|-------------------------|----------------------|-----------------|---------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|-------------|-------------|
|                                        |                   | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g)  | Scotland<br>(h) | Wales<br>(i)    | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m)  | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v)   |             |             |
| Unweighted Total                       | 2238              | 468                     | 686                             | 465                             | 164                          | 1715            | 206             | 162             | 155                     | 453                  | 348             | 334           | 85                | 201               | 164                                | 130                  | 178                  | 194                    | 282               | 235               | 213             | 2238        |             |
| Weighted Total                         | 2238              | 398                     | 605                             | 524                             | 231                          | 1886            | 184             | 106*            | 62*                     | 521                  | 362             | 1003          | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238        |             |
| A great deal of threat                 | 222<br>10%        | 48<br>12%               | 60<br>10%                       | 41<br>8%                        | 24<br>10%                    | 185<br>10%      | 13<br>7%        | 20<br>19%       | 4<br>6%                 | 52<br>10%            | 25<br>7%        | 109<br>11%    | 4<br>4%           | 23<br>9%          | 25<br>14%                          | 15<br>9%             | 10<br>5%             | 17<br>8%               | 26<br>8%          | 24<br>12%         | 42<br>14%       | 215<br>10%  |             |
| A fair amount of threat                | 847<br>38%<br>ci  | 130<br>33%              | 233<br>39%                      | 196<br>37%                      | 86<br>37%                    | 728<br>39%      | 67<br>37%       | 28<br>26%       | 23<br>37%               | 178<br>34%           | 140<br>39%      | 410<br>41%    | 28<br>32%         | 75<br>30%         | 75<br>41%                          | 75<br>46%            | 65<br>33%            | 68<br>33%              | 142<br>46%        | 68<br>35%         | 131<br>45%      | 810<br>36%  |             |
| Not very much threat                   | 879<br>39%        | 152<br>38%              | 231<br>38%                      | 237<br>45%                      | 86<br>37%                    | 756<br>40%      | 58<br>32%       | 39<br>37%       | 26<br>42%               | 220<br>42%           | 138<br>38%      | 397<br>40%    | 45<br>51%         | 111<br>45%        | 65<br>35%                          | 53<br>32%            | 85<br>43%            | 100<br>48%             | 123<br>40%        | 81<br>42%         | 93<br>32%       | 924<br>41%  |             |
| No threat at all                       | 204<br>9%<br>gmtv | 51<br>13%<br>ze         | 71<br>12%<br>z                  | 39<br>7%<br>z                   | 22<br>9%<br>z                | 155<br>8%<br>zg | 28<br>15%<br>zg | 17<br>16%<br>tv | 5<br>7%<br>v            | 49<br>9%<br>m        | 45<br>12%<br>m  | 61<br>6%<br>v | 8<br>10%<br>tv    | 30<br>12%<br>v    | 11<br>6%<br>v                      | 18<br>11%<br>ptv     | 27<br>14%<br>ptv     | 16<br>8%<br>ptv        | 17<br>5%<br>ptv   | 16<br>8%<br>ptv   | 12<br>4%<br>ptv | 218<br>10%  |             |
| Don't know                             | 86<br>4%<br>dgmt  | 19<br>5%<br>d           | 10<br>2%<br>d                   | 11<br>2%<br>d                   | 13<br>6%<br>d                | 62<br>3%<br>zg  | 17<br>9%<br>zg  | 2<br>2%<br>tv   | 5<br>7%<br>v            | 21<br>4%<br>m        | 14<br>4%<br>m   | 27<br>3%<br>v | 3<br>4%<br>tv     | 9<br>4%<br>v      | 9<br>5%<br>ptv                     | 3<br>2%<br>ptv       | 11<br>5%<br>ptv      | 7<br>3%<br>ptv         | 2<br>1%<br>ptv    | 6<br>3%<br>ptv    | 11<br>4%<br>ptv | 71<br>3%    |             |
| Mean                                   | 2.51<br>r         | 2.46                    | 2.48                            | 2.47                            | 2.51                         | 2.52            | 2.39            | 2.5             | 2.45                    | 2.47                 | 2.42            | 2.58          | 2.32              | 2.38              | 2.65                               | 2.54                 | 2.31                 | 2.43                   | 2.58              | 2.53              | 2.73            | 2.47        |             |
| A fair amount/great deal of threat     | 1069<br>48%<br>or | 177<br>45%              | 294<br>49%                      | 237<br>45%                      | 110<br>48%                   | 913<br>48%      | 81<br>44%       | 48<br>46%       | 27<br>43%               | 230<br>44%           | 165<br>46%      | 518<br>52%    | 32<br>36%         | 98<br>40%         | 100<br>54%                         | 90<br>55%            | 75<br>38%            | 86<br>41%              | 168<br>54%        | 92<br>47%         | 173<br>60%      | 1025<br>46% |             |
| Not very much/no threat at all         | 1083<br>48%<br>v  | 202<br>51%              | 301<br>50%                      | 276<br>53%                      | 108<br>47%                   | 910<br>48%      | 86<br>47%       | 55<br>52%       | 31<br>49%               | 269<br>52%           | 183<br>51%      | 458<br>46%    | 54<br>60%         | 141<br>57%        | 75<br>41%                          | 71<br>43%            | 112<br>57%           | 116<br>56%             | 140<br>45%        | 97<br>50%         | 105<br>36%      | 1142<br>51% |             |
| NET-A fair amount/great deal of threat | -1%               | -6%                     | -1%                             | -7%                             | 1%                           | *               | -3%             | -7%             | -6%                     | -8%                  | -5%             | 6%            | -24%              | -17%              | 14%                                | 12%                  | -19%                 | -15%                   | 9%                | -3%               | 23%             | -5%         |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [JN J26-001039-01]  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f/ - z/g/h/i/l/ - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? - Your familys health

Base: All respondents

|                                        | Urbanity          |                  |                  | IMD Quintile             |            |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  |             |
|----------------------------------------|-------------------|------------------|------------------|--------------------------|------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|-------------|
|                                        | Total<br>(z)      | Urban<br>(a)     | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)        |             |
| Unweighted Total                       | 2238              | 1673             | 565              | 419                      | 432        | 476        | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831             | 2238        |
| Weighted Total                         | 2238              | 1745             | 493              | 451                      | 442        | 447        | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238        |
| A great deal of threat                 | 222<br>10%<br>i   | 184<br>11%       | 39<br>8%         | 45<br>10%                | 37<br>8%   | 57<br>13%  | 40<br>9%   | 44<br>10%                 | 130<br>11%<br>i                                                         | 15<br>6%                           | 12<br>10%                                            | 12<br>7%                                                 | 18<br>8%                                          | 9<br>12%                                          | 24<br>14%                | 70<br>12%             | 153<br>9%        | 215<br>10%  |
| A fair amount of threat                | 847<br>38%        | 679<br>39%       | 168<br>34%       | 152<br>34%               | 180<br>41% | 151<br>34% | 181<br>40% | 182<br>40%                | 467<br>39%                                                              | 102<br>41%                         | 39<br>34%                                            | 52<br>32%                                                | 93<br>39%                                         | 28<br>40%                                         | 61<br>35%                | 242<br>41%            | 603<br>37%       | 810<br>36%  |
| Not very much threat                   | 879<br>39%<br>am  | 655<br>38%       | 224<br>45%<br>za | 164<br>36%               | 171<br>39% | 185<br>41% | 175<br>39% | 184<br>41%                | 486<br>40%<br>m                                                         | 105<br>43%<br>m                    | 48<br>42%                                            | 56<br>35%                                                | 92<br>39%                                         | 16<br>22%                                         | 71<br>41%                | 206<br>35%            | 671<br>41%<br>z  | 924<br>41%  |
| No threat at all                       | 204<br>9%         | 153<br>9%        | 52<br>10%        | 58<br>13%<br>zg          | 36<br>8%   | 41<br>9%   | 36<br>8%   | 33<br>7%                  | 101<br>8%                                                               | 16<br>7%                           | 13<br>12%                                            | 28<br>17%<br>zhi                                         | 21<br>9%                                          | 7<br>10%                                          | 15<br>9%                 | 49<br>8%              | 155<br>9%        | 218<br>10%  |
| Don't know                             | 86<br>4%<br>gh    | 75<br>4%         | 11<br>2%         | 32<br>7%<br>ze           | 17<br>4%   | 14<br>3%   | 15<br>3%   | 8<br>2%                   | 27<br>2%                                                                | 8<br>3%                            | 2<br>2%                                              | 14<br>9%<br>zhjin                                        | 13<br>6%<br>h                                     | 11<br>15%<br>zhjin                                | 2<br>1%                  | 25<br>4%              | 60<br>4%         | 71<br>3%    |
| Mean                                   | 2.51<br>bkp       | 2.54<br>zb       | 2.4              | 2.44                     | 2.51       | 2.51       | 2.52       | 2.54                      | 2.53<br>k                                                               | 2.49                               | 2.44                                                 | 2.32                                                     | 2.48                                              | 2.64                                              | 2.55                     | 2.59<br>p             | 2.48             | 2.47        |
| A fair amount/great deal of threat     | 1069<br>48%<br>bp | 863<br>49%<br>zb | 206<br>42%       | 197<br>44%               | 217<br>49% | 207<br>46% | 221<br>49% | 226<br>50%                | 598<br>49%                                                              | 117<br>47%                         | 51<br>45%                                            | 63<br>39%                                                | 111<br>47%                                        | 37<br>52%                                         | 85<br>49%                | 312<br>53%<br>p       | 756<br>46%       | 1025<br>46% |
| Not very much/no threat at all         | 1083<br>48%<br>ao | 808<br>46%       | 275<br>56%<br>za | 221<br>49%               | 207<br>47% | 226<br>51% | 212<br>47% | 217<br>48%                | 587<br>48%                                                              | 121<br>49%                         | 61<br>54%<br>m                                       | 83<br>52%                                                | 113<br>48%                                        | 23<br>33%                                         | 86<br>50%                | 255<br>43%            | 826<br>50%<br>zo | 1142<br>51% |
| NET:A fair amount/great deal of threat | -1%               | 3%               | -14%             | -5%                      | 2%         | -4%        | 2%         | 2%                        | 1%                                                                      | -2%                                | -9%                                                  | -13%                                                     | -1%                                               | 19%                                               | -1%                      | 10%                   | -4%              | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your familys health

Base: All respondents

|                                        | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                     | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |              | Unwtd Total |
|----------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|---------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|--------------|-------------|
|                                        |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e)  | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m) |             |
| Unweighted Total                       | 2238              | 2055                     | 165               | 818                 | 1103                | 134                 | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17           | 2238        |
| Weighted Total                         | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*                | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**         | 2238        |
| A great deal of threat                 | 222<br>10%        | 194<br>10%               | 23<br>11%         | 66<br>8%            | 110<br>11%          | 18<br>11%           | 74<br>14%<br>zghij       | 148<br>9%                       | 166<br>10%                                        | 55<br>10%                         | 57<br>10%                                                 | 32<br>21%<br>zghij               | 23<br>11%       | *<br>3%      | 215<br>10%  |
| A fair amount of threat                | 847<br>38%        | 772<br>38%               | 70<br>34%         | 285<br>35%          | 401<br>39%          | 85<br>50%<br>zabcd  | 228<br>44%<br>zgh        | 628<br>39%                      | 647<br>39%                                        | 210<br>40%                        | 228<br>39%                                                | 56<br>37%                        | 70<br>34%       | 5<br>39%     | 810<br>36%  |
| Not very much threat                   | 879<br>39%<br>f   | 801<br>40%               | 77<br>38%         | 326<br>40%          | 423<br>41%          | 52<br>31%           | 166<br>32%               | 656<br>41%<br>zfk               | 667<br>40%<br>fk                                  | 203<br>39%<br>f                   | 229<br>40%<br>f                                           | 45<br>30%                        | 77<br>38%       | 8<br>59%     | 924<br>41%  |
| No threat at all                       | 204<br>9%<br>dgh  | 176<br>9%<br>d           | 27<br>13%<br>d    | 92<br>11%<br>zad    | 74<br>7%            | 9<br>6%             | 36<br>7%                 | 133<br>8%                       | 132<br>8%                                         | 38<br>7%                          | 47<br>8%                                                  | 14<br>9%                         | 27<br>13%       | -<br>-       | 218<br>10%  |
| Don't know                             | 86<br>4%<br>adgh  | 63<br>3%<br>d            | 6<br>3%           | 37<br>5%<br>ad      | 22<br>2%            | 5<br>3%             | 15<br>3%                 | 45<br>3%                        | 49<br>3%                                          | 18<br>3%                          | 16<br>3%                                                  | 4<br>2%                          | 6<br>3%         | -<br>-       | 71<br>3%    |
| Mean                                   | 2.51<br>c         | 2.51<br>c                | 2.45              | 2.42                | 2.54<br>c           | 2.68<br>zac         | 2.68<br>zghijl           | 2.51                            | 2.53                                              | 2.56                              | 2.53                                                      | 2.72<br>zghjl                    | 2.45            | 2.44         | 2.47        |
| A fair amount/great deal of threat     | 1069<br>48%<br>c  | 966<br>48%<br>c          | 94<br>46%         | 351<br>44%          | 512<br>50%<br>c     | 104<br>61%<br>zabcd | 303<br>58%<br>zghijl     | 776<br>48%                      | 814<br>49%                                        | 265<br>51%                        | 285<br>49%                                                | 88<br>58%<br>zg                  | 94<br>46%       | 6<br>41%     | 1025<br>46% |
| Not very much/no threat at all         | 1083<br>48%<br>ef | 976<br>49%<br>e          | 104<br>51%<br>e   | 418<br>52%<br>ze    | 497<br>48%<br>e     | 61<br>36%           | 202<br>39%<br>f          | 789<br>49%<br>f                 | 799<br>48%<br>f                                   | 241<br>46%<br>f                   | 276<br>48%<br>f                                           | 59<br>39%<br>f                   | 104<br>51%<br>f | 8<br>59%     | 1142<br>51% |
| NET:A fair amount/great deal of threat | -1%               | -1%                      | -5%               | -8%                 | 1%                  | 25%                 | 19%                      | -1%                             | 1%                                                | 5%                                | 1%                                                        | 19%                              | -5%             | -18%         | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -Your familiys health

Base: All respondents

|                                        |                     | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                 | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |             |
|----------------------------------------|---------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                        | Total<br>(z)        | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)       | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total |
| Unweighted Total                       | 2238                | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641            | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                         | 2238                | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709            | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| A great deal of threat                 | 222<br>10%<br>fnq   | 72<br>14%<br>zd         | 24<br>17%<br>zd                    | 65<br>14%<br>zd                       | 146<br>9%<br>zd   | 76<br>16%<br>zf           | 146<br>9%<br>zf | 53<br>14%<br>zhi                      | 94<br>9%<br>zhi        | 68<br>9%<br>zhi  | 62<br>15%<br>zhi                      | 74<br>8%<br>zhi           | 82<br>10%<br>zhi      | 26<br>26%<br>zno                              | 50<br>6%<br>zn         | 106<br>12%<br>zn | 33<br>20%<br>zqr                              | 48<br>6%<br>q             | 112<br>11%<br>q       | 215<br>10%  |
| A fair amount of threat                | 847<br>38%          | 205<br>39%              | 50<br>35%                          | 191<br>40%                            | 610<br>38%        | 171<br>36%                | 663<br>39%      | 158<br>43%                            | 376<br>36%             | 277<br>37%       | 179<br>43%                            | 333<br>37%                | 316<br>37%            | 43<br>43%                                     | 323<br>40%             | 323<br>36%       | 61<br>38%                                     | 333<br>41%                | 344<br>35%            | 810<br>36%  |
| Not very much threat                   | 879<br>39%<br>m     | 203<br>39%              | 52<br>36%                          | 188<br>39%                            | 657<br>41%        | 168<br>35%                | 703<br>41%<br>z | 132<br>36%                            | 441<br>43%<br>z        | 282<br>37%       | 145<br>35%                            | 381<br>42%<br>j           | 328<br>38%            | 24<br>24%                                     | 356<br>44%<br>zm       | 349<br>39%<br>m  | 57<br>35%                                     | 358<br>44%<br>z           | 378<br>39%            | 924<br>41%  |
| No threat at all                       | 204<br>9%<br>acgjpq | 33<br>6%                | 10<br>7%                           | 29<br>6%                              | 152<br>9%         | 49<br>10%                 | 150<br>9%       | 21<br>6%                              | 84<br>8%<br>zgh        | 94<br>12%<br>zgh | 23<br>5%                              | 81<br>9%<br>zj            | 97<br>11%<br>zj       | 5<br>5%                                       | 67<br>8%<br>zm         | 92<br>10%<br>m   | 4<br>2%                                       | 51<br>6%<br>z             | 119<br>12%<br>zpq     | 218<br>10%  |
| Don't know                             | 86<br>4%<br>acfgjno | 9<br>2%                 | 6<br>4%                            | 7<br>1%                               | 53<br>3%          | 12<br>3%                  | 48<br>3%        | 2<br>*                                | 40<br>4%<br>g          | 38<br>5%<br>g    | 7<br>2%                               | 31<br>3%<br>j             | 35<br>4%<br>j         | 2<br>2%                                       | 20<br>2%<br>m          | 16<br>2%<br>m    | 7<br>4%                                       | 19<br>2%<br>p             | 21<br>2%<br>p         | 71<br>3%    |
| Mean                                   | 2.51<br>din         | 2.61<br>zd              | 2.64                               | 2.62                                  | 2.48              | 2.59<br>zf                | 2.48            | 2.67<br>zhi                           | 2.48                   | 2.44             | 2.68<br>zhi                           | 2.46                      | 2.47                  | 2.92<br>zno                                   | 2.45                   | 2.51             | 2.8<br>zqr                                    | 2.48                      | 2.47                  | 2.47        |
| A fair amount/great deal of threat     | 1069<br>48%         | 277<br>53%<br>zd        | 74<br>52%                          | 256<br>53%<br>zd                      | 756<br>47%        | 247<br>52%                | 809<br>47%      | 210<br>58%<br>zhi                     | 470<br>45%             | 346<br>46%       | 241<br>58%<br>zhi                     | 406<br>45%                | 398<br>46%            | 68<br>69%<br>zno                              | 374<br>46%             | 429<br>48%       | 94<br>58%<br>zr                               | 381<br>47%                | 456<br>47%            | 1025<br>46% |
| Not very much/no threat at all         | 1083<br>48%<br>gjmp | 237<br>45%              | 62<br>44%                          | 217<br>45%                            | 810<br>50%<br>z   | 217<br>46%                | 853<br>50%      | 153<br>42%                            | 526<br>51%<br>g        | 376<br>49%       | 168<br>40%                            | 462<br>51%<br>j           | 425<br>50%<br>j       | 29<br>29%                                     | 422<br>52%<br>m        | 441<br>50%<br>m  | 60<br>37%                                     | 409<br>51%<br>p           | 497<br>51%<br>p       | 1142<br>51% |
| NET:A fair amount/great deal of threat | -1%                 | 8%                      | 9%                                 | 8%                                    | -3%               | 6%                        | -3%             | 16%                                   | -5%                    | -4%              | 18%                                   | -6%                       | -3%                   | 40%                                           | -6%                    | -1%              | 21%                                           | -3%                       | -4%                   | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of UK citizens

Base: All respondents

|                                        | Gender               |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------------------|----------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                        | Total<br>(z)         | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                       | 2238                 | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                         | 2238                 | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| A great deal of threat                 | 312<br>14%<br>ghjmoq | 163<br>15% | 144<br>13%   | 46<br>16%    | 73<br>20%    | 48<br>13%    | 58<br>16%    | 32<br>9%     | 26<br>10%    | 29<br>12%  | 244<br>13%                                   | 61<br>20%                                                   | 155<br>16%               | 154<br>12%                       | 139<br>21%                                        | 167<br>11%           | 37<br>13%                                              | 47<br>9%                        | 65<br>12%                                          | 13<br>13%                                                                        | 5<br>7%                            | 277<br>12%  |
| A fair amount of threat                | 956<br>43%<br>a      | 421<br>39% | 529<br>46%   | 128<br>44%   | 153<br>42%   | 155<br>43%   | 146<br>41%   | 150<br>42%   | 119<br>44%   | 104<br>42% | 798<br>42%                                   | 137<br>46%                                                  | 400<br>41%               | 552<br>44%                       | 301<br>45%                                        | 649<br>42%           | 121<br>44%                                             | 254<br>46%                      | 208<br>38%                                         | 42<br>43%                                                                        | 24<br>33%                          | 946<br>42%  |
| Not very much threat                   | 709<br>32%<br>dkn    | 346<br>32% | 358<br>31%   | 97<br>33%    | 78<br>22%    | 107<br>30%   | 101<br>29%   | 130<br>37%   | 98<br>37%    | 97<br>39%  | 629<br>33%                                   | 68<br>23%                                                   | 294<br>30%               | 415<br>33%                       | 180<br>27%                                        | 521<br>34%           | 75<br>27%                                              | 197<br>36%                      | 188<br>35%                                         | 33<br>33%                                                                        | 29<br>40%                          | 762<br>34%  |
| No threat at all                       | 175<br>8%<br>bkn     | 113<br>11% | 61<br>5%     | 14<br>5%     | 23<br>6%     | 34<br>9%     | 38<br>11%    | 31<br>9%     | 20<br>8%     | 16<br>7%   | 155<br>8%                                    | 11<br>4%                                                    | 84<br>9%                 | 91<br>7%                         | 28<br>4%                                          | 142<br>9%            | 33<br>12%                                              | 34<br>6%                        | 56<br>10%                                          | 10<br>10%                                                                        | 8<br>11%                           | 182<br>8%   |
| Don't know                             | 86<br>4%<br>ahij     | 26<br>2%   | 59<br>5%     | 7<br>3%      | 34<br>9%     | 14<br>4%     | 13<br>4%     | 11<br>3%     | 5<br>2%      | 2<br>1%    | 54<br>3%                                     | 24<br>8%                                                    | 43<br>4%                 | 41<br>3%                         | 18<br>3%                                          | 62<br>4%             | 10<br>3%                                               | 21<br>4%                        | 25<br>5%                                           | 1<br>1%                                                                          | 6<br>9%                            | 71<br>3%    |
| Mean                                   | 2.65<br>ghjort       | 2.61       | 2.69         | 2.72         | 2.84         | 2.63         | 2.65         | 2.54         | 2.57         | 2.59       | 2.62                                         | 2.9                                                         | 2.67                     | 2.64                             | 2.85                                              | 2.57                 | 2.61                                                   | 2.59                            | 2.54                                               | 2.59                                                                             | 2.39                               | 2.61        |
| A fair amount/great deal of threat     | 1268<br>57%<br>riort | 584<br>55% | 673<br>58%   | 174<br>59%   | 226<br>63%   | 204<br>57%   | 203<br>57%   | 182<br>51%   | 145<br>54%   | 133<br>54% | 1042<br>55%                                  | 198<br>66%                                                  | 555<br>57%               | 707<br>56%                       | 440<br>66%                                        | 816<br>53%           | 158<br>57%                                             | 301<br>55%                      | 273<br>50%                                         | 55<br>56%                                                                        | 29<br>40%                          | 1223<br>55% |
| Not very much/no threat at all         | 884<br>40%<br>bdkn   | 459<br>43% | 420<br>36%   | 111<br>38%   | 101<br>28%   | 141<br>39%   | 139<br>39%   | 161<br>45%   | 119<br>44%   | 113<br>46% | 785<br>42%                                   | 78<br>26%                                                   | 379<br>39%               | 506<br>40%                       | 207<br>31%                                        | 663<br>43%           | 108<br>39%                                             | 230<br>42%                      | 245<br>45%                                         | 43<br>43%                                                                        | 37<br>52%                          | 944<br>42%  |
| NET:A fair amount/great deal of threat | 17%                  | 12%        | 22%          | 21%          | 35%          | 17%          | 18%          | 6%           | 10%          | 8%         | 14%                                          | 40%                                                         | 18%                      | 16%                              | 35%                                               | 10%                  | 18%                                                    | 13%                             | 5%                                                 | 13%                                                                              | -12%                               | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



ClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of UK citizens

Base: All respondents

|                                        | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |                   | England region    |                   |                                    |                      |                      |                        |                    |                    |                      |             | Unwtd Total |
|----------------------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|-------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|--------------------|--------------------|----------------------|-------------|-------------|
|                                        |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)      | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n)  | South West<br>(n)  | London<br>(n)        |             |             |
| Unweighted Total                       | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334               | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282                | 225                | 213                  | 2238        |             |
| Weighted Total                         | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003              | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310                | 195                | 290                  | 2238        |             |
| A great deal of threat                 | 312<br>14%       | 61<br>15%               | 76<br>12%                       | 67<br>13%                       | 41<br>18%                    | 257<br>14%     | 23<br>12%       | 23<br>22%    | 9<br>14%                | 66<br>13%            | 38<br>11%       | 152<br>15%        | 9<br>10%          | 25<br>10%         | 33<br>18%                          | 23<br>14%            | 16<br>8%             | 28<br>13%              | 39<br>13%          | 28<br>14%          | 57<br>20%            | 277<br>12%  |             |
| A fair amount of threat                | 956<br>43%       | 155<br>39%              | 272<br>45%                      | 233<br>44%                      | 80<br>35%                    | 828<br>44%     | 69<br>37%       | 35<br>33%    | 24<br>39%               | 209<br>40%           | 154<br>43%      | 465<br>46%        | 34<br>39%         | 98<br>39%         | 77<br>42%                          | 78<br>48%            | 76<br>38%            | 82<br>39%              | 158<br>51%         | 80<br>41%          | 145<br>50%           | 946<br>42%  |             |
| Not very much threat                   | 709<br>32%       | 127<br>32%              | 191<br>32%                      | 179<br>34%                      | 74<br>32%                    | 602<br>32%     | 54<br>29%       | 34<br>32%    | 20<br>32%               | 181<br>35%           | 120<br>33%      | 301<br>30%        | 36<br>41%         | 90<br>36%         | 55<br>30%                          | 44<br>27%            | 76<br>39%            | 78<br>37%              | 93<br>30%          | 67<br>34%          | 64<br>22%            | 762<br>34%  |             |
| No threat at all                       | 175<br>8%<br>mv  | 40<br>10%               | 55<br>9%                        | 33<br>6%                        | 21<br>9%                     | 137<br>7%      | 23<br>12%       | 11<br>11%    | 4<br>7%                 | 41<br>8%             | 39<br>11%       | 57<br>6%          | 6<br>7%           | 26<br>10%         | 9<br>5%                            | 16<br>10%            | 23<br>12%            | 15<br>7%               | 18<br>6%           | 14<br>7%           | 10<br>4%             | 182<br>8%   |             |
| Don't know                             | 86<br>4%<br>del  | 15<br>4%                | 12<br>2%                        | 13<br>2%                        | 15<br>6%                     | 62<br>3%       | 16<br>9%        | 3<br>3%      | 5<br>8%                 | 23<br>4%             | 11<br>3%        | 28<br>3%          | 3<br>4%           | 10<br>4%          | 10<br>5%                           | 4<br>2%              | 7<br>4%              | 6<br>3%                | 2<br>1%            | 6<br>3%            | 13<br>5%             | 71<br>3%    |             |
| Mean                                   | 2.65<br>lor      | 2.62                    | 2.62                            | 2.65                            | 2.65                         | 2.66           | 2.55            | 2.68         | 2.66                    | 2.6                  | 2.55            | 2.73<br>zkl       | 2.53              | 2.51              | 2.77<br>or                         | 2.67<br>r            | 2.44                 | 2.6                    | 2.71<br>or         | 2.65<br>r          | 2.9<br>znoqrst<br>u  | 2.61        |             |
| A fair amount/great deal of threat     | 1268<br>57%<br>r | 217<br>54%              | 347<br>57%                      | 300<br>57%                      | 121<br>52%                   | 1084<br>58%    | 92<br>50%       | 58<br>55%    | 33<br>53%               | 275<br>53%           | 192<br>53%      | 617<br>62%<br>zkl | 43<br>48%         | 122<br>49%        | 110<br>60%<br>r                    | 101<br>61%<br>r      | 91<br>46%<br>znor    | 110<br>53%<br>znor     | 197<br>64%<br>znor | 108<br>55%<br>znor | 202<br>70%<br>znorsu | 1223<br>55% |             |
| Not very much/no threat at all         | 884<br>40%<br>mv | 167<br>42%              | 245<br>41%                      | 212<br>40%                      | 95<br>41%                    | 739<br>39%     | 76<br>41%       | 45<br>42%    | 24<br>39%               | 223<br>43%<br>m      | 159<br>44%<br>m | 358<br>36%        | 43<br>48%<br>v    | 116<br>47%<br>tv  | 64<br>35%<br>r                     | 60<br>36%<br>v       | 99<br>50%<br>zpqtv   | 93<br>44%<br>v         | 111<br>36%<br>v    | 81<br>41%<br>v     | 74<br>26%<br>v       | 944<br>42%  |             |
| NET:A fair amount/great deal of threat | 17%              | 13%                     | 17%                             | 17%                             | 11%                          | 18%            | 8%              | 13%          | 15%                     | 10%                  | 9%              | 26%               |                   | 3%                | 25%                                | 25%                  | -4%                  | 8%                     | 28%                | 14%                | 44%                  | 12%         |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN 126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/l - z/k/l/m - z/n/o/p/q/r/s/h/u/v  
Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of UK citizens

Base: All respondents

|                                        | Total<br>(z)      | Urbanity     |                  | IMD Quintile             |                 |               |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total |             |
|----------------------------------------|-------------------|--------------|------------------|--------------------------|-----------------|---------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|-------------|-------------|
|                                        |                   | Urban<br>(a) | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)      | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |             | No<br>(p)   |
| Unweighted Total                       | 2238              | 1673         | 565              | 419                      | 432             | 476           | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831        | 2238        |
| Weighted Total                         | 2238              | 1745         | 493              | 451                      | 442             | 447           | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642        | 2238        |
| A great deal of threat                 | 312<br>14%<br>ikp | 250<br>14%   | 61<br>12%        | 68<br>15%                | 49<br>11%       | 66<br>15%     | 61<br>14%  | 67<br>15%                 | 197<br>16%<br>zik                                                       | 24<br>10%                          | 20<br>17%<br>k                                       | 10<br>6%                                                 | 27<br>11%                                         | 10<br>15%                                         | 21<br>12%                | 108<br>18%<br>zp | 203<br>12%  | 277<br>12%  |
| A fair amount of threat                | 956<br>43%<br>k   | 761<br>44%   | 195<br>40%       | 169<br>38%               | 209<br>47%<br>c | 187<br>42%    | 201<br>45% | 191<br>42%                | 529<br>44%<br>k                                                         | 122<br>50%<br>zjk                  | 38<br>33%                                            | 52<br>32%                                                | 97<br>41%                                         | 29<br>40%                                         | 82<br>47%                | 241<br>41%       | 713<br>43%  | 946<br>42%  |
| Not very much threat                   | 709<br>32%<br>m   | 531<br>30%   | 178<br>36%<br>z  | 129<br>29%               | 146<br>33%      | 143<br>32%    | 135<br>30% | 155<br>35%                | 360<br>30%<br>m                                                         | 81<br>33%<br>m                     | 42<br>37%<br>m                                       | 65<br>41%<br>hm                                          | 84<br>36%<br>m                                    | 10<br>15%                                         | 61<br>35%                | 168<br>28%       | 540<br>33%  | 762<br>34%  |
| No threat at all                       | 175<br>8%<br>d    | 130<br>7%    | 46<br>9%         | 55<br>12%<br>zdg         | 19<br>4%        | 39<br>9%<br>d | 35<br>8%   | 27<br>6%                  | 92<br>8%<br>m                                                           | 15<br>6%                           | 12<br>10%                                            | 19<br>12%                                                | 16<br>7%                                          | 11<br>15%                                         | 7<br>4%                  | 48<br>8%         | 127<br>8%   | 182<br>8%   |
| Don't know                             | 86<br>4%<br>h     | 74<br>4%     | 12<br>3%         | 29<br>6%<br>zg           | 18<br>4%        | 13<br>3%      | 16<br>4%   | 10<br>2%                  | 33<br>3%<br>m                                                           | 4<br>2%                            | 2<br>2%                                              | 14<br>9%<br>zhin                                         | 12<br>5%                                          | 10<br>15%<br>zhijn                                | 2<br>1%                  | 26<br>4%         | 59<br>4%    | 71<br>3%    |
| Mean                                   | 2.65<br>bkp       | 2.68<br>b    | 2.57             | 2.59                     | 2.68            | 2.65          | 2.67       | 2.68                      | 2.71<br>zk                                                              | 2.64<br>k                          | 2.59                                                 | 2.36                                                     | 2.6<br>k                                          | 2.63                                              | 2.68<br>k                | 2.72             | 2.63        | 2.61        |
| A fair amount/great deal of threat     | 1268<br>57%<br>k  | 1011<br>58%  | 257<br>52%       | 237<br>53%               | 258<br>58%      | 253<br>57%    | 262<br>58% | 258<br>57%                | 726<br>60%<br>zk                                                        | 146<br>59%<br>k                    | 58<br>51%                                            | 62<br>39%                                                | 124<br>52%<br>k                                   | 39<br>55%                                         | 102<br>59%<br>k          | 349<br>59%       | 916<br>56%  | 1223<br>55% |
| Not very much/no threat at all         | 884<br>40%<br>ah  | 661<br>38%   | 224<br>45%<br>za | 185<br>41%               | 166<br>38%      | 181<br>41%    | 170<br>38% | 183<br>41%                | 453<br>37%                                                              | 96<br>39%                          | 54<br>47%                                            | 85<br>53%<br>zhim                                        | 101<br>42%                                        | 21<br>30%                                         | 68<br>40%                | 217<br>37%       | 667<br>41%  | 944<br>42%  |
| NET:A fair amount/great deal of threat | 17%               | 20%          | 7%               | 12%                      | 21%             | 16%           | 21%        | 17%                       | 23%                                                                     | 20%                                | 4%                                                   | -14%                                                     | 10%                                               | 25%                                               | 20%                      | 22%              | 15%         | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of UK citizens

Base: All respondents

|                                        | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                        |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                       | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                         | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| A great deal of threat                 | 312<br>14%   | 282<br>14%               | 29<br>14%         | 96<br>12%           | 148<br>14%          | 38<br>22%          | 108<br>21%               | 213<br>13%                      | 242<br>15%                                        | 88<br>17%                         | 96<br>17%                                                 | 33<br>22%                        | 29<br>14%   | *<br>3%      | 277<br>12%  |
| A fair amount of threat                | 956<br>43%   | 865<br>43%               | 81<br>40%         | 318<br>39%          | 464<br>45%          | 84<br>49%          | 237<br>46%               | 714<br>44%                      | 728<br>44%                                        | 221<br>42%                        | 244<br>42%                                                | 66<br>44%                        | 81<br>40%   | 9<br>61%     | 946<br>42%  |
| Not very much threat                   | 709<br>32%   | 643<br>32%               | 65<br>32%         | 274<br>34%          | 330<br>32%          | 39<br>23%          | 131<br>25%               | 524<br>33%                      | 525<br>32%                                        | 163<br>31%                        | 181<br>31%                                                | 39<br>26%                        | 65<br>32%   | 5<br>37%     | 762<br>34%  |
| No threat at all                       | 175<br>8%    | 152<br>8%                | 22<br>11%         | 80<br>10%           | 66<br>6%            | 6<br>4%            | 30<br>6%                 | 113<br>7%                       | 119<br>7%                                         | 33<br>6%                          | 40<br>7%                                                  | 12<br>8%                         | 22<br>11%   | -<br>-       | 182<br>8%   |
| Don't know                             | 86<br>4%     | 63<br>3%                 | 6<br>3%           | 37<br>5%            | 23<br>2%            | 3<br>2%            | 13<br>2%                 | 46<br>3%                        | 47<br>3%                                          | 19<br>4%                          | 16<br>3%                                                  | 1<br>1%                          | 6<br>3%     | -<br>-       | 71<br>3%    |
| Mean                                   | 2.65<br>c    | 2.66<br>c                | 2.6               | 2.56                | 2.69<br>c           | 2.92<br>zabcd      | 2.84<br>zghijl           | 2.66                            | 2.68<br>z                                         | 2.72                              | 2.7                                                       | 2.79                             | 2.6         | 2.66         | 2.61        |
| A fair amount/great deal of threat     | 1268<br>57%  | 1147<br>57%              | 111<br>55%        | 414<br>51%          | 612<br>59%          | 122<br>72%         | 345<br>66%               | 927<br>58%                      | 970<br>58%                                        | 309<br>59%                        | 340<br>59%                                                | 98<br>65%                        | 111<br>55%  | 9<br>63%     | 1223<br>55% |
| Not very much/no threat at all         | 884<br>40%   | 795<br>40%               | 87<br>43%         | 354<br>44%          | 396<br>38%          | 45<br>27%          | 161<br>31%               | 637<br>40%                      | 644<br>39%                                        | 196<br>37%                        | 221<br>38%                                                | 52<br>34%                        | 87<br>43%   | 5<br>37%     | 944<br>42%  |
| NET:A fair amount/great deal of threat | 17%          | 18%                      | 12%               | 7%                  | 21%                 | 45%                | 35%                      | 18%                             | 20%                                               | 22%                               | 20%                                                       | 31%                              | 12%         | 26%          | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of UK citizens

Base: All respondents

|                                        | Total<br>(z)         | Use of SC Services P12M |                                    |                                       |                    | Health problem/disability |                    | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total        |
|----------------------------------------|----------------------|-------------------------|------------------------------------|---------------------------------------|--------------------|---------------------------|--------------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|--------------------|
|                                        |                      | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)  | Yes<br>(e)                | No<br>(f)          | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                    |
| Unweighted Total                       | 2238                 | 537                     | 127                                | 488                                   | 1637               | 557                       | 1641               | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238               |
| Weighted Total                         | 2238                 | 523                     | 142*                               | 480                                   | 1618               | 477                       | 1709               | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238               |
| A great deal of threat                 | 312<br>14%<br>dnq    | 99<br>19%<br>zd         | 28<br>20%<br>d                     | 93<br>19%<br>zd                       | 198<br>12%<br>zf   | 83<br>17%<br>zf           | 223<br>13%<br>zh   | 68<br>19%<br>zh                       | 127<br>12%<br>zh       | 106<br>14%<br>zh | 79<br>19%<br>zh                       | 112<br>12%<br>zh          | 115<br>13%<br>zh      | 24<br>24%<br>zn                               | 80<br>10%<br>n         | 135<br>15%<br>n   | 34<br>21%<br>q                                | 78<br>10%<br>q            | 146<br>15%<br>q       | 277<br>12%<br>q    |
| A fair amount of threat                | 956<br>43%<br>i      | 235<br>45%<br>i         | 67<br>47%<br>i                     | 213<br>44%<br>i                       | 693<br>43%<br>i    | 200<br>42%<br>i           | 743<br>43%<br>i    | 177<br>49%<br>j                       | 451<br>44%<br>j        | 294<br>39%<br>j  | 199<br>48%<br>j                       | 379<br>42%<br>j           | 355<br>41%<br>j       | 52<br>52%<br>zm                               | 368<br>45%<br>zm       | 368<br>42%<br>zm  | 80<br>50%<br>zr                               | 386<br>48%<br>zr          | 390<br>40%<br>zr      | 946<br>42%<br>zr   |
| Not very much threat                   | 709<br>32%<br>m      | 154<br>29%<br>m         | 35<br>25%<br>m                     | 143<br>30%<br>m                       | 543<br>34%<br>z    | 137<br>29%<br>z           | 567<br>33%<br>z    | 106<br>29%<br>z                       | 336<br>32%<br>z        | 245<br>32%<br>z  | 115<br>28%<br>z                       | 301<br>34%<br>z           | 273<br>32%<br>z       | 16<br>17%<br>zm                               | 294<br>36%<br>zm       | 293<br>33%<br>m   | 37<br>23%<br>zp                               | 284<br>35%<br>zp          | 317<br>33%<br>zp      | 762<br>34%<br>zp   |
| No threat at all                       | 175<br>8%<br>acgjpq  | 25<br>5%<br>acgjpq      | 8<br>5%<br>acgjpq                  | 22<br>5%<br>acgjpq                    | 131<br>8%<br>ac    | 44<br>9%<br>ac            | 126<br>7%<br>ac    | 13<br>4%<br>g                         | 78<br>7%<br>g          | 80<br>10%<br>zg  | 17<br>4%<br>j                         | 76<br>8%<br>j             | 79<br>9%<br>j         | 5<br>5%<br>z                                  | 55<br>7%<br>z          | 76<br>9%<br>z     | 3<br>2%<br>zp                                 | 45<br>6%<br>zp            | 100<br>10%<br>zp      | 182<br>8%<br>zp    |
| Don't know                             | 86<br>4%<br>acgjpq   | 9<br>2%<br>acgjpq       | 5<br>3%<br>acgjpq                  | 9<br>2%<br>acgjpq                     | 54<br>3%<br>acgjpq | 12<br>2%<br>acgjpq        | 51<br>3%<br>acgjpq | 1<br>+<br>g                           | 44<br>4%<br>g          | 34<br>4%<br>g    | 5<br>1%<br>j                          | 31<br>3%<br>j             | 36<br>4%<br>j         | 2<br>2%<br>z                                  | 18<br>2%<br>z          | 15<br>2%<br>z     | 7<br>5%<br>zp                                 | 16<br>2%<br>zp            | 21<br>2%<br>zp        | 71<br>3%<br>zp     |
| Mean                                   | 2.65<br>din          | 2.8<br>zd               | 2.84<br>zd                         | 2.8<br>zd                             | 2.61<br>zd         | 2.69<br>zd                | 2.64<br>zd         | 2.82<br>zhi                           | 2.63<br>zhi            | 2.59<br>zhi      | 2.83<br>zkl                           | 2.61<br>zkl               | 2.62<br>zkl           | 2.96<br>zno                                   | 2.59<br>zno            | 2.65<br>zno       | 2.94<br>zqr                                   | 2.63<br>zqr               | 2.61<br>zqr           | 2.61<br>zqr        |
| A fair amount/great deal of threat     | 1268<br>57%<br>i     | 335<br>64%<br>zd        | 95<br>67%<br>d                     | 306<br>64%<br>zd                      | 891<br>55%<br>zf   | 283<br>59%<br>zf          | 966<br>57%<br>zh   | 245<br>67%<br>zh                      | 578<br>56%<br>zh       | 401<br>53%<br>zh | 278<br>67%<br>zh                      | 491<br>55%<br>zh          | 470<br>55%<br>zh      | 75<br>76%<br>zno                              | 448<br>55%<br>zno      | 504<br>57%<br>zno | 114<br>70%<br>zqr                             | 464<br>57%<br>zqr         | 536<br>55%<br>zqr     | 1223<br>55%<br>zqr |
| Not very much/no threat at all         | 884<br>40%<br>acgjmp | 179<br>34%<br>acgjmp    | 43<br>30%<br>acgjmp                | 165<br>34%<br>acgjmp                  | 674<br>42%<br>zabc | 182<br>38%<br>zabc        | 692<br>40%<br>zabc | 119<br>33%<br>g                       | 414<br>40%<br>g        | 325<br>43%<br>g  | 132<br>32%<br>j                       | 377<br>42%<br>j           | 352<br>41%<br>j       | 22<br>22%<br>m                                | 350<br>43%<br>m        | 368<br>42%<br>m   | 40<br>25%<br>p                                | 328<br>41%<br>p           | 417<br>43%<br>p       | 944<br>42%<br>p    |
| NET-A fair amount/great deal of threat | 17%<br>i             | 30%<br>zd               | 37%<br>d                           | 29%<br>zd                             | 13%<br>zf          | 21%<br>zf                 | 16%<br>zh          | 35%<br>zh                             | 16%<br>zh              | 10%<br>zh        | 35%<br>zh                             | 13%<br>zh                 | 14%<br>zh             | 54%<br>zno                                    | 12%<br>zno             | 15%<br>zno        | 45%<br>zqr                                    | 17%<br>zqr                | 12%<br>zqr            | 12%<br>zqr         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of people globally

Base: All respondents

|                                        | Gender                |                      |                      | Age                  |                      |                      |                      |                      |                     |                     | Ethnicity                             |                                                      | Working status       |                                  | Education                                  |                        |                                                        |                                 |                                                   |                                                                           |                             |                   | Unwtd Total |
|----------------------------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------------------------|------------------------------------------------------|----------------------|----------------------------------|--------------------------------------------|------------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|---------------------------------------------------------------------------|-----------------------------|-------------------|-------------|
|                                        | Total<br>(a)          | Man<br>(b)           | Woman<br>(c)         | 16-24<br>(d)         | 25-34<br>(e)         | 35-44<br>(f)         | 45-54<br>(g)         | 55-64<br>(h)         | 65-74<br>(i)        | 75+<br>(j)          | White (including<br>White minorities) | Ethnic minorities<br>(excluding White<br>minorities) | Working full-time    | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above) | Non-graduates          | Other Higher<br>Education below<br>degree level<br>(o) | A-level or<br>equivalent<br>(p) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(q) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign) | No formal<br>qualifications |                   |             |
| Unweighted Total                       | 2238                  | 1090                 | 1130                 | 101                  | 156                  | 252                  | 345                  | 518                  | 552                 | 314                 | 2016                                  | 180                                                  | 794                  | 1434                             | 683                                        | 1513                   | 294                                                    | 475                             | 534                                               | 130                                                                       | 90                          | 2238              |             |
| Weighted Total                         | 2238                  | 1069                 | 1151                 | 292*                 | 361                  | 359                  | 355                  | 354                  | 268                 | 249                 | 1880                                  | 300                                                  | 976                  | 1253                             | 665                                        | 1541                   | 276                                                    | 552                             | 542                                               | 99*                                                                       | 72*                         | 2238              |             |
| A great deal of threat                 | 865<br>39%<br>gort    | 412<br>38%<br>gort   | 443<br>38%<br>zefghi | 152<br>52%<br>zefghi | 146<br>40%<br>zefghi | 123<br>34%<br>zefghi | 133<br>38%<br>zefghi | 117<br>33%<br>zefghi | 96<br>36%<br>zefghi | 98<br>39%<br>zefghi | 731<br>39%<br>zefghi                  | 117<br>39%<br>zefghi                                 | 382<br>39%<br>zefghi | 480<br>38%<br>zefghi             | 347<br>52%<br>zopqrst                      | 512<br>33%<br>zopqrst  | 106<br>38%<br>t                                        | 186<br>34%<br>t                 | 167<br>31%<br>t                                   | 37<br>38%<br>t                                                            | 17<br>23%<br>t              | 821<br>37%<br>t   |             |
| A fair amount of threat                | 855<br>38%<br>lp      | 404<br>38%<br>lp     | 447<br>39%<br>lp     | 101<br>35%<br>lp     | 129<br>36%<br>lp     | 131<br>37%<br>lp     | 124<br>35%<br>lp     | 153<br>43%<br>lp     | 115<br>43%<br>lp    | 100<br>40%<br>lp    | 714<br>38%<br>lp                      | 125<br>42%<br>lp                                     | 341<br>35%<br>lp     | 511<br>41%<br>lp                 | 233<br>35%<br>lp                           | 610<br>40%<br>lp       | 88<br>32%<br>lp                                        | 238<br>43%<br>lp                | 221<br>41%<br>lp                                  | 36<br>36%<br>lp                                                           | 27<br>37%<br>lp             | 892<br>40%<br>lp  |             |
| Not very much threat                   | 346<br>15%<br>n       | 182<br>17%<br>n      | 163<br>14%<br>n      | 28<br>9%<br>n        | 39<br>11%<br>n       | 64<br>18%<br>n       | 71<br>20%<br>n       | 62<br>18%<br>n       | 40<br>15%<br>n      | 41<br>17%<br>n      | 304<br>16%<br>n                       | 33<br>11%<br>n                                       | 162<br>17%<br>n      | 184<br>15%<br>n                  | 59<br>9%<br>n                              | 285<br>18%<br>n        | 58<br>21%<br>n                                         | 83<br>15%<br>n                  | 104<br>19%<br>n                                   | 21<br>21%<br>n                                                            | 19<br>26%<br>n              | 363<br>16%<br>n   |             |
| No threat at all                       | 90<br>4%<br>bkn       | 52<br>5%<br>bkn      | 37<br>3%<br>bkn      | 4<br>1%<br>bkn       | 16<br>5%<br>bkn      | 26<br>7%<br>zcdl     | 15<br>4%<br>zcdl     | 11<br>3%<br>zcdl     | 11<br>4%<br>zcdl    | 7<br>3%<br>zcdl     | 82<br>4%<br>k                         | 1<br>*<br>k                                          | 49<br>5%<br>k        | 41<br>3%<br>k                    | 15<br>2%<br>k                              | 70<br>5%<br>n          | 13<br>5%<br>n                                          | 23<br>4%<br>n                   | 26<br>5%<br>n                                     | 4<br>4%<br>n                                                              | 5<br>7%<br>n                | 91<br>4%<br>n     |             |
| Don't know                             | 82<br>4%<br>ahijn     | 19<br>2%<br>ahijn    | 62<br>5%<br>ahijn    | 7<br>3%<br>ahijn     | 31<br>8%<br>zfgih    | 16<br>4%<br>zfgih    | 11<br>3%<br>l        | 10<br>3%<br>l        | 6<br>2%<br>zj       | 2<br>1%<br>zj       | 50<br>3%<br>zj                        | 24<br>8%<br>zj                                       | 42<br>4%<br>zj       | 37<br>3%<br>zj                   | 12<br>2%<br>n                              | 65<br>4%<br>n          | 11<br>4%<br>n                                          | 23<br>4%<br>n                   | 25<br>5%<br>n                                     | 1<br>1%<br>n                                                              | 6<br>8%<br>n                | 71<br>3%<br>n     |             |
| Mean                                   | 3.16<br>egort         | 3.12<br>egort        | 3.19<br>egort        | 3.41<br>zefghi       | 3.23<br>e            | 3.02<br>e            | 3.09<br>e            | 3.09<br>e            | 3.13<br>e           | 3.17<br>e           | 3.14<br>z                             | 3.3<br>z                                             | 3.13<br>z            | 3.18<br>z                        | 3.39<br>zopqrst                            | 3.06<br>t              | 3.08<br>t                                              | 3.11<br>t                       | 3.02<br>t                                         | 3.09<br>t                                                                 | 2.83<br>t                   | 3.13<br>t         |             |
| A fair amount/great deal of threat     | 1720<br>77%<br>efoort | 816<br>76%<br>efoort | 890<br>77%<br>efoort | 253<br>87%<br>zefgh  | 275<br>76%<br>zefgh  | 254<br>71%<br>zefgh  | 258<br>73%<br>zefgh  | 271<br>76%<br>zefgh  | 211<br>79%<br>zefgh | 198<br>80%<br>zefgh | 1445<br>77%<br>zefgh                  | 242<br>81%<br>zefgh                                  | 723<br>74%<br>zefgh  | 991<br>79%<br>zefgh              | 580<br>87%<br>zopqrst                      | 1122<br>73%<br>zopqrst | 194<br>70%<br>t                                        | 424<br>77%<br>t                 | 388<br>72%<br>t                                   | 73<br>74%<br>t                                                            | 43<br>60%<br>t              | 1713<br>77%<br>t  |             |
| Not very much/no threat at all         | 436<br>19%<br>bckn    | 234<br>22%<br>bckn   | 200<br>17%<br>bckn   | 31<br>11%<br>bckn    | 55<br>15%<br>bckn    | 89<br>25%<br>zcd     | 86<br>24%<br>zcd     | 74<br>21%<br>c       | 51<br>19%<br>c      | 49<br>20%<br>c      | 386<br>21%<br>zkl                     | 34<br>11%<br>zkl                                     | 211<br>22%<br>zkl    | 225<br>18%<br>zkl                | 74<br>11%<br>zkl                           | 355<br>23%<br>zkl      | 71<br>26%<br>zkl                                       | 106<br>19%<br>n                 | 130<br>24%<br>zkl                                 | 25<br>25%<br>n                                                            | 23<br>32%<br>zkl            | 454<br>20%<br>zkl |             |
| NET:A fair amount/great deal of threat | 57%                   | 54%                  | 60%                  | 76%                  | 61%                  | 46%                  | 48%                  | 56%                  | 60%                 | 60%                 | 56%                                   | 69%                                                  | 52%                  | 61%                              | 76%                                        | 50%                    | 44%                                                    | 58%                             | 48%                                               | 49%                                                                       | 28%                         | 56%               |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of people globally

Base: All respondents

|                                        | Total<br>(n)        | Annual household income |                                 |                                 |                              | Country          |                 |                 |                         | England region (Net) |                  |                  | England region     |                   |                                    |                      |                      |                        |                   |                   |                    |                  | Unwtd Total |
|----------------------------------------|---------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------|-----------------|-----------------|-------------------------|----------------------|------------------|------------------|--------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|--------------------|------------------|-------------|
|                                        |                     | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)   | Scotland<br>(n) | Wales<br>(n)    | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n)  | South<br>(n)     | North East<br>(n)  | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)      |                  |             |
| Unweighted Total                       | 2238                | 468                     | 686                             | 465                             | 164                          | 1715             | 206             | 162             | 155                     | 453                  | 348              | 334              | 85                 | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213                | 2238             |             |
| Weighted Total                         | 2238                | 398                     | 605                             | 524                             | 231                          | 1886             | 184             | 106*            | 62*                     | 521                  | 362              | 1003             | 89*                | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290                | 2238             |             |
| A great deal of threat                 | 865<br>39%<br>k     | 136<br>34%<br>ad        | 221<br>37%<br>ad                | 232<br>44%<br>ad                | 93<br>40%<br>ad              | 739<br>39%<br>ad | 61<br>33%<br>ad | 42<br>40%<br>ad | 24<br>38%<br>ad         | 190<br>37%<br>ad     | 109<br>30%<br>ad | 439<br>44%<br>ad | 29<br>33%<br>ad    | 78<br>31%<br>ad   | 84<br>45%<br>ad                    | 56<br>34%<br>ad      | 53<br>27%<br>ad      | 71<br>34%<br>ad        | 144<br>46%<br>ad  | 84<br>43%<br>ad   | 140<br>48%<br>ad   | 821<br>37%<br>ad |             |
| A fair amount of threat                | 855<br>38%<br>k     | 152<br>38%<br>ad        | 243<br>40%<br>ad                | 183<br>35%<br>ad                | 91<br>39%<br>ad              | 733<br>39%<br>ad | 62<br>34%<br>ad | 37<br>35%<br>ad | 23<br>37%<br>ad         | 184<br>35%<br>ad     | 157<br>43%<br>ad | 393<br>39%<br>ad | 27<br>31%<br>ad    | 96<br>39%<br>ad   | 61<br>33%<br>ad                    | 72<br>44%<br>ad      | 84<br>43%<br>ad      | 91<br>43%<br>ad        | 115<br>37%<br>ad  | 69<br>36%<br>ad   | 118<br>41%<br>ad   | 892<br>40%<br>ad |             |
| Not very much threat                   | 346<br>15%<br>mv    | 78<br>20%<br>ad         | 100<br>16%<br>ad                | 80<br>15%<br>ad                 | 23<br>10%<br>ad              | 278<br>15%<br>ad | 41<br>22%<br>ad | 19<br>18%<br>ad | 8<br>13%<br>ad          | 93<br>18%<br>ad      | 64<br>18%<br>ad  | 121<br>12%<br>ad | 23<br>26%<br>ad    | 45<br>18%<br>ad   | 25<br>13%<br>ad                    | 21<br>13%<br>ad      | 43<br>22%<br>ad      | 34<br>16%<br>ad        | 36<br>12%<br>ad   | 30<br>16%<br>ad   | 20<br>7%<br>ad     | 363<br>16%<br>ad |             |
| No threat at all                       | 90<br>4%<br>mv      | 20<br>5%<br>ad          | 31<br>5%<br>ad                  | 14<br>3%<br>ad                  | 13<br>6%<br>ad               | 75<br>4%<br>ad   | 8<br>4%<br>ad   | 5<br>5%<br>ad   | 3<br>4%<br>ad           | 30<br>6%<br>ad       | 21<br>6%<br>ad   | 23<br>2%<br>ad   | 7<br>7%<br>ad      | 17<br>7%<br>ad    | 6<br>3%<br>ad                      | 12<br>7%<br>ad       | 10<br>5%<br>ad       | 6<br>3%<br>ad          | 10<br>3%<br>ad    | 6<br>3%<br>ad     | 1<br>*<br>ad       | 91<br>4%<br>ad   |             |
| Don't know                             | 82<br>4%<br>d       | 12<br>3%<br>ad          | 10<br>2%<br>ad                  | 15<br>3%<br>ad                  | 10<br>4%<br>ad               | 61<br>3%<br>ad   | 13<br>7%<br>ad  | 4<br>4%<br>ad   | 5<br>8%<br>ad           | 24<br>5%<br>ad       | 10<br>3%<br>ad   | 27<br>3%<br>ad   | 3<br>3%<br>ad      | 12<br>5%<br>ad    | 9<br>5%<br>ad                      | 3<br>2%<br>ad        | 7<br>4%<br>ad        | 7<br>3%<br>ad          | 5<br>1%<br>ad     | 5<br>2%<br>ad     | 11<br>4%<br>ad     | 71<br>3%<br>ad   |             |
| Mean                                   | 3.16<br>clinor<br>d | 3.04                    | 3.1                             | 3.24<br>cd                      | 3.2                          | 3.17             | 3.03            | 3.13            | 3.18                    | 3.08                 | 3                | 3.28<br>zkl      | 2.92               | 2.99              | 3.26<br>nor                        | 3.07                 | 2.95                 | 3.12                   | 3.29<br>znoqr     | 3.22<br>nor       | 3.43<br>znoqrsu    | 3.13             |             |
| A fair amount/great deal of threat     | 1720<br>77%<br>chkn | 288                     | 464                             | 415                             | 185                          | 1472             | 123             | 78              | 47                      | 374                  | 266              | 832              | 57                 | 174               | 144                                | 128                  | 137                  | 161                    | 260               | 154               | 258                | 1713             |             |
| NET:A fair amount/great deal of threat | 77%<br>chkn         | 72%                     | 77%                             | 79%<br>c                        | 80%                          | 78%<br>zh        | 67%             | 74%             | 75%                     | 72%                  | 73%              | 83%<br>zkl       | 64%                | 70%               | 78%                                | 78%                  | 69%                  | 77%                    | 84%<br>znor       | 79%<br>n          | 89%<br>znoqrs<br>u | 77%              |             |
| Not very much/no threat at all         | 436<br>19%<br>mv    | 98<br>25%<br>zef        | 130<br>22%<br>ad                | 94<br>18%<br>ad                 | 36<br>16%<br>ad              | 352<br>19%<br>ad | 49<br>27%<br>zq | 24<br>22%<br>ad | 11<br>18%<br>ad         | 123<br>24%<br>m      | 86<br>24%<br>m   | 144<br>14%<br>ad | 29<br>33%<br>zptuv | 62<br>25%<br>tv   | 31<br>17%<br>v                     | 33<br>20%<br>v       | 53<br>27%<br>ztv     | 40<br>19%<br>v         | 46<br>15%<br>ad   | 37<br>19%<br>v    | 21<br>7%<br>ad     | 454<br>20%<br>ad |             |
| NET:A fair amount/great deal of threat | 77%<br>mv           | 72%                     | 77%                             | 79%<br>c                        | 80%                          | 78%<br>zh        | 67%             | 74%             | 75%                     | 72%                  | 73%              | 83%<br>zkl       | 64%                | 70%               | 78%                                | 78%                  | 69%                  | 77%                    | 84%<br>znor       | 79%<br>n          | 89%<br>znoqrs<br>u | 77%              |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/i - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of people globally

Base: All respondents

|                                        | Total<br>(z)      | Urbanity     |              | IMD Quintile             |                 |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |             |
|----------------------------------------|-------------------|--------------|--------------|--------------------------|-----------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-------------|
|                                        |                   | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p)   |
| Unweighted Total                       | 2238              | 1673         | 565          | 419                      | 432             | 476        | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238        |
| Weighted Total                         | 2238              | 1745         | 493          | 451                      | 442             | 447        | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238        |
| A great deal of threat                 | 865<br>39%<br>kl  | 681<br>39%   | 184<br>37%   | 152<br>34%               | 161<br>36%      | 186<br>42% | 175<br>39% | 191<br>42%<br>c           | 526<br>43%<br>zijkl                                                     | 82<br>33%                          | 36<br>32%                                            | 45<br>28%                                                | 67<br>28%                                         | 21<br>29%                                         | 84<br>49%<br>ikl         | 227<br>38% | 637<br>39%  | 821<br>37%  |
| A fair amount of threat                | 855<br>38%<br>k   | 666<br>38%   | 189<br>38%   | 167<br>37%               | 191<br>43%<br>e | 154<br>34% | 169<br>38% | 174<br>39%                | 444<br>37%                                                              | 109<br>44%<br>hk                   | 44<br>39%                                            | 43<br>27%                                                | 101<br>43%<br>k                                   | 30<br>42%                                         | 79<br>46%<br>k           | 215<br>36% | 637<br>39%  | 892<br>40%  |
| Not very much threat                   | 346<br>15%<br>hn  | 265<br>15%   | 81<br>16%    | 83<br>18%                | 61<br>14%       | 76<br>17%  | 64<br>14%  | 61<br>14%                 | 159<br>13%                                                              | 40<br>16%<br>n                     | 30<br>26%<br>zhin                                    | 50<br>31%<br>zhimn                                       | 48<br>20%<br>hn                                   | 7<br>10%                                          | 7<br>4%                  | 90<br>15%  | 256<br>16%  | 363<br>16%  |
| No threat at all                       | 90<br>4%          | 67<br>4%     | 23<br>5%     | 21<br>5%                 | 13<br>3%        | 19<br>4%   | 21<br>5%   | 17<br>4%                  | 53<br>4%                                                                | 7<br>3%                            | 2<br>2%                                              | 9<br>5%                                                  | 10<br>4%                                          | 7<br>11%<br>n                                     | -<br>-                   | 32<br>5%   | 58<br>4%    | 91<br>4%    |
| Don't know                             | 82<br>4%<br>gh    | 67<br>4%     | 16<br>3%     | 28<br>6%<br>zeg          | 16<br>4%        | 12<br>3%   | 19<br>4%   | 7<br>2%                   | 29<br>2%                                                                | 8<br>3%                            | 2<br>1%                                              | 15<br>9%<br>zhijn                                        | 11<br>5%<br>h                                     | 6<br>8%<br>h                                      | 2<br>1%                  | 27<br>5%   | 54<br>3%    | 71<br>3%    |
| Mean                                   | 3.16<br>kl        | 3.17         | 3.12         | 3.07                     | 3.18            | 3.16       | 3.16       | 3.22<br>c                 | 3.22<br>zijkl                                                           | 3.12<br>k                          | 3.02                                                 | 2.85                                                     | 3                                                 | 2.99                                              | 3.45<br>zijkl            | 3.13       | 3.17        | 3.13        |
| A fair amount/great deal of threat     | 1720<br>77%<br>ck | 1347<br>77%  | 373<br>76%   | 319<br>71%               | 352<br>80%<br>c | 340<br>76% | 344<br>77% | 365<br>81%<br>c           | 970<br>80%<br>zijkl                                                     | 191<br>78%<br>k                    | 81<br>71%<br>k                                       | 88<br>55%                                                | 168<br>71%<br>k                                   | 50<br>72%                                         | 163<br>95%<br>zhijkim    | 443<br>75% | 1275<br>78% | 1713<br>77% |
| Not very much/no threat at all         | 436<br>19%<br>hn  | 331<br>19%   | 104<br>21%   | 104<br>23%               | 74<br>17%       | 95<br>21%  | 85<br>19%  | 78<br>17%                 | 213<br>18%<br>n                                                         | 47<br>19%<br>n                     | 32<br>28%<br>zhn                                     | 58<br>36%<br>zhlin                                       | 58<br>24%<br>hn                                   | 14<br>20%<br>n                                    | 7<br>4%                  | 122<br>21% | 314<br>19%  | 454<br>20%  |
| NET:A fair amount/great deal of threat | 57%               | 58%          | 54%          | 48%                      | 63%             | 55%        | 58%        | 64%                       | 63%                                                                     | 58%                                | 43%                                                  | 18%                                                      | 47%                                               | 51%                                               | 91%                      | 54%        | 59%         | 56%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of people globally

Base: All respondents

|                                        | Use of NHS Services P12M |                    |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                | Unwtd Total |
|----------------------------------------|--------------------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|----------------|-------------|
|                                        | Total<br>(z)             | Any service<br>(a) | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)   |             |
| Unweighted Total                       | 2238                     | 2055               | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17             | 2238        |
| Weighted Total                         | 2238                     | 2005               | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**           | 2238        |
| A great deal of threat                 | 865<br>39%<br>c          | 792<br>40%<br>zc   | 73<br>36%<br>df   | 252<br>31%<br>zade  | 457<br>44%<br>zac   | 83<br>49%<br>zc    | 246<br>47%<br>zghil      | 650<br>40%<br>z                 | 685<br>41%<br>z                                   | 214<br>41%<br>z                   | 247<br>43%<br>z                                           | 74<br>49%<br>z                   | 73<br>36%<br>z  | 5<br>38%<br>z  | 821<br>37%  |
| A fair amount of threat                | 855<br>38%<br>df         | 767<br>38%<br>d    | 79<br>39%<br>d    | 349<br>43%<br>zade  | 367<br>36%<br>zac   | 51<br>30%<br>zc    | 169<br>33%<br>f          | 608<br>38%<br>f                 | 614<br>37%<br>z                                   | 191<br>36%<br>z                   | 206<br>36%<br>z                                           | 49<br>33%<br>z                   | 79<br>39%<br>z  | 7<br>52%<br>z  | 892<br>40%  |
| Not very much threat                   | 346<br>15%               | 306<br>15%         | 39<br>19%         | 130<br>16%          | 151<br>15%          | 26<br>15%          | 68<br>13%                | 246<br>15%                      | 252<br>15%                                        | 86<br>16%                         | 87<br>15%                                                 | 20<br>13%                        | 39<br>19%       | 1<br>10%       | 363<br>16%  |
| No threat at all                       | 90<br>4%                 | 82<br>4%           | 8<br>4%           | 43<br>5%            | 34<br>3%            | 5<br>3%            | 20<br>4%                 | 61<br>4%                        | 64<br>4%                                          | 19<br>4%                          | 20<br>3%                                                  | 5<br>3%                          | 8<br>4%         | -<br>-         | 91<br>4%    |
| Don't know                             | 82<br>4%<br>adgh         | 58<br>3%           | 6<br>3%           | 31<br>4%            | 22<br>2%            | 4<br>3%            | 16<br>3%                 | 44<br>3%                        | 45<br>3%                                          | 15<br>3%                          | 18<br>3%                                                  | 2<br>2%                          | 6<br>3%         | -<br>-         | 71<br>3%    |
| Mean                                   | 3.16<br>c                | 3.17<br>c          | 3.09              | 3.05                | 3.24<br>zac         | 3.29<br>c          | 3.28<br>zghi             | 3.18                            | 3.19<br>z                                         | 3.18                              | 3.22                                                      | 3.3                              | 3.09            | 3.27           | 3.13        |
| A fair amount/great deal of threat     | 1720<br>77%<br>zc        | 1559<br>78%<br>zc  | 151<br>74%<br>zc  | 601<br>75%<br>zc    | 823<br>80%<br>zc    | 135<br>79%<br>zc   | 416<br>80%<br>z          | 1259<br>78%<br>z                | 1299<br>78%<br>z                                  | 405<br>77%<br>z                   | 454<br>79%<br>z                                           | 124<br>82%<br>z                  | 151<br>74%<br>z | 13<br>90%<br>z | 1713<br>77% |
| Not very much/no threat at all         | 436<br>19%               | 388<br>19%         | 46<br>23%         | 173<br>21%          | 185<br>18%          | 31<br>18%          | 87<br>17%                | 308<br>19%                      | 317<br>19%                                        | 104<br>20%                        | 106<br>18%                                                | 25<br>17%                        | 46<br>23%       | 1<br>10%       | 454<br>20%  |
| NET:A fair amount/great deal of threat | 57%                      | 58%                | 52%               | 53%                 | 62%                 | 61%                | 63%                      | 59%                             | 59%                                               | 57%                               | 60%                                                       | 65%                              | 52%             | 80%            | 56%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QClimateChangeThreat. How much of a threat, if at all, do you think climate change poses to each of the following? -The health of people globally

Base: All respondents

|                                         | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                     | Health problem/disability |                     | General Standard NHS - Last 12 months |                        |                     | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                     | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total         |
|-----------------------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|---------------------|---------------------------|---------------------|---------------------------------------|------------------------|---------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|---------------------|-----------------------------------------------|---------------------------|-----------------------|---------------------|
|                                         |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)   | Yes<br>(e)                | No<br>(f)           | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)    | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)    | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                     |
| Unweighted Total                        | 2238                     | 537                     | 127                                | 488                                   | 1637                | 557                       | 1641                | 375                                   | 1022                   | 770                 | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985                 | 138                                           | 785                       | 1073                  | 2238                |
| Weighted Total                          | 2238                     | 523                     | 142*                               | 480                                   | 1618                | 477                       | 1709                | 365                                   | 1036                   | 759                 | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886                 | 161*                                          | 809                       | 974                   | 2238                |
| A great deal of threat                  | 865<br>39%<br>dik<br>zbd | 251<br>48%<br>zbd       | 52<br>37%<br>zbd                   | 236<br>49%<br>zbd                     | 585<br>36%<br>zbd   | 202<br>42%<br>zbd         | 651<br>38%<br>zbd   | 199<br>55%<br>zhi                     | 394<br>38%<br>i        | 243<br>32%<br>zhi   | 215<br>52%<br>zhi                     | 318<br>35%<br>zhi         | 310<br>36%<br>zhi     | 58<br>58%<br>zno                              | 289<br>35%<br>zno      | 342<br>39%<br>zno   | 86<br>53%<br>znr                              | 298<br>37%<br>znr         | 370<br>38%<br>znr     | 821<br>37%<br>znr   |
| A fair amount of threat                 | 855<br>38%<br>acet       | 173<br>33%<br>acet      | 53<br>37%<br>acet                  | 157<br>33%<br>acet                    | 656<br>41%<br>acet  | 154<br>32%<br>acet        | 695<br>41%<br>acet  | 114<br>31%<br>acet                    | 422<br>41%<br>acet     | 289<br>38%<br>acet  | 151<br>36%<br>acet                    | 371<br>41%<br>acet        | 313<br>37%<br>acet    | 32<br>32%<br>acet                             | 347<br>43%<br>acet     | 324<br>37%<br>acet  | 54<br>33%<br>acet                             | 344<br>43%<br>acet        | 358<br>37%<br>acet    | 892<br>40%<br>acet  |
| Not very much threat                    | 346<br>15%<br>gi         | 77<br>15%<br>gi         | 25<br>18%<br>gi                    | 66<br>14%<br>gi                       | 262<br>16%<br>gi    | 89<br>19%<br>gi           | 253<br>15%<br>gi    | 40<br>11%<br>gi                       | 145<br>14%<br>gi       | 151<br>20%<br>gi    | 40<br>10%<br>gi                       | 136<br>15%<br>gi          | 159<br>19%<br>gi      | 8<br>8%<br>gi                                 | 130<br>16%<br>gi       | 162<br>18%<br>gi    | 19<br>12%<br>gi                               | 125<br>15%<br>gi          | 172<br>18%<br>gi      | 363<br>16%<br>gi    |
| No threat at all                        | 90<br>4%<br>zg           | 13<br>2%<br>zg          | 8<br>5%<br>zg                      | 11<br>2%<br>zg                        | 67<br>4%<br>zg      | 20<br>4%<br>zg            | 67<br>4%<br>zg      | 8<br>2%<br>zg                         | 37<br>4%<br>zg         | 42<br>6%<br>zg      | 8<br>2%<br>zg                         | 38<br>4%<br>zg            | 42<br>5%<br>zg        | -<br>-<br>zg                                  | 31<br>4%<br>zg         | 39<br>4%<br>zg      | 1<br>1%<br>zg                                 | 23<br>3%<br>zg            | 50<br>5%<br>zg        | 91<br>4%<br>zg      |
| Don't know                              | 82<br>4%<br>acdfgin      | 9<br>2%<br>acdfgin      | 5<br>3%<br>acdfgin                 | 9<br>2%<br>acdfgin                    | 49<br>3%<br>acdfgin | 12<br>3%<br>acdfgin       | 44<br>3%<br>acdfgin | 4<br>1%<br>acdfgin                    | 38<br>4%<br>acdfgin    | 34<br>5%<br>acdfgin | 1<br>*<br>acdfgin                     | 36<br>4%<br>acdfgin       | 34<br>4%<br>acdfgin   | 2<br>2%<br>acdfgin                            | 19<br>2%<br>acdfgin    | 19<br>2%<br>acdfgin | 2<br>1%<br>acdfgin                            | 19<br>2%<br>acdfgin       | 23<br>2%<br>acdfgin   | 71<br>3%<br>acdfgin |
| Mean                                    | 3.16<br>dikr             | 3.29<br>zbd             | 3.09<br>zbd                        | 3.31<br>zbd                           | 3.12<br>zbd         | 3.16<br>zbd               | 3.16<br>zbd         | 3.4<br>zhi                            | 3.18<br>i              | 3.01<br>zhi         | 3.38<br>zhi                           | 3.12<br>zhi               | 3.08<br>zhi           | 3.52<br>zno                                   | 3.12<br>zno            | 3.12<br>zno         | 3.41<br>znr                                   | 3.16<br>znr               | 3.1<br>znr            | 3.13<br>znr         |
| A fair amount/great deal of threat      | 1720<br>77%<br>il        | 424<br>81%<br>il        | 105<br>74%<br>il                   | 394<br>82%<br>il                      | 1240<br>77%<br>il   | 356<br>75%<br>il          | 1346<br>79%<br>il   | 314<br>86%<br>zhi                     | 816<br>79%<br>i        | 532<br>70%<br>zhi   | 366<br>88%<br>zhi                     | 689<br>77%<br>zhi         | 623<br>73%<br>zhi     | 90<br>90%<br>zno                              | 636<br>78%<br>zno      | 667<br>75%<br>zno   | 140<br>86%<br>znr                             | 642<br>79%<br>znr         | 729<br>75%<br>znr     | 1713<br>77%<br>znr  |
| Not very much/no threat at all          | 436<br>19%<br>gim        | 89<br>17%<br>gim        | 33<br>23%<br>gim                   | 77<br>16%<br>gim                      | 329<br>20%<br>gim   | 109<br>23%<br>gim         | 319<br>19%<br>gim   | 48<br>13%<br>gim                      | 182<br>18%<br>gim      | 193<br>25%<br>gim   | 48<br>12%<br>gim                      | 174<br>19%<br>gim         | 201<br>23%<br>gim     | 8<br>8%<br>gim                                | 161<br>20%<br>gim      | 201<br>23%<br>gim   | 20<br>12%<br>gim                              | 148<br>18%<br>gim         | 222<br>23%<br>gim     | 454<br>20%<br>gim   |
| NET: A fair amount/great deal of threat | 57%                      | 64%                     | 51%                                | 66%                                   | 56%                 | 52%                       | 60%                 | 73%                                   | 61%                    | 45%                 | 77%                                   | 57%                       | 49%                   | 82%                                           | 58%                    | 53%                 | 74%                                           | 61%                       | 52%                   | 56%                 |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 223

Q214G. To what extent do you agree or disagree with each of the following statements? -SUMMARY TABLE

Base: All respondents

|                            | The NHS has a responsibility to reduce its impact on climate change | The NHS is contributing to climate change | The NHS is well prepared to respond to the effects of climate change on people and services |
|----------------------------|---------------------------------------------------------------------|-------------------------------------------|---------------------------------------------------------------------------------------------|
| Unweighted Total           | 2238                                                                | 2238                                      | 2238                                                                                        |
| Weighted Total             | 2238                                                                | 2238                                      | 2238                                                                                        |
| Strongly agree             | 253<br>11%                                                          | 57<br>3%                                  | 27<br>1%                                                                                    |
| Tend to agree              | 804<br>36%                                                          | 385<br>17%                                | 132<br>6%                                                                                   |
| Neither agree nor disagree | 626<br>28%                                                          | 960<br>43%                                | 820<br>37%                                                                                  |
| Tend to disagree           | 289<br>13%                                                          | 370<br>17%                                | 691<br>31%                                                                                  |
| Strongly disagree          | 160<br>7%                                                           | 167<br>7%                                 | 259<br>12%                                                                                  |
| Don't know                 | 106<br>5%                                                           | 298<br>13%                                | 310<br>14%                                                                                  |
| Mean                       | 3.33                                                                | 2.89                                      | 2.47                                                                                        |
| Agree                      | 1058<br>47%                                                         | 443<br>20%                                | 159<br>7%                                                                                   |
| Disagree                   | 449<br>20%                                                          | 537<br>24%                                | 949<br>42%                                                                                  |
| NET: Agree                 | 27%                                                                 | -4%                                       | -35%                                                                                        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS has a responsibility to reduce its impact on climate change

Base: All respondents

|                            | Gender              |                   |                   | Age              |                  |                  |                  |                  |                  | Ethnicity        |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                   |                                                                                  |                                    | Unwtd Total        |
|----------------------------|---------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--------------------|
|                            | Total<br>(z)        | Man<br>(a)        | Woman<br>(b)      | 16-24<br>(c)     | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)     | 75+<br>(i)       | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                    |
| Unweighted Total           | 2238                | 1090              | 1130              | 101              | 156              | 252              | 345              | 518              | 552              | 314              | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238               |
| Weighted Total             | 2238                | 1069              | 1151              | 292*             | 361              | 359              | 355              | 354              | 268              | 249              | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238               |
| Strongly agree             | 253<br>11%<br>ort   | 104<br>10%<br>ort | 144<br>12%<br>ort | 36<br>12%<br>ort | 34<br>10%<br>ort | 44<br>12%<br>ort | 46<br>13%<br>ort | 43<br>12%<br>ort | 27<br>10%<br>ort | 22<br>9%<br>ort  | 206<br>11%<br>ort                            | 41<br>14%<br>ort                                            | 115<br>12%<br>ort        | 136<br>11%<br>ort                | 105<br>16%<br>ort                                 | 145<br>9%<br>ort     | 25<br>9%<br>ort                                        | 66<br>12%<br>ort                | 39<br>7%<br>ort                                   | 13<br>13%<br>ort                                                                 | 3<br>4%<br>ort                     | 259<br>12%<br>ort  |
| Tend to agree              | 804<br>36%<br>bmort | 417<br>39%<br>zb  | 383<br>33%<br>zb  | 99<br>34%<br>zb  | 115<br>32%<br>zb | 126<br>35%<br>zb | 125<br>35%<br>zb | 131<br>37%<br>zb | 113<br>42%<br>zb | 96<br>38%<br>zb  | 710<br>38%<br>zb                             | 88<br>29%<br>zb                                             | 384<br>39%<br>zm         | 419<br>33%<br>zm                 | 297<br>45%<br>zort                                | 503<br>33%<br>f      | 106<br>39%<br>ort                                      | 199<br>36%<br>rt                | 145<br>27%<br>rt                                  | 37<br>37%<br>rt                                                                  | 16<br>23%<br>rt                    | 842<br>38%<br>rt   |
| Neither agree nor disagree | 626<br>28%<br>aln   | 264<br>25%<br>aln | 358<br>31%<br>za  | 80<br>27%<br>za  | 95<br>26%<br>za  | 111<br>31%<br>za | 91<br>26%<br>za  | 101<br>28%<br>za | 71<br>26%<br>za  | 77<br>31%<br>za  | 516<br>27%<br>za                             | 92<br>31%<br>za                                             | 242<br>25%<br>zl         | 382<br>30%<br>zl                 | 139<br>21%<br>znp                                 | 477<br>31%<br>znp    | 62<br>23%<br>n                                         | 167<br>30%<br>znp               | 191<br>35%<br>znp                                 | 27<br>28%<br>znp                                                                 | 30<br>41%<br>znp                   | 618<br>28%<br>znp  |
| Tend to disagree           | 289<br>13%<br>bn    | 155<br>14%<br>zb  | 134<br>12%<br>zb  | 46<br>16%<br>zb  | 57<br>16%<br>zb  | 41<br>11%<br>zb  | 42<br>12%<br>zb  | 42<br>12%<br>zb  | 30<br>11%<br>zb  | 31<br>12%<br>zb  | 240<br>13%<br>zb                             | 40<br>13%<br>zb                                             | 115<br>12%<br>zb         | 172<br>14%<br>zb                 | 76<br>11%<br>zn                                   | 212<br>14%<br>zn     | 33<br>12%<br>zn                                        | 62<br>11%<br>zn                 | 94<br>17%<br>zn                                   | 14<br>14%<br>zn                                                                  | 9<br>13%<br>zn                     | 264<br>12%<br>zn   |
| Strongly disagree          | 160<br>7%<br>bn     | 106<br>10%<br>zb  | 52<br>5%<br>zb    | 12<br>4%<br>zb   | 29<br>8%<br>zb   | 28<br>8%<br>zb   | 30<br>8%<br>zb   | 24<br>7%<br>zb   | 20<br>8%<br>zb   | 17<br>7%<br>zb   | 138<br>7%<br>zb                              | 15<br>5%<br>zb                                              | 81<br>8%<br>zn           | 79<br>6%<br>zn                   | 32<br>5%<br>zn                                    | 122<br>8%<br>zn      | 36<br>13%<br>zn                                        | 31<br>6%<br>zn                  | 40<br>7%<br>zn                                    | 8<br>8%<br>zn                                                                    | 7<br>10%<br>zn                     | 166<br>7%<br>zn    |
| Don't know                 | 106<br>5%<br>ahns   | 24<br>2%<br>ahns  | 81<br>7%<br>za    | 19<br>7%<br>za   | 31<br>9%<br>zagh | 9<br>3%<br>h     | 20<br>6%<br>h    | 12<br>4%<br>h    | 7<br>3%<br>h     | 7<br>3%<br>h     | 71<br>4%<br>h                                | 24<br>8%<br>l                                               | 38<br>4%<br>z            | 64<br>5%<br>z                    | 16<br>2%<br>zopart                                | 83<br>5%<br>rt       | 14<br>5%<br>ort                                        | 28<br>5%<br>ort                 | 33<br>6%<br>ns                                    | -<br>-<br>ns                                                                     | 7<br>10%<br>zns                    | 89<br>4%<br>ns     |
| Mean                       | 3.33<br>aort        | 3.25<br>ahns      | 3.4<br>za         | 3.37<br>3.21     | 3.21<br>zagh     | 3.33<br>h        | 3.35<br>h        | 3.37<br>h        | 3.37<br>h        | 3.31<br>h        | 3.34<br>h                                    | 3.37<br>l                                                   | 3.36<br>z                | 3.3<br>z                         | 3.57<br>zopart                                    | 3.23<br>rt           | 3.2<br>ort                                             | 3.4<br>ort                      | 3.1<br>ort                                        | 3.32<br>t                                                                        | 2.97<br>t                          | 3.36<br>t          |
| Agree                      | 1058<br>47%<br>mort | 521<br>49%<br>zb  | 527<br>46%<br>zb  | 135<br>46%<br>zb | 149<br>41%<br>zb | 170<br>47%<br>zb | 171<br>48%<br>zb | 175<br>49%<br>zb | 140<br>52%<br>zb | 118<br>47%<br>zb | 916<br>49%<br>zb                             | 130<br>43%<br>zb                                            | 500<br>51%<br>zm         | 556<br>44%<br>zm                 | 402<br>60%<br>zopart                              | 648<br>42%<br>rt     | 132<br>48%<br>ort                                      | 265<br>48%<br>ort               | 184<br>34%<br>ort                                 | 49<br>50%<br>ort                                                                 | 19<br>26%<br>ort                   | 1101<br>49%<br>ort |
| Disagree                   | 449<br>20%<br>bn    | 261<br>24%<br>zb  | 186<br>16%<br>zb  | 58<br>20%<br>zb  | 85<br>24%<br>zb  | 69<br>19%<br>zb  | 72<br>20%<br>zb  | 66<br>19%<br>zb  | 50<br>19%<br>zb  | 48<br>19%<br>zb  | 378<br>20%<br>zb                             | 55<br>18%<br>zb                                             | 195<br>20%<br>zn         | 251<br>20%<br>zn                 | 108<br>16%<br>zn                                  | 334<br>22%<br>na     | 69<br>25%<br>na                                        | 92<br>17%<br>na                 | 134<br>25%<br>na                                  | 22<br>23%<br>na                                                                  | 17<br>23%<br>na                    | 430<br>19%<br>na   |
| NET: Agree                 | 27%<br>ort          | 24%<br>ort        | 30%<br>ort        | 26%<br>ort       | 18%<br>ort       | 28%<br>ort       | 28%<br>ort       | 30%<br>ort       | 34%<br>ort       | 28%<br>ort       | 29%<br>ort                                   | 25%<br>ort                                                  | 31%<br>ort               | 24%<br>ort                       | 44%<br>ort                                        | 20%<br>ort           | 23%<br>ort                                             | 31%<br>ort                      | 9%<br>ort                                         | 27%<br>ort                                                                       | 4%<br>ort                          | 30%<br>ort         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS has a responsibility to reduce its impact on climate change

Base: All respondents

|                            | Total                   | Annual household income |                       |                       |                    | Country    |           |                  |                  | England region (Net) |               |            | England region |            |                          |               |                |                 |                  |                |                 |             | Unwtd Total |
|----------------------------|-------------------------|-------------------------|-----------------------|-----------------------|--------------------|------------|-----------|------------------|------------------|----------------------|---------------|------------|----------------|------------|--------------------------|---------------|----------------|-----------------|------------------|----------------|-----------------|-------------|-------------|
|                            |                         | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England    | Scotland  | Wales            | Northern Ireland | North                | Midlands      | South      | North East     | North West | Yorkshire and The Humber | East Midlands | West Midlands  | East of England | South East       | South West     | London          |             |             |
| Unweighted Total           | 2238                    | 468                     | 686                   | 465                   | 164                | 1715       | 206       | 162              | 155              | 453                  | 348           | 334        | 85             | 201        | 164                      | 170           | 178            | 194             | 282              | 235            | 213             | 2238        |             |
| Weighted Total             | 2238                    | 398                     | 605                   | 524                   | 231                | 1886       | 184       | 106*             | 62*              | 521                  | 362           | 1003       | 89*            | 247        | 184                      | 164           | 198            | 209             | 310              | 195            | 290             | 2238        |             |
| Strongly agree             | 253<br>11%              | 43<br>11%               | 64<br>11%             | 51<br>10%             | 43<br>19%<br>zde   | 214<br>11% | 22<br>12% | 10<br>10%        | 8<br>12%         | 59<br>11%            | 40<br>11%     | 115<br>11% | 10<br>12%      | 22<br>9%   | 26<br>14%                | 23<br>14%     | 17<br>9%       | 18<br>9%        | 29<br>9%         | 19<br>10%      | 48<br>17%<br>zt | 259<br>12%  |             |
| Tend to agree              | 804<br>36%<br>c         | 103<br>26%              | 226<br>37%<br>c       | 239<br>46%<br>zcdf    | 81<br>35%          | 688<br>36% | 62<br>33% | 32<br>30%        | 23<br>37%        | 192<br>37%           | 113<br>31%    | 383<br>38% | 25<br>28%      | 87<br>35%  | 80<br>43%<br>r           | 59<br>36%     | 55<br>28%      | 87<br>42%<br>r  | 131<br>42%<br>zr | 70<br>36%      | 94<br>33%       | 842<br>38%  |             |
| Neither agree nor disagree | 626<br>28%<br>e         | 143<br>36%              | 167<br>28%            | 232<br>24%            | 55<br>24%          | 537<br>28% | 46<br>25% | 26<br>25%        | 17<br>26%        | 141<br>27%           | 114<br>32%    | 282<br>28% | 33<br>37%<br>p | 69<br>28%  | 39<br>21%                | 46<br>28%     | 69<br>35%<br>p | 58<br>28%       | 81<br>26%        | 61<br>31%      | 82<br>28%       | 618<br>28%  |             |
| Tend to disagree           | 289<br>13%              | 44<br>11%               | 84<br>14%             | 72<br>14%             | 25<br>11%          | 246<br>13% | 17<br>9%  | 22<br>21%<br>zgh | 5<br>8%          | 78<br>15%            | 35<br>10%     | 133<br>13% | 16<br>18%      | 40<br>16%  | 22<br>12%                | 16<br>9%      | 19<br>10%      | 24<br>12%       | 40<br>13%        | 30<br>15%      | 39<br>13%       | 264<br>12%  |             |
| Strongly disagree          | 160<br>7%<br>z          | 39<br>10%               | 47<br>8%              | 35<br>7%              | 13<br>6%           | 124<br>7%  | 23<br>13% | 8<br>7%          | 5<br>8%          | 28<br>5%             | 35<br>10%     | 61<br>6%   | 3<br>3%        | 18<br>7%   | 7<br>4%                  | 13<br>8%      | 22<br>11%<br>p | 12<br>6%        | 22<br>7%         | 10<br>5%       | 17<br>6%        | 166<br>7%   |             |
| Don't know                 | 106<br>5%<br>degmt<br>i | 27<br>7%<br>de          | 17<br>3%              | 8<br>2%               | 13<br>6%           | 78<br>4%   | 15<br>8%  | 7<br>7%          | 6<br>9%          | 24<br>5%             | 24<br>7%<br>m | 30<br>3%   | 2<br>2%        | 12<br>5%   | 10<br>5%                 | 8<br>5%       | 16<br>8%<br>tu | 10<br>5%        | 6<br>2%          | 5<br>2%        | 9<br>3%         | 89<br>4%    |             |
| Mean                       | 3.33<br>c               | 3.18                    | 3.3                   | 3.38                  | 3.53<br>zcd        | 3.34       | 3.25      | 3.16             | 3.42             | 3.35                 | 3.26          | 3.37       | 3.28           | 3.24       | 3.55                     | 3.4           | 3.14           | 3.38            | 3.35             | 3.31           | 3.42            | 3.36        |             |
| Agree                      | 1058<br>47%<br>cr       | 146<br>37%              | 290<br>48%<br>c       | 290<br>55%<br>zc      | 124<br>54%<br>c    | 901<br>48% | 83<br>45% | 43<br>40%        | 31<br>49%        | 251<br>48%           | 153<br>42%    | 497<br>50% | 36<br>40%      | 109<br>44% | 106<br>58%<br>znor       | 82<br>50%     | 72<br>36%      | 105<br>50%<br>r | 160<br>52%<br>r  | 90<br>46%<br>r | 143<br>49%<br>r | 1101<br>49% |             |
| Disagree                   | 449<br>20%              | 84<br>21%               | 131<br>22%            | 107<br>20%            | 38<br>16%          | 369<br>20% | 40<br>22% | 30<br>28%        | 10<br>15%        | 105<br>20%           | 70<br>19%     | 194<br>19% | 19<br>21%      | 58<br>23%  | 29<br>16%                | 29<br>17%     | 41<br>21%      | 36<br>17%       | 62<br>20%        | 40<br>21%      | 56<br>19%       | 430<br>19%  |             |
| NET: Agree                 | 27%                     | 16%                     | 26%                   | 35%                   | 37%                | 28%        | 23%       | 12%              | 34%              | 28%                  | 23%           | 30%        | 19%            | 21%        | 42%                      | 32%           | 15%            | 33%             | 32%              | 25%            | 30%             | 30%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS has a responsibility to reduce its impact on climate change

Base: All respondents

|                            |                    | Urbanity     |              | IMD Quintile             |                 |                  |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |               |                 |             |
|----------------------------|--------------------|--------------|--------------|--------------------------|-----------------|------------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|---------------|-----------------|-------------|
|                            | Total<br>(z)       | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)         | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)    | No<br>(p)       | Unwtd Total |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432             | 476              | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400           | 1831            | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442             | 447              | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592           | 1642            | 2238        |
| Strongly agree             | 253<br>11%         | 202<br>12%   | 52<br>10%    | 56<br>12%                | 54<br>12%       | 45<br>10%        | 44<br>10%       | 54<br>12%                 | 158<br>13%<br>z                                                         | 25<br>10%                          | 9<br>8%                                              | 10<br>6%                                                 | 24<br>10%                                         | 5<br>7%                                           | 22<br>13%                | 70<br>12%     | 183<br>11%      | 259<br>12%  |
| Tend to agree              | 804<br>36%<br>cl   | 613<br>35%   | 192<br>39%   | 128<br>28%               | 162<br>37%<br>c | 162<br>36%       | 177<br>40%<br>c | 175<br>39%<br>c           | 484<br>40%<br>zlm                                                       | 81<br>33%                          | 58<br>51%<br>zhiklmn                                 | 56<br>35%                                                | 57<br>24%                                         | 15<br>22%                                         | 49<br>28%                | 188<br>32%    | 614<br>37%<br>z | 842<br>38%  |
| Neither agree nor disagree | 626<br>28%<br>h    | 494<br>28%   | 132<br>27%   | 131<br>29%               | 130<br>30%      | 118<br>26%       | 114<br>25%      | 133<br>30%                | 313<br>26%                                                              | 77<br>31%                          | 26<br>23%                                            | 44<br>27%                                                | 92<br>39%<br>zhj                                  | 22<br>31%                                         | 48<br>28%                | 162<br>27%    | 463<br>28%      | 618<br>28%  |
| Tend to disagree           | 289<br>13%         | 230<br>13%   | 59<br>12%    | 65<br>14%                | 44<br>10%       | 69<br>15%        | 60<br>13%       | 51<br>11%                 | 140<br>12%                                                              | 29<br>12%                          | 10<br>9%                                             | 21<br>13%                                                | 32<br>14%                                         | 9<br>13%                                          | 45<br>26%<br>zhj         | 91<br>15%     | 198<br>12%      | 264<br>12%  |
| Strongly disagree          | 160<br>7%          | 117<br>7%    | 43<br>9%     | 33<br>7%                 | 28<br>6%        | 38<br>9%         | 35<br>8%        | 26<br>6%                  | 88<br>7%                                                                | 19<br>8%                           | 9<br>7%                                              | 17<br>10%<br>n                                           | 14<br>6%                                          | 9<br>12%<br>n                                     | 3<br>2%                  | 40<br>7%      | 119<br>7%       | 166<br>7%   |
| Don't know                 | 106<br>5%<br>ghp   | 90<br>5%     | 16<br>3%     | 38<br>8%<br>zefg         | 23<br>5%        | 16<br>4%         | 18<br>4%        | 11<br>2%                  | 28<br>2%                                                                | 16<br>6%<br>h                      | 2<br>2%                                              | 13<br>8%<br>h                                            | 18<br>8%<br>h                                     | 10<br>14%<br>zhj                                  | 6<br>3%                  | 40<br>7%<br>p | 64<br>4%        | 89<br>4%    |
| Mean                       | 3.33               | 3.33         | 3.31         | 3.26                     | 3.41            | 3.25             | 3.32            | 3.41                      | 3.41<br>zklm                                                            | 3.28                               | 3.44                                                 | 3.14                                                     | 3.2                                               | 2.99                                              | 3.25                     | 3.28          | 3.35            | 3.36        |
| Agree                      | 1058<br>47%<br>clm | 815<br>47%   | 243<br>49%   | 184<br>41%               | 216<br>49%      | 207<br>46%       | 222<br>49%      | 229<br>51%<br>c           | 641<br>53%<br>ziklm                                                     | 106<br>43%                         | 67<br>59%<br>ziklmn                                  | 66<br>41%                                                | 81<br>34%                                         | 21<br>29%                                         | 70<br>41%                | 258<br>44%    | 797<br>49%      | 1101<br>49% |
| Disagree                   | 449<br>20%         | 346<br>20%   | 102<br>21%   | 98<br>22%                | 72<br>16%       | 107<br>24%<br>dg | 94<br>21%       | 77<br>17%                 | 228<br>19%                                                              | 48<br>19%                          | 19<br>16%                                            | 38<br>23%                                                | 47<br>20%                                         | 18<br>25%                                         | 48<br>28%                | 131<br>22%    | 317<br>19%      | 430<br>19%  |
| NET: Agree                 | 27%                | 27%          | 29%          | 19%                      | 33%             | 22%              | 28%             | 34%                       | 34%                                                                     | 23%                                | 43%                                                  | 18%                                                      | 14%                                               | 4%                                                | 13%                      | 21%           | 29%             | 30%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS has a responsibility to reduce its impact on climate change

Base: All respondents

|                            | Total<br>(z)       | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |              | Unwtd Total |
|----------------------------|--------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|--------------|-------------|
|                            |                    | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m) |             |
| Unweighted Total           | 2238               | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17           | 2238        |
| Weighted Total             | 2238               | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**         | 2238        |
| Strongly agree             | 253<br>11%<br>ac   | 216<br>11%               | 32<br>16%         | 73<br>9%            | 114<br>11%          | 28<br>17%<br>c     | 67<br>13%                | 176<br>11%                      | 189<br>11%                                        | 58<br>11%                         | 67<br>12%                                                 | 23<br>15%                        | 32<br>16%      | 2<br>13%     | 259<br>12%  |
| Tend to agree              | 804<br>36%<br>k    | 742<br>37%               | 58<br>28%         | 269<br>33%          | 414<br>40%          | 59<br>35%          | 192<br>37%<br>k          | 614<br>38%<br>zk                | 623<br>38%<br>zk                                  | 203<br>39%<br>k                   | 226<br>39%<br>kl                                          | 33<br>22%                        | 58<br>28%      | 8<br>57%     | 842<br>38%  |
| Neither agree nor disagree | 626<br>28%<br>d    | 573<br>29%               | 52<br>26%         | 257<br>32%<br>zad   | 263<br>25%          | 54<br>32%          | 141<br>27%               | 458<br>28%                      | 464<br>28%                                        | 146<br>28%                        | 143<br>25%                                                | 49<br>33%                        | 52<br>26%      | 3<br>20%     | 618<br>28%  |
| Tend to disagree           | 289<br>13%<br>g    | 249<br>12%               | 38<br>19%         | 104<br>13%          | 131<br>13%          | 15<br>9%           | 66<br>13%                | 188<br>12%                      | 199<br>12%                                        | 70<br>13%                         | 76<br>13%                                                 | 31<br>20%<br>z fgh               | 38<br>19%<br>g | 1<br>4%      | 264<br>12%  |
| Strongly disagree          | 160<br>7%<br>g     | 143<br>7%                | 17<br>8%          | 58<br>7%            | 77<br>8%            | 7<br>4%            | 37<br>7%                 | 113<br>7%                       | 123<br>7%                                         | 32<br>6%                          | 46<br>8%                                                  | 7<br>5%                          | 17<br>8%       | 1<br>6%      | 166<br>7%   |
| Don't know                 | 106<br>5%<br>adghi | 82<br>4%<br>d            | 6<br>3%           | 45<br>6%<br>ad      | 32<br>3%            | 6<br>3%            | 16<br>3%                 | 61<br>4%                        | 62<br>4%                                          | 14<br>3%                          | 20<br>3%                                                  | 8<br>5%                          | 6<br>3%        | -<br>-       | 89<br>4%    |
| Mean                       | 3.33               | 3.33                     | 3.25              | 3.26                | 3.36                | 3.52<br>c          | 3.37                     | 3.36                            | 3.35                                              | 3.36                              | 3.35                                                      | 3.23                             | 3.25           | 3.67         | 3.36        |
| Agree                      | 1058<br>47%<br>ck  | 958<br>48%<br>c          | 90<br>44%         | 342<br>42%          | 528<br>51%<br>zac   | 88<br>52%          | 259<br>50%<br>k          | 790<br>49%<br>zk                | 812<br>49%<br>zk                                  | 262<br>50%<br>k                   | 293<br>51%<br>k                                           | 56<br>37%                        | 90<br>44%      | 10<br>70%    | 1101<br>49% |
| Disagree                   | 449<br>20%<br>g    | 392<br>20%               | 55<br>27%<br>e    | 162<br>20%          | 208<br>20%          | 23<br>13%          | 103<br>20%               | 300<br>19%                      | 322<br>19%                                        | 102<br>20%                        | 121<br>21%                                                | 38<br>25%                        | 55<br>27%<br>g | 1<br>10%     | 430<br>19%  |
| NET: Agree                 | 27%                | 28%                      | 17%               | 22%                 | 31%                 | 38%                | 30%                      | 30%                             | 29%                                               | 30%                               | 30%                                                       | 12%                              | 17%            | 60%          | 30%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS has a responsibility to reduce its impact on climate change

Base: All respondents

|                            | Total<br>(z)                | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|-----------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                             | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                        | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641             | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                        | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709             | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 253<br>11%                  | 57<br>11%               | 11<br>8%                           | 51<br>11%                             | 187<br>12%        | 62<br>13%                 | 190<br>11%       | 52<br>14%                             | 114<br>11%             | 78<br>10%        | 58<br>14%                             | 88<br>10%                 | 101<br>12%            | 15<br>16%                                     | 76<br>9%               | 120<br>14%       | 24<br>15%                                     | 86<br>11%                 | 115<br>12%            | 259<br>12%  |
| Tend to agree              | 804<br>36%<br>beil          | 202<br>39%<br>b         | 37<br>26%<br>b                     | 193<br>40%<br>ab                      | 589<br>36%<br>z   | 133<br>28%<br>ze          | 665<br>39%<br>ze | 157<br>43%<br>zi                      | 391<br>38%<br>i        | 233<br>31%<br>i  | 191<br>46%<br>zi                      | 339<br>38%<br>i           | 254<br>30%<br>i       | 43<br>43%                                     | 303<br>37%<br>z        | 311<br>35%<br>z  | 66<br>41%                                     | 306<br>38%<br>z           | 338<br>35%<br>z       | 842<br>38%  |
| Neither agree nor disagree | 626<br>28%<br>j             | 157<br>30%<br>j         | 53<br>37%<br>z                     | 140<br>29%<br>z                       | 447<br>28%<br>z   | 153<br>32%<br>z           | 462<br>27%<br>z  | 93<br>26%<br>z                        | 296<br>29%<br>z        | 219<br>29%<br>z  | 82<br>20%<br>zi                       | 281<br>31%<br>j           | 246<br>29%<br>j       | 23<br>23%                                     | 258<br>32%<br>z        | 240<br>27%<br>z  | 38<br>24%                                     | 263<br>32%<br>z           | 261<br>27%<br>z       | 618<br>28%  |
| Tend to disagree           | 289<br>13%<br>q             | 56<br>11%<br>q          | 21<br>15%<br>q                     | 52<br>11%<br>q                        | 221<br>14%<br>q   | 73<br>15%<br>q            | 211<br>12%<br>q  | 36<br>10%<br>q                        | 123<br>12%<br>q        | 115<br>15%<br>q  | 48<br>12%<br>q                        | 104<br>12%<br>q           | 128<br>15%<br>q       | 11<br>11%                                     | 110<br>13%<br>q        | 113<br>13%<br>q  | 20<br>12%                                     | 90<br>11%<br>q            | 145<br>15%<br>q       | 264<br>12%  |
| Strongly disagree          | 160<br>7%<br>q              | 37<br>7%<br>q           | 13<br>9%<br>q                      | 32<br>7%<br>q                         | 111<br>7%<br>q    | 39<br>8%<br>q             | 117<br>7%<br>q   | 24<br>7%<br>q                         | 63<br>6%<br>q          | 69<br>9%<br>q    | 27<br>6%<br>q                         | 51<br>6%<br>q             | 81<br>9%<br>q         | 6<br>6%                                       | 51<br>6%<br>q          | 77<br>9%<br>q    | 6<br>4%                                       | 43<br>5%<br>q             | 88<br>9%<br>q         | 166<br>7%   |
| Don't know                 | 106<br>5%<br>acdfgjn<br>oqr | 14<br>3%<br>q           | 7<br>5%<br>q                       | 12<br>3%<br>q                         | 63<br>4%<br>q     | 17<br>3%<br>q             | 66<br>4%<br>q    | 4<br>1%<br>q                          | 50<br>5%<br>q          | 45<br>6%<br>q    | 9<br>2%<br>q                          | 35<br>4%<br>q             | 47<br>6%<br>q         | 2<br>2%                                       | 19<br>2%<br>q          | 26<br>3%<br>q    | 7<br>4%                                       | 21<br>3%<br>q             | 27<br>3%<br>q         | 89<br>4%    |
| Mean                       | 3.33<br>beilr               | 3.36<br>b               | 3.09<br>b                          | 3.38<br>b                             | 3.33<br>b         | 3.23<br>e                 | 3.37<br>e        | 3.49<br>zi                            | 3.38<br>i              | 3.19<br>i        | 3.51<br>zi                            | 3.36<br>i                 | 3.21<br>i             | 3.52<br>r                                     | 3.31<br>r              | 3.33<br>r        | 3.54<br>r                                     | 3.38<br>r                 | 3.26<br>r             | 3.36        |
| Agree                      | 1058<br>47%<br>beil         | 259<br>49%<br>b         | 48<br>34%<br>b                     | 244<br>51%<br>b                       | 776<br>48%<br>b   | 195<br>41%<br>ze          | 854<br>50%<br>ze | 208<br>57%<br>zhi                     | 505<br>49%<br>i        | 311<br>41%<br>i  | 249<br>60%<br>zi                      | 427<br>48%<br>i           | 356<br>41%<br>i       | 58<br>59%                                     | 379<br>46%<br>z        | 431<br>49%<br>z  | 90<br>56%                                     | 392<br>48%<br>z           | 453<br>47%<br>z       | 1101<br>49% |
| Disagree                   | 449<br>20%<br>kq            | 93<br>18%<br>q          | 34<br>24%<br>q                     | 84<br>17%<br>q                        | 332<br>20%<br>q   | 112<br>23%<br>q           | 327<br>19%<br>q  | 60<br>16%<br>q                        | 185<br>18%<br>q        | 184<br>24%<br>q  | 75<br>18%<br>q                        | 155<br>17%<br>q           | 209<br>24%<br>q       | 17<br>17%                                     | 160<br>20%<br>q        | 190<br>21%<br>q  | 26<br>16%                                     | 133<br>16%<br>q           | 233<br>24%<br>q       | 430<br>19%  |
| NET: Agree                 | 27%                         | 32%                     | 10%                                | 33%                                   | 27%               | 17%                       | 31%              | 41%                                   | 31%                    | 17%              | 42%                                   | 30%                       | 17%                   | 42%                                           | 27%                    | 27%              | 40%                                           | 32%                       | 23%                   | 30%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is contributing to climate change

Base: All respondents

|                  |                            | Gender               |                      |                   | Age              |                  |                  |                  |                  |                  |                  | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |                 |  |
|------------------|----------------------------|----------------------|----------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-----------------|--|
|                  |                            | Total<br>(z)         | Man<br>(a)           | Woman<br>(b)      | 16-24<br>(c)     | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)     | 75+<br>(i)       | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                 |  |
| Unweighted Total | 2238                       | 1090                 | 1130                 | 101               | 156              | 252              | 345              | 518              | 552              | 314              | 2016             | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |                 |  |
| Weighted Total   | 2238                       | 1069                 | 1151                 | 292*              | 361              | 359              | 355              | 354              | 268              | 249              | 1880             | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |                 |  |
| Strongly agree   | 57<br>3%<br>himor          | 28<br>3%<br>3%       | 30<br>3%<br>3%       | 2<br>1%<br>hi     | 17<br>5%<br>hi   | 12<br>3%<br>i    | 14<br>4%<br>hi   | 9<br>3%<br>i     | 3<br>1%<br>i     | 1<br>*<br>i      | 46<br>2%<br>zm   | 11<br>4%<br>z                                | 38<br>4%<br>zm                                              | 19<br>2%<br>zm           | 30<br>4%<br>zor                  | 27<br>2%<br>r                                     | 5<br>2%<br>or        | 18<br>3%<br>or                                         | 4<br>1%<br>or                   | 1<br>1%<br>or                                     | -<br>-<br>-                                                                      | 52<br>2%<br>-                      |                 |  |
|                  | 385<br>17%<br>hiopr        | 200<br>19%<br>hiopr  | 182<br>16%<br>hiopr  | 70<br>24%<br>hi   | 72<br>20%<br>hi  | 62<br>17%<br>hi  | 58<br>16%<br>hi  | 54<br>15%<br>hi  | 38<br>14%<br>hi  | 31<br>13%<br>hi  | 324<br>17%<br>zm | 56<br>19%<br>zm                              | 182<br>19%<br>zm                                            | 201<br>16%<br>zm         | 142<br>21%<br>zorprt             | 241<br>16%<br>r                                   | 33<br>12%<br>r       | 119<br>22%<br>zorprt                                   | 64<br>12%<br>r                  | 19<br>19%<br>r                                    | 7<br>9%<br>r                                                                     | 362<br>16%<br>-                    |                 |  |
|                  | Neither agree nor disagree | 960<br>43%<br>r      | 461<br>43%<br>r      | 488<br>42%<br>r   | 116<br>40%<br>qd | 128<br>35%<br>qd | 158<br>44%<br>qd | 145<br>41%<br>qd | 170<br>48%<br>qd | 124<br>46%<br>qd | 118<br>47%<br>qd | 807<br>43%<br>zm                             | 132<br>44%<br>zm                                            | 397<br>41%<br>zm         | 560<br>45%<br>zm                 | 270<br>41%<br>zorprt                              | 677<br>44%<br>r      | 150<br>54%<br>zmopr                                    | 211<br>38%<br>zmopr             | 245<br>45%<br>zmopr                               | 40<br>40%<br>zmopr                                                               | 32<br>44%<br>zmopr                 | 998<br>45%<br>- |  |
| Tend to disagree | 370<br>17%<br>r            | 193<br>18%<br>r      | 178<br>15%<br>r      | 49<br>17%<br>qd   | 63<br>17%<br>qd  | 66<br>18%<br>qd  | 58<br>16%<br>qd  | 48<br>13%<br>qd  | 49<br>18%<br>qd  | 38<br>15%<br>qd  | 326<br>17%<br>zm | 38<br>13%<br>zm                              | 157<br>16%<br>zm                                            | 213<br>17%<br>zm         | 96<br>14%<br>zor                 | 271<br>18%<br>r                                   | 44<br>16%<br>r       | 93<br>17%<br>r                                         | 100<br>18%<br>r                 | 19<br>19%<br>r                                    | 15<br>20%<br>r                                                                   | 361<br>16%<br>-                    |                 |  |
|                  | 167<br>7%<br>m             | 93<br>9%<br>m        | 74<br>6%<br>m        | 14<br>5%<br>qd    | 38<br>11%<br>qd  | 29<br>8%<br>qd   | 25<br>7%<br>qd   | 24<br>7%<br>qd   | 19<br>7%<br>qd   | 16<br>7%<br>qd   | 134<br>7%<br>zm  | 22<br>7%<br>zm                               | 87<br>9%<br>zm                                              | 80<br>6%<br>zm           | 55<br>8%<br>zor                  | 109<br>7%<br>r                                    | 20<br>7%<br>r        | 37<br>8%<br>r                                          | 42<br>8%<br>r                   | 5<br>5%<br>r                                      | 5<br>7%<br>r                                                                     | 158<br>7%<br>-                     |                 |  |
|                  | Don't know                 | 298<br>13%<br>zop    | 95<br>9%<br>zop      | 200<br>17%<br>zop | 41<br>14%<br>qd  | 42<br>12%<br>qd  | 33<br>9%<br>qd   | 55<br>16%<br>qd  | 49<br>14%<br>qd  | 35<br>13%<br>qd  | 44<br>18%<br>qd  | 244<br>13%<br>zm                             | 39<br>13%<br>zm                                             | 115<br>12%<br>zm         | 180<br>14%<br>zm                 | 72<br>11%<br>zorprt                               | 216<br>14%<br>r      | 24<br>9%<br>r                                          | 74<br>13%<br>r                  | 89<br>16%<br>r                                    | 15<br>15%<br>r                                                                   | 14<br>19%<br>r                     | 307<br>14%<br>- |  |
| Mean             | 2.89<br>hor                | 2.87<br>2.91         | 2.91<br>2.91         | 2.98<br>2.98      | 2.9<br>2.88      | 2.88<br>2.92     | 2.92<br>2.92     | 2.92<br>2.81     | 2.81<br>2.82     | 2.89<br>2.89     | 2.89<br>2.99     | 2.92<br>2.88                                 | 2.92<br>2.88                                                | 2.88<br>2.88             | 2.99<br>2.85                     | 2.85<br>2.84                                      | 2.84<br>2.84         | 2.98<br>2.98                                           | 2.98<br>2.75                    | 2.89<br>2.89                                      | 2.68<br>2.68                                                                     | 2.89<br>2.89                       |                 |  |
| Agree            | 443<br>20%<br>himopr       | 227<br>21%<br>himopr | 211<br>18%<br>himopr | 72<br>25%<br>hi   | 89<br>25%<br>hi  | 74<br>21%<br>hi  | 72<br>20%<br>hi  | 63<br>18%<br>hi  | 40<br>15%<br>hi  | 33<br>13%<br>hi  | 370<br>20%<br>zm | 68<br>23%<br>zm                              | 220<br>23%<br>zm                                            | 220<br>18%<br>zm         | 172<br>26%<br>zorprt             | 269<br>17%<br>r                                   | 38<br>14%<br>r       | 137<br>25%<br>zorprt                                   | 68<br>12%<br>r                  | 20<br>20%<br>r                                    | 7<br>9%<br>r                                                                     | 414<br>18%<br>-                    |                 |  |
|                  | 537<br>24%<br>bz           | 286<br>27%<br>bz     | 251<br>22%<br>bz     | 63<br>22%<br>qd   | 101<br>28%<br>qd | 95<br>26%<br>qd  | 83<br>23%<br>qd  | 72<br>20%<br>qd  | 68<br>26%<br>qd  | 55<br>22%<br>qd  | 460<br>24%<br>zm | 61<br>20%<br>zm                              | 244<br>25%<br>zm                                            | 293<br>23%<br>zm         | 151<br>23%<br>zorprt             | 380<br>25%<br>r                                   | 64<br>24%<br>r       | 130<br>24%<br>r                                        | 142<br>26%<br>r                 | 24<br>24%<br>r                                    | 20<br>28%<br>r                                                                   | 519<br>23%<br>-                    |                 |  |
|                  | NET: Agree                 | -4%                  | -6%                  | -3%               | 3%               | -3%              | -6%              | -3%              | -2%              | -10%             | -9%              | -5%                                          | 2%                                                          | -2%                      | -6%                              | 3%                                                | -7%                  | -10%                                                   | 1%                              | -14%                                              | -5%                                                                              | -19%                               | -5%             |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is contributing to climate change

Base: All respondents

|                            | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |                  |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |            | Unwtd Total |
|----------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|------------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------------|-------------|
|                            |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n)     | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |            |             |
| Unweighted Total           | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162              | 155                     | 453                  | 348             | 334          | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238       |             |
| Weighted Total             | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*             | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238       |             |
| Strongly agree             | 57<br>3%         | 8<br>2%                 | 12<br>2%                        | 18<br>3%                        | 15<br>7%<br>sd               | 52<br>3%       | 2<br>1%         | 3<br>3%          | 1<br>1%                 | 18<br>3%             | 11<br>3%        | 23<br>2%     | 3<br>3%           | 11<br>5%          | 4<br>2%                            | 5<br>3%              | 6<br>3%              | 3<br>1%                | 8<br>3%           | 7<br>4%           | 5<br>2%       | 52<br>2%   |             |
| Tend to agree              | 385<br>17%<br>r  | 59<br>15%               | 106<br>18%                      | 107<br>20%                      | 43<br>18%                    | 324<br>17%     | 28<br>15%       | 20<br>19%        | 14<br>22%               | 92<br>18%            | 49<br>14%       | 183<br>18%   | 14<br>16%         | 42<br>17%         | 36<br>20%                          | 29<br>18%            | 20<br>10%            | 39<br>18%              | 67<br>22%<br>r    | 31<br>16%         | 47<br>16%     | 362<br>16% |             |
| Neither agree nor disagree | 960<br>43%<br>i  | 184<br>46%              | 272<br>45%                      | 224<br>43%                      | 87<br>38%                    | 820<br>43%     | 87<br>47%       | 31<br>29%        | 21<br>34%               | 208<br>40%           | 167<br>46%      | 446<br>44%   | 39<br>44%         | 100<br>40%        | 68<br>37%                          | 81<br>49%            | 86<br>43%            | 87<br>42%              | 118<br>38%        | 99<br>51%         | 142<br>49%    | 998<br>45% |             |
| Tend to disagree           | 370<br>17%<br>q  | 67<br>17%               | 104<br>17%                      | 78<br>15%                       | 43<br>18%                    | 306<br>16%     | 25<br>13%       | 27<br>26%<br>zgh | 13<br>20%               | 97<br>19%            | 47<br>13%       | 162<br>16%   | 19<br>21%<br>q    | 45<br>18%<br>q    | 33<br>18%<br>q                     | 12<br>7%<br>q        | 34<br>17%<br>q       | 37<br>17%<br>q         | 49<br>16%<br>q    | 33<br>17%<br>q    | 44<br>15%     | 361<br>16% |             |
| Strongly disagree          | 167<br>7%<br>u   | 33<br>8%                | 52<br>9%                        | 46<br>9%                        | 16<br>7%                     | 139<br>7%      | 14<br>8%        | 9<br>8%          | 5<br>8%                 | 43<br>8%             | 33<br>9%        | 62<br>6%     | 5<br>5%           | 23<br>9%          | 15<br>8%                           | 13<br>8%             | 20<br>10%<br>u       | 15<br>7%<br>u          | 22<br>7%<br>u     | 7<br>3%           | 18<br>6%      | 158<br>7%  |             |
| Don't know                 | 298<br>13%<br>de | 47<br>12%               | 59<br>10%                       | 50<br>10%                       | 27<br>12%                    | 245<br>13%     | 29<br>15%       | 16<br>15%        | 10<br>15%               | 63<br>12%            | 55<br>15%       | 127<br>13%   | 9<br>10%          | 26<br>11%         | 28<br>15%                          | 24<br>15%            | 31<br>16%            | 28<br>14%              | 45<br>15%         | 19<br>10%         | 34<br>12%     | 307<br>14% |             |
| Mean                       | 2.89             | 2.84                    | 2.86                            | 2.94                            | 2.99                         | 2.91           | 2.86            | 2.79             | 2.86                    | 2.88                 | 2.86            | 2.93         | 2.89              | 2.88              | 2.87                               | 3                    | 2.74                 | 2.88                   | 2.96              | 2.99              | 2.91          | 2.89       |             |
| Agree                      | 443<br>20%       | 67<br>17%               | 118<br>19%                      | 126<br>24%<br>zc                | 58<br>25%                    | 376<br>20%     | 30<br>16%       | 23<br>22%        | 14<br>23%               | 110<br>21%           | 60<br>17%       | 206<br>21%   | 17<br>19%         | 53<br>21%         | 40<br>22%                          | 34<br>21%            | 26<br>13%            | 42<br>20%              | 75<br>24%<br>r    | 38<br>19%         | 52<br>18%     | 414<br>18% |             |
| Disagree                   | 537<br>24%<br>q  | 100<br>25%              | 156<br>26%                      | 124<br>24%                      | 59<br>25%                    | 445<br>24%     | 39<br>21%       | 36<br>34%<br>zgh | 17<br>28%               | 140<br>27%           | 80<br>22%       | 225<br>22%   | 24<br>27%         | 68<br>27%         | 49<br>26%                          | 25<br>15%            | 55<br>28%            | 52<br>25%              | 71<br>23%         | 39<br>20%         | 62<br>22%     | 519<br>23% |             |
| NET: Agree                 | -4%              | -8%                     | -6%                             | *                               | *                            | -4%            | -5%             | -13%             | -5%                     | -6%                  | -5%             | -2%          | -8%               | -6%               | -5%                                | 5%                   | -14%                 | -5%                    | 1%                | -1%               | -4%           | -5%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/i - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is contributing to climate change

Base: All respondents

|                            | Total<br>(z)    | Urbanity     |              | IMD Quintile             |            |                  |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |            |
|----------------------------|-----------------|--------------|--------------|--------------------------|------------|------------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|------------|
|                            |                 | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)         | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p)  |
| Unweighted Total           | 2238            | 1673         | 565          | 419                      | 432        | 476              | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238       |
| Weighted Total             | 2238            | 1745         | 493          | 451                      | 442        | 447              | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238       |
| Strongly agree             | 57<br>3%<br>p   | 48<br>3%     | 9<br>2%      | 15<br>3%                 | 11<br>3%   | 9<br>2%          | 12<br>3%   | 10<br>2%                  | 42<br>3%<br>z                                                           | 2<br>1%                            | 1<br>1%                                              | 3<br>2%                                                  | 5<br>2%                                           | 3<br>5%                                           | -<br>-                   | 23<br>4%   | 34<br>2%    | 52<br>2%   |
| Tend to agree              | 385<br>17%<br>k | 290<br>17%   | 95<br>19%    | 70<br>16%                | 84<br>19%  | 64<br>14%        | 83<br>19%  | 84<br>19%                 | 225<br>19%<br>k                                                         | 35<br>14%                          | 22<br>19%<br>k                                       | 13<br>8%                                                 | 40<br>17%<br>k                                    | 10<br>14%                                         | 39<br>23%<br>k           | 111<br>19% | 273<br>17%  | 362<br>16% |
| Neither agree nor disagree | 960<br>43%<br>m | 759<br>43%   | 201<br>41%   | 183<br>41%               | 197<br>45% | 179<br>40%       | 205<br>46% | 195<br>43%                | 540<br>45%<br>m                                                         | 110<br>45%<br>m                    | 47<br>41%                                            | 66<br>41%                                                | 105<br>44%<br>m                                   | 16<br>23%                                         | 71<br>41%                | 249<br>42% | 709<br>43%  | 998<br>45% |
| Tend to disagree           | 370<br>17%      | 283<br>16%   | 88<br>18%    | 68<br>15%                | 77<br>17%  | 90<br>20%<br>f   | 60<br>13%  | 76<br>17%                 | 184<br>15%                                                              | 35<br>14%                          | 17<br>15%                                            | 33<br>21%                                                | 37<br>16%                                         | 22<br>32%<br>zhijl                                | 42<br>24%                | 92<br>16%  | 278<br>17%  | 361<br>16% |
| Strongly disagree          | 167<br>7%       | 127<br>7%    | 40<br>8%     | 38<br>8%                 | 25<br>6%   | 44<br>10%        | 32<br>7%   | 29<br>6%                  | 85<br>7%                                                                | 23<br>9%                           | 10<br>9%                                             | 15<br>10%                                                | 21<br>9%                                          | 5<br>7%                                           | 6<br>3%                  | 42<br>7%   | 125<br>8%   | 158<br>7%  |
| Don't know                 | 298<br>13%<br>h | 239<br>14%   | 60<br>12%    | 76<br>17%<br>d           | 48<br>11%  | 61<br>14%        | 55<br>12%  | 58<br>13%                 | 136<br>11%                                                              | 40<br>16%<br>h                     | 17<br>15%                                            | 31<br>19%<br>h                                           | 29<br>12%                                         | 14<br>19%                                         | 15<br>9%                 | 75<br>13%  | 223<br>14%  | 307<br>14% |
| Mean                       | 2.89<br>ek      | 2.9          | 2.88         | 2.89                     | 2.95<br>e  | 2.75             | 2.96<br>e  | 2.92<br>e                 | 2.96<br>zik                                                             | 2.8                                | 2.87                                                 | 2.66                                                     | 2.86                                              | 2.72                                              | 2.91                     | 2.97       | 2.87        | 2.89       |
| Agree                      | 443<br>20%<br>k | 338<br>19%   | 105<br>21%   | 85<br>19%                | 95<br>22%  | 73<br>16%        | 96<br>21%  | 93<br>21%                 | 266<br>22%<br>zik                                                       | 38<br>15%                          | 23<br>20%                                            | 16<br>10%                                                | 45<br>19%                                         | 13<br>19%                                         | 39<br>23%                | 134<br>23% | 308<br>19%  | 414<br>18% |
| Disagree                   | 537<br>24%      | 410<br>23%   | 127<br>26%   | 106<br>23%               | 102<br>23% | 134<br>30%<br>zf | 91<br>20%  | 105<br>23%                | 269<br>22%                                                              | 58<br>23%                          | 27<br>24%                                            | 49<br>30%                                                | 59<br>25%                                         | 27<br>39%<br>zh                                   | 48<br>28%                | 134<br>23% | 403<br>25%  | 519<br>23% |
| NET: Agree                 | -4%             | -4%          | -5%          | -5%                      | -1%        | -13%             | 1%         | -3%                       | *                                                                       | -8%                                | -4%                                                  | -20%                                                     | -6%                                               | -20%                                              | -5%                      | *          | -6%         | -5%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is contributing to climate change

Base: All respondents

|                            | Total<br>(z)    | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|-----------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |                 | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238            | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238            | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly agree             | 57<br>3%<br>d   | 54<br>3%<br>d            | 3<br>2%           | 23<br>3%            | 18<br>2%            | 13<br>8%<br>zabcd  | 28<br>5%<br>zgh          | 44<br>3%                        | 38<br>2%                                          | 19<br>4%                          | 23<br>4%<br>h                                             | 9<br>6%<br>h                     | 3<br>2%     | -<br>-       | 52<br>2%    |
| Tend to agree              | 385<br>17%<br>c | 341<br>17%<br>c          | 41<br>20%         | 116<br>14%          | 186<br>18%          | 40<br>23%<br>c     | 99<br>19%                | 271<br>17%                      | 281<br>17%                                        | 96<br>18%                         | 109<br>19%                                                | 20<br>13%                        | 41<br>20%   | 1<br>7%      | 362<br>16%  |
| Neither agree nor disagree | 960<br>43%<br>j | 873<br>44%               | 82<br>40%         | 361<br>45%          | 444<br>43%          | 68<br>40%          | 231<br>45%               | 719<br>45%<br>zj                | 741<br>45%<br>zj                                  | 222<br>42%                        | 222<br>38%                                                | 73<br>48%                        | 82<br>40%   | 7<br>49%     | 998<br>45%  |
| Tend to disagree           | 370<br>17%      | 330<br>16%               | 40<br>20%         | 134<br>17%          | 172<br>17%          | 24<br>14%          | 79<br>15%                | 256<br>16%                      | 271<br>16%                                        | 80<br>15%                         | 99<br>17%                                                 | 25<br>17%                        | 40<br>20%   | 2<br>12%     | 361<br>16%  |
| Strongly disagree          | 167<br>7%       | 151<br>8%                | 16<br>8%          | 64<br>8%            | 82<br>8%            | 5<br>3%            | 27<br>5%                 | 116<br>7%                       | 117<br>7%                                         | 42<br>8%<br>f                     | 47<br>8%                                                  | 10<br>7%                         | 16<br>8%    | 1<br>6%      | 158<br>7%   |
| Don't know                 | 298<br>13%<br>a | 257<br>13%               | 22<br>11%         | 108<br>13%          | 129<br>13%          | 19<br>11%          | 55<br>11%                | 204<br>13%                      | 214<br>13%                                        | 64<br>12%                         | 78<br>14%                                                 | 14<br>9%                         | 22<br>11%   | 4<br>27%     | 307<br>14%  |
| Mean                       | 2.89            | 2.9                      | 2.87              | 2.86                | 2.87                | 3.21<br>zabcd      | 3.05<br>zghi             | 2.91                            | 2.9                                               | 2.93                              | 2.92                                                      | 2.94                             | 2.87        | 2.76         | 2.89        |
| Agree                      | 443<br>20%      | 395<br>20%               | 44<br>22%         | 138<br>17%          | 204<br>20%          | 53<br>31%<br>zacd  | 127<br>25%<br>zgh        | 315<br>20%                      | 318<br>19%                                        | 115<br>22%                        | 132<br>23%<br>h                                           | 29<br>19%                        | 44<br>22%   | 1<br>7%      | 414<br>18%  |
| Disagree                   | 537<br>24%      | 481<br>24%               | 56<br>27%         | 198<br>25%          | 254<br>25%          | 29<br>17%          | 106<br>20%               | 372<br>23%                      | 389<br>23%                                        | 123<br>23%                        | 145<br>25%                                                | 35<br>23%                        | 56<br>27%   | 3<br>18%     | 519<br>23%  |
| NET: Agree                 | -4%             | -4%                      | -6%               | -7%                 | -5%                 | 14%                | 4%                       | -4%                             | -4%                                               | -2%                               | -2%                                                       | -5%                              | -6%         | -12%         | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is contributing to climate change

Base: All respondents

|                            | Total<br>(z)                     | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|----------------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                                  | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                             | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                             | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 57<br>3%                         | 14<br>3%                | 8<br>6%                            | 12<br>3%                              | 44<br>3%          | 14<br>3%                  | 44<br>3%   | 10<br>3%                              | 25<br>2%               | 19<br>3%         | 10<br>2%                              | 30<br>3%                  | 17<br>2%              | 7<br>7%                                       | 27<br>3%               | 16<br>2%         | 9<br>6%                                       | 19<br>2%                  | 25<br>3%              | 52<br>2%    |
| Tend to agree              | 385<br>17%<br>e                  | 100<br>19%              | 23<br>16%                          | 95<br>20%                             | 276<br>17%        | 61<br>13%                 | 319<br>19% | 71<br>19%                             | 172<br>17%             | 132<br>17%       | 73<br>18%                             | 149<br>17%                | 158<br>18%            | 18<br>18%                                     | 129<br>16%             | 176<br>20%       | 19<br>12%                                     | 139<br>17%                | 187<br>19%            | 362<br>16%  |
| Neither agree nor disagree | 960<br>43%<br>e                  | 241<br>46%              | 58<br>41%                          | 223<br>47%                            | 691<br>43%        | 203<br>43%                | 743<br>43% | 152<br>42%                            | 479<br>46%             | 310<br>41%       | 187<br>45%                            | 398<br>44%                | 364<br>42%            | 34<br>34%                                     | 399<br>49%             | 386<br>44%       | 60<br>37%                                     | 384<br>47%                | 426<br>44%            | 998<br>45%  |
| Tend to disagree           | 370<br>17%<br>z                  | 71<br>14%               | 28<br>20%                          | 63<br>13%                             | 292<br>18%        | 95<br>20%                 | 270<br>16% | 78<br>21%                             | 158<br>15%             | 124<br>16%       | 84<br>20%                             | 147<br>16%                | 133<br>16%            | 24<br>24%                                     | 160<br>20%             | 132<br>15%       | 47<br>29%                                     | 147<br>18%                | 147<br>15%            | 361<br>16%  |
| Strongly disagree          | 167<br>7%<br>z                   | 34<br>6%                | 14<br>10%                          | 28<br>6%                              | 125<br>8%         | 41<br>9%                  | 125<br>7%  | 24<br>7%                              | 75<br>7%               | 60<br>8%         | 35<br>9%                              | 50<br>6%                  | 76<br>9%              | 12<br>12%                                     | 52<br>6%               | 72<br>8%         | 18<br>11%                                     | 49<br>6%                  | 82<br>8%              | 158<br>7%   |
| Don't know                 | 298<br>13%<br>d/f/g/j/n/p<br>q/r | 63<br>12%               | 12<br>8%                           | 58<br>12%                             | 191<br>12%        | 62<br>13%                 | 208<br>12% | 30<br>8%                              | 128<br>12%             | 115<br>15%       | 27<br>6%                              | 125<br>14%                | 110<br>13%            | 4<br>4%                                       | 49<br>6%               | 104<br>12%       | 8<br>5%                                       | 71<br>9%                  | 107<br>11%            | 307<br>14%  |
| Mean                       | 2.89<br>e                        | 2.98                    | 2.88                               | 3<br>zd                               | 2.87              | 2.79                      | 2.93<br>e  | 2.89                                  | 2.91                   | 2.89             | 2.84                                  | 2.95                      | 2.87                  | 2.83                                          | 2.89                   | 2.91             | 2.71                                          | 2.91                      | 2.91                  | 2.89        |
| Agree                      | 443<br>20%<br>e                  | 114<br>22%              | 31<br>22%                          | 107<br>22%                            | 319<br>20%        | 75<br>16%                 | 363<br>21% | 81<br>22%                             | 197<br>19%             | 151<br>20%       | 83<br>20%                             | 179<br>20%                | 175<br>20%            | 25<br>25%                                     | 156<br>19%             | 192<br>22%       | 28<br>18%                                     | 158<br>20%                | 212<br>22%            | 414<br>18%  |
| Disagree                   | 537<br>24%<br>ac                 | 105<br>20%              | 42<br>29%                          | 91<br>19%                             | 418<br>26%        | 136<br>29%                | 395<br>23% | 102<br>28%                            | 233<br>22%             | 184<br>24%       | 119<br>29%                            | 197<br>22%                | 209<br>24%            | 36<br>36%                                     | 212<br>26%             | 205<br>23%       | 65<br>40%                                     | 196<br>24%                | 230<br>24%            | 519<br>23%  |
| NET: Agree                 | -4%                              | 2%                      | -7%                                | 3%                                    | -6%               | -13%                      | -2%        | -6%                                   | -3%                    | -4%              | -9%                                   | -2%                       | -4%                   | -11%                                          | -7%                    | -1%              | -22%                                          | -5%                       | -2%                   | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is well prepared to respond to the effects of climate change on people and services

Base: All respondents

|                            |                    | Gender            |                   |                    | Age               |                   |                   |                   |                   |                       |                   | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  |  |
|----------------------------|--------------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|-------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|--|
|                            |                    | Total<br>(z)      | Man<br>(a)        | Woman<br>(b)       | 16-24<br>(c)      | 25-34<br>(d)      | 35-44<br>(e)      | 45-54<br>(f)      | 55-64<br>(g)      | 65-74<br>(h)          | 75+<br>(i)        | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |  |
| Unweighted Total           | 2238               | 1090              | 1130              | 101                | 156               | 252               | 345               | 518               | 552               | 314                   | 2016              | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |  |
| Weighted Total             | 2238               | 1069              | 1151              | 292*               | 361               | 359               | 355               | 354               | 268               | 249                   | 1880              | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |  |
| Strongly agree             | 27<br>1%<br>h      | 13<br>1%<br>1%    | 14<br>1%<br>1%    | 4<br>1%<br>1%      | 7<br>2%<br>2%     | 8<br>2%<br>i      | 4<br>1%<br>1%     | 4<br>1%<br>1%     | 1<br>*<br>-       | -<br>-<br>-           | 21<br>1%<br>1%    | 6<br>2%<br>2%                                | 12<br>1%<br>1%                                              | 16<br>1%<br>1%           | 7<br>1%<br>1%                    | 20<br>1%<br>1%                                    | 4<br>1%<br>1%        | 9<br>2%<br>2%                                          | 5<br>1%<br>1%                   | -<br>-<br>-                                       | 1<br>2%<br>2%                                                                    | 22<br>1%<br>1%                     |  |  |
| Tend to agree              | 132<br>6%<br>lp    | 75<br>7%<br>5%    | 57<br>5%<br>5%    | 36<br>12%<br>zfhgi | 24<br>7%<br>7%    | 20<br>6%<br>6%    | 13<br>4%<br>4%    | 18<br>5%<br>5%    | 14<br>5%<br>5%    | 7<br>3%<br>3%         | 111<br>6%<br>6%   | 21<br>7%<br>7%                               | 52<br>5%<br>5%                                              | 78<br>6%<br>6%           | 29<br>4%<br>4%                   | 102<br>7%<br>7%                                   | 6<br>2%<br>2%        | 39<br>7%<br>7%                                         | 48<br>9%<br>9%                  | 3<br>3%<br>3%                                     | 6<br>8%<br>8%                                                                    | 114<br>5%<br>5%                    |  |  |
| Neither agree nor disagree | 820<br>37%<br>ln   | 411<br>38%<br>38% | 401<br>35%<br>35% | 90<br>31%<br>31%   | 119<br>33%<br>33% | 125<br>35%<br>35% | 132<br>37%<br>37% | 131<br>37%<br>37% | 108<br>40%<br>z   | 115<br>46%<br>zcdelfg | 688<br>37%<br>37% | 107<br>36%<br>36%                            | 327<br>33%<br>33%                                           | 490<br>39%<br>39%        | 204<br>31%<br>31%                | 603<br>39%<br>39%                                 | 123<br>44%<br>znq    | 190<br>34%<br>34%                                      | 221<br>41%<br>n                 | 33<br>34%<br>znqs                                 | 35<br>49%<br>35%                                                                 | 845<br>38%<br>38%                  |  |  |
| Tend to disagree           | 691<br>31%<br>aort | 296<br>28%<br>28% | 393<br>34%<br>34% | 86<br>29%<br>29%   | 111<br>31%<br>31% | 111<br>31%<br>31% | 112<br>32%<br>32% | 111<br>31%<br>31% | 87<br>32%<br>32%  | 73<br>29%<br>29%      | 589<br>31%<br>31% | 90<br>30%<br>30%                             | 324<br>33%<br>33%                                           | 367<br>29%<br>29%        | 256<br>38%<br>zopart             | 428<br>28%<br>t                                   | 81<br>29%<br>t       | 169<br>31%<br>t                                        | 131<br>24%<br>rt                | 35<br>35%<br>rt                                   | 12<br>17%<br>12%                                                                 | 710<br>32%<br>32%                  |  |  |
| Strongly disagree          | 259<br>12%<br>bghm | 139<br>13%<br>13% | 116<br>10%<br>10% | 43<br>15%<br>h     | 57<br>16%<br>ghi  | 54<br>15%<br>ghi  | 33<br>9%<br>9%    | 31<br>9%<br>9%    | 19<br>7%<br>7%    | 22<br>9%<br>9%        | 223<br>12%<br>12% | 34<br>11%<br>11%                             | 133<br>14%<br>m                                             | 125<br>10%<br>10%        | 87<br>13%<br>13%                 | 170<br>11%<br>11%                                 | 27<br>10%<br>10%     | 69<br>12%<br>12%                                       | 59<br>11%<br>11%                | 10<br>10%<br>10%                                  | 6<br>8%<br>8%                                                                    | 217<br>10%<br>10%                  |  |  |
| Don't know                 | 310<br>14%<br>-    | 135<br>13%<br>13% | 171<br>15%<br>15% | 33<br>11%<br>11%   | 43<br>12%<br>12%  | 42<br>12%<br>12%  | 60<br>17%<br>17%  | 59<br>15%<br>15%  | 39<br>13%<br>13%  | 32<br>13%<br>13%      | 249<br>13%<br>13% | 42<br>14%<br>14%                             | 128<br>13%<br>13%                                           | 177<br>14%<br>14%        | 83<br>12%<br>12%                 | 218<br>14%<br>14%                                 | 35<br>13%<br>13%     | 75<br>14%<br>14%                                       | 78<br>14%<br>14%                | 18<br>18%<br>18%                                  | 11<br>15%<br>15%                                                                 | 330<br>15%<br>15%                  |  |  |
| Mean                       | 2.47<br>ln         | 2.49              | 2.45              | 2.51               | 2.41              | 2.42              | 2.46              | 2.51              | 2.52              | 2.5                   | 2.46              | 2.52                                         | 2.39                                                        | 2.53                     | 2.34                             | 2.53                                              | 2.49                 | 2.48                                                   | 2.59                            | 2.37                                              | 2.75                                                                             | 2.48                               |  |  |
| Agree                      | 159<br>7%<br>lp    | 88<br>8%<br>8%    | 70<br>6%<br>6%    | 40<br>14%<br>zfhgi | 30<br>8%<br>i     | 28<br>8%<br>i     | 17<br>5%<br>5%    | 22<br>6%<br>6%    | 15<br>5%<br>5%    | 7<br>3%<br>3%         | 132<br>7%<br>7%   | 27<br>9%<br>9%                               | 64<br>7%<br>7%                                              | 94<br>7%<br>7%           | 37<br>5%<br>p                    | 123<br>8%<br>p                                    | 10<br>4%<br>p        | 49<br>9%<br>p                                          | 53<br>10%<br>znps               | 3<br>3%<br>p                                      | 7<br>10%<br>p                                                                    | 136<br>6%<br>6%                    |  |  |
| Disagree                   | 949<br>42%<br>mort | 435<br>41%<br>41% | 509<br>44%<br>44% | 128<br>44%<br>44%  | 168<br>47%<br>47% | 165<br>46%<br>46% | 146<br>41%<br>41% | 141<br>40%<br>40% | 106<br>40%<br>40% | 94<br>38%<br>38%      | 812<br>43%<br>43% | 124<br>41%<br>41%                            | 457<br>47%<br>zm                                            | 492<br>39%<br>39%        | 342<br>51%<br>zopart             | 599<br>39%<br>t                                   | 109<br>39%<br>t      | 238<br>43%<br>rt                                       | 190<br>35%<br>t                 | 44<br>45%<br>t                                    | 18<br>25%<br>t                                                                   | 927<br>41%<br>41%                  |  |  |
| NET: Agree                 | -35%               | -32%              | -38%              | -30%               | -38%              | -38%              | -36%              | -34%              | -34%              | -35%                  | -36%              | -32%                                         | -40%                                                        | -32%                     | -46%                             | -31%                                              | -36%                 | -34%                                                   | -25%                            | -42%                                              | -15%                                                                             | -35%                               |  |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is well prepared to respond to the effects of climate change on people and services

Base: All respondents

|                            | Total            | Annual household income |                       |                       |                    |                 | Country        |                |                  |                 | England region (Net) |                 |                | England region    |                          |                  |                |                 |                 |                |                 |                 |  | Unwtd Total |
|----------------------------|------------------|-------------------------|-----------------------|-----------------------|--------------------|-----------------|----------------|----------------|------------------|-----------------|----------------------|-----------------|----------------|-------------------|--------------------------|------------------|----------------|-----------------|-----------------|----------------|-----------------|-----------------|--|-------------|
|                            |                  | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England         | Scotland       | Wales          | Northern Ireland | North           | Midlands             | South           | North East     | North West        | Yorkshire and The Humber | East Midlands    | West Midlands  | East of England | South East      | South West     | London          |                 |  |             |
| Unweighted Total           | 2238             | 468                     | 686                   | 465                   | 164                | 1715            | 206            | 162            | 155              | 453             | 348                  | 934             | 85             | 201               | 164                      | 170              | 178            | 194             | 282             | 225            | 213             | 2238            |  |             |
| Weighted Total             | 2238             | 398                     | 605                   | 524                   | 231                | 1886            | 184            | 106*           | 62*              | 521             | 362                  | 1003            | 89*            | 247               | 184                      | 164              | 198            | 209             | 310             | 195            | 290             | 2238            |  |             |
| Strongly agree             | 27<br>1%<br>m    | 5<br>1%<br>d            | 8<br>1%<br>d          | 7<br>1%<br>c          | 3<br>1%<br>c       | 21<br>1%<br>m   | 4<br>2%<br>m   | 1<br>1%<br>m   | 1<br>2%<br>m     | 7<br>1%<br>m    | 8<br>2%<br>m         | 6<br>1%<br>m    | 2<br>2%<br>m   | 1<br>1%<br>m      | 3<br>2%<br>m             | 5<br>3%<br>m     | 3<br>2%<br>m   | 1<br>1%<br>m    | 1<br>*<br>m     | 2<br>1%<br>m   | 1<br>*<br>m     | 22<br>1%<br>m   |  |             |
| Tend to agree              | 132<br>6%<br>d   | 32<br>8%<br>d           | 26<br>4%<br>d         | 39<br>7%<br>d         | 8<br>4%<br>d       | 110<br>6%<br>d  | 12<br>7%<br>d  | 6<br>6%<br>d   | 3<br>5%<br>d     | 43<br>8%<br>m   | 20<br>5%<br>m        | 47<br>5%<br>m   | 2<br>3%<br>m   | 24<br>10%<br>rstu | 17<br>9%<br>su           | 13<br>8%<br>u    | 6<br>3%<br>m   | 6<br>3%<br>m    | 13<br>4%<br>m   | 5<br>3%<br>m   | 24<br>8%<br>u   | 114<br>5%<br>m  |  |             |
| Neither agree nor disagree | 820<br>37%<br>ev | 169<br>43%<br>wef       | 241<br>40%<br>ef      | 165<br>31%<br>ef      | 70<br>30%<br>c     | 696<br>37%<br>m | 66<br>36%<br>m | 34<br>32%<br>m | 25<br>40%<br>m   | 186<br>36%<br>m | 136<br>38%<br>m      | 373<br>37%<br>m | 44<br>49%<br>m | 79<br>32%<br>m    | 63<br>34%<br>m           | 56<br>34%<br>m   | 80<br>41%<br>m | 86<br>41%<br>m  | 121<br>39%<br>m | 83<br>42%<br>m | 84<br>29%<br>m  | 845<br>38%<br>m |  |             |
| Tend to disagree           | 691<br>31%<br>c  | 108<br>27%<br>c         | 197<br>33%<br>c       | 182<br>35%<br>c       | 80<br>35%<br>c     | 586<br>31%<br>m | 49<br>27%<br>m | 36<br>34%<br>m | 19<br>30%<br>m   | 172<br>33%<br>m | 107<br>30%<br>m      | 307<br>31%<br>m | 28<br>31%<br>m | 88<br>35%<br>m    | 57<br>31%<br>m           | 49<br>30%<br>m   | 58<br>29%<br>m | 54<br>26%<br>m  | 98<br>32%<br>m  | 63<br>32%<br>m | 91<br>31%<br>m  | 710<br>32%<br>m |  |             |
| Strongly disagree          | 259<br>12%<br>c  | 34<br>8%<br>c           | 63<br>10%<br>c        | 73<br>14%<br>c        | 30<br>13%<br>c     | 224<br>12%<br>m | 19<br>10%<br>m | 10<br>10%<br>m | 6<br>9%<br>m     | 57<br>11%<br>m  | 37<br>10%<br>m       | 130<br>13%<br>m | 5<br>6%<br>m   | 32<br>13%<br>m    | 20<br>11%<br>m           | 15<br>9%<br>m    | 22<br>11%<br>m | 27<br>13%<br>m  | 36<br>12%<br>m  | 14<br>7%<br>m  | 53<br>18%<br>m  | 217<br>10%<br>m |  |             |
| Don't know                 | 310<br>14%<br>m  | 51<br>13%<br>m          | 70<br>11%<br>m        | 58<br>11%<br>m        | 40<br>17%<br>m     | 248<br>13%<br>m | 34<br>18%<br>m | 18<br>17%<br>m | 9<br>15%<br>m    | 55<br>11%<br>m  | 53<br>15%<br>m       | 141<br>14%<br>m | 8<br>9%<br>m   | 24<br>10%<br>m    | 24<br>13%<br>m           | 25<br>15%<br>m   | 27<br>14%<br>m | 35<br>17%<br>m  | 41<br>13%<br>m  | 28<br>14%<br>m | 37<br>13%<br>m  | 330<br>15%<br>m |  |             |
| Mean                       | 2.47<br>mv       | 2.62<br>zdef            | 2.48<br>zdef          | 2.41<br>zdef          | 2.34<br>zdef       | 2.46<br>zdef    | 2.55<br>zdef   | 2.45<br>zdef   | 2.54<br>zdef     | 2.51<br>zdef    | 2.53<br>zdef         | 2.41<br>zdef    | 2.61<br>zdef   | 2.44<br>zdef      | 2.55<br>zdef             | 2.6<br>zdef      | 2.47<br>zdef   | 2.43<br>zdef    | 2.43<br>zdef    | 2.52<br>zdef   | 2.32<br>zdef    | 2.48<br>zdef    |  |             |
| Agree                      | 159<br>7%<br>m   | 37<br>9%<br>d           | 34<br>6%<br>d         | 46<br>9%<br>d         | 11<br>5%<br>d      | 131<br>7%<br>m  | 16<br>9%<br>m  | 8<br>7%<br>m   | 4<br>7%<br>m     | 50<br>10%<br>m  | 28<br>8%<br>m        | 53<br>5%<br>m   | 4<br>5%<br>m   | 25<br>10%<br>stu  | 21<br>11%<br>stu         | 19<br>11%<br>stu | 9<br>5%<br>m   | 7<br>3%<br>m    | 14<br>4%<br>m   | 8<br>4%<br>m   | 25<br>9%<br>m   | 136<br>6%<br>m  |  |             |
| Disagree                   | 949<br>42%<br>c  | 141<br>35%<br>c         | 260<br>43%<br>c       | 256<br>48%<br>zc      | 110<br>48%<br>c    | 810<br>43%<br>m | 68<br>37%<br>m | 46<br>44%<br>m | 24<br>39%<br>m   | 229<br>44%<br>m | 144<br>40%<br>m      | 436<br>43%<br>m | 33<br>37%<br>m | 120<br>48%<br>m   | 77<br>42%<br>m           | 64<br>39%<br>m   | 81<br>41%<br>m | 81<br>39%<br>m  | 134<br>43%<br>m | 77<br>40%<br>m | 144<br>50%<br>m | 927<br>41%<br>m |  |             |
| NET: Agree                 | -35%             | -26%                    | -37%                  | -40%                  | -43%               | -36%            | -28%           | -37%           | -32%             | -34%            | -32%                 | -38%            | -32%           | -38%              | -30%                     | -28%             | -36%           | -36%            | -39%            | -36%           | -41%            | -35%            |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is well prepared to respond to the effects of climate change on people and services

Base: All respondents

|                            | Total<br>(z)      | Urbanity       |              | IMD Quintile             |            |            |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total      |            |
|----------------------------|-------------------|----------------|--------------|--------------------------|------------|------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|------------------|------------|
|                            |                   | Urban<br>(a)   | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |                  | No<br>(p)  |
| Unweighted Total           | 2238              | 1673           | 565          | 419                      | 432        | 476        | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831             | 2238       |
| Weighted Total             | 2238              | 1745           | 493          | 451                      | 442        | 447        | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642             | 2238       |
| Strongly agree             | 27<br>1%          | 21<br>1%       | 6<br>1%      | 12<br>3%<br>zfg          | 3<br>1%    | 9<br>2%    | 2<br>*          | 1<br>*                    | 15<br>1%                                                                | 2<br>1%                            | *<br>*                                               | 2<br>1%                                                  | 2<br>1%                                           | 2<br>3%                                           | 2<br>1%                  | 11<br>2%   | 17<br>1%         | 22<br>1%   |
| Tend to agree              | 132<br>6%<br>bh   | 115<br>7%<br>b | 17<br>3%     | 40<br>9%<br>zef          | 29<br>7%   | 21<br>5%   | 18<br>4%        | 24<br>5%                  | 52<br>4%                                                                | 18<br>7%                           | 4<br>3%                                              | 9<br>6%                                                  | 20<br>8%<br>h                                     | 12<br>17%<br>zhj                                  | 16<br>10%                | 41<br>7%   | 89<br>5%         | 114<br>5%  |
| Neither agree nor disagree | 820<br>37%        | 638<br>37%     | 181<br>37%   | 164<br>36%               | 155<br>35% | 147<br>33% | 186<br>41%<br>e | 168<br>37%                | 442<br>36%                                                              | 91<br>37%                          | 52<br>46%                                            | 62<br>38%                                                | 85<br>36%                                         | 29<br>41%                                         | 51<br>30%                | 217<br>37% | 603<br>37%       | 845<br>38% |
| Tend to disagree           | 691<br>31%        | 523<br>30%     | 168<br>34%   | 124<br>27%               | 126<br>29% | 175<br>39% | 126<br>28%      | 139<br>31%                | 405<br>33%<br>z                                                         | 69<br>28%                          | 32<br>28%                                            | 49<br>30%                                                | 62<br>26%                                         | 13<br>18%                                         | 59<br>34%                | 156<br>26% | 535<br>33%<br>zo | 710<br>32% |
| Strongly disagree          | 259<br>12%<br>p   | 200<br>11%     | 59<br>12%    | 51<br>11%                | 53<br>12%  | 44<br>10%  | 56<br>13%       | 55<br>12%                 | 149<br>12%                                                              | 22<br>9%                           | 10<br>9%                                             | 12<br>8%                                                 | 32<br>14%                                         | 3<br>4%                                           | 30<br>17%                | 86<br>15%  | 173<br>11%       | 217<br>10% |
| Don't know                 | 310<br>14%<br>h   | 248<br>14%     | 62<br>13%    | 58<br>13%                | 75<br>17%  | 51<br>12%  | 61<br>14%       | 64<br>14%                 | 147<br>12%                                                              | 44<br>18%<br>h                     | 15<br>13%                                            | 27<br>17%                                                | 36<br>15%                                         | 12<br>16%                                         | 14<br>8%                 | 82<br>14%  | 226<br>14%       | 330<br>15% |
| Mean                       | 2.47<br>h         | 2.49           | 2.4          | 2.59<br>z                | 2.46       | 2.43       | 2.44            | 2.42                      | 2.42                                                                    | 2.55                               | 2.52                                                 | 2.55                                                     | 2.49                                              | 2.96                                              | 2.39                     | 2.48       | 2.46             | 2.48       |
| Agree                      | 159<br>7%<br>bfhp | 137<br>8%<br>b | 23<br>5%     | 53<br>12%<br>zefg        | 32<br>7%   | 30<br>7%   | 20<br>4%        | 25<br>6%                  | 68<br>6%                                                                | 20<br>8%                           | 4<br>4%                                              | 11<br>7%                                                 | 22<br>9%                                          | 14<br>20%<br>zhijk                                | 19<br>11%                | 51<br>9%   | 105<br>6%        | 136<br>6%  |
| Disagree                   | 949<br>42%<br>m   | 723<br>41%     | 227<br>46%   | 175<br>39%               | 179<br>41% | 219<br>49% | 182<br>41%      | 194<br>43%                | 554<br>46%<br>zim                                                       | 92<br>37%                          | 42<br>37%                                            | 61<br>38%                                                | 94<br>40%                                         | 16<br>22%                                         | 88<br>51%<br>m           | 241<br>41% | 708<br>43%       | 927<br>41% |
| NET: Agree                 | -35%              | -34%           | -41%         | -27%                     | -33%       | -42%       | -36%            | -38%                      | -40%                                                                    | -29%                               | -33%                                                 | -31%                                                     | -31%                                              | -2%                                               | -40%                     | -32%       | -37%             | -35%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is well prepared to respond to the effects of climate change on people and services

Base: All respondents

|                            | Total<br>(z)        | Use of NHS Services P12M |                    |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                  |                 | Unwtd Total       |
|----------------------------|---------------------|--------------------------|--------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|------------------|-----------------|-------------------|
|                            |                     | Any service<br>(a)       | No Service<br>(b)  | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)      | Other<br>(m)    |                   |
| Unweighted Total           | 2238                | 2055                     | 165                | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165              | 17              | 2238              |
| Weighted Total             | 2238                | 2005                     | 203*               | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*             | 14**            | 2238              |
| Strongly agree             | 27<br>1%<br>adgh    | 20<br>1%<br>d            | 6<br>3%<br>d       | 13<br>2%<br>d       | 2<br>*<br>d         | 4<br>3%<br>d       | 7<br>1%<br>d             | 11<br>1%<br>d                   | 10<br>1%<br>d                                     | 9<br>2%<br>gh                     | 7<br>1%<br>d                                              | 3<br>2%<br>d                     | 6<br>3%<br>gh    | -<br>-<br>d     | 22<br>1%<br>d     |
| Tend to agree              | 132<br>6%           | 122<br>6%                | 6<br>3%            | 59<br>7%            | 54<br>5%            | 9<br>5%            | 28<br>5%                 | 85<br>5%                        | 103<br>6%                                         | 22<br>4%                          | 37<br>6%                                                  | 3<br>2%                          | 6<br>3%          | -<br>-          | 114<br>5%         |
| Neither agree nor disagree | 820<br>37%          | 754<br>38%               | 60<br>30%          | 310<br>38%          | 393<br>38%          | 51<br>30%          | 170<br>33%               | 602<br>37%                      | 625<br>38%                                        | 186<br>36%                        | 193<br>33%                                                | 64<br>43%                        | 60<br>30%        | 7<br>52%        | 845<br>38%        |
| Tend to disagree           | 691<br>31%<br>c     | 625<br>31%<br>c          | 64<br>32%<br>c     | 220<br>27%<br>zac   | 346<br>34%<br>zac   | 59<br>35%<br>zac   | 180<br>35%<br>z          | 527<br>33%<br>z                 | 529<br>32%<br>z                                   | 188<br>36%<br>z                   | 194<br>34%<br>z                                           | 47<br>31%<br>z                   | 64<br>32%<br>z   | 3<br>23%<br>z   | 710<br>32%<br>z   |
| Strongly disagree          | 259<br>12%<br>g     | 226<br>11%<br>g          | 32<br>16%<br>g     | 84<br>10%<br>g      | 109<br>11%<br>g     | 34<br>20%<br>zacd  | 86<br>17%<br>zgh         | 168<br>10%<br>zgh               | 191<br>11%<br>zgh                                 | 68<br>13%<br>zgh                  | 73<br>13%<br>zgh                                          | 23<br>15%<br>zgh                 | 32<br>16%<br>zgh | -<br>-          | 217<br>10%<br>zgh |
| Don't know                 | 310<br>14%<br>afhik | 257<br>13%<br>afhik      | 34<br>17%<br>afhik | 119<br>15%<br>afhik | 125<br>12%<br>afhik | 13<br>8%<br>afhik  | 48<br>9%<br>afhik        | 217<br>13%<br>fhik              | 203<br>12%<br>fhik                                | 51<br>10%<br>fhik                 | 73<br>13%<br>fhik                                         | 10<br>6%<br>fhik                 | 34<br>17%<br>fk  | 3<br>24%<br>fk  | 330<br>15%<br>fk  |
| Mean                       | 2.47<br>f           | 2.48                     | 2.35               | 2.56<br>zade        | 2.44                | 2.3                | 2.34                     | 2.46<br>f                       | 2.46<br>f                                         | 2.4                               | 2.43                                                      | 2.4                              | 2.35             | 2.69            | 2.48              |
| Agree                      | 159<br>7%<br>dg     | 142<br>7%<br>d           | 12<br>6%<br>d      | 72<br>9%<br>zad     | 57<br>6%<br>zad     | 13<br>8%<br>zad    | 35<br>7%<br>zad          | 96<br>6%<br>zad                 | 113<br>7%<br>g                                    | 31<br>6%<br>g                     | 44<br>8%<br>g                                             | 6<br>4%<br>g                     | 12<br>6%<br>g    | -<br>-          | 136<br>6%<br>g    |
| Disagree                   | 949<br>42%<br>c     | 852<br>42%<br>c          | 97<br>48%<br>c     | 304<br>38%<br>c     | 455<br>44%<br>c     | 93<br>55%<br>zac   | 266<br>51%<br>zgh        | 696<br>43%<br>zgh               | 720<br>43%<br>zgh                                 | 256<br>49%<br>zgh                 | 267<br>46%<br>zgh                                         | 71<br>47%<br>zgh                 | 97<br>48%<br>zgh | 3<br>23%<br>zgh | 927<br>41%<br>zgh |
| NET: Agree                 | -35%                | -35%                     | -42%               | -29%                | -39%                | -47%               | -44%                     | -37%                            | -37%                                              | -43%                              | -39%                                                      | -43%                             | -42%             | -23%            | -35%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214G. To what extent do you agree or disagree with each of the following statements? -The NHS is well prepared to respond to the effects of climate change on people and services

Base: All respondents

|                            | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238         | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 27<br>1%     | 8<br>1%                 | 5<br>3%                            | 5<br>1%                               | 18<br>1%          | 6<br>1%                   | 20<br>1%   | 8<br>2%                               | 10<br>1%               | 8<br>1%          | 7<br>2%                               | 12<br>1%                  | 8<br>1%               | 11<br>11%                                     | 6<br>1%                | 8<br>1%          | 10<br>6%                                      | 9<br>1%                   | 7<br>1%               | 22<br>1%    |
| Tend to agree              | 132<br>6%    | 32<br>6%                | 19<br>13%                          | 29<br>6%                              | 94<br>6%          | 32<br>7%                  | 99<br>6%   | 36<br>10%                             | 64<br>6%               | 32<br>4%         | 42<br>10%                             | 53<br>6%                  | 37<br>4%              | 10<br>10%                                     | 74<br>9%               | 35<br>4%         | 19<br>12%                                     | 64<br>8%                  | 39<br>4%              | 114<br>5%   |
| Neither agree nor disagree | 820<br>37%   | 197<br>38%              | 60<br>42%                          | 175<br>36%                            | 599<br>37%        | 165<br>35%                | 638<br>37% | 123<br>34%                            | 439<br>42%             | 232<br>31%       | 152<br>37%                            | 371<br>41%                | 278<br>32%            | 36<br>36%                                     | 379<br>46%             | 297<br>33%       | 57<br>36%                                     | 363<br>45%                | 326<br>34%            | 845<br>38%  |
| Tend to disagree           | 691<br>31%   | 170<br>32%              | 33<br>24%                          | 162<br>34%                            | 500<br>31%        | 156<br>33%                | 532<br>31% | 119<br>33%                            | 289<br>28%             | 267<br>35%       | 135<br>32%                            | 270<br>30%                | 275<br>32%            | 32<br>32%                                     | 229<br>28%             | 323<br>36%       | 46<br>28%                                     | 248<br>31%                | 337<br>35%            | 710<br>32%  |
| Strongly disagree          | 259<br>12%   | 61<br>12%               | 14<br>10%                          | 59<br>12%                             | 189<br>12%        | 64<br>13%                 | 190<br>11% | 32<br>9%                              | 92<br>9%               | 129<br>17%       | 31<br>7%                              | 71<br>8%                  | 155<br>18%            | 7<br>7%                                       | 65<br>8%               | 142<br>16%       | 17<br>11%                                     | 52<br>6%                  | 165<br>17%            | 217<br>10%  |
| Don't know                 | 310<br>14%   | 55<br>11%               | 12<br>8%                           | 51<br>11%                             | 218<br>13%        | 54<br>11%                 | 230<br>13% | 47<br>13%                             | 141<br>14%             | 91<br>12%        | 49<br>12%                             | 122<br>14%                | 105<br>12%            | 5<br>5%                                       | 63<br>8%               | 82<br>9%         | 12<br>7%                                      | 74<br>9%                  | 100<br>10%            | 330<br>15%  |
| Mean                       | 2.47<br>ilor | 2.48<br>c               | 2.74<br>zacd                       | 2.44                                  | 2.47              | 2.43                      | 2.48       | 2.59<br>zi                            | 2.57<br>zi             | 2.28             | 2.61<br>zi                            | 2.57<br>zi                | 2.29                  | 2.84<br>zo                                    | 2.64<br>zo             | 2.31             | 2.72<br>zr                                    | 2.63<br>zr                | 2.3                   | 2.48        |
| Agree                      | 159<br>7%    | 40<br>8%                | 23<br>16%                          | 34<br>7%                              | 112<br>7%         | 38<br>8%                  | 119<br>7%  | 44<br>12%                             | 74<br>7%               | 40<br>5%         | 48<br>12%                             | 65<br>7%                  | 44<br>5%              | 20<br>20%                                     | 80<br>10%              | 43<br>5%         | 29<br>18%                                     | 73<br>9%                  | 46<br>5%              | 136<br>6%   |
| Disagree                   | 949<br>42%   | 231<br>44%              | 47<br>33%                          | 220<br>46%                            | 689<br>43%        | 220<br>46%                | 722<br>42% | 151<br>41%                            | 381<br>37%             | 396<br>52%       | 166<br>40%                            | 341<br>38%                | 430<br>50%            | 39<br>39%                                     | 294<br>36%             | 465<br>53%       | 63<br>39%                                     | 300<br>37%                | 502<br>52%            | 927<br>41%  |
| NET: Agree                 | -35%         | -37%                    | -17%                               | -39%                                  | -36%              | -38%                      | -35%       | -29%                                  | -30%                   | -47%             | -28%                                  | -31%                      | -45%                  | -19%                                          | -26%                   | -48%             | -21%                                          | -28%                      | -47%                  | -35%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214H. Before today, were you aware that the NHS aims to be net zero?

Base: All respondents

|                  | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                  | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total   | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Yes              | 560          | 324        | 231          | 60           | 123          | 97           | 100          | 78           | 55           | 48         | 481                                          | 61                                                          | 299                      | 260                              | 197                                               | 359                  | 85                                                     | 148                             | 97                                                 | 19                                                                               | 10                                 | 536         |
|                  | 25%          | 30%        | 20%          | 21%          | 34%          | 27%          | 28%          | 22%          | 20%          | 19%        | 26%                                          | 20%                                                         | 31%                      | 21%                              | 30%                                               | 23%                  | 31%                                                    | 27%                             | 18%                                                | 19%                                                                              | 13%                                | 24%         |
|                  | bhimort      | zb         |              |              | zcghi        | i            | hi           |              |              |            |                                              |                                                             | zm                       |                                  | zorst                                             | rt                   | zorst                                                  | rt                              |                                                    |                                                                                  |                                    |             |
| No               | 1620         | 725        | 884          | 222          | 228          | 252          | 238          | 272          | 209          | 199        | 1362                                         | 223                                                         | 653                      | 963                              | 460                                               | 1143                 | 189                                                    | 388                             | 433                                                | 77                                                                               | 56                                 | 1657        |
|                  | 72%          | 68%        | 77%          | 76%          | 63%          | 70%          | 67%          | 77%          | 78%          | 80%        | 72%                                          | 74%                                                         | 67%                      | 77%                              | 69%                                               | 74%                  | 68%                                                    | 70%                             | 80%                                                | 78%                                                                              | 77%                                | 74%         |
|                  | acfh         |            | za           | d            |              |              |              | zdf          | zdef         | zdef       |                                              |                                                             |                          | zl                               |                                                   | zp                   |                                                        |                                 | znopq                                              |                                                                                  |                                    |             |
| Don't know       | 58           | 20         | 36           | 9            | 10           | 11           | 17           | 5            | 5            | 2          | 37                                           | 15                                                          | 24                       | 30                               | 8                                                 | 40                   | 3                                                      | 16                              | 12                                                 | 3                                                                                | 7                                  | 55          |
|                  | 3%           | 2%         | 3%           | 3%           | 3%           | 3%           | 5%           | 1%           | 2%           | 1%         | 2%                                           | 5%                                                          | 3%                       | 2%                               | 1%                                                | 3%                   | 1%                                                     | 3%                              | 2%                                                 | 3%                                                                               | 9%                                 | 2%          |
|                  | gijn         |            |              |              |              |              | zghi         |              |              |            |                                              | j                                                           |                          |                                  |                                                   |                      |                                                        |                                 |                                                    | znopqr                                                                           |                                    |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214H. Before today, were you aware that the NHS aims to be net zero?

Base: All respondents

|                  | Total            | Annual household income |                       |                       |                    | Country     |            |           |                  | England region (Net) |            |            | England region |            |                          |               |               |                 |            |            |            |             | Unwtd Total |
|------------------|------------------|-------------------------|-----------------------|-----------------------|--------------------|-------------|------------|-----------|------------------|----------------------|------------|------------|----------------|------------|--------------------------|---------------|---------------|-----------------|------------|------------|------------|-------------|-------------|
|                  |                  | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England     | Scotland   | Wales     | Northern Ireland | North                | Midlands   | South      | North East     | North West | Yorkshire and The Humber | East Midlands | West Midlands | East of England | South East | South West | London     |             |             |
| Unweighted Total | 2238             | 468                     | 686                   | 485                   | 184                | 1715        | 206        | 162       | 155              | 453                  | 348        | 934        | 88             | 201        | 184                      | 170           | 178           | 194             | 282        | 275        | 213        | 2238        |             |
| Weighted Total   | 2238             | 398                     | 605                   | 524                   | 231                | 1886        | 184        | 106*      | 62*              | 521                  | 362        | 1003       | 89*            | 247        | 184                      | 164           | 198           | 209             | 310        | 195        | 290        | 2238        |             |
| Yes              | 560<br>25%<br>c  | 75<br>19%<br>c          | 157<br>26%<br>c       | 153<br>29%<br>c       | 75<br>32%<br>zc    | 475<br>25%  | 44<br>24%  | 29<br>27% | 13<br>21%        | 142<br>27%           | 83<br>23%  | 249<br>25% | 22<br>25%      | 65<br>26%  | 56<br>30%                | 40<br>24%     | 43<br>22%     | 43<br>21%       | 81<br>26%  | 59<br>30%  | 66<br>23%  | 526<br>24%  |             |
| No               | 1620<br>72%<br>f | 312<br>78%<br>zef       | 442<br>73%            | 371<br>71%            | 149<br>64%         | 1365<br>72% | 135<br>73% | 73<br>69% | 47<br>76%        | 362<br>70%           | 268<br>74% | 735<br>73% | 65<br>73%      | 174<br>70% | 123<br>67%               | 122<br>74%    | 145<br>74%    | 160<br>77%      | 227<br>73% | 134<br>69% | 214<br>74% | 1657<br>74% |             |
| Don't know       | 58<br>3%<br>de   | 12<br>3%<br>de          | 5<br>1%               | 1<br>*                | 7<br>3%<br>e       | 46<br>2%    | 5<br>3%    | 4<br>4%   | 2<br>3%          | 16<br>3%             | 11<br>3%   | 19<br>2%   | 2<br>3%        | 8<br>3%    | 5<br>3%                  | 2<br>1%       | 9<br>5%<br>t  | 5<br>2%         | 3<br>1%    | 2<br>1%    | 10<br>3%   | 55<br>2%    |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [JN 126-001039-01]  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q214H. Before today, were you aware that the NHS aims to be net zero?

Base: All respondents

|                  | Total<br>(z)      | Urbanity          |                  | IMD Quintile             |                 |                  |                  |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                   | Unwtd Total        |                   |
|------------------|-------------------|-------------------|------------------|--------------------------|-----------------|------------------|------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-------------------|--------------------|-------------------|
|                  |                   | Urban<br>(a)      | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)         | 4<br>(f)         | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)        |                    | No<br>(p)         |
| Unweighted Total | 2238              | 1673              | 565              | 419                      | 432             | 476              | 450              | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400               | 1831               | 2238              |
| Weighted Total   | 2238              | 1745              | 493              | 451                      | 442             | 447              | 448              | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592               | 1642               | 2238              |
| Yes              | 560<br>25%<br>bil | 461<br>26%<br>zb  | 100<br>20%<br>za | 104<br>23%<br>zefg       | 110<br>25%<br>g | 119<br>27%<br>2% | 126<br>28%<br>1% | 101<br>23%<br>1%          | 343<br>28%<br>zjl                                                       | 46<br>19%<br>zhk                   | 21<br>18%<br>hk                                      | 52<br>33%<br>64%                                         | 40<br>17%<br>zhk                                  | 16<br>22%<br>72%                                  | 38<br>22%<br>77%         | 153<br>26%<br>70% | 406<br>25%<br>73%  | 526<br>24%<br>74% |
| No               | 1620<br>72%<br>ah | 1233<br>71%<br>ah | 387<br>79%<br>za | 321<br>71%<br>zefg       | 315<br>71%<br>g | 322<br>72%<br>2% | 316<br>71%<br>1% | 346<br>77%<br>1%          | 847<br>70%<br>zjl                                                       | 195<br>79%<br>zhk                  | 93<br>81%<br>hk                                      | 103<br>64%<br>6%                                         | 190<br>80%<br>zhk                                 | 51<br>72%<br>6%                                   | 133<br>77%<br>1%         | 415<br>70%<br>24% | 1204<br>73%<br>32% | 1657<br>74%<br>2% |
| Don't know       | 58<br>3%<br>ghp   | 52<br>3%<br>ghp   | 6<br>1%<br>ghp   | 25<br>6%<br>zefg         | 17<br>4%<br>g   | 7<br>2%<br>2%    | 6<br>1%<br>1%    | 3<br>1%<br>1%             | 21<br>2%<br>zjl                                                         | 6<br>2%<br>zhk                     | *<br>*<br>hk                                         | 6<br>4%<br>6%                                            | 7<br>3%<br>zhk                                    | 4<br>6%<br>72%                                    | 2<br>1%<br>77%           | 24<br>4%<br>70%   | 32<br>2%<br>73%    | 55<br>2%<br>74%   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214H. Before today, were you aware that the NHS aims to be net zero?

Base: All respondents

|                  | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                  |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total   | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Yes              | 560<br>25%       | 494<br>25%               | 61<br>30%         | 181<br>22%          | 267<br>26%          | 45<br>27%          | 127<br>24%               | 406<br>25%                      | 409<br>25%                                        | 137<br>26%                        | 137<br>24%                                                | 47<br>31%                        | 61<br>30%   | 2<br>12%     | 526<br>24%  |
| No               | 1620<br>72%      | 1472<br>73%              | 140<br>69%        | 601<br>75%          | 750<br>73%          | 120<br>71%         | 385<br>74%               | 1179<br>73%                     | 1222<br>74%                                       | 376<br>72%                        | 429<br>74%                                                | 99<br>66%                        | 140<br>69%  | 12<br>88%    | 1657<br>74% |
| Don't know       | 58<br>3%<br>adgh | 40<br>2%<br>d            | 2<br>1%           | 23<br>3%<br>d       | 13<br>1%            | 4<br>3%            | 7<br>1%                  | 26<br>2%                        | 30<br>2%                                          | 11<br>2%                          | 11<br>2%                                                  | 4<br>3%                          | 2<br>1%     | -<br>-       | 55<br>2%    |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214H. Before today, were you aware that the NHS aims to be net zero?

Base: All respondents

|                  | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |             | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                  | Total<br>(z)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)   | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total | 2238                    | 537                | 127                                | 488                                   | 1637              | 557                       | 1641        | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total   | 2238                    | 523                | 142*                               | 480                                   | 1618              | 477                       | 1709        | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Yes              | 560<br>25%              | 129<br>25%         | 37<br>26%                          | 125<br>26%                            | 413<br>25%        | 126<br>27%                | 427<br>25%  | 103<br>28%                            | 271<br>26%             | 166<br>22%       | 110<br>27%                            | 232<br>26%                | 199<br>23%            | 26<br>26%                                     | 218<br>27%             | 221<br>25%       | 38<br>24%                                     | 212<br>26%                | 243<br>25%            | 526<br>24%  |
| No               | 1620<br>72%             | 388<br>74%         | 100<br>70%                         | 350<br>73%                            | 1172<br>72%       | 343<br>72%                | 1254<br>73% | 259<br>71%                            | 743<br>72%             | 564<br>74%       | 299<br>72%                            | 647<br>72%                | 633<br>74%            | 68<br>68%                                     | 582<br>71%             | 655<br>74%       | 119<br>74%                                    | 579<br>72%                | 719<br>74%            | 1657<br>74% |
| Don't know       | 58<br>3%                | 6<br>1%            | 6<br>4%                            | 5<br>1%                               | 34<br>2%          | 7<br>1%                   | 28<br>2%    | 3<br>1%                               | 22<br>2%               | 29<br>4%         | 6<br>1%                               | 20<br>2%                  | 25<br>3%              | 5<br>5%                                       | 16<br>2%               | 11<br>1%         | 4<br>2%                                       | 18<br>2%                  | 12<br>1%              | 55<br>2%    |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214I. Do you support or oppose the NHS's policy to become net zero?

Base: All respondents

|                            | Gender                 |                |              | Age                   |                  |                 |                 |                   |                  | Ethnicity           |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|------------------------|----------------|--------------|-----------------------|------------------|-----------------|-----------------|-------------------|------------------|---------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            | Total<br>(z)           | Man<br>(a)     | Woman<br>(b) | 16-24<br>(c)          | 25-34<br>(d)     | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)      | 65-74<br>(h)     | 75+<br>(i)          | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238                   | 1090           | 1130         | 101                   | 156              | 252             | 345             | 518               | 552              | 314                 | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238                   | 1069           | 1151         | 292*                  | 361              | 359             | 355             | 354               | 268              | 249                 | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 706<br>32%<br>fsgioort | 324<br>30%     | 374<br>32%   | 152<br>52%<br>zdefghi | 126<br>35%<br>gi | 110<br>31%<br>i | 93<br>26%<br>i  | 91<br>26%<br>i    | 78<br>29%<br>i   | 55<br>22%<br>i      | 604<br>32%                                   | 95<br>32%                                                   | 303<br>31%               | 401<br>32%                       | 274<br>41%<br>zopqrst                             | 429<br>28%<br>t      | 62<br>23%<br>t                                         | 185<br>34%<br>oqt               | 145<br>27%<br>t                                    | 29<br>29%<br>t                                                                   | 8<br>11%<br>t                      | 635<br>28%  |
| Tend to support            | 683<br>31%<br>c        | 321<br>30%     | 357<br>31%   | 55<br>19%<br>c        | 95<br>26%<br>c   | 108<br>30%<br>c | 110<br>31%<br>c | 126<br>35%<br>zcd | 91<br>34%<br>zc  | 98<br>40%<br>zcdelf | 595<br>32%                                   | 75<br>25%<br>z                                              | 305<br>31%               | 377<br>30%                       | 202<br>30%<br>z                                   | 472<br>31%<br>z      | 89<br>32%<br>z                                         | 181<br>33%<br>z                 | 145<br>27%<br>z                                    | 35<br>35%<br>z                                                                   | 22<br>31%<br>z                     | 744<br>33%  |
| Neither support nor oppose | 486<br>22%<br>jn       | 217<br>20%     | 267<br>23%   | 60<br>20%<br>jn       | 88<br>24%<br>jn  | 79<br>22%<br>jn | 83<br>23%<br>jn | 70<br>20%<br>jn   | 53<br>20%<br>jn  | 53<br>21%<br>jn     | 390<br>21%                                   | 84<br>28%<br>jn                                             | 206<br>21%               | 280<br>22%                       | 103<br>15%<br>jn                                  | 373<br>24%<br>zn     | 69<br>25%<br>n                                         | 115<br>21%<br>zn                | 147<br>27%<br>zn                                   | 20<br>20%<br>zn                                                                  | 23<br>32%<br>znq                   | 462<br>21%  |
| Tend to oppose             | 185<br>8%<br>b         | 110<br>10%     | 74<br>6%     | 16<br>6%<br>b         | 18<br>5%<br>zb   | 32<br>9%<br>zb  | 30<br>8%<br>zb  | 36<br>10%<br>zb   | 26<br>10%<br>zb  | 26<br>11%<br>d      | 154<br>8%                                    | 21<br>7%<br>d                                               | 76<br>8%                 | 108<br>9%                        | 54<br>8%<br>b                                     | 129<br>8%<br>b       | 27<br>10%<br>b                                         | 33<br>6%<br>b                   | 53<br>10%<br>b                                     | 8<br>8%<br>b                                                                     | 7<br>10%<br>b                      | 206<br>9%   |
| Strongly oppose            | 120<br>5%<br>bc        | 87<br>8%<br>zb | 31<br>3%     | 2<br>1%<br>bc         | 18<br>5%<br>c    | 19<br>5%<br>c   | 25<br>7%<br>c   | 25<br>7%<br>zc    | 18<br>7%<br>c    | 13<br>5%<br>c       | 101<br>5%                                    | 12<br>4%<br>c                                               | 62<br>6%                 | 56<br>4%                         | 27<br>4%<br>bc                                    | 92<br>6%<br>bc       | 20<br>7%<br>bc                                         | 27<br>5%<br>bc                  | 33<br>6%<br>bc                                     | 7<br>7%<br>bc                                                                    | 5<br>7%<br>bc                      | 138<br>6%   |
| Don't know                 | 59<br>3%<br>ahjn       | 10<br>1%       | 48<br>4%     | 7<br>3%<br>ahjn       | 16<br>5%<br>zh   | 10<br>3%<br>h   | 15<br>4%<br>hi  | 6<br>2%<br>hi     | 1<br>*<br>c      | 3<br>1%<br>c        | 37<br>2%                                     | 13<br>4%<br>z                                               | 24<br>2%                 | 31<br>2%                         | 5<br>1%<br>zoprst                                 | 47<br>3%<br>n        | 9<br>3%<br>n                                           | 12<br>2%<br>n                   | 19<br>3%<br>n                                      | 1<br>1%<br>znoprst                                                               | 7<br>10%<br>znoprst                | 53<br>2%    |
| Mean                       | 3.77<br>afgiopr<br>t   | 3.65           | 3.88<br>za   | 4.19<br>zdefghi       | 3.85             | 3.74            | 3.63            | 3.64              | 3.69             | 3.64                | 3.79                                         | 3.77                                                        | 3.75                     | 3.78                             | 3.97<br>zoprst                                    | 3.68<br>t            | 3.55                                                   | 3.86<br>oprt                    | 3.6                                                | 3.72<br>t                                                                        | 3.33                               | 3.7         |
| Support                    | 1388<br>62%<br>fgprt   | 645<br>60%     | 730<br>63%   | 207<br>71%<br>f       | 221<br>61%<br>f  | 219<br>61%<br>f | 202<br>57%<br>f | 217<br>61%<br>f   | 169<br>63%<br>f  | 154<br>62%<br>f     | 1199<br>64%                                  | 170<br>57%<br>z                                             | 608<br>62%               | 778<br>62%                       | 476<br>72%<br>zoprst                              | 901<br>58%<br>rl     | 151<br>55%<br>opr                                      | 366<br>66%<br>opr               | 290<br>53%<br>t                                    | 63<br>64%<br>t                                                                   | 30<br>42%<br>t                     | 1379<br>62% |
| Oppose                     | 304<br>14%<br>bc       | 197<br>18%     | 105<br>9%    | 18<br>6%<br>bc        | 36<br>10%<br>zb  | 51<br>14%<br>c  | 55<br>15%<br>c  | 61<br>17%<br>zcd  | 44<br>16%<br>zcd | 39<br>16%<br>c      | 254<br>14%                                   | 33<br>11%<br>z                                              | 138<br>14%               | 164<br>13%                       | 81<br>12%<br>a                                    | 220<br>14%<br>a      | 47<br>17%<br>a                                         | 60<br>11%<br>a                  | 87<br>16%<br>a                                     | 15<br>15%<br>a                                                                   | 12<br>16%<br>a                     | 344<br>15%  |
| NET: Support               | 48%                    | 42%            | 54%          | 65%                   | 51%              | 47%             | 42%             | 44%               | 47%              | 46%                 | 50%                                          | 46%                                                         | 48%                      | 49%                              | 59%                                               | 44%                  | 38%                                                    | 55%                             | 37%                                                | 49%                                                                              | 26%                                | 46%         |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q214I. Do you support or oppose the NHS's policy to become net zero?

Base: All respondents

|                            | Total<br>(n)       | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|----------------------------|--------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                            |                    | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total           | 2238               | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 235               | 213           | 2238        |             |
| Weighted Total             | 2238               | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Strongly support           | 706<br>32%<br>cd   | 107<br>27%              | 177<br>29%                      | 175<br>33%                      | 92<br>40%<br>cd              | 606<br>32%     | 49<br>27%       | 33<br>31%    | 17<br>28%               | 179<br>34%           | 107<br>29%      | 321<br>32%   | 26<br>29%         | 86<br>35%         | 67<br>36%                          | 58<br>35%            | 49<br>25%            | 68<br>33%              | 94<br>30%         | 42<br>22%         | 117<br>40%    | 635<br>28%  |             |
| Tend to support            | 683<br>31%<br>lr   | 113<br>28%              | 185<br>31%                      | 190<br>36%                      | 57<br>25%<br>zcd             | 573<br>30%     | 64<br>35%       | 26<br>24%    | 20<br>32%               | 160<br>31%           | 82<br>23%       | 330<br>33%   | 34<br>38%         | 64<br>26%         | 62<br>34%                          | 41<br>25%            | 42<br>21%            | 58<br>28%              | 121<br>39%        | 74<br>38%         | 77<br>27%     | 744<br>33%  |             |
| Neither support nor oppose | 486<br>22%<br>et   | 106<br>27%              | 144<br>24%                      | 90<br>17%                       | 41<br>18%                    | 407<br>22%     | 42<br>23%       | 27<br>25%    | 11<br>18%               | 98<br>19%            | 98<br>27%       | 211<br>21%   | 17<br>19%         | 53<br>22%         | 27<br>15%                          | 42<br>26%            | 56<br>28%            | 56<br>27%              | 49<br>16%         | 46<br>24%         | 60<br>21%     | 462<br>21%  |             |
| Tend to oppose             | 185<br>8%<br>s     | 41<br>10%               | 52<br>9%                        | 37<br>7%                        | 18<br>8%                     | 157<br>8%      | 13<br>7%        | 8<br>7%      | 7<br>11%                | 46<br>9%             | 37<br>10%       | 74<br>7%     | 5<br>6%           | 23<br>9%          | 18<br>10%                          | 8<br>5%              | 29<br>15%            | 7<br>3%                | 26<br>9%          | 19<br>10%         | 22<br>8%      | 206<br>9%   |             |
| Strongly oppose            | 120<br>5%<br>de    | 18<br>4%                | 43<br>7%                        | 28<br>5%                        | 17<br>7%                     | 99<br>5%       | 9<br>5%         | 9<br>8%      | 3<br>5%                 | 26<br>5%             | 26<br>7%        | 47<br>5%     | 4<br>5%           | 16<br>6%          | 6<br>3%                            | 10<br>6%             | 16<br>8%             | 14<br>7%               | 15<br>5%          | 11<br>6%          | 6<br>2%       | 138<br>6%   |             |
| Don't know                 | 59<br>3%<br>de     | 13<br>3%                | 4<br>1%                         | 4<br>1%                         | 7<br>3%<br>d                 | 44<br>2%       | 8<br>4%         | 4<br>4%      | 4<br>6%<br>zr           | 12<br>2%             | 12<br>3%        | 20<br>2%     | 2<br>3%           | 5<br>2%           | 5<br>3%                            | 5<br>3%              | 7<br>3%              | 6<br>3%                | 3<br>1%           | 4<br>2%           | 7<br>2%       | 53<br>2%    |             |
| Mean                       | 3.77<br>cdf        | 3.65                    | 3.67                            | 3.86                            | 3.84                         | 3.78           | 3.75            | 3.64         | 3.71                    | 3.83                 | 3.59            | 3.82         | 3.84              | 3.75              | 3.92                               | 3.8                  | 3.41                 | 3.78                   | 3.82              | 3.61              | 3.98          | 3.7         |             |
| Support                    | 1388<br>62%<br>clr | 220<br>55%              | 362<br>60%                      | 366<br>70%                      | 148<br>64%<br>zcd            | 1179<br>63%    | 113<br>61%      | 59<br>55%    | 37<br>60%               | 339<br>65%           | 189<br>52%      | 652<br>65%   | 60<br>67%         | 150<br>61%        | 129<br>70%                         | 98<br>60%            | 91<br>46%            | 126<br>60%             | 215<br>69%        | 195<br>59%        | 1379<br>67%   | 1379<br>62% |             |
| Oppose                     | 304<br>14%         | 59<br>15%               | 94<br>16%                       | 65<br>12%                       | 35<br>15%                    | 256<br>14%     | 22<br>12%       | 17<br>16%    | 10<br>16%               | 72<br>14%            | 63<br>17%       | 121<br>12%   | 9<br>11%          | 39<br>16%         | 24<br>13%                          | 19<br>11%            | 45<br>23%            | 21<br>10%              | 42<br>13%         | 30<br>15%         | 28<br>10%     | 344<br>15%  |             |
| NET: Support               | 48%                | 40%                     | 44%                             | 57%                             | 49%                          | 49%            | 50%             | 40%          | 44%                     | 51%                  | 35%             | 53%          | 57%               | 45%               | 57%                                | 49%                  | 23%                  | 50%                    | 56%               | 44%               | 57%           | 46%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l - z/n/o/p/q/r/s/h/u/v

Overlap formulae used. \* small base



Q214I. Do you support or oppose the NHS's policy to become net zero?

Base: All respondents

|                            | Total<br>(z)       | Urbanity     |                | IMD Quintile             |                 |               |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total     |             |
|----------------------------|--------------------|--------------|----------------|--------------------------|-----------------|---------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-----------------|-------------|
|                            |                    | Urban<br>(a) | Rural<br>(b)   | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)      | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |                 | No<br>(p)   |
| Unweighted Total           | 2238               | 1673         | 565            | 419                      | 432             | 476           | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831            | 2238        |
| Weighted Total             | 2238               | 1745         | 493            | 451                      | 442             | 447           | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642            | 2238        |
| Strongly support           | 706<br>32%         | 565<br>32%   | 141<br>29%     | 122<br>27%               | 141<br>32%      | 145<br>32%    | 147<br>33% | 151<br>34%                | 379<br>31%                                                              | 74<br>30%                          | 30<br>26%                                            | 39<br>24%                                                | 66<br>28%                                         | 18<br>25%                                         | 99<br>57%<br>zhijklm     | 195<br>33% | 510<br>31%      | 635<br>28%  |
| Tend to support            | 683<br>31%<br>n    | 531<br>30%   | 152<br>31%     | 123<br>27%               | 142<br>32%      | 131<br>29%    | 125<br>28% | 161<br>36%<br>zcf         | 397<br>33%<br>zn                                                        | 86<br>35%<br>n                     | 41<br>36%<br>n                                       | 48<br>30%                                                | 63<br>26%                                         | 13<br>19%                                         | 30<br>18%                | 159<br>27% | 522<br>32%<br>z | 744<br>33%  |
| Neither support nor oppose | 486<br>22%<br>h    | 380<br>22%   | 106<br>22%     | 110<br>24%               | 91<br>21%       | 99<br>22%     | 101<br>23% | 85<br>19%                 | 237<br>20%                                                              | 52<br>21%                          | 23<br>20%                                            | 41<br>25%                                                | 68<br>29%<br>zh                                   | 28<br>40%<br>zhijn                                | 29<br>17%                | 133<br>22% | 351<br>21%      | 462<br>21%  |
| Tend to oppose             | 185<br>8%          | 147<br>8%    | 38<br>8%       | 45<br>10%                | 34<br>8%        | 36<br>8%      | 40<br>9%   | 29<br>7%                  | 101<br>8%                                                               | 22<br>9%                           | 9<br>8%                                              | 16<br>10%                                                | 20<br>8%                                          | 4<br>6%                                           | 12<br>7%                 | 47<br>8%   | 137<br>8%       | 206<br>9%   |
| Strongly oppose            | 120<br>5%<br>a     | 80<br>5%     | 39<br>8%<br>za | 25<br>6%                 | 19<br>4%        | 23<br>5%      | 30<br>7%   | 23<br>5%                  | 75<br>6%                                                                | 10<br>4%                           | 9<br>8%<br>n                                         | 12<br>7%<br>n                                            | 10<br>4%                                          | 3<br>5%                                           | -<br>-                   | 35<br>6%   | 85<br>5%        | 138<br>6%   |
| Don't know                 | 59<br>3%<br>ghp    | 43<br>2%     | 16<br>3%       | 24<br>5%<br>zfg          | 14<br>3%<br>g   | 14<br>3%<br>g | 5<br>1%    | 2<br>*                    | 23<br>2%                                                                | 3<br>1%                            | 2<br>2%                                              | 7<br>4%                                                  | 9<br>4%                                           | 4<br>5%                                           | 2<br>1%                  | 22<br>4%   | 36<br>2%        | 53<br>2%    |
| Mean                       | 3.77               | 3.79         | 3.67           | 3.64                     | 3.83            | 3.78          | 3.72       | 3.86<br>c                 | 3.76                                                                    | 3.79                               | 3.67                                                 | 3.56                                                     | 3.68                                              | 3.57                                              | 4.27<br>zhijklm          | 3.76       | 3.77            | 3.7         |
| Support                    | 1388<br>62%<br>clm | 1095<br>63%  | 293<br>60%     | 245<br>54%               | 284<br>64%<br>c | 276<br>62%    | 272<br>61% | 312<br>69%<br>zcf         | 776<br>64%<br>lm                                                        | 160<br>65%<br>lm                   | 71<br>62%                                            | 86<br>54%                                                | 129<br>54%                                        | 31<br>44%                                         | 129<br>75%<br>klm        | 355<br>60% | 1032<br>63%     | 1379<br>62% |
| Oppose                     | 304<br>14%         | 227<br>13%   | 77<br>16%      | 71<br>16%                | 53<br>12%       | 58<br>13%     | 70<br>16%  | 52<br>12%                 | 176<br>14%                                                              | 32<br>13%                          | 18<br>16%                                            | 27<br>17%                                                | 31<br>13%                                         | 7<br>10%                                          | 12<br>7%                 | 82<br>14%  | 222<br>14%      | 344<br>15%  |
| NET: Support               | 48%                | 50%          | 44%            | 39%                      | 52%             | 49%           | 45%        | 58%                       | 50%                                                                     | 52%                                | 47%                                                  | 37%                                                      | 41%                                               | 34%                                               | 68%                      | 46%        | 49%             | 46%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214I. Do you support or oppose the NHS's policy to become net zero?

Base: All respondents

|                            | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                | Unwtd Total      |
|----------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|----------------|------------------|
|                            |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)   |                  |
| Unweighted Total           | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17             | 2238             |
| Weighted Total             | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**           | 2238             |
| Strongly support           | 706<br>32%<br>c  | 626<br>31%<br>c          | 76<br>37%<br>c    | 202<br>25%<br>zac   | 364<br>35%<br>zac   | 60<br>36%<br>c     | 180<br>35%<br>zh         | 519<br>32%<br>zh                | 537<br>32%<br>j                                   | 176<br>34%<br>j                   | 198<br>34%<br>j                                           | 59<br>39%<br>g                   | 76<br>37%<br>g  | 6<br>44%<br>f  | 635<br>28%<br>f  |
| Tend to support            | 683<br>31%<br>z  | 629<br>31%<br>z          | 52<br>26%<br>z    | 244<br>30%<br>z     | 328<br>32%<br>z     | 57<br>33%<br>z     | 158<br>30%<br>zh         | 534<br>33%<br>zh                | 515<br>31%<br>j                                   | 155<br>30%<br>j                   | 181<br>31%<br>j                                           | 37<br>25%<br>g                   | 52<br>26%<br>g  | 4<br>30%<br>f  | 744<br>33%<br>f  |
| Neither support nor oppose | 486<br>22%<br>dj | 445<br>22%<br>d          | 34<br>17%<br>d    | 216<br>27%<br>zabde | 200<br>19%<br>zabde | 29<br>17%<br>z     | 106<br>20%<br>j          | 338<br>21%<br>j                 | 363<br>22%<br>j                                   | 116<br>22%<br>j                   | 102<br>18%<br>j                                           | 34<br>23%<br>g                   | 34<br>17%<br>g  | 3<br>22%<br>f  | 462<br>21%<br>f  |
| Tend to oppose             | 185<br>8%<br>ag  | 167<br>8%<br>ag          | 18<br>9%<br>d     | 80<br>10%<br>d      | 77<br>8%<br>d       | 9<br>6%<br>d       | 44<br>8%<br>g            | 121<br>8%<br>g                  | 133<br>8%<br>g                                    | 45<br>9%<br>g                     | 49<br>9%<br>g                                             | 9<br>6%<br>g                     | 18<br>9%<br>g   | 1<br>4%<br>f   | 206<br>9%<br>f   |
| Strongly oppose            | 120<br>5%<br>ag  | 99<br>5%<br>ag           | 19<br>10%<br>d    | 43<br>5%<br>d       | 48<br>5%<br>d       | 8<br>5%<br>d       | 20<br>4%<br>g            | 72<br>4%<br>g                   | 84<br>5%<br>g                                     | 19<br>4%<br>g                     | 34<br>6%<br>g                                             | 5<br>3%<br>g                     | 19<br>10%<br>f  | -<br>-<br>f    | 138<br>6%<br>f   |
| Don't know                 | 59<br>3%<br>adgh | 39<br>2%<br>d            | 5<br>2%<br>d      | 20<br>2%<br>d       | 13<br>1%<br>d       | 6<br>4%<br>d       | 12<br>2%<br>g            | 27<br>2%<br>g                   | 29<br>2%<br>g                                     | 13<br>2%<br>g                     | 14<br>2%<br>g                                             | 7<br>5%<br>g                     | 5<br>2%<br>g    | -<br>-<br>f    | 53<br>2%<br>f    |
| Mean                       | 3.77<br>c        | 3.77<br>c                | 3.74<br>c         | 3.62<br>zac         | 3.87<br>zac         | 3.92<br>c          | 3.85<br>z                | 3.83<br>z                       | 3.79<br>z                                         | 3.83<br>z                         | 3.82<br>z                                                 | 3.96<br>g                        | 3.74<br>g       | 4.14<br>f      | 3.7<br>f         |
| Support                    | 1388<br>62%<br>c | 1256<br>63%<br>c         | 128<br>63%<br>c   | 446<br>55%<br>zac   | 692<br>67%<br>zac   | 117<br>69%<br>c    | 338<br>65%<br>zh         | 1052<br>65%<br>zh               | 1052<br>63%<br>zh                                 | 330<br>63%<br>zh                  | 379<br>66%<br>zh                                          | 97<br>64%<br>g                   | 128<br>63%<br>g | 10<br>74%<br>f | 1379<br>62%<br>f |
| Oppose                     | 304<br>14%<br>g  | 266<br>13%<br>g          | 37<br>18%<br>d    | 122<br>15%<br>d     | 125<br>12%<br>d     | 18<br>10%<br>d     | 64<br>12%<br>g           | 193<br>13%<br>g                 | 217<br>13%<br>g                                   | 65<br>12%<br>g                    | 83<br>14%<br>g                                            | 13<br>9%<br>g                    | 37<br>18%<br>g  | 1<br>4%<br>f   | 344<br>15%<br>f  |
| NET: Support               | 48%<br>g         | 49%<br>g                 | 45%<br>d          | 40%<br>d            | 55%<br>zac          | 58%<br>c           | 53%<br>z                 | 53%<br>z                        | 50%<br>z                                          | 51%<br>z                          | 51%<br>z                                                  | 55%<br>g                         | 45%<br>g        | 70%<br>f       | 46%<br>f         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214I. Do you support or oppose the NHS's policy to become net zero?

Base: All respondents

|                            | Total<br>(z)         | Use of SC Services P12M |                                    |                                       |                      | Health problem/disability |                    | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|----------------------|-------------------------|------------------------------------|---------------------------------------|----------------------|---------------------------|--------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                      | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)    | Yes<br>(e)                | No<br>(f)          | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                 | 537                     | 127                                | 488                                   | 1637                 | 557                       | 1641               | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                 | 523                     | 142*                               | 480                                   | 1618                 | 477                       | 1709               | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 706<br>32%<br>ilqr   | 165<br>32%<br>ilqr      | 34<br>24%<br>ilqr                  | 154<br>32%<br>ilqr                    | 514<br>32%<br>ilqr   | 160<br>34%<br>ilqr        | 542<br>32%<br>ilqr | 170<br>47%<br>zhi                     | 330<br>32%<br>i        | 175<br>23%<br>zhi | 180<br>43%<br>zhi                     | 287<br>32%<br>i           | 220<br>26%<br>zhi     | 45<br>45%<br>zno                              | 257<br>32%<br>zno      | 243<br>27%<br>zno | 75<br>47%<br>znr                              | 269<br>33%<br>r           | 263<br>27%<br>r       | 635<br>28%  |
| Tend to support            | 683<br>31%<br>be     | 159<br>30%<br>be        | 23<br>16%<br>be                    | 149<br>31%<br>be                      | 511<br>32%<br>be     | 122<br>26%<br>ze          | 551<br>32%<br>ze   | 121<br>33%<br>zgh                     | 323<br>31%<br>zgh      | 221<br>29%<br>zgh | 143<br>34%<br>zj                      | 272<br>30%<br>j           | 244<br>28%<br>j       | 32<br>33%<br>j                                | 259<br>32%<br>j        | 277<br>31%<br>j   | 48<br>30%<br>p                                | 251<br>31%<br>p           | 308<br>32%<br>p       | 744<br>33%  |
| Neither support nor oppose | 486<br>22%<br>gip    | 122<br>23%<br>gip       | 49<br>35%<br>zacd                  | 107<br>22%<br>zacd                    | 339<br>21%<br>zacd   | 100<br>21%<br>zg          | 373<br>22%<br>zg   | 41<br>11%<br>g                        | 243<br>23%<br>g        | 188<br>25%<br>zg  | 63<br>15%<br>j                        | 213<br>24%<br>j           | 199<br>23%<br>j       | 13<br>13%<br>j                                | 196<br>24%<br>j        | 193<br>22%<br>j   | 19<br>12%<br>p                                | 193<br>24%<br>p           | 212<br>22%<br>p       | 462<br>21%  |
| Tend to oppose             | 185<br>8%<br>ghjq    | 47<br>9%<br>ghjq        | 18<br>13%<br>ghjq                  | 45<br>9%<br>ghjq                      | 134<br>8%<br>ghjq    | 49<br>10%<br>ghjq         | 131<br>8%<br>ghjq  | 24<br>7%<br>z                         | 78<br>8%<br>z          | 73<br>10%<br>z    | 25<br>6%<br>z                         | 70<br>8%<br>z             | 88<br>10%<br>z        | 6<br>6%<br>z                                  | 72<br>9%<br>z          | 82<br>9%<br>z     | 13<br>8%<br>z                                 | 63<br>8%<br>z             | 95<br>10%<br>z        | 206<br>9%   |
| Strongly oppose            | 120<br>5%<br>ghjq    | 22<br>4%<br>ghjq        | 11<br>8%<br>ghjq                   | 20<br>4%<br>ghjq                      | 91<br>6%<br>ghjq     | 34<br>7%<br>ghjq          | 85<br>5%<br>ghjq   | 9<br>2%<br>zgh                        | 41<br>4%<br>zgh        | 67<br>9%<br>zgh   | 5<br>1%<br>z                          | 37<br>4%<br>z             | 76<br>5%<br>z         | 1<br>1%<br>z                                  | 25<br>3%<br>z          | 75<br>8%<br>z     | 3<br>2%<br>z                                  | 27<br>3%<br>z             | 77<br>8%<br>z         | 138<br>6%   |
| Don't know                 | 59<br>3%<br>cdfjq    | 9<br>2%<br>cdfjq        | 7<br>5%<br>cdfjq                   | 5<br>1%<br>cdfjq                      | 30<br>2%<br>cdfjq    | 12<br>2%<br>cdfjq         | 28<br>2%<br>cdfjq  | *<br>*<br>g                           | 21<br>2%<br>g          | 34<br>5%<br>zgh   | *<br>*<br>j                           | 20<br>2%<br>j             | 31<br>4%<br>j         | 2<br>2%<br>j                                  | 6<br>1%<br>j           | 16<br>2%<br>j     | 2<br>1%<br>j                                  | 7<br>1%<br>j              | 19<br>2%<br>j         | 53<br>2%    |
| Mean                       | 3.77<br>bilor        | 3.77<br>b               | 3.37<br>b                          | 3.78<br>b                             | 3.77<br>b            | 3.7<br>b                  | 3.79<br>b          | 4.15<br>zhi                           | 3.81<br>i              | 3.5<br>i          | 4.13<br>zkl                           | 3.8<br>l                  | 3.54<br>l             | 4.18<br>zno                                   | 3.81<br>o              | 3.61<br>o         | 4.13<br>zqr                                   | 3.84<br>r                 | 3.61<br>r             | 3.7         |
| Support                    | 1388<br>62%<br>bilor | 324<br>62%<br>bilor     | 57<br>40%<br>bilor                 | 303<br>63%<br>bilor                   | 1025<br>63%<br>bilor | 281<br>59%<br>z           | 1092<br>64%<br>z   | 291<br>80%<br>zhi                     | 653<br>63%<br>i        | 396<br>52%<br>i   | 323<br>78%<br>zkl                     | 560<br>62%<br>l           | 464<br>54%<br>l       | 78<br>78%<br>zno                              | 517<br>63%<br>o        | 520<br>59%<br>o   | 124<br>77%<br>zqr                             | 519<br>64%<br>r           | 572<br>59%<br>r       | 1379<br>62% |
| Oppose                     | 304<br>14%<br>ghjq   | 69<br>13%<br>ghjq       | 29<br>21%<br>ghjq                  | 65<br>13%<br>ghjq                     | 225<br>14%<br>ghjq   | 83<br>17%<br>zf           | 216<br>13%<br>zf   | 32<br>9%<br>zgh                       | 119<br>12%<br>zgh      | 140<br>18%<br>zgh | 30<br>7%<br>z                         | 107<br>12%<br>z           | 164<br>19%<br>z       | 7<br>7%<br>z                                  | 97<br>12%<br>z         | 158<br>18%<br>z   | 16<br>10%<br>z                                | 90<br>11%<br>z            | 171<br>18%<br>z       | 344<br>15%  |
| NET: Support               | 48%                  | 49%                     | 19%                                | 50%                                   | 49%                  | 42%                       | 51%                | 71%                                   | 51%                    | 34%               | 71%                                   | 50%                       | 35%                   | 71%                                           | 51%                    | 41%               | 67%                                           | 53%                       | 41%                   | 46%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q226E. Thinking about the NHS as a whole, which of the following statements best reflects your views on the way the NHS uses money?

Base: All respondents

|                                       | Total<br>(z) | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|---------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                       |              | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                      | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                        | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| The NHS often wastes money            | 1519         | 781        | 731          | 157          | 217          | 219          | 241          | 278          | 209          | 198        | 1329                                         | 158                                                         | 665                      | 852                              | 456                                               | 1049                 | 196                                                    | 372                             | 358                                                | 73                                                                               | 49                                 | 1612        |
|                                       | 68%          | 73%        | 64%          | 54%          | 60%          | 61%          | 68%          | 78%          | 78%          | 79%        | 71%                                          | 53%                                                         | 68%                      | 68%                              | 68%                                               | 68%                  | 71%                                                    | 67%                             | 66%                                                | 74%                                                                              | 68%                                | 72%         |
|                                       | bck          | zb         |              |              |              |              | c            | zdef         | zdef         | zdef       | zk                                           |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| The NHS generally doesn't waste money | 439          | 209        | 224          | 72           | 87           | 87           | 74           | 48           | 39           | 32         | 356                                          | 75                                                          | 192                      | 246                              | 147                                               | 286                  | 57                                                     | 102                             | 102                                                | 14                                                                               | 9                                  | 386         |
|                                       | 20%          | 20%        | 19%          | 25%          | 24%          | 24%          | 21%          | 14%          | 14%          | 13%        | 19%                                          | 25%                                                         | 20%                      | 20%                              | 22%                                               | 19%                  | 21%                                                    | 19%                             | 19%                                                | 14%                                                                              | 13%                                | 17%         |
|                                       | ghj          |            |              | ghi          | ghi          | ghi          | ghi          |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| The NHS almost never wastes money     | 95           | 35         | 59           | 15           | 16           | 24           | 13           | 14           | 9            | 4          | 72                                           | 16                                                          | 41                       | 52                               | 22                                                | 71                   | 9                                                      | 21                              | 32                                                 | 5                                                                                | 5                                  | 86          |
|                                       | 4%           | 3%         | 5%           | 5%           | 4%           | 7%           | 4%           | 4%           | 3%           | 2%         | 4%                                           | 5%                                                          | 4%                       | 4%                               | 3%                                                | 5%                   | 3%                                                     | 4%                              | 6%                                                 | 5%                                                                               | 7%                                 | 4%          |
|                                       | li           |            |              |              |              | i            |              |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| Don't know                            | 185          | 44         | 137          | 48           | 40           | 30           | 27           | 14           | 12           | 14         | 124                                          | 51                                                          | 79                       | 103                              | 41                                                | 136                  | 14                                                     | 56                              | 50                                                 | 6                                                                                | 8                                  | 154         |
|                                       | 8%           | 4%         | 12%          | 16%          | 11%          | 8%           | 8%           | 4%           | 4%           | 6%         | 7%                                           | 17%                                                         | 8%                       | 8%                               | 6%                                                | 9%                   | 5%                                                     | 10%                             | 9%                                                 | 7%                                                                               | 11%                                | 7%          |
|                                       | aghin        |            | za           | zghi         | gh           | gh           | g            |              |              |            |                                              | zj                                                          |                          |                                  |                                                   | p                    |                                                        |                                 |                                                    |                                                                                  |                                    |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [UN I26-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t  
Overlap formulae used. \* small base



Q226E. Thinking about the NHS as a whole, which of the following statements best reflects your views on the way the NHS uses money?

Base: All respondents

|                                       | Total            | Annual household income |                       |                       |                    | Country        |           |           |                  | England region (Net) |            |            | England region |                  |                          |                 |                 |                 |                   |                  |                |             | Unwtd Total |
|---------------------------------------|------------------|-------------------------|-----------------------|-----------------------|--------------------|----------------|-----------|-----------|------------------|----------------------|------------|------------|----------------|------------------|--------------------------|-----------------|-----------------|-----------------|-------------------|------------------|----------------|-------------|-------------|
|                                       |                  | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England        | Scotland  | Wales     | Northern Ireland | North                | Midlands   | South      | North East     | North West       | Yorkshire and The Humber | East Midlands   | West Midlands   | East of England | South East        | South West       | London         |             |             |
| Unweighted Total                      | 2238             | 468                     | 686                   | 465                   | 184                | 1715           | 206       | 162       | 155              | 453                  | 348        | 914        | 88             | 201              | 164                      | 170             | 178             | 194             | 282               | 225              | 213            | 2238        |             |
| Weighted Total                        | 2238             | 398                     | 605                   | 524                   | 231                | 1886           | 184       | 106*      | 62*              | 521                  | 362        | 1003       | 89*            | 247              | 184                      | 164             | 198             | 209             | 310               | 195              | 290            | 2238        |             |
| The NHS often wastes money            | 1519<br>68%<br>n | 256<br>64%              | 423<br>70%            | 396<br>75%<br>z       | 162<br>70%         | 1278<br>68%    | 126       | 76<br>72% | 39<br>62%        | 346<br>66%           | 238<br>66% | 694<br>69% | 44<br>50%      | 182<br>73%<br>nv | 120<br>65%               | 107<br>65%<br>n | 131<br>66%<br>n | 145<br>70%<br>n | 231<br>74%<br>zmv | 142<br>73%<br>nv | 176<br>61%     | 1612<br>72% |             |
| The NHS generally doesn't waste money | 439<br>20%<br>t  | 85<br>21%               | 121<br>20%            | 95<br>18%             | 50<br>21%          | 372<br>20%     | 38<br>20% | 20<br>19% | 10<br>16%        | 104<br>20%           | 85<br>23%  | 183<br>18% | 25<br>29%<br>t | 44<br>18%        | 35<br>19%                | 39<br>24%<br>t  | 45<br>23%<br>t  | 37<br>18%       | 43<br>14%         | 32<br>16%        | 71<br>25%<br>t | 386<br>17%  |             |
| The NHS almost never wastes money     | 95<br>4%<br>d    | 25<br>6%                | 23<br>4%              | 19<br>4%              | 3<br>1%            | 84<br>4%       | 5<br>3%   | 1<br>1%   | 4<br>7%          | 25<br>5%             | 16<br>4%   | 43<br>4%   | 8<br>9%        | 7<br>3%          | 10<br>6%                 | 10<br>6%        | 6<br>3%         | 10<br>5%        | 10<br>3%          | 11<br>6%         | 12<br>4%       | 86<br>4%    |             |
| Don't know                            | 185<br>8%<br>e   | 33<br>8%<br>e           | 39<br>6%<br>e         | 15<br>3%<br>z         | 17<br>7%<br>e      | 151<br>8%<br>e | 15<br>8%  | 9<br>8%   | 10<br>16%<br>zg  | 45<br>9%             | 23<br>6%   | 83<br>8%   | 11<br>13%      | 15<br>6%         | 19<br>10%                | 8<br>5%         | 15<br>7%        | 17<br>8%        | 26<br>8%          | 10<br>5%         | 31<br>11%      | 154<br>7%   |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Means: Columns Tested [5% risk level] - z/c/d/e/f/ - z/g/h/i/j/ - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q226E. Thinking about the NHS as a whole, which of the following statements best reflects your views on the way the NHS uses money?

Base: All respondents

|                                       | Total<br>(z)         | Urbanity          |                 | IMD Quintile             |                   |                   |                   |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total       |                  |
|---------------------------------------|----------------------|-------------------|-----------------|--------------------------|-------------------|-------------------|-------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|-------------------|------------------|
|                                       |                      | Urban<br>(a)      | Rural<br>(b)    | 1 - Most deprived<br>(c) | 2<br>(d)          | 3<br>(e)          | 4<br>(f)          | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                   | No<br>(p)        |
| Unweighted Total                      | 2238                 | 1673              | 565             | 419                      | 432               | 476               | 450               | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831              | 2238             |
| Weighted Total                        | 2238                 | 1745              | 493             | 451                      | 442               | 447               | 448               | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642              | 2238             |
| The NHS often wastes money            | 1519<br>68%<br>aclmo | 1159<br>66%<br>za | 361<br>73%<br>a | 267<br>59%<br>c          | 302<br>68%<br>c   | 296<br>66%<br>c   | 309<br>69%<br>c   | 345<br>77%<br>zcd         | 866<br>71%<br>zlmn                                                      | 172<br>70%<br>m                    | 89<br>78%<br>zlmn                                    | 112<br>70%<br>m                                          | 142<br>60%<br>m                                   | 34<br>48%<br>m                                    | 95<br>55%<br>ij          | 347<br>59%<br>zp | 1170<br>71%<br>zo | 1612<br>72%<br>p |
| The NHS generally doesn't waste money | 439<br>20%<br>jp     | 350<br>20%<br>jp  | 89<br>18%<br>jp | 92<br>20%<br>g           | 85<br>19%<br>g    | 105<br>23%<br>g   | 87<br>19%<br>g    | 70<br>16%<br>g            | 235<br>19%<br>g                                                         | 37<br>15%<br>g                     | 12<br>11%<br>g                                       | 31<br>19%<br>g                                           | 49<br>21%<br>g                                    | 23<br>33%<br>ij                                   | 49<br>29%<br>ij          | 143<br>24%<br>zp | 295<br>18%<br>zo  | 386<br>17%<br>p  |
| The NHS almost never wastes money     | 95<br>4%<br>ghp      | 77<br>4%<br>ghp   | 17<br>4%<br>ghp | 28<br>6%<br>g            | 19<br>4%<br>g     | 22<br>5%<br>g     | 17<br>4%<br>g     | 9<br>2%<br>g              | 36<br>3%<br>g                                                           | 11<br>5%<br>g                      | 4<br>4%<br>g                                         | 7<br>4%<br>g                                             | 16<br>7%<br>h                                     | 7<br>11%<br>h                                     | 12<br>7%<br>h            | 36<br>6%<br>p    | 59<br>4%<br>p     | 86<br>4%<br>p    |
| Don't know                            | 185<br>8%<br>behp    | 160<br>9%<br>zb   | 25<br>5%<br>zb  | 64<br>14%<br>zdefg       | 35<br>8%<br>zdefg | 24<br>5%<br>zdefg | 35<br>8%<br>zdefg | 27<br>6%<br>zdefg         | 74<br>6%<br>h                                                           | 27<br>11%<br>h                     | 8<br>7%<br>h                                         | 12<br>7%<br>h                                            | 31<br>13%<br>zh                                   | 6<br>8%<br>zh                                     | 16<br>9%<br>zh           | 65<br>11%<br>p   | 119<br>7%<br>p    | 154<br>7%<br>p   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q226E. Thinking about the NHS as a whole, which of the following statements best reflects your views on the way the NHS uses money?

Base: All respondents

|                                       | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|---------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                       |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                      | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                        | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| The NHS often wastes money            | 1519<br>68%  | 1385<br>69%              | 125<br>62%        | 551<br>68%          | 722<br>70%          | 112<br>66%         | 341<br>66%               | 1136<br>71%                     | 1158<br>70%                                       | 349<br>67%                        | 406<br>70%                                                | 97<br>64%                        | 125<br>62%  | 8<br>54%     | 1612<br>72% |
| The NHS generally doesn't waste money | 439<br>20%   | 392<br>20%               | 47<br>23%         | 152<br>19%          | 201<br>20%          | 39<br>23%          | 117<br>23%               | 308<br>19%                      | 319<br>19%                                        | 111<br>21%                        | 106<br>18%                                                | 34<br>23%                        | 47<br>23%   | 3<br>22%     | 386<br>17%  |
| The NHS almost never wastes money     | 95<br>4%     | 81<br>4%                 | 9<br>5%           | 42<br>5%            | 31<br>3%            | 9<br>5%            | 22<br>4%                 | 51<br>3%                        | 63<br>4%                                          | 27<br>5%                          | 25<br>4%                                                  | 9<br>6%                          | 9<br>5%     | -<br>-       | 86<br>4%    |
| Don't know                            | 185<br>8%    | 147<br>7%                | 21<br>10%         | 60<br>7%            | 77<br>7%            | 10<br>6%           | 39<br>8%                 | 114<br>7%                       | 121<br>7%                                         | 37<br>7%                          | 41<br>7%                                                  | 10<br>7%                         | 21<br>10%   | 3<br>24%     | 154<br>7%   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q226E. Thinking about the NHS as a whole, which of the following statements best reflects your views on the way the NHS uses money?

Base: All respondents

|                                       | Total<br>(z)          | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total      |
|---------------------------------------|-----------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|------------------|
|                                       |                       | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                  |
| Unweighted Total                      | 2238                  | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641             | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238             |
| Weighted Total                        | 2238                  | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709             | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238             |
| The NHS often wastes money            | 1519<br>68%<br>bhjnpq | 346<br>66%<br>b         | 77<br>54%<br>b                     | 324<br>68%<br>b                       | 1130<br>70%<br>zb | 323<br>68%<br>b           | 1180<br>69%<br>b | 233<br>64%<br>b                       | 661<br>64%<br>b        | 582<br>77%<br>zgh | 235<br>57%<br>j                       | 603<br>67%<br>j           | 653<br>76%<br>zjk     | 56<br>56%<br>o                                | 502<br>61%<br>zo       | 708<br>80%<br>zmn | 71<br>44%<br>p                                | 507<br>63%<br>zr          | 774<br>79%<br>zpq     | 1612<br>72%<br>z |
| The NHS generally doesn't waste money | 439<br>20%<br>ilor    | 110<br>21%<br>il        | 38<br>26%<br>l                     | 96<br>20%<br>l                        | 314<br>19%<br>l   | 92<br>19%<br>l            | 343<br>20%<br>l  | 94<br>26%<br>zi                       | 224<br>22%<br>i        | 101<br>13%<br>i   | 135<br>32%<br>zkl                     | 188<br>21%<br>l           | 106<br>12%<br>j       | 27<br>27%<br>o                                | 224<br>27%<br>zo       | 114<br>13%<br>o   | 72<br>44%<br>zqr                              | 203<br>25%<br>zr          | 128<br>13%<br>z       | 386<br>17%<br>z  |
| The NHS almost never wastes money     | 95<br>4%<br>fio       | 23<br>4%<br>f           | 18<br>13%<br>zacd                  | 19<br>4%<br>zacd                      | 70<br>4%<br>zacd  | 31<br>6%<br>zf            | 59<br>3%<br>f    | 26<br>7%<br>zi                        | 51<br>5%<br>i          | 18<br>2%<br>i     | 28<br>7%<br>z                         | 33<br>4%<br>z             | 31<br>4%<br>z         | 10<br>10%<br>o                                | 40<br>5%<br>z          | 27<br>3%<br>o     | 14<br>9%<br>zr                                | 37<br>5%<br>zr            | 32<br>3%<br>zr        | 86<br>4%<br>z    |
| Don't know                            | 185<br>8%<br>dginor   | 43<br>8%<br>d           | 9<br>7%<br>g                       | 41<br>9%<br>g                         | 105<br>6%<br>g    | 31<br>6%<br>g             | 128<br>7%<br>g   | 12<br>3%<br>g                         | 101<br>10%<br>g        | 59<br>8%<br>g     | 17<br>4%<br>j                         | 75<br>8%<br>j             | 68<br>8%<br>j         | 7<br>7%<br>j                                  | 51<br>6%<br>j          | 39<br>4%<br>j     | 5<br>3%<br>r                                  | 62<br>8%<br>r             | 40<br>4%<br>r         | 154<br>7%<br>r   |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214I. Do you think the public's overall level of health and wellbeing in the last 12 months has?

Base: All respondents

|                       | Gender            |                  |                  | Age          |                    |                |                |              |              |            | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |             |
|-----------------------|-------------------|------------------|------------------|--------------|--------------------|----------------|----------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                       | Total<br>(z)      | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c) | 25-34<br>(d)       | 35-44<br>(e)   | 45-54<br>(f)   | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total      | 2238              | 1090             | 1130             | 101          | 156                | 252            | 345            | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238        |
| Weighted Total        | 2238              | 1069             | 1151             | 292*         | 361                | 359            | 355            | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238        |
| Got much better       | 10<br>*           | 3<br>*           | 7<br>1%          | 1<br>*       | 4<br>1%            | 1<br>*         | 1<br>*         | 1<br>*       | *<br>*       | 1<br>*     | 8<br>*                                       | 2<br>1%                                                     | 2<br>*                   | 8<br>1%                          | 2<br>*                                            | 7<br>*               | 1<br>*                                                 | 3<br>1%                         | 2<br>*                                            | 1<br>1%                                                                          | *<br>*                             | 10<br>*     |
| Got slightly better   | 137<br>6%         | 63<br>6%         | 71<br>6%         | 13<br>5%     | 31<br>9%           | 26<br>7%       | 18<br>5%       | 19<br>5%     | 13<br>5%     | 17<br>7%   | 109<br>6%                                    | 25<br>8%                                                    | 66<br>7%                 | 70<br>6%                         | 52<br>8%                                          | 82<br>5%             | 12<br>4%                                               | 31<br>6%                        | 26<br>5%                                          | 9<br>9%                                                                          | 5<br>6%                            | 129<br>6%   |
| Stayed about the same | 830<br>37%<br>b   | 455<br>43%<br>zb | 370<br>32%       | 101<br>34%   | 126<br>35%         | 118<br>33%     | 126<br>36%     | 133<br>38%   | 109<br>41%   | 117<br>47% | 715<br>38%<br>z                              | 93<br>31%                                                   | 356<br>36%               | 473<br>38%                       | 240<br>36%                                        | 579<br>38%           | 114<br>41%                                             | 194<br>35%                      | 194<br>36%                                        | 46<br>46%                                                                        | 32<br>44%                          | 856<br>38%  |
| Got slightly worse    | 872<br>39%<br>d   | 397<br>37%       | 470<br>41%       | 116<br>40%   | 111<br>31%         | 152<br>42%     | 143<br>40%     | 149<br>42%   | 112<br>42%   | 89<br>36%  | 745<br>40%                                   | 114<br>38%                                                  | 377<br>39%               | 493<br>39%                       | 274<br>41%                                        | 590<br>38%           | 109<br>40%                                             | 227<br>41%                      | 201<br>37%                                        | 31<br>31%                                                                        | 22<br>30%                          | 897<br>40%  |
| Got much worse        | 246<br>11%<br>ai  | 92<br>9%         | 150<br>13%<br>za | 37<br>13%    | 46<br>13%          | 43<br>12%<br>i | 41<br>12%<br>i | 38<br>11%    | 25<br>9%     | 16<br>7%   | 201<br>11%                                   | 39<br>13%                                                   | 107<br>11%               | 138<br>11%                       | 65<br>10%                                         | 179<br>12%           | 27<br>10%                                              | 55<br>10%                       | 79<br>15%                                         | 11<br>12%                                                                        | 6<br>9%                            | 229<br>10%  |
| Don't know            | 144<br>6%<br>ghis | 59<br>6%         | 83<br>7%         | 24<br>8%     | 43<br>12%<br>neghi | 19<br>5%       | 26<br>7%       | 14<br>4%     | 9<br>3%      | 9<br>4%    | 103<br>5%                                    | 28<br>9%                                                    | 67<br>7%                 | 71<br>6%                         | 32<br>5%                                          | 104<br>7%            | 14<br>5%                                               | 43<br>8%                        | 39<br>7%                                          | 1<br>1%                                                                          | 7<br>10%                           | 117<br>5%   |
| Better                | 147<br>7%         | 66<br>6%         | 78<br>7%         | 14<br>5%     | 35<br>10%          | 28<br>8%       | 18<br>5%       | 20<br>6%     | 13<br>5%     | 18<br>7%   | 117<br>6%                                    | 26<br>9%                                                    | 69<br>7%                 | 78<br>6%                         | 54<br>8%                                          | 89<br>6%             | 13<br>5%                                               | 34<br>6%                        | 29<br>5%                                          | 9<br>9%                                                                          | 5<br>7%                            | 139<br>6%   |
| Worse                 | 1118<br>50%<br>ai | 490<br>46%       | 620<br>54%       | 154<br>53%   | 156<br>43%         | 195<br>54%     | 184<br>52%     | 186<br>53%   | 137<br>51%   | 106<br>42% | 946<br>50%                                   | 153<br>51%                                                  | 484<br>50%               | 631<br>50%                       | 339<br>51%                                        | 769<br>50%           | 136<br>49%                                             | 281<br>51%                      | 281<br>52%                                        | 42<br>43%                                                                        | 28<br>39%                          | 1126<br>50% |
| NET: Better           | -43%              | -40%             | -47%             | -48%         | -34%               | -47%           | -47%           | -47%         | -46%         | -35%       | -44%                                         | -42%                                                        | -43%                     | -44%                             | -43%                                              | -44%                 | -45%                                                   | -45%                            | -46%                                              | -34%                                                                             | -33%                               | -44%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos UN 126-001039-011

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v0\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214I. Do you think the public's overall level of health and wellbeing in the last 12 months has?

Base: All respondents

|                       | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|-----------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                       |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total      | 2238              | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 314          | 85                | 220               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total        | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Got much better       | 10<br>*           | 5<br>1%                 | 1<br>*                          | 2<br>*                          | -<br>-                       | 8<br>*         | -<br>-          | 1<br>1%      | 2<br>2%                 | 2<br>*               | 3<br>1%         | 3<br>*       | -<br>-            | 2<br>1%           | -<br>-                             | 1<br>*               | 2<br>1%              | 1<br>*                 | 1<br>*            | 1<br>1%           | -<br>-        | 10<br>*     |             |
| Got slightly better   | 137<br>6%<br>u    | 31<br>8%                | 44<br>7%                        | 31<br>6%                        | 14<br>6%                     | 117<br>6%      | 7<br>4%         | 10<br>9%     | 3<br>5%                 | 41<br>8%             | 16<br>5%        | 60<br>6%     | 6<br>7%           | 12<br>5%          | 24<br>13%                          | 10<br>6%             | 7<br>3%              | 8<br>4%                | 15<br>5%          | 5<br>2%           | 32<br>11%     | 129<br>6%   |             |
| Stayed about the same | 830<br>37%<br>l   | 145<br>36%              | 223<br>37%                      | 207<br>39%                      | 74<br>32%                    | 709<br>38%     | 76<br>41%       | 25<br>24%    | 20<br>31%               | 186<br>36%           | 134<br>37%      | 389<br>39%   | 40<br>45%         | 83<br>33%         | 63<br>34%                          | 68<br>42%            | 66<br>33%            | 65<br>31%              | 122<br>39%        | 85<br>44%         | 117<br>40%    | 856<br>38%  |             |
| Got slightly worse    | 872<br>39%<br>l   | 150<br>38%              | 241<br>40%                      | 217<br>41%                      | 104<br>45%                   | 739<br>39%     | 60<br>33%       | 46<br>43%    | 27<br>44%               | 192<br>37%           | 143<br>39%      | 404<br>40%   | 27<br>31%         | 105<br>43%        | 59<br>32%                          | 56<br>34%            | 87<br>44%            | 98<br>47%              | 130<br>42%        | 76<br>39%         | 100<br>34%    | 897<br>40%  |             |
| Got much worse        | 246<br>11%<br>l   | 54<br>13%               | 67<br>11%                       | 52<br>10%                       | 18<br>8%                     | 201<br>11%     | 22<br>12%       | 17<br>16%    | 7<br>11%                | 66<br>13%            | 42<br>12%       | 94<br>9%     | 7<br>8%           | 26<br>10%         | 33<br>18%                          | 19<br>12%            | 23<br>11%            | 23<br>11%              | 32<br>10%         | 18<br>9%          | 21<br>7%      | 229<br>10%  |             |
| Don't know            | 144<br>6%<br>cert | 13<br>3%                | 29<br>5%                        | 15<br>3%                        | 21<br>9%                     | 112<br>6%      | 19<br>10%       | 8<br>7%      | 4<br>7%                 | 34<br>7%             | 24<br>7%        | 54<br>5%     | 8<br>9%           | 20<br>8%          | 6<br>3%                            | 10<br>6%             | 14<br>7%             | 15<br>7%               | 10<br>3%          | 10<br>5%          | 20<br>7%      | 117<br>5%   |             |
| Better                | 147<br>7%<br>z    | 36<br>9%                | 45<br>7%                        | 33<br>6%                        | 14<br>6%                     | 125<br>7%      | 7<br>4%         | 10<br>10%    | 4<br>7%                 | 43<br>8%             | 19<br>5%        | 63<br>6%     | 6<br>7%           | 14<br>5%          | 24<br>13%                          | 10<br>6%             | 9<br>4%              | 8<br>4%                | 16<br>5%          | 6<br>3%           | 32<br>11%     | 139<br>6%   |             |
| Worse                 | 1118<br>50%<br>v  | 204<br>51%              | 308<br>51%                      | 270<br>51%                      | 122<br>53%                   | 939<br>50%     | 82<br>44%       | 62<br>59%    | 34<br>55%               | 257<br>49%           | 184<br>51%      | 498<br>50%   | 34<br>39%         | 131<br>53%        | 92<br>50%                          | 75<br>46%            | 109<br>55%           | 121<br>58%             | 162<br>52%        | 94<br>48%         | 121<br>42%    | 1126<br>50% |             |
| NET: Better           | -43%              | -42%                    | -43%                            | -45%                            | -47%                         | -43%           | -41%            | -49%         | -48%                    | -41%                 | -46%            | -43%         | -32%              | -47%              | -37%                               | -40%                 | -51%                 | -54%                   | -47%              | -45%              | -31%          | -44%        |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN J26-001039-01)  
Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q214J. Do you think the public's overall level of health and wellbeing in the last 12 months has?

Base: All respondents

|                       |                    | Urbanity     |                  | IMD Quintile             |                 |               |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 |                  |             |
|-----------------------|--------------------|--------------|------------------|--------------------------|-----------------|---------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|------------------|-------------|
|                       | Total<br>(z)       | Urban<br>(a) | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)      | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      | No<br>(p)        | Unwtd Total |
| Unweighted Total      | 2238               | 1673         | 565              | 419                      | 432             | 476           | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831             | 2238        |
| Weighted Total        | 2238               | 1745         | 493              | 451                      | 442             | 447           | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642             | 2238        |
| Got much better       | 10<br>*            | 9<br>*       | 1<br>*           | 4<br>1%                  | 1<br>*          | 3<br>1%       | -<br>-          | 1<br>*                    | 3<br>*                                                                  | 1<br>*                             | -<br>-                                               | 1<br>1%                                                  | *<br>*                                            | 4<br>6%<br>zhil                                   | 1<br>*                   | 5<br>1%         | 5<br>*           | 10<br>*     |
| Got slightly better   | 137<br>6%<br>f     | 112<br>6%    | 25<br>5%         | 29<br>6%                 | 40<br>9%<br>zfg | 33<br>7%<br>f | 17<br>4%        | 18<br>4%                  | 82<br>7%                                                                | 11<br>4%                           | 8<br>7%                                              | 10<br>6%                                                 | 15<br>6%                                          | 5<br>7%                                           | 6<br>3%                  | 35<br>6%        | 101<br>6%        | 129<br>6%   |
| Stayed about the same | 830<br>37%<br>co   | 665<br>38%   | 165<br>34%       | 142<br>32%               | 157<br>35%      | 172<br>38%    | 187<br>42%<br>c | 172<br>38%                | 432<br>36%                                                              | 102<br>41%                         | 49<br>43%                                            | 72<br>45%                                                | 86<br>36%                                         | 27<br>38%                                         | 58<br>34%                | 183<br>31%      | 647<br>39%<br>zo | 856<br>38%  |
| Got slightly worse    | 872<br>39%<br>k    | 666<br>38%   | 205<br>42%       | 170<br>38%               | 178<br>40%      | 157<br>35%    | 175<br>39%      | 191<br>42%                | 523<br>43%<br>zikl                                                      | 88<br>36%                          | 48<br>42%<br>k                                       | 44<br>27%                                                | 79<br>33%                                         | 20<br>28%                                         | 69<br>40%                | 223<br>38%      | 646<br>39%       | 897<br>40%  |
| Got much worse        | 246<br>11%<br>ap   | 174<br>10%   | 73<br>15%<br>za  | 63<br>14%<br>d           | 38<br>9%        | 52<br>12%     | 41<br>9%        | 52<br>12%                 | 119<br>10%                                                              | 33<br>13%                          | 7<br>6%                                              | 14<br>9%                                                 | 37<br>15%<br>hj                                   | 5<br>7%                                           | 28<br>16%                | 95<br>16%<br>zp | 151<br>9%        | 229<br>10%  |
| Don't know            | 144<br>6%<br>ghp   | 120<br>7%    | 24<br>5%         | 42<br>9%<br>zg           | 28<br>6%        | 29<br>6%      | 29<br>6%        | 16<br>4%                  | 52<br>4%                                                                | 12<br>5%                           | 3<br>3%                                              | 20<br>12%<br>zhij                                        | 21<br>9%<br>h                                     | 10<br>14%<br>hj                                   | 11<br>6%                 | 50<br>9%        | 92<br>6%         | 117<br>5%   |
| Better                | 147<br>7%<br>f     | 121<br>7%    | 26<br>5%         | 33<br>7%                 | 41<br>9%<br>fg  | 37<br>8%<br>f | 17<br>4%        | 19<br>4%                  | 84<br>7%                                                                | 12<br>5%                           | 8<br>7%                                              | 11<br>7%                                                 | 15<br>6%                                          | 9<br>13%                                          | 6<br>4%                  | 40<br>7%        | 105<br>6%        | 139<br>6%   |
| Worse                 | 1118<br>50%<br>akp | 840<br>48%   | 278<br>56%<br>za | 234<br>52%               | 216<br>49%      | 210<br>47%    | 215<br>48%      | 243<br>54%                | 643<br>53%<br>zk                                                        | 120<br>49%<br>k                    | 54<br>48%                                            | 58<br>36%                                                | 115<br>49%                                        | 25<br>35%                                         | 97<br>56%<br>k           | 318<br>54%      | 798<br>49%       | 1126<br>50% |
| NET: Better           | -43%               | -41%         | -51%             | -45%                     | -40%            | -39%          | -44%            | -50%                      | -46%                                                                    | -44%                               | -40%                                                 | -29%                                                     | -42%                                              | -23%                                              | -53%                     | -47%            | -42%             | -44%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214I. Do you think the public's overall level of health and wellbeing in the last 12 months has?

Base: All respondents

|                       | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                     | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                     |              | Unwtd Total |
|-----------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|---------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------------|--------------|-------------|
|                       |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e)  | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)         | Other<br>(m) |             |
| Unweighted Total      | 2238                | 2055                     | 165               | 818                 | 1103                | 134                 | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                 | 17           | 2238        |
| Weighted Total        | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*                | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                | 14**         | 2238        |
| Got much better       | 10<br>*             | 10<br>*                  | -<br>-            | 3<br>*              | 7<br>1%             | -<br>-              | 4<br>1%                  | 9<br>1%                         | 7<br>*                                            | 2<br>*                            | 2<br>*                                                    | 2<br>1%                          | -<br>-              | -<br>-       | 10<br>*     |
| Got slightly better   | 137<br>6%           | 121<br>6%                | 16<br>8%          | 52<br>6%            | 56<br>5%            | 12<br>7%            | 38<br>7%                 | 98<br>6%                        | 99<br>6%                                          | 28<br>5%                          | 40<br>7%                                                  | 6<br>4%                          | 16<br>8%            | -<br>-       | 129<br>6%   |
| Stayed about the same | 830<br>37%<br>ef    | 751<br>37%<br>e          | 74<br>36%<br>e    | 317<br>39%<br>e     | 396<br>38%<br>e     | 38<br>23%           | 167<br>32%               | 602<br>37%<br>fj                | 621<br>37%<br>fj                                  | 179<br>34%                        | 191<br>33%                                                | 43<br>28%                        | 74<br>36%           | 7<br>47%     | 856<br>38%  |
| Got slightly worse    | 872<br>39%<br>zc    | 796<br>40%<br>zc         | 68<br>34%         | 293<br>36%          | 424<br>41%          | 79<br>47%           | 212<br>41%               | 649<br>40%                      | 672<br>40%                                        | 226<br>43%                        | 257<br>45%                                                | 64<br>43%                        | 68<br>34%           | 8<br>53%     | 897<br>40%  |
| Got much worse        | 246<br>11%<br>zabcd | 224<br>11%<br>zabcd      | 21<br>11%         | 89<br>11%           | 99<br>10%           | 36<br>21%<br>zabcd  | 80<br>15%<br>zgh         | 167<br>10%<br>zgh               | 190<br>11%<br>g                                   | 66<br>13%                         | 66<br>11%                                                 | 32<br>21%<br>zghij               | 21<br>11%           | -<br>-       | 229<br>10%  |
| Don't know            | 144<br>6%<br>adfhj  | 103<br>5%<br>zade        | 24<br>12%<br>zade | 51<br>6%            | 48<br>5%            | 4<br>2%             | 18<br>3%                 | 85<br>5%<br>h                   | 72<br>4%                                          | 22<br>4%                          | 22<br>4%                                                  | 4<br>3%                          | 24<br>12%<br>zghijk | -<br>-       | 117<br>5%   |
| Better                | 147<br>7%           | 131<br>7%                | 16<br>8%          | 55<br>7%            | 63<br>6%            | 12<br>7%            | 42<br>8%                 | 107<br>7%                       | 105<br>6%                                         | 30<br>6%                          | 42<br>7%                                                  | 8<br>5%                          | 16<br>8%            | -<br>-       | 139<br>6%   |
| Worse                 | 1118<br>50%         | 1020<br>51%<br>zc        | 90<br>44%         | 382<br>47%          | 523<br>51%          | 115<br>68%<br>zabcd | 292<br>56%<br>zgl        | 816<br>51%<br>zgl               | 862<br>52%<br>z                                   | 293<br>56%<br>zgl                 | 323<br>56%<br>zgl                                         | 96<br>64%<br>zghl                | 90<br>44%           | 8<br>53%     | 1126<br>50% |
| NET: Better           | -43%                | -44%                     | -36%              | -41%                | -45%                | -61%                | -48%                     | -44%                            | -46%                                              | -50%                              | -49%                                                      | -59%                             | -36%                | -53%         | -44%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214I. Do you think the public's overall level of health and wellbeing in the last 12 months has?

Base: All respondents

|                       | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-----------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                       |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total      | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total        | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Got much better       | 10<br>*      | 3<br>1%                 | 2<br>1%                            | 3<br>1%                               | 7<br>*            | 2<br>*                    | 8<br>*     | 4<br>1%                               | 2<br>*                 | 3<br>*           | 4<br>1%                               | 4<br>*                    | 2<br>*                | 3<br>3%                                       | 4<br>1%                | 1<br>*           | 3<br>2%                                       | 5<br>1%                   | 1<br>*                | 10<br>*     |
| Got slightly better   | 137<br>6%    | 38<br>7%                | 13<br>9%                           | 34<br>7%                              | 95<br>6%          | 31<br>6%                  | 105<br>6%  | 65<br>18%                             | 47<br>5%               | 20<br>3%         | 66<br>16%                             | 45<br>5%                  | 23<br>3%              | 33<br>34%                                     | 60<br>7%               | 35<br>4%         | 44<br>28%                                     | 52<br>6%                  | 34<br>3%              | 129<br>6%   |
| Stayed about the same | 830<br>37%   | 176<br>34%              | 57<br>40%                          | 155<br>32%                            | 630<br>39%        | 142<br>30%                | 675<br>40% | 159<br>44%                            | 492<br>47%             | 151<br>20%       | 184<br>44%                            | 441<br>49%                | 186<br>22%            | 39<br>39%                                     | 405<br>50%             | 226<br>26%       | 62<br>38%                                     | 396<br>49%                | 267<br>27%            | 856<br>38%  |
| Got slightly worse    | 872<br>39%   | 223<br>43%              | 46<br>32%                          | 210<br>44%                            | 628<br>39%        | 198<br>42%                | 661<br>39% | 108<br>29%                            | 368<br>35%             | 376<br>50%       | 127<br>31%                            | 298<br>33%                | 435<br>51%            | 16<br>16%                                     | 286<br>35%             | 445<br>50%       | 40<br>25%                                     | 286<br>35%                | 464<br>48%            | 897<br>40%  |
| Got much worse        | 246<br>11%   | 65<br>12%               | 20<br>14%                          | 60<br>13%                             | 160<br>10%        | 85<br>18%                 | 154<br>9%  | 14<br>4%                              | 62<br>6%               | 166<br>22%       | 15<br>4%                              | 56<br>6%                  | 169<br>20%            | 5<br>5%                                       | 39<br>5%               | 159<br>18%       | 4<br>3%                                       | 41<br>5%                  | 180<br>18%            | 229<br>10%  |
| Don't know            | 144<br>6%    | 17<br>3%                | 5<br>4%                            | 17<br>4%                              | 99<br>6%          | 18<br>4%                  | 106<br>6%  | 15<br>4%                              | 65<br>6%               | 43<br>6%         | 18<br>4%                              | 56<br>6%                  | 44<br>5%              | 3<br>3%                                       | 21<br>3%               | 21<br>2%         | 8<br>5%                                       | 29<br>4%                  | 28<br>3%              | 117<br>5%   |
| Better                | 147<br>7%    | 41<br>8%                | 14<br>10%                          | 37<br>8%                              | 102<br>6%         | 33<br>7%                  | 112<br>7%  | 69<br>19%                             | 49<br>5%               | 23<br>3%         | 71<br>17%                             | 48<br>5%                  | 24<br>3%              | 37<br>37%                                     | 65<br>8%               | 36<br>4%         | 47<br>29%                                     | 57<br>7%                  | 35<br>4%              | 139<br>6%   |
| Worse                 | 1118<br>50%  | 289<br>55%              | 66<br>46%                          | 271<br>56%                            | 788<br>49%        | 284<br>60%                | 815<br>48% | 121<br>33%                            | 430<br>42%             | 542<br>71%       | 142<br>34%                            | 354<br>39%                | 604<br>70%            | 21<br>21%                                     | 325<br>40%             | 604<br>68%       | 44<br>27%                                     | 327<br>40%                | 644<br>66%            | 1126<br>50% |
| NET: Better           | -43%         | -47%                    | -36%                               | -49%                                  | -42%              | -53%                      | -41%       | -14%                                  | -37%                   | -68%             | -17%                                  | -34%                      | -68%                  | 16%                                           | -32%                   | -64%             | 2%                                            | -33%                      | -63%                  | -44%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214K. And looking towards the future, do you think the public's overall level of health and wellbeing in the next 12 months will?

Base: All respondents

|                     |                   | Gender           |                 |                 | Age             |                 |                 |                 |                 |                 |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |          |  |
|---------------------|-------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|----------|--|
|                     |                   | Total<br>(z)     | Man<br>(a)      | Woman<br>(b)    | 16-24<br>(c)    | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)    | 65-74<br>(h)    | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |          |  |
| Unweighted Total    | 2238              | 1090             | 1130            | 101             | 156             | 252             | 345             | 518             | 552             | 314             | 2016            | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |          |  |
| Weighted Total      | 2238              | 1069             | 1151            | 292*            | 361             | 359             | 355             | 354             | 268             | 249             | 1880            | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |          |  |
| Get much better     | 13<br>1%          | 4<br>*           | 9<br>1%         | 1<br>*          | 6<br>2%         | 3<br>1%         | 1<br>*          | 2<br>*          | 1<br>*          | -               | 9<br>1%         | 4<br>1%                                      | 3<br>*                                                      | 10<br>1%                 | 6<br>1%                          | 7<br>*                                            | 1<br>*               | 2<br>*                                                 | 3<br>*                          | 1<br>1%                                           | -                                                                                | -                                  | 13<br>1% |  |
| Get slightly better | 200<br>9%<br>bf   | 115<br>11%<br>zb | 81<br>7%<br>f   | 40<br>14%<br>f  | 42<br>12%<br>f  | 36<br>10%<br>f  | 16<br>5%<br>f   | 26<br>7%<br>f   | 20<br>7%<br>f   | 20<br>8%<br>f   | 167<br>9%<br>f  | 28<br>9%<br>f                                | 96<br>10%<br>f                                              | 103<br>8%<br>f           | 65<br>10%<br>f                   | 130<br>8%<br>f                                    | 21<br>8%<br>f        | 59<br>11%<br>f                                         | 41<br>8%<br>f                   | 7<br>7%<br>f                                      | 2<br>3%<br>f                                                                     | 169<br>8%<br>f                     |          |  |
| Stay about the same | 816<br>36%<br>d   | 414<br>39%<br>d  | 396<br>34%<br>d | 99<br>34%<br>d  | 99<br>27%<br>d  | 122<br>34%<br>d | 133<br>37%<br>d | 123<br>35%<br>d | 114<br>42%<br>d | 127<br>51%<br>d | 697<br>37%<br>d | 101<br>34%<br>d                              | 326<br>33%<br>d                                             | 489<br>39%<br>d          | 232<br>35%<br>d                  | 574<br>37%<br>d                                   | 105<br>38%<br>d      | 200<br>36%<br>d                                        | 192<br>35%<br>d                 | 46<br>46%<br>d                                    | 30<br>42%<br>d                                                                   | 864<br>39%<br>d                    |          |  |
| Get slightly worse  | 844<br>38%<br>i   | 387<br>36%<br>i  | 454<br>39%<br>i | 96<br>33%<br>i  | 145<br>40%<br>i | 136<br>38%<br>i | 136<br>38%<br>i | 157<br>44%<br>i | 99<br>37%<br>i  | 76<br>31%<br>i  | 723<br>38%<br>i | 102<br>34%<br>i                              | 384<br>39%<br>i                                             | 458<br>37%<br>i          | 269<br>40%<br>i                  | 567<br>37%<br>i                                   | 109<br>40%<br>i      | 212<br>38%<br>i                                        | 194<br>36%<br>i                 | 29<br>29%<br>i                                    | 23<br>32%<br>i                                                                   | 855<br>38%<br>i                    |          |  |
| Get much worse      | 241<br>11%<br>j   | 103<br>10%<br>j  | 134<br>12%<br>j | 32<br>11%<br>j  | 43<br>12%<br>j  | 46<br>13%<br>j  | 42<br>12%<br>j  | 36<br>10%<br>j  | 25<br>9%<br>j   | 17<br>7%<br>j   | 192<br>10%<br>j | 42<br>14%<br>j                               | 105<br>11%<br>j                                             | 135<br>11%<br>j          | 67<br>10%<br>j                   | 172<br>11%<br>j                                   | 25<br>9%<br>j        | 50<br>9%<br>j                                          | 73<br>14%<br>j                  | 15<br>15%<br>j                                    | 9<br>12%<br>j                                                                    | 226<br>10%<br>j                    |          |  |
| Don't know          | 124<br>6%<br>ghmn | 47<br>4%<br>z    | 76<br>7%<br>z   | 26<br>9%<br>z   | 26<br>7%<br>z   | 17<br>5%<br>z   | 27<br>8%<br>z   | 11<br>3%<br>z   | 10<br>4%<br>z   | 8<br>3%<br>z    | 92<br>5%<br>z   | 24<br>8%<br>z                                | 62<br>6%<br>z                                               | 57<br>5%<br>z            | 24<br>4%<br>z                    | 92<br>6%<br>z                                     | 15<br>5%<br>z        | 29<br>5%<br>z                                          | 39<br>7%<br>z                   | 2<br>2%<br>z                                      | 7<br>10%<br>z                                                                    | 111<br>5%<br>z                     |          |  |
| Mean                | 2.48<br>bfg       | 2.54<br>zb       | 2.42            | 2.56            | 2.47            | 2.46            | 2.39            | 2.42            | 2.51            | 2.62            | 2.48            | 2.46                                         | 2.46                                                        | 2.49                     | 2.49                             | 2.47                                              | 2.48                 | 2.52                                                   | 2.41                            | 2.49                                              | 2.41                                                                             | 2.48                               |          |  |
| Better              | 213<br>10%<br>bf  | 120<br>11%<br>zb | 90<br>8%<br>f   | 40<br>14%<br>f  | 48<br>13%<br>f  | 38<br>11%<br>f  | 18<br>5%<br>f   | 27<br>8%<br>f   | 21<br>8%<br>f   | 20<br>8%<br>f   | 176<br>9%<br>f  | 32<br>11%<br>f                               | 98<br>10%<br>f                                              | 113<br>9%<br>f           | 72<br>11%<br>f                   | 137<br>9%<br>f                                    | 22<br>8%<br>f        | 61<br>11%<br>f                                         | 44<br>8%<br>f                   | 8<br>8%<br>f                                      | 2<br>3%<br>f                                                                     | 182<br>8%<br>f                     |          |  |
| Worse               | 1085<br>48%<br>i  | 489<br>46%<br>z  | 589<br>51%<br>z | 127<br>44%<br>i | 188<br>52%<br>i | 182<br>51%<br>i | 177<br>50%<br>i | 193<br>54%<br>i | 124<br>46%<br>i | 94<br>38%<br>i  | 916<br>49%<br>i | 143<br>48%<br>i                              | 489<br>50%<br>i                                             | 593<br>47%<br>i          | 337<br>51%<br>i                  | 739<br>48%<br>i                                   | 134<br>48%<br>i      | 262<br>47%<br>i                                        | 267<br>49%<br>i                 | 43<br>44%<br>i                                    | 32<br>44%<br>i                                                                   | 1081<br>48%<br>i                   |          |  |
| NET: Better         | -39%              | -35%             | -43%            | -30%            | -39%            | -40%            | -45%            | -47%            | -39%            | -30%            | -39%            | -37%                                         | -40%                                                        | -38%                     | -40%                             | -39%                                              | -40%                 | -36%                                                   | -41%                            | -36%                                              | -41%                                                                             | -40%                               |          |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214K. And looking towards the future, do you think the public's overall level of health and wellbeing in the next 12 months will?

Base: All respondents

|                     | Total<br>(n) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|---------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                     |              | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total    | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total      | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Get much better     | 13<br>1%     | 6<br>2%                 | 3<br>*                          | 1<br>*                          | -<br>-                       | 11<br>1%       | 1<br>*          | *<br>*       | 1<br>2%                 | 4<br>1%              | 2<br>1%         | 5<br>*       | 2<br>2%           | 2<br>1%           | 1<br>*                             | -<br>-               | 2<br>1%              | 2<br>1%                | -<br>-            | 1<br>1%           | 1<br>*        | 13<br>1%    |             |
| Get slightly better | 200<br>9%    | 34<br>8%                | 48<br>8%                        | 52<br>10%                       | 30<br>13%                    | 167<br>9%      | 23<br>12%       | 6<br>6%      | 4<br>6%                 | 57<br>11%            | 33<br>9%        | 78<br>8%     | 7<br>8%           | 18<br>7%          | 32<br>17%                          | 17<br>10%            | 16<br>8%             | 9<br>4%                | 21<br>7%          | 7<br>3%           | 41<br>14%     | 169<br>8%   |             |
| Stay about the same | 816<br>36%   | 146<br>37%              | 239<br>40%                      | 189<br>36%                      | 70<br>30%                    | 697<br>37%     | 57<br>31%       | 38<br>36%    | 23<br>37%               | 190<br>37%           | 141<br>39%      | 366<br>37%   | 37<br>41%         | 91<br>37%         | 63<br>34%                          | 72<br>44%            | 68<br>35%            | 69<br>33%              | 102<br>33%        | 90<br>46%         | 105<br>36%    | 864<br>39%  |             |
| Get slightly worse  | 844<br>38%   | 145<br>36%              | 215<br>36%                      | 222<br>42%                      | 87<br>38%                    | 723<br>38%     | 66<br>36%       | 36<br>34%    | 20<br>32%               | 176<br>37%           | 132<br>39%      | 415<br>41%   | 34<br>39%         | 91<br>37%         | 51<br>28%                          | 50<br>31%            | 81<br>41%            | 97<br>46%              | 150<br>48%        | 71<br>37%         | 97<br>34%     | 855<br>38%  |             |
| Get much worse      | 241<br>11%   | 53<br>13%               | 75<br>12%                       | 47<br>9%                        | 24<br>11%                    | 191<br>10%     | 25<br>14%       | 17<br>16%    | 8<br>12%                | 65<br>12%            | 32<br>9%        | 94<br>9%     | 6<br>7%           | 28<br>11%         | 31<br>17%                          | 15<br>9%             | 17<br>9%             | 21<br>10%              | 30<br>10%         | 15<br>7%          | 29<br>10%     | 226<br>10%  |             |
| Don't know          | 124<br>6%    | 15<br>4%                | 25<br>4%                        | 14<br>3%                        | 19<br>8%                     | 96<br>5%       | 12<br>7%        | 9<br>8%      | 7<br>11%                | 28<br>5%             | 22<br>6%        | 45<br>5%     | 2<br>3%           | 18<br>7%          | 8<br>4%                            | 10<br>6%             | 13<br>6%             | 12<br>6%               | 7<br>2%           | 10<br>5%          | 16<br>5%      | 111<br>5%   |             |
| Mean                | 2.48         | 2.47                    | 2.46                            | 2.49                            | 2.5                          | 2.49           | 2.46            | 2.36         | 2.47                    | 2.51                 | 2.53            | 2.46         | 2.59              | 2.45              | 2.55                               | 2.59                 | 2.48                 | 2.36                   | 2.38              | 2.51              | 2.59          | 2.48        |             |
| Better              | 213<br>10%   | 40<br>10%               | 51<br>8%                        | 53<br>10%                       | 30<br>13%                    | 178<br>9%      | 24<br>13%       | 6<br>6%      | 5<br>7%                 | 61<br>12%            | 35<br>10%       | 83<br>8%     | 9<br>11%          | 20<br>8%          | 32<br>17%                          | 17<br>10%            | 18<br>9%             | 11<br>5%               | 21<br>7%          | 8<br>4%           | 42<br>15%     | 182<br>8%   |             |
| Worse               | 1085<br>48%  | 198<br>50%              | 290<br>48%                      | 268<br>51%                      | 112<br>48%                   | 914<br>48%     | 91<br>50%       | 52<br>49%    | 27<br>44%               | 241<br>46%           | 164<br>45%      | 509<br>51%   | 41<br>46%         | 119<br>48%        | 82<br>44%                          | 66<br>40%            | 98<br>50%            | 118<br>56%             | 180<br>58%        | 86<br>44%         | 126<br>43%    | 1081<br>48% |             |
| NET: Better         | -39%         | -40%                    | -39%                            | -41%                            | -35%                         | -39%           | -37%            | -44%         | -37%                    | -35%                 | -36%            | -43%         | -35%              | -40%              | -27%                               | -30%                 | -41%                 | -51%                   | -51%              | -40%              | -29%          | -40%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q214K. And looking towards the future, do you think the public's overall level of health and wellbeing in the next 12 months will?

Base: All respondents

|                     | Urbanity         |              |              | IMD Quintile             |                   |                |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                 | Unwtd Total |
|---------------------|------------------|--------------|--------------|--------------------------|-------------------|----------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-----------------|-------------|
|                     | Total<br>(z)     | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)          | 3<br>(e)       | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)       |             |
| Unweighted Total    | 2238             | 1673         | 565          | 419                      | 432               | 476            | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831            | 2238        |
| Weighted Total      | 2238             | 1745         | 493          | 451                      | 442               | 447            | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642            | 2238        |
| Get much better     | 13<br>1%         | 11<br>1%     | 2<br>*       | 6<br>1%                  | 1<br>*            | 5<br>1%        | -<br>-     | 1<br>*                    | 6<br>1%                                                                 | -<br>-                             | -<br>-                                               | -<br>-                                                   | -<br>-                                            | 6<br>9%<br>zhijkl                                 | 1<br>*                   | 6<br>1%               | 7<br>*          | 13<br>1%    |
| Get slightly better | 200<br>9%<br>ij  | 167<br>10%   | 33<br>7%     | 33<br>7%                 | 61<br>14%<br>zcfg | 46<br>10%      | 29<br>7%   | 30<br>7%                  | 112<br>9%                                                               | 12<br>5%                           | 3<br>3%                                              | 17<br>11%                                                | 24<br>10%<br>j                                    | 7<br>10%                                          | 21<br>12%                | 52<br>9%              | 148<br>9%       | 169<br>8%   |
| Stay about the same | 816<br>36%       | 634<br>36%   | 182<br>37%   | 154<br>34%               | 152<br>34%        | 153<br>34%     | 177<br>39% | 180<br>40%                | 422<br>35%                                                              | 107<br>43%<br>zhl                  | 59<br>52%<br>zhkl                                    | 59<br>37%                                                | 74<br>31%                                         | 27<br>38%                                         | 64<br>37%                | 192<br>33%            | 622<br>38%<br>z | 864<br>39%  |
| Get slightly worse  | 844<br>38%       | 643<br>37%   | 202<br>41%   | 156<br>35%               | 163<br>37%        | 175<br>39%     | 178<br>40% | 171<br>38%                | 501<br>41%<br>z                                                         | 85<br>35%                          | 43<br>38%                                            | 56<br>35%                                                | 80<br>34%                                         | 23<br>33%                                         | 51<br>30%                | 198<br>33%            | 645<br>39%<br>z | 855<br>38%  |
| Get much worse      | 241<br>11%<br>p  | 190<br>11%   | 51<br>10%    | 62<br>14%<br>f           | 44<br>10%         | 44<br>10%      | 37<br>8%   | 53<br>12%                 | 126<br>10%                                                              | 28<br>11%                          | 6<br>5%                                              | 12<br>7%                                                 | 41<br>17%<br>zhjkm                                | 1<br>1%                                           | 25<br>14%                | 95<br>16%<br>zp       | 146<br>9%<br>z  | 226<br>10%  |
| Don't know          | 124<br>6%<br>ghp | 101<br>6%    | 23<br>5%     | 38<br>9%<br>zg           | 22<br>5%          | 23<br>5%       | 27<br>6%   | 14<br>3%                  | 43<br>4%                                                                | 14<br>6%                           | 3<br>2%                                              | 16<br>10%<br>hj                                          | 18<br>8%<br>h                                     | 6<br>9%                                           | 11<br>6%                 | 49<br>8%<br>zp        | 74<br>5%<br>z   | 111<br>5%   |
| Mean                | 2.48             | 2.49         | 2.43         | 2.43                     | 2.55              | 2.51           | 2.47       | 2.44                      | 2.46                                                                    | 2.45                               | 2.54                                                 | 2.57                                                     | 2.37                                              | 2.92                                              | 2.51                     | 2.41                  | 2.51<br>z       | 2.48        |
| Better              | 213<br>10%<br>fj | 178<br>10%   | 34<br>7%     | 39<br>9%                 | 61<br>14%<br>zfg  | 52<br>12%<br>f | 29<br>7%   | 31<br>7%                  | 118<br>10%<br>ij                                                        | 12<br>5%                           | 3<br>3%                                              | 17<br>11%                                                | 24<br>10%<br>j                                    | 13<br>19%<br>ij                                   | 22<br>13%                | 58<br>10%             | 155<br>9%<br>z  | 182<br>8%   |
| Worse               | 1085<br>48%      | 832<br>48%   | 253<br>51%   | 218<br>48%               | 207<br>47%        | 219<br>49%     | 215<br>48% | 225<br>50%                | 628<br>52%<br>z                                                         | 113<br>46%                         | 49<br>43%                                            | 68<br>42%                                                | 121<br>51%                                        | 24<br>34%                                         | 76<br>44%                | 292<br>49%            | 791<br>48%<br>z | 1081<br>48% |
| NET: Better         | -39%             | -37%         | -44%         | -40%                     | -33%              | -37%           | -41%       | -43%                      | -42%                                                                    | -41%                               | -40%                                                 | -31%                                                     | -41%                                              | -15%                                              | -32%                     | -40%                  | -39%            | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214K. And looking towards the future, do you think the public's overall level of health and wellbeing in the next 12 months will?

Base: All respondents

|                     | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|---------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                     |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total    | 2238                | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total      | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Get much better     | 13<br>1%            | 11<br>1%                 | 2<br>1%           | 4<br>1%             | 7<br>1%             | -<br>-             | 3<br>1%                  | 10<br>1%                        | 7<br>*                                            | 2<br>*                            | 2<br>*                                                    | 2<br>1%                          | 2<br>1%     | -<br>-       | 13<br>1%    |
| Get slightly better | 200<br>9%           | 180<br>9%                | 20<br>10%         | 79<br>10%           | 88<br>9%            | 14<br>8%           | 38<br>7%                 | 145<br>9%                       | 140<br>8%                                         | 46<br>9%                          | 57<br>10%                                                 | 12<br>8%                         | 20<br>10%   | 1<br>5%      | 169<br>8%   |
| Stay about the same | 816<br>36%<br>k     | 749<br>37%<br>z          | 61<br>30%         | 309<br>38%          | 389<br>38%          | 51<br>30%          | 184<br>35%<br>k          | 608<br>38%<br>k                 | 620<br>37%<br>k                                   | 197<br>38%<br>k                   | 201<br>35%                                                | 37<br>24%                        | 61<br>30%   | 4<br>30%     | 864<br>39%  |
| Get slightly worse  | 844<br>38%          | 751<br>37%               | 89<br>44%         | 281<br>35%          | 405<br>39%          | 66<br>39%          | 191<br>37%               | 609<br>38%                      | 637<br>38%                                        | 198<br>38%                        | 235<br>41%                                                | 60<br>40%                        | 89<br>44%   | 9<br>65%     | 855<br>38%  |
| Get much worse      | 241<br>11%          | 224<br>11%<br>d          | 16<br>8%          | 94<br>12%           | 98<br>9%            | 33<br>19%<br>zabcd | 82<br>16%<br>zghj        | 167<br>10%                      | 186<br>11%                                        | 64<br>12%                         | 63<br>11%                                                 | 34<br>22%<br>zghijl              | 16<br>8%    | -<br>-       | 226<br>10%  |
| Don't know          | 124<br>6%<br>adghij | 90<br>4%                 | 15<br>8%          | 39<br>5%            | 45<br>4%            | 6<br>4%            | 22<br>4%                 | 71<br>4%                        | 72<br>4%                                          | 17<br>3%                          | 20<br>4%                                                  | 7<br>4%                          | 15<br>8%    | -<br>-       | 111<br>5%   |
| Mean                | 2.48<br>efk         | 2.48<br>e                | 2.48              | 2.5<br>e            | 2.49<br>e           | 2.28               | 2.38                     | 2.49<br>fhk                     | 2.46<br>fk                                        | 2.45<br>k                         | 2.46<br>k                                                 | 2.23                             | 2.48        | 2.4          | 2.48        |
| Better              | 213<br>10%          | 191<br>10%               | 22<br>11%         | 83<br>10%           | 95<br>9%            | 14<br>8%           | 41<br>8%                 | 155<br>10%                      | 147<br>9%                                         | 47<br>9%                          | 59<br>10%                                                 | 14<br>9%                         | 22<br>11%   | 1<br>5%      | 182<br>8%   |
| Worse               | 1085<br>48%         | 976<br>49%               | 105<br>52%        | 375<br>47%          | 502<br>49%          | 99<br>58%<br>c     | 273<br>53%               | 776<br>48%                      | 822<br>50%                                        | 262<br>50%                        | 298<br>52%                                                | 94<br>62%<br>zghi                | 105<br>52%  | 9<br>65%     | 1081<br>48% |
| NET: Better         | -39%                | -39%                     | -41%              | -36%                | -40%                | -50%               | -45%                     | -39%                            | -41%                                              | -41%                              | -41%                                                      | -53%                             | -41%        | -60%         | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214K. And looking towards the future, do you think the public's overall level of health and wellbeing in the next 12 months will?

Base: All respondents

|                     | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|---------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                     |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total    | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total      | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Get much better     | 13<br>1%     | 5<br>1%                 | 3<br>2%                            | 4<br>1%                               | 8<br>*            | 1<br>*                    | 12<br>1%   | 7<br>2%                               | 3<br>*                 | 3<br>*           | 8<br>2%                               | 4<br>*                    | 2<br>*                | 7<br>7%                                       | 5<br>1%                | 1<br>*           | 7<br>4%                                       | 5<br>1%                   | 2<br>*                | 13<br>1%    |
| Get slightly better | 200<br>9%    | 51<br>10%               | 11<br>8%                           | 47<br>10%                             | 144<br>9%         | 38<br>8%                  | 160<br>9%  | 92<br>25%                             | 75<br>7%               | 21<br>3%         | 115<br>28%                            | 55<br>6%                  | 27<br>3%              | 40<br>40%                                     | 93<br>11%              | 37<br>4%         | 66<br>41%                                     | 91<br>11%                 | 26<br>3%              | 169<br>8%   |
| Stay about the same | 816<br>36%   | 163<br>31%              | 47<br>33%                          | 148<br>31%                            | 619<br>38%        | 140<br>29%                | 660<br>39% | 129<br>35%                            | 462<br>45%             | 201<br>26%       | 155<br>37%                            | 455<br>51%                | 189<br>22%            | 31<br>31%                                     | 399<br>49%             | 251<br>28%       | 55<br>34%                                     | 419<br>52%                | 254<br>26%            | 864<br>39%  |
| Get slightly worse  | 844<br>38%   | 216<br>41%              | 53<br>37%                          | 198<br>41%                            | 605<br>37%        | 193<br>40%                | 637<br>37% | 113<br>31%                            | 388<br>37%             | 320<br>42%       | 116<br>28%                            | 299<br>33%                | 417<br>49%            | 15<br>15%                                     | 269<br>33%             | 407<br>46%       | 28<br>17%                                     | 248<br>31%                | 481<br>49%            | 855<br>38%  |
| Get much worse      | 241<br>11%   | 71<br>14%               | 23<br>16%                          | 66<br>14%                             | 159<br>10%        | 85<br>18%                 | 153<br>9%  | 13<br>4%                              | 45<br>4%               | 177<br>23%       | 9<br>2%                               | 37<br>4%                  | 187<br>22%            | 1<br>1%                                       | 32<br>4%               | 173<br>19%       | 3<br>2%                                       | 28<br>3%                  | 190<br>20%            | 226<br>10%  |
| Don't know          | 124<br>6%    | 17<br>3%                | 5<br>4%                            | 17<br>4%                              | 83<br>5%          | 19<br>4%                  | 87<br>5%   | 10<br>3%                              | 62<br>6%               | 37<br>5%         | 13<br>3%                              | 49<br>5%                  | 36<br>4%              | 5<br>5%                                       | 18<br>2%               | 18<br>2%         | 3<br>2%                                       | 18<br>2%                  | 22<br>2%              | 111<br>5%   |
| Mean                | 2.48         | 2.41                    | 2.41                               | 2.41                                  | 2.5               | 2.3                       | 2.53       | 2.91                                  | 2.59                   | 2.1              | 2.99                                  | 2.64                      | 2.07                  | 3.39                                          | 2.71                   | 2.18             | 3.29                                          | 2.74                      | 2.13                  | 2.48        |
| Better              | 213<br>10%   | 56<br>11%               | 15<br>10%                          | 51<br>11%                             | 152<br>9%         | 40<br>8%                  | 172<br>10% | 100<br>27%                            | 78<br>8%               | 24<br>3%         | 123<br>30%                            | 59<br>7%                  | 28<br>3%              | 47<br>47%                                     | 98<br>12%              | 38<br>4%         | 73<br>45%                                     | 96<br>12%                 | 27<br>3%              | 182<br>8%   |
| Worse               | 1085<br>48%  | 286<br>55%              | 75<br>53%                          | 264<br>55%                            | 764<br>47%        | 278<br>58%                | 791<br>46% | 126<br>35%                            | 433<br>42%             | 497<br>65%       | 125<br>30%                            | 336<br>37%                | 604<br>70%            | 16<br>16%                                     | 301<br>37%             | 580<br>65%       | 31<br>19%                                     | 276<br>34%                | 671<br>69%            | 1081<br>48% |
| NET: Better         | -39%         | -44%                    | -43%                               | -44%                                  | -38%              | -50%                      | -36%       | -7%                                   | -34%                   | -62%             | *                                     | -31%                      | -67%                  | 31%                                           | -25%                   | -61%             | 26%                                           | -22%                      | -66%                  | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q218. To what extent do you agree or disagree that the government has the right policies in place to improve health and wellbeing?

Base: All respondents

|                            | Gender           |                 |               | Age             |                 |                 |                 |                |                  | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|------------------|-----------------|---------------|-----------------|-----------------|-----------------|-----------------|----------------|------------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            | Total<br>(z)     | Man<br>(a)      | Woman<br>(b)  | 16-24<br>(c)    | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)    | 55-64<br>(g)   | 65-74<br>(h)     | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238             | 1090            | 1130          | 101             | 156             | 252             | 345             | 518            | 552              | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238             | 1069            | 1151          | 292*            | 361             | 359             | 355             | 354            | 268              | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly agree             | 36<br>2%<br>hio  | 15<br>1%<br>2%  | 21<br>2%      | -<br>-<br>zcahi | 16<br>4%<br>12% | 7<br>2%<br>12%  | 7<br>2%<br>13%  | 3<br>1%<br>12% | 1<br>*<br>12%    | 2<br>1%    | 26<br>1%                                     | 8<br>3%                                                     | 16<br>2%                 | 19<br>2%                         | 17<br>3%                                          | 18<br>1%             | 6<br>2%                                                | 5<br>1%                         | 5<br>1%                                            | -<br>-<br>15%                                                                    | 2<br>2%                            | 29<br>1%    |
| Tend to agree              | 270<br>12%<br>bo | 150<br>14%<br>b | 118<br>10%    | 33<br>11%       | 43<br>12%       | 45<br>12%       | 45<br>13%       | 42<br>12%      | 31<br>12%        | 30<br>12%  | 229<br>12%                                   | 36<br>12%                                                   | 127<br>13%               | 141<br>11%                       | 104<br>16%<br>zoqr                                | 161<br>10%           | 32<br>12%                                              | 57<br>10%                       | 52<br>10%                                          | 15<br>15%                                                                        | 5<br>7%                            | 262<br>12%  |
| Neither agree nor disagree | 668<br>30%<br>fi | 310<br>29%      | 353<br>31%    | 97<br>33%       | 106<br>29%      | 116<br>32%<br>f | 83<br>23%       | 105<br>30%     | 94<br>35%<br>zfi | 67<br>27%  | 563<br>30%                                   | 92<br>31%                                                   | 246<br>25%               | 420<br>34%<br>zi                 | 180<br>27%                                        | 478<br>31%           | 77<br>28%                                              | 177<br>32%                      | 180<br>33%                                         | 22<br>23%                                                                        | 21<br>29%                          | 664<br>30%  |
| Tend to disagree           | 792<br>35%<br>b  | 362<br>34%      | 423<br>37%    | 96<br>33%       | 112<br>31%      | 119<br>33%      | 141<br>40%      | 131<br>37%     | 95<br>35%        | 99<br>40%  | 670<br>36%                                   | 104<br>35%                                                  | 368<br>38%               | 422<br>34%                       | 241<br>36%                                        | 546<br>35%           | 103<br>37%                                             | 206<br>37%                      | 176<br>32%                                         | 35<br>36%                                                                        | 26<br>36%                          | 827<br>37%  |
| Strongly disagree          | 313<br>14%<br>b  | 170<br>16%<br>b | 140<br>12%    | 34<br>12%       | 53<br>15%       | 51<br>14%       | 54<br>15%       | 52<br>15%      | 35<br>13%        | 34<br>14%  | 269<br>14%                                   | 35<br>12%                                                   | 142<br>15%               | 170<br>14%                       | 81<br>12%                                         | 228<br>15%           | 39<br>14%                                              | 75<br>14%                       | 86<br>16%                                          | 18<br>18%                                                                        | 9<br>13%                           | 308<br>14%  |
| Don't know                 | 160<br>7%<br>hi  | 62<br>6%<br>z   | 96<br>8%<br>h | 32<br>11%<br>h  | 32<br>9%<br>z   | 22<br>6%<br>h   | 24<br>7%<br>z   | 21<br>6%<br>h  | 12<br>4%<br>z    | 17<br>7%   | 124<br>7%                                    | 26<br>9%                                                    | 77<br>8%                 | 80<br>6%                         | 42<br>6%                                          | 111<br>7%            | 20<br>7%                                               | 31<br>6%                        | 44<br>8%                                           | 8<br>8%                                                                          | 9<br>12%                           | 148<br>7%   |
| Mean                       | 2.48<br>o        | 2.48            | 2.49          | 2.5             | 2.56            | 2.52            | 2.43            | 2.44           | 2.49             | 2.42       | 2.47                                         | 2.56                                                        | 2.45                     | 2.5                              | 2.57<br>zor                                       | 2.44                 | 2.47                                                   | 2.44                            | 2.43                                               | 2.38                                                                             | 2.43                               | 2.46        |
| Agree                      | 306<br>14%<br>bo | 165<br>15%      | 139<br>12%    | 33<br>11%       | 58<br>16%       | 52<br>14%       | 53<br>15%       | 45<br>13%      | 33<br>12%        | 32<br>13%  | 255<br>14%                                   | 44<br>15%                                                   | 143<br>15%               | 160<br>13%                       | 121<br>18%<br>zoqr                                | 179<br>12%           | 38<br>14%                                              | 62<br>11%                       | 57<br>10%                                          | 15<br>15%                                                                        | 7<br>10%                           | 291<br>13%  |
| Disagree                   | 1104<br>49%<br>z | 533<br>50%      | 563<br>49%    | 129<br>44%      | 165<br>46%      | 170<br>47%      | 195<br>55%<br>z | 183<br>52%     | 129<br>48%       | 133<br>54% | 939<br>50%                                   | 138<br>46%                                                  | 510<br>52%               | 592<br>47%                       | 322<br>48%                                        | 773<br>50%           | 141<br>51%                                             | 281<br>51%                      | 262<br>48%                                         | 53<br>54%                                                                        | 36<br>49%                          | 1135<br>51% |
| NET: Agree                 | -36%             | -34%            | -37%          | -33%            | -29%            | -33%            | -40%            | -39%           | -36%             | -41%       | -36%                                         | -31%                                                        | -38%                     | -35%                             | -30%                                              | -39%                 | -37%                                                   | -40%                            | -38%                                               | -39%                                                                             | -40%                               | -38%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q218. To what extent do you agree or disagree that the government has the right policies in place to improve health and wellbeing?

Base: All respondents

|                            | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country         |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                 |             | Unwtd Total |
|----------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|-----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|-------------|-------------|
|                            |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)  | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)   |             |             |
| Unweighted Total           | 2238              | 468                     | 686                             | 465                             | 164                          | 1715            | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213             | 2238        |             |
| Weighted Total             | 2238              | 398                     | 605                             | 524                             | 231                          | 1886            | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238        |             |
| Strongly agree             | 36<br>2%<br>m     | 11<br>3%                | 10<br>2%                        | 8<br>2%                         | 2<br>1%                      | 33<br>2%        | 2<br>1%         | -<br>-       | 1<br>1%                 | 21<br>4%             | 6<br>2%         | 7<br>1%      | 8<br>8%           | 6<br>3%           | 7<br>4%                            | -<br>-               | 6<br>3%              | 2<br>1%                | -<br>-            | 3<br>2%           | 2<br>1%         | 2<br>1%     | 29<br>1%    |
| Tend to agree              | 270<br>12%<br>hr  | 45<br>11%               | 64<br>11%                       | 86<br>16%<br>zd                 | 33<br>14%                    | 239<br>13%<br>h | 11<br>6%        | 12<br>12%    | 7<br>11%                | 65<br>13%            | 40<br>11%       | 134<br>13%   | 11<br>13%         | 31<br>12%         | 23<br>12%                          | 29<br>18%<br>zru     | 10<br>5%             | 19<br>9%               | 45<br>15%<br>r    | 19<br>10%         | 51<br>18%<br>zr | 262<br>12%  |             |
| Neither agree nor disagree | 668<br>30%<br>e   | 142<br>36%<br>zef       | 187<br>31%                      | 131<br>25%                      | 59<br>26%                    | 567<br>30%      | 58<br>32%       | 28<br>26%    | 15<br>23%               | 159<br>30%           | 101<br>28%      | 308<br>31%   | 36<br>40%         | 76<br>31%         | 47<br>25%                          | 49<br>30%            | 52<br>26%            | 68<br>33%              | 76<br>24%         | 60<br>31%         | 104<br>36%<br>l | 664<br>30%  |             |
| Tend to disagree           | 792<br>35%<br>dgt | 129<br>32%              | 228<br>38%                      | 192<br>37%                      | 78<br>34%                    | 654<br>35%      | 70<br>38%       | 42<br>40%    | 26<br>42%               | 173<br>33%           | 128<br>35%      | 353<br>35%   | 25<br>28%         | 82<br>33%         | 67<br>36%                          | 51<br>31%            | 77<br>39%            | 74<br>35%              | 119<br>39%<br>v   | 79<br>40%<br>v    | 81<br>28%<br>r  | 827<br>37%  |             |
| Strongly disagree          | 313<br>14%<br>e   | 51<br>13%               | 86<br>14%                       | 81<br>15%                       | 36<br>15%                    | 270<br>14%      | 24<br>13%       | 11<br>11%    | 8<br>12%                | 71<br>14%            | 59<br>16%       | 140<br>14%   | 8<br>9%           | 35<br>14%         | 28<br>15%                          | 22<br>14%            | 36<br>18%            | 29<br>14%              | 52<br>17%         | 25<br>13%         | 35<br>12%       | 308<br>14%  |             |
| Don't know                 | 160<br>7%<br>dgt  | 19<br>5%                | 29<br>5%                        | 26<br>5%                        | 24<br>10%<br>cde             | 122<br>6%       | 19<br>10%       | 12<br>12%    | 6<br>10%                | 31<br>6%             | 29<br>8%        | 61<br>6%     | 2<br>2%           | 17<br>7%          | 13<br>7%                           | 12<br>8%             | 17<br>8%             | 16<br>8%               | 18<br>6%          | 10<br>5%          | 18<br>6%        | 148<br>7%   |             |
| Mean                       | 2.48              | 2.57                    | 2.45                            | 2.5                             | 2.46                         | 2.5             | 2.39            | 2.44         | 2.41                    | 2.57                 | 2.42            | 2.48         | 2.84              | 2.53              | 2.5                                | 2.57                 | 2.29                 | 2.44                   | 2.39              | 2.44              | 2.65            | 2.46        |             |
| Agree                      | 306<br>14%<br>h   | 56<br>14%               | 74<br>12%                       | 94<br>18%<br>zd                 | 35<br>15%                    | 273<br>14%<br>h | 13<br>7%        | 12<br>12%    | 8<br>12%                | 86<br>17%            | 46<br>13%       | 141<br>14%   | 19<br>21%<br>r    | 37<br>15%         | 30<br>16%                          | 29<br>18%<br>r       | 16<br>8%             | 21<br>10%              | 45<br>15%         | 22<br>11%         | 52<br>18%<br>r  | 291<br>13%  |             |
| Disagree                   | 1104<br>49%<br>v  | 180<br>45%<br>v         | 314<br>52%                      | 273<br>52%                      | 113<br>49%                   | 924<br>49%      | 93<br>51%       | 53<br>50%    | 34<br>54%               | 244<br>47%           | 186<br>52%      | 493<br>49%   | 33<br>37%         | 117<br>47%        | 95<br>51%                          | 73<br>45%            | 113<br>57%<br>ru     | 103<br>49%             | 171<br>55%<br>ru  | 103<br>53%<br>ru  | 115<br>40%<br>r | 1135<br>51% |             |
| NET: Agree                 | -36%              | -31%                    | -40%                            | -34%                            | -34%                         | -35%            | -43%            | -39%         | -42%                    | -30%                 | -39%            | -35%         | -15%              | -32%              | -35%                               | -27%                 | -49%                 | -39%                   | -41%              | -42%              | -22%            | -38%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q218. To what extent do you agree or disagree that the government has the right policies in place to improve health and wellbeing?

Base: All respondents

|                            | Total<br>(z)     | Urbanity     |              | IMD Quintile             |            |                   |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                 | Unwtd Total      |             |
|----------------------------|------------------|--------------|--------------|--------------------------|------------|-------------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|------------------|-------------|
|                            |                  | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)          | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)      |                  | No<br>(p)   |
| Unweighted Total           | 2238             | 1673         | 565          | 419                      | 432        | 476               | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400             | 1831             | 2238        |
| Weighted Total             | 2238             | 1745         | 493          | 451                      | 442        | 447               | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592             | 1642             | 2238        |
| Strongly agree             | 36<br>2%         | 27<br>2%     | 9<br>2%      | 12<br>3%<br>d            | 2<br>*     | 6<br>1%           | 8<br>2%    | 9<br>2%                   | 23<br>2%                                                                | 1<br>1%                            | 1<br>1%                                              | -<br>-                                                   | 3<br>1%                                           | 6<br>8%<br>zhikin                                 | -<br>-                   | 14<br>2%        | 22<br>1%         | 29<br>1%    |
| Tend to agree              | 270<br>12%<br>i  | 223<br>13%   | 47<br>10%    | 39<br>9%                 | 58<br>13%  | 74<br>17%<br>zcfg | 49<br>11%  | 49<br>11%                 | 171<br>14%<br>zi                                                        | 20<br>8%                           | 14<br>12%                                            | 14<br>9%                                                 | 24<br>10%                                         | 8<br>11%                                          | 17<br>10%                | 75<br>13%       | 195<br>12%       | 262<br>12%  |
| Neither agree nor disagree | 668<br>30%<br>h  | 524<br>30%   | 144<br>29%   | 130<br>29%               | 135<br>31% | 131<br>29%        | 145<br>32% | 127<br>28%                | 321<br>27%                                                              | 90<br>36%<br>zh                    | 29<br>26%                                            | 54<br>34%                                                | 74<br>31%                                         | 31<br>44%<br>h                                    | 65<br>38%                | 174<br>29%      | 494<br>30%       | 664<br>30%  |
| Tend to disagree           | 792<br>35%<br>o  | 602<br>34%   | 190<br>39%   | 155<br>34%               | 159<br>36% | 159<br>36%        | 156<br>35% | 162<br>36%                | 444<br>37%                                                              | 85<br>35%                          | 49<br>43%<br>m                                       | 59<br>36%                                                | 79<br>33%                                         | 14<br>20%                                         | 55<br>32%                | 177<br>30%      | 612<br>37%<br>zo | 827<br>37%  |
| Strongly disagree          | 313<br>14%<br>p  | 241<br>14%   | 72<br>15%    | 71<br>16%                | 53<br>12%  | 56<br>13%         | 64<br>14%  | 68<br>15%                 | 174<br>14%                                                              | 33<br>14%                          | 15<br>13%                                            | 21<br>13%                                                | 39<br>17%<br>m                                    | 2<br>3%                                           | 26<br>15%                | 104<br>18%<br>p | 208<br>13%       | 308<br>14%  |
| Don't know                 | 160<br>7%<br>e   | 129<br>7%    | 30<br>6%     | 44<br>10%<br>e           | 35<br>8%   | 20<br>5%          | 26<br>6%   | 34<br>8%                  | 78<br>6%                                                                | 17<br>7%                           | 6<br>5%                                              | 14<br>8%                                                 | 18<br>7%                                          | 10<br>14%                                         | 8<br>5%                  | 49<br>8%        | 110<br>7%        | 148<br>7%   |
| Mean                       | 2.48             | 2.5          | 2.42         | 2.42                     | 2.5        | 2.57              | 2.48       | 2.44                      | 2.49                                                                    | 2.44                               | 2.43                                                 | 2.42                                                     | 2.42                                              | 3.01<br>zhikin                                    | 2.45                     | 2.48            | 2.49             | 2.46        |
| Agree                      | 306<br>14%<br>i  | 249<br>14%   | 57<br>12%    | 51<br>11%                | 60<br>14%  | 80<br>18%<br>zc   | 57<br>13%  | 58<br>13%                 | 194<br>16%<br>zi                                                        | 21<br>9%                           | 15<br>13%                                            | 14<br>9%                                                 | 27<br>11%                                         | 14<br>19%                                         | 17<br>10%                | 88<br>15%       | 218<br>13%       | 291<br>13%  |
| Disagree                   | 1104<br>49%<br>m | 843<br>48%   | 262<br>53%   | 226<br>50%               | 212<br>48% | 216<br>48%        | 220<br>49% | 230<br>51%                | 618<br>51%<br>m                                                         | 118<br>48%<br>m                    | 64<br>56%<br>m                                       | 79<br>49%<br>m                                           | 118<br>50%<br>m                                   | 16<br>23%                                         | 82<br>47%<br>m           | 280<br>47%      | 821<br>50%       | 1135<br>51% |
| NET: Agree                 | -36%             | -34%         | -42%         | -39%                     | -34%       | -30%              | -37%       | -38%                      | -35%                                                                    | -39%                               | -42%                                                 | -40%                                                     | -38%                                              | -4%                                               | -37%                     | -32%            | -37%             | -38%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q218. To what extent do you agree or disagree that the government has the right policies in place to improve health and wellbeing?

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**         | 2238        |
| Strongly agree             | 36<br>2%<br>g     | 32<br>2%                 | 2<br>1%           | 17<br>2%            | 12<br>1%            | 3<br>2%            | 11<br>2%                 | 19<br>1%                        | 28<br>2%<br>g                                     | 10<br>2%                          | 6<br>1%                                                   | 5<br>3%                          | 2<br>1%         | -<br>-       | 29<br>1%    |
| Tend to agree              | 270<br>12%        | 243<br>12%               | 27<br>13%         | 97<br>12%           | 129<br>13%          | 17<br>10%          | 53<br>10%                | 199<br>12%                      | 194<br>12%                                        | 65<br>12%                         | 72<br>12%                                                 | 9<br>6%                          | 27<br>13%       | 1<br>9%      | 262<br>12%  |
| Neither agree nor disagree | 668<br>30%        | 615<br>31%<br>z          | 48<br>23%         | 263<br>33%          | 297<br>29%          | 54<br>32%          | 148<br>28%               | 487<br>30%                      | 512<br>31%                                        | 156<br>30%                        | 160<br>28%                                                | 47<br>31%                        | 48<br>23%       | 6<br>41%     | 664<br>30%  |
| Tend to disagree           | 792<br>35%        | 711<br>35%               | 79<br>39%         | 275<br>34%          | 386<br>37%          | 50<br>29%          | 185<br>36%               | 585<br>36%                      | 584<br>35%                                        | 192<br>37%                        | 221<br>38%                                                | 48<br>32%                        | 79<br>39%       | 4<br>31%     | 827<br>37%  |
| Strongly disagree          | 313<br>14%        | 286<br>14%               | 27<br>13%         | 109<br>14%          | 138<br>13%          | 39<br>23%<br>zacd  | 90<br>17%<br>g           | 222<br>14%                      | 249<br>15%<br>zg                                  | 78<br>15%                         | 84<br>15%                                                 | 38<br>25%<br>zghijl              | 27<br>13%       | 1<br>10%     | 308<br>14%  |
| Don't know                 | 160<br>7%<br>aghi | 120<br>6%                | 21<br>10%         | 45<br>6%            | 68<br>7%            | 7<br>4%            | 32<br>6%                 | 98<br>6%                        | 94<br>6%                                          | 23<br>4%                          | 35<br>6%                                                  | 4<br>3%                          | 21<br>10%<br>ik | 1<br>9%      | 148<br>7%   |
| Mean                       | 2.48              | 2.48                     | 2.44              | 2.52                | 2.47                | 2.36               | 2.4                      | 2.48                            | 2.47                                              | 2.47                              | 2.44                                                      | 2.29                             | 2.44            | 2.53         | 2.46        |
| Agree                      | 306<br>14%        | 275<br>14%               | 29<br>14%         | 113<br>14%          | 142<br>14%          | 20<br>12%          | 64<br>12%                | 219<br>14%                      | 222<br>13%                                        | 74<br>14%                         | 78<br>13%                                                 | 14<br>9%                         | 29<br>14%       | 1<br>9%      | 291<br>13%  |
| Disagree                   | 1104<br>49%       | 996<br>50%               | 106<br>52%        | 384<br>48%          | 524<br>51%          | 89<br>52%          | 275<br>53%               | 807<br>50%                      | 833<br>50%                                        | 270<br>52%                        | 305<br>53%                                                | 86<br>57%                        | 106<br>52%      | 6<br>42%     | 1135<br>51% |
| NET: Agree                 | -36%              | -36%                     | -38%              | -34%                | -37%                | -41%               | -41%                     | -37%                            | -37%                                              | -37%                              | -39%                                                      | -48%                             | -38%            | -33%         | -38%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q218. To what extent do you agree or disagree that the government has the right policies in place to improve health and wellbeing?

Base: All respondents

|                            | Total<br>(z)                | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|-----------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                             | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                        | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                        | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly agree             | 36<br>2%<br>hr              | 6<br>1%                 | 4<br>3%                            | 5<br>1%                               | 28<br>2%          | 9<br>2%                   | 25<br>1%   | 18<br>5%                              | 9<br>1%                | 8<br>1%          | 15<br>4%                              | 12<br>1%                  | 8<br>1%               | 6<br>6%                                       | 17<br>2%               | 10<br>1%         | 12<br>8%                                      | 12<br>1%                  | 9<br>1%               | 29<br>1%    |
| Tend to agree              | 270<br>12%<br>llor          | 70<br>13%               | 24<br>17%                          | 62<br>13%                             | 198<br>12%        | 44<br>9%                  | 223<br>13% | 98<br>27%                             | 117<br>11%             | 46<br>6%         | 122<br>29%                            | 104<br>12%                | 37<br>4%              | 40<br>41%                                     | 137<br>17%             | 64<br>7%         | 65<br>40%                                     | 127<br>16%                | 59<br>6%              | 262<br>12%  |
| Neither agree nor disagree | 668<br>30%<br>ilor          | 156<br>30%              | 50<br>35%                          | 139<br>29%                            | 479<br>30%        | 124<br>26%                | 533<br>31% | 136<br>37%                            | 361<br>35%             | 151<br>20%       | 133<br>32%                            | 321<br>36%                | 198<br>23%            | 29<br>29%                                     | 320<br>39%             | 219<br>25%       | 43<br>26%                                     | 318<br>39%                | 247<br>25%            | 664<br>30%  |
| Tend to disagree           | 792<br>35%<br>gjmp          | 180<br>34%              | 45<br>31%                          | 171<br>36%                            | 590<br>36%        | 173<br>36%                | 606<br>35% | 76<br>21%                             | 387<br>37%             | 305<br>40%       | 103<br>25%                            | 323<br>36%                | 349<br>41%            | 16<br>16%                                     | 263<br>32%             | 352<br>40%       | 29<br>18%                                     | 272<br>34%                | 387<br>40%            | 827<br>37%  |
| Strongly disagree          | 313<br>14%<br>fghjkmn<br>pa | 83<br>16%               | 15<br>11%                          | 77<br>16%                             | 216<br>13%        | 97<br>20%                 | 212<br>12% | 18<br>5%                              | 95<br>9%               | 195<br>26%       | 11<br>3%                              | 81<br>9%                  | 217<br>25%            | 2<br>2%                                       | 51<br>6%               | 214<br>24%       | 6<br>4%                                       | 46<br>6%                  | 239<br>25%            | 308<br>14%  |
| Don't know                 | 160<br>7%<br>noqr           | 28<br>5%                | 5<br>4%                            | 27<br>6%                              | 106<br>7%         | 29<br>6%                  | 110<br>6%  | 19<br>5%                              | 67<br>6%               | 54<br>7%         | 32<br>8%                              | 56<br>6%                  | 49<br>6%              | 5<br>5%                                       | 27<br>3%               | 29<br>3%         | 7<br>4%                                       | 33<br>4%                  | 34<br>4%              | 148<br>7%   |
| Mean                       | 2.48<br>eilor               | 2.46                    | 2.69<br>zac                        | 2.44                                  | 2.49              | 2.32                      | 2.53<br>ze | 3.06<br>zhi                           | 2.54<br>zi             | 2.1              | 3.07<br>zkl                           | 2.58<br>zl                | 2.1                   | 3.35<br>zno                                   | 2.75<br>zo             | 2.19             | 3.31<br>zar                                   | 2.72<br>zr                | 2.16                  | 2.46        |
| Agree                      | 306<br>14%<br>ilor          | 75<br>14%               | 28<br>20%                          | 66<br>14%                             | 226<br>14%        | 54<br>11%                 | 248<br>15% | 116<br>32%                            | 126<br>12%             | 54<br>7%         | 137<br>33%                            | 117<br>13%                | 45<br>5%              | 47<br>47%                                     | 154<br>19%             | 74<br>8%         | 77<br>48%                                     | 139<br>17%                | 67<br>7%              | 291<br>13%  |
| Disagree                   | 1104<br>49%<br>gjkmpnq      | 264<br>50%              | 60<br>42%                          | 248<br>52%                            | 806<br>50%        | 270<br>57%                | 819<br>48% | 94<br>26%                             | 483<br>47%             | 500<br>66%       | 114<br>27%                            | 405<br>45%                | 566<br>66%            | 18<br>18%                                     | 315<br>39%             | 565<br>64%       | 35<br>22%                                     | 318<br>39%                | 626<br>64%            | 1135<br>51% |
| NET: Agree                 | -36%                        | -36%                    | -22%                               | -38%                                  | -36%              | -45%                      | -33%       | 6%                                    | -34%                   | -59%             | 6%                                    | -32%                      | -61%                  | 29%                                           | -20%                   | -55%             | 26%                                           | -22%                      | -57%                  | -38%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -SUMMARY TABLE

Base: All respondents

|                            | Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals | Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes | Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices | Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing | Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free | Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families | The introduction of a ban on e-cigarette or vape usage in public spaces | Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods | Committing to stricter air quality targets as recommended by the World Health Organisation | Banning marketing of alcohol products at sporting events | Banning multi-buy promotions for alcohol in shops, for example, buy 15 beers for the price of 12 beers |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Unweighted Total           | 2238                                                                                                                                                        | 2238                                                                                                                                              | 2238                                                                                             | 2238                                                                                                          | 2238                                                                                | 2238                                                                                                                                                                      | 2238                                                                    | 2238                                                                                                | 2238                                                                                       | 2238                                                     | 2238                                                                                                   |
| Weighted Total             | 2238                                                                                                                                                        | 2238                                                                                                                                              | 2238                                                                                             | 2238                                                                                                          | 2238                                                                                | 2238                                                                                                                                                                      | 2238                                                                    | 2238                                                                                                | 2238                                                                                       | 2238                                                     | 2238                                                                                                   |
| Strongly support           | 1128<br>50%                                                                                                                                                 | 805<br>36%                                                                                                                                        | 480<br>21%                                                                                       | 694<br>31%                                                                                                    | 390<br>17%                                                                          | 602<br>27%                                                                                                                                                                | 1079<br>48%                                                             | 959<br>43%                                                                                          | 689<br>31%                                                                                 | 544<br>24%                                               | 450<br>20%                                                                                             |
| Tend to support            | 606<br>27%                                                                                                                                                  | 486<br>22%                                                                                                                                        | 479<br>21%                                                                                       | 718<br>32%                                                                                                    | 502<br>22%                                                                          | 749<br>33%                                                                                                                                                                | 502<br>22%                                                              | 790<br>35%                                                                                          | 882<br>39%                                                                                 | 480<br>21%                                               | 395<br>18%                                                                                             |
| Neither support nor oppose | 233<br>10%                                                                                                                                                  | 332<br>15%                                                                                                                                        | 459<br>20%                                                                                       | 429<br>19%                                                                                                    | 499<br>22%                                                                          | 405<br>18%                                                                                                                                                                | 289<br>13%                                                              | 312<br>14%                                                                                          | 419<br>19%                                                                                 | 630<br>28%                                               | 527<br>24%                                                                                             |
| Tend to oppose             | 142<br>6%                                                                                                                                                   | 346<br>15%                                                                                                                                        | 442<br>20%                                                                                       | 232<br>10%                                                                                                    | 497<br>22%                                                                          | 265<br>12%                                                                                                                                                                | 187<br>8%                                                               | 95<br>4%                                                                                            | 117<br>5%                                                                                  | 353<br>16%                                               | 491<br>22%                                                                                             |
| Strongly oppose            | 92<br>4%                                                                                                                                                    | 230<br>10%                                                                                                                                        | 333<br>15%                                                                                       | 125<br>6%                                                                                                     | 310<br>14%                                                                          | 167<br>7%                                                                                                                                                                 | 148<br>7%                                                               | 44<br>2%                                                                                            | 83<br>4%                                                                                   | 191<br>9%                                                | 340<br>15%                                                                                             |
| Don't know                 | 36<br>2%                                                                                                                                                    | 39<br>2%                                                                                                                                          | 45<br>2%                                                                                         | 39<br>2%                                                                                                      | 40<br>2%                                                                            | 50<br>2%                                                                                                                                                                  | 33<br>1%                                                                | 38<br>2%                                                                                            | 48<br>2%                                                                                   | 40<br>2%                                                 | 34<br>2%                                                                                               |
| Mean                       | 4.15                                                                                                                                                        | 3.59                                                                                                                                              | 3.15                                                                                             | 3.74                                                                                                          | 3.08                                                                                | 3.62                                                                                                                                                                      | 3.99                                                                    | 4.15                                                                                                | 3.9                                                                                        | 3.38                                                     | 3.06                                                                                                   |
| <b>Support</b>             | 1734<br>77%                                                                                                                                                 | 1291<br>58%                                                                                                                                       | 960<br>43%                                                                                       | 1412<br>63%                                                                                                   | 892<br>40%                                                                          | 1351<br>60%                                                                                                                                                               | 1581<br>71%                                                             | 1750<br>78%                                                                                         | 1571<br>70%                                                                                | 1024<br>46%                                              | 845<br>38%                                                                                             |
| <b>Oppose</b>              | 235<br>10%                                                                                                                                                  | 576<br>26%                                                                                                                                        | 775<br>35%                                                                                       | 357<br>16%                                                                                                    | 807<br>36%                                                                          | 432<br>19%                                                                                                                                                                | 334<br>15%                                                              | 138<br>6%                                                                                           | 200<br>9%                                                                                  | 544<br>24%                                               | 832<br>37%                                                                                             |
| <b>NET: Support</b>        | 67%                                                                                                                                                         | 32%                                                                                                                                               | 8%                                                                                               | 47%                                                                                                           | 4%                                                                                  | 41%                                                                                                                                                                       | 56%                                                                     | 72%                                                                                                 | 61%                                                                                        | 21%                                                      | 1%                                                                                                     |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

Base: All respondents

|                            | Total<br>(z)         | Gender           |                  | Age              |                 |                 |                   |                 |                  | Ethnicity            |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|----------------------|------------------|------------------|------------------|-----------------|-----------------|-------------------|-----------------|------------------|----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            |                      | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)     | 25-34<br>(d)    | 35-44<br>(e)    | 45-54<br>(f)      | 55-64<br>(g)    | 65-74<br>(h)     | 75+<br>(i)           | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238                 | 1090             | 1130             | 101              | 156             | 252             | 345               | 518             | 552              | 314                  | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238                 | 1069             | 1151             | 292*             | 361             | 359             | 355               | 354             | 268              | 249                  | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 1138<br>50%<br>for   | 515<br>48%<br>z  | 606<br>53%<br>z  | 152<br>52%<br>z  | 180<br>50%<br>f | 185<br>51%<br>f | 142<br>40%<br>f   | 170<br>48%<br>f | 143<br>53%<br>f  | 155<br>62%<br>zdefgh | 958<br>51%<br>z                              | 145<br>48%<br>z                                             | 475<br>49%<br>z          | 649<br>52%<br>z                  | 387<br>58%<br>z                                   | 728<br>47%<br>r      | 130<br>47%<br>r                                        | 288<br>52%<br>or                | 230<br>42%<br>r                                    | 49<br>50%<br>r                                                                   | 30<br>42%<br>r                     | 1140<br>51% |
| Tend to support            | 606<br>27%<br>for    | 287<br>27%<br>z  | 313<br>27%<br>z  | 80<br>27%<br>z   | 74<br>20%<br>f  | 101<br>28%<br>f | 112<br>32%<br>d   | 105<br>30%<br>d | 72<br>27%<br>f   | 62<br>25%<br>z       | 525<br>28%<br>z                              | 70<br>23%<br>z                                              | 272<br>28%<br>z          | 334<br>27%<br>z                  | 169<br>25%<br>z                                   | 434<br>28%<br>z      | 82<br>30%<br>z                                         | 142<br>26%<br>z                 | 163<br>30%<br>z                                    | 29<br>29%<br>z                                                                   | 18<br>25%<br>z                     | 625<br>28%  |
| Neither support nor oppose | 233<br>10%<br>jn     | 113<br>11%<br>j  | 117<br>10%<br>n  | 20<br>7%<br>z    | 50<br>14%<br>f  | 39<br>11%<br>f  | 41<br>12%<br>f    | 37<br>10%<br>f  | 26<br>10%<br>f   | 19<br>8%<br>f        | 179<br>10%<br>zj                             | 47<br>16%<br>zj                                             | 88<br>9%<br>z            | 144<br>11%<br>z                  | 50<br>8%<br>z                                     | 176<br>11%<br>n      | 30<br>11%<br>z                                         | 51<br>9%<br>z                   | 74<br>14%<br>zn                                    | 11<br>11%<br>z                                                                   | 11<br>15%<br>n                     | 223<br>10%  |
| Tend to oppose             | 142<br>6%<br>mn      | 81<br>8%<br>mn   | 61<br>5%<br>mn   | 16<br>5%<br>z    | 26<br>7%<br>f   | 17<br>5%<br>f   | 33<br>9%<br>z     | 23<br>7%<br>z   | 17<br>7%<br>z    | 10<br>4%<br>z        | 117<br>6%<br>z                               | 21<br>7%<br>z                                               | 77<br>8%<br>z            | 65<br>5%<br>z                    | 27<br>4%<br>z                                     | 115<br>7%<br>z       | 17<br>6%<br>z                                          | 42<br>8%<br>n                   | 39<br>7%<br>z                                      | 8<br>8%<br>z                                                                     | 8<br>11%<br>n                      | 139<br>6%   |
| Strongly oppose            | 92<br>4%<br>bi       | 63<br>6%<br>zb   | 29<br>3%<br>z    | 14<br>5%<br>z    | 18<br>5%<br>f   | 12<br>3%<br>f   | 19<br>5%<br>f     | 17<br>5%<br>f   | 8<br>3%<br>f     | 3<br>1%<br>f         | 82<br>4%<br>z                                | 7<br>2%<br>z                                                | 50<br>5%<br>z            | 43<br>3%<br>z                    | 26<br>4%<br>z                                     | 66<br>4%<br>z        | 12<br>4%<br>z                                          | 20<br>4%<br>z                   | 30<br>6%<br>z                                      | 2<br>2%<br>z                                                                     | 2<br>3%<br>z                       | 85<br>4%    |
| Don't know                 | 36<br>2%<br>ghl      | 11<br>1%<br>ghl  | 24<br>2%<br>i    | 10<br>3%<br>i    | 13<br>4%<br>ghl | 4<br>1%<br>i    | 7<br>2%<br>i      | 1<br>*<br>i     | 1<br>*<br>i      | -<br>-<br>i          | 19<br>1%<br>i                                | 9<br>3%<br>i                                                | 15<br>2%<br>i            | 18<br>1%<br>i                    | 6<br>1%<br>i                                      | 22<br>1%<br>i        | 4<br>1%<br>i                                           | 8<br>2%<br>i                    | 6<br>1%<br>i                                       | *<br>*<br>i                                                                      | 3<br>5%<br>znors                   | 26<br>1%    |
| Mean                       | 4.15<br>afor         | 4.05<br>za       | 4.25<br>za       | 4.21<br>4.07     | 4.21<br>4.07    | 4.21<br>f       | 3.94<br>f         | 4.1<br>f        | 4.21<br>f        | 4.43<br>zdefgh       | 4.16<br>z                                    | 4.12<br>z                                                   | 4.09<br>z                | 4.2<br>z                         | 4.31<br>z                                         | 4.08<br>r            | 4.1<br>r                                               | 4.17<br>r                       | 3.97<br>r                                          | 4.19<br>r                                                                        | 3.97<br>r                          | 4.17        |
| Support                    | 1734<br>77%<br>dfort | 802<br>75%<br>za | 919<br>80%<br>za | 232<br>80%<br>za | 254<br>70%<br>f | 286<br>80%<br>f | 255<br>72%<br>f   | 275<br>78%<br>f | 215<br>80%<br>df | 217<br>87%<br>zdefgh | 1483<br>79%<br>z                             | 215<br>72%<br>z                                             | 747<br>77%<br>z          | 983<br>78%<br>z                  | 556<br>84%<br>z                                   | 1162<br>75%<br>z     | 213<br>77%<br>z                                        | 430<br>78%<br>z                 | 393<br>72%<br>z                                    | 78<br>79%<br>z                                                                   | 48<br>67%<br>z                     | 1765<br>79% |
| Oppose                     | 235<br>10%<br>bimn   | 144<br>13%<br>zb | 90<br>8%<br>z    | 30<br>10%<br>i   | 44<br>12%<br>i  | 30<br>8%<br>i   | 52<br>15%<br>zehi | 41<br>12%<br>i  | 26<br>10%<br>i   | 13<br>5%<br>f        | 199<br>11%<br>z                              | 28<br>9%<br>z                                               | 127<br>13%<br>zm         | 108<br>9%<br>z                   | 53<br>8%<br>z                                     | 181<br>12%<br>zn     | 30<br>11%<br>z                                         | 63<br>11%<br>z                  | 70<br>13%<br>z                                     | 9<br>10%<br>z                                                                    | 10<br>14%<br>z                     | 234<br>10%  |
| NET: Support               | 67%                  | 62%              | 72%              | 69%              | 58%             | 71%             | 57%               | 66%             | 71%              | 82%                  | 68%                                          | 62%                                                         | 64%                      | 70%                              | 76%                                               | 64%                  | 66%                                                    | 67%                             | 60%                                                | 70%                                                                              | 53%                                | 69%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

Base: All respondents

|                            | Total<br>(n) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               | Unwtd Total |
|----------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|
|                            |              | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |
| Unweighted Total           | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |
| Weighted Total             | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |
| Strongly support           | 1128<br>50%  | 172<br>43%              | 304<br>50%                      | 279<br>53%                      | 140<br>61%                   | 942<br>50%     | 102<br>55%      | 51<br>48%    | 33<br>53%               | 277<br>53%           | 175<br>48%      | 491<br>49%   | 43<br>48%         | 128<br>52%        | 106<br>58%                         | 86<br>52%            | 88<br>45%            | 102<br>49%             | 164<br>53%        | 74<br>38%         | 151<br>52%    | 1140<br>51% |
| Tend to support            | 606<br>27%   | 98<br>25%               | 158<br>26%                      | 157<br>30%                      | 47<br>20%                    | 513<br>27%     | 47<br>26%       | 29<br>27%    | 17<br>27%               | 138<br>27%           | 83<br>23%       | 291<br>29%   | 20<br>23%         | 70<br>28%         | 48<br>26%                          | 39<br>24%            | 44<br>22%            | 55<br>27%              | 88<br>28%         | 72<br>37%         | 76<br>26%     | 625<br>28%  |
| Neither support nor oppose | 233<br>10%   | 68<br>17%               | 68<br>11%                       | 44<br>8%                        | 7<br>3%                      | 203<br>11%     | 15<br>8%        | 10<br>10%    | 5<br>7%                 | 52<br>10%            | 48<br>13%       | 103<br>10%   | 18<br>20%         | 19<br>8%          | 15<br>8%                           | 20<br>12%            | 28<br>14%            | 11<br>5%               | 30<br>10%         | 26<br>14%         | 35<br>12%     | 223<br>10%  |
| Tend to oppose             | 142<br>6%    | 37<br>9%                | 41<br>7%                        | 25<br>5%                        | 20<br>9%                     | 122<br>6%      | 8<br>4%         | 8<br>7%      | 5<br>8%                 | 30<br>6%             | 28<br>8%        | 64<br>6%     | 3<br>3%           | 15<br>6%          | 12<br>6%                           | 8<br>5%              | 20<br>10%            | 12<br>6%               | 15<br>5%          | 17<br>9%          | 20<br>7%      | 139<br>6%   |
| Strongly oppose            | 92<br>4%     | 18<br>4%                | 30<br>5%                        | 21<br>4%                        | 13<br>6%                     | 78<br>4%       | 9<br>5%         | 3<br>3%      | 2<br>3%                 | 18<br>3%             | 19<br>5%        | 41<br>4%     | 4<br>4%           | 10<br>4%          | 4<br>2%                            | 10<br>6%             | 9<br>4%              | 22<br>11%              | 10<br>3%          | 5<br>3%           | 4<br>1%       | 85<br>4%    |
| Don't know                 | 36<br>2%     | 6<br>2%                 | 4<br>1%                         | -<br>-                          | 4<br>2%                      | 28<br>1%       | 3<br>1%         | 4<br>4%      | 2<br>3%                 | 6<br>1%              | 9<br>2%         | 12<br>1%     | 2<br>2%           | 5<br>2%           | -<br>-                             | 2<br>1%              | 7<br>4%              | 5<br>3%                | 3<br>1%           | -<br>-            | 4<br>1%       | 26<br>1%    |
| Mean                       | 4.15         | 3.94                    | 4.11                            | 4.24                            | 4.24                         | 4.14           | 4.23            | 4.14         | 4.23                    | 4.22                 | 4.04            | 4.14         | 4.09              | 4.2               | 4.31                               | 4.13                 | 3.96                 | 4                      | 4.25              | 3.99              | 4.22          | 4.17        |
| Support                    | 1734<br>77%  | 270<br>68%              | 462<br>76%                      | 435<br>83%                      | 187<br>81%                   | 1456<br>77%    | 149<br>81%      | 80<br>76%    | 49<br>79%               | 415<br>80%           | 258<br>71%      | 783<br>78%   | 63<br>71%         | 198<br>80%        | 154<br>84%                         | 125<br>76%           | 133<br>67%           | 158<br>76%             | 252<br>81%        | 146<br>75%        | 227<br>78%    | 1765<br>79% |
| Oppose                     | 235<br>10%   | 54<br>14%               | 71<br>12%                       | 45<br>9%                        | 33<br>14%                    | 199<br>11%     | 18<br>10%       | 11<br>11%    | 6<br>10%                | 47<br>9%             | 47<br>13%       | 106<br>11%   | 6<br>7%           | 26<br>10%         | 15<br>8%                           | 18<br>11%            | 29<br>15%            | 35<br>17%              | 24<br>8%          | 22<br>11%         | 24<br>8%      | 224<br>10%  |
| NET: Support               | 67%          | 54%                     | 65%                             | 74%                             | 66%                          | 67%            | 71%             | 65%          | 69%                     | 71%                  | 58%             | 67%          | 64%               | 70%               | 75%                                | 65%                  | 53%                  | 59%                    | 73%               | 64%               | 70%           | 69%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

Base: All respondents

|                            | Total<br>(z)        | Urbanity     |              | IMD Quintile             |              |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total    |             |
|----------------------------|---------------------|--------------|--------------|--------------------------|--------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|----------------|-------------|
|                            |                     | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)     | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                | No<br>(p)   |
| Unweighted Total           | 2238                | 1673         | 565          | 419                      | 432          | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831           | 2238        |
| Weighted Total             | 2238                | 1745         | 493          | 451                      | 442          | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642           | 2238        |
| Strongly support           | 1128<br>50%<br>cklp | 876<br>50%   | 252<br>51%   | 190<br>42%               | 215<br>49%   | 232<br>52%<br>c | 232<br>52%<br>c | 260<br>58%<br>zcd         | 659<br>54%<br>zkl                                                       | 131<br>53%<br>kl                   | 55<br>48%<br>l                                       | 63<br>39%                                                | 80<br>34%                                         | 35<br>49%                                         | 100<br>58%<br>kl         | 332<br>56%<br>zp | 795<br>48%     | 1140<br>51% |
| Tend to support            | 606<br>27%          | 475<br>27%   | 131<br>27%   | 125<br>28%               | 112<br>25%   | 116<br>26%      | 130<br>29%      | 123<br>27%                | 335<br>28%                                                              | 66<br>27%                          | 35<br>31%                                            | 36<br>22%                                                | 72<br>30%                                         | 15<br>21%                                         | 41<br>24%                | 141<br>24%       | 464<br>28%     | 625<br>28%  |
| Neither support nor oppose | 233<br>10%<br>gh    | 183<br>11%   | 50<br>10%    | 67<br>15%<br>zfg         | 48<br>11%    | 48<br>11%       | 37<br>8%        | 32<br>7%                  | 97<br>8%                                                                | 23<br>9%                           | 14<br>12%                                            | 36<br>22%<br>zhin                                        | 37<br>16%<br>zh                                   | 13<br>18%<br>h                                    | 11<br>6%                 | 50<br>8%         | 183<br>11%     | 223<br>10%  |
| Tend to oppose             | 142<br>6%<br>h      | 115<br>7%    | 27<br>6%     | 33<br>7%                 | 44<br>10%    | 24<br>5%        | 22<br>5%        | 19<br>4%                  | 56<br>5%                                                                | 16<br>7%                           | 8<br>7%                                              | 17<br>10%<br>h                                           | 32<br>14%<br>zhi                                  | 5<br>7%                                           | 7<br>4%                  | 27<br>4%         | 116<br>7%<br>z | 139<br>6%   |
| Strongly oppose            | 92<br>4%            | 63<br>4%     | 29<br>6%     | 20<br>5%                 | 13<br>3%     | 19<br>4%        | 22<br>5%        | 17<br>4%                  | 53<br>4%                                                                | 6<br>2%                            | 3<br>2%                                              | 6<br>4%                                                  | 10<br>4%                                          | 3<br>5%                                           | 9<br>5%                  | 22<br>4%         | 70<br>4%       | 85<br>4%    |
| Don't know                 | 36<br>2%<br>ghp     | 33<br>2%     | 4<br>1%      | 15<br>3%<br>zg           | 9<br>2%<br>g | 7<br>2%<br>g    | 4<br>1%         | *<br>*                    | 11<br>1%                                                                | 5<br>2%                            | -<br>-                                               | 3<br>2%                                                  | 6<br>2%                                           | -<br>-                                            | 3<br>2%                  | 21<br>3%<br>zp   | 15<br>1%       | 26<br>1%    |
| Mean                       | 4.15<br>cklp        | 4.16         | 4.12         | 3.99                     | 4.09         | 4.18            | 4.19<br>c       | 4.31<br>zcd               | 4.24<br>zkl                                                             | 4.24<br>kl                         | 4.15<br>l                                            | 3.84                                                     | 3.78                                              | 4.03                                              | 4.29<br>kl               | 4.28<br>zp       | 4.1            | 4.17        |
| Support                    | 1734<br>77%<br>ckl  | 1351<br>77%  | 383<br>78%   | 315<br>70%               | 328<br>74%   | 348<br>78%<br>c | 362<br>81%<br>c | 382<br>85%<br>zcd         | 994<br>82%<br>zkl                                                       | 197<br>80%<br>kl                   | 90<br>79%<br>kl                                      | 99<br>62%                                                | 152<br>64%                                        | 50<br>70%                                         | 142<br>82%<br>kl         | 472<br>80%       | 1259<br>77%    | 1765<br>79% |
| Oppose                     | 235<br>10%<br>h     | 178<br>10%   | 56<br>11%    | 54<br>12%                | 57<br>13%    | 44<br>10%       | 45<br>10%       | 36<br>8%                  | 109<br>9%                                                               | 22<br>9%                           | 10<br>9%                                             | 23<br>14%                                                | 42<br>18%<br>zhi                                  | 8<br>12%                                          | 16<br>9%                 | 49<br>8%         | 186<br>11%     | 224<br>10%  |
| NET: Support               | 67%                 | 67%          | 66%          | 58%                      | 61%          | 68%             | 71%             | 77%                       | 73%                                                                     | 71%                                | 70%                                                  | 47%                                                      | 46%                                               | 59%                                               | 73%                      | 72%              | 65%            | 69%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

Base: All respondents

|                            | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                 | Unwtd Total |
|----------------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|-----------------|-------------|
|                            |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)    |             |
| Unweighted Total           | 2238                | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17              | 2238        |
| Weighted Total             | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**            | 2238        |
| Strongly support           | 1128<br>50%<br>c    | 1031<br>51%<br>zc        | 94<br>46%<br>z    | 374<br>46%<br>zac   | 557<br>54%<br>c     | 100<br>59%<br>e    | 278<br>54%<br>j          | 860<br>53%<br>j                 | 877<br>53%<br>j                                   | 274<br>52%<br>z                   | 322<br>56%<br>z                                           | 80<br>53%<br>j                   | 94<br>46%<br>j  | 9<br>64%<br>j   | 1140<br>51% |
| Tend to support            | 606<br>27%<br>ze    | 558<br>28%<br>ze         | 44<br>21%<br>ze   | 225<br>28%<br>ze    | 302<br>29%<br>e     | 31<br>19%<br>e     | 136<br>26%<br>j          | 447<br>28%<br>j                 | 463<br>28%<br>j                                   | 144<br>28%<br>z                   | 159<br>28%<br>z                                           | 39<br>26%<br>j                   | 44<br>21%<br>j  | 4<br>28%<br>j   | 625<br>28%  |
| Neither support nor oppose | 233<br>10%<br>adghj | 199<br>10%<br>d          | 29<br>14%<br>d    | 99<br>12%<br>ad     | 81<br>8%<br>ad      | 19<br>11%<br>e     | 56<br>11%<br>j           | 148<br>9%<br>j                  | 158<br>9%<br>j                                    | 48<br>9%<br>z                     | 37<br>6%<br>z                                             | 21<br>14%<br>j                   | 29<br>14%<br>j  | 1<br>8%<br>j    | 223<br>10%  |
| Tend to oppose             | 142<br>6%<br>agh    | 117<br>6%<br>zade        | 24<br>12%<br>zade | 59<br>7%<br>zade    | 56<br>5%<br>zade    | 3<br>2%<br>zade    | 30<br>6%<br>j            | 82<br>5%<br>j                   | 89<br>5%<br>j                                     | 22<br>4%<br>z                     | 33<br>6%<br>z                                             | 7<br>4%<br>j                     | 24<br>12%<br>j  | -<br>-<br>zghij | 139<br>6%   |
| Strongly oppose            | 92<br>4%<br>d       | 83<br>4%<br>d            | 10<br>5%<br>d     | 42<br>5%<br>d       | 28<br>3%<br>d       | 13<br>8%<br>d      | 15<br>3%<br>j            | 59<br>4%<br>j                   | 60<br>4%<br>j                                     | 28<br>5%<br>f                     | 23<br>4%<br>f                                             | 3<br>2%<br>j                     | 10<br>5%<br>j   | -<br>-<br>j     | 85<br>4%    |
| Don't know                 | 36<br>2%<br>adghj   | 18<br>1%<br>adghj        | 3<br>1%<br>adghj  | 7<br>1%<br>adghj    | 7<br>1%<br>adghj    | 3<br>2%<br>adghj   | 4<br>1%<br>j             | 13<br>1%<br>j                   | 15<br>1%<br>j                                     | 8<br>1%<br>z                      | 3<br>1%<br>z                                              | 1<br>1%<br>j                     | 3<br>1%<br>j    | -<br>-<br>j     | 26<br>1%    |
| Mean                       | 4.15<br>c           | 4.18<br>zc               | 3.94<br>z         | 4.04<br>zac         | 4.28<br>zabc        | 4.22<br>e          | 4.23<br>j                | 4.23<br>j                       | 4.22<br>j                                         | 4.19<br>z                         | 4.26<br>z                                                 | 4.25<br>j                        | 3.94<br>j       | 4.56<br>j       | 4.17        |
| Support                    | 1734<br>77%<br>bcl  | 1588<br>79%<br>zbc       | 138<br>68%<br>zbc | 598<br>74%<br>zabc  | 858<br>83%<br>zabc  | 132<br>77%<br>e    | 414<br>80%<br>j          | 1308<br>81%<br>j                | 1340<br>81%<br>j                                  | 418<br>80%<br>z                   | 481<br>83%<br>z                                           | 119<br>79%<br>j                  | 138<br>68%<br>j | 13<br>92%<br>j  | 1765<br>79% |
| Oppose                     | 235<br>10%<br>adgh  | 200<br>10%<br>d          | 33<br>16%<br>ad   | 101<br>12%<br>ad    | 83<br>8%<br>ad      | 16<br>9%<br>e      | 44<br>9%<br>j            | 141<br>9%<br>j                  | 149<br>9%<br>j                                    | 50<br>10%<br>z                    | 56<br>10%<br>z                                            | 9<br>6%<br>j                     | 33<br>16%<br>j  | -<br>-<br>fghk  | 224<br>10%  |
| NET: Support               | 67%                 | 69%                      | 51%               | 62%                 | 75%                 | 68%                | 71%                      | 72%                             | 72%                                               | 70%                               | 74%                                                       | 73%                              | 51%             | 92%             | 69%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to specific outside spaces to protect children and vulnerable people, including playgrounds, outside schools and hospitals

Base: All respondents

|                            | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total      |
|----------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|------------------|
|                            |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                  |
| Unweighted Total           | 2238                     | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641             | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238             |
| Weighted Total             | 2238                     | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709             | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238             |
| Strongly support           | 1128<br>50%<br>bi        | 265<br>51%<br>b         | 51<br>36%<br>b                     | 250<br>52%<br>b                       | 834<br>52%<br>b   | 233<br>49%<br>z           | 880<br>51%<br>z  | 214<br>59%<br>zhi                     | 527<br>51%<br>z        | 342<br>45%<br>z   | 251<br>60%<br>zkl                     | 434<br>48%<br>z           | 406<br>47%<br>z       | 62<br>62%<br>z                                | 400<br>49%<br>z        | 436<br>49%<br>z  | 108<br>67%<br>z                               | 387<br>48%<br>z           | 484<br>50%<br>z       | 1140<br>51%<br>z |
| Tend to support            | 606<br>27%               | 138<br>26%              | 35<br>25%                          | 128<br>27%                            | 451<br>28%        | 131<br>28%                | 463<br>27%       | 84<br>23%                             | 298<br>29%             | 200<br>26%        | 95<br>23%                             | 254<br>28%                | 239<br>28%            | 24<br>24%                                     | 230<br>28%             | 235<br>26%       | 32<br>20%                                     | 240<br>30%                | 258<br>26%            | 625<br>28%       |
| Neither support nor oppose | 233<br>10%               | 63<br>12%<br>c          | 33<br>23%<br>zacd                  | 52<br>11%<br>z                        | 155<br>10%<br>z   | 63<br>13%<br>z            | 167<br>10%<br>z  | 34<br>9%<br>z                         | 107<br>10%<br>z        | 88<br>12%<br>z    | 34<br>8%<br>z                         | 115<br>13%<br>z           | 81<br>9%<br>z         | 3<br>3%<br>z                                  | 96<br>12%<br>z         | 97<br>11%<br>z   | 13<br>8%<br>z                                 | 89<br>11%<br>z            | 103<br>11%<br>z       | 223<br>10%<br>z  |
| Tend to oppose             | 142<br>6%                | 34<br>7%                | 13<br>9%                           | 32<br>7%                              | 100<br>6%         | 29<br>6%                  | 112<br>7%        | 17<br>5%                              | 59<br>6%               | 65<br>9%<br>z     | 21<br>5%<br>z                         | 51<br>6%<br>z             | 70<br>8%<br>z         | 3<br>3%<br>z                                  | 57<br>7%<br>z          | 63<br>7%<br>z    | 3<br>2%<br>z                                  | 59<br>7%<br>z             | 64<br>7%<br>z         | 139<br>6%<br>z   |
| Strongly oppose            | 92<br>4%                 | 22<br>4%                | 10<br>7%                           | 18<br>4%                              | 62<br>4%          | 17<br>4%                  | 75<br>4%         | 13<br>4%                              | 34<br>3%<br>z          | 43<br>6%<br>z     | 11<br>3%<br>z                         | 32<br>4%<br>z             | 48<br>6%<br>z         | 6<br>6%<br>z                                  | 27<br>3%<br>z          | 50<br>6%<br>z    | 4<br>2%<br>z                                  | 28<br>3%<br>z             | 56<br>6%<br>z         | 85<br>4%<br>z    |
| Don't know                 | 36<br>2%<br>acdfnoq<br>r | -<br>-                  | -<br>-                             | -<br>-                                | 17<br>1%          | 4<br>1%                   | 12<br>1%         | 3<br>1%                               | 11<br>1%               | 21<br>3%<br>zh    | 3<br>1%<br>z                          | 12<br>1%<br>z             | 15<br>2%<br>z         | 2<br>2%<br>z                                  | 5<br>1%<br>z           | 6<br>1%<br>z     | 2<br>1%<br>z                                  | 5<br>1%<br>z              | 9<br>1%<br>z          | 26<br>1%<br>z    |
| Mean                       | 4.15<br>bilor            | 4.13<br>b               | 3.74<br>ab                         | 4.17<br>ab                            | 4.18<br>b         | 4.13<br>z                 | 4.16<br>i        | 4.3<br>zi                             | 4.19<br>i              | 3.99<br>i         | 4.35<br>zkl                           | 4.13<br>i                 | 4.05<br>i             | 4.36<br>z                                     | 4.13<br>z              | 4.07<br>z        | 4.49<br>z                                     | 4.12<br>z                 | 4.09<br>z             | 4.17<br>z        |
| Support                    | 1734<br>77%<br>bi        | 403<br>77%<br>b         | 86<br>61%<br>b                     | 378<br>79%<br>ab                      | 1284<br>79%<br>zb | 364<br>76%<br>z           | 1343<br>79%<br>z | 299<br>82%<br>i                       | 825<br>80%<br>i        | 543<br>71%<br>i   | 346<br>83%<br>zkl                     | 688<br>77%<br>z           | 645<br>75%<br>z       | 86<br>86%<br>z                                | 630<br>77%<br>z        | 670<br>76%<br>z  | 140<br>87%<br>z                               | 627<br>78%<br>z           | 742<br>76%<br>z       | 1765<br>79%<br>z |
| Oppose                     | 235<br>10%<br>p          | 56<br>11%<br>p          | 23<br>16%<br>p                     | 50<br>10%<br>p                        | 162<br>10%<br>p   | 46<br>10%<br>p            | 186<br>11%<br>p  | 29<br>8%<br>p                         | 93<br>9%<br>p          | 108<br>14%<br>pgh | 32<br>8%<br>p                         | 83<br>9%<br>p             | 118<br>14%<br>pjk     | 9<br>9%<br>p                                  | 84<br>10%<br>p         | 114<br>13%<br>p  | 7<br>4%<br>p                                  | 87<br>11%<br>p            | 120<br>12%<br>p       | 224<br>10%<br>p  |
| NET: Support               | 67%                      | 66%                     | 45%                                | 68%                                   | 69%               | 67%                       | 68%              | 74%                                   | 71%                    | 57%               | 76%                                   | 67%                       | 61%                   | 77%                                           | 67%                    | 63%              | 82%                                           | 67%                       | 64%                   | 69%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes

Base: All respondents

|                            | Total<br>(z)       | Gender     |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|--------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            |                    | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238               | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238               | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 805<br>36%<br>o    | 371<br>35% | 428<br>37%   | 105<br>36%   | 113<br>31%   | 136<br>38%   | 116<br>33%   | 125<br>35%   | 102<br>38%   | 107<br>43% | 671<br>36%                                   | 116<br>39%                                                  | 345<br>35%               | 456<br>36%                       | 282<br>42%                                        | 516<br>33%           | 94<br>34%                                              | 194<br>35%                      | 169<br>31%                                         | 38<br>39%                                                                        | 20<br>28%                          | 836<br>37%  |
| Tend to support            | 486<br>22%<br>dk   | 213<br>20% | 268<br>23%   | 44<br>15%    | 50<br>14%    | 89<br>25%    | 74<br>21%    | 83<br>23%    | 72<br>27%    | 74<br>30%  | 431<br>23%                                   | 45<br>15%                                                   | 201<br>21%               | 284<br>23%                       | 139<br>21%                                        | 343<br>22%           | 68<br>25%                                              | 117<br>21%                      | 118<br>22%                                         | 26<br>26%                                                                        | 14<br>20%                          | 535<br>24%  |
| Neither support nor oppose | 312<br>15%<br>ahj  | 135<br>13% | 195<br>17%   | 40<br>14%    | 80<br>22%    | 44<br>12%    | 53<br>15%    | 52<br>15%    | 32<br>12%    | 32<br>13%  | 261<br>14%                                   | 61<br>20%                                                   | 129<br>13%               | 204<br>16%                       | 84<br>13%                                         | 241<br>16%           | 36<br>13%                                              | 77<br>14%                       | 95<br>18%                                          | 17<br>17%                                                                        | 15<br>21%                          | 316<br>14%  |
| Tend to oppose             | 346<br>15%<br>bm   | 199<br>19% | 146<br>13%   | 52<br>18%    | 62<br>17%    | 51<br>14%    | 58<br>16%    | 51<br>15%    | 41<br>15%    | 31<br>13%  | 309<br>16%                                   | 31<br>10%                                                   | 175<br>18%               | 169<br>14%                       | 98<br>15%                                         | 242<br>16%           | 41<br>15%                                              | 98<br>18%                       | 77<br>14%                                          | 13<br>13%                                                                        | 14<br>19%                          | 325<br>15%  |
| Strongly oppose            | 210<br>10%<br>bhis | 139<br>13% | 89<br>8%     | 38<br>13%    | 43<br>12%    | 35<br>10%    | 47<br>13%    | 41<br>11%    | 21<br>8%     | 5<br>2%    | 187<br>10%                                   | 37<br>12%                                                   | 109<br>11%               | 122<br>10%                       | 58<br>9%                                          | 171<br>11%           | 28<br>10%                                              | 57<br>10%                       | 77<br>14%                                          | 4<br>4%                                                                          | 5<br>7%                            | 211<br>9%   |
| Don't know                 | 39<br>2%<br>ghin   | 12<br>1%   | 26<br>2%     | 13<br>4%     | 13<br>4%     | 4<br>1%      | 6<br>2%      | 2<br>1%      | 1<br>*       | -          | 22<br>1%                                     | 9<br>3%                                                     | 17<br>2%                 | 18<br>1%                         | 5<br>1%                                           | 27<br>2%             | 9<br>3%                                                | 9<br>2%                         | 6<br>1%                                            | -                                                                                | 3<br>5%                            | 25<br>1%    |
| Mean                       | 3.59<br>afor       | 3.45       | 3.71         | 3.45         | 3.37         | 3.67         | 3.44         | 3.57         | 3.73         | 3.99       | 3.59                                         | 3.59                                                        | 3.52                     | 3.63                             | 3.74                                              | 3.52                 | 3.6                                                    | 3.54                            | 3.42                                               | 3.83                                                                             | 3.46                               | 3.65        |
| Support                    | 1291<br>58%<br>do  | 584<br>55% | 696<br>60%   | 149<br>51%   | 163<br>45%   | 225<br>63%   | 191<br>54%   | 208<br>59%   | 174<br>65%   | 180<br>72% | 1102<br>59%                                  | 161<br>54%                                                  | 546<br>56%               | 740<br>59%                       | 421<br>63%                                        | 859<br>56%           | 162<br>59%                                             | 311<br>56%                      | 287<br>53%                                         | 64<br>65%                                                                        | 35<br>48%                          | 1361<br>61% |
| Oppose                     | 576<br>26%<br>bim  | 338<br>32% | 235<br>20%   | 90<br>31%    | 105<br>29%   | 87<br>24%    | 105<br>30%   | 92<br>26%    | 61<br>23%    | 36<br>15%  | 496<br>26%                                   | 69<br>23%                                                   | 284<br>29%               | 291<br>23%                       | 155<br>23%                                        | 414<br>27%           | 69<br>25%                                              | 155<br>28%                      | 154<br>28%                                         | 17<br>17%                                                                        | 19<br>26%                          | 536<br>24%  |
| NET: Support               | 32%                | 23%        | 40%          | 20%          | 16%          | 39%          | 24%          | 33%          | 42%          | 58%        | 32%                                          | 31%                                                         | 27%                      | 36%                              | 40%                                               | 29%                  | 34%                                                    | 28%                             | 25%                                                | 48%                                                                              | 22%                                | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes

Base: All respondents

|                            | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country           |                  |                 |                         | England region (Net) |                  |                  | England region    |                   |                                    |                      |                      |                        |                   |                   |                  |                   | Unwtd Total |
|----------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|-------------------|------------------|-----------------|-------------------------|----------------------|------------------|------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|------------------|-------------------|-------------|
|                            |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)    | Scotland<br>(n)  | Wales<br>(n)    | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n)  | South<br>(n)     | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)    |                   |             |
| Unweighted Total           | 2238              | 468                     | 686                             | 465                             | 164                          | 1715              | 206              | 162             | 155                     | 453                  | 348              | 334              | 85                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 235               | 213              | 2238              |             |
| Weighted Total             | 2238              | 398                     | 605                             | 524                             | 231                          | 1886              | 184              | 106*            | 62*                     | 521                  | 362              | 1003             | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290              | 2238              |             |
| Strongly support           | 805<br>36%<br>£   | 115<br>29%<br>£         | 207<br>34%<br>£                 | 211<br>40%<br>£                 | 105<br>45%<br>£              | 674<br>36%<br>£   | 72<br>39%<br>£   | 39<br>37%<br>£  | 20<br>32%<br>£          | 191<br>37%<br>£      | 121<br>33%<br>£  | 362<br>36%<br>£  | 35<br>39%<br>£    | 94<br>38%<br>£    | 62<br>34%<br>£                     | 60<br>36%<br>£       | 61<br>31%<br>£       | 76<br>36%<br>£         | 110<br>36%<br>£   | 62<br>32%<br>£    | 114<br>40%<br>£  | 826<br>37%<br>£   |             |
| Tend to support            | 486<br>22%<br>lr  | 97<br>24%<br>lr         | 141<br>23%<br>lr                | 107<br>20%<br>lr                | 40<br>17%<br>lr              | 393<br>21%<br>lr  | 41<br>22%<br>lr  | 36<br>34%<br>lr | 16<br>26%<br>lr         | 109<br>21%<br>lr     | 58<br>16%<br>lr  | 226<br>23%<br>lr | 14<br>15%<br>lr   | 55<br>22%<br>lr   | 40<br>22%<br>lr                    | 30<br>18%<br>lr      | 27<br>14%<br>lr      | 49<br>24%<br>lr        | 75<br>24%<br>lr   | 47<br>24%<br>lr   | 55<br>19%<br>lr  | 535<br>24%<br>lr  |             |
| Neither support nor oppose | 332<br>15%<br>fr  | 86<br>22%<br>fr         | 84<br>14%<br>fr                 | 65<br>12%<br>fr                 | 18<br>8%<br>fr               | 297<br>16%<br>fr  | 16<br>9%<br>fr   | 11<br>11%<br>fr | 8<br>14%<br>fr          | 75<br>14%<br>fr      | 66<br>18%<br>fr  | 156<br>16%<br>fr | 17<br>19%<br>fr   | 31<br>12%<br>fr   | 27<br>15%<br>fr                    | 28<br>17%<br>fr      | 38<br>19%<br>fr      | 23<br>11%<br>fr        | 43<br>14%<br>fr   | 42<br>21%<br>fr   | 48<br>17%<br>fr  | 316<br>14%<br>fr  |             |
| Tend to oppose             | 346<br>15%<br>i   | 56<br>14%<br>i          | 87<br>14%<br>i                  | 89<br>17%<br>i                  | 40<br>17%<br>i               | 299<br>16%<br>i   | 29<br>16%<br>i   | 8<br>8%<br>i    | 10<br>16%<br>i          | 92<br>18%<br>i       | 53<br>15%<br>i   | 153<br>15%<br>i  | 18<br>21%<br>i    | 40<br>16%<br>i    | 34<br>18%<br>i                     | 24<br>15%<br>i       | 30<br>15%<br>i       | 25<br>12%<br>i         | 56<br>18%<br>i    | 23<br>12%<br>i    | 48<br>17%<br>i   | 325<br>15%<br>i   |             |
| Strongly oppose            | 230<br>10%<br>z   | 39<br>10%<br>z          | 85<br>14%<br>z                  | 53<br>10%<br>z                  | 24<br>10%<br>z               | 196<br>10%<br>z   | 19<br>10%<br>z   | 10<br>9%<br>z   | 6<br>9%<br>z            | 47<br>9%<br>z        | 55<br>15%<br>z   | 94<br>9%<br>z    | 4<br>4%<br>z      | 23<br>9%<br>z     | 21<br>11%<br>z                     | 21<br>13%<br>z       | 34<br>17%<br>z       | 31<br>15%<br>z         | 22<br>7%<br>z     | 21<br>11%<br>z    | 19<br>7%<br>z    | 211<br>9%<br>z    |             |
| Don't know                 | 39<br>2%<br>de    | 5<br>1%<br>de           | 1<br>*<br>de                    | 1<br>*<br>de                    | 4<br>2%<br>de                | 27<br>1%<br>de    | 7<br>4%<br>de    | 1<br>1%<br>de   | 3<br>4%<br>de           | 6<br>1%<br>de        | 9<br>2%<br>de    | 12<br>1%<br>de   | 2<br>2%<br>de     | 5<br>2%<br>de     | -<br>-<br>de                       | 2<br>1%<br>de        | 7<br>4%<br>de        | 4<br>2%<br>de          | 3<br>1%<br>de     | -<br>-<br>de      | 5<br>2%<br>de    | 25<br>1%<br>de    |             |
| Mean                       | 3.59<br>lr        | 3.49<br>lr              | 3.49<br>lr                      | 3.64<br>lr                      | 3.72<br>lr                   | 3.57<br>lr        | 3.67<br>lr       | 3.83<br>lr      | 3.58<br>lr              | 3.59<br>lr           | 3.39<br>lr       | 3.61<br>lr       | 3.65<br>lr        | 3.65<br>lr        | 3.49<br>lr                         | 3.52<br>lr           | 3.28<br>lr           | 3.55<br>lr             | 3.63<br>lr        | 3.54<br>lr        | 3.69<br>lr       | 3.65<br>lr        |             |
| Support                    | 1291<br>58%<br>lr | 212<br>53%<br>lr        | 348<br>58%<br>lr                | 318<br>61%<br>lr                | 144<br>63%<br>lr             | 1067<br>57%<br>lr | 113<br>61%<br>lr | 75<br>71%<br>lr | 36<br>58%<br>lr         | 300<br>58%<br>lr     | 179<br>49%<br>lr | 588<br>59%<br>lr | 48<br>54%<br>lr   | 149<br>60%<br>lr  | 103<br>56%<br>lr                   | 90<br>55%<br>lr      | 89<br>45%<br>lr      | 125<br>60%<br>lr       | 185<br>60%<br>lr  | 109<br>56%<br>lr  | 169<br>58%<br>lr | 1361<br>61%<br>lr |             |
| Oppose                     | 576<br>26%<br>lr  | 95<br>24%<br>lr         | 172<br>28%<br>lr                | 141<br>27%<br>lr                | 64<br>28%<br>lr              | 495<br>26%<br>lr  | 48<br>26%<br>lr  | 18<br>17%<br>lr | 15<br>25%<br>lr         | 139<br>27%<br>lr     | 108<br>30%<br>lr | 247<br>25%<br>lr | 22<br>25%<br>lr   | 63<br>25%<br>lr   | 54<br>30%<br>lr                    | 45<br>27%<br>lr      | 63<br>32%<br>lr      | 56<br>27%<br>lr        | 79<br>25%<br>lr   | 45<br>23%<br>lr   | 67<br>23%<br>lr  | 536<br>24%<br>lr  |             |
| NET: Support               | 32%               | 30%                     | 29%                             | 34%                             | 35%                          | 30%               | 35%              | 54%             | 33%                     | 31%                  | 19%              | 34%              | 29%               | 35%               | 26%                                | 28%                  | 13%                  | 33%                    | 34%               | 33%               | 35%              | 37%               |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN 126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes

Base: All respondents

|                            | Total<br>(z)       | Urbanity     |              | IMD Quintile             |          |          |          |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |           | Unwtd Total |
|----------------------------|--------------------|--------------|--------------|--------------------------|----------|----------|----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-----------|-------------|
|                            |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e) | 4<br>(f) | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p) |             |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432      | 476      | 450      | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831      | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442      | 447      | 448      | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642      | 2238        |
| Strongly support           | 805<br>36%<br>cklp | 624          | 181          | 131                      | 172      | 159      | 154      | 188                       | 481                                                                     | 89                                 | 45                                                   | 40                                                       | 49                                                | 21                                                | 74                       | 255                   | 548       | 826         |
|                            |                    |              |              | 29%                      | 39%      | 36%      | 34%      | 42%                       | 40%                                                                     | 36%                                | 40%                                                  | 25%                                                      | 21%                                               | 30%                                               | 43%                      | 43%                   | 33%       | 37%         |
| Tend to support            | 486<br>22%<br>o    | 385          | 101          | 96                       | 82       | 92       | 112      | 103                       | 270                                                                     | 66                                 | 21                                                   | 37                                                       | 48                                                | 18                                                | 21                       | 99                    | 386       | 535         |
|                            |                    |              |              | 21%                      | 19%      | 21%      | 25%      | 23%                       | 22%                                                                     | 27%                                | 18%                                                  | 23%                                                      | 20%                                               | 25%                                               | 12%                      | 17%                   | 24%       | 24%         |
| Neither support nor oppose | 332<br>15%<br>g    | 263          | 70           | 92                       | 63       | 61       | 67       | 50                        | 165                                                                     | 34                                 | 20                                                   | 33                                                       | 51                                                | 6                                                 | 22                       | 87                    | 244       | 316         |
|                            |                    |              |              | 20%                      | 14%      | 14%      | 15%      | 11%                       | 14%                                                                     | 14%                                | 17%                                                  | 21%                                                      | 22%                                               | 8%                                                | 13%                      | 15%                   | 15%       | 14%         |
| Tend to oppose             | 346<br>15%<br>jo   | 273          | 72           | 67                       | 75       | 84       | 62       | 58                        | 177                                                                     | 34                                 | 8                                                    | 30                                                       | 47                                                | 18                                                | 29                       | 65                    | 280       | 325         |
|                            |                    |              |              | 15%                      | 17%      | 19%      | 14%      | 13%                       | 15%                                                                     | 14%                                | 7%                                                   | 18%                                                      | 20%                                               | 25%                                               | 17%                      | 11%                   | 17%       | 15%         |
| Strongly oppose            | 230<br>10%<br>h    | 165          | 66           | 51                       | 39       | 46       | 48       | 47                        | 103                                                                     | 18                                 | 20                                                   | 18                                                       | 36                                                | 7                                                 | 25                       | 69                    | 162       | 211         |
|                            |                    |              |              | 11%                      | 9%       | 10%      | 11%      | 10%                       | 9%                                                                      | 7%                                 | 17%                                                  | 11%                                                      | 15%                                               | 9%                                                | 15%                      | 12%                   | 10%       | 9%          |
| Don't know                 | 39<br>2%<br>bp     | 36           | 2            | 13                       | 10       | 6        | 4        | 5                         | 15                                                                      | 5                                  | -                                                    | 3                                                        | 6                                                 | 1                                                 | 2                        | 17                    | 21        | 25          |
|                            |                    |              |              | 3%                       | 2%       | 1%       | 1%       | 1%                        | 1%                                                                      | 2%                                 | -                                                    | 2%                                                       | 2%                                                | 2%                                                | 1%                       | 3%                    | 1%        | 1%          |
| Mean                       | 3.59<br>lp         | 3.6          | 3.53         | 3.43                     | 3.63     | 3.53     | 3.59     | 3.74                      | 3.71                                                                    | 3.72                               | 3.56                                                 | 3.32                                                     | 3.11                                              | 3.41                                              | 3.52                     | 3.71                  | 3.54      | 3.65        |
| Support                    | 1291<br>58%<br>cl  | 1008         | 283          | 227                      | 255      | 251      | 266      | 292                       | 751                                                                     | 155                                | 66                                                   | 77                                                       | 97                                                | 39                                                | 95                       | 354                   | 935       | 1361        |
|                            |                    |              |              | 50%                      | 58%      | 56%      | 59%      | 65%                       | 62%                                                                     | 63%                                | 58%                                                  | 48%                                                      | 41%                                               | 55%                                               | 55%                      | 60%                   | 57%       | 61%         |
| Oppose                     | 576<br>26%<br>h    | 438          | 138          | 118                      | 114      | 129      | 110      | 104                       | 280                                                                     | 52                                 | 28                                                   | 48                                                       | 83                                                | 25                                                | 54                       | 134                   | 442       | 536         |
|                            |                    |              |              | 26%                      | 26%      | 29%      | 25%      | 23%                       | 23%                                                                     | 21%                                | 25%                                                  | 30%                                                      | 35%                                               | 35%                                               | 32%                      | 23%                   | 27%       | 24%         |
| NET: Support               | 32%                | 33%          | 29%          | 24%                      | 32%      | 27%      | 35%      | 42%                       | 39%                                                                     | 42%                                | 33%                                                  | 18%                                                      | 6%                                                | 20%                                               | 23%                      | 37%                   | 30%       | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes

Base: All respondents

|                            | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 805<br>36%       | 715<br>36%               | 82<br>40%         | 266<br>33%          | 385<br>37%          | 65<br>38%          | 188<br>36%               | 578<br>36%                      | 616<br>37%                                        | 188<br>36%                        | 211<br>37%                                                | 52<br>35%                        | 82<br>40%   | 6<br>45%     | 826<br>37%  |
| Tend to support            | 486<br>22%       | 445<br>22%               | 37<br>18%         | 181<br>22%          | 232<br>23%          | 33<br>19%          | 114<br>22%               | 372<br>23%<br>zhi               | 358<br>22%                                        | 97<br>19%                         | 137<br>24%<br>i                                           | 23<br>15%                        | 37<br>18%   | 4<br>30%     | 535<br>24%  |
| Neither support nor oppose | 332<br>15%<br>j  | 303<br>15%               | 29<br>14%         | 136<br>17%          | 144<br>14%          | 23<br>14%          | 72<br>14%                | 246<br>15%<br>j                 | 246<br>15%<br>j                                   | 71<br>14%                         | 66<br>11%                                                 | 33<br>22%<br>fj                  | 29<br>14%   | 2<br>16%     | 316<br>14%  |
| Tend to oppose             | 346<br>15%       | 310<br>15%               | 35<br>17%         | 125<br>16%          | 160<br>16%          | 26<br>15%          | 83<br>16%                | 256<br>16%                      | 256<br>15%                                        | 83<br>16%                         | 86<br>15%                                                 | 22<br>15%                        | 35<br>17%   | 1<br>10%     | 325<br>15%  |
| Strongly oppose            | 230<br>10%<br>g  | 211<br>11%               | 18<br>9%          | 93<br>12%           | 98<br>9%            | 20<br>12%          | 55<br>11%                | 142<br>9%                       | 165<br>10%<br>g                                   | 79<br>15%<br>z fgh                | 69<br>12%<br>g                                            | 19<br>12%                        | 18<br>9%    | -<br>-       | 211<br>9%   |
| Don't know                 | 39<br>2%<br>acgh | 21<br>1%                 | 2<br>1%           | 5<br>1%             | 13<br>1%            | 3<br>2%            | 6<br>1%                  | 16<br>1%                        | 20<br>1%                                          | 6<br>1%                           | 9<br>2%                                                   | 1<br>1%                          | 2<br>1%     | -<br>-       | 25<br>1%    |
| Mean                       | 3.59             | 3.58                     | 3.64              | 3.5                 | 3.64                | 3.57               | 3.58                     | 3.62<br>i                       | 3.61<br>i                                         | 3.45                              | 3.59                                                      | 3.46                             | 3.64        | 4.1          | 3.65        |
| Support                    | 1291<br>58%      | 1161<br>58%              | 119<br>58%        | 447<br>55%          | 616<br>60%          | 97<br>57%          | 302<br>58%               | 950<br>59%                      | 974<br>59%                                        | 285<br>54%                        | 347<br>60%                                                | 75<br>50%                        | 119<br>58%  | 11<br>74%    | 1361<br>61% |
| Oppose                     | 576<br>26%       | 521<br>26%               | 54<br>26%         | 218<br>27%          | 257<br>25%          | 46<br>27%          | 138<br>27%               | 398<br>25%                      | 421<br>25%                                        | 161<br>31%<br>zgh                 | 155<br>27%                                                | 41<br>27%                        | 54<br>26%   | 1<br>10%     | 536<br>24%  |
| NET: Support               | 32%              | 32%                      | 32%               | 28%                 | 35%                 | 30%                | 32%                      | 34%                             | 33%                                               | 24%                               | 33%                                                       | 23%                              | 32%         | 65%          | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? - Extending the indoor smoking ban to outside spaces in the hospitality sector including outdoor spaces in pubs, restaurants, bars, clubs and cafes

Base: All respondents

|                            | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                     | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                     | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 805<br>36%               | 183<br>35%              | 38<br>27%                          | 172<br>36%                            | 595<br>37%        | 172<br>36%                | 624<br>37% | 131<br>36%                            | 372<br>36%             | 270<br>36%       | 160<br>38%                            | 317<br>35%                | 303<br>35%            | 41<br>41%                                     | 278<br>34%             | 328<br>37%       | 65<br>40%                                     | 266<br>33%                | 368<br>38%            | 826<br>37%  |
| Tend to support            | 486<br>22%               | 113<br>22%              | 29<br>21%                          | 99<br>21%                             | 362<br>22%        | 114<br>24%                | 366<br>21% | 83<br>23%                             | 242<br>23%             | 144<br>19%       | 112<br>27%                            | 190<br>21%                | 171<br>20%            | 19<br>19%                                     | 180<br>22%             | 198<br>22%       | 32<br>20%                                     | 192<br>24%                | 192<br>20%            | 535<br>24%  |
| Neither support nor oppose | 332<br>15%<br>o          | 80<br>15%               | 34<br>24%                          | 69<br>14%                             | 235<br>15%        | 65<br>14%                 | 263<br>15% | 47<br>13%                             | 172<br>17%             | 99<br>13%        | 48<br>11%                             | 155<br>17%                | 118<br>14%            | 13<br>13%                                     | 139<br>17%             | 113<br>13%       | 29<br>18%                                     | 130<br>16%                | 130<br>13%            | 316<br>14%  |
| Tend to oppose             | 346<br>15%               | 84<br>16%               | 21<br>15%                          | 80<br>17%                             | 253<br>16%        | 68<br>14%                 | 272<br>16% | 76<br>21%                             | 155<br>15%             | 107<br>14%       | 69<br>17%                             | 143<br>16%                | 130<br>15%            | 19<br>19%                                     | 146<br>18%             | 124<br>14%       | 29<br>18%                                     | 144<br>18%                | 143<br>15%            | 325<br>15%  |
| Strongly oppose            | 230<br>10%               | 57<br>11%               | 19<br>13%                          | 53<br>11%                             | 160<br>10%        | 54<br>11%                 | 171<br>10% | 28<br>8%                              | 84<br>8%               | 113<br>15%       | 27<br>7%                              | 76<br>8%                  | 121<br>14%            | 8<br>8%                                       | 68<br>8%               | 118<br>13%       | 7<br>4%                                       | 71<br>9%                  | 134<br>14%            | 211<br>9%   |
| Don't know                 | 39<br>2%<br>dfginoq<br>r | 6<br>1%                 | 1<br>1%                            | 6<br>1%                               | 13<br>1%          | 5<br>1%                   | 14<br>1%   | -<br>-                                | 11<br>1%               | 25<br>3%         | -<br>-                                | 18<br>2%                  | 15<br>2%              | -<br>-                                        | 5<br>1%                | 6<br>1%          | -<br>-                                        | 5<br>1%                   | 8<br>1%               | 25<br>1%    |
| Mean                       | 3.59<br>il               | 3.54                    | 3.33                               | 3.54                                  | 3.61              | 3.6                       | 3.59       | 3.58                                  | 3.65                   | 3.48             | 3.74<br>l                             | 3.6                       | 3.48                  | 3.67                                          | 3.56                   | 3.56             | 3.74                                          | 3.55                      | 3.53                  | 3.65        |
| Support                    | 1291<br>58%<br>b         | 296<br>57%              | 67<br>47%                          | 271<br>57%                            | 957<br>59%        | 285<br>60%                | 990<br>58% | 215<br>59%                            | 614<br>59%             | 414<br>55%       | 272<br>65%                            | 506<br>56%                | 475<br>55%            | 60<br>60%                                     | 458<br>56%             | 526<br>59%       | 97<br>60%                                     | 459<br>57%                | 559<br>57%            | 1361<br>61% |
| Oppose                     | 576<br>26%<br>h          | 141<br>27%              | 40<br>28%                          | 133<br>28%                            | 412<br>25%        | 122<br>26%                | 443<br>26% | 104<br>28%                            | 239<br>23%             | 220<br>29%       | 96<br>23%                             | 219<br>24%                | 251<br>29%            | 27<br>27%                                     | 213<br>26%             | 242<br>27%       | 36<br>22%                                     | 215<br>27%                | 277<br>28%            | 536<br>24%  |
| NET: Support               | 32%                      | 30%                     | 19%                                | 29%                                   | 34%               | 34%                       | 32%        | 30%                                   | 36%                    | 26%              | 42%                                   | 32%                       | 26%                   | 34%                                           | 30%                    | 32%              | 38%                                           | 30%                       | 29%                   | 37%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices

Base: All respondents

|                            |               | Gender       |            |              | Age          |              |              |              |              |               |            | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  |  |
|----------------------------|---------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|--|
|                            |               | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h)  | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |  |
| Unweighted Total           | 2238          | 1090         | 1130       | 101          | 156          | 252          | 345          | 518          | 552          | 314           | 2016       | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |  |
| Weighted Total             | 2238          | 1069         | 1151       | 292*         | 361          | 359          | 355          | 354          | 268          | 249           | 1880       | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |  |
| Strongly support           | 480           | 209          | 267        | 79           | 62           | 79           | 70           | 70           | 60           | 60            | 361        | 106                                          | 211                                                         | 268                      | 176                              | 299                                               | 58                   | 109                                                    | 94                              | 24                                                | 14                                                                               | 468                                |  |  |
|                            | 21%<br>jor    | 20%<br>23%   | 23%<br>23% | 27%<br>17%   | 17%<br>22%   | 22%<br>22%   | 20%<br>20%   | 20%<br>20%   | 22%<br>22%   | 24%<br>24%    | 19%<br>35% | 22%<br>21%                                   | 22%<br>21%                                                  | 21%<br>26%               | 26%<br>20%                       | 19%<br>19%                                        | 19%<br>21%           | 20%<br>20%                                             | 17%<br>17%                      | 24%<br>24%                                        | 20%<br>20%                                                                       | 21%                                |  |  |
| Tend to support            | 479           | 188          | 291        | 55           | 50           | 77           | 75           | 79           | 69           | 74            | 412        | 59                                           | 176                                                         | 301                      | 165                              | 309                                               | 65                   | 109                                                    | 98                              | 20                                                | 17                                                                               | 531                                |  |  |
|                            | 21%<br>adi    | 18%<br>za    | 25%<br>za  | 19%<br>d     | 14%<br>d     | 21%<br>z     | 21%<br>zd    | 22%<br>zd    | 26%<br>zd    | 24%<br>zdefg  | 22%<br>21% | 20%<br>20%                                   | 18%<br>24%                                                  | 24%<br>24%               | 25%<br>20%                       | 20%<br>20%                                        | 23%<br>20%           | 109<br>20%                                             | 98<br>18%                       | 20<br>21%                                         | 17<br>23%                                                                        | 24%                                |  |  |
| Neither support nor oppose | 459           | 207          | 247        | 51           | 97           | 65           | 65           | 72           | 50           | 59            | 386        | 61                                           | 191                                                         | 268                      | 113                              | 339                                               | 53                   | 128                                                    | 128                             | 19                                                | 12                                                                               | 451                                |  |  |
|                            | 20%<br>n      | 19%<br>21%   | 21%<br>21% | 17%<br>27%   | 27%<br>18%   | 18%<br>20%   | 18%<br>20%   | 20%<br>19%   | 20%<br>24%   | 24%<br>24%    | 21%<br>20% | 20%<br>20%                                   | 20%<br>21%                                                  | 21%<br>21%               | 17%<br>22%                       | 22%<br>n                                          | 19%<br>n             | 23%<br>n                                               | 24%<br>n                        | 19%<br>19%                                        | 17%<br>17%                                                                       | 20%                                |  |  |
| Tend to oppose             | 442           | 220          | 219        | 35           | 82           | 76           | 76           | 83           | 54           | 36            | 388        | 45                                           | 221                                                         | 218                      | 128                              | 311                                               | 52                   | 111                                                    | 103                             | 25                                                | 19                                                                               | 446                                |  |  |
|                            | 20%<br>im     | 21%<br>19%   | 19%<br>19% | 12%<br>21%   | 23%<br>ci    | 21%<br>i     | 23%<br>ci    | 20%<br>zci   | 20%<br>20%   | 14%<br>14%    | 21%<br>z   | 15%<br>zm                                    | 23%<br>zm                                                   | 17%<br>17%               | 19%<br>20%                       | 20%<br>19%                                        | 20%<br>19%           | 20%<br>19%                                             | 25%<br>25%                      | 27%<br>27%                                        | 20%                                                                              | 20%                                |  |  |
| Strongly oppose            | 333           | 235          | 93         | 61           | 55           | 58           | 59           | 48           | 34           | 18            | 305        | 20                                           | 161                                                         | 172                      | 77                               | 251                                               | 45                   | 81                                                     | 109                             | 10                                                | 6                                                                                | 306                                |  |  |
|                            | 15%<br>bkn    | 22%<br>zb    | 8%<br>i    | 21%<br>i     | 15%<br>i     | 16%<br>i     | 17%<br>i     | 14%<br>i     | 13%<br>i     | 7%<br>i       | 16%<br>zk  | 7%<br>zk                                     | 16%<br>zm                                                   | 14%<br>zm                | 12%<br>zm                        | 16%<br>zm                                         | 16%<br>zm            | 15%<br>zm                                              | 20%<br>zm                       | 10%<br>10%                                        | 8%<br>8%                                                                         | 14%                                |  |  |
| Don't know                 | 45            | 10           | 34         | 10           | 15           | 4            | 10           | 2            | 2            | 3             | 28         | 9                                            | 17                                                          | 26                       | 7                                | 32                                                | 4                    | 13                                                     | 11                              | 1                                                 | 3                                                                                | 36                                 |  |  |
|                            | 2%<br>adhj    | 1%<br>za     | 3%<br>za   | 4%<br>gh     | 4%<br>gh     | 1%<br>gh     | 3%<br>gh     | 1%<br>gh     | 1%<br>gh     | 1%<br>gh      | 2%<br>3%   | 3%<br>3%                                     | 2%<br>3%                                                    | 2%<br>3%                 | 1%<br>3%                         | 2%<br>3%                                          | 1%<br>3%             | 2%<br>3%                                               | 2%<br>3%                        | 1%<br>3%                                          | 5%<br>5%                                                                         | 2%                                 |  |  |
| Mean                       | 3.15<br>allor | 2.92         | 3.38<br>za | 3.2          | 2.95         | 3.12         | 3.06         | 3.12         | 3.25         | 3.5<br>zdefgh | 3.07       | 3.64<br>zi                                   | 3.06                                                        | 3.22<br>zi               | 3.36<br>zoqr                     | 3.06<br>r                                         | 3.14                 | 3.1                                                    | 2.93                            | 3.25<br>r                                         | 3.21                                                                             | 3.19                               |  |  |
| Support                    | 960           | 397          | 558        | 134          | 112          | 157          | 145          | 150          | 128          | 134           | 773        | 165                                          | 387                                                         | 569                      | 341                              | 609                                               | 123                  | 219                                                    | 192                             | 44                                                | 31                                                                               | 999                                |  |  |
|                            | 43%<br>adjlor | 37%<br>za    | 48%<br>za  | 46%<br>d     | 31%<br>d     | 44%<br>d     | 41%<br>d     | 42%<br>d     | 48%<br>d     | 54%<br>zdefg  | 41%<br>zj  | 55%<br>zj                                    | 40%<br>zj                                                   | 45%<br>zj                | 51%<br>zoqr                      | 39%<br>r                                          | 44%<br>r             | 40%<br>r                                               | 35%<br>35%                      | 45%<br>45%                                        | 43%<br>43%                                                                       | 45%                                |  |  |
| Oppose                     | 775           | 455          | 313        | 96           | 137          | 134          | 135          | 131          | 88           | 53            | 693        | 65                                           | 382                                                         | 390                      | 205                              | 562                                               | 97                   | 192                                                    | 212                             | 34                                                | 25                                                                               | 752                                |  |  |
|                            | 35%<br>bikmn  | 43%<br>zb    | 27%<br>i   | 33%<br>i     | 38%<br>i     | 37%<br>i     | 37%<br>i     | 33%<br>i     | 37%<br>i     | 21%<br>i      | 37%<br>zk  | 22%<br>zk                                    | 37%<br>zm                                                   | 39%<br>zm                | 31%<br>zm                        | 36%<br>zn                                         | 35%<br>zn            | 35%<br>zn                                              | 39%<br>zn                       | 35%<br>35%                                        | 35%<br>35%                                                                       | 34%                                |  |  |
| NET: Support               | 8%            | -5%          | 21%        | 13%          | -7%          | 6%           | 3%           | 5%           | 15%          | 32%           | 4%         | 33%                                          | 1%                                                          | 14%                      | 20%                              | 3%                                                | 9%                   | 5%                                                     | -4%                             | 10%                                               | 8%                                                                               | 11%                                |  |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices

Base: All respondents

|                            | Total<br>(n)        | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                    |            | Unwtd Total |
|----------------------------|---------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|--------------------|------------|-------------|
|                            |                     | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)      |            |             |
| Unweighted Total           | 2238                | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213                | 2238       |             |
| Weighted Total             | 2238                | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290                | 2238       |             |
| Strongly support           | 480<br>21%<br>v     | 83<br>21%               | 127<br>21%                      | 104<br>20%                      | 55<br>24%                    | 404<br>21%     | 41<br>22%       | 25<br>23%    | 10<br>16%               | 118<br>23%           | 69<br>19%       | 217<br>22%   | 19<br>21%         | 49<br>20%         | 51<br>28%                          | 39<br>24%            | 30<br>15%            | 44<br>21%              | 59<br>19%         | 29<br>15%         | 86<br>30%          | 468<br>21% |             |
| Tend to support            | 479<br>21%          | 96<br>24%               | 134<br>22%                      | 110<br>21%                      | 49<br>21%                    | 402<br>21%     | 41<br>22%       | 26<br>24%    | 11<br>17%               | 106<br>20%           | 71<br>20%       | 226<br>22%   | 16<br>18%         | 44<br>18%         | 46<br>25%                          | 31<br>19%            | 40<br>20%            | 44<br>21%              | 75<br>24%         | 44<br>23%         | 63<br>22%          | 531<br>24% |             |
| Neither support nor oppose | 459<br>20%          | 90<br>22%               | 118<br>20%                      | 101<br>19%                      | 42<br>18%                    | 399<br>21%     | 34<br>19%       | 15<br>14%    | 10<br>16%               | 109<br>21%           | 71<br>20%       | 220<br>22%   | 22<br>25%         | 47<br>19%         | 40<br>22%                          | 34<br>21%            | 36<br>18%            | 47<br>22%              | 61<br>20%         | 52<br>27%         | 60<br>21%          | 451<br>20% |             |
| Tend to oppose             | 442<br>20%<br>v     | 74<br>19%               | 122<br>20%                      | 126<br>24%<br>zf                | 32<br>14%                    | 377<br>20%     | 30<br>16%       | 17<br>16%    | 17<br>28%<br>h          | 108<br>21%           | 75<br>21%       | 195<br>19%   | 16<br>18%         | 59<br>24%         | 33<br>18%                          | 35<br>21%            | 40<br>20%            | 40<br>19%              | 76<br>25%<br>v    | 43<br>22%<br>v    | 36<br>12%          | 446<br>20% |             |
| Strongly oppose            | 333<br>15%<br>p     | 46<br>12%               | 98<br>16%                       | 83<br>16%                       | 47<br>20%<br>c               | 267<br>14%     | 34<br>18%       | 20<br>19%    | 12<br>20%               | 72<br>16%            | 64<br>18%       | 131<br>13%   | 14<br>16%         | 42<br>17%         | 15<br>8%                           | 21<br>13%            | 42<br>21%<br>pzt     | 31<br>15%              | 35<br>11%         | 27<br>14%         | 39<br>14%          | 306<br>14% |             |
| Don't know                 | 45<br>2%<br>de<br>p | 8<br>2%<br>e            | 6<br>1%                         | -<br>-                          | 5<br>2%<br>e                 | 36<br>2%       | 4<br>2%         | 3<br>3%      | 2<br>3%                 | 9<br>2%              | 13<br>4%        | 15<br>1%     | 2<br>2%           | 7<br>3%           | -<br>-                             | 3<br>2%              | 10<br>5%<br>zpu      | 4<br>2%                | 5<br>2%           | -<br>-            | 6<br>2%            | 36<br>2%   |             |
| Mean                       | 3.15<br>j           | 3.25                    | 3.12                            | 3.05                            | 3.15                         | 3.16           | 3.14            | 3.18         | 2.81                    | 3.18                 | 3.02            | 3.2          | 3.1               | 2.99              | 3.46<br>zoru                       | 3.2                  | 2.87                 | 3.14                   | 3.15              | 3.03              | 3.42<br>zoru       | 3.19       |             |
| Support                    | 960<br>43%          | 180<br>45%              | 261<br>43%                      | 214<br>41%                      | 104<br>45%                   | 807<br>43%     | 82<br>44%       | 50<br>48%    | 21<br>33%               | 224<br>43%           | 140<br>39%      | 443<br>44%   | 35<br>39%         | 92<br>37%         | 97<br>52%<br>zoru                  | 70<br>43%            | 70<br>35%            | 87<br>42%              | 133<br>43%        | 73<br>38%         | 149<br>51%<br>zoru | 999<br>45% |             |
| Oppose                     | 775<br>35%<br>v     | 121<br>30%              | 220<br>36%                      | 209<br>40%<br>zc                | 79<br>34%                    | 644<br>34%     | 64<br>35%       | 37<br>35%    | 30<br>48%<br>z          | 179<br>34%           | 138<br>38%      | 326<br>33%   | 30<br>34%         | 101<br>41%<br>pv  | 48<br>26%                          | 56<br>34%            | 82<br>41%<br>pv      | 71<br>34%              | 111<br>36%        | 69<br>36%         | 75<br>26%          | 752<br>34% |             |
| NET: Support               | 8%                  | 15%                     | 7%                              | 1%                              | 11%                          | 9%             | 10%             | 13%          | -15%                    | 9%                   | *               | 12%          | 5%                | -3%               | 26%                                | 8%                   | -6%                  | 8%                     | 7%                | 2%                | 25%                | 11%        |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices

Base: All respondents

|                            | Total<br>(z)      | Urbanity     |                 | IMD Quintile             |                  |            |                  |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total     |            |
|----------------------------|-------------------|--------------|-----------------|--------------------------|------------------|------------|------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-----------------|------------|
|                            |                   | Urban<br>(a) | Rural<br>(b)    | 1 - Most deprived<br>(c) | 2<br>(d)         | 3<br>(e)   | 4<br>(f)         | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |                 | No<br>(p)  |
| Unweighted Total           | 2238              | 1673         | 565             | 419                      | 432              | 476        | 450              | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831            | 2238       |
| Weighted Total             | 2238              | 1745         | 493             | 451                      | 442              | 447        | 448              | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642            | 2238       |
| Strongly support           | 480<br>21%<br>flp | 389<br>22%   | 91<br>19%       | 107<br>24%<br>f          | 92<br>21%        | 98<br>22%  | 74<br>17%        | 108<br>24%<br>f           | 290<br>24%<br>zkl                                                       | 51<br>21%                          | 20<br>18%                                            | 22<br>13%                                                | 34<br>14%                                         | 13<br>19%                                         | 47<br>27%                | 146<br>25% | 332<br>20%      | 468<br>21% |
| Tend to support            | 479<br>21%<br>c   | 372<br>21%   | 108<br>22%      | 67<br>15%                | 114<br>26%<br>ce | 83<br>18%  | 101<br>23%<br>c  | 115<br>26%<br>ce          | 265<br>22%                                                              | 65<br>26%<br>kl                    | 31<br>27%<br>kl                                      | 22<br>14%                                                | 39<br>16%                                         | 19<br>28%                                         | 34<br>20%                | 112<br>19% | 366<br>22%      | 531<br>24% |
| Neither support nor oppose | 459<br>20%        | 359<br>21%   | 100<br>20%      | 86<br>19%                | 81<br>18%        | 98<br>22%  | 102<br>23%       | 91<br>20%                 | 230<br>19%                                                              | 56<br>23%                          | 20<br>18%                                            | 47<br>29%<br>zh                                          | 54<br>23%                                         | 14<br>20%                                         | 32<br>18%                | 114<br>19% | 344<br>21%      | 451<br>20% |
| Tend to oppose             | 442<br>20%        | 346<br>20%   | 95<br>19%       | 97<br>22%                | 73<br>16%        | 95<br>21%  | 104<br>23%<br>dg | 72<br>16%                 | 248<br>20%                                                              | 49<br>20%                          | 26<br>23%<br>n                                       | 34<br>21%                                                | 59<br>25%<br>n                                    | 7<br>10%                                          | 17<br>10%                | 99<br>17%  | 342<br>21%<br>z | 446<br>20% |
| Strongly oppose            | 333<br>15%<br>ai  | 237<br>14%   | 96<br>20%<br>za | 72<br>16%                | 73<br>17%        | 65<br>15%  | 62<br>14%        | 61<br>14%                 | 164<br>14%<br>i                                                         | 18<br>7%                           | 17<br>14%                                            | 34<br>21%<br>i                                           | 44<br>18%<br>i                                    | 15<br>21%<br>i                                    | 41<br>24%<br>hi          | 102<br>17% | 231<br>14%      | 306<br>14% |
| Don't know                 | 45<br>2%<br>bghp  | 43<br>2%     | 2<br>*          | 21<br>5%<br>zfg          | 9<br>2%          | 8<br>2%    | 5<br>1%          | 2<br>1%                   | 13<br>1%                                                                | 9<br>4%<br>h                       | -<br>-                                               | 3<br>2%                                                  | 8<br>3%<br>h                                      | 2<br>3%                                           | 2<br>1%                  | 19<br>3%   | 25<br>2%        | 36<br>2%   |
| Mean                       | 3.15<br>bkl       | 3.19<br>zb   | 3.01            | 3.09                     | 3.18             | 3.12       | 3.05             | 3.31<br>zf                | 3.22<br>zkl                                                             | 3.35<br>zkl                        | 3.12                                                 | 2.77                                                     | 2.83                                              | 3.14                                              | 3.17                     | 3.18       | 3.14            | 3.19       |
| Support                    | 960<br>43%<br>kl  | 760<br>44%   | 199<br>40%      | 174<br>39%               | 206<br>47%       | 181<br>41% | 175<br>39%       | 223<br>50%<br>zcef        | 555<br>46%<br>zkl                                                       | 116<br>47%<br>kl                   | 52<br>45%<br>kl                                      | 44<br>27%                                                | 73<br>31%                                         | 33<br>47%<br>k                                    | 81<br>47%<br>kl          | 258<br>44% | 698<br>43%      | 999<br>45% |
| Oppose                     | 775<br>35%<br>gi  | 583<br>33%   | 191<br>39%      | 169<br>38%               | 146<br>33%       | 160<br>36% | 166<br>37%       | 133<br>30%                | 412<br>34%<br>i                                                         | 66<br>27%                          | 42<br>37%                                            | 67<br>42%<br>i                                           | 103<br>43%<br>zhi                                 | 22<br>31%                                         | 58<br>34%                | 201<br>34% | 574<br>35%      | 752<br>34% |
| NET: Support               | 8%                | 10%          | 2%              | 1%                       | 14%              | 5%         | 2%               | 20%                       | 12%                                                                     | 20%                                | 8%                                                   | -15%                                                     | -13%                                              | 16%                                               | 14%                      | 10%        | 8%              | 11%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 480<br>21%        | 429<br>21%               | 46<br>23%         | 182<br>23%          | 212<br>21%          | 35<br>21%          | 105<br>20%               | 343<br>21%                      | 361<br>22%                                        | 99<br>19%                         | 108<br>19%                                                | 33<br>22%                        | 46<br>23%   | 2<br>13%     | 468<br>21%  |
| Tend to support            | 479<br>21%        | 446<br>22%               | 30<br>15%         | 163<br>20%          | 248<br>24%          | 34<br>20%          | 118<br>23%               | 357<br>22%                      | 371<br>22%                                        | 119<br>23%                        | 143<br>25%                                                | 43<br>28%                        | 30<br>15%   | 6<br>43%     | 531<br>24%  |
| Neither support nor oppose | 459<br>20%        | 403<br>20%               | 54<br>26%         | 171<br>21%          | 195<br>19%          | 37<br>22%          | 96<br>18%                | 323<br>20%                      | 326<br>20%                                        | 96<br>18%                         | 113<br>20%                                                | 25<br>17%                        | 54<br>26%   | 2<br>12%     | 451<br>20%  |
| Tend to oppose             | 442<br>20%        | 407<br>20%               | 32<br>16%         | 156<br>19%          | 216<br>21%          | 35<br>20%          | 110<br>21%               | 341<br>21%                      | 346<br>21%                                        | 108<br>21%                        | 123<br>21%                                                | 23<br>15%                        | 32<br>16%   | 4<br>32%     | 446<br>20%  |
| Strongly oppose            | 333<br>15%        | 296<br>15%               | 37<br>18%         | 125<br>16%          | 147<br>14%          | 24<br>14%          | 84<br>16%                | 227<br>14%                      | 234<br>14%                                        | 93<br>18%                         | 83<br>14%                                                 | 23<br>15%                        | 37<br>18%   | -<br>-       | 306<br>14%  |
| Don't know                 | 45<br>2%<br>acdgh | 24<br>1%                 | 5<br>3%           | 8<br>1%             | 11<br>1%            | 5<br>3%            | 6<br>1%                  | 18<br>1%                        | 23<br>1%                                          | 9<br>2%                           | 8<br>1%                                                   | 4<br>3%                          | 5<br>3%     | -<br>-       | 36<br>2%    |
| Mean                       | 3.15              | 3.15                     | 3.08              | 3.15                | 3.16                | 3.13               | 3.1                      | 3.16                            | 3.17                                              | 3.05                              | 3.12                                                      | 3.28                             | 3.08        | 3.38         | 3.19        |
| Support                    | 960<br>43%        | 875<br>44%               | 76<br>37%         | 345<br>43%          | 461<br>45%          | 69<br>41%          | 223<br>43%               | 700<br>43%                      | 732<br>44%                                        | 218<br>42%                        | 251<br>43%                                                | 76<br>50%                        | 76<br>37%   | 8<br>57%     | 999<br>45%  |
| Oppose                     | 775<br>35%        | 703<br>35%               | 69<br>34%         | 281<br>35%          | 363<br>35%          | 59<br>35%          | 194<br>37%               | 569<br>35%                      | 581<br>35%                                        | 201<br>38%                        | 206<br>36%                                                | 45<br>30%                        | 69<br>34%   | 4<br>32%     | 752<br>34%  |
| NET: Support               | 8%                | 9%                       | 4%                | 8%                  | 9%                  | 6%                 | 5%                       | 8%                              | 9%                                                | 3%                                | 8%                                                        | 20%                              | 4%          | 25%          | 11%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Applying a minimum price for a unit of alcohol, to prevent alcohol from being sold at low prices

Base: All respondents

|                            | Total<br>(z)         | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|----------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                      | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                 | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                 | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 480<br>21%<br>hkq    | 120<br>23%              | 31<br>22%                          | 113<br>24%                            | 342<br>21%        | 98<br>20%                 | 382<br>22% | 97<br>27%                             | 196<br>19%             | 170<br>22%       | 122<br>29%                            | 161<br>18%                | 187<br>22%            | 26<br>26%                                     | 168<br>21%             | 190<br>21%       | 48<br>30%                                     | 147<br>18%                | 216<br>22%            | 468<br>21%  |
| Tend to support            | 479<br>21%<br>llr    | 129<br>25%              | 34<br>24%                          | 117<br>24%                            | 344<br>21%        | 116<br>24%                | 357<br>21% | 96<br>26%                             | 250<br>24%             | 115<br>15%       | 122<br>29%                            | 195<br>22%                | 149<br>17%            | 25<br>25%                                     | 190<br>23%             | 178<br>20%       | 42<br>26%                                     | 203<br>25%                | 179<br>18%            | 531<br>24%  |
| Neither support nor oppose | 459<br>20%<br>jlp    | 100<br>19%              | 38<br>26%                          | 85<br>18%                             | 333<br>21%        | 97<br>20%                 | 347<br>20% | 67<br>18%                             | 243<br>23%             | 139<br>18%       | 61<br>15%                             | 231<br>26%                | 151<br>18%            | 20<br>20%                                     | 195<br>24%             | 162<br>18%       | 19<br>12%                                     | 208<br>26%                | 181<br>19%            | 451<br>20%  |
| Tend to oppose             | 442<br>20%<br>gi     | 104<br>20%              | 24<br>17%                          | 100<br>21%                            | 322<br>20%        | 93<br>19%                 | 343<br>20% | 55<br>15%                             | 198<br>19%             | 173<br>23%       | 59<br>14%                             | 184<br>20%                | 189<br>22%            | 12<br>12%                                     | 142<br>17%             | 195<br>22%       | 28<br>17%                                     | 149<br>18%                | 198<br>20%            | 446<br>20%  |
| Strongly oppose            | 333<br>15%<br>q      | 67<br>13%               | 15<br>10%                          | 63<br>13%                             | 254<br>16%        | 64<br>13%                 | 265<br>15% | 49<br>14%                             | 135<br>13%             | 136<br>18%       | 49<br>12%                             | 116<br>13%                | 161<br>19%            | 17<br>17%                                     | 113<br>14%             | 155<br>17%       | 25<br>16%                                     | 93<br>11%                 | 192<br>20%            | 306<br>14%  |
| Don't know                 | 45<br>2%<br>acdfgnor | 3<br>1%                 | 1<br>1%                            | 2<br>*                                | 23<br>1%          | 9<br>2%                   | 15<br>1%   | 1<br>*                                | 14<br>1%               | 26<br>3%         | 2<br>1%                               | 12<br>1%                  | 20<br>2%              | -<br>-                                        | 8<br>1%                | 7<br>1%          | -<br>-                                        | 9<br>1%                   | 9<br>1%               | 36<br>2%    |
| Mean                       | 3.15<br>ilor         | 3.25                    | 3.3                                | 3.24                                  | 3.12              | 3.2                       | 3.15       | 3.38<br>zhi                           | 3.17                   | 3.01             | 3.5<br>zkl                            | 3.11                      | 3.01                  | 3.31                                          | 3.19                   | 3.06             | 3.37<br>r                                     | 3.2<br>r                  | 3.03                  | 3.19        |
| Support                    | 960<br>43%<br>ikl    | 249<br>48%              | 65<br>46%                          | 230<br>48%                            | 686<br>42%        | 214<br>45%                | 739<br>43% | 194<br>53%                            | 446<br>43%             | 285<br>38%       | 244<br>59%                            | 356<br>40%                | 336<br>39%            | 51<br>51%                                     | 357<br>44%             | 368<br>41%       | 90<br>55%                                     | 350<br>43%                | 395<br>41%            | 999<br>45%  |
| Oppose                     | 775<br>35%<br>glnq   | 171<br>33%              | 39<br>27%                          | 163<br>34%                            | 576<br>36%        | 156<br>33%                | 608<br>36% | 104<br>28%                            | 333<br>32%             | 309<br>41%       | 109<br>26%                            | 300<br>33%                | 350<br>41%            | 29<br>29%                                     | 255<br>31%             | 350<br>39%       | 53<br>33%                                     | 242<br>30%                | 389<br>40%            | 752<br>34%  |
| NET: Support               | 8%                   | 15%                     | 18%                                | 14%                                   | 7%                | 12%                       | 8%         | 25%                                   | 11%                    | -3%              | 32%                                   | 6%                        | -2%                   | 22%                                           | 13%                    | 2%               | 23%                                           | 13%                       | 1%                    | 11%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing

Base: All respondents

|                            | Gender             |                    |                    | Age             |                 |                   |                 |                 |                     | Ethnicity             |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total      |
|----------------------------|--------------------|--------------------|--------------------|-----------------|-----------------|-------------------|-----------------|-----------------|---------------------|-----------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|------------------|
|                            | Total<br>(z)       | Man<br>(a)         | Woman<br>(b)       | 16-24<br>(c)    | 25-34<br>(d)    | 35-44<br>(e)      | 45-54<br>(f)    | 55-64<br>(g)    | 65-74<br>(h)        | 75+<br>(i)            | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                  |
| Unweighted Total           | 2238               | 1090               | 1130               | 101             | 156             | 252               | 345             | 518             | 552                 | 314                   | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238             |
| Weighted Total             | 2238               | 1069               | 1151               | 292*            | 361             | 359               | 355             | 354             | 268                 | 249                   | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238             |
| Strongly support           | 694<br>31%<br>aor  | 286<br>27%<br>za   | 402<br>35%<br>za   | 71<br>24%<br>a  | 92<br>26%<br>a  | 105<br>29%<br>a   | 106<br>30%<br>a | 106<br>30%<br>a | 97<br>36%<br>zcde   | 116<br>46%<br>zcdefgh | 587<br>31%<br>a                              | 89<br>30%<br>a                                              | 283<br>29%<br>a          | 405<br>32%<br>a                  | 267<br>40%<br>zopqr                               | 420<br>27%<br>r      | 86<br>31%<br>r                                         | 159<br>29%<br>r                 | 122<br>22%<br>r                                    | 32<br>33%<br>r                                                                   | 20<br>28%<br>r                     | 740<br>33%<br>a  |
| Tend to support            | 718<br>32%<br>b    | 378<br>35%<br>zb   | 339<br>29%<br>zb   | 109<br>37%<br>b | 97<br>27%<br>b  | 103<br>29%<br>b   | 108<br>30%<br>b | 123<br>35%<br>b | 96<br>36%<br>z      | 82<br>33%<br>z        | 620<br>33%<br>z                              | 88<br>29%<br>z                                              | 310<br>32%<br>z          | 408<br>33%<br>z                  | 201<br>30%<br>z                                   | 515<br>33%<br>z      | 82<br>30%<br>z                                         | 176<br>32%<br>z                 | 199<br>37%<br>z                                    | 40<br>40%<br>z                                                                   | 18<br>24%<br>z                     | 736<br>33%<br>b  |
| Neither support nor oppose | 429<br>19%<br>ins  | 192<br>18%<br>ins  | 233<br>20%<br>ins  | 61<br>21%<br>i  | 85<br>24%<br>i  | 71<br>20%<br>i    | 70<br>20%<br>i  | 70<br>20%<br>i  | 47<br>18%<br>i      | 25<br>10%<br>i        | 353<br>19%<br>i                              | 64<br>21%<br>i                                              | 181<br>19%<br>i          | 248<br>20%<br>i                  | 96<br>14%<br>zms                                  | 326<br>21%<br>zms    | 66<br>24%<br>ns                                        | 116<br>21%<br>ns                | 118<br>22%<br>ns                                   | 11<br>12%<br>ns                                                                  | 15<br>20%<br>ns                    | 411<br>18%<br>i  |
| Tend to oppose             | 232<br>10%<br>hm   | 123<br>12%<br>hm   | 107<br>9%<br>hm    | 29<br>10%<br>h  | 42<br>12%<br>h  | 53<br>15%<br>zhi  | 37<br>10%<br>h  | 34<br>10%<br>h  | 17<br>6%<br>h       | 22<br>9%<br>h         | 198<br>11%<br>h                              | 28<br>9%<br>h                                               | 119<br>12%<br>h          | 114<br>9%<br>h                   | 68<br>10%<br>hm                                   | 159<br>10%<br>hm     | 23<br>8%<br>hm                                         | 67<br>12%<br>hm                 | 44<br>8%<br>hm                                     | 13<br>13%<br>hm                                                                  | 12<br>17%<br>hm                    | 212<br>9%<br>h   |
| Strongly oppose            | 125<br>6%<br>bhim  | 82<br>8%<br>zb     | 41<br>4%<br>zb     | 12<br>4%<br>h   | 32<br>9%<br>hi  | 24<br>7%<br>i     | 24<br>7%<br>i   | 24<br>5%<br>i   | 19<br>4%<br>i       | 11<br>2%<br>i         | 106<br>6%<br>z                               | 16<br>5%<br>z                                               | 70<br>7%<br>zm           | 55<br>4%<br>z                    | 28<br>4%<br>hm                                    | 95<br>6%<br>hm       | 16<br>5%<br>hm                                         | 25<br>5%<br>hm                  | 48<br>9%<br>znoqs                                  | 2<br>2%<br>z                                                                     | 4<br>6%<br>z                       | 111<br>5%<br>h   |
| Don't know                 | 39<br>2%<br>aqhin  | 8<br>1%<br>za      | 30<br>3%<br>za     | 11<br>4%<br>hi  | 12<br>3%<br>hi  | 3<br>1%<br>hi     | 10<br>3%<br>ghi | 2<br>1%<br>ghi  | 1<br>*<br>z         | -<br>-<br>z           | 17<br>1%<br>z                                | 15<br>5%<br>z                                               | 13<br>1%<br>z            | 23<br>2%<br>z                    | 5<br>1%<br>z                                      | 28<br>2%<br>z        | 4<br>1%<br>z                                           | 9<br>2%<br>z                    | 11<br>2%<br>z                                      | -<br>-<br>z                                                                      | 3<br>5%<br>z                       | 28<br>1%<br>z    |
| Mean                       | 3.74<br>adior      | 3.62<br>3.85<br>za | 3.71<br>3.85<br>za | 3.71<br>3.5     | 3.5             | 3.6               | 3.69            | 3.75            | 3.94                | 4.14                  | 3.74                                         | 3.73                                                        | 3.64                     | 3.81                             | 3.92                                              | 3.66                 | 3.74                                                   | 3.69                            | 3.57                                               | 3.88                                                                             | 3.56                               | 3.81             |
| Support                    | 1412<br>63%<br>do  | 664<br>62%<br>do   | 741<br>64%<br>do   | 180<br>62%<br>d | 189<br>52%<br>d | 209<br>58%<br>d   | 214<br>60%<br>d | 230<br>65%<br>d | 193<br>72%<br>zdefg | 198<br>80%<br>zcdefgh | 1206<br>64%<br>z                             | 177<br>59%<br>z                                             | 593<br>61%<br>z          | 813<br>65%<br>z                  | 468<br>70%<br>zopqtr                              | 935<br>61%<br>zopqtr | 168<br>61%<br>z                                        | 335<br>61%<br>z                 | 321<br>59%<br>z                                    | 72<br>73%<br>zopqtr                                                              | 38<br>53%<br>z                     | 1476<br>66%<br>d |
| Oppose                     | 357<br>16%<br>bhim | 206<br>19%<br>zb   | 148<br>13%<br>zb   | 40<br>14%<br>h  | 74<br>21%<br>hi | 77<br>21%<br>zghi | 60<br>17%<br>hi | 53<br>15%<br>h  | 27<br>10%<br>h      | 26<br>10%<br>h        | 304<br>16%<br>z                              | 44<br>15%<br>z                                              | 189<br>19%<br>zm         | 169<br>13%<br>zm                 | 96<br>14%<br>z                                    | 254<br>16%<br>z      | 38<br>14%<br>z                                         | 92<br>17%<br>z                  | 92<br>17%<br>z                                     | 15<br>15%<br>z                                                                   | 16<br>22%<br>z                     | 323<br>14%<br>z  |
| NET: Support               | 47%                | 43%                | 52%                | 48%             | 32%             | 37%               | 43%             | 50%             | 62%                 | 69%                   | 48%                                          | 44%                                                         | 41%                      | 51%                              | 56%                                               | 44%                  | 47%                                                    | 44%                             | 42%                                                | 58%                                                                              | 30%                                | 52%              |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing

Base: All respondents

|                            | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |                 | England region    |                   |                                    |                      |                      |                        |                    |                   |               |             | Unwtd Total |
|----------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|-----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|--------------------|-------------------|---------------|-------------|-------------|
|                            |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)    | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n)  | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total           | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334             | 85                | 201               | 164                                | 130                  | 178                  | 194                    | 282                | 225               | 213           | 2238        |             |
| Weighted Total             | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003            | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310                | 195               | 290           | 2238        |             |
| Strongly support           | 694<br>31%       | 123<br>31%              | 196<br>32%                      | 158<br>30%                      | 86<br>37%                    | 573<br>30%     | 73<br>40%       | 33<br>31%    | 14<br>23%               | 169<br>32%           | 109<br>30%      | 296<br>29%      | 28<br>31%         | 78<br>32%         | 63<br>34%                          | 57<br>35%            | 52<br>26%            | 53<br>26%              | 93<br>30%          | 49<br>25%         | 100<br>34%    | 740<br>33%  |             |
| Tend to support            | 718<br>32%<br>c  | 105<br>26%              | 207<br>34%<br>c                 | 184<br>35%<br>c                 | 68<br>29%                    | 620<br>33%     | 47<br>26%       | 27<br>26%    | 24<br>38%               | 168<br>32%           | 102<br>28%      | 351<br>35%<br>z | 22<br>25%         | 83<br>34%         | 62<br>34%                          | 44<br>27%            | 57<br>29%            | 65<br>31%              | 126<br>41%<br>znqr | 69<br>35%         | 91<br>31%     | 736<br>33%  |             |
| Neither support nor oppose | 429<br>19%<br>df | 110<br>28%              | 92<br>15%                       | 106<br>20%<br>f                 | 27<br>12%                    | 355<br>19%     | 35<br>19%       | 24<br>23%    | 16<br>26%               | 90<br>17%            | 70<br>19%       | 195<br>19%      | 22<br>24%         | 44<br>18%         | 24<br>13%                          | 33<br>20%            | 37<br>19%            | 46<br>22%              | 50<br>16%          | 40<br>20%         | 58<br>20%     | 411<br>18%  |             |
| Tend to oppose             | 232<br>10%<br>t  | 38<br>9%                | 71<br>12%                       | 48<br>9%                        | 27<br>12%                    | 203<br>11%     | 13<br>7%        | 13<br>12%    | 4<br>6%                 | 69<br>13%            | 42<br>12%       | 91<br>9%        | 11<br>13%         | 33<br>14%         | 24<br>13%                          | 19<br>11%            | 24<br>12%            | 24<br>12%              | 17<br>5%           | 25<br>13%         | 26<br>9%      | 212<br>9%   |             |
| Strongly oppose            | 125<br>6%<br>ko  | 18<br>4%                | 37<br>6%                        | 29<br>5%                        | 18<br>8%                     | 103<br>5%      | 12<br>7%        | 6<br>6%      | 3<br>5%                 | 17<br>3%             | 30<br>8%        | 56<br>6%        | 4<br>5%           | 4<br>2%           | 9<br>5%                            | 9<br>6%              | 21<br>10%            | 13<br>6%               | 20<br>7%           | 12<br>6%          | 12<br>4%      | 111<br>5%   |             |
| Don't know                 | 39<br>2%<br>de   | 6<br>1%<br>e            | 2<br>*                          | -<br>-                          | 4<br>2%<br>e                 | 31<br>2%       | 4<br>2%         | 3<br>3%      | 1<br>2%                 | 8<br>2%              | 9<br>2%         | 14<br>1%        | 2<br>2%           | 5<br>2%           | 2<br>1%                            | 2<br>1%              | 7<br>4%<br>u         | 7<br>3%<br>u           | 3<br>1%            | -<br>-            | 4<br>1%       | 28<br>1%    |             |
| Mean                       | 3.74<br>f        | 3.71                    | 3.75                            | 3.75                            | 3.77                         | 3.73           | 3.86            | 3.66         | 3.68                    | 3.79                 | 3.62            | 3.75            | 3.68              | 3.82              | 3.8                                | 3.75                 | 3.5                  | 3.6                    | 3.83<br>f          | 3.61              | 3.84<br>f     | 3.81        |             |
| Support                    | 1412<br>63%<br>c | 228<br>57%              | 403<br>67%<br>c                 | 342<br>65%<br>c                 | 154<br>67%                   | 1194<br>63%    | 120<br>65%      | 60<br>57%    | 38<br>60%               | 337<br>65%           | 211<br>58%      | 647<br>64%      | 50<br>57%         | 161<br>65%        | 125<br>68%                         | 102<br>62%           | 109<br>55%           | 118<br>57%             | 219<br>71%<br>zrsu | 119<br>61%        | 190<br>66%    | 1476<br>66% |             |
| Oppose                     | 357<br>16%       | 55<br>14%               | 108<br>18%                      | 76<br>15%                       | 46<br>20%                    | 306<br>16%     | 25<br>14%       | 19<br>18%    | 7<br>11%                | 86<br>16%            | 72<br>20%       | 148<br>15%      | 15<br>17%         | 37<br>15%         | 33<br>18%                          | 28<br>17%            | 44<br>22%<br>tv      | 37<br>18%              | 37<br>12%          | 37<br>19%         | 37<br>13%     | 323<br>14%  |             |
| NET: Support               | 47%              | 43%                     | 49%                             | 51%                             | 47%                          | 47%            | 52%             | 39%          | 49%                     | 48%                  | 38%             | 50%             | 39%               | 50%               | 50%                                | 45%                  | 33%                  | 39%                    | 59%                | 42%               | 53%           | 52%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing

Base: All respondents

|                            | Total<br>(z)        | Urbanity      |              | IMD Quintile             |                 |                |                |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total       |             |
|----------------------------|---------------------|---------------|--------------|--------------------------|-----------------|----------------|----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------------|-------------|
|                            |                     | Urban<br>(a)  | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)       | 4<br>(f)       | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |                   | No<br>(p)   |
| Unweighted Total           | 2238                | 1673          | 565          | 419                      | 432             | 476            | 450            | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831              | 2238        |
| Weighted Total             | 2238                | 1745          | 493          | 451                      | 442             | 447            | 448            | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642              | 2238        |
| Strongly support           | 694<br>31%<br>ckl   | 544<br>31%    | 149<br>30%   | 113<br>25%               | 152<br>34%<br>c | 137<br>31%     | 142<br>32%     | 150<br>33%<br>c           | 437<br>36%<br>zklm                                                      | 76<br>31%<br>kl                    | 35<br>31%                                            | 31<br>19%                                                | 48<br>20%                                         | 24<br>34%                                         | 37<br>22%                | 176<br>30% | 518<br>32%        | 740<br>33%  |
| Tend to support            | 718<br>32%          | 558<br>32%    | 161<br>33%   | 130<br>29%               | 141<br>32%      | 140<br>31%     | 136<br>30%     | 171<br>38%<br>zc          | 370<br>31%                                                              | 91<br>37%                          | 37<br>33%                                            | 49<br>31%                                                | 82<br>35%                                         | 18<br>25%                                         | 68<br>39%                | 164<br>28% | 553<br>34%<br>z   | 736<br>33%  |
| Neither support nor oppose | 429<br>19%<br>d     | 331<br>19%    | 99<br>20%    | 109<br>24%<br>zdg        | 62<br>14%       | 93<br>21%<br>d | 93<br>21%<br>d | 72<br>16%                 | 214<br>18%                                                              | 50<br>20%                          | 21<br>18%                                            | 47<br>29%<br>zh                                          | 45<br>19%                                         | 10<br>14%                                         | 40<br>23%                | 126<br>21% | 303<br>18%        | 411<br>18%  |
| Tend to oppose             | 232<br>10%<br>gi    | 182<br>10%    | 51<br>10%    | 58<br>13%<br>g           | 50<br>11%<br>g  | 51<br>11%<br>g | 50<br>11%<br>g | 24<br>5%                  | 117<br>10%                                                              | 15<br>6%                           | 16<br>14%<br>i                                       | 20<br>12%                                                | 37<br>16%<br>zhi                                  | 12<br>17%<br>i                                    | 13<br>7%                 | 61<br>10%  | 170<br>10%        | 212<br>9%   |
| Strongly oppose            | 125<br>6%<br>p      | 93<br>5%      | 32<br>6%     | 24<br>5%                 | 29<br>7%        | 19<br>4%       | 23<br>5%       | 30<br>7%                  | 64<br>5%                                                                | 9<br>4%                            | 4<br>4%                                              | 10<br>6%                                                 | 19<br>8%                                          | 7<br>10%                                          | 10<br>6%                 | 45<br>8%   | 80<br>5%          | 111<br>5%   |
| Don't know                 | 39<br>2%<br>bhp     | 38<br>2%<br>b | 2<br>*       | 16<br>4%<br>zfg          | 8<br>2%         | 7<br>2%        | 4<br>1%        | 3<br>1%                   | 9<br>1%                                                                 | 5<br>2%                            | -<br>-                                               | 4<br>3%                                                  | 6<br>2%                                           | -<br>-                                            | 5<br>3%                  | 20<br>3%   | 19<br>1%          | 28<br>1%    |
| Mean                       | 3.74<br>ckl         | 3.75          | 3.7          | 3.57                     | 3.77            | 3.74           | 3.73           | 3.87<br>zc                | 3.83<br>zkl                                                             | 3.87<br>kl                         | 3.72                                                 | 3.46                                                     | 3.45                                              | 3.58                                              | 3.65                     | 3.64       | 3.78<br>z         | 3.81        |
| Support                    | 1412<br>63%<br>cklo | 1102<br>63%   | 310<br>63%   | 243<br>54%               | 293<br>66%<br>c | 277<br>62%     | 278<br>62%     | 321<br>71%<br>zcef        | 807<br>67%<br>zkl                                                       | 168<br>68%<br>kl                   | 72<br>64%                                            | 81<br>50%                                                | 131<br>55%                                        | 42<br>60%                                         | 105<br>61%               | 340<br>57% | 1071<br>65%<br>zo | 1476<br>66% |
| Oppose                     | 357<br>16%<br>gi    | 275<br>16%    | 82<br>17%    | 82<br>18%<br>g           | 79<br>18%       | 69<br>16%      | 73<br>16%      | 54<br>12%                 | 181<br>15%                                                              | 24<br>10%                          | 21<br>18%                                            | 29<br>18%<br>i                                           | 56<br>24%<br>zhi                                  | 19<br>27%<br>i                                    | 22<br>13%                | 106<br>18% | 250<br>15%        | 323<br>14%  |
| NET: Support               | 47%                 | 47%           | 46%          | 36%                      | 48%             | 46%            | 46%            | 59%                       | 52%                                                                     | 58%                                | 45%                                                  | 32%                                                      | 31%                                               | 33%                                               | 48%                      | 39%        | 50%               | 52%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |               |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|---------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)   | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165           | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*          | 14**         | 2238        |
| Strongly support           | 694<br>31%        | 633<br>32%               | 59<br>29%         | 242<br>30%          | 344<br>33%          | 47<br>28%          | 154<br>30%               | 513<br>32%                      | 531<br>32%                                        | 152<br>29%                        | 178<br>31%                                                | 40<br>27%                        | 59<br>29%     | 6<br>41%     | 740<br>33%  |
| Tend to support            | 718<br>32%        | 646<br>32%               | 63<br>31%         | 239<br>30%          | 351<br>34%          | 55<br>33%          | 169<br>32%               | 521<br>32%                      | 562<br>34%<br>z                                   | 176<br>34%                        | 202<br>35%                                                | 54<br>36%                        | 63<br>31%     | 4<br>27%     | 736<br>33%  |
| Neither support nor oppose | 429<br>19%        | 385<br>19%               | 45<br>22%         | 161<br>20%          | 190<br>18%          | 33<br>20%          | 87<br>17%                | 332<br>21%<br>zfh               | 310<br>19%                                        | 95<br>18%                         | 102<br>18%                                                | 35<br>23%                        | 45<br>22%     | 3<br>21%     | 411<br>18%  |
| Tend to oppose             | 232<br>10%<br>g   | 216<br>11%               | 16<br>8%          | 105<br>13%<br>za    | 99<br>10%           | 12<br>7%           | 64<br>12%                | 152<br>9%                       | 164<br>10%                                        | 65<br>12%                         | 63<br>11%                                                 | 9<br>6%                          | 16<br>8%      | 1<br>4%      | 212<br>9%   |
| Strongly oppose            | 125<br>6%<br>adgh | 105<br>5%<br>d           | 19<br>9%<br>d     | 50<br>6%<br>d       | 37<br>4%            | 18<br>11%<br>zad   | 38<br>7%<br>gh           | 78<br>5%                        | 76<br>5%                                          | 30<br>6%                          | 30<br>5%                                                  | 11<br>8%                         | 19<br>9%<br>h | 1<br>6%      | 111<br>5%   |
| Don't know                 | 39<br>2%<br>adghj | 21<br>1%                 | 3<br>1%           | 8<br>1%             | 9<br>1%             | 3<br>2%            | 8<br>2%                  | 14<br>1%                        | 18<br>1%                                          | 6<br>1%                           | 3<br>1%                                                   | 1<br>1%                          | 3<br>1%       | -<br>-       | 28<br>1%    |
| Mean                       | 3.74<br>c         | 3.75<br>c                | 3.63              | 3.65                | 3.85<br>zac         | 3.6                | 3.66                     | 3.78<br>zf                      | 3.8<br>zf                                         | 3.69                              | 3.76                                                      | 3.69                             | 3.63          | 3.94         | 3.81        |
| Support                    | 1412<br>63%<br>c  | 1279<br>64%<br>c         | 122<br>60%        | 481<br>60%          | 695<br>67%<br>zac   | 102<br>60%         | 322<br>62%               | 1034<br>64%                     | 1093<br>66%<br>z                                  | 328<br>63%                        | 379<br>66%                                                | 94<br>62%                        | 122<br>60%    | 10<br>69%    | 1476<br>66% |
| Oppose                     | 357<br>16%<br>dgh | 321<br>16%<br>d          | 34<br>17%         | 154<br>19%<br>zad   | 136<br>13%          | 31<br>18%          | 102<br>20%<br>zgh        | 230<br>14%                      | 240<br>14%                                        | 95<br>18%<br>gh                   | 93<br>16%                                                 | 20<br>13%                        | 34<br>17%     | 1<br>10%     | 323<br>14%  |
| NET: Support               | 47%               | 48%                      | 43%               | 41%                 | 54%                 | 42%                | 42%                      | 50%                             | 51%                                               | 44%                               | 50%                                                       | 49%                              | 43%           | 58%          | 52%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Restricting the advertising of unhealthy food and drink, including billboard advertising and online marketing

Base: All respondents

|                            | Total<br>(z)              | Use of SC Services P12M  |                                    |                                       |                           | Health problem/disability |                           | General Standard NHS - Last 12 months |                           |                           | General Standard NHS - Next 12 months |                           |                           | General Standard Social Care - Last 12 months |                          |                          | General Standard Social Care - Next 12 months |                           |                           | Unwtd Total               |
|----------------------------|---------------------------|--------------------------|------------------------------------|---------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------------------|---------------------------|---------------------------|---------------------------------------|---------------------------|---------------------------|-----------------------------------------------|--------------------------|--------------------------|-----------------------------------------------|---------------------------|---------------------------|---------------------------|
|                            |                           | Any service<br>(a)       | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)         | Yes<br>(e)                | No<br>(f)                 | Got better<br>(g)                     | Stayed the same<br>(h)    | Got worse<br>(i)          | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l)     | Got better<br>(m)                             | Stayed the same<br>(n)   | Got worse<br>(o)         | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r)     |                           |
| Unweighted Total           | 2238                      | 537                      | 127                                | 488                                   | 1637                      | 557                       | 1641                      | 375                                   | 1022                      | 770                       | 415                                   | 902                       | 854                       | 79                                            | 795                      | 985                      | 138                                           | 785                       | 1073                      | 2238                      |
| Weighted Total             | 2238                      | 523                      | 142*                               | 480                                   | 1618                      | 477                       | 1709                      | 365                                   | 1036                      | 759                       | 415                                   | 899                       | 858                       | 100*                                          | 816                      | 886                      | 161*                                          | 809                       | 974                       | 2238                      |
| Strongly support           | 694<br>31%<br>i           | 166<br>32%<br>b          | 31<br>22%<br>b                     | 156<br>33%<br>b                       | 507<br>31%<br>z           | 161<br>34%<br>z           | 529<br>31%<br>z           | 140<br>38%<br>zhi                     | 317<br>31%<br>zhi         | 211<br>28%<br>zhi         | 166<br>40%<br>zhi                     | 271<br>30%<br>zhi         | 236<br>27%<br>zhi         | 39<br>39%<br>zhi                              | 235<br>29%<br>zhi        | 283<br>32%<br>zhi        | 73<br>45%<br>zhi                              | 240<br>30%<br>zhi         | 296<br>30%<br>zhi         | 740<br>33%<br>zhi         |
| Tend to support            | 718<br>32%<br>i           | 156<br>30%<br>i          | 44<br>31%<br>i                     | 150<br>31%<br>i                       | 548<br>34%<br>z           | 156<br>33%<br>z           | 556<br>33%<br>z           | 123<br>34%<br>z                       | 369<br>36%<br>z           | 206<br>27%<br>z           | 133<br>32%<br>z                       | 301<br>33%<br>z           | 268<br>31%<br>z           | 32<br>32%<br>z                                | 279<br>34%<br>z          | 290<br>33%<br>z          | 41<br>25%<br>z                                | 294<br>36%<br>z           | 319<br>33%<br>z           | 736<br>33%<br>z           |
| Neither support nor oppose | 429<br>19%<br>d           | 115<br>22%<br>c          | 38<br>27%<br>d                     | 95<br>20%<br>d                        | 289<br>18%<br>z           | 93<br>19%<br>z            | 328<br>19%<br>z           | 50<br>14%<br>z                        | 212<br>20%<br>z           | 156<br>21%<br>z           | 53<br>13%<br>z                        | 192<br>21%<br>z           | 168<br>20%<br>z           | 13<br>13%<br>z                                | 165<br>20%<br>z          | 157<br>18%<br>z          | 13<br>8%<br>z                                 | 154<br>19%<br>z           | 186<br>19%<br>z           | 411<br>18%<br>z           |
| Tend to oppose             | 232<br>10%<br>e           | 62<br>12%<br>e           | 23<br>16%<br>e                     | 57<br>12%<br>e                        | 163<br>10%<br>z           | 35<br>7%<br>z             | 189<br>11%<br>z           | 39<br>11%<br>z                        | 91<br>9%<br>z             | 93<br>12%<br>z            | 43<br>10%<br>z                        | 100<br>11%<br>z           | 87<br>10%<br>z            | 11<br>11%<br>z                                | 91<br>11%<br>z           | 84<br>9%<br>z            | 24<br>15%<br>z                                | 84<br>10%<br>z            | 98<br>10%<br>z            | 212<br>9%<br>z            |
| Strongly oppose            | 125<br>6%<br>h            | 20<br>4%<br>h            | 6<br>4%<br>h                       | 19<br>4%<br>h                         | 97<br>6%<br>z             | 27<br>6%<br>z             | 95<br>6%<br>z             | 13<br>3%<br>z                         | 34<br>3%<br>z             | 70<br>9%<br>z             | 20<br>5%<br>z                         | 23<br>3%<br>z             | 78<br>9%<br>z             | 5<br>5%<br>z                                  | 39<br>5%<br>z            | 64<br>7%<br>z            | 11<br>7%<br>z                                 | 32<br>4%<br>z             | 66<br>7%<br>z             | 111<br>5%<br>z            |
| Don't know                 | 39<br>2%<br>adfgjno<br>qr | 3<br>1%<br>adfgjno<br>qr | -<br>-<br>adfgjno<br>qr            | 3<br>1%<br>adfgjno<br>qr              | 14<br>1%<br>adfgjno<br>qr | 4<br>1%<br>adfgjno<br>qr  | 12<br>1%<br>adfgjno<br>qr | -<br>-<br>adfgjno<br>qr               | 14<br>1%<br>adfgjno<br>qr | 23<br>3%<br>adfgjno<br>qr | -<br>-<br>adfgjno<br>qr               | 12<br>1%<br>adfgjno<br>qr | 21<br>2%<br>adfgjno<br>qr | -<br>-<br>adfgjno<br>qr                       | 5<br>1%<br>adfgjno<br>qr | 9<br>1%<br>adfgjno<br>qr | -<br>-<br>adfgjno<br>qr                       | 5<br>1%<br>adfgjno<br>qr  | 10<br>1%<br>adfgjno<br>qr | 28<br>1%<br>adfgjno<br>qr |
| Mean                       | 3.74<br>bil               | 3.74<br>b                | 3.5<br>b                           | 3.77<br>b                             | 3.75<br>z                 | 3.82<br>z                 | 3.73<br>z                 | 3.93<br>zi                            | 3.83<br>zi                | 3.54<br>zi                | 3.92<br>zi                            | 3.78<br>i                 | 3.59<br>zi                | 3.9<br>zi                                     | 3.72<br>i                | 3.74<br>zi               | 3.88<br>zi                                    | 3.78<br>zi                | 3.71<br>zi                | 3.81<br>zi                |
| Support                    | 1412<br>63%<br>bil        | 322<br>62%<br>b          | 75<br>53%<br>b                     | 306<br>64%<br>ab                      | 1055<br>65%<br>zb         | 317<br>67%<br>z           | 1085<br>63%<br>z          | 263<br>72%<br>zi                      | 686<br>66%<br>zi          | 417<br>55%<br>zi          | 299<br>72%<br>zi                      | 571<br>64%<br>zi          | 504<br>59%<br>zi          | 71<br>71%<br>zi                               | 515<br>63%<br>zi         | 574<br>65%<br>zi         | 114<br>70%<br>zi                              | 534<br>66%<br>zi          | 615<br>63%<br>zi          | 1476<br>66%<br>zi         |
| Oppose                     | 357<br>16%<br>h           | 82<br>16%<br>h           | 29<br>21%<br>h                     | 76<br>16%<br>h                        | 259<br>16%<br>z           | 63<br>13%<br>z            | 284<br>17%<br>z           | 52<br>14%<br>z                        | 125<br>12%<br>z           | 163<br>21%<br>z           | 63<br>15%<br>z                        | 123<br>14%<br>z           | 165<br>19%<br>z           | 16<br>16%<br>z                                | 130<br>16%<br>z          | 147<br>17%<br>z          | 35<br>21%<br>z                                | 116<br>14%<br>z           | 164<br>17%<br>z           | 323<br>14%<br>z           |
| NET: Support               | 47%                       | 46%                      | 32%                                | 48%                                   | 49%                       | 53%                       | 47%                       | 58%                                   | 54%                       | 33%                       | 57%                                   | 50%                       | 39%                       | 55%                                           | 47%                      | 48%                      | 49%                                           | 52%                       | 46%                       | 52%                       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free

Base: All respondents

|                            |                | Gender       |            |              | Age          |              |              |              |              |                | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  |
|----------------------------|----------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|
|                            |                | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h)   | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |
| Unweighted Total           | 2238           | 1090         | 1130       | 101          | 156          | 252          | 345          | 518          | 552          | 314            | 2016       | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |
| Weighted Total             | 2238           | 1069         | 1151       | 292*         | 361          | 359          | 355          | 354          | 268          | 249            | 1880       | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |
| Strongly support           | 390            | 151          | 235        | 24           | 42           | 59           | 60           | 64           | 60           | 79             | 322        | 60                                           | 170                                                         | 219                      | 156                              | 231                                               | 53                   | 73                                                     | 68                              | 23                                                | 14                                                                               | 447                                |  |
|                            | 17%<br>acqqr   | 14%<br>za    | 20%<br>za  | 8%<br>c      | 12%<br>c     | 16%<br>c     | 17%<br>c     | 18%<br>zcd   | 23%<br>zcd   | 32%<br>zcdefgh | 17%<br>20% | 20%<br>20%                                   | 17%<br>17%                                                  | 17%<br>17%               | 23%<br>20%                       | 15%<br>15%                                        | 19%<br>f             | 13%<br>r                                               | 13%<br>f                        | 23%<br>oqr                                        | 19%<br>oqr                                                                       | 20%<br>20%                         |  |
| Tend to support            | 502            | 260          | 242        | 52           | 68           | 71           | 64           | 90           | 83           | 74             | 426        | 63                                           | 188                                                         | 313                      | 172                              | 329                                               | 63                   | 119                                                    | 108                             | 23                                                | 16                                                                               | 544                                |  |
|                            | 22%<br>fi      | 24%<br>za    | 21%<br>za  | 18%<br>20%   | 19%<br>20%   | 20%<br>20%   | 18%<br>20%   | 25%<br>25%   | 31%<br>30%   | 30%<br>30%     | 23%<br>21% | 21%<br>21%                                   | 19%<br>21%                                                  | 25%<br>21%               | 26%<br>21%                       | 23%<br>22%                                        | 23%<br>z             | 22%<br>z                                               | 20%<br>z                        | 23%<br>z                                          | 23%<br>z                                                                         | 24%<br>z                           |  |
| Neither support nor oppose | 499            | 234          | 261        | 80           | 78           | 75           | 76           | 86           | 58           | 47             | 421        | 70                                           | 210                                                         | 288                      | 122                              | 370                                               | 56                   | 139                                                    | 139                             | 21                                                | 14                                                                               | 490                                |  |
|                            | 22%<br>n       | 22%<br>za    | 23%<br>za  | 27%<br>27%   | 22%<br>21%   | 21%<br>21%   | 21%<br>21%   | 24%<br>22%   | 22%<br>19%   | 19%<br>19%     | 22%<br>22% | 23%<br>23%                                   | 22%<br>22%                                                  | 23%<br>23%               | 18%<br>24%                       | 24%<br>zn                                         | 24%<br>zn            | 20%<br>n                                               | 25%<br>n                        | 26%<br>n                                          | 21%<br>21%                                                                       | 20%<br>20%                         |  |
| Tend to oppose             | 497            | 236          | 257        | 77           | 89           | 92           | 94           | 70           | 38           | 37             | 427        | 62                                           | 248                                                         | 352                      | 139                              | 352                                               | 59                   | 146                                                    | 108                             | 23                                                | 15                                                                               | 447                                |  |
|                            | 22%<br>him     | 22%<br>za    | 22%<br>za  | 26%<br>hi    | 25%<br>hi    | 25%<br>25%   | 27%<br>zghi  | 20%<br>h     | 14%<br>15%   | 15%<br>15%     | 23%<br>21% | 21%<br>21%                                   | 25%<br>20%                                                  | 20%<br>20%               | 21%<br>21%                       | 23%<br>23%                                        | 21%<br>21%           | 26%<br>26%                                             | 20%<br>20%                      | 24%<br>24%                                        | 21%<br>21%                                                                       | 20%<br>20%                         |  |
| Strongly oppose            | 310            | 180          | 126        | 50           | 68           | 59           | 52           | 68           | 27           | 52             | 264        | 33                                           | 146                                                         | 164                      | 70                               | 232                                               | 40                   | 64                                                     | 111                             | 8                                                 | 9                                                                                | 277                                |  |
|                            | 14%<br>bhin    | 17%<br>zb    | 11%<br>za  | 17%<br>j     | 19%<br>ghi   | 16%<br>hi    | 15%<br>i     | 12%<br>i     | 10%<br>i     | 5%<br>i        | 14%<br>11% | 11%<br>11%                                   | 14%<br>15%                                                  | 13%<br>13%               | 11%<br>15%                       | 15%<br>nqs                                        | 15%<br>nqs           | 15%<br>20%                                             | 12%<br>znoqs                    | 8%<br>20%                                         | 12%<br>8%                                                                        | 12%<br>12%                         |  |
| Don't know                 | 40             | 8            | 31         | 8            | 15           | 4            | 8            | 4            | 2            | -              | 21         | 11                                           | 15                                                          | 22                       | 6                                | 27                                                | 5                    | 11                                                     | 8                               | -                                                 | 3                                                                                | 33                                 |  |
|                            | 2%<br>ahij     | 1%<br>za     | 3%<br>za   | 3%<br>2%     | 4%<br>2%     | 1%<br>1%     | 2%<br>1%     | 1%<br>1%     | 1%<br>1%     | -<br>-         | 1%<br>4%   | 4%<br>4%                                     | 2%<br>2%                                                    | 2%<br>2%                 | 1%<br>2%                         | 2%<br>2%                                          | 2%<br>2%             | 2%<br>2%                                               | 1%<br>1%                        | -<br>-                                            | 5%<br>3%                                                                         | 1%<br>1%                           |  |
| Mean                       | 3.08<br>acdior | 2.97<br>za   | 3.18<br>za | 2.73         | 2.79         | 2.94         | 2.96         | 3.19         | 3.42         | 3.69           | 3.06       | 3.19                                         | 2.99                                                        | 3.14                     | 3.31                             | 2.98                                              | 3.11                 | 2.98                                                   | 2.84                            | 3.3                                               | 3.15                                                                             | 3.2                                |  |
| Support                    | 892            | 412          | 477        | 76           | 111          | 130          | 125          | 154          | 143          | 153            | 748        | 123                                          | 357                                                         | 532                      | 328                              | 561                                               | 116                  | 192                                                    | 177                             | 46                                                | 30                                                                               | 991                                |  |
|                            | 40%<br>cdloqr  | 38%<br>za    | 41%<br>za  | 26%<br>31%   | 25%<br>31%   | 25%<br>36%   | 27%<br>35%   | 20%<br>43%   | 14%<br>53%   | 15%<br>61%     | 23%<br>40% | 21%<br>41%                                   | 25%<br>37%                                                  | 20%<br>42%               | 21%<br>49%                       | 20%<br>36%                                        | 21%<br>42%           | 26%<br>35%                                             | 20%<br>33%                      | 24%<br>47%                                        | 21%<br>42%                                                                       | 20%<br>44%                         |  |
| Oppose                     | 807            | 416          | 383        | 128          | 157          | 151          | 146          | 111          | 65           | 49             | 691        | 95                                           | 394                                                         | 410                      | 209                              | 584                                               | 99                   | 210                                                    | 219                             | 31                                                | 24                                                                               | 724                                |  |
|                            | 36%<br>bqhimm  | 33%<br>b     | 33%<br>za  | 44%<br>ghi   | 43%<br>ghi   | 42%<br>zghi  | 41%<br>zghi  | 31%<br>zghi  | 24%<br>29%   | 20%<br>42%     | 37%<br>37% | 32%<br>32%                                   | 40%<br>33%                                                  | 33%<br>33%               | 31%<br>31%                       | 38%<br>zn                                         | 36%<br>zn            | 38%<br>r                                               | 40%<br>38%                      | 32%<br>32%                                        | 34%<br>34%                                                                       | 32%<br>32%                         |  |
| NET: Support               | 4%             | +            | 8%         | -18%         | -13%         | -6%          | -6%          | 12%          | 29%          | 42%            | 3%         | 9%                                           | -4%                                                         | 10%                      | 18%                              | -2%                                               | 6%                   | -3%                                                    | -8%                             | 15%                                               | 8%                                                                               | 12%                                |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free

Base: All respondents

|                            | Total<br>(n)    | Annual household income |                                 |                                 |                              | Country         |                 |                |                         | England region (Net) |                 |                 | England region    |                   |                                    |                      |                      |                        |                   |                   |                 |                 | Unwtd Total |
|----------------------------|-----------------|-------------------------|---------------------------------|---------------------------------|------------------------------|-----------------|-----------------|----------------|-------------------------|----------------------|-----------------|-----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|-----------------|-------------|
|                            |                 | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)  | Scotland<br>(n) | Wales<br>(n)   | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)    | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)   |                 |             |
| Unweighted Total           | 2238            | 468                     | 686                             | 465                             | 164                          | 1715            | 206             | 162            | 155                     | 453                  | 348             | 334             | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213             | 2238            |             |
| Weighted Total             | 2238            | 398                     | 605                             | 524                             | 231                          | 1886            | 184             | 106*           | 62*                     | 521                  | 362             | 1003            | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238            |             |
| Strongly support           | 390<br>17%<br>a | 67<br>17%<br>a          | 110<br>18%<br>a                 | 92<br>18%<br>a                  | 53<br>23%<br>a               | 323<br>17%<br>a | 40<br>22%<br>a  | 17<br>16%<br>a | 9<br>14%<br>a           | 82<br>16%<br>a       | 63<br>17%<br>a  | 178<br>18%<br>a | 18<br>20%<br>a    | 26<br>11%<br>a    | 38<br>21%<br>a                     | 32<br>20%<br>a       | 31<br>15%<br>a       | 35<br>17%<br>a         | 51<br>16%<br>a    | 35<br>18%<br>a    | 57<br>20%<br>a  | 447<br>20%<br>a |             |
| Tend to support            | 502<br>22%<br>b | 80<br>20%<br>b          | 146<br>24%<br>b                 | 115<br>22%<br>b                 | 54<br>23%<br>b               | 440<br>23%<br>b | 33<br>18%<br>b  | 22<br>21%<br>b | 8<br>13%<br>b           | 148<br>28%<br>b      | 67<br>18%<br>b  | 226<br>22%<br>b | 15<br>17%<br>b    | 69<br>28%<br>b    | 64<br>35%<br>b                     | 42<br>26%<br>b       | 24<br>12%<br>b       | 38<br>18%<br>b         | 76<br>25%<br>b    | 36<br>18%<br>b    | 76<br>26%<br>b  | 544<br>24%<br>b |             |
| Neither support nor oppose | 499<br>22%<br>c | 108<br>27%<br>c         | 122<br>20%<br>c                 | 101<br>19%<br>c                 | 40<br>17%<br>c               | 426<br>23%<br>c | 42<br>23%<br>c  | 16<br>15%<br>c | 15<br>24%<br>c          | 109<br>21%<br>c      | 73<br>20%<br>c  | 244<br>24%<br>c | 20<br>22%<br>c    | 59<br>24%<br>c    | 30<br>17%<br>c                     | 28<br>17%<br>c       | 45<br>23%<br>c       | 40<br>19%<br>c         | 84<br>27%<br>c    | 58<br>30%<br>c    | 63<br>22%<br>c  | 490<br>22%<br>c |             |
| Tend to oppose             | 497<br>22%<br>d | 79<br>20%<br>d          | 139<br>23%<br>d                 | 127<br>24%<br>d                 | 61<br>27%<br>d               | 417<br>22%<br>d | 35<br>19%<br>d  | 27<br>25%<br>d | 18<br>29%<br>d          | 119<br>23%<br>d      | 88<br>24%<br>d  | 211<br>21%<br>d | 24<br>28%<br>d    | 55<br>22%<br>d    | 39<br>21%<br>d                     | 42<br>25%<br>d       | 46<br>23%<br>d       | 59<br>28%<br>d         | 57<br>18%<br>d    | 34<br>18%<br>d    | 61<br>21%<br>d  | 447<br>20%<br>d |             |
| Strongly oppose            | 310<br>14%<br>e | 56<br>14%<br>e          | 85<br>14%<br>e                  | 87<br>17%<br>e                  | 18<br>8%<br>e                | 248<br>13%<br>e | 29<br>16%<br>e  | 23<br>22%<br>e | 10<br>16%<br>e          | 55<br>11%<br>e       | 60<br>17%<br>e  | 133<br>13%<br>e | 10<br>11%<br>e    | 34<br>14%<br>e    | 11<br>6%<br>e                      | 16<br>10%<br>e       | 44<br>22%<br>e       | 33<br>16%<br>e         | 39<br>12%<br>e    | 33<br>17%<br>e    | 29<br>10%<br>e  | 277<br>12%<br>e |             |
| Don't know                 | 40<br>2%<br>f   | 9<br>2%<br>f            | 1<br>*<br>f                     | 3<br>*<br>f                     | 4<br>2%<br>f                 | 31<br>2%<br>f   | 5<br>3%<br>f    | 1<br>1%<br>f   | 3<br>4%<br>f            | 8<br>2%<br>f         | 12<br>3%<br>f   | 11<br>1%<br>f   | 2<br>2%<br>f      | 5<br>2%<br>f      | 2<br>1%<br>f                       | 4<br>2%<br>f         | 8<br>4%<br>f         | 4<br>2%<br>f           | 3<br>1%<br>f      | -<br>.<br>f       | 4<br>1%<br>f    | 33<br>1%<br>f   |             |
| Mean                       | 3.08            | 3.06                    | 3.09                            | 3                               | 3.28                         | 3.09            | 3.11            | 2.84           | 2.8                     | 3.16                 | 2.96            | 3.11            | 3.07              | 2.99              | 3.43                               | 3.21                 | 2.74                 | 2.92                   | 3.14              | 3.03              | 3.25            | 3.2             |             |
| Support                    | 892<br>40%<br>g | 147<br>37%<br>g         | 256<br>42%<br>g                 | 207<br>40%<br>g                 | 107<br>46%<br>g              | 763<br>40%<br>g | 73<br>40%<br>g  | 39<br>37%<br>g | 17<br>27%<br>g          | 230<br>44%<br>g      | 129<br>36%<br>g | 404<br>40%<br>g | 33<br>37%<br>g    | 95<br>38%<br>g    | 102<br>55%<br>g                    | 75<br>46%<br>g       | 55<br>28%<br>g       | 73<br>35%<br>g         | 127<br>41%<br>g   | 70<br>36%<br>g    | 133<br>46%<br>g | 991<br>44%<br>g |             |
| Oppose                     | 807<br>36%<br>h | 135<br>34%<br>h         | 225<br>37%<br>h                 | 214<br>41%<br>h                 | 79<br>34%<br>h               | 665<br>35%<br>h | 64<br>35%<br>h  | 50<br>47%<br>h | 28<br>45%<br>h          | 174<br>33%<br>h      | 147<br>41%<br>h | 344<br>34%<br>h | 34<br>39%<br>h    | 89<br>36%<br>h    | 50<br>27%<br>h                     | 58<br>35%<br>h       | 90<br>44%<br>h       | 91<br>44%<br>h         | 96<br>31%<br>h    | 67<br>34%<br>h    | 90<br>31%<br>h  | 724<br>32%<br>h |             |
| NET: Support               | 4%              | 3%                      | 5%                              | -1%                             | 12%                          | 5%              | 5%              | -10%           | -17%                    | 11%                  | -5%             | 6%              | -1%               | 2%                | 28%                                | 10%                  | -18%                 | -9%                    | 10%               | 2%                | 15%             | 12%             |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/i - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



KnowledgePanel UK: Z60521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026  
Table 305

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free

Base: All respondents

|                            | Total<br>(z)       | Urbanity     |              | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  | Unwtd Total |
|----------------------------|--------------------|--------------|--------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|-------------|
|                            |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)        |             |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432             | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831             | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238        |
| Strongly support           | 390<br>17%<br>ckln | 293          | 97           | 58<br>13%                | 72<br>16%       | 89<br>20%<br>c  | 78<br>17%       | 92<br>20%<br>c            | 260<br>22%<br>zkln                                                      | 41<br>17%<br>n                     | 30<br>26%<br>zkln                                    | 15<br>9%                                                 | 28<br>12%<br>n                                    | 11<br>15%<br>n                                    | 4<br>2%                  | 107<br>18%            | 283<br>17%       | 447<br>20%  |
| Tend to support            | 502<br>22%<br>co   | 395          | 107          | 73<br>16%                | 109<br>25%<br>c | 103<br>23%      | 92<br>21%       | 125<br>28%<br>zcf         | 281<br>23%                                                              | 65<br>27%<br>l                     | 19<br>17%                                            | 39<br>24%                                                | 41<br>17%                                         | 9<br>12%                                          | 43<br>25%                | 95<br>16%             | 405<br>25%<br>zo | 544<br>24%  |
| Neither support nor oppose | 499<br>22%         | 394          | 105          | 102<br>23%               | 95<br>22%       | 90<br>20%       | 105<br>23%      | 106<br>24%                | 251<br>21%                                                              | 66<br>27%                          | 22<br>19%                                            | 43<br>27%                                                | 56<br>24%                                         | 17<br>24%                                         | 42<br>25%                | 130<br>22%            | 369<br>22%       | 490<br>22%  |
| Tend to oppose             | 497<br>22%         | 403          | 94           | 118<br>26%               | 90<br>20%       | 96<br>21%       | 103<br>23%      | 91<br>20%                 | 266<br>22%                                                              | 44<br>18%                          | 22<br>19%                                            | 33<br>20%                                                | 60<br>25%                                         | 18<br>26%                                         | 49<br>29%                | 140<br>24%            | 357<br>22%       | 447<br>20%  |
| Strongly oppose            | 310<br>14%<br>aghp | 224          | 86           | 82<br>18%                | 66<br>15%       | 62<br>14%<br>g  | 65<br>14%<br>g  | 35<br>8%                  | 138<br>11%                                                              | 24<br>10%                          | 22<br>19%<br>hi                                      | 28<br>18%                                                | 47<br>20%<br>zhi                                  | 16<br>23%<br>hi                                   | 32<br>19%                | 100<br>17%            | 210<br>13%       | 277<br>12%  |
| Don't know                 | 40<br>2%<br>ghp    | 36           | 4            | 17<br>4%                 | 10<br>2%        | 7<br>2%         | 6<br>1%         | 1<br>*                    | 15<br>1%                                                                | 6<br>3%                            | -<br>-                                               | 3<br>2%                                                  | 6<br>2%                                           | -<br>-                                            | 2<br>1%                  | 21<br>4%              | 18<br>1%         | 33<br>1%    |
| Mean                       | 3.08<br>clin       | 3.08         | 3.07         | 2.79                     | 3.08            | 3.14<br>c       | 3.04<br>c       | 3.33<br>zcdf              | 3.22<br>zklnm                                                           | 3.23<br>klmn                       | 3.13<br>ln                                           | 2.87                                                     | 2.76                                              | 2.71                                              | 2.63                     | 2.95                  | 3.12<br>zo       | 3.2         |
| Support                    | 892<br>40%<br>clo  | 688          | 204          | 132<br>29%               | 181<br>41%<br>c | 192<br>43%<br>c | 170<br>38%<br>c | 217<br>48%<br>zcf         | 542<br>45%<br>zkln                                                      | 106<br>43%<br>ln                   | 49<br>33%                                            | 54<br>33%                                                | 69<br>29%                                         | 19<br>27%                                         | 47<br>27%                | 202<br>34%            | 688<br>42%<br>zo | 991<br>44%  |
| Oppose                     | 807<br>36%<br>ghp  | 627          | 180          | 200<br>44%               | 155<br>35%      | 158<br>35%      | 168<br>37%      | 126<br>28%                | 403<br>33%                                                              | 68<br>28%                          | 43<br>38%                                            | 61<br>38%                                                | 107<br>45%                                        | 34<br>49%                                         | 81<br>47%                | 240<br>41%            | 567<br>35%       | 724<br>32%  |
| NET: Support               | 4%                 | 4%           | 5%           | -15%                     | 6%              | 8%              | 1%              | 20%                       | 11%                                                                     | 15%                                | 5%                                                   | -5%                                                      | -16%                                              | -21%                                              | -20%                     | -6%                   | 7%               | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free

Base: All respondents

|                            | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 390<br>17%       | 357<br>18%               | 31<br>15%         | 152<br>19%          | 180<br>17%          | 26<br>15%          | 78<br>15%                | 287<br>18%                      | 293<br>18%                                        | 79<br>15%                         | 101<br>17%                                                | 27<br>18%                        | 31<br>15%   | 4<br>25%     | 447<br>20%  |
| Tend to support            | 502<br>22%<br>ek | 454<br>23%<br>e          | 44<br>22%         | 173<br>21%          | 258<br>25%<br>z     | 22<br>13%          | 115<br>22%<br>k          | 364<br>23%<br>k                 | 380<br>23%<br>k                                   | 108<br>21%                        | 129<br>22%<br>k                                           | 19<br>12%                        | 44<br>22%   | 5<br>32%     | 544<br>24%  |
| Neither support nor oppose | 499<br>22%<br>a  | 435<br>22%               | 59<br>29%         | 177<br>22%          | 213<br>21%          | 44<br>26%          | 110<br>21%               | 354<br>22%                      | 355<br>21%                                        | 134<br>26%<br>h                   | 140<br>24%                                                | 33<br>22%                        | 59<br>29%   | 2<br>13%     | 490<br>22%  |
| Tend to oppose             | 497<br>22%<br>z  | 465<br>23%<br>z          | 32<br>16%         | 175<br>22%          | 245<br>24%          | 44<br>26%          | 128<br>25%               | 379<br>24%<br>z                 | 392<br>24%<br>z                                   | 120<br>23%                        | 117<br>20%<br>l                                           | 44<br>29%                        | 32<br>16%   | 3<br>18%     | 447<br>20%  |
| Strongly oppose            | 310<br>14%       | 273<br>14%               | 35<br>17%         | 119<br>15%          | 125<br>12%          | 29<br>17%          | 84<br>16%                | 211<br>13%                      | 221<br>13%                                        | 75<br>14%                         | 83<br>14%                                                 | 27<br>18%                        | 35<br>17%   | 2<br>12%     | 277<br>12%  |
| Don't know                 | 40<br>2%<br>adgh | 22<br>1%                 | 2<br>1%           | 9<br>1%             | 9<br>1%             | 4<br>2%            | 5<br>1%                  | 15<br>1%                        | 21<br>1%                                          | 8<br>1%                           | 7<br>1%                                                   | 1<br>1%                          | 2<br>1%     | -<br>-       | 33<br>1%    |
| Mean                       | 3.08             | 3.08                     | 3.01              | 3.08                | 3.12                | 2.83               | 2.95                     | 3.09<br>f                       | 3.08                                              | 2.99                              | 3.08                                                      | 2.83                             | 3.01        | 3.41         | 3.2         |
| Support                    | 892<br>40%<br>e  | 811<br>40%<br>e          | 75<br>37%         | 325<br>40%<br>e     | 438<br>42%<br>e     | 48<br>28%          | 192<br>37%               | 651<br>40%<br>k                 | 673<br>40%<br>ik                                  | 187<br>36%                        | 230<br>40%                                                | 45<br>30%                        | 75<br>37%   | 8<br>57%     | 991<br>44%  |
| Oppose                     | 807<br>36%<br>z  | 738<br>37%<br>z          | 68<br>33%         | 294<br>36%          | 371<br>36%          | 73<br>43%          | 212<br>41%<br>zj         | 590<br>37%                      | 613<br>37%                                        | 195<br>37%                        | 200<br>35%                                                | 71<br>47%<br>zghj                | 68<br>33%   | 4<br>30%     | 724<br>32%  |
| NET: Support               | 4%               | 4%                       | 3%                | 4%                  | 7%                  | -15%               | -4%                      | 4%                              | 4%                                                | -2%                               | 5%                                                        | -17%                             | 3%          | 27%          | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning any kind of offers on unhealthy food, e.g. multibuy or buy-one-get-one-free

Base: All respondents

|                            | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238         | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 390<br>17%   | 91<br>17%               | 19<br>13%                          | 85<br>18%                             | 292<br>18%        | 87<br>18%                 | 299<br>18% | 92<br>25%                             | 158<br>15%             | 127<br>17%       | 105<br>25%                            | 136<br>15%                | 137<br>16%            | 30<br>31%                                     | 137<br>17%             | 163<br>18%       | 46<br>29%                                     | 126<br>16%                | 173<br>18%            | 447<br>20%  |
| Tend to support            | 502<br>22%   | 112<br>21%              | 33<br>23%                          | 103<br>21%                            | 379<br>23%        | 105<br>22%                | 393<br>23% | 97<br>27%                             | 267<br>26%             | 125<br>16%       | 114<br>27%                            | 223<br>25%                | 157<br>18%            | 21<br>21%                                     | 205<br>25%             | 179<br>20%       | 40<br>25%                                     | 218<br>27%                | 194<br>20%            | 544<br>24%  |
| Neither support nor oppose | 499<br>22%   | 133<br>25%              | 40<br>28%                          | 118<br>25%                            | 345<br>21%        | 113<br>24%                | 375<br>22% | 78<br>21%                             | 258<br>25%             | 144<br>19%       | 73<br>18%                             | 228<br>25%                | 170<br>20%            | 21<br>21%                                     | 194<br>24%             | 180<br>20%       | 26<br>16%                                     | 199<br>25%                | 189<br>19%            | 490<br>22%  |
| Tend to oppose             | 497<br>22%   | 117<br>22%              | 24<br>17%                          | 114<br>24%                            | 366<br>23%        | 94<br>20%                 | 396<br>23% | 63<br>17%                             | 236<br>23%             | 182<br>24%       | 90<br>22%                             | 208<br>23%                | 194<br>23%            | 18<br>18%                                     | 187<br>23%             | 197<br>22%       | 34<br>21%                                     | 178<br>22%                | 222<br>23%            | 447<br>20%  |
| Strongly oppose            | 310<br>14%   | 68<br>13%               | 24<br>17%                          | 57<br>12%                             | 220<br>14%        | 73<br>15%                 | 232<br>14% | 34<br>9%                              | 105<br>10%             | 157<br>21%       | 34<br>8%                              | 89<br>10%                 | 180<br>21%            | 9<br>9%                                       | 87<br>11%              | 159<br>18%       | 14<br>9%                                      | 81<br>10%                 | 186<br>19%            | 277<br>12%  |
| Don't know                 | 40<br>2%     | 3<br>1%                 | 2<br>1%                            | 3<br>1%                               | 18<br>1%          | 5<br>1%                   | 14<br>1%   | *<br>*                                | 12<br>1%               | 24<br>3%         | *<br>*                                | 14<br>2%                  | 19<br>2%              | -<br>-                                        | 6<br>1%                | 8<br>1%          | -<br>-                                        | 8<br>1%                   | 10<br>1%              | 33<br>1%    |
| Mean                       | 3.08         | 3.08                    | 2.99                               | 3.09                                  | 3.1               | 3.08                      | 3.08       | 3.41                                  | 3.13                   | 2.84             | 3.4                                   | 3.12                      | 2.85                  | 3.45                                          | 3.15                   | 2.99             | 3.43                                          | 3.16                      | 2.94                  | 3.2         |
| Support                    | 892<br>40%   | 202<br>39%              | 52<br>36%                          | 187<br>39%                            | 670<br>41%        | 192<br>40%                | 693<br>41% | 189<br>52%                            | 425<br>41%             | 252<br>33%       | 218<br>53%                            | 359<br>40%                | 294<br>34%            | 51<br>51%                                     | 342<br>42%             | 342<br>39%       | 86<br>54%                                     | 344<br>42%                | 367<br>38%            | 991<br>44%  |
| Oppose                     | 807<br>36%   | 185<br>35%              | 48<br>34%                          | 171<br>36%                            | 586<br>36%        | 167<br>35%                | 628<br>37% | 97<br>27%                             | 341<br>33%             | 339<br>45%       | 123<br>30%                            | 297<br>33%                | 374<br>44%            | 27<br>27%                                     | 274<br>34%             | 356<br>40%       | 49<br>30%                                     | 259<br>32%                | 408<br>42%            | 724<br>32%  |
| NET: Support               | 4%           | 3%                      | 2%                                 | 3%                                    | 5%                | 5%                        | 4%         | 25%                                   | 8%                     | -11%             | 23%                                   | 7%                        | -9%                   | 24%                                           | 8%                     | -2%              | 23%                                           | 10%                       | -4%                   | 12%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families

Base: All respondents

|                            | Gender             |            |                 | Age          |              |              |              |              |              | Ethnicity   |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|--------------------|------------|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            | Total<br>(z)       | Man<br>(a) | Woman<br>(b)    | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i)  | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238               | 1090       | 1130            | 101          | 156          | 252          | 345          | 518          | 552          | 314         | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238               | 1069       | 1151            | 292*         | 361          | 359          | 355          | 354          | 268          | 249         | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 602<br>27%<br>or   | 264<br>25% | 333<br>29%<br>z | 80<br>27%    | 97<br>27%    | 100<br>28%   | 83<br>23%    | 92<br>26%    | 78<br>29%    | 72<br>29%   | 511<br>27%                                   | 79<br>26%                                                   | 278<br>28%               | 321<br>26%                       | 243<br>36%                                        | 353<br>23%           | 70<br>25%                                              | 125<br>23%                      | 114<br>21%                                         | 31<br>32%                                                                        | 13<br>18%                          | 607<br>27%  |
| Tend to support            | 749<br>33%<br>bdl  | 393<br>37% | 353<br>31%      | 117<br>40%   | 89<br>25%    | 109<br>30%   | 121<br>34%   | 125<br>35%   | 92<br>34%    | 95<br>38%   | 644<br>34%                                   | 96<br>32%                                                   | 294<br>30%               | 453<br>36%                       | 213<br>32%                                        | 529<br>34%           | 94<br>34%                                              | 203<br>37%                      | 168<br>31%                                         | 38<br>39%                                                                        | 26<br>36%                          | 765<br>34%  |
| Neither support nor oppose | 405<br>18%<br>jn   | 177<br>17% | 224<br>19%      | 48<br>16%    | 78<br>22%    | 64<br>18%    | 60<br>17%    | 64<br>18%    | 45<br>17%    | 47<br>19%   | 321<br>17%                                   | 66<br>22%                                                   | 163<br>17%               | 241<br>19%                       | 87<br>13%                                         | 312<br>20%           | 52<br>19%                                              | 110<br>20%                      | 118<br>22%                                         | 17<br>17%                                                                        | 15<br>21%                          | 394<br>18%  |
| Tend to oppose             | 265<br>12%<br>l    | 126<br>12% | 136<br>12%      | 33<br>11%    | 42<br>12%    | 47<br>13%    | 43<br>12%    | 46<br>13%    | 33<br>12%    | 21<br>8%    | 233<br>12%                                   | 26<br>9%                                                    | 132<br>14%               | 132<br>11%                       | 67<br>10%                                         | 195<br>13%           | 27<br>10%                                              | 74<br>13%                       | 78<br>14%                                          | 8<br>8%                                                                          | 7<br>9%                            | 267<br>12%  |
| Strongly oppose            | 167<br>7%<br>bcm   | 100<br>9%  | 66<br>6%        | 3<br>1%      | 40<br>11%    | 33<br>9%     | 38<br>11%    | 23<br>7%     | 17<br>7%     | 12<br>5%    | 143<br>8%                                    | 21<br>7%                                                    | 91<br>9%                 | 76<br>6%                         | 45<br>7%                                          | 122<br>8%            | 27<br>10%                                              | 30<br>6%                        | 52<br>10%                                          | 4<br>4%                                                                          | 8<br>11%                           | 165<br>7%   |
| Don't know                 | 50<br>2%<br>ahij   | 10<br>1%   | 39<br>3%        | 11<br>4%     | 15<br>4%     | 7<br>2%      | 9<br>3%      | 4<br>1%      | 2<br>1%      | 1<br>1%     | 28<br>1%                                     | 13<br>i                                                     | 18<br>2%                 | 29<br>2%                         | 11<br>2%                                          | 32<br>2%             | 6<br>2%                                                | 10<br>2%                        | 13<br>2%                                           | -<br>-                                                                           | 3<br>5%                            | 40<br>2%    |
| Mean                       | 3.62<br>for        | 3.56       | 3.67<br>z       | 3.85<br>df   | 3.46         | 3.55         | 3.49         | 3.62         | 3.67<br>f    | 3.79<br>def | 3.62                                         | 3.65                                                        | 3.56                     | 3.66                             | 3.83<br>zopqrt                                    | 3.53<br>r            | 3.56                                                   | 3.58                            | 3.4                                                | 3.86<br>zopqrt                                                                   | 3.42                               | 3.63        |
| Support                    | 1351<br>60%<br>dqr | 657<br>61% | 686<br>60%      | 197<br>68%   | 186<br>52%   | 209<br>58%   | 205<br>58%   | 217<br>61%   | 170<br>63%   | 167<br>67%  | 1155<br>61%                                  | 175<br>58%                                                  | 572<br>59%               | 774<br>62%                       | 456<br>69%                                        | 881<br>57%           | 164<br>59%                                             | 327<br>59%                      | 282<br>52%                                         | 70<br>71%                                                                        | 39<br>54%                          | 1372<br>61% |
| Oppose                     | 432<br>19%<br>im   | 226<br>21% | 203<br>18%      | 36<br>12%    | 82<br>23%    | 80<br>22%    | 81<br>23%    | 69<br>20%    | 51<br>19%    | 33<br>13%   | 376<br>20%                                   | 46<br>15%                                                   | 223<br>36%               | 208<br>17%                       | 112<br>17%                                        | 316<br>21%           | 54<br>20%                                              | 105<br>19%                      | 130<br>24%                                         | 12<br>12%                                                                        | 15<br>21%                          | 432<br>19%  |
| NET: Support               | 41%                | 40%        | 42%             | 55%          | 29%          | 36%          | 35%          | 42%          | 44%          | 54%         | 41%                                          | 43%                                                         | 36%                      | 45%                              | 52%                                               | 37%                  | 40%                                                    | 40%                             | 28%                                                | 58%                                                                              | 33%                                | 42%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families

Base: All respondents

|                            | Total<br>(n)    | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|----------------------------|-----------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                            |                 | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n) |             |             |
| Unweighted Total           | 2238            | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total             | 2238            | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Strongly support           | 602<br>27%<br>k | 102<br>25%              | 164<br>27%                      | 158<br>30%                      | 70<br>30%                    | 506<br>27%     | 54<br>29%       | 25<br>24%    | 17<br>28%               | 148<br>28%           | 77<br>21%       | 281<br>28%   | 19<br>22%         | 58<br>24%         | 70<br>38%                          | 42<br>25%            | 35<br>18%            | 54<br>26%              | 83<br>27%         | 43<br>22%         | 101<br>35%    | 607<br>27%  |             |
| Tend to support            | 749<br>33%      | 131<br>33%              | 216<br>36%                      | 168<br>32%                      | 79<br>34%                    | 629<br>33%     | 62<br>34%       | 37<br>35%    | 22<br>34%               | 167<br>32%           | 129<br>36%      | 333<br>33%   | 30<br>33%         | 85<br>35%         | 52<br>28%                          | 58<br>36%            | 71<br>36%            | 74<br>36%              | 116<br>37%        | 61<br>31%         | 81<br>28%     | 765<br>34%  |             |
| Neither support nor oppose | 405<br>18%      | 86<br>22%               | 103<br>17%                      | 84<br>16%                       | 31<br>13%                    | 355<br>19%     | 24<br>13%       | 17<br>16%    | 9<br>14%                | 90<br>17%            | 70<br>19%       | 195<br>19%   | 13<br>15%         | 49<br>20%         | 28<br>15%                          | 29<br>18%            | 40<br>20%            | 35<br>17%              | 48<br>15%         | 47<br>24%         | 66<br>23%     | 394<br>18%  |             |
| Tend to oppose             | 265<br>12%      | 44<br>11%               | 63<br>10%                       | 75<br>14%                       | 24<br>11%                    | 224<br>12%     | 15<br>8%        | 17<br>16%    | 9<br>14%                | 65<br>13%            | 43<br>12%       | 116<br>12%   | 19<br>21%         | 26<br>11%         | 20<br>11%                          | 22<br>14%            | 21<br>10%            | 25<br>12%              | 34<br>11%         | 31<br>16%         | 26<br>9%      | 267<br>12%  |             |
| Strongly oppose            | 167<br>7%<br>v  | 28<br>7%                | 55<br>9%                        | 36<br>7%                        | 22<br>9%                     | 134<br>7%      | 23<br>12%       | 8<br>7%      | 3<br>4%                 | 40<br>8%             | 34<br>9%        | 61<br>6%     | 6<br>7%           | 22<br>9%          | 12<br>7%                           | 10<br>6%             | 23<br>12%            | 14<br>7%               | 26<br>8%          | 11<br>5%          | 10<br>3%      | 165<br>7%   |             |
| Don't know                 | 50<br>2%<br>de  | 8<br>2%                 | 4<br>1%                         | 4<br>1%                         | 5<br>2%                      | 38<br>2%       | 7<br>4%         | 2<br>2%      | 3<br>5%                 | 11<br>2%             | 9<br>2%         | 18<br>2%     | 2<br>2%           | 7<br>3%           | 2<br>1%                            | 2<br>1%              | 7<br>4%              | 7<br>3%                | 3<br>1%           | 2<br>1%           | 5<br>2%       | 40<br>2%    |             |
| Mean                       | 3.62<br>f       | 3.6                     | 3.62                            | 3.65                            | 3.67                         | 3.62           | 3.62            | 3.52         | 3.7                     | 3.62                 | 3.49            | 3.67         | 3.44              | 3.55              | 3.81<br>ru                         | 3.61                 | 3.39                 | 3.64                   | 3.64              | 3.5               | 3.84<br>zmuu  | 3.63        |             |
| Support                    | 1351<br>60%     | 233<br>58%              | 379<br>63%                      | 326<br>62%                      | 149<br>64%                   | 1134<br>60%    | 116<br>63%      | 62<br>58%    | 39<br>62%               | 315<br>60%           | 206<br>57%      | 613<br>61%   | 49<br>55%         | 144<br>58%        | 122<br>66%                         | 100<br>61%           | 106<br>54%           | 128<br>61%             | 199<br>64%        | 183<br>53%        | 183<br>63%    | 1372<br>61% |             |
| Oppose                     | 432<br>19%<br>v | 72<br>18%               | 118<br>20%                      | 111<br>21%                      | 46<br>20%                    | 358<br>19%     | 37<br>20%       | 25<br>24%    | 12<br>19%               | 105<br>20%           | 77<br>21%       | 177<br>18%   | 25<br>28%         | 48<br>19%         | 32<br>18%                          | 33<br>20%            | 44<br>22%            | 39<br>19%              | 60<br>19%         | 41<br>21%         | 36<br>12%     | 432<br>19%  |             |
| NET: Support               | 41%             | 40%                     | 43%                             | 41%                             | 45%                          | 41%            | 43%             | 35%          | 43%                     | 40%                  | 36%             | 44%          | 28%               | 39%               | 49%                                | 41%                  | 32%                  | 43%                    | 45%               | 32%               | 51%           | 42%         |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN 126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families

Base: All respondents

|                            |                  | Urbanity     |                 | IMD Quintile  |                          |                 |                  |                   | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   | Children in household                             |                          |                 |             |
|----------------------------|------------------|--------------|-----------------|---------------|--------------------------|-----------------|------------------|-------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------|-------------|
|                            |                  | Total<br>(z) | Urban<br>(a)    | Rural<br>(b)  | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)         | 4<br>(f)          | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) |                 | Yes<br>(o)  |
| Unweighted Total           | 2238             | 1673         | 565             | 419           | 432                      | 476             | 450              | 461               | 1302                      | 280                                                                     | 132                                | 169                                                  | 227                                                      | 45                                                | 58                                                | 400                      | 1831            | 2238        |
| Weighted Total             | 2238             | 1745         | 493             | 451           | 442                      | 447             | 448              | 450               | 1211                      | 246                                                                     | 114*                               | 161*                                                 | 237                                                      | 71*                                               | 172*                                              | 592                      | 1642            | 2238        |
| Strongly support           | 602<br>27%<br>kp | 483<br>28%   | 119<br>24%      | 112<br>25%    | 118<br>27%               | 123<br>27%      | 128<br>29%       | 121<br>27%        | 376<br>31%<br>zkl         | 59<br>24%                                                               | 33<br>29%<br>k                     | 26<br>16%                                            | 51<br>22%                                                | 15<br>21%                                         | 38<br>22%                                         | 182<br>31%               | 420<br>26%      | 607<br>27%  |
| Tend to support            | 749<br>33%<br>f  | 584<br>33%   | 165<br>33%      | 141<br>31%    | 147<br>33%               | 155<br>35%<br>f | 122<br>27%       | 183<br>41%<br>zcf | 382<br>32%                | 82<br>33%                                                               | 44<br>39%                          | 60<br>37%                                            | 70<br>30%                                                | 22<br>31%                                         | 83<br>48%<br>zhl                                  | 175<br>30%               | 571<br>35%<br>z | 765<br>34%  |
| Neither support nor oppose | 405<br>18%       | 312<br>18%   | 93<br>19%       | 89<br>20%     | 73<br>17%                | 76<br>17%       | 103<br>23%<br>zg | 64<br>14%         | 207<br>17%                | 46<br>19%                                                               | 18<br>16%                          | 35<br>22%                                            | 46<br>20%                                                | 19<br>27%                                         | 26<br>15%                                         | 99<br>17%                | 306<br>19%      | 394<br>18%  |
| Tend to oppose             | 265<br>12%<br>a  | 188<br>11%   | 77<br>16%<br>za | 50<br>11%     | 53<br>12%                | 61<br>14%       | 52<br>12%        | 49<br>11%         | 134<br>11%                | 35<br>14%                                                               | 11<br>10%                          | 27<br>17%                                            | 38<br>16%                                                | 3<br>5%                                           | 17<br>10%                                         | 58<br>10%                | 207<br>13%      | 267<br>12%  |
| Strongly oppose            | 167<br>7%        | 135<br>8%    | 33<br>7%        | 41<br>9%      | 36<br>8%                 | 25<br>6%        | 36<br>8%         | 29<br>6%          | 95<br>8%                  | 15<br>6%                                                                | 8<br>7%                            | 10<br>6%                                             | 25<br>11%                                                | 10<br>14%                                         | 3<br>2%                                           | 55<br>9%                 | 113<br>7%       | 165<br>7%   |
| Don't know                 | 50<br>2%<br>hp   | 45<br>3%     | 5<br>1%         | 17<br>4%<br>g | 14<br>3%                 | 7<br>2%         | 8<br>2%          | 4<br>1%           | 17<br>1%                  | 9<br>4%<br>h                                                            | -<br>-                             | 3<br>2%                                              | 6<br>2%                                                  | 2<br>2%                                           | 5<br>3%                                           | 24<br>4%<br>zp           | 25<br>2%        | 40<br>2%    |
| Mean                       | 3.62<br>l        | 3.64         | 3.53            | 3.54          | 3.6                      | 3.66            | 3.58             | 3.71              | 3.68<br>zl                | 3.57                                                                    | 3.74<br>l                          | 3.41                                                 | 3.37                                                     | 3.4                                               | 3.82<br>kl                                        | 3.65                     | 3.61            | 3.63        |
| Support                    | 1351<br>60%<br>l | 1067<br>61%  | 284<br>58%      | 253<br>56%    | 266<br>60%               | 278<br>62%      | 250<br>56%       | 304<br>68%<br>zcf | 758<br>63%<br>zl          | 141<br>57%                                                              | 78<br>68%<br>l                     | 86<br>53%                                            | 122<br>51%                                               | 37<br>52%                                         | 121<br>71%<br>kl                                  | 356<br>60%               | 991<br>60%      | 1372<br>61% |
| Oppose                     | 432<br>19%       | 322<br>18%   | 110<br>22%      | 91<br>20%     | 89<br>20%                | 86<br>19%       | 88<br>20%        | 78<br>17%         | 229<br>19%                | 50<br>20%                                                               | 19<br>16%                          | 37<br>23%                                            | 63<br>27%                                                | 13<br>19%                                         | 20<br>11%                                         | 112<br>16%               | 320<br>19%      | 432<br>19%  |
| NET: Support               | 41%              | 43%          | 35%             | 36%           | 40%                      | 43%             | 36%              | 50%               | 44%                       | 37%                                                                     | 52%                                | 31%                                                  | 25%<br>zhn                                               | 33%                                               | 59%                                               | 41%                      | 41%             | 42%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families

Base: All respondents

|                            | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 602<br>27%   | 553<br>28%               | 49<br>24%         | 221<br>27%          | 296<br>29%          | 36<br>21%          | 140<br>27%               | 447<br>28%                      | 463<br>28%                                        | 137<br>26%                        | 145<br>25%                                                | 43<br>29%                        | 49<br>24%   | 6<br>43%     | 607<br>27%  |
| Tend to support            | 749<br>33%   | 675<br>34%               | 65<br>32%         | 243<br>30%          | 362<br>35%          | 71<br>42%          | 193<br>37%               | 543<br>34%                      | 576<br>35%                                        | 202<br>39%                        | 221<br>38%                                                | 47<br>31%                        | 65<br>32%   | 4<br>30%     | 765<br>34%  |
| Neither support nor oppose | 405<br>18%   | 365<br>18%               | 36<br>18%         | 164<br>20%          | 177<br>17%          | 25<br>15%          | 79<br>15%                | 293<br>18%                      | 293<br>18%                                        | 84<br>16%                         | 100<br>17%                                                | 29<br>19%                        | 36<br>18%   | 2<br>12%     | 394<br>18%  |
| Tend to oppose             | 265<br>12%   | 225<br>11%               | 40<br>20%         | 94<br>12%           | 117<br>11%          | 13<br>8%           | 50<br>10%                | 182<br>11%                      | 179<br>11%                                        | 53<br>10%                         | 60<br>10%                                                 | 10<br>6%                         | 40<br>20%   | 2<br>16%     | 267<br>12%  |
| Strongly oppose            | 167<br>7%    | 154<br>8%                | 12<br>6%          | 71<br>9%            | 61<br>6%            | 22<br>13%          | 49<br>9%                 | 121<br>8%                       | 121<br>7%                                         | 40<br>8%                          | 43<br>8%                                                  | 19<br>13%                        | 12<br>6%    | -            | 165<br>7%   |
| Don't know                 | 50<br>2%     | 32<br>2%                 | 2<br>1%           | 12<br>1%            | 17<br>2%            | 3<br>2%            | 9<br>2%                  | 23<br>1%                        | 30<br>2%                                          | 8<br>2%                           | 8<br>1%                                                   | 2<br>1%                          | 2<br>1%     | -            | 40<br>2%    |
| Mean                       | 3.62         | 3.63                     | 3.49              | 3.57                | 3.7                 | 3.52               | 3.64                     | 3.64                            | 3.66                                              | 3.66                              | 3.64                                                      | 3.57                             | 3.49        | 4            | 3.63        |
| Support                    | 1351<br>60%  | 1229<br>61%              | 113<br>56%        | 464<br>58%          | 658<br>64%          | 107<br>63%         | 333<br>64%               | 990<br>62%                      | 1039<br>63%                                       | 339<br>65%                        | 366<br>63%                                                | 90<br>60%                        | 113<br>56%  | 10<br>73%    | 1372<br>61% |
| Oppose                     | 432<br>19%   | 379<br>19%               | 52<br>25%         | 165<br>21%          | 179<br>17%          | 35<br>21%          | 98<br>19%                | 303<br>19%                      | 300<br>18%                                        | 93<br>18%                         | 104<br>18%                                                | 29<br>19%                        | 52<br>25%   | 2<br>16%     | 432<br>19%  |
| NET: Support               | 41%          | 42%                      | 30%               | 37%                 | 47%                 | 42%                | 45%                      | 43%                             | 44%                                               | 47%                               | 45%                                                       | 41%                              | 30%         | 57%          | 42%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Introducing a tax on organisations that produce foods high in fat, sugar or salt with some of the revenue used to fund fresh fruit and vegetables for low-income families

Base: All respondents

|                            | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |             | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)   | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641        | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709        | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 602<br>27%   | 148<br>28%              | 32<br>22%                          | 141<br>29%                            | 438<br>27%        | 132<br>28%                | 467<br>27%  | 129<br>35%                            | 269<br>26%             | 179<br>24%       | 146<br>35%                            | 219<br>24%                | 218<br>25%            | 37<br>37%                                     | 217<br>27%             | 230<br>26%       | 60<br>37%                                     | 199<br>25%                | 255<br>26%            | 607<br>27%  |
| Tend to support            | 749<br>33%   | 181<br>35%              | 47<br>33%                          | 164<br>34%                            | 549<br>34%        | 162<br>34%                | 574<br>34%  | 133<br>36%                            | 362<br>35%             | 232<br>31%       | 167<br>40%                            | 316<br>35%                | 257<br>30%            | 39<br>39%                                     | 286<br>35%             | 296<br>33%       | 55<br>34%                                     | 293<br>36%                | 328<br>34%            | 765<br>34%  |
| Neither support nor oppose | 405<br>18%   | 92<br>18%               | 29<br>20%                          | 79<br>17%                             | 292<br>18%        | 83<br>17%                 | 310<br>18%  | 50<br>14%                             | 221<br>21%             | 123<br>16%       | 45<br>11%                             | 192<br>21%                | 150<br>17%            | 8<br>8%                                       | 165<br>20%             | 149<br>17%       | 16<br>10%                                     | 162<br>20%                | 166<br>17%            | 394<br>18%  |
| Tend to oppose             | 265<br>12%   | 65<br>12%               | 21<br>15%                          | 62<br>13%                             | 190<br>12%        | 47<br>10%                 | 217<br>13%  | 38<br>10%                             | 115<br>11%             | 102<br>13%       | 38<br>9%                              | 106<br>12%                | 113<br>13%            | 13<br>13%                                     | 94<br>12%              | 112<br>13%       | 17<br>11%                                     | 100<br>12%                | 120<br>12%            | 267<br>12%  |
| Strongly oppose            | 167<br>7%    | 30<br>6%                | 12<br>9%                           | 27<br>6%                              | 125<br>8%         | 45<br>10%                 | 121<br>7%   | 15<br>4%                              | 51<br>5%               | 96<br>13%        | 19<br>4%                              | 47<br>5%                  | 98<br>11%             | 3<br>3%                                       | 45<br>5%               | 90<br>10%        | 13<br>8%                                      | 44<br>5%                  | 94<br>10%             | 165<br>7%   |
| Don't know                 | 50<br>2%     | 7<br>1%                 | 1<br>1%                            | 6<br>1%                               | 23<br>1%          | 8<br>2%                   | 20<br>1%    | -<br>-                                | 18<br>2%               | 28<br>4%         | 1<br>*                                | 18<br>2%                  | 22<br>3%              | -<br>-                                        | 8<br>1%                | 9<br>1%          | 1<br>*                                        | 10<br>1%                  | 12<br>1%              | 40<br>2%    |
| Mean                       | 3.62<br>ilor | 3.68                    | 3.46                               | 3.7                                   | 3.62              | 3.61                      | 3.62        | 3.89<br>zhi                           | 3.67<br>i              | 3.4              | 3.92<br>zkl                           | 3.63<br>l                 | 3.46                  | 3.95<br>o                                     | 3.67                   | 3.53             | 3.81                                          | 3.63                      | 3.55                  | 3.63        |
| Support                    | 1351<br>60%  | 329<br>63%              | 79<br>56%                          | 306<br>64%                            | 987<br>61%        | 293<br>62%                | 1041<br>61% | 262<br>72%                            | 631<br>61%             | 410<br>54%       | 312<br>75%                            | 535<br>60%                | 475<br>55%            | 76<br>76%                                     | 504<br>62%             | 526<br>59%       | 114<br>71%                                    | 492<br>61%                | 582<br>60%            | 1372<br>61% |
| Oppose                     | 432<br>19%   | 96<br>18%               | 33<br>23%                          | 89<br>19%                             | 316<br>20%        | 92<br>19%                 | 338<br>20%  | 53<br>15%                             | 166<br>16%             | 199<br>26%       | 57<br>14%                             | 153<br>17%                | 211<br>25%            | 16<br>16%                                     | 139<br>17%             | 202<br>23%       | 30<br>19%                                     | 144<br>18%                | 214<br>22%            | 432<br>19%  |
| NET: Support               | 41%          | 45%                     | 32%                                | 45%                                   | 41%               | 42%                       | 41%         | 57%                                   | 45%                    | 28%              | 61%                                   | 42%                       | 31%                   | 60%                                           | 45%                    | 37%              | 52%                                           | 43%                       | 38%                   | 42%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -The introduction of a ban on e-cigarette or vape usage in public spaces

Base: All respondents

|                            |              | Gender       |              |              | Age          |              |              |              |              |              |              | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |  |  |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|--|--|
|                            |              | Total<br>(z) | Man<br>(a)   | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i)   | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |  |  |
| Unweighted Total           | 2238         | 1090         | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314          | 2016         | 180                                          | 794                                                         | 1434                     | 683                              | 1523                                              | 294                  | 475                                                    | 534                             | 130                                               | 90                                                                               | 2238                               |  |  |
| Weighted Total             | 2238         | 1069         | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249          | 1880         | 300                                          | 976                                                         | 1253                     | 665                              | 1541                                              | 276                  | 552                                                    | 542                             | 99*                                               | 72*                                                                              | 2238                               |  |  |
| Strongly support           | 1079         | 496          | 578          | 142          | 141          | 163          | 167          | 167          | 155          | 145          | 933          | 129                                          | 450                                                         | 626                      | 360                              | 710                                               | 134                  | 261                                                    | 239                             | 51                                                | 26                                                                               | 1131                               |  |  |
|                            | 48%<br>dot   | 46%<br>dot   | 50%<br>dot   | 49%<br>dot   | 39%<br>dot   | 45%<br>dot   | 47%<br>dot   | 47%<br>dot   | 58%<br>dot   | 58%<br>dot   | 50%<br>dot   | 43%<br>dot                                   | 46%<br>dot                                                  | 50%<br>dot               | 54%<br>dot                       | 46%<br>dot                                        | 48%<br>dot           | 47%<br>dot                                             | 44%<br>dot                      | 52%<br>dot                                        | 36%<br>dot                                                                       | 51%                                |  |  |
| Tend to support            | 502          | 236          | 259          | 57           | 83           | 79           | 69           | 80           | 58           | 76           | 425          | 64                                           | 202                                                         | 299                      | 154                              | 342                                               | 59                   | 121                                                    | 119                             | 23                                                | 18                                                                               | 512                                |  |  |
|                            | 22%          | 22%          | 22%          | 20%          | 23%          | 22%          | 19%          | 23%          | 22%          | 31%          | 23%          | 21%                                          | 21%                                                         | 24%                      | 23%                              | 22%                                               | 21%                  | 22%                                                    | 22%                             | 24%                                               | 25%                                                                              | 23%                                |  |  |
| Neither support nor oppose | 289          | 136          | 150          | 39           | 63           | 53           | 44           | 50           | 22           | 18           | 223          | 54                                           | 137                                                         | 151                      | 72                               | 214                                               | 40                   | 68                                                     | 76                              | 16                                                | 14                                                                               | 261                                |  |  |
|                            | 13%<br>hij   | 13%<br>hij   | 13%<br>hij   | 14%<br>hij   | 17%<br>hij   | 15%<br>hij   | 12%<br>hij   | 14%<br>hij   | 8%<br>hij    | 7%<br>hij    | 12%<br>hij   | 18%<br>hij                                   | 14%<br>hij                                                  | 12%<br>hij               | 11%<br>hij                       | 14%<br>hij                                        | 14%<br>hij           | 12%<br>hij                                             | 14%<br>hij                      | 17%<br>hij                                        | 19%<br>hij                                                                       | 12%                                |  |  |
| Tend to oppose             | 187          | 102          | 84           | 21           | 36           | 32           | 41           | 28           | 21           | 7            | 160          | 25                                           | 103                                                         | 83                       | 47                               | 136                                               | 23                   | 46                                                     | 57                              | 6                                                 | 4                                                                                | 177                                |  |  |
|                            | 8%<br>im     | 10%<br>im    | 7%<br>im     | 7%<br>im     | 10%<br>im    | 9%<br>im     | 12%<br>im    | 8%<br>im     | 8%<br>im     | 3%<br>im     | 8%<br>im     | 8%<br>im                                     | 11%<br>im                                                   | 7%<br>im                 | 7%<br>im                         | 9%<br>im                                          | 8%<br>im             | 8%<br>im                                               | 10%<br>im                       | 6%<br>im                                          | 5%<br>im                                                                         | 8%                                 |  |  |
| Strongly oppose            | 148          | 94           | 54           | 24           | 25           | 27           | 28           | 29           | 12           | 3            | 123          | 19                                           | 70                                                          | 78                       | 28                               | 117                                               | 17                   | 45                                                     | 47                              | 2                                                 | 7                                                                                | 134                                |  |  |
|                            | 7%<br>bhins  | 9%<br>bhins  | 5%<br>bhins  | 8%<br>bhins  | 7%<br>bhins  | 8%<br>bhins  | 8%<br>bhins  | 8%<br>bhins  | 4%<br>bhins  | 1%<br>bhins  | 7%<br>bhins  | 6%<br>bhins                                  | 7%<br>bhins                                                 | 6%<br>bhins              | 4%<br>bhins                      | 8%<br>bhins                                       | 6%<br>bhins          | 8%<br>bhins                                            | 9%<br>bhins                     | 2%<br>bhins                                       | 10%<br>bhins                                                                     | 6%                                 |  |  |
| Don't know                 | 33           | 6            | 27           | 8            | 13           | 4            | 6            | 1            | 1            | -            | 16           | 9                                            | 14                                                          | 16                       | 5                                | 22                                                | 3                    | 11                                                     | 5                               | -                                                 | 3                                                                                | 23                                 |  |  |
|                            | 1%<br>aehi   | 1%<br>aehi   | 2%<br>aehi   | 3%<br>aehi   | 4%<br>aehi   | 1%<br>aehi   | 2%<br>aehi   | *<br>aehi    | *<br>aehi    | -<br>aehi    | 1%<br>aehi   | 3%<br>aehi                                   | 1%<br>aehi                                                  | 1%<br>aehi               | 1%<br>aehi                       | 1%<br>aehi                                        | 1%<br>aehi           | 2%<br>aehi                                             | 1%<br>aehi                      | -<br>aehi                                         | 5%<br>aehi                                                                       | 1%                                 |  |  |
| Mean                       | 3.99         | 3.88         | 4.09         | 3.96         | 3.8          | 3.9          | 3.87         | 3.93         | 4.21         | 4.42         | 4.01         | 3.89                                         | 3.89                                                        | 4.06                     | 4.17                             | 3.92                                              | 3.99                 | 3.94                                                   | 3.83                            | 4.18                                              | 3.75                                                                             | 4.05                               |  |  |
|                            | alor         | za           | za           | za           | za           | za           | za           | za           | zdefg        | xcdefgh      | z            | zdefg                                        | z                                                           | zl                       | zort                             | z                                                 | z                    | z                                                      | z                               | zort                                              | z                                                                                | z                                  |  |  |
| Support                    | 1581         | 732          | 837          | 199          | 224          | 242          | 235          | 247          | 212          | 221          | 1359         | 193                                          | 652                                                         | 925                      | 514                              | 1052                                              | 193                  | 382                                                    | 358                             | 75                                                | 44                                                                               | 1643                               |  |  |
|                            | 71%<br>dlor  | 68%<br>dlor  | 73%<br>dlor  | 68%<br>dlor  | 62%<br>dlor  | 67%<br>dlor  | 66%<br>dlor  | 70%<br>dlor  | 79%<br>dlor  | 89%<br>dlor  | 72%<br>dlor  | 64%<br>dlor                                  | 67%<br>dlor                                                 | 74%<br>dlor              | 77%<br>dlor                      | 68%<br>dlor                                       | 70%<br>dlor          | 69%<br>dlor                                            | 66%<br>dlor                     | 76%<br>dlor                                       | 61%<br>dlor                                                                      | 73%                                |  |  |
| Oppose                     | 334          | 196          | 138          | 45           | 61           | 59           | 69           | 56           | 33           | 10           | 283          | 43                                           | 173                                                         | 161                      | 75                               | 253                                               | 40                   | 91                                                     | 104                             | 8                                                 | 11                                                                               | 311                                |  |  |
|                            | 15%<br>bhims | 18%<br>bhims | 12%<br>bhims | 15%<br>bhims | 17%<br>bhims | 17%<br>bhims | 20%<br>bhims | 16%<br>bhims | 12%<br>bhims | 4%<br>bhims  | 15%<br>bhims | 14%<br>bhims                                 | 18%<br>bhims                                                | 13%<br>bhims             | 11%<br>bhims                     | 16%<br>bhims                                      | 15%<br>bhims         | 16%<br>bhims                                           | 15%<br>bhims                    | 8%<br>bhims                                       | 15%<br>bhims                                                                     | 14%                                |  |  |
| NET: Support               | 56%          | 50%          | 61%          | 53%          | 45%          | 51%          | 47%          | 54%          | 67%          | 85%          | 57%          | 50%                                          | 49%                                                         | 61%                      | 66%                              | 52%                                               | 55%                  | 53%                                                    | 47%                             | 68%                                               | 46%                                                                              | 60%                                |  |  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -The introduction of a ban on e-cigarette or vape usage in public spaces

Base: All respondents

|                            | Total<br>(n)      | Annual household income |                                 |                                 |                              | Country         |                 |              |                         | England region (Net) |                 |                 | England region      |                   |                                    |                      |                      |                        |                   |                   |                 |      | Unwtd Total |
|----------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|-----------------|-----------------|--------------|-------------------------|----------------------|-----------------|-----------------|---------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|------|-------------|
|                            |                   | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n)  | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n)    | North East<br>(n)   | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)   |      |             |
| Unweighted Total           | 2238              | 468                     | 686                             | 465                             | 164                          | 1715            | 206             | 162          | 155                     | 453                  | 348             | 334             | 85                  | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213             | 2238 |             |
| Weighted Total             | 2238              | 398                     | 605                             | 524                             | 231                          | 1886            | 184             | 106*         | 62*                     | 521                  | 362             | 1003            | 89*                 | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238 |             |
| Strongly support           | 1079<br>48%       | 167<br>42%              | 281<br>47%                      | 264<br>50%                      | 134<br>58%                   | 888<br>47%      | 108<br>59%      | 51<br>48%    | 32<br>52%               | 252<br>48%           | 158<br>44%      | 479<br>48%      | 31<br>35%           | 124<br>50%        | 97<br>52%                          | 80<br>49%            | 77<br>39%            | 100<br>48%             | 150<br>48%        | 86<br>44%         | 144<br>50%      | 1131 |             |
| Tend to support            | 502<br>22%<br>h   | 99<br>25%               | 130<br>22%                      | 122<br>23%                      | 54<br>23%                    | 440<br>23%<br>h | 27<br>15%       | 26<br>25%    | 9<br>14%                | 111<br>21%           | 74<br>20%       | 254<br>25%<br>z | 22<br>25%           | 56<br>22%         | 34<br>18%                          | 36<br>22%            | 38<br>19%            | 48<br>23%              | 78<br>25%         | 57<br>29%<br>zp   | 71<br>25%       | 512  |             |
| Neither support nor oppose | 289<br>13%<br>f   | 62<br>16%               | 82<br>14%                       | 59<br>11%                       | 19<br>8%                     | 253<br>13%      | 16<br>9%        | 10<br>9%     | 10<br>16%               | 74<br>14%            | 58<br>16%       | 122<br>12%      | 12<br>13%           | 30<br>12%         | 32<br>17%                          | 26<br>16%            | 32<br>16%            | 19<br>9%               | 38<br>12%         | 18<br>9%          | 46<br>16%       | 261  |             |
| Tend to oppose             | 187<br>8%<br>i    | 33<br>8%                | 62<br>10%                       | 47<br>9%                        | 11<br>5%                     | 156<br>8%       | 16<br>9%        | 8<br>8%      | 6<br>10%                | 48<br>9%             | 32<br>9%        | 76<br>6%        | 18<br>21%<br>zopqtv | 17<br>7%          | 12<br>7%                           | 10<br>6%             | 22<br>11%<br>v       | 21<br>10%              | 22<br>7%          | 21<br>11%<br>v    | 12<br>4%        | 177  |             |
| Strongly oppose            | 148<br>7%<br>de   | 31<br>8%                | 48<br>8%                        | 32<br>6%                        | 7<br>3%                      | 121<br>6%       | 14<br>8%        | 9<br>9%      | 3<br>5%                 | 31<br>6%             | 31<br>9%        | 59<br>6%        | 4<br>5%             | 17<br>7%          | 9<br>5%                            | 10<br>6%             | 21<br>11%<br>v       | 18<br>8%               | 18<br>6%          | 11<br>6%          | 12<br>4%        | 134  |             |
| Don't know                 | 33<br>1%<br>de    | 6<br>1%<br>d            | 1<br>*                          | 1<br>*                          | 4<br>2%<br>d                 | 28<br>1%        | 3<br>1%         | 1<br>1%      | 2<br>3%                 | 5<br>1%              | 9<br>2%         | 13<br>1%        | 2<br>2%             | 4<br>2%           | -<br>-                             | 2<br>1%              | 7<br>4%<br>p         | 4<br>2%                | 3<br>1%           | 2<br>1%           | 4<br>1%         | 23   |             |
| Mean                       | 3.99<br>cdf       | 3.86                    | 3.88                            | 4.03                            | 4.32<br>zcd                  | 3.98            | 4.09            | 3.97         | 4                       | 3.98                 | 3.84            | 4.03            | 3.66                | 4.03              | 4.06                               | 4.03                 | 3.67                 | 3.93                   | 4.05              | 3.96              | 4.13<br>m       | 4.05 |             |
| Support                    | 1581<br>71%<br>lr | 266<br>67%              | 411<br>68%                      | 386<br>74%                      | 189<br>82%<br>zcd            | 1328<br>70%     | 135<br>73%      | 77<br>73%    | 41<br>66%               | 363<br>70%           | 232<br>64%      | 733<br>73%<br>l | 53<br>60%           | 179<br>72%<br>r   | 131<br>71%                         | 117<br>71%<br>r      | 115<br>58%           | 147<br>71%             | 229<br>74%        | 142<br>73%<br>r   | 215<br>74%<br>r | 1643 |             |
| Oppose                     | 334<br>15%<br>fu  | 64<br>16%<br>f          | 110<br>18%<br>zf                | 79<br>15%<br>f                  | 18<br>8%                     | 277<br>15%      | 31<br>17%       | 17<br>16%    | 9<br>15%                | 79<br>15%            | 63<br>18%       | 135<br>13%      | 23<br>25%<br>zopqtv | 34<br>14%         | 22<br>12%                          | 20<br>12%            | 43<br>22%<br>v       | 38<br>18%              | 40<br>13%         | 32<br>16%<br>v    | 25<br>9%        | 311  |             |
| NET: Support               | 56%               | 51%                     | 50%                             | 59%                             | 74%                          | 56%             | 56%             | 57%          | 50%                     | 55%                  | 47%             | 60%             | 35%                 | 58%               | 59%                                | 59%                  | 36%                  | 52%                    | 61%               | 57%               | 66%             | 60%  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l - z/n/o/p/q/r/h/u/v

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -The introduction of a ban on e-cigarette or vape usage in public spaces

Base: All respondents

|                            | Total<br>(z)       | Urbanity     |              | IMD Quintile             |            |            |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |             | Unwtd Total |
|----------------------------|--------------------|--------------|--------------|--------------------------|------------|------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|-------------|-------------|
|                            |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)   |             |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432        | 476        | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831        | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442        | 447        | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642        | 2238        |
| Strongly support           | 1079<br>48%<br>ckl | 830<br>48%   | 249<br>51%   | 165<br>37%               | 223<br>51% | 221<br>50% | 232<br>52% | 238<br>53%                | 644<br>53%                                                              | 124<br>51%                         | 57<br>50%                                            | 59<br>37%                                                | 73<br>31%                                         | 24<br>33%                                         | 92<br>54%                | 290<br>49%            | 787<br>48%  | 1131<br>51% |
| Tend to support            | 502<br>22%<br>o    | 390<br>22%   | 112<br>23%   | 107<br>24%               | 101<br>23% | 103<br>23% | 91<br>20%  | 99<br>22%                 | 273<br>23%                                                              | 69<br>28%                          | 26<br>23%                                            | 28<br>18%                                                | 49<br>21%                                         | 24<br>34%                                         | 29<br>17%                | 105<br>18%            | 396<br>24%  | 512<br>23%  |
| Neither support nor oppose | 289<br>13%<br>hi   | 238<br>14%   | 51<br>10%    | 84<br>19%                | 46<br>10%  | 49<br>11%  | 60<br>13%  | 49<br>11%                 | 135<br>11%                                                              | 20<br>8%                           | 9<br>8%                                              | 37<br>23%                                                | 51<br>21%                                         | 8<br>11%                                          | 27<br>16%                | 82<br>14%             | 207<br>13%  | 261<br>12%  |
| Tend to oppose             | 187<br>8%<br>h     | 146<br>8%    | 41<br>8%     | 44<br>10%                | 30<br>7%   | 44<br>10%  | 34<br>8%   | 35<br>8%                  | 86<br>7%                                                                | 19<br>8%                           | 11<br>9%                                             | 20<br>13%                                                | 32<br>13%                                         | 8<br>11%                                          | 9<br>5%                  | 48<br>8%              | 139<br>8%   | 177<br>8%   |
| Strongly oppose            | 148<br>7%<br>hi    | 110<br>6%    | 38<br>8%     | 37<br>8%                 | 34<br>8%   | 24<br>5%   | 25<br>6%   | 28<br>6%                  | 64<br>5%                                                                | 8<br>3%                            | 12<br>11%                                            | 13<br>8%                                                 | 26<br>11%                                         | 7<br>10%                                          | 14<br>8%                 | 49<br>8%              | 99<br>6%    | 134<br>6%   |
| Don't know                 | 33<br>1%<br>ghp    | 31<br>2%     | 3<br>1%      | 13<br>3%                 | 8<br>2%    | 6<br>1%    | 6<br>1%    | -<br>-                    | 9<br>1%                                                                 | 6<br>3%                            | -<br>-                                               | 3<br>2%                                                  | 6<br>2%                                           | -<br>-                                            | 2<br>1%                  | 18<br>3%              | 15<br>1%    | 23<br>1%    |
| Mean                       | 3.99<br>ckl        | 3.98         | 4.01         | 3.73                     | 4.04       | 4.03       | 4.06       | 4.08                      | 4.12<br>zklm                                                            | 4.18<br>zklm                       | 3.92<br>l                                            | 3.63                                                     | 3.48                                              | 3.68                                              | 4.04<br>l                | 3.94                  | 4           | 4.05        |
| Support                    | 1581<br>71%<br>ckl | 1221<br>70%  | 361<br>73%   | 272<br>60%               | 324<br>73% | 325<br>73% | 323<br>72% | 338<br>75%                | 917<br>76%                                                              | 193<br>78%                         | 83<br>73%                                            | 88<br>54%                                                | 122<br>52%                                        | 47<br>67%                                         | 121<br>70%               | 395<br>67%            | 1183<br>72% | 1643<br>73% |
| Oppose                     | 334<br>15%<br>h    | 256<br>15%   | 79<br>16%    | 81<br>18%                | 64<br>14%  | 67<br>15%  | 59<br>13%  | 63<br>14%                 | 150<br>12%                                                              | 27<br>11%                          | 23<br>20%                                            | 34<br>21%                                                | 58<br>25%                                         | 15<br>22%                                         | 23<br>13%                | 97<br>16%             | 237<br>14%  | 311<br>14%  |
| NET: Support               | 56%                | 55%          | 57%          | 42%                      | 59%        | 58%        | 59%        | 61%                       | 63%                                                                     | 68%                                | 53%                                                  | 33%                                                      | 27%                                               | 45%                                               | 57%                      | 50%                   | 58%         | 60%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -The introduction of a ban on e-cigarette or vape usage in public spaces

Base: All respondents

|                            | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |               | Unwtd Total |
|----------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|---------------|-------------|
|                            |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m)  |             |
| Unweighted Total           | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17            | 2238        |
| Weighted Total             | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**          | 2238        |
| Strongly support           | 1079<br>48%      | 976<br>49%               | 96<br>47%         | 375<br>47%          | 519<br>50%          | 82<br>49%          | 245<br>47%               | 815<br>51%                      | 826<br>50%                                        | 236<br>45%                        | 306<br>53%                                                | 60<br>40%                        | 96<br>47%      | 8<br>54%      | 1131<br>51% |
| Tend to support            | 502<br>22%       | 460<br>23%               | 37<br>18%         | 171<br>21%          | 249<br>24%          | 39<br>23%          | 123<br>24%               | 384<br>24%                      | 381<br>23%                                        | 131<br>25%                        | 134<br>23%                                                | 31<br>21%                        | 37<br>18%      | 4<br>27%      | 512<br>23%  |
| Neither support nor oppose | 289<br>13%       | 259<br>13%               | 30<br>15%         | 125<br>15%          | 117<br>11%          | 17<br>10%          | 59<br>11%                | 194<br>12%                      | 205<br>12%                                        | 60<br>11%                         | 50<br>9%                                                  | 27<br>18%                        | 30<br>15%      | 1<br>10%      | 261<br>12%  |
| Tend to oppose             | 187<br>8%        | 165<br>8%                | 22<br>11%         | 72<br>9%            | 81<br>8%            | 12<br>7%           | 51<br>10%                | 127<br>8%                       | 132<br>8%                                         | 43<br>8%                          | 36<br>6%                                                  | 16<br>11%                        | 22<br>11%      | 1<br>10%      | 177<br>8%   |
| Strongly oppose            | 148<br>7%        | 129<br>6%                | 17<br>9%          | 57<br>7%            | 58<br>6%            | 14<br>8%           | 35<br>7%                 | 79<br>5%                        | 103<br>6%                                         | 48<br>9%                          | 49<br>9%                                                  | 14<br>10%                        | 17<br>9%       | -<br>-        | 134<br>6%   |
| Don't know                 | 33<br>1%<br>adgh | 16<br>1%                 | 2<br>1%           | 6<br>1%             | 5<br>*              | 5<br>3%<br>ad      | 6<br>1%                  | 11<br>1%                        | 15<br>1%                                          | 8<br>1%                           | 3<br>1%                                                   | 1<br>1%                          | 2<br>1%        | -<br>-        | 23<br>1%    |
| Mean                       | 3.99<br>k        | 4                        | 3.85              | 3.92                | 4.06<br>z           | 3.99               | 3.96                     | 4.08<br>zfhik                   | 4.03<br>zik                                       | 3.9                               | 4.06<br>ik                                                | 3.72                             | 3.85           | 4.25          | 4.05        |
| Support                    | 1581<br>71%<br>k | 1436<br>72%<br>zc        | 133<br>65%        | 546<br>68%          | 768<br>75%<br>zac   | 121<br>72%         | 368<br>71%<br>k          | 1200<br>75%<br>zhikl            | 1207<br>73%<br>zk                                 | 366<br>70%                        | 440<br>76%<br>zikl                                        | 92<br>61%                        | 133<br>65%     | 11<br>81%     | 1643<br>73% |
| Oppose                     | 334<br>15%<br>g  | 294<br>15%               | 39<br>19%         | 128<br>16%          | 140<br>14%          | 26<br>15%          | 86<br>17%<br>g           | 205<br>13%<br>g                 | 235<br>14%<br>g                                   | 90<br>17%<br>g                    | 85<br>15%<br>g                                            | 31<br>20%<br>g                   | 39<br>19%<br>g | 1<br>10%<br>g | 311<br>14%  |
| NET: Support               | 56%              | 57%                      | 46%               | 52%                 | 61%                 | 56%                | 54%                      | 62%                             | 59%                                               | 53%                               | 61%                                                       | 40%                              | 46%            | 71%           | 60%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -The introduction of a ban on e-cigarette or vape usage in public spaces

Base: All respondents

|                            | Total<br>(z)       | Use of SC Services P12M |                                    |                                       |                    | Health problem/disability |                    | General Standard NHS - Last 12 months |                        |                    | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                   | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total        |
|----------------------------|--------------------|-------------------------|------------------------------------|---------------------------------------|--------------------|---------------------------|--------------------|---------------------------------------|------------------------|--------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|-------------------|-----------------------------------------------|---------------------------|-----------------------|--------------------|
|                            |                    | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)  | Yes<br>(e)                | No<br>(f)          | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)   | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o)  | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                    |
| Unweighted Total           | 2238               | 537                     | 127                                | 488                                   | 1637               | 557                       | 1641               | 375                                   | 1022                   | 770                | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985               | 138                                           | 785                       | 1073                  | 2238               |
| Weighted Total             | 2238               | 523                     | 142*                               | 480                                   | 1618               | 477                       | 1709               | 365                                   | 1036                   | 759                | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886               | 161*                                          | 809                       | 974                   | 2238               |
| Strongly support           | 1079<br>48%<br>b   | 263<br>50%<br>b         | 47<br>33%<br>b                     | 247<br>51%<br>b                       | 787<br>49%<br>b    | 223<br>47%<br>b           | 847<br>50%<br>b    | 192<br>53%<br>b                       | 491<br>47%<br>b        | 357<br>47%<br>b    | 211<br>51%<br>b                       | 424<br>47%<br>b           | 412<br>48%<br>b       | 57<br>57%<br>b                                | 367<br>45%<br>b        | 446<br>50%<br>b   | 83<br>51%<br>b                                | 369<br>46%<br>b           | 485<br>50%<br>b       | 1131<br>51%<br>b   |
| Tend to support            | 502<br>22%<br>i    | 108<br>21%<br>i         | 35<br>25%<br>i                     | 101<br>21%<br>i                       | 387<br>24%<br>i    | 108<br>23%<br>i           | 389<br>23%<br>i    | 87<br>24%<br>i                        | 255<br>25%<br>i        | 146<br>19%<br>i    | 108<br>26%<br>i                       | 206<br>23%<br>i           | 173<br>20%<br>i       | 21<br>21%<br>i                                | 197<br>24%<br>i        | 194<br>22%<br>i   | 39<br>24%<br>i                                | 189<br>23%<br>i           | 209<br>21%<br>i       | 512<br>23%<br>i    |
| Neither support nor oppose | 289<br>13%<br>mor  | 64<br>12%<br>mor        | 33<br>23%<br>zacd                  | 54<br>11%<br>zacd                     | 212<br>13%<br>zacd | 62<br>13%<br>zacd         | 218<br>13%<br>zacd | 33<br>9%<br>zacd                      | 160<br>15%<br>zacd     | 90<br>12%<br>zacd  | 47<br>11%<br>zacd                     | 139<br>15%<br>zacd        | 98<br>11%<br>zacd     | 3<br>3%<br>zacd                               | 133<br>16%<br>zmo      | 88<br>10%<br>zmo  | 16<br>10%<br>zmo                              | 133<br>16%<br>zmo         | 106<br>11%<br>zmo     | 261<br>12%<br>zmo  |
| Tend to oppose             | 187<br>8%<br>ghkq  | 51<br>10%<br>ghkq       | 14<br>10%<br>ghkq                  | 47<br>10%<br>ghkq                     | 122<br>8%<br>ghkq  | 43<br>9%<br>ghkq          | 139<br>8%<br>ghkq  | 39<br>11%<br>ghkq                     | 73<br>7%<br>ghkq       | 66<br>9%<br>ghkq   | 27<br>6%<br>ghkq                      | 81<br>9%<br>ghkq          | 77<br>9%<br>ghkq      | 12<br>12%<br>ghkq                             | 62<br>8%<br>ghkq       | 83<br>9%<br>ghkq  | 10<br>6%<br>ghkq                              | 77<br>9%<br>ghkq          | 82<br>8%<br>ghkq      | 177<br>8%<br>ghkq  |
| Strongly oppose            | 148<br>7%<br>ghkq  | 36<br>7%<br>ghkq        | 13<br>9%<br>ghkq                   | 29<br>6%<br>ghkq                      | 97<br>6%<br>ghkq   | 37<br>8%<br>ghkq          | 107<br>6%<br>ghkq  | 13<br>4%<br>ghkq                      | 47<br>5%<br>ghkq       | 80<br>11%<br>ghkq  | 24<br>6%<br>ghkq                      | 36<br>4%<br>ghkq          | 85<br>10%<br>ghkq     | 6<br>6%<br>ghkq                               | 50<br>6%<br>ghkq       | 68<br>8%<br>ghkq  | 14<br>9%<br>ghkq                              | 37<br>5%<br>ghkq          | 83<br>8%<br>ghkq      | 134<br>6%<br>ghkq  |
| Don't know                 | 33<br>1%<br>acdfnq | 1<br>*<br>acdfnq        | -<br>-<br>acdfnq                   | 1<br>*<br>acdfnq                      | 13<br>1%<br>acdfnq | 4<br>1%<br>acdfnq         | 9<br>1%<br>acdfnq  | -<br>-<br>acdfnq                      | 10<br>1%<br>acdfnq     | 21<br>3%<br>acdfnq | -<br>-<br>acdfnq                      | 13<br>1%<br>acdfnq        | 13<br>1%<br>acdfnq    | -<br>-<br>acdfnq                              | 5<br>1%<br>acdfnq      | 7<br>1%<br>acdfnq | -<br>-<br>acdfnq                              | 5<br>1%<br>acdfnq         | 9<br>1%<br>acdfnq     | 23<br>1%<br>acdfnq |
| Mean                       | 3.99<br>bil        | 3.98<br>b               | 3.62<br>b                          | 4.02<br>ab                            | 4.02<br>b          | 3.92<br>b                 | 4.02<br>b          | 4.11<br>i                             | 4.04<br>i              | 3.86<br>i          | 4.1<br>l                              | 4.02<br>l                 | 3.89<br>l             | 4.11<br>l                                     | 3.95<br>l              | 3.98<br>l         | 4.02<br>l                                     | 3.97<br>l                 | 3.97<br>l             | 4.05<br>l          |
| Support                    | 1581<br>71%<br>bi  | 371<br>71%<br>bi        | 82<br>58%<br>bi                    | 348<br>73%<br>ab                      | 1174<br>73%<br>zb  | 331<br>69%<br>z           | 1236<br>72%<br>zi  | 279<br>76%<br>zi                      | 746<br>72%<br>i        | 503<br>66%<br>i    | 319<br>77%<br>zl                      | 629<br>70%<br>l           | 585<br>68%<br>l       | 78<br>78%<br>zl                               | 565<br>69%<br>l        | 640<br>72%<br>l   | 121<br>75%<br>zl                              | 558<br>69%<br>l           | 694<br>71%<br>l       | 1643<br>73%<br>l   |
| Oppose                     | 334<br>15%<br>dh   | 87<br>17%<br>dh         | 27<br>19%<br>dh                    | 76<br>16%<br>dh                       | 219<br>14%<br>dh   | 80<br>17%<br>dh           | 246<br>14%<br>dh   | 53<br>14%<br>dh                       | 120<br>12%<br>dh       | 145<br>19%<br>dh   | 50<br>12%<br>dh                       | 117<br>13%<br>dh          | 163<br>19%<br>dh      | 18<br>18%<br>dh                               | 113<br>14%<br>dh       | 151<br>17%<br>dh  | 24<br>15%<br>dh                               | 113<br>14%<br>dh          | 165<br>17%<br>dh      | 311<br>14%<br>dh   |
| NET: Support               | 56%                | 54%                     | 38%                                | 57%                                   | 59%                | 53%                       | 58%                | 62%                                   | 60%                    | 47%                | 65%                                   | 57%                       | 49%                   | 60%                                           | 55%                    | 55%               | 60%                                           | 55%                       | 54%                   | 60%                |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods

Base: All respondents

|                            | Total<br>(z)       | Gender          |                 | Age             |                  |                  |                  |                    |                     | Ethnicity          |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|--------------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|--------------------|---------------------|--------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            |                    | Man<br>(a)      | Woman<br>(b)    | 16-24<br>(c)    | 25-34<br>(d)     | 35-44<br>(e)     | 45-54<br>(f)     | 55-64<br>(g)       | 65-74<br>(h)        | 75+<br>(i)         | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238               | 1090            | 1130            | 101             | 156              | 252              | 345              | 518                | 552                 | 314                | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238               | 1069            | 1151            | 292*            | 361              | 359              | 355              | 354                | 268                 | 249                | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 959<br>43%<br>o    | 433<br>41%<br>z | 521<br>45%<br>2 | 128<br>44%<br>z | 127<br>35%<br>z  | 135<br>38%<br>z  | 158<br>44%<br>de | 165<br>47%<br>de   | 122<br>45%<br>d     | 124<br>50%<br>zde  | 803<br>43%<br>z                              | 139<br>46%<br>z                                             | 418<br>43%<br>z          | 537<br>43%<br>z                  | 327<br>49%<br>z                                   | 622<br>40%<br>z      | 110<br>40%<br>z                                        | 227<br>41%<br>z                 | 215<br>40%<br>z                                    | 45<br>46%<br>z                                                                   | 25<br>34%<br>z                     | 991<br>44%  |
| Tend to support            | 790<br>35%<br>k    | 401<br>38%<br>z | 384<br>33%<br>z | 86<br>29%<br>z  | 120<br>33%<br>z  | 127<br>35%<br>z  | 125<br>35%<br>z  | 137<br>39%<br>z    | 109<br>41%<br>z     | 87<br>35%<br>z     | 696<br>37%<br>z                              | 78<br>26%<br>z                                              | 348<br>36%<br>z          | 442<br>35%<br>z                  | 218<br>33%<br>z                                   | 567<br>37%<br>z      | 115<br>42%<br>z                                        | 198<br>36%<br>z                 | 192<br>35%<br>z                                    | 39<br>40%<br>z                                                                   | 24<br>33%<br>z                     | 823<br>37%  |
| Neither support nor oppose | 312<br>14%<br>ghij | 135<br>13%<br>z | 173<br>15%<br>z | 52<br>18%<br>h  | 67<br>19%<br>ghi | 60<br>17%<br>ghi | 46<br>13%<br>z   | 37<br>10%<br>z     | 25<br>9%<br>z       | 24<br>10%<br>z     | 244<br>13%<br>z                              | 56<br>19%<br>z                                              | 122<br>13%<br>z          | 190<br>15%<br>z                  | 79<br>12%<br>z                                    | 229<br>15%<br>z      | 36<br>13%<br>z                                         | 81<br>15%<br>z                  | 92<br>17%<br>z                                     | 8<br>8%<br>z                                                                     | 13<br>17%<br>z                     | 273<br>12%  |
| Tend to oppose             | 95<br>4%<br>bch    | 59<br>6%<br>zb  | 35<br>3%<br>z   | 16<br>5%<br>z   | 18<br>5%<br>z    | 20<br>5%<br>z    | 15<br>4%<br>z    | 9<br>2%<br>z       | 7<br>3%<br>z        | 10<br>4%<br>z      | 84<br>4%<br>z                                | 11<br>4%<br>z                                               | 45<br>5%<br>z            | 48<br>4%<br>z                    | 27<br>4%<br>z                                     | 65<br>4%<br>z        | 7<br>3%<br>z                                           | 24<br>4%<br>z                   | 23<br>4%<br>z                                      | 6<br>6%<br>z                                                                     | 5<br>6%<br>z                       | 85<br>4%    |
| Strongly oppose            | 44<br>2%<br>bm     | 32<br>3%<br>zb  | 10<br>1%<br>z   | 2<br>1%<br>z    | 11<br>3%<br>z    | 14<br>4%<br>z    | 3<br>1%<br>z     | 6<br>2%<br>z       | 4<br>2%<br>z        | 3<br>1%<br>z       | 32<br>2%<br>z                                | 6<br>2%<br>z                                                | 28<br>3%<br>m            | 15<br>1%<br>z                    | 9<br>1%<br>z                                      | 31<br>2%<br>z        | 5<br>2%<br>z                                           | 8<br>2%<br>z                    | 14<br>3%<br>z                                      | *<br>*<br>z                                                                      | 3<br>4%<br>z                       | 39<br>2%    |
| Don't know                 | 38<br>2%<br>achin  | 10<br>1%<br>za  | 28<br>2%<br>za  | 8<br>3%<br>za   | 17<br>5%<br>z    | 4<br>1%<br>z     | 7<br>2%<br>z     | 1<br>*<br>z        | 1<br>*<br>z         | -<br>-<br>z        | 21<br>1%<br>z                                | 9<br>3%<br>z                                                | 14<br>1%<br>z            | 21<br>2%<br>z                    | 5<br>1%<br>z                                      | 27<br>2%<br>z        | 4<br>1%<br>z                                           | 13<br>2%<br>z                   | 7<br>1%<br>z                                       | -<br>-<br>z                                                                      | 3<br>5%<br>z                       | 27<br>1%    |
| Mean                       | 4.15<br>adeot      | 4.08<br>z       | 4.22<br>za      | 4.14<br>z       | 3.97<br>z        | 3.99<br>z        | 4.21<br>de       | 4.26<br>zde        | 4.26<br>zde         | 4.28<br>zde        | 4.16<br>z                                    | 4.15<br>z                                                   | 4.12<br>z                | 4.17<br>z                        | 4.25<br>zort                                      | 4.11<br>z            | 4.16<br>t                                              | 4.13<br>z                       | 4.06<br>z                                          | 4.25<br>t                                                                        | 3.9<br>z                           | 4.19        |
| Support                    | 1750<br>78%<br>det | 834<br>78%<br>z | 905<br>79%<br>z | 214<br>73%<br>z | 247<br>69%<br>z  | 263<br>73%<br>z  | 283<br>80%<br>d  | 301<br>85%<br>zcde | 231<br>86%<br>zcdef | 211<br>85%<br>zcde | 1499<br>80%<br>z                             | 217<br>72%<br>z                                             | 766<br>78%<br>z          | 979<br>78%<br>z                  | 545<br>82%<br>zort                                | 1190<br>77%<br>t     | 225<br>81%<br>t                                        | 426<br>77%<br>z                 | 407<br>75%<br>z                                    | 84<br>86%<br>ort                                                                 | 48<br>67%<br>z                     | 1814<br>81% |
| Oppose                     | 138<br>6%<br>bghm  | 91<br>9%<br>zb  | 45<br>4%<br>z   | 18<br>6%<br>z   | 30<br>8%<br>z    | 34<br>9%<br>z    | 18<br>5%<br>z    | 13<br>4%<br>z      | 11<br>4%<br>z       | 14<br>5%<br>z      | 115<br>6%<br>z                               | 17<br>6%<br>z                                               | 74<br>8%<br>z            | 63<br>5%<br>z                    | 36<br>5%<br>z                                     | 96<br>6%<br>z        | 12<br>4%<br>z                                          | 33<br>6%<br>z                   | 37<br>7%<br>z                                      | 6<br>6%<br>z                                                                     | 8<br>11%<br>p                      | 124<br>6%   |
| NET: Support               | 72%                | 70%             | 75%             | 67%             | 60%              | 64%              | 75%              | 81%                | 82%                 | 79%                | 74%                                          | 67%                                                         | 71%                      | 73%                              | 77%                                               | 71%                  | 77%                                                    | 71%                             | 68%                                                | 79%                                                                              | 56%                                | 76%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods

Base: All respondents

|                            | Total<br>(j)        | Annual household income |                              |                              |                           |  | Country        |                 |              |                         | England region (Net) |                 |                 | England region    |                   |                                 |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|----------------------------|---------------------|-------------------------|------------------------------|------------------------------|---------------------------|--|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|-----------------|-------------------|-------------------|---------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                            |                     | Up to £25,999<br>(g)    | £26,000 up to £51,999<br>(d) | £52,000 up to £99,999<br>(e) | £100,000 and above<br>(f) |  | England<br>(h) | Scotland<br>(b) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m)    | North East<br>(n) | North West<br>(o) | Yorkshire and The Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |             |
| Unweighted Total           | 2238                | 468                     | 686                          | 465                          | 164                       |  | 1715           | 206             | 162          | 155                     | 453                  | 348             | 934             | 85                | 201               | 164                             | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total             | 2238                | 398                     | 605                          | 524                          | 231                       |  | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003            | 80*               | 247               | 184                             | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238        |             |
| Strongly support           | 959<br>43%<br>u     | 154<br>39%              | 264<br>44%                   | 232<br>44%                   | 113<br>49%<br>c           |  | 807<br>43%     | 85<br>46%       | 39<br>37%    | 27<br>44%               | 250<br>48%<br>zm     | 145<br>40%      | 412<br>41%      | 36<br>41%         | 106<br>43%        | 108<br>58%<br>znoqgrst<br>uw    | 70<br>42%            | 75<br>38%            | 81<br>39%              | 135<br>43%        | 68<br>35%         | 129<br>45%    | 991<br>44%  |             |
| Tend to support            | 790<br>35%          | 128<br>32%              | 201<br>33%                   | 209<br>40%<br>c              | 86<br>37%                 |  | 663<br>35%     | 61<br>33%       | 45<br>43%    | 21<br>33%               | 168<br>32%           | 117<br>32%      | 379<br>38%      | 35<br>39%         | 78<br>32%         | 55<br>30%                       | 53<br>32%            | 64<br>33%            | 94<br>45%<br>zopq      | 111<br>36%        | 73<br>37%         | 101<br>35%    | 823<br>37%  |             |
| Neither support nor oppose | 312<br>14%<br>ef    | 78<br>20%<br>zef        | 90<br>15%<br>f               | 53<br>10%                    | 17<br>7%                  |  | 273<br>14%     | 24<br>13%       | 11<br>10%    | 4<br>7%                 | 63<br>12%            | 63<br>17%       | 147<br>15%      | 11<br>12%         | 38<br>15%         | 14<br>8%                        | 27<br>16%            | 36<br>18%<br>p       | 20<br>10%              | 42<br>14%         | 39<br>20%<br>zps  | 46<br>16%     | 273<br>12%  |             |
| Tend to oppose             | 95<br>4%<br>s       | 22<br>6%                | 25<br>4%                     | 23<br>4%                     | 9<br>4%                   |  | 77<br>4%       | 7<br>4%         | 6<br>5%      | 5<br>8%                 | 23<br>4%             | 20<br>5%        | 34<br>3%        | 2<br>3%           | 13<br>5%          | 8<br>4%                         | 11<br>7%<br>s        | 9<br>4%              | 1<br>1%                | 12<br>4%          | 13<br>7%<br>s     | 7<br>2%       | 85<br>4%    |             |
| Strongly oppose            | 44<br>2%<br>ze      | 8<br>2%                 | 21<br>3%<br>ze               | 6<br>1%                      | 1<br>*                    |  | 37<br>2%       | 3<br>1%         | 2<br>2%      | 2<br>3%                 | 10<br>2%             | 9<br>2%         | 18<br>2%        | 3<br>3%           | 7<br>3%           | -<br>-<br>p                     | 2<br>2%              | 6<br>3%              | 9<br>4%<br>p           | 4<br>1%           | 2<br>1%           | 3<br>1%       | 39<br>2%    |             |
| Don't know                 | 38<br>2%<br>de      | 8<br>2%                 | 4<br>1%<br>e                 | 1<br>*                       | 4<br>2%<br>e              |  | 28<br>1%       | 5<br>3%         | 2<br>2%      | 3<br>5%<br>e            | 6<br>1%              | 9<br>2%         | 13<br>1%        | 2<br>2%           | 5<br>2%           | -<br>-<br>pu                    | 2<br>1%              | 7<br>4%              | 4<br>2%                | 5<br>2%           | -<br>-<br>u       | 4<br>1%       | 27<br>1%    |             |
| Mean                       | 4.15<br>cu          | 4.02                    | 4.1                          | 4.22<br>c                    | 4.33<br>zcd               |  | 4.15           | 4.22            | 4.1          | 4.12                    | 4.22                 | 4.05            | 4.14            | 4.14              | 4.08              | 4.42<br>zqgrstu                 | 4.08                 | 4.02                 | 4.15                   | 4.18<br>u         | 3.98              | 4.21<br>u     | 4.19        |             |
| Support                    | 1750<br>78%<br>clru | 282<br>71%              | 465<br>77%                   | 441<br>84%                   | 200<br>86%<br>zcd         |  | 1471<br>78%    | 146<br>79%      | 85<br>80%    | 48<br>77%               | 418<br>80%<br>l      | 262<br>72%      | 791<br>79%<br>l | 71<br>80%         | 185<br>75%        | 162<br>88%                      | 122<br>74%           | 139<br>71%           | 175<br>84%ru           | 246<br>79%        | 141<br>72%        | 230<br>79%    | 1814<br>81% |             |
| Oppose                     | 138<br>6%<br>clru   | 30<br>8%                | 46<br>8%                     | 29<br>6%                     | 10<br>4%                  |  | 114<br>6%      | 9<br>5%         | 8<br>8%      | 7<br>11%                | 33<br>6%             | 28<br>8%        | 52<br>5%        | 5<br>6%           | 21<br>8%          | 8<br>4%                         | 14<br>8%             | 15<br>8%             | 10<br>5%               | 17<br>5%          | 15<br>8%          | 10<br>3%      | 124<br>6%   |             |
| NET: Support               | 72%                 | 63%                     | 69%                          | 79%                          | 82%                       |  | 72%            | 74%             | 72%          | 66%                     | 74%                  | 65%             | 74%             | 75%               | 66%               | 84%                             | 66%                  | 63%                  | 79%                    | 74%               | 64%               | 76%           | 76%         |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (UN J26-001039-01)  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/n/m - z/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods

Base: All respondents

|                            | Total<br>(z)        | Urbanity     |              | IMD Quintile             |               |              |            |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                | Unwtd Total       |             |
|----------------------------|---------------------|--------------|--------------|--------------------------|---------------|--------------|------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|----------------|-------------------|-------------|
|                            |                     | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)      | 3<br>(e)     | 4<br>(f)   | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)     |                   | No<br>(p)   |
| Unweighted Total           | 2238                | 1673         | 565          | 419                      | 432           | 476          | 450        | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400            | 1831              | 2238        |
| Weighted Total             | 2238                | 1745         | 493          | 451                      | 442           | 447          | 448        | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592            | 1642              | 2238        |
| Strongly support           | 959<br>43%<br>kl    | 768<br>44%   | 191<br>39%   | 185<br>41%               | 197<br>45%    | 183<br>41%   | 180<br>40% | 214<br>48%                | 578<br>48%<br>zkl                                                       | 101<br>41%<br>k                    | 57<br>50%<br>kl                                      | 42<br>26%                                                | 76<br>32%                                         | 24<br>33%                                         | 75<br>44%<br>k           | 255<br>43%     | 703<br>43%        | 991<br>44%  |
| Tend to support            | 790<br>35%          | 611<br>35%   | 179<br>36%   | 143<br>32%               | 146<br>33%    | 168<br>38%   | 177<br>40% | 155<br>35%                | 411<br>34%<br>zh                                                        | 102<br>41%<br>zh                   | 40<br>35%                                            | 77<br>48%<br>zhm                                         | 83<br>35%                                         | 18<br>26%                                         | 54<br>31%                | 183<br>31%     | 606<br>37%<br>z   | 823<br>37%  |
| Neither support nor oppose | 312<br>14%<br>h     | 229<br>13%   | 83<br>17%    | 74<br>17%                | 65<br>15%     | 59<br>13%    | 63<br>14%  | 50<br>11%                 | 140<br>12%                                                              | 29<br>12%                          | 15<br>13%                                            | 28<br>17%                                                | 53<br>22%<br>zhi                                  | 17<br>23%<br>h                                    | 30<br>17%                | 89<br>15%      | 222<br>14%        | 273<br>12%  |
| Tend to oppose             | 95<br>4%            | 68<br>4%     | 27<br>5%     | 20<br>4%                 | 17<br>4%      | 25<br>6%     | 14<br>3%   | 19<br>4%                  | 46<br>4%                                                                | 6<br>2%                            | 2<br>2%                                              | 6<br>4%                                                  | 12<br>5%                                          | 7<br>11%<br>i                                     | 11<br>7%                 | 26<br>4%       | 69<br>4%          | 85<br>4%    |
| Strongly oppose            | 44<br>2%<br>p       | 33<br>2%     | 11<br>2%     | 11<br>2%                 | 6<br>1%       | 6<br>1%      | 10<br>2%   | 11<br>2%                  | 25<br>2%                                                                | 4<br>1%                            | -<br>-                                               | 4<br>3%                                                  | 6<br>2%                                           | 3<br>4%                                           | -<br>-                   | 21<br>4%<br>zp | 23<br>1%          | 39<br>2%    |
| Don't know                 | 38<br>2%<br>bghp    | 36<br>2%     | 2<br>*       | 17<br>4%<br>zfg          | 11<br>2%<br>g | 6<br>1%<br>g | 4<br>1%    | -<br>-                    | 11<br>1%                                                                | 5<br>2%                            | -<br>-                                               | 3<br>2%                                                  | 8<br>3%<br>h                                      | 2<br>3%                                           | 2<br>1%                  | 18<br>3%<br>zp | 19<br>1%          | 27<br>1%    |
| Mean                       | 4.15<br>bkim        | 4.18<br>zb   | 4.05         | 4.09                     | 4.18          | 4.13         | 4.14       | 4.2                       | 4.23<br>zkim                                                            | 4.2<br>kim                         | 4.33<br>kim                                          | 3.93                                                     | 3.92                                              | 3.77                                              | 4.13                     | 4.09           | 4.17              | 4.19        |
| Support                    | 1750<br>78%<br>clmo | 1379<br>79%  | 370<br>75%   | 328<br>73%               | 343<br>78%    | 352<br>79%   | 357<br>80% | 370<br>82%<br>c           | 990<br>82%<br>zlm                                                       | 203<br>82%<br>lm                   | 97<br>85%<br>lm                                      | 120<br>74%                                               | 159<br>67%                                        | 42<br>59%                                         | 129<br>75%               | 437<br>74%     | 1309<br>80%<br>zo | 1814<br>81% |
| Oppose                     | 138<br>6%           | 101<br>6%    | 37<br>8%     | 31<br>7%                 | 24<br>5%      | 30<br>7%     | 23<br>5%   | 30<br>7%                  | 71<br>6%                                                                | 10<br>4%                           | 2<br>2%                                              | 11<br>7%                                                 | 17<br>7%                                          | 10<br>14%<br>ij                                   | 11<br>7%                 | 47<br>8%       | 92<br>6%          | 124<br>6%   |
| NET: Support               | 72%                 | 73%          | 68%          | 66%                      | 72%           | 72%          | 74%        | 75%                       | 76%                                                                     | 78%                                | 83%                                                  | 68%                                                      | 60%                                               | 45%                                               | 68%                      | 66%            | 74%               | 76%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods

Base: All respondents

|                            | Total<br>(z)     | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |                  | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238             | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238             | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 959<br>43%       | 869<br>43%               | 83<br>41%         | 325<br>40%          | 475<br>46%          | 69<br>41%          | 221<br>43%               | 707<br>44%                      | 732<br>44%                                        | 233<br>44%                        | 242<br>42%                                                | 61<br>41%                        | 83<br>41%   | 10<br>70%    | 991<br>44%  |
| Tend to support            | 790<br>35%       | 716<br>36%               | 69<br>34%         | 286<br>36%          | 375<br>36%          | 55<br>32%          | 178<br>34%               | 590<br>37%                      | 597<br>36%                                        | 178<br>34%                        | 223<br>39%                                                | 44<br>29%                        | 69<br>34%   | 4<br>30%     | 823<br>37%  |
| Neither support nor oppose | 312<br>14%<br>dh | 277<br>14%<br>d          | 35<br>17%         | 131<br>16%<br>ad    | 120<br>12%          | 27<br>16%          | 80<br>15%                | 215<br>13%                      | 214<br>13%                                        | 67<br>13%                         | 75<br>13%                                                 | 28<br>18%                        | 35<br>17%   | -<br>-       | 273<br>12%  |
| Tend to oppose             | 95<br>4%<br>g    | 83<br>4%                 | 12<br>6%          | 40<br>5%            | 37<br>4%            | 6<br>4%            | 22<br>4%                 | 57<br>4%                        | 65<br>4%                                          | 23<br>4%                          | 21<br>4%                                                  | 11<br>7%                         | 12<br>6%    | -<br>-       | 85<br>4%    |
| Strongly oppose            | 44<br>2%         | 41<br>2%                 | 2<br>1%           | 16<br>2%            | 17<br>2%            | 8<br>5%            | 13<br>2%                 | 27<br>2%                        | 35<br>2%                                          | 16<br>3%                          | 12<br>2%                                                  | 3<br>2%                          | 2<br>1%     | -<br>-       | 39<br>2%    |
| Don't know                 | 38<br>2%<br>adgh | 20<br>1%                 | 3<br>1%           | 8<br>1%             | 7<br>1%             | 5<br>3%<br>d       | 6<br>1%                  | 14<br>1%                        | 18<br>1%                                          | 8<br>2%                           | 4<br>1%                                                   | 3<br>2%                          | 3<br>1%     | -<br>-       | 27<br>1%    |
| Mean                       | 4.15             | 4.15                     | 4.1               | 4.08                | 4.22<br>zac         | 4.04               | 4.12                     | 4.19<br>z                       | 4.17                                              | 4.14                              | 4.15                                                      | 4.02                             | 4.1         | 4.7          | 4.19        |
| Support                    | 1750<br>78%      | 1585<br>79%<br>zc        | 152<br>75%        | 611<br>76%          | 850<br>82%<br>zace  | 124<br>73%         | 399<br>77%               | 1297<br>81%<br>zk               | 1328<br>80%<br>zk                                 | 410<br>78%                        | 465<br>80%<br>k                                           | 106<br>70%                       | 152<br>75%  | 14<br>100%   | 1814<br>81% |
| Oppose                     | 138<br>6%<br>g   | 124<br>6%                | 14<br>7%          | 55<br>7%            | 54<br>5%            | 14<br>8%           | 35<br>7%                 | 84<br>5%                        | 100<br>6%                                         | 39<br>7%                          | 34<br>6%                                                  | 14<br>9%                         | 14<br>7%    | -<br>-       | 124<br>6%   |
| NET: Support               | 72%              | 73%                      | 68%               | 69%                 | 77%                 | 65%                | 70%                      | 75%                             | 74%                                               | 71%                               | 75%                                                       | 61%                              | 68%         | 100%         | 76%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Mandatory labelling on the front of food packaging to make it easier to identify less healthy foods

Base: All respondents

|                            | Total<br>(z)              | Use of SC Services P12M |                                    |                                       |                     | Health problem/disability |                  | General Standard NHS - Last 12 months |                        |                   | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total        |
|----------------------------|---------------------------|-------------------------|------------------------------------|---------------------------------------|---------------------|---------------------------|------------------|---------------------------------------|------------------------|-------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|--------------------|
|                            |                           | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)   | Yes<br>(e)                | No<br>(f)        | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i)  | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |                    |
| Unweighted Total           | 2238                      | 537                     | 127                                | 498                                   | 1637                | 557                       | 1641             | 375                                   | 1022                   | 770               | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238               |
| Weighted Total             | 2238                      | 523                     | 142*                               | 480                                   | 1618                | 477                       | 1709             | 365                                   | 1036                   | 759               | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238               |
| Strongly support           | 959<br>43%<br>abcknq<br>b | 200<br>38%<br>b         | 41<br>29%<br>b                     | 183<br>38%<br>zabc                    | 733<br>45%<br>zabc  | 213<br>45%<br>i           | 735<br>43%<br>i  | 178<br>49%<br>i                       | 440<br>42%<br>i        | 300<br>40%<br>i   | 216<br>52%<br>zkl                     | 356<br>40%<br>zkl         | 360<br>42%<br>zkl     | 46<br>46%<br>n                                | 312<br>38%<br>n        | 404<br>46%<br>n  | 91<br>56%<br>znr                              | 313<br>39%<br>znr         | 428<br>44%<br>znr     | 991<br>44%<br>znr  |
| Tend to support            | 790<br>35%<br>b           | 193<br>37%<br>b         | 43<br>30%<br>b                     | 183<br>38%<br>zabc                    | 570<br>35%<br>zabc  | 154<br>32%<br>i           | 626<br>37%<br>i  | 128<br>35%<br>i                       | 381<br>37%<br>i        | 260<br>34%<br>i   | 131<br>32%<br>zkl                     | 355<br>40%<br>zkl         | 289<br>34%<br>zkl     | 39<br>39%<br>n                                | 317<br>39%<br>n        | 294<br>33%<br>n  | 49<br>30%<br>znr                              | 311<br>38%<br>znr         | 337<br>35%<br>znr     | 823<br>37%<br>znr  |
| Neither support nor oppose | 312<br>14%<br>d           | 94<br>18%<br>zcd        | 39<br>28%<br>zacd                  | 81<br>17%<br>zacd                     | 206<br>13%<br>zacd  | 72<br>15%<br>i            | 235<br>14%<br>i  | 45<br>12%<br>i                        | 150<br>14%<br>i        | 105<br>14%<br>i   | 48<br>12%<br>zkl                      | 129<br>14%<br>zkl         | 119<br>14%<br>zkl     | 12<br>12%<br>n                                | 132<br>16%<br>n        | 115<br>13%<br>n  | 14<br>8%<br>z                                 | 136<br>17%<br>z           | 128<br>13%<br>z       | 273<br>12%<br>z    |
| Tend to oppose             | 95<br>4%<br>d             | 23<br>4%<br>zad         | 13<br>9%<br>zad                    | 22<br>5%<br>zad                       | 67<br>4%<br>zad     | 19<br>4%<br>i             | 73<br>4%<br>i    | 10<br>3%<br>i                         | 45<br>4%<br>i          | 39<br>5%<br>i     | 17<br>4%<br>zkl                       | 34<br>4%<br>zkl           | 41<br>5%<br>zkl       | 2<br>2%<br>n                                  | 36<br>4%<br>n          | 38<br>4%<br>n    | 8<br>5%<br>znr                                | 26<br>3%<br>znr           | 48<br>5%<br>znr       | 85<br>4%<br>znr    |
| Strongly oppose            | 44<br>2%<br>dh            | 12<br>2%<br>d           | 6<br>4%<br>d                       | 11<br>2%<br>d                         | 23<br>1%<br>d       | 12<br>2%<br>i             | 31<br>2%<br>i    | 4<br>1%<br>i                          | 10<br>1%<br>i          | 29<br>4%<br>i     | 2<br>1%<br>zkl                        | 12<br>1%<br>zkl           | 29<br>3%<br>zkl       | 1<br>1%<br>n                                  | 11<br>1%<br>n          | 27<br>3%<br>n    | -<br>-<br>znr                                 | 15<br>2%<br>znr           | 24<br>2%<br>znr       | 39<br>2%<br>znr    |
| Don't know                 | 38<br>2%<br>acdfjor       | -<br>-<br>acdfjor       | -<br>-<br>acdfjor                  | -<br>-<br>acdfjor                     | 18<br>1%<br>acdfjor | 8<br>2%<br>i              | 10<br>1%<br>i    | -<br>-<br>zgh                         | 10<br>1%<br>zgh        | 25<br>3%<br>zgh   | -<br>-<br>zkl                         | 12<br>1%<br>zkl           | 19<br>2%<br>zkl       | -<br>-<br>n                                   | 7<br>1%<br>n           | 8<br>1%<br>n     | -<br>-<br>znr                                 | 7<br>1%<br>znr            | 9<br>1%<br>znr        | 27<br>1%<br>znr    |
| Mean                       | 4.15<br>abci              | 4.05<br>b               | 3.7<br>b                           | 4.05<br>b                             | 4.2<br>zabc         | 4.15<br>i                 | 4.15<br>i        | 4.27<br>zkl                           | 4.17<br>i              | 4.04<br>i         | 4.3<br>zkl                            | 4.14<br>zkl               | 4.09<br>zkl           | 4.28<br>zkl                                   | 4.09<br>zkl            | 4.15<br>zkl      | 4.37<br>zqr                                   | 4.1<br>zqr                | 4.14<br>zqr           | 4.19<br>zqr        |
| Support                    | 1750<br>78%<br>bi         | 394<br>75%<br>b         | 84<br>59%<br>b                     | 366<br>76%<br>b                       | 1304<br>81%<br>zab  | 367<br>77%<br>i           | 1361<br>80%<br>i | 306<br>84%<br>zkl                     | 821<br>79%<br>zkl      | 561<br>74%<br>zkl | 347<br>84%<br>zkl                     | 712<br>79%<br>zkl         | 649<br>76%<br>zkl     | 85<br>85%<br>n                                | 630<br>77%<br>n        | 698<br>79%<br>n  | 139<br>86%<br>znr                             | 625<br>77%<br>znr         | 765<br>79%<br>znr     | 1814<br>81%<br>znr |
| Oppose                     | 138<br>6%<br>bi           | 35<br>7%<br>b           | 19<br>13%<br>b                     | 34<br>7%<br>zab                       | 91<br>6%<br>zab     | 30<br>6%<br>i             | 104<br>6%<br>i   | 14<br>4%<br>zkl                       | 55<br>5%<br>zkl        | 68<br>9%<br>zkl   | 20<br>5%<br>zkl                       | 46<br>5%<br>zkl           | 70<br>8%<br>zkl       | 3<br>3%<br>n                                  | 47<br>6%<br>n          | 65<br>7%<br>n    | 8<br>5%<br>znr                                | 41<br>5%<br>znr           | 72<br>7%<br>znr       | 124<br>6%<br>znr   |
| NET: Support               | 72%                       | 69%                     | 46%                                | 69%                                   | 75%                 | 71%                       | 74%              | 80%                                   | 74%                    | 65%               | 79%                                   | 74%                       | 68%                   | 82%                                           | 71%                    | 71%              | 81%                                           | 72%                       | 71%                   | 76%                |

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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Committing to stricter air quality targets as recommended by the World Health Organisation

Base: All respondents

|                            | Gender               |                  |                  | Age                |                    |                    |                    |                    |                 | Ethnicity          |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total      |
|----------------------------|----------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------|--------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|------------------|
|                            | Total<br>(z)         | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)       | 25-34<br>(d)       | 35-44<br>(e)       | 45-54<br>(f)       | 55-64<br>(g)       | 65-74<br>(h)    | 75+<br>(i)         | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |                  |
| Unweighted Total           | 2238                 | 1090             | 1130             | 101                | 156                | 252                | 345                | 518                | 552             | 314                | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238             |
| Weighted Total             | 2238                 | 1069             | 1151             | 292*               | 361                | 359                | 355                | 354                | 268             | 249                | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238             |
| Strongly support           | 689<br>31%<br>aqoqr  | 292<br>27%<br>za | 388<br>34%<br>za | 99<br>34%<br>a     | 119<br>33%<br>a    | 111<br>31%<br>a    | 95<br>27%<br>a     | 95<br>27%<br>a     | 85<br>32%<br>a  | 84<br>34%<br>a     | 581<br>31%<br>a                              | 96<br>32%<br>a                                              | 296<br>30%<br>a          | 390<br>31%<br>a                  | 297<br>45%<br>zoparst                             | 387<br>25%<br>a      | 77<br>28%<br>a                                         | 140<br>25%<br>a                 | 121<br>22%<br>a                                    | 33<br>33%<br>r                                                                   | 17<br>24%<br>a                     | 670<br>30%<br>a  |
| Tend to support            | 882<br>39%<br>n      | 422<br>40%<br>n  | 456<br>40%<br>n  | 134<br>46%<br>n    | 127<br>35%<br>n    | 131<br>36%<br>n    | 134<br>38%<br>n    | 145<br>41%<br>n    | 109<br>41%<br>n | 104<br>42%<br>n    | 759<br>40%<br>z                              | 109<br>36%<br>n                                             | 373<br>38%<br>z          | 508<br>41%<br>n                  | 227<br>34%<br>znt                                 | 650<br>42%<br>znt    | 119<br>43%<br>nt                                       | 252<br>46%<br>znt               | 220<br>41%<br>znt                                  | 37<br>38%<br>a                                                                   | 21<br>29%<br>a                     | 894<br>40%<br>a  |
| Neither support nor oppose | 419<br>19%<br>n      | 214<br>20%<br>n  | 202<br>18%<br>n  | 34<br>11%<br>n     | 73<br>20%<br>n     | 65<br>18%<br>n     | 80<br>22%<br>c     | 76<br>21%<br>c     | 50<br>19%<br>n  | 41<br>16%<br>n     | 350<br>19%<br>n                              | 55<br>18%<br>n                                              | 189<br>19%<br>n          | 229<br>18%<br>n                  | 91<br>14%<br>znp                                  | 314<br>20%<br>znp    | 42<br>15%<br>n                                         | 100<br>18%<br>n                 | 131<br>24%<br>znop                                 | 20<br>20%<br>znop                                                                | 21<br>29%<br>znopq                 | 430<br>19%<br>a  |
| Tend to oppose             | 117<br>5%<br>n       | 67<br>6%<br>n    | 50<br>4%<br>n    | 12<br>4%<br>n      | 16<br>4%<br>n      | 25<br>7%<br>n      | 22<br>6%<br>n      | 17<br>5%<br>n      | 11<br>4%<br>n   | 13<br>5%<br>n      | 95<br>5%<br>n                                | 19<br>6%<br>n                                               | 55<br>6%<br>n            | 60<br>5%<br>n                    | 27<br>4%<br>n                                     | 89<br>6%<br>n        | 17<br>6%<br>n                                          | 33<br>6%<br>n                   | 30<br>6%<br>n                                      | 2<br>2%<br>n                                                                     | 7<br>10%<br>ns                     | 116<br>5%<br>a   |
| Strongly oppose            | 83<br>4%<br>b        | 61<br>6%<br>zb   | 21<br>2%<br>n    | 2<br>1%<br>n       | 11<br>3%<br>n      | 21<br>6%<br>c      | 15<br>4%<br>n      | 17<br>5%<br>c      | 10<br>4%<br>n   | 7<br>3%<br>n       | 67<br>4%<br>n                                | 9<br>3%<br>n                                                | 45<br>5%<br>n            | 39<br>3%<br>n                    | 16<br>2%<br>q                                     | 67<br>4%<br>n        | 16<br>6%<br>n                                          | 14<br>2%<br>n                   | 29<br>5%<br>n                                      | 6<br>6%<br>n                                                                     | 3<br>3%<br>n                       | 88<br>4%<br>a    |
| Don't know                 | 48<br>2%<br>ahijn    | 13<br>1%<br>za   | 34<br>3%<br>n    | 12<br>4%<br>i      | 14<br>4%<br>i      | 6<br>2%<br>i       | 9<br>3%<br>i       | 5<br>1%<br>i       | 3<br>1%<br>i    | -<br>-<br>i        | 28<br>2%<br>i                                | 12<br>4%<br>n                                               | 19<br>2%<br>i            | 26<br>2%<br>n                    | 7<br>1%<br>z                                      | 35<br>2%<br>n        | 7<br>2%<br>n                                           | 14<br>3%<br>n                   | 10<br>2%<br>n                                      | -<br>-<br>i                                                                      | 4<br>5%<br>ns                      | 40<br>2%<br>a    |
| Mean                       | 3.9<br>afort         | 3.77<br>za       | 4.02<br>za       | 4.13<br>zefg       | 3.94<br>zefg       | 3.81<br>zefg       | 3.79<br>zefg       | 3.82<br>zefg       | 3.93<br>zefg    | 3.98<br>zefg       | 3.91<br>z                                    | 3.92<br>z                                                   | 3.86<br>zoparst          | 3.94<br>zoparst                  | 4.16<br>zoparst                                   | 3.8<br>zoparst       | 3.83<br>r                                              | 3.88<br>r                       | 3.7<br>r                                           | 3.89<br>r                                                                        | 3.64<br>r                          | 3.88<br>a        |
| Support                    | 1571<br>70%<br>afort | 715<br>67%<br>za | 844<br>73%<br>za | 233<br>80%<br>zefg | 246<br>68%<br>zefg | 242<br>67%<br>zefg | 229<br>64%<br>zefg | 240<br>68%<br>zefg | 194<br>72%<br>f | 188<br>75%<br>zefg | 1340<br>71%<br>z                             | 206<br>69%<br>n                                             | 668<br>68%<br>zoparst    | 898<br>72%<br>n                  | 525<br>79%<br>zoparst                             | 1037<br>67%<br>t     | 196<br>71%<br>t                                        | 392<br>71%<br>rt                | 341<br>63%<br>t                                    | 70<br>71%<br>t                                                                   | 38<br>53%<br>t                     | 1564<br>70%<br>a |
| Oppose                     | 200<br>9%<br>bn      | 128<br>12%<br>zb | 71<br>6%<br>n    | 14<br>5%<br>n      | 27<br>8%<br>n      | 46<br>13%<br>zch   | 37<br>10%<br>n     | 33<br>9%<br>n      | 21<br>8%<br>n   | 20<br>8%<br>n      | 162<br>9%<br>n                               | 27<br>9%<br>n                                               | 99<br>10%<br>n           | 99<br>8%<br>n                    | 43<br>6%<br>zn                                    | 156<br>2%<br>n       | 32<br>12%<br>n                                         | 46<br>8%<br>n                   | 59<br>11%<br>n                                     | 9<br>9%<br>n                                                                     | 9<br>13%<br>n                      | 204<br>9%<br>a   |
| NET: Support               | 61%                  | 55%              | 67%              | 75%                | 61%                | 54%                | 54%                | 58%                | 64%             | 67%                | 63%                                          | 59%                                                         | 58%                      | 64%                              | 72%                                               | 57%                  | 59%                                                    | 63%                             | 52%                                                | 62%                                                                              | 40%                                | 61%              |

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Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Committing to stricter air quality targets as recommended by the World Health Organisation

Base: All respondents

|                            | Total<br>(g)       | Annual household income |                                 |                                 |                              | Country          |                 |                |                         | England region (Net) |                 |                  | England region    |                   |                                    |                      |                      |                        |                   |                   |                 |                  | Unwtd Total<br>(v) |
|----------------------------|--------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|------------------|-----------------|----------------|-------------------------|----------------------|-----------------|------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|------------------|--------------------|
|                            |                    | Up to £25,999<br>(d)    | £26,000 up to<br>£51,999<br>(e) | £52,000 up to<br>£99,999<br>(f) | £100,000 and<br>above<br>(h) | England<br>(i)   | Scotland<br>(j) | Wales<br>(k)   | Northern Ireland<br>(l) | North<br>(m)         | Midlands<br>(n) | South<br>(o)     | North East<br>(p) | North West<br>(q) | Yorkshire and The<br>Humber<br>(r) | East Midlands<br>(s) | West Midlands<br>(t) | East of England<br>(u) | South East<br>(v) | South West<br>(w) | London<br>(x)   |                  |                    |
| Unweighted Total           | 2238               | 468                     | 686                             | 465                             | 164                          | 1715             | 206             | 162            | 155                     | 453                  | 348             | 334              | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213             | 2238             |                    |
| Weighted Total             | 2238               | 398                     | 605                             | 524                             | 231                          | 1886             | 184             | 106*           | 62*                     | 521                  | 362             | 1003             | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238             |                    |
| Strongly support           | 689<br>31%<br>a    | 115<br>29%<br>a         | 170<br>28%<br>a                 | 182<br>35%<br>a                 | 90<br>39%<br>a               | 567<br>30%<br>a  | 69<br>37%<br>a  | 34<br>32%<br>a | 19<br>30%<br>a          | 159<br>31%<br>a      | 99<br>27%<br>a  | 309<br>31%<br>a  | 18<br>21%<br>a    | 69<br>28%<br>a    | 71<br>39%<br>a                     | 49<br>30%<br>a       | 50<br>25%<br>a       | 60<br>29%<br>a         | 95<br>31%<br>a    | 40<br>21%<br>a    | 114<br>39%<br>a | 670<br>30%<br>a  |                    |
| Tend to support            | 882<br>39%<br>c    | 124<br>31%<br>c         | 245<br>41%<br>c                 | 211<br>40%<br>c                 | 83<br>36%<br>c               | 757<br>40%<br>c  | 66<br>36%<br>c  | 33<br>31%<br>c | 26<br>42%<br>c          | 198<br>38%<br>c      | 129<br>36%<br>c | 430<br>43%<br>z  | 36<br>40%<br>c    | 89<br>36%<br>c    | 73<br>40%<br>c                     | 62<br>38%<br>c       | 68<br>34%<br>c       | 83<br>40%<br>c         | 144<br>47%<br>zr  | 89<br>46%<br>c    | 114<br>39%<br>c | 894<br>40%<br>c  |                    |
| Neither support nor oppose | 419<br>19%<br>h    | 108<br>27%<br>h         | 123<br>20%<br>h                 | 78<br>15%<br>h                  | 39<br>17%<br>h               | 361<br>19%<br>h  | 21<br>12%<br>h  | 26<br>25%<br>h | 9<br>15%<br>h           | 100<br>19%<br>h      | 81<br>22%<br>h  | 181<br>18%<br>h  | 22<br>25%<br>h    | 56<br>23%<br>h    | 21<br>12%<br>h                     | 37<br>22%<br>h       | 44<br>22%<br>h       | 42<br>20%<br>h         | 45<br>14%<br>h    | 48<br>25%<br>h    | 46<br>16%<br>h  | 430<br>19%<br>h  |                    |
| Tend to oppose             | 117<br>5%<br>b     | 25<br>6%<br>b           | 30<br>5%<br>b                   | 34<br>7%<br>b                   | 7<br>3%<br>b                 | 100<br>5%<br>b   | 11<br>6%<br>b   | 3<br>2%<br>b   | 3<br>4%<br>b            | 37<br>7%<br>b        | 23<br>6%<br>b   | 41<br>4%<br>b    | 8<br>9%<br>b      | 18<br>7%<br>b     | 11<br>6%<br>b                      | 5<br>3%<br>b         | 18<br>9%<br>b        | 11<br>5%<br>b          | 9<br>3%<br>b      | 11<br>6%<br>b     | 9<br>3%<br>b    | 116<br>5%<br>b   |                    |
| Strongly oppose            | 83<br>4%<br>e      | 19<br>5%<br>e           | 29<br>5%<br>e                   | 17<br>3%<br>e                   | 8<br>3%<br>e                 | 63<br>3%<br>e    | 13<br>7%<br>e   | 6<br>6%<br>e   | 2<br>3%<br>e            | 17<br>3%<br>e        | 16<br>4%<br>e   | 30<br>3%<br>e    | 3<br>4%<br>e      | 8<br>3%<br>e      | 6<br>3%<br>e                       | 5<br>3%<br>e         | 11<br>5%<br>e        | 8<br>4%<br>e           | 13<br>4%<br>e     | 6<br>3%<br>e      | 3<br>1%<br>e    | 88<br>4%<br>e    |                    |
| Don't know                 | 48<br>2%<br>em     | 7<br>2%<br>em           | 8<br>1%<br>em                   | 2<br>*<br>em                    | 4<br>2%<br>em                | 37<br>2%<br>em   | 4<br>2%<br>em   | 4<br>4%<br>em  | 4<br>6%<br>em           | 10<br>2%<br>em       | 14<br>4%<br>em  | 13<br>1%<br>em   | 2<br>2%<br>em     | 7<br>3%<br>em     | 2<br>1%<br>em                      | 7<br>4%<br>em        | 5<br>4%<br>em        | 5<br>2%<br>em          | 3<br>1%<br>em     | 1<br>*<br>em      | 4<br>1%<br>em   | 40<br>2%<br>em   |                    |
| Mean                       | 3.9<br>cu          | 3.75                    | 3.83                            | 3.97                            | 4.06<br>cd                   | 3.9              | 3.93            | 3.84           | 3.99                    | 3.87                 | 3.78            | 3.96<br>i        | 3.66              | 3.8               | 4.06                               | 3.91                 | 3.68                 | 3.86                   | 3.98              | 3.75              | 4.14            | 3.88             |                    |
| Support                    | 1571<br>70%<br>clr | 239<br>60%<br>c         | 415<br>69%<br>c                 | 393<br>75%<br>zc                | 173<br>75%<br>c              | 1324<br>70%<br>c | 135<br>73%<br>c | 67<br>63%<br>c | 45<br>72%<br>c          | 357<br>69%<br>c      | 228<br>63%<br>c | 739<br>74%<br>zl | 54<br>61%<br>c    | 158<br>64%<br>c   | 145<br>78%<br>c                    | 110<br>67%<br>c      | 118<br>60%<br>c      | 143<br>68%<br>c        | 240<br>77%<br>c   | 129<br>66%<br>c   | 228<br>79%<br>c | 1564<br>70%<br>c |                    |
| Oppose                     | 200<br>9%<br>mv    | 44<br>11%<br>m          | 59<br>10%<br>m                  | 51<br>10%<br>m                  | 15<br>6%<br>m                | 163<br>9%<br>m   | 24<br>13%<br>m  | 9<br>8%<br>m   | 4<br>7%<br>m            | 54<br>10%<br>m       | 39<br>11%<br>m  | 70<br>7%<br>m    | 11<br>v           | 26<br>11%<br>v    | 16<br>9%<br>v                      | 10<br>6%<br>v        | 28<br>14%<br>zv      | 19<br>9%<br>v          | 22<br>7%<br>v     | 17<br>9%<br>v     | 12<br>4%<br>v   | 204<br>9%<br>v   |                    |
| NET: Support               | 61%                | 49%                     | 59%                             | 65%                             | 68%                          | 62%              | 61%             | 55%            | 65%                     | 58%                  | 52%             | 67%              | 48%               | 53%               | 69%                                | 61%                  | 45%                  | 59%                    | 70%               | 58%               | 75%             | 61%              |                    |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: ipsos [UN 126-001039-01]  
Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Committing to stricter air quality targets as recommended by the World Health Organisation

Base: All respondents

|                            | Total<br>(z)      | Urbanity     |              | IMD Quintile             |            |            |                |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |             |
|----------------------------|-------------------|--------------|--------------|--------------------------|------------|------------|----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-------------|
|                            |                   | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)   | 4<br>(f)       | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p)   |
| Unweighted Total           | 2238              | 1673         | 565          | 419                      | 432        | 476        | 450            | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238        |
| Weighted Total             | 2238              | 1745         | 493          | 451                      | 442        | 447        | 448            | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238        |
| Strongly support           | 689<br>31%<br>kl  | 550<br>32%   | 139<br>28%   | 121<br>27%               | 133<br>30% | 135<br>30% | 142<br>32%     | 158<br>35%<br>c           | 425<br>35%<br>zkl                                                       | 83<br>34%<br>kl                    | 29<br>26%<br>k                                       | 21<br>13%                                                | 48<br>20%                                         | 19<br>27%                                         | 62<br>36%<br>kl          | 168<br>28% | 521<br>32%  | 670<br>30%  |
| Tend to support            | 882<br>39%<br>h   | 673<br>39%   | 209<br>42%   | 154<br>34%               | 173<br>39% | 182<br>41% | 181<br>40%     | 192<br>43%<br>c           | 451<br>37%                                                              | 96<br>39%                          | 56<br>49%<br>h                                       | 61<br>38%                                                | 108<br>46%                                        | 27<br>39%                                         | 76<br>44%                | 233<br>39% | 647<br>39%  | 894<br>40%  |
| Neither support nor oppose | 419<br>19%        | 318<br>18%   | 100<br>20%   | 104<br>23%<br>fg         | 95<br>21%  | 83<br>19%  | 68<br>15%      | 69<br>15%                 | 216<br>18%                                                              | 43<br>17%                          | 19<br>17%                                            | 49<br>30%<br>zhijn                                       | 53<br>22%                                         | 16<br>23%                                         | 17<br>10%                | 108<br>18% | 310<br>19%  | 430<br>19%  |
| Tend to oppose             | 117<br>5%         | 95<br>5%     | 21<br>4%     | 36<br>8%<br>zg           | 23<br>5%   | 24<br>5%   | 20<br>4%       | 14<br>3%                  | 54<br>4%                                                                | 11<br>4%                           | 4<br>4%                                              | 17<br>11%<br>zhi                                         | 17<br>7%                                          | 4<br>5%                                           | 9<br>5%                  | 28<br>5%   | 88<br>5%    | 116<br>5%   |
| Strongly oppose            | 83<br>4%          | 62<br>4%     | 21<br>4%     | 18<br>4%                 | 9<br>2%    | 13<br>3%   | 28<br>6%<br>zd | 17<br>4%                  | 50<br>4%                                                                | 7<br>3%                            | 4<br>4%                                              | 10<br>6%                                                 | 5<br>2%                                           | 4<br>6%                                           | 2<br>1%                  | 30<br>5%   | 54<br>3%    | 88<br>4%    |
| Don't know                 | 48<br>2%<br>bghp  | 46<br>3%     | 2<br>*       | 19<br>4%                 | 9<br>2%    | 10<br>2%   | 9<br>2%        | 1<br>*                    | 14<br>1%                                                                | 7<br>3%                            | 2<br>1%                                              | 4<br>2%                                                  | 6<br>3%                                           | -<br>-                                            | 5<br>3%                  | 25<br>4%   | 23<br>1%    | 40<br>2%    |
| Mean                       | 3.9<br>ck         | 3.91         | 3.86         | 3.75                     | 3.92       | 3.92       | 3.89           | 4.03<br>zc                | 3.96<br>zkl                                                             | 3.99<br>kl                         | 3.9<br>k                                             | 3.41                                                     | 3.76<br>k                                         | 3.76                                              | 4.12<br>kl               | 3.85       | 3.92        | 3.88        |
| Support                    | 1571<br>70%<br>ck | 1224<br>70%  | 348<br>71%   | 275<br>61%               | 306<br>69% | 317<br>71% | 323<br>72%     | 350<br>78%<br>zcd         | 876<br>72%<br>zk                                                        | 179<br>73%<br>k                    | 85<br>74%<br>k                                       | 82<br>51%                                                | 156<br>66%<br>k                                   | 47<br>66%                                         | 138<br>80%<br>kl         | 401<br>68% | 1168<br>71% | 1564<br>70% |
| Oppose                     | 200<br>9%         | 158<br>9%    | 42<br>9%     | 53<br>12%<br>g           | 32<br>7%   | 37<br>8%   | 48<br>11%      | 30<br>7%                  | 105<br>9%                                                               | 18<br>7%                           | 8<br>7%                                              | 27<br>17%<br>zhi                                         | 23<br>10%                                         | 8<br>11%                                          | 11<br>6%                 | 58<br>10%  | 142<br>9%   | 204<br>9%   |
| NET: Support               | 61%               | 61%          | 62%          | 49%                      | 62%        | 63%        | 61%            | 71%                       | 64%                                                                     | 66%                                | 67%                                                  | 34%                                                      | 56%                                               | 54%                                               | 74%                      | 58%        | 62%         | 61%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Committing to stricter air quality targets as recommended by the World Health Organisation

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|----------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)    | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165            | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*           | 14**         | 2238        |
| Strongly support           | 689<br>31%        | 632<br>32%<br>zc         | 54<br>27%         | 227<br>28%          | 347<br>34%<br>zc    | 59<br>35%          | 177<br>34%<br>k          | 527<br>33%<br>z                 | 530<br>32%                                        | 165<br>32%                        | 207<br>36%<br>zk                                          | 36<br>24%                        | 54<br>27%      | 6<br>40%     | 670<br>30%  |
| Tend to support            | 882<br>39%        | 804<br>40%               | 71<br>35%         | 305<br>38%          | 437<br>42%<br>z     | 62<br>36%          | 204<br>39%               | 663<br>41%<br>z                 | 674<br>41%                                        | 209<br>40%                        | 225<br>39%                                                | 70<br>46%                        | 71<br>35%      | 8<br>55%     | 894<br>40%  |
| Neither support nor oppose | 419<br>19%<br>dg  | 368<br>18%<br>d          | 49<br>24%         | 174<br>22%<br>zad   | 168<br>16%          | 26<br>16%          | 91<br>18%                | 277<br>17%                      | 297<br>18%                                        | 100<br>19%                        | 90<br>16%                                                 | 30<br>20%                        | 49<br>24%<br>j | 1<br>5%      | 430<br>19%  |
| Tend to oppose             | 117<br>5%         | 100<br>5%                | 15<br>7%          | 49<br>6%            | 45<br>4%            | 7<br>4%            | 18<br>3%                 | 77<br>5%                        | 80<br>5%                                          | 20<br>4%                          | 30<br>5%                                                  | 5<br>3%                          | 15<br>7%       | -<br>-       | 116<br>5%   |
| Strongly oppose            | 83<br>4%<br>dg    | 72<br>4%<br>d            | 11<br>6%          | 37<br>5%<br>d       | 23<br>2%            | 12<br>7%<br>d      | 22<br>4%                 | 45<br>3%                        | 58<br>3%                                          | 22<br>4%                          | 19<br>3%                                                  | 8<br>5%                          | 11<br>6%       | -<br>-       | 88<br>4%    |
| Don't know                 | 48<br>2%<br>adghj | 30<br>1%                 | 3<br>1%           | 14<br>2%            | 12<br>1%            | 4<br>2%            | 7<br>1%                  | 22<br>1%                        | 23<br>1%                                          | 7<br>1%                           | 5<br>1%                                                   | 3<br>2%                          | 3<br>1%        | -<br>-       | 40<br>2%    |
| Mean                       | 3.9<br>c          | 3.92<br>zbc              | 3.71              | 3.8                 | 4.02<br>zabc        | 3.89               | 3.97<br>l                | 3.98<br>zhl                     | 3.94<br>zl                                        | 3.92                              | 4<br>zl                                                   | 3.81                             | 3.71           | 4.35         | 3.88        |
| Support                    | 1571<br>70%<br>c  | 1436<br>72%<br>zbc       | 125<br>61%        | 532<br>66%          | 783<br>76%<br>zabc  | 120<br>71%         | 381<br>73%<br>l          | 1189<br>74%<br>zl               | 1204<br>72%<br>zl                                 | 375<br>72%                        | 432<br>75%<br>zl                                          | 106<br>70%                       | 125<br>61%     | 14<br>95%    | 1564<br>70% |
| Oppose                     | 200<br>9%<br>dg   | 172<br>9%<br>d           | 26<br>13%<br>d    | 86<br>11%<br>ad     | 67<br>7%            | 19<br>11%          | 40<br>8%                 | 122<br>8%                       | 137<br>8%                                         | 41<br>8%                          | 49<br>9%                                                  | 13<br>8%                         | 26<br>13%      | -<br>-       | 204<br>9%   |
| NET: Support               | 61%               | 63%                      | 49%               | 55%                 | 69%                 | 59%                | 66%                      | 66%                             | 64%                                               | 64%                               | 66%                                                       | 62%                              | 49%            | 95%          | 61%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Base: All respondents**

|                            |                           | Use of SC Services P12M |                              |                                 |                  | Health problem/disability |             | General Standard NHS - Last 12 months |                     |                 | General Standard NHS - Next 12 months |                        |                    | General Standard Social Care - Last 12 months |                     |               | General Standard Social Care - Next 12 months |                        |                    |             |
|----------------------------|---------------------------|-------------------------|------------------------------|---------------------------------|------------------|---------------------------|-------------|---------------------------------------|---------------------|-----------------|---------------------------------------|------------------------|--------------------|-----------------------------------------------|---------------------|---------------|-----------------------------------------------|------------------------|--------------------|-------------|
|                            | Total (c)                 | Any service (e)         | Any service (personally) (b) | Any service (friend/family) (d) | No service (f)   | Yes (e)                   | No (f)      | Got better (g)                        | Stayed the same (h) | Got worse (i)   | Will get better (l)                   | Will stay the same (m) | Will get worse (n) | Got better (o)                                | Stayed the same (p) | Got worse (q) | Will get better (r)                           | Will stay the same (s) | Will get worse (t) | Unwtd Total |
| Unweighted Total           | 2238                      | 537                     | 127                          | 1637                            | 488              | 557                       | 1637        | 375                                   | 1022                | 854             | 415                                   | 902                    | 854                | 79                                            | 735                 | 865           | 158                                           | 765                    | 1073               | 2238        |
| Weighted Total             | 2238                      | 523                     | 142*                         | 480                             | 1618             | 477                       | 1709        | 365                                   | 1036                | 759             | 415                                   | 899                    | 858                | 100*                                          | 816                 | 886           | 161*                                          | 809                    | 974                | 2238        |
| Strongly support           | 689<br>31%<br>il          | 179<br>34%              | 40<br>28%                    | 170<br>36%<br>z                 | 494<br>30%       | 146<br>31%                | 535<br>31%  | 158<br>43%<br>zhi                     | 318<br>31%<br>i     | 184<br>24%      | 182<br>44%<br>zkl                     | 275<br>31%<br>l        | 215<br>25%         | 48<br>29%                                     | 245<br>30%          | 259<br>29%    | 77<br>48%<br>zqr                              | 239<br>30%             | 285<br>29%         | 670<br>30%  |
| Tend to support            | 882<br>39%<br>b           | 191<br>37%              | 41<br>29%                    | 177<br>37%<br>z                 | 664<br>41%<br>b  | 184<br>39%                | 692<br>40%  | 148<br>41%                            | 429<br>41%          | 276<br>36%      | 171<br>41%                            | 357<br>40%             | 329<br>38%         | 38<br>38%                                     | 333<br>41%          | 332<br>37%    | 58<br>36%                                     | 345<br>43%             | 364<br>37%         | 894<br>40%  |
| Neither support nor oppose | 419<br>19%<br>gjm         | 105<br>20%              | 40<br>28%                    | 90<br>19%<br>zacd               | 292<br>18%       | 86<br>18%                 | 322<br>19%  | 36<br>10%                             | 204<br>20%          | 164<br>22%      | 40<br>10%                             | 185<br>21%             | 179<br>21%         | 8<br>8%                                       | 167<br>20%          | 174<br>20%    | 18<br>11%                                     | 157<br>19%             | 196<br>20%         | 430<br>19%  |
| Tend to oppose             | 117<br>5%<br>h            | 30<br>6%                | 12<br>9%                     | 29<br>6%<br>z                   | 83<br>5%         | 30<br>6%                  | 83<br>5%    | 17<br>5%                              | 38<br>4%            | 59<br>8%        | 16<br>4%                              | 37<br>4%               | 62<br>7%           | 3<br>3%                                       | 33<br>4%            | 63<br>7%      | 5<br>3%                                       | 38<br>5%               | 62<br>5%           | 116<br>5%   |
| Strongly oppose            | 83<br>4%                  | 17<br>3%                | 9<br>6%                      | 13<br>3%<br>z                   | 64<br>4%         | 26<br>5%                  | 57<br>3%    | 6<br>2%                               | 29<br>3%            | 47<br>6%<br>zgh | 7<br>2%                               | 26<br>3%               | 49<br>6%<br>zjk    | 3<br>3%                                       | 27<br>3%            | 45<br>5%<br>z | 4<br>2%                                       | 21<br>3%               | 53<br>5%           | 88<br>4%    |
| Don't know                 | 48<br>2%<br>acdfigjn<br>q | -                       | -                            | -                               | 22<br>1%<br>ac   | 6<br>1%                   | 20<br>1%    | -                                     | 17<br>2%            | 29<br>4%<br>zgh | -                                     | 18<br>2%<br>j          | 23<br>3%<br>j      | -                                             | 10<br>1%            | 13<br>1%      | -                                             | 9<br>1%                | 14<br>1%           | 40<br>2%    |
| Mean                       | 3.9<br>bilor              | 3.93<br>b               | 3.64                         | 3.96<br>ab                      | 3.9<br>b         | 3.84                      | 3.93        | 4.19<br>zhi                           | 3.95<br>i           | 3.67            | 4.21<br>zkl                           | 3.93<br>l              | 3.72               | 4.27<br>zmo                                   | 3.91<br>zmo         | 3.8           | 4.24<br>zqr                                   | 3.93<br>r              | 3.8                | 3.88        |
| Support                    | 1571<br>70%<br>bilor      | 371<br>71%              | 81<br>57%                    | 348<br>72%<br>i                 | 1157<br>70%<br>b | 329<br>69%                | 1228<br>72% | 306<br>84%<br>zhi                     | 748<br>70%<br>b     | 460<br>61%      | 352<br>85%<br>zkl                     | 633<br>70%<br>l        | 545<br>63%         | 86<br>84%<br>zmo                              | 578<br>71%          | 591<br>67%    | 135<br>86%<br>zqr                             | 584<br>72%<br>r        | 649<br>67%         | 1564<br>70% |
| Oppose                     | 200<br>9%<br>hjk          | 47<br>9%                | 21<br>15%                    | 42<br>9%<br>zac                 | 147<br>9%        | 55<br>12%                 | 140<br>8%   | 23<br>6%                              | 67<br>6%            | 106<br>14%      | 23<br>6%                              | 63<br>7%               | 111<br>13%         | 5<br>6%                                       | 61<br>7%            | 108<br>12%    | 9<br>5%                                       | 59<br>7%               | 115<br>12%         | 204<br>9%   |
| NET: Support               | 61%                       | 62%                     | 42%                          | 64%                             | 62%              | 58%                       | 64%         | 77%                                   | 66%                 | 47%             | 79%                                   | 63%                    | 51%                | 81%                                           | 63%                 | 55%           | 79%                                           | 65%                    | 55%                | 61%         |

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning marketing of alcohol products at sporting events

Base: All respondents

|                            | Gender              |                  |                  | Age             |                  |                   |                  |                  |                  | Ethnicity         |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|----------------------------|---------------------|------------------|------------------|-----------------|------------------|-------------------|------------------|------------------|------------------|-------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                            | Total<br>(z)        | Man<br>(a)       | Woman<br>(b)     | 16-24<br>(c)    | 25-34<br>(d)     | 35-44<br>(e)      | 45-54<br>(f)     | 55-64<br>(g)     | 65-74<br>(h)     | 75+<br>(i)        | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total           | 2238                | 1090             | 1130             | 101             | 156              | 252               | 345              | 518              | 552              | 314               | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total             | 2238                | 1069             | 1151             | 292*            | 361              | 359               | 355              | 354              | 268              | 249               | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| Strongly support           | 544<br>24%<br>agior | 210<br>20%<br>za | 329<br>29%<br>za | 54<br>19%<br>a  | 94<br>26%<br>za  | 91<br>25%<br>za   | 78<br>22%<br>za  | 74<br>21%<br>za  | 71<br>26%<br>za  | 80<br>32%<br>zcf  | 431<br>23%<br>zi                             | 97<br>32%<br>zi                                             | 216<br>22%<br>zi         | 326<br>26%<br>zi                 | 199<br>30%<br>zoqr                                | 341<br>22%<br>r      | 73<br>27%<br>r                                         | 117<br>21%<br>r                 | 104<br>19%<br>r                                    | 28<br>29%<br>r                                                                   | 19<br>27%<br>r                     | 549<br>25%  |
| Tend to support            | 480<br>21%<br>el    | 216<br>20%<br>el | 261<br>23%<br>el | 73<br>25%<br>el | 66<br>18%<br>el  | 58<br>16%<br>el   | 67<br>19%<br>el  | 79<br>22%<br>el  | 73<br>27%<br>el  | 63<br>25%<br>el   | 411<br>22%<br>el                             | 62<br>21%<br>el                                             | 180<br>18%<br>el         | 300<br>24%<br>el                 | 158<br>24%<br>el                                  | 322<br>21%<br>el     | 55<br>20%<br>el                                        | 114<br>21%<br>el                | 121<br>22%<br>el                                   | 21<br>21%<br>el                                                                  | 12<br>16%<br>el                    | 515<br>23%  |
| Neither support nor oppose | 630<br>28%<br>n     | 293<br>27%<br>n  | 332<br>29%<br>n  | 87<br>30%<br>n  | 97<br>27%<br>n   | 94<br>26%<br>n    | 104<br>29%<br>n  | 109<br>31%<br>n  | 72<br>27%<br>n   | 66<br>27%<br>n    | 538<br>29%<br>n                              | 74<br>25%<br>n                                              | 276<br>28%<br>n          | 353<br>28%<br>n                  | 147<br>22%<br>zn                                  | 471<br>31%<br>zn     | 78<br>28%<br>zn                                        | 183<br>33%<br>zn                | 166<br>31%<br>n                                    | 23<br>24%<br>n                                                                   | 21<br>29%<br>n                     | 629<br>28%  |
| Tend to oppose             | 353<br>16%<br>blm   | 208<br>19%<br>zb | 145<br>13%<br>zb | 37<br>13%<br>zb | 59<br>16%<br>zb  | 76<br>21%<br>zhi  | 64<br>18%<br>h   | 54<br>15%<br>h   | 31<br>11%<br>h   | 31<br>13%<br>h    | 308<br>16%<br>h                              | 38<br>13%<br>h                                              | 197<br>20%<br>zm         | 153<br>12%<br>zm                 | 116<br>17%<br>zm                                  | 233<br>15%<br>zm     | 44<br>16%<br>zm                                        | 88<br>16%<br>zm                 | 69<br>13%<br>zm                                    | 20<br>20%<br>zm                                                                  | 12<br>17%<br>zm                    | 336<br>15%  |
| Strongly oppose            | 191<br>9%<br>bin    | 131<br>12%<br>zb | 57<br>5%<br>zb   | 28<br>10%<br>i  | 31<br>8%<br>i    | 37<br>10%<br>i    | 32<br>9%<br>i    | 35<br>10%<br>i   | 21<br>8%<br>i    | 7<br>3%<br>i      | 169<br>9%<br>i                               | 19<br>6%<br>i                                               | 94<br>10%<br>i           | 96<br>8%<br>i                    | 40<br>6%<br>n                                     | 147<br>10%<br>n      | 22<br>8%<br>n                                          | 38<br>7%<br>n                   | 76<br>14%<br>znopq                                 | 7<br>7%<br>n                                                                     | 5<br>6%<br>n                       | 179<br>8%   |
| Don't know                 | 40<br>2%<br>ghi     | 12<br>1%<br>ghi  | 27<br>2%<br>ghi  | 12<br>4%<br>gh  | 13<br>4%<br>gh   | 4<br>1%<br>gh     | 8<br>2%<br>gh    | 1<br>*<br>gh     | 1<br>*<br>gh     | 1<br>*<br>gh      | 23<br>1%<br>z                                | 9<br>3%<br>z                                                | 14<br>1%<br>zm           | 24<br>2%<br>zm                   | 6<br>1%<br>zoqr                                   | 27<br>2%<br>zoqr     | 4<br>2%<br>zoqr                                        | 12<br>2%<br>zoqr                | 7<br>1%<br>zoqr                                    | -<br>-<br>nrs                                                                    | 3<br>5%<br>nrs                     | 30<br>1%    |
| Mean                       | 3.38<br>allor       | 3.16<br>za       | 3.59<br>za       | 3.31<br>3.39    | 3.39<br>3.26     | 3.26<br>3.28      | 3.29<br>3.53     | 3.29<br>3.53     | 3.29<br>3.53     | 3.72<br>zcdefgh   | 3.34<br>zi                                   | 3.62<br>zi                                                  | 3.23<br>zi               | 3.49<br>zi                       | 3.55<br>zoqr                                      | 3.32<br>r            | 3.42<br>r                                              | 3.34<br>r                       | 3.45<br>r                                          | 3.45<br>r                                                                        | 3.43<br>r                          | 3.42        |
| Support                    | 1024<br>46%<br>allo | 426<br>40%<br>za | 591<br>51%<br>za | 127<br>44%<br>a | 160<br>44%<br>za | 149<br>41%<br>za  | 146<br>41%<br>za | 154<br>43%<br>za | 144<br>54%<br>za | 144<br>58%<br>zcf | 842<br>45%<br>zi                             | 160<br>53%<br>zi                                            | 396<br>41%<br>zi         | 626<br>50%<br>zi                 | 357<br>54%<br>zoqr                                | 664<br>43%<br>r      | 128<br>46%<br>r                                        | 231<br>42%<br>r                 | 225<br>41%<br>r                                    | 49<br>50%<br>r                                                                   | 31<br>43%<br>r                     | 1064<br>48% |
| Oppose                     | 544<br>24%<br>bhim  | 338<br>32%<br>zb | 202<br>18%<br>zb | 66<br>23%<br>i  | 90<br>25%<br>i   | 113<br>31%<br>zhi | 96<br>27%<br>hi  | 90<br>25%<br>hi  | 51<br>19%<br>hi  | 38<br>15%<br>z    | 478<br>25%<br>z                              | 57<br>19%<br>z                                              | 291<br>30%<br>zm         | 250<br>20%<br>zm                 | 156<br>23%<br>zoqr                                | 380<br>25%<br>r      | 66<br>24%<br>r                                         | 126<br>23%<br>r                 | 145<br>27%<br>r                                    | 26<br>27%<br>r                                                                   | 17<br>23%<br>r                     | 515<br>23%  |
| NET: Support               | 21%                 | 8%               | 34%              | 21%             | 19%              | 10%               | 14%              | 18%              | 35%              | 42%               | 19%                                          | 34%                                                         | 11%                      | 30%                              | 30%                                               | 18%                  | 22%                                                    | 19%                             | 15%                                                | 23%                                                                              | 20%                                | 25%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning marketing of alcohol products at sporting events

Base: All respondents

|                            | Total<br>(n)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                 |             | Unwtd Total |
|----------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|-----------------|-------------|-------------|
|                            |                  | Up to £25,999<br>(n)    | £26,000 up to<br>£51,999<br>(n) | £52,000 up to<br>£99,999<br>(n) | £100,000 and<br>above<br>(n) | England<br>(n) | Scotland<br>(n) | Wales<br>(n) | Northern Ireland<br>(n) | North<br>(n)         | Midlands<br>(n) | South<br>(n) | North East<br>(n) | North West<br>(n) | Yorkshire and The<br>Humber<br>(n) | East Midlands<br>(n) | West Midlands<br>(n) | East of England<br>(n) | South East<br>(n) | South West<br>(n) | London<br>(n)   |             |             |
| Unweighted Total           | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213             | 2238        |             |
| Weighted Total             | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290             | 2238        |             |
| Strongly support           | 544<br>24%       | 108<br>27%              | 152<br>25%                      | 115<br>22%                      | 66<br>29%                    | 462<br>24%     | 49<br>27%       | 18<br>17%    | 15<br>24%               | 141<br>27%           | 82<br>23%       | 239<br>24%   | 22<br>25%         | 66<br>26%         | 53<br>29%                          | 40<br>25%            | 42<br>21%            | 37<br>18%              | 69<br>22%         | 39<br>20%         | 94<br>33%       | 549<br>25%  |             |
| Tend to support            | 480<br>21%<br>u  | 91<br>23%               | 136<br>23%                      | 108<br>21%                      | 38<br>16%                    | 408<br>22%     | 33<br>18%       | 26<br>24%    | 14<br>22%               | 116<br>22%           | 75<br>21%       | 216<br>22%   | 23<br>26%         | 47<br>19%         | 47<br>25%<br>u                     | 33<br>20%            | 42<br>21%            | 51<br>24%<br>u         | 84<br>27%<br>zuv  | 29<br>15%         | 52<br>18%       | 515<br>23%  |             |
| Neither support nor oppose | 630<br>28%       | 119<br>30%              | 159<br>26%                      | 146<br>28%                      | 55<br>24%                    | 528<br>28%     | 53<br>29%       | 33<br>32%    | 16<br>25%               | 125<br>24%           | 101<br>28%      | 301<br>30%   | 25<br>28%         | 57<br>23%         | 43<br>23%                          | 47<br>28%            | 55<br>28%            | 63<br>30%              | 88<br>28%         | 70<br>36%         | 80<br>28%       | 629<br>28%  |             |
| Tend to oppose             | 353<br>16%<br>c  | 48<br>12%               | 91<br>15%                       | 116<br>22%<br>zcd               | 38<br>17%                    | 301<br>16%     | 26<br>14%       | 17<br>16%    | 10<br>16%               | 90<br>17%            | 51<br>14%       | 160<br>16%   | 9<br>10%          | 49<br>20%         | 32<br>17%                          | 24<br>14%            | 27<br>14%            | 34<br>16%              | 44<br>14%         | 44<br>23%<br>zntv | 37<br>13%       | 336<br>15%  |             |
| Strongly oppose            | 191<br>9%        | 25<br>6%                | 60<br>10%                       | 38<br>7%                        | 28<br>12%<br>c               | 157<br>8%      | 20<br>11%       | 8<br>8%      | 5<br>8%                 | 42<br>8%             | 39<br>11%       | 76<br>8%     | 8<br>9%           | 24<br>10%         | 10<br>5%                           | 15<br>9%             | 24<br>12%            | 19<br>9%               | 22<br>7%          | 13<br>7%          | 22<br>8%        | 179<br>8%   |             |
| Don't know                 | 40<br>2%<br>e    | 7<br>2%<br>e            | 7<br>1%                         | 1<br>*                          | 5<br>2%<br>e                 | 30<br>2%       | 4<br>2%         | 3<br>3%      | 3<br>5%<br>g            | 6<br>1%              | 13<br>3%<br>m   | 12<br>1%     | 2<br>2%           | 5<br>2%           | -<br>-                             | 5<br>3%<br>u         | 7<br>4%<br>pu        | 4<br>2%                | 3<br>1%           | -<br>-            | 4<br>2%         | 30<br>1%    |             |
| Mean                       | 3.38<br>u        | 3.54<br>26              | 3.38<br>u                       | 3.28<br>u                       | 3.33<br>c                    | 3.39<br>u      | 3.36<br>u       | 3.28<br>u    | 3.4<br>u                | 3.43<br>u            | 3.32<br>u       | 3.38<br>u    | 3.48<br>u         | 3.33<br>u         | 3.55<br>u                          | 3.38<br>u            | 3.26<br>u            | 3.25<br>u              | 3.44<br>u         | 3.18<br>u         | 3.56<br>u       | 3.42<br>u   |             |
| Support                    | 1024<br>46%<br>u | 199<br>50%              | 288<br>48%                      | 223<br>43%                      | 104<br>45%                   | 869<br>46%     | 82<br>44%       | 44<br>42%    | 29<br>46%               | 257<br>49%           | 158<br>44%      | 454<br>45%   | 45<br>51%<br>u    | 112<br>45%        | 100<br>54%<br>u                    | 74<br>45%            | 84<br>43%            | 88<br>42%              | 153<br>50%<br>u   | 67<br>35%         | 146<br>50%<br>u | 1064<br>48% |             |
| Oppose                     | 544<br>24%<br>c  | 73<br>18%               | 151<br>25%<br>c                 | 155<br>29%<br>zc                | 66<br>29%<br>c               | 458<br>24%     | 46<br>25%       | 26<br>24%    | 15<br>24%               | 132<br>25%           | 90<br>25%       | 236<br>23%   | 17<br>19%<br>u    | 73<br>30%         | 42<br>23%                          | 39<br>24%            | 51<br>26%            | 54<br>26%              | 66<br>21%         | 57<br>29%         | 59<br>20%       | 515<br>23%  |             |
| NET: Support               | 21%              | 32%                     | 23%                             | 13%                             | 16%                          | 22%            | 20%             | 17%          | 22%                     | 24%                  | 19%             | 22%          | 32%               | 16%               | 31%                                | 21%                  | 16%                  | 16%                    | 28%               | 5%                | 30%             | 25%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning marketing of alcohol products at sporting events

Base: All respondents

|                            |                    | Urbanity     |              | IMD Quintile             |              |              |              |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |            |             |
|----------------------------|--------------------|--------------|--------------|--------------------------|--------------|--------------|--------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------|-------------|
|                            | Total<br>(z)       | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)     | 3<br>(e)     | 4<br>(f)     | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)  | Unwtd Total |
| Unweighted Total           | 2238               | 1673         | 565          | 419                      | 432          | 476          | 450          | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831       | 2238        |
| Weighted Total             | 2238               | 1745         | 493          | 451                      | 442          | 447          | 448          | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642       | 2238        |
| Strongly support           | 544<br>24%<br>fkjp | 433<br>25%   | 110<br>22%   | 120<br>27%<br>f          | 117<br>26%   | 111<br>25%   | 88<br>20%    | 108<br>24%                | 339<br>28%<br>zkl                                                       | 67<br>27%<br>kl                    | 24<br>21%                                            | 21<br>13%                                                | 39<br>16%                                         | 19<br>28%                                         | 33<br>19%                | 172<br>29%<br>zp      | 371<br>23% | 549<br>25%  |
| Tend to support            | 480<br>21%         | 376<br>22%   | 103<br>21%   | 86<br>19%                | 92<br>21%    | 95<br>21%    | 100<br>22%   | 107<br>24%                | 258<br>21%                                                              | 62<br>25%                          | 33<br>29%<br>k                                       | 26<br>16%                                                | 46<br>19%                                         | 14<br>20%                                         | 36<br>21%                | 114<br>19%            | 365<br>22% | 515<br>23%  |
| Neither support nor oppose | 630<br>28%         | 479<br>27%   | 151<br>31%   | 117<br>26%               | 117<br>27%   | 136<br>30%   | 125<br>28%   | 135<br>30%                | 318<br>26%                                                              | 74<br>30%                          | 37<br>32%                                            | 68<br>42%<br>zhil                                        | 62<br>26%                                         | 20<br>29%                                         | 48<br>28%                | 151<br>25%            | 479<br>29% | 629<br>28%  |
| Tend to oppose             | 353<br>16%         | 275<br>16%   | 78<br>16%    | 64<br>14%                | 70<br>16%    | 71<br>16%    | 81<br>18%    | 67<br>15%                 | 198<br>16%                                                              | 28<br>11%                          | 10<br>9%                                             | 28<br>17%                                                | 46<br>19%<br>ij                                   | 14<br>20%                                         | 26<br>15%                | 78<br>13%             | 275<br>17% | 336<br>15%  |
| Strongly oppose            | 191<br>9%<br>hi    | 143<br>8%    | 48<br>10%    | 47<br>10%                | 38<br>9%     | 27<br>6%     | 46<br>10%    | 34<br>8%                  | 87<br>7%                                                                | 9<br>4%                            | 10<br>9%                                             | 16<br>10%<br>i                                           | 39<br>16%<br>zhi                                  | 3<br>4%                                           | 24<br>14%<br>i           | 54<br>9%              | 137<br>8%  | 179<br>8%   |
| Don't know                 | 40<br>2%<br>bghp   | 38<br>2%     | 2<br>*       | 16<br>4%<br>zg           | 8<br>2%<br>g | 7<br>2%<br>g | 9<br>2%<br>g | -<br>-                    | 12<br>1%                                                                | 6<br>2%                            | -<br>-                                               | 3<br>2%                                                  | 6<br>2%                                           | -<br>-                                            | 5<br>3%                  | 23<br>4%<br>zp        | 16<br>1%   | 30<br>1%    |
| Mean                       | 3.38<br>fkjp       | 3.4          | 3.31         | 3.39                     | 3.42         | 3.44<br>f    | 3.24         | 3.42                      | 3.47<br>zkl                                                             | 3.62<br>zklm                       | 3.43<br>kl                                           | 3.05                                                     | 2.99                                              | 3.47                                              | 3.17                     | 3.48                  | 3.34       | 3.42        |
| Support                    | 1024<br>46%<br>kl  | 810<br>46%   | 214<br>43%   | 207<br>46%               | 209<br>47%   | 206<br>46%   | 188<br>42%   | 215<br>48%                | 597<br>49%<br>zkl                                                       | 129<br>52%<br>zkl                  | 57<br>50%<br>kl                                      | 47<br>29%                                                | 84<br>36%                                         | 33<br>47%                                         | 69<br>40%                | 286<br>48%            | 735<br>45% | 1064<br>48% |
| Oppose                     | 544<br>24%<br>i    | 418<br>24%   | 126<br>26%   | 111<br>25%               | 108<br>24%   | 98<br>22%    | 126<br>28%   | 101<br>22%                | 285<br>24%<br>i                                                         | 37<br>15%                          | 21<br>18%                                            | 43<br>27%<br>i                                           | 85<br>36%<br>zhij                                 | 17<br>24%                                         | 49<br>29%<br>i           | 132<br>22%            | 412<br>25% | 515<br>23%  |
| NET: Support               | 21%                | 22%          | 18%          | 21%                      | 23%          | 24%          | 14%          | 25%                       | 26%                                                                     | 37%                                | 31%                                                  | 2%                                                       | 23%                                               | 23%                                               | 11%                      | 26%                   | 20%        | 25%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning marketing of alcohol products at sporting events

Base: All respondents

|                            | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                            |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total           | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total             | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Strongly support           | 544<br>24%   | 501<br>25%               | 40<br>20%         | 196<br>24%          | 255<br>25%          | 51<br>30%          | 134<br>26%               | 418<br>26%                      | 422<br>25%                                        | 118<br>23%                        | 151<br>26%                                                | 39<br>26%                        | 40<br>20%   | 4<br>29%     | 549<br>25%  |
| Tend to support            | 480<br>21%   | 427<br>21%               | 45<br>22%         | 150<br>19%          | 248<br>24%          | 29<br>17%          | 115<br>22%               | 344<br>21%                      | 359<br>22%                                        | 120<br>23%                        | 138<br>24%                                                | 38<br>25%                        | 45<br>22%   | 2<br>15%     | 515<br>23%  |
| Neither support nor oppose | 630<br>28%   | 570<br>28%               | 58<br>29%         | 224<br>28%          | 295<br>29%          | 51<br>30%          | 139<br>27%               | 469<br>29%                      | 469<br>28%                                        | 162<br>31%                        | 151<br>26%                                                | 40<br>27%                        | 58<br>29%   | 5<br>35%     | 629<br>28%  |
| Tend to oppose             | 353<br>16%   | 320<br>16%               | 33<br>16%         | 144<br>18%          | 159<br>15%          | 18<br>10%          | 83<br>16%                | 247<br>15%                      | 262<br>16%                                        | 67<br>13%                         | 88<br>15%                                                 | 19<br>13%                        | 33<br>16%   | 2<br>15%     | 336<br>15%  |
| Strongly oppose            | 191<br>9%    | 165<br>8%                | 25<br>12%         | 81<br>10%           | 67<br>6%            | 17<br>10%          | 45<br>9%                 | 116<br>7%                       | 131<br>8%                                         | 50<br>9%                          | 46<br>8%                                                  | 13<br>8%                         | 25<br>12%   | 1<br>6%      | 179<br>8%   |
| Don't know                 | 40<br>2%     | 22<br>1%                 | 3<br>1%           | 11<br>1%            | 7<br>1%             | 4<br>2%            | 4<br>1%                  | 15<br>1%                        | 17<br>1%                                          | 7<br>1%                           | 4<br>1%                                                   | 2<br>1%                          | 3<br>1%     | -<br>-       | 30<br>1%    |
| Mean                       | 3.38         | 3.39                     | 3.21              | 3.3                 | 3.45                | 3.48               | 3.41                     | 3.44                            | 3.41                                              | 3.37                              | 3.45                                                      | 3.48                             | 3.21        | 3.46         | 3.42        |
| Support                    | 1024<br>46%  | 928<br>46%               | 85<br>42%         | 345<br>43%          | 503<br>49%          | 80<br>47%          | 249<br>48%               | 763<br>47%                      | 781<br>47%                                        | 238<br>45%                        | 289<br>50%                                                | 77<br>51%                        | 85<br>42%   | 6<br>44%     | 1064<br>48% |
| Oppose                     | 544<br>24%   | 485<br>24%               | 58<br>28%         | 225<br>28%          | 226<br>22%          | 35<br>20%          | 128<br>25%               | 363<br>23%                      | 394<br>24%                                        | 116<br>22%                        | 134<br>23%                                                | 32<br>21%                        | 58<br>28%   | 3<br>21%     | 515<br>23%  |
| NET: Support               | 21%          | 22%                      | 13%               | 15%                 | 27%                 | 27%                | 23%                      | 25%                             | 23%                                               | 23%                               | 27%                                                       | 30%                              | 13%         | 24%          | 25%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning marketing of alcohol products at sporting events

Base: All respondents

|                            | Total<br>(z)             | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |                          | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238                     | 537                     | 127                                | 498                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238                     | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 544<br>24%<br>ka         | 121<br>23%              | 29<br>20%                          | 114<br>24%                            | 399<br>25%        | 129<br>27%                | 410<br>24% | 104<br>29%                            | 245<br>24%             | 176<br>23%       | 113<br>27%                            | 191<br>21%                | 227<br>26%            | 32<br>32%                                     | 190<br>23%             | 221<br>25%       | 56<br>34%                                     | 170<br>21%                | 248<br>25%            | 549<br>25%  |
| Tend to support            | 480<br>21%               | 122<br>23%              | 33<br>23%                          | 111<br>23%                            | 352<br>22%        | 123<br>26%                | 349<br>20% | 79<br>22%                             | 233<br>22%             | 157<br>21%       | 112<br>27%                            | 187<br>21%                | 172<br>20%            | 25<br>25%                                     | 158<br>19%             | 203<br>23%       | 30<br>19%                                     | 195<br>24%                | 191<br>20%            | 515<br>23%  |
| Neither support nor oppose | 630<br>28%<br>mp         | 159<br>30%              | 46<br>33%                          | 138<br>29%                            | 447<br>28%        | 133<br>28%                | 485<br>28% | 94<br>26%                             | 299<br>29%             | 214<br>28%       | 101<br>24%                            | 282<br>31%                | 222<br>26%            | 13<br>13%                                     | 244<br>30%             | 243<br>27%       | 27<br>17%                                     | 230<br>28%                | 286<br>29%            | 629<br>28%  |
| Tend to oppose             | 353<br>16%<br>e          | 85<br>16%               | 21<br>15%                          | 83<br>17%                             | 259<br>16%        | 46<br>10%                 | 305<br>18% | 64<br>17%                             | 167<br>16%             | 111<br>15%       | 64<br>15%                             | 157<br>17%                | 122<br>14%            | 18<br>18%                                     | 146<br>18%             | 126<br>14%       | 32<br>20%                                     | 138<br>17%                | 147<br>15%            | 336<br>15%  |
| Strongly oppose            | 191<br>9%                | 35<br>7%                | 12<br>8%                           | 33<br>7%                              | 146<br>9%         | 41<br>9%                  | 146<br>9%  | 25<br>7%                              | 78<br>8%               | 80<br>11%        | 25<br>6%                              | 65<br>7%                  | 100<br>12%            | 11<br>11%                                     | 67<br>8%               | 88<br>10%        | 16<br>10%                                     | 66<br>8%                  | 95<br>10%             | 179<br>8%   |
| Don't know                 | 40<br>2%<br>acdfgjo<br>r | 1<br>*                  | 1<br>1%                            | -<br>-                                | 16<br>1%          | 5<br>1%                   | 15<br>1%   | -<br>-                                | 15<br>1%               | 22<br>3%         | 1<br>*                                | 16<br>2%                  | 16<br>2%              | -<br>-                                        | 10<br>1%               | 6<br>1%          | -<br>-                                        | 10<br>1%                  | 8<br>1%               | 30<br>1%    |
| Mean                       | 3.38<br>f                | 3.4                     | 3.32                               | 3.4                                   | 3.37              | 3.54<br>zf                | 3.34       | 3.48                                  | 3.39                   | 3.32             | 3.54<br>zk                            | 3.32                      | 3.36                  | 3.49                                          | 3.32                   | 3.39             | 3.48                                          | 3.33                      | 3.36                  | 3.42        |
| Support                    | 1024<br>46%<br>k         | 243<br>46%              | 62<br>43%                          | 226<br>47%                            | 751<br>46%        | 252<br>53%                | 759<br>44% | 183<br>50%                            | 477<br>46%             | 333<br>44%       | 225<br>54%                            | 379<br>42%                | 398<br>46%            | 57<br>57%                                     | 348<br>43%             | 424<br>48%       | 86<br>53%                                     | 364<br>45%                | 438<br>45%            | 1064<br>48% |
| Oppose                     | 544<br>24%<br>e          | 120<br>23%              | 33<br>23%                          | 116<br>24%                            | 405<br>25%        | 87<br>18%                 | 451<br>26% | 88<br>24%                             | 245<br>24%             | 191<br>25%       | 89<br>21%                             | 222<br>25%                | 222<br>26%            | 29<br>29%                                     | 213<br>26%             | 214<br>24%       | 48<br>30%                                     | 204<br>25%                | 242<br>25%            | 515<br>23%  |
| NET: Support               | 21%                      | 23%                     | 20%                                | 23%                                   | 21%               | 35%                       | 18%        | 26%                                   | 22%                    | 19%              | 33%                                   | 17%                       | 21%                   | 28%                                           | 17%                    | 24%              | 24%                                           | 20%                       | 20%                   | 25%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning multi-buy promotions for alcohol in shops, for example, 'buy 15 beers for the price of 12 beers'

Base: All respondents

|                            | Gender               |                    |                    | Age               |                   |                    |                    |                   |                   |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    | Unwtd Total       |
|----------------------------|----------------------|--------------------|--------------------|-------------------|-------------------|--------------------|--------------------|-------------------|-------------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------------|
|                            | Total<br>(z)         | Man<br>(a)         | Woman<br>(b)       | 16-24<br>(c)      | 25-34<br>(d)      | 35-44<br>(e)       | 45-54<br>(f)       | 55-64<br>(g)      | 65-74<br>(h)      | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/Foreign)<br>(s) | No formal<br>qualifications<br>(t) |                   |
| Unweighted Total           | 2238                 | 1090               | 1130               | 101               | 156               | 252                | 345                | 518               | 552               | 314             | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238              |
| Weighted Total             | 2238                 | 1069               | 1151               | 292*              | 361               | 359                | 355                | 354               | 268               | 249             | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238              |
| Strongly support           | 450<br>20%<br>aioq   | 164<br>15%<br>za   | 283<br>25%<br>za   | 60<br>21%<br>a    | 58<br>16%<br>a    | 68<br>19%<br>a     | 68<br>19%<br>a     | 61<br>17%<br>a    | 61<br>23%<br>a    | 75<br>30%<br>a  | 338<br>18%<br>a                              | 103<br>34%<br>a                                             | 179<br>18%<br>a          | 270<br>22%<br>a                  | 163<br>24%<br>a                                   | 282<br>18%<br>a      | 60<br>22%<br>a                                         | 88<br>16%<br>a                  | 92<br>17%<br>a                                    | 24<br>25%<br>a                                                                   | 17<br>24%<br>a                     | 458<br>20%<br>a   |
| Tend to support            | 395<br>18%<br>aj     | 156<br>15%<br>za   | 239<br>21%<br>za   | 43<br>15%<br>a    | 63<br>18%<br>a    | 49<br>14%<br>a     | 54<br>15%<br>a     | 67<br>19%<br>a    | 59<br>22%<br>a    | 59<br>24%<br>a  | 342<br>18%<br>a                              | 43<br>14%<br>a                                              | 137<br>14%<br>a          | 255<br>20%<br>a                  | 126<br>19%<br>a                                   | 268<br>17%<br>a      | 51<br>18%<br>a                                         | 103<br>19%<br>a                 | 82<br>15%<br>a                                    | 21<br>21%<br>a                                                                   | 12<br>16%<br>a                     | 439<br>20%<br>a   |
| Neither support nor oppose | 527<br>24%<br>af     | 241<br>23%<br>za   | 281<br>24%<br>za   | 73<br>25%<br>a    | 79<br>22%<br>a    | 75<br>21%<br>a     | 74<br>21%<br>a     | 98<br>28%<br>a    | 62<br>23%<br>a    | 66<br>27%<br>a  | 446<br>24%<br>a                              | 69<br>23%<br>a                                              | 219<br>22%<br>a          | 308<br>25%<br>a                  | 147<br>22%<br>a                                   | 373<br>24%<br>a      | 52<br>19%<br>a                                         | 151<br>27%<br>a                 | 127<br>23%<br>a                                   | 21<br>21%<br>a                                                                   | 21<br>30%<br>a                     | 537<br>24%<br>a   |
| Tend to oppose             | 491<br>22%<br>bikmt  | 269<br>25%<br>zb   | 219<br>19%<br>zb   | 61<br>21%<br>i    | 80<br>22%<br>i    | 93<br>26%<br>i     | 88<br>25%<br>i     | 80<br>23%<br>i    | 55<br>21%<br>i    | 34<br>14%<br>i  | 440<br>23%<br>a                              | 41<br>14%<br>a                                              | 256<br>26%<br>a          | 233<br>19%<br>a                  | 137<br>21%<br>a                                   | 348<br>23%<br>a      | 64<br>23%<br>a                                         | 119<br>22%<br>a                 | 129<br>24%<br>a                                   | 26<br>27%<br>a                                                                   | 9<br>12%<br>a                      | 469<br>21%<br>a   |
| Strongly oppose            | 340<br>15%<br>bhims  | 231<br>22%<br>zb   | 105<br>9%<br>zb    | 47<br>16%<br>i    | 68<br>19%<br>hi   | 71<br>20%<br>zghi  | 65<br>18%<br>ghi   | 46<br>13%<br>i    | 30<br>11%<br>i    | 14<br>6%<br>i   | 297<br>16%<br>a                              | 35<br>12%<br>a                                              | 173<br>18%<br>a          | 167<br>13%<br>a                  | 86<br>13%<br>a                                    | 248<br>16%<br>a      | 46<br>15%<br>a                                         | 81<br>15%<br>a                  | 106<br>20%<br>a                                   | 6<br>6%<br>a                                                                     | 10<br>14%<br>a                     | 309<br>14%<br>a   |
| Don't know                 | 34<br>2%<br>aahil    | 8<br>1%<br>za      | 25<br>2%<br>za     | 8<br>3%<br>i      | 13<br>4%<br>ghi   | 4<br>1%<br>i       | 7<br>2%<br>i       | 2<br>1%<br>i      | 1<br>*<br>i       | -<br>-<br>i     | 17<br>1%<br>a                                | 9<br>3%<br>a                                                | 13<br>1%<br>a            | 19<br>1%<br>a                    | 6<br>1%<br>a                                      | 22<br>1%<br>a        | 4<br>1%<br>a                                           | 9<br>2%<br>a                    | 6<br>1%<br>a                                      | *<br>*<br>a                                                                      | 3<br>5%<br>znors                   | 26<br>1%<br>a     |
| Mean                       | 3.06<br>aefflor      | 2.77<br>3.33<br>za | 3.33<br>3.33<br>za | 3.03<br>3.03<br>a | 2.89<br>2.89<br>a | 2.86<br>2.86<br>a  | 2.92<br>2.92<br>a  | 3.05<br>3.05<br>a | 3.24<br>3.24<br>a | 3.6<br>3.6<br>a | 2.99<br>3.48<br>zi                           | 3.48<br>3.48<br>zi                                          | 2.89<br>3.18<br>zi       | 3.18<br>3.18<br>zi               | 3.22<br>3.22<br>a                                 | 2.99<br>3.06<br>r    | 3.06<br>3.06<br>a                                      | 3<br>3<br>a                     | 2.86<br>2.86<br>a                                 | 3.32<br>3.32<br>a                                                                | 3.26<br>3.26<br>a                  | 3.12<br>3.12<br>a |
| Support                    | 845<br>38%<br>ajlor  | 320<br>30%<br>za   | 521<br>45%<br>za   | 104<br>35%<br>a   | 121<br>33%<br>a   | 117<br>33%<br>a    | 122<br>34%<br>a    | 128<br>36%<br>a   | 119<br>45%<br>a   | 135<br>54%<br>a | 681<br>36%<br>a                              | 146<br>49%<br>a                                             | 316<br>32%<br>a          | 525<br>42%<br>a                  | 289<br>43%<br>a                                   | 550<br>36%<br>a      | 111<br>40%<br>a                                        | 191<br>35%<br>a                 | 175<br>32%<br>a                                   | 45<br>46%<br>a                                                                   | 29<br>40%<br>a                     | 897<br>40%<br>a   |
| Oppose                     | 832<br>37%<br>bhikmt | 500<br>47%<br>zb   | 324<br>28%<br>i    | 108<br>37%<br>i   | 148<br>41%<br>i   | 164<br>46%<br>zghi | 153<br>43%<br>zghi | 126<br>36%<br>i   | 85<br>32%<br>i    | 48<br>19%<br>i  | 737<br>39%<br>a                              | 76<br>25%<br>a                                              | 429<br>44%<br>a          | 401<br>32%<br>a                  | 223<br>34%<br>a                                   | 596<br>39%<br>a      | 110<br>40%<br>a                                        | 201<br>36%<br>a                 | 235<br>43%<br>a                                   | 32<br>33%<br>a                                                                   | 19<br>26%<br>a                     | 778<br>35%<br>a   |
| NET: Support               | 1%                   | -17%               | 17%                | -1%               | -8%               | -13%               | -9%                | 1%                | 13%               | 35%             | -3%                                          | 23%                                                         | -12%                     | 10%                              | 10%                                               | -3%                  | +                                                      | -2%                             | -11%                                              | 13%                                                                              | 14%                                | 5%                |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning multi-buy promotions for alcohol in shops, for example, 'buy 15 beers for the price of 12 beers'

Base: All respondents

|                            | Total<br>(g)     | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                |            | Unwtd Total |
|----------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|----------------|------------|-------------|
|                            |                  | Up to £25,999<br>(h)    | £26,000 up to<br>£51,999<br>(i) | £52,000 up to<br>£99,999<br>(j) | £100,000 and<br>above<br>(k) | England<br>(l) | Scotland<br>(m) | Wales<br>(n) | Northern Ireland<br>(o) | North<br>(p)         | Midlands<br>(q) | South<br>(r) | North East<br>(s) | North West<br>(t) | Yorkshire and The<br>Humber<br>(u) | East Midlands<br>(v) | West Midlands<br>(w) | East of England<br>(x) | South East<br>(y) | South West<br>(z) | London<br>(aa) |            |             |
| Unweighted Total           | 2238             | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213            | 2238       |             |
| Weighted Total             | 2238             | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290            | 2238       |             |
| Strongly support           | 450<br>20%       | 97<br>24%               | 121<br>20%                      | 89<br>17%                       | 58<br>25%                    | 390<br>21%     | 34<br>18%       | 18<br>17%    | 9<br>14%                | 114<br>22%           | 66<br>18%       | 209<br>21%   | 22<br>25%         | 51<br>21%         | 41<br>22%                          | 33<br>20%            | 33<br>17%            | 31<br>15%              | 53<br>17%         | 38<br>20%         | 87<br>30%      | 458<br>20% |             |
| Tend to support            | 395<br>18%<br>fv | 67<br>17%               | 122<br>20%                      | 85<br>16%                       | 25<br>11%                    | 329<br>17%     | 33<br>18%       | 24<br>23%    | 9<br>15%                | 110<br>21%           | 63<br>17%       | 156<br>16%   | 14<br>16%         | 55<br>22%         | 41<br>22%                          | 34<br>21%            | 29<br>15%            | 33<br>16%              | 60<br>19%         | 31<br>16%         | 32<br>11%      | 439<br>20% |             |
| Neither support nor oppose | 527<br>24%       | 106<br>27%              | 147<br>24%                      | 110<br>21%                      | 47<br>21%                    | 444<br>24%     | 53<br>29%       | 16<br>15%    | 15<br>23%               | 101<br>19%           | 90<br>25%       | 254<br>25%   | 19<br>21%         | 38<br>15%         | 44<br>24%                          | 39<br>24%            | 51<br>26%            | 47<br>23%              | 85<br>28%         | 52<br>27%         | 69<br>24%      | 537<br>24% |             |
| Tend to oppose             | 491<br>22%<br>h  | 72<br>18%               | 117<br>19%                      | 141<br>27%                      | 48<br>21%                    | 425<br>23%     | 24<br>13%       | 26<br>25%    | 16<br>25%               | 120<br>23%           | 72<br>20%       | 233<br>23%   | 24<br>27%         | 63<br>25%         | 33<br>18%                          | 28<br>17%            | 45<br>23%            | 59<br>28%              | 67<br>22%         | 48<br>25%         | 59<br>21%      | 469<br>21% |             |
| Strongly oppose            | 340<br>15%       | 51<br>13%               | 96<br>16%                       | 100<br>19%                      | 47<br>20%                    | 273<br>14%     | 36<br>20%       | 19<br>18%    | 12<br>20%               | 71<br>14%            | 62<br>17%       | 140<br>14%   | 9<br>10%          | 37<br>15%         | 25<br>14%                          | 29<br>18%            | 33<br>17%            | 36<br>13%              | 40<br>13%         | 25<br>13%         | 39<br>13%      | 309<br>14% |             |
| Don't know                 | 34<br>2%<br>de   | 6<br>2%                 | 2<br>*                          | -<br>-                          | 5<br>2%                      | 25<br>1%       | 4<br>2%         | 3<br>3%      | 2<br>3%                 | 5<br>1%              | 9<br>2%         | 11<br>1%     | 2<br>2%           | 4<br>2%           | -<br>-                             | 2<br>1%              | 7<br>4%              | 4<br>2%                | 3<br>1%           | -<br>-            | 4<br>1%        | 26<br>1%   |             |
| Mean                       | 3.06<br>e        | 3.22<br>3e              | 3.09<br>e                       | 2.85<br>e                       | 3                            | 3.07           | 3.02            | 2.95         | 2.77                    | 3.15                 | 3               | 3.06         | 3.2               | 3.09              | 3.21<br>s                          | 3.09                 | 2.92                 | 2.82                   | 3.06              | 3.05              | 3.24<br>s      | 3.12       |             |
| Support                    | 845<br>38%<br>e  | 163<br>41%              | 243<br>40%                      | 174<br>33%                      | 83<br>36%                    | 718<br>38%     | 67<br>36%       | 42<br>40%    | 18<br>29%               | 224<br>43%           | 129<br>36%      | 366<br>36%   | 36<br>41%         | 106<br>43%        | 81<br>44%                          | 67<br>41%            | 62<br>31%            | 63<br>30%              | 114<br>37%        | 70<br>36%         | 119<br>41%     | 897<br>40% |             |
| Oppose                     | 832<br>37%<br>c  | 123<br>31%              | 213<br>35%                      | 240<br>46%                      | 95<br>41%                    | 698<br>37%     | 60<br>33%       | 45<br>43%    | 28<br>45%               | 191<br>37%           | 134<br>37%      | 373<br>37%   | 33<br>37%         | 100<br>40%        | 58<br>32%                          | 57<br>34%            | 77<br>39%            | 94<br>45%              | 108<br>35%        | 73<br>37%         | 98<br>34%      | 778<br>35% |             |
| NET: Support               | 1%               | 10%                     | 5%                              | -13%                            | -5%                          | 1%             | 3%              | -3%          | -16%                    | 6%                   | -1%             | -1%          | 4%                | 3%                | 12%                                | 6%                   | -8%                  | -15%                   | 2%                | -1%               | 7%             | 5%         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: ipsos [UN 126-001039-01]

Filename : 26-001039 ADHOC 260521A HFP wtd v9 PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning multi-buy promotions for alcohol in shops, for example, 'buy 15 beers for the price of 12 beers'

Base: All respondents

|                            | Total<br>(z)      | Urbanity     |                | IMD Quintile             |                |              |                    |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |            |
|----------------------------|-------------------|--------------|----------------|--------------------------|----------------|--------------|--------------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|------------|
|                            |                   | Urban<br>(a) | Rural<br>(b)   | 1 - Most deprived<br>(c) | 2<br>(d)       | 3<br>(e)     | 4<br>(f)           | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)  |
| Unweighted Total           | 2238              | 1673         | 565            | 419                      | 432            | 476          | 450                | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238       |
| Weighted Total             | 2238              | 1745         | 493            | 451                      | 442            | 447          | 448                | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238       |
| Strongly support           | 450<br>20%<br>fkp | 363<br>21%   | 87<br>18%      | 99<br>22%<br>f           | 99<br>22%<br>f | 91<br>20%    | 66<br>15%          | 95<br>21%<br>f            | 273<br>23%<br>zk                                                        | 51<br>21%<br>k                     | 22<br>20%<br>k                                       | 13<br>8%                                                 | 38<br>16%                                         | 11<br>16%                                         | 38<br>22%<br>k           | 150<br>25%<br>zp | 299<br>18%       | 458<br>20% |
| Tend to support            | 395<br>18%<br>o   | 298<br>17%   | 96<br>20%      | 66<br>15%                | 83<br>19%      | 70<br>16%    | 83<br>18%          | 93<br>21%                 | 223<br>18%                                                              | 43<br>17%                          | 23<br>20%                                            | 22<br>14%                                                | 34<br>14%                                         | 17<br>24%                                         | 29<br>17%                | 79<br>13%        | 314<br>19%<br>zo | 439<br>20% |
| Neither support nor oppose | 527<br>24%<br>o   | 405<br>23%   | 122<br>25%     | 98<br>22%                | 95<br>21%      | 96<br>21%    | 132<br>29%<br>zcde | 106<br>24%                | 285<br>24%                                                              | 72<br>29%<br>zm                    | 26<br>23%                                            | 44<br>27%                                                | 50<br>21%                                         | 7<br>11%                                          | 39<br>23%                | 111<br>19%<br>zo | 415<br>25%       | 537<br>24% |
| Tend to oppose             | 491<br>22%        | 398<br>23%   | 93<br>19%      | 100<br>22%               | 88<br>20%      | 114<br>26%   | 92<br>20%          | 98<br>22%                 | 259<br>21%                                                              | 55<br>23%                          | 27<br>24%                                            | 43<br>26%                                                | 55<br>23%                                         | 15<br>21%                                         | 33<br>19%                | 129<br>22%       | 363<br>22%       | 469<br>21% |
| Strongly oppose            | 340<br>15%<br>hi  | 249<br>14%   | 92<br>19%<br>z | 73<br>16%                | 70<br>16%      | 69<br>15%    | 71<br>16%          | 57<br>13%                 | 160<br>13%<br>i                                                         | 20<br>8%                           | 16<br>14%                                            | 36<br>22%<br>hi                                          | 55<br>23%<br>zhi                                  | 20<br>28%<br>zhi                                  | 32<br>18%<br>i           | 105<br>18%       | 235<br>14%       | 309<br>14% |
| Don't know                 | 34<br>2%<br>ghp   | 32<br>2%     | 2<br>*         | 15<br>3%<br>zg           | 7<br>2%<br>g   | 7<br>2%<br>g | 5<br>1%            | *<br>*                    | 11<br>1%                                                                | 5<br>2%                            | -<br>-                                               | 4<br>2%                                                  | 5<br>2%                                           | -<br>-                                            | 2<br>1%                  | 18<br>3%<br>zp   | 16<br>1%         | 26<br>1%   |
| Mean                       | 3.06<br>kl        | 3.08         | 2.99           | 3.04                     | 3.12           | 3            | 2.96               | 3.16                      | 3.16<br>zkl                                                             | 3.21<br>kl                         | 3.08<br>k                                            | 2.59                                                     | 2.76                                              | 2.8                                               | 3.06                     | 3.07             | 3.05             | 3.12       |
| Support                    | 845<br>38%<br>kl  | 662<br>38%   | 184<br>37%     | 165<br>37%               | 182<br>41%     | 161<br>36%   | 149<br>33%         | 188<br>42%<br>f           | 496<br>41%<br>zkl                                                       | 94<br>38%<br>k                     | 45<br>39%<br>k                                       | 35<br>22%                                                | 72<br>30%                                         | 29<br>41%<br>k                                    | 67<br>39%<br>k           | 229<br>39%       | 613<br>37%       | 897<br>40% |
| Oppose                     | 832<br>37%<br>hi  | 647<br>37%   | 185<br>38%     | 173<br>38%               | 158<br>36%     | 183<br>41%   | 162<br>36%         | 156<br>35%                | 419<br>35%                                                              | 75<br>30%                          | 43<br>38%                                            | 78<br>48%<br>zhi                                         | 110<br>46%<br>zhi                                 | 35<br>49%<br>i                                    | 64<br>37%                | 234<br>40%       | 598<br>36%       | 778<br>35% |
| NET: Support               | 1%                | 1%           | *              | -2%                      | 5%             | -5%          | -3%                | 7%                        | 6%                                                                      | 8%                                 | 2%                                                   | -26%                                                     | -16%                                              | -8%                                               | 2%                       | -1%              | 1%               | 5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning multi-buy promotions for alcohol in shops, for example, 'buy 15 beers for the price of 12 beers'

Base: All respondents

|                            | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                  |              | Unwtd Total |
|----------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|------------------|--------------|-------------|
|                            |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)      | Other<br>(m) |             |
| Unweighted Total           | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165              | 17           | 2238        |
| Weighted Total             | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*             | 14**         | 2238        |
| Strongly support           | 450<br>20%        | 406<br>20%               | 38<br>19%         | 164<br>20%          | 201<br>20%          | 40<br>24%          | 120<br>23%               | 321<br>20%                      | 339<br>20%                                        | 108<br>21%                        | 113<br>20%                                                | 41<br>27%                        | 38<br>19%        | 4<br>27%     | 458<br>20%  |
| Tend to support            | 395<br>18%<br>c   | 355<br>18%<br>c          | 37<br>18%         | 119<br>15%          | 208<br>20%<br>zac   | 28<br>16%          | 98<br>19%                | 292<br>18%                      | 301<br>18%                                        | 94<br>18%                         | 119<br>21%                                                | 26<br>17%                        | 37<br>18%        | 2<br>11%     | 439<br>20%  |
| Neither support nor oppose | 527<br>24%        | 489<br>24%<br>z          | 36<br>18%         | 207<br>26%          | 240<br>23%          | 42<br>25%          | 107<br>21%               | 394<br>25%                      | 407<br>25%                                        | 114<br>22%                        | 145<br>25%                                                | 32<br>21%                        | 36<br>18%        | 5<br>35%     | 537<br>24%  |
| Tend to oppose             | 491<br>22%        | 446<br>22%               | 45<br>22%         | 180<br>22%          | 235<br>23%          | 31<br>18%          | 108<br>21%               | 366<br>23%                      | 366<br>22%                                        | 114<br>22%                        | 111<br>19%                                                | 28<br>19%                        | 45<br>22%        | 3<br>20%     | 469<br>21%  |
| Strongly oppose            | 340<br>15%<br>agh | 293<br>15%               | 46<br>22%<br>zad  | 128<br>16%          | 140<br>14%          | 26<br>15%          | 82<br>16%                | 226<br>14%                      | 235<br>14%                                        | 89<br>17%                         | 85<br>15%                                                 | 21<br>14%                        | 46<br>22%<br>zgh | 1<br>6%      | 309<br>14%  |
| Don't know                 | 34<br>2%<br>adgh  | 16<br>1%                 | 3<br>1%           | 7<br>1%             | 6<br>1%             | 3<br>2%            | 4<br>1%                  | 10<br>1%                        | 14<br>1%                                          | 6<br>1%                           | 3<br>1%                                                   | 2<br>1%                          | 3<br>1%          | -<br>-       | 26<br>1%    |
| Mean                       | 3.06              | 3.07                     | 2.88              | 3.01                | 3.09                | 3.15               | 3.13                     | 3.07                            | 3.09                                              | 3.03                              | 3.11                                                      | 3.25                             | 2.88             | 3.34         | 3.12        |
| Support                    | 845<br>38%        | 760<br>38%               | 75<br>37%         | 283<br>35%          | 409<br>40%          | 68<br>40%          | 218<br>42%               | 613<br>38%                      | 639<br>38%                                        | 201<br>38%                        | 232<br>40%                                                | 67<br>44%                        | 75<br>37%        | 5<br>39%     | 897<br>40%  |
| Oppose                     | 832<br>37%        | 740<br>37%               | 90<br>44%         | 308<br>38%          | 375<br>36%          | 57<br>33%          | 191<br>37%               | 592<br>37%                      | 601<br>36%                                        | 202<br>39%                        | 196<br>34%                                                | 49<br>33%                        | 90<br>44%        | 4<br>26%     | 778<br>35%  |
| NET: Support               | 1%                | 1%                       | -8%               | -3%                 | 3%                  | 7%                 | 5%                       | 1%                              | 2%                                                | *                                 | 6%                                                        | 12%                              | -8%              | 13%          | 5%          |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q221A. To what extent do you support or oppose government intervention in the following areas of public health? -Banning multi-buy promotions for alcohol in shops, for example, 'buy 15 beers for the price of 12 beers'

Base: All respondents

|                            | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |            | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                            |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f)  | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total           | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641       | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total             | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709       | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Strongly support           | 450<br>20%   | 112<br>21%              | 32<br>22%                          | 105<br>22%                            | 316<br>20%        | 108<br>23%                | 338<br>20% | 75<br>21%                             | 193<br>19%             | 166<br>22%       | 87<br>21%                             | 157<br>17%                | 191<br>22%            | 24<br>24%                                     | 150<br>18%             | 195<br>22%       | 32<br>20%                                     | 142<br>18%                | 217<br>22%            | 458<br>20%  |
| Tend to support            | 395<br>18%   | 99<br>19%               | 36<br>25%                          | 87<br>18%                             | 288<br>18%        | 103<br>22%                | 284<br>17% | 62<br>17%                             | 179<br>17%             | 143<br>19%       | 88<br>21%                             | 160<br>18%                | 141<br>16%            | 16<br>16%                                     | 137<br>17%             | 170<br>19%       | 30<br>19%                                     | 152<br>19%                | 168<br>17%            | 439<br>20%  |
| Neither support nor oppose | 527<br>24%   | 151<br>29%              | 33<br>23%                          | 141<br>29%                            | 351<br>22%        | 118<br>25%                | 399<br>23% | 91<br>25%                             | 280<br>27%             | 137<br>18%       | 108<br>26%                            | 234<br>26%                | 164<br>19%            | 16<br>17%                                     | 225<br>28%             | 182<br>21%       | 46<br>28%                                     | 222<br>27%                | 196<br>20%            | 537<br>24%  |
| Tend to oppose             | 491<br>22%   | 95<br>18%               | 20<br>14%                          | 88<br>18%                             | 387<br>24%        | 76<br>16%                 | 411<br>24% | 86<br>24%                             | 242<br>23%             | 146<br>19%       | 78<br>19%                             | 221<br>25%                | 181<br>21%            | 23<br>23%                                     | 179<br>22%             | 191<br>22%       | 25<br>16%                                     | 178<br>22%                | 211<br>22%            | 469<br>21%  |
| Strongly oppose            | 340<br>15%   | 64<br>12%               | 20<br>14%                          | 58<br>12%                             | 262<br>16%        | 66<br>14%                 | 268<br>16% | 50<br>14%                             | 131<br>13%             | 146<br>19%       | 54<br>13%                             | 115<br>13%                | 166<br>19%            | 20<br>20%                                     | 119<br>15%             | 143<br>16%       | 28<br>17%                                     | 109<br>13%                | 174<br>18%            | 309<br>14%  |
| Don't know                 | 34<br>2%     | 1<br>*                  | 1<br>1%                            | -<br>-                                | 14<br>1%          | 5<br>1%                   | 10<br>1%   | -<br>-                                | 11<br>1%               | 21<br>3%         | -<br>-                                | 12<br>1%                  | 15<br>2%              | -<br>-                                        | 6<br>1%                | 6<br>1%          | -<br>-                                        | 6<br>1%                   | 7<br>1%               | 26<br>1%    |
| Mean                       | 3.06<br>df   | 3.19<br>zd              | 3.27                               | 3.19<br>zd                            | 3.01              | 3.23<br>zf                | 3.01       | 3.07                                  | 3.06                   | 3.05             | 3.19                                  | 3.02                      | 3.01                  | 3.02                                          | 3.02                   | 3.09             | 3.08                                          | 3.05                      | 3.04                  | 3.12        |
| Support                    | 845<br>38%   | 211<br>40%              | 68<br>48%                          | 192<br>40%                            | 604<br>37%        | 211<br>44%                | 622<br>36% | 138<br>38%                            | 373<br>36%             | 309<br>41%       | 176<br>42%                            | 317<br>35%                | 332<br>39%            | 40<br>40%                                     | 287<br>35%             | 365<br>41%       | 62<br>39%                                     | 294<br>36%                | 385<br>40%            | 897<br>40%  |
| Oppose                     | 832<br>37%   | 160<br>31%              | 40<br>28%                          | 147<br>31%                            | 649<br>40%        | 143<br>30%                | 679<br>40% | 136<br>37%                            | 373<br>36%             | 292<br>38%       | 132<br>32%                            | 336<br>37%                | 347<br>40%            | 43<br>43%                                     | 298<br>37%             | 334<br>38%       | 53<br>33%                                     | 287<br>35%                | 385<br>40%            | 778<br>35%  |
| NET: Support               | ace<br>1%    | 10%                     | 19%                                | 9%                                    | -3%               | 14%                       | -3%        | *                                     | *                      | 2%               | 11%                                   | -2%                       | -2%                   | -3%                                           | -1%                    | 4%               | 6%                                            | 1%                        | *                     | 5%          |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

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KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)

6 Aug 2026

Table 345

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -SUMMARY TABLE

Base: All respondents

|                                                                               | Doing physical activity | Purchasing healthy food | Keeping your home at a comfortable temperature | Taking part in leisure activities such as hobbies | Walking, cycling or using public transport instead of driving |
|-------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------------------------------|---------------------------------------------------|---------------------------------------------------------------|
| Unweighted Total                                                              | 2238                    | 2238                    | 2238                                           | 2238                                              | 2238                                                          |
| Weighted Total                                                                | 2238                    | 2238                    | 2238                                           | 2238                                              | 2238                                                          |
| I do this a lot more because of increases to the cost of living               | 71<br>3%                | 87<br>4%                | 66<br>3%                                       | 59<br>3%                                          | 184<br>8%                                                     |
| I do this a little more because of increases to the cost of living            | 196<br>9%               | 162<br>7%               | 167<br>7%                                      | 116<br>5%                                         | 350<br>16%                                                    |
| Increases to the cost of living have made no difference to how much I do this | 1436<br>64%             | 1135<br>51%             | 771<br>34%                                     | 1058<br>47%                                       | 1307<br>58%                                                   |
| I do this a little less because of increases to the cost of living            | 269<br>12%              | 537<br>24%              | 790<br>35%                                     | 546<br>24%                                        | 147<br>7%                                                     |
| I do this a lot less because of increases to the cost of living               | 143<br>6%               | 230<br>10%              | 377<br>17%                                     | 358<br>16%                                        | 103<br>5%                                                     |
| Don't know                                                                    | 123<br>5%               | 87<br>4%                | 67<br>3%                                       | 102<br>5%                                         | 147<br>7%                                                     |
| Mean                                                                          | 2.9                     | 2.69                    | 2.43                                           | 2.52                                              | 3.17                                                          |
| More                                                                          | 267<br>12%              | 249<br>11%              | 234<br>10%                                     | 175<br>8%                                         | 535<br>24%                                                    |
| Less                                                                          | 412<br>18%              | 767<br>34%              | 1167<br>52%                                    | 904<br>40%                                        | 250<br>11%                                                    |
| NET: More                                                                     | -6%                     | -23%                    | -42%                                           | -33%                                              | 13%                                                           |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Doing physical activity

Base: All respondents

|                                                                                     | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                     | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                    | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total                                                                      | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 71           | 37         | 34           | 14           | 11           | 18           | 8            | 6            | 8            | 5          | 55                                           | 13                                                          | 32                       | 38                               | 20                                                | 51                   | 7                                                      | 16                              | 25                                                 | 2                                                                                 | 1                                  | 63          |
|                                                                                     | 3%           | 3%         | 3%           | 5%           | 3%           | 5%           | 2%           | 2%           | 3%           | 2%         | 3%                                           | 4%                                                          | 3%                       | 3%                               | 3%                                                | 3%                   | 2%                                                     | 3%                              | 5%                                                 | 2%                                                                                | 2%                                 | 3%          |
| I do this a little more because of<br>increases to the cost of living               | 196          | 99         | 96           | 37           | 40           | 34           | 33           | 24           | 12           | 16         | 143                                          | 50                                                          | 75                       | 121                              | 51                                                | 144                  | 26                                                     | 56                              | 52                                                 | 6                                                                                 | 4                                  | 160         |
|                                                                                     | 9%           | 9%         | 8%           | 13%          | 11%          | 9%           | 9%           | 7%           | 4%           | 7%         | 8%                                           | 17%                                                         | 8%                       | 10%                              | 8%                                                | 9%                   | 9%                                                     | 10%                             | 10%                                                | 6%                                                                                | 5%                                 | 7%          |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1436         | 706        | 720          | 150          | 175          | 201          | 228          | 259          | 214          | 209        | 1266                                         | 144                                                         | 611                      | 823                              | 456                                               | 969                  | 177                                                    | 344                             | 326                                                | 74                                                                                | 48                                 | 1581        |
|                                                                                     | 64%          | 66%        | 63%          | 51%          | 49%          | 56%          | 64%          | 73%          | 80%          | 84%        | 67%                                          | 48%                                                         | 63%                      | 66%                              | 69%                                               | 63%                  | 64%                                                    | 62%                             | 60%                                                | 75%                                                                               | 66%                                | 71%         |
| I do this a little less because of<br>increases to the cost of living               | 269          | 120        | 147          | 52           | 56           | 65           | 36           | 31           | 20           | 9          | 223                                          | 38                                                          | 133                      | 136                              | 84                                                | 178                  | 35                                                     | 75                              | 52                                                 | 10                                                                                | 7                                  | 217         |
|                                                                                     | 12%          | 11%        | 13%          | 18%          | 16%          | 18%          | 10%          | 9%           | 7%           | 4%         | 12%                                          | 13%                                                         | 14%                      | 11%                              | 13%                                               | 12%                  | 12%                                                    | 14%                             | 10%                                                | 10%                                                                               | 10%                                | 10%         |
| I do this a lot less because of<br>increases to the cost of living                  | 143          | 59         | 81           | 17           | 45           | 27           | 25           | 17           | 8            | 3          | 108                                          | 29                                                          | 71                       | 70                               | 30                                                | 107                  | 23                                                     | 36                              | 38                                                 | 4                                                                                 | 6                                  | 113         |
|                                                                                     | 6%           | 6%         | 7%           | 6%           | 12%          | 8%           | 7%           | 5%           | 3%           | 1%         | 6%                                           | 10%                                                         | 7%                       | 6%                               | 4%                                                | 7%                   | 8%                                                     | 7%                              | 7%                                                 | 4%                                                                                | 8%                                 | 5%          |
| Don't know                                                                          | 123          | 48         | 74           | 22           | 34           | 14           | 24           | 17           | 6            | 6          | 85                                           | 25                                                          | 55                       | 64                               | 25                                                | 92                   | 9                                                      | 24                              | 49                                                 | 3                                                                                 | 7                                  | 104         |
|                                                                                     | 5%           | 5%         | 6%           | 7%           | 9%           | 4%           | 7%           | 5%           | 2%           | 3%         | 5%                                           | 8%                                                          | 6%                       | 5%                               | 4%                                                | 6%                   | 3%                                                     | 4%                              | 9%                                                 | 3%                                                                                | 9%                                 | 5%          |
| Mean                                                                                | 2.9          | 2.94       | 2.87         | 2.92         | 2.75         | 2.86         | 2.89         | 2.92         | 2.97         | 3.04       | 2.9                                          | 2.93                                                        | 2.85                     | 2.93                             | 2.92                                              | 2.9                  | 2.84                                                   | 2.89                            | 2.95                                               | 2.93                                                                              | 2.81                               | 2.93        |
| More                                                                                | 267          | 136        | 130          | 51           | 51           | 52           | 41           | 30           | 20           | 21         | 198                                          | 63                                                          | 107                      | 159                              | 71                                                | 195                  | 32                                                     | 72                              | 77                                                 | 8                                                                                 | 5                                  | 223         |
|                                                                                     | 12%          | 13%        | 11%          | 17%          | 14%          | 12%          | 9%           | 8%           | 8%           | 8%         | 11%                                          | 21%                                                         | 11%                      | 13%                              | 11%                                               | 13%                  | 12%                                                    | 13%                             | 14%                                                | 8%                                                                                | 7%                                 | 10%         |
| Less                                                                                | 412          | 179        | 228          | 70           | 101          | 92           | 61           | 48           | 28           | 13         | 331                                          | 67                                                          | 204                      | 206                              | 114                                               | 286                  | 58                                                     | 111                             | 90                                                 | 14                                                                                | 13                                 | 330         |
|                                                                                     | 18%          | 17%        | 20%          | 24%          | 28%          | 26%          | 17%          | 14%          | 10%          | 5%         | 18%                                          | 22%                                                         | 21%                      | 16%                              | 17%                                               | 19%                  | 21%                                                    | 20%                             | 17%                                                | 14%                                                                               | 18%                                | 15%         |
| NET: More                                                                           | -6%          | -4%        | -8%          | -6%          | -14%         | -11%         | -6%          | -5%          | -3%          | 3%         | -7%                                          | -1%                                                         | -10%                     | -4%                              | -6%                                               | -6%                  | -9%                                                    | -7%                             | -2%                                                | -5%                                                                               | -11%                               | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/z/d/e/l/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Doing physical activity

Base: All respondents

|                                                                                     | Total<br>(z) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |      | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------|-------------|
|                                                                                     |              | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |      |             |
| Unweighted Total                                                                    | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238 |             |
| Weighted Total                                                                      | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238 |             |
| I do this a lot more because of<br>increases to the cost of living                  | 71           | 16                      | 20                              | 13                              | 4                            | 62             | 5               | 2            | 2                       | 14                   | 13              | 36           | -                 | 9                 | 5                                  | 10                   | 3                    | 8                      | 7                 | 8                 | 12            | 63   |             |
| 3%                                                                                  | 4%           | 3%                      | 3%                              | 3%                              | 2%                           | 3%             | 3%              | 2%           | 3%                      | 3%                   | 3%              | 4%           | -                 | 4%                | 3%                                 | 6%                   | 1%                   | 4%                     | 2%                | 4%                | 4%            | 3%   |             |
| I do this a little more because of<br>increases to the cost of living               | 196          | 57                      | 43                              | 41                              | 15                           | 166            | 13              | 10           | 8                       | 53                   | 24              | 89           | 6                 | 34                | 13                                 | 8                    | 16                   | 10                     | 25                | 14                | 41            | 160  |             |
| 9%                                                                                  | 14%          | 7%                      | 8%                              | 6%                              | 9%                           | 7%             | 7%              | 9%           | 12%                     | 10%                  | 7%              | 9%           | 6%                | 14%               | 7%                                 | 5%                   | 8%                   | 5%                     | 8%                | 7%                | 14%           | 7%   |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1436         | 216                     | 408                             | 369                             | 172                          | 1216           | 106             | 74           | 39                      | 321                  | 222             | 673          | 51                | 144               | 126                                | 116                  | 106                  | 140                    | 234               | 136               | 164           | 1581 |             |
| 64%                                                                                 | 54%          | 67%                     | 70%                             | 74%                             | 64%                          | 57%            | 70%             | 63%          | 62%                     | 61%                  | 67%             | z            | 57%               | 58%               | 68%                                | 71%                  | 54%                  | 67%                    | 75%               | 70%               | 57%           | 71%  |             |
| I do this a little less because of<br>increases to the cost of living               | 269          | 53                      | 64                              | 65                              | 20                           | 222            | 32              | 8            | 8                       | 76                   | 37              | 110          | 21                | 37                | 17                                 | 11                   | 26                   | 23                     | 25                | 20                | 42            | 217  |             |
| 12%                                                                                 | 13%          | 11%                     | 12%                             | 9%                              | 12%                          | 17%            | i               | 7%           | 12%                     | 15%                  | 10%             | 11%          | 24%               | 15%               | 9%                                 | 7%                   | 13%                  | 11%                    | 8%                | 10%               | 14%           | 10%  |             |
| I do this a lot less because of<br>increases to the cost of living                  | 143          | 34                      | 45                              | 25                              | 6                            | 121            | 11              | 8            | 3                       | 41                   | 36              | 43           | 7                 | 17                | 17                                 | 8                    | 28                   | 8                      | 12                | 9                 | 15            | 113  |             |
| 6%                                                                                  | 9%           | 8%                      | 5%                              | 2%                              | 6%                           | 6%             | 6%              | 7%           | 5%                      | 8%                   | 10%             | zm           | 8%                | 7%                | 9%                                 | 5%                   | 14%                  | 4%                     | 4%                | 5%                | 5%            | 5%   |             |
| Don't know                                                                          | 123          | 22                      | 24                              | 10                              | 15                           | 99             | 17              | 4            | 3                       | 16                   | 31              | 52           | 4                 | 6                 | 6                                  | 12                   | 19                   | 20                     | 7                 | 8                 | 16            | 104  |             |
| 5%                                                                                  | 5%           | 4%                      | 2%                              | 6%                              | 5%                           | 9%             | 9%              | 4%           | 4%                      | 3%                   | 8%              | 5%           | 4%                | 3%                | 3%                                 | 7%                   | 10%                  | 10%                    | 2%                | 4%                | 6%            | 5%   |             |
| Mean                                                                                | 2.9          | 2.91                    | 2.87                            | 2.91                            | 2.96                         | 2.9            | 2.82            | 2.91         | 2.95                    | 2.85                 | 2.82            | 2.96         | 2.64              | 2.92              | 2.84                               | 3.01                 | 2.66                 | 2.93                   | 2.97              | 2.96              | 2.98          | 2.93 |             |
| More                                                                                | 267          | 73                      | 63                              | 55                              | 19                           | 228            | 18              | 12           | 9                       | 67                   | 36              | 125          | 6                 | 43                | 18                                 | 18                   | 19                   | 18                     | 32                | 22                | 53            | 223  |             |
| 12%                                                                                 | 18%          | 10%                     | 10%                             | 8%                              | 12%                          | 10%            | 10%             | 11%          | 15%                     | 13%                  | 10%             | 12%          | 6%                | 17%               | 10%                                | 11%                  | 9%                   | 8%                     | 10%               | 11%               | 18%           | 10%  |             |
| Less                                                                                | 412          | 87                      | 110                             | 90                              | 25                           | 343            | 43              | 16           | 11                      | 117                  | 73              | 153          | 29                | 54                | 34                                 | 19                   | 54                   | 31                     | 37                | 29                | 57            | 330  |             |
| 18%                                                                                 | 22%          | 18%                     | 17%                             | 11%                             | 18%                          | 23%            | 23%             | 15%          | 18%                     | 22%                  | 20%             | 15%          | 32%               | 22%               | 18%                                | 11%                  | 27%                  | 15%                    | 12%               | 15%               | 20%           | 15%  |             |
| NET: More                                                                           | -6%          | -4%                     | -8%                             | -7%                             | -3%                          | -6%            | -13%            | -4%          | -3%                     | -10%                 | -10%            | -3%          | -26%              | -5%               | -9%                                | -1%                  | -18%                 | -6%                    | -2%               | -3%               | -1%           | -5%  |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [UN26-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Doing physical activity

Base: All respondents

|                                                                               | Total<br>(z)  | Urbanity     |              | IMD Quintile             |             |           |              |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |           |
|-------------------------------------------------------------------------------|---------------|--------------|--------------|--------------------------|-------------|-----------|--------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-----------|
|                                                                               |               | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)    | 3<br>(e)  | 4<br>(f)     | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p) |
| Unweighted Total                                                              | 2238          | 1673         | 565          | 419                      | 432         | 476       | 450          | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238      |
| Weighted Total                                                                | 2238          | 1745         | 493          | 451                      | 442         | 447       | 448          | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238      |
| I do this a lot more because of increases to the cost of living               | 71            | 65           | 6            | 11                       | 17          | 13        | 17           | 13                        | 45                                                                      | 5                                  | 3                                                    | 2                                                        | 2                                                 | 3                                                 | 9                        | 27         | 45          | 63        |
|                                                                               | 3%<br>zb      | 4%<br>zb     | 1%           | 2%                       | 4%          | 3%        | 4%           | 3%                        | 4%<br>l                                                                 | 2%                                 | 3%                                                   | 1%                                                       | 1%                                                | 5%                                                | 5%                       | 4%         | 3%          | 3%        |
| I do this a little more because of increases to the cost of living            | 196           | 160          | 36           | 68                       | 38          | 29        | 35           | 26                        | 90                                                                      | 16                                 | 16                                                   | 14                                                       | 30                                                | 9                                                 | 21                       | 64         | 132         | 160       |
|                                                                               | 9%<br>gh      | 9%           | 7%           | 15%<br>zdefg             | 9%          | 6%        | 8%           | 6%                        | 7%                                                                      | 6%                                 | 14%<br>hi                                            | 9%                                                       | 13%<br>hi                                         | 13%                                               | 12%                      | 11%        | 8%          | 7%        |
| Increases to the cost of living have made no difference to how much I do this | 1436          | 1070         | 366          | 221                      | 255         | 301       | 311          | 347                       | 835                                                                     | 168                                | 82                                                   | 90                                                       | 138                                               | 27                                                | 91                       | 319        | 1116        | 1581      |
|                                                                               | 64%<br>acdm   | 61%          | 74%<br>za    | 49%                      | 58%<br>c    | 67%<br>cd | 69%<br>zcd   | 77%<br>zcd                | 69%<br>zkimn                                                            | 68%<br>km                          | 72%<br>klmn                                          | 56%                                                      | 58%<br>m                                          | 38%                                               | 53%                      | 54%        | 68%<br>zo   | 71%       |
| I do this a little less because of increases to the cost of living            | 269           | 227          | 43           | 62                       | 79          | 52        | 36           | 41                        | 126                                                                     | 32                                 | 9                                                    | 27                                                       | 27                                                | 12                                                | 33                       | 82         | 187         | 217       |
|                                                                               | 12%<br>bfh    | 13%<br>b     | 9%           | 14%<br>f                 | 18%<br>zefg | 12%       | 8%           | 9%                        | 10%                                                                     | 13%                                | 8%                                                   | 17%                                                      | 11%                                               | 16%                                               | 19%                      | 14%        | 11%         | 10%       |
| I do this a lot less because of increases to the cost of living               | 143           | 124          | 19           | 48                       | 32          | 31        | 19           | 13                        | 70                                                                      | 15                                 | 1                                                    | 10                                                       | 24                                                | 9                                                 | 13                       | 50         | 92          | 113       |
|                                                                               | 6%<br>bgjp    | 7%<br>b      | 4%           | 11%<br>zfg               | 7%<br>g     | 7%<br>g   | 4%           | 3%                        | 6%                                                                      | 6%                                 | 1%                                                   | 6%                                                       | 10%<br>zhj                                        | 13%<br>j                                          | 7%                       | 8%         | 6%          | 5%        |
| Don't know                                                                    | 123           | 100          | 23           | 41                       | 21          | 22        | 30           | 10                        | 46                                                                      | 11                                 | 4                                                    | 19                                                       | 16                                                | 10                                                | 5                        | 50         | 71          | 104       |
|                                                                               | 5%<br>ghp     | 6%           | 5%           | 9%<br>zg                 | 5%<br>g     | 5%<br>g   | 7%<br>g      | 2%                        | 4%<br>zg                                                                | 4%                                 | 3%<br>ghj                                            | 11%<br>zhij                                              | 7%<br>zhij                                        | 15%<br>zhijn                                      | 3%                       | 9%<br>zp   | 4%          | 5%        |
| Mean                                                                          | 2.9           | 2.89         | 2.93         | 2.83                     | 2.83        | 2.86      | 2.99<br>zcde | 2.96<br>d                 | 2.93                                                                    | 2.84                               | 3.09<br>zikl                                         | 2.81                                                     | 2.81                                              | 2.75                                              | 2.88                     | 2.88       | 2.91        | 2.93      |
| More                                                                          | 267           | 225          | 42           | 78                       | 55          | 42        | 52           | 39                        | 135                                                                     | 20                                 | 19                                                   | 17                                                       | 32                                                | 12                                                | 30                       | 90         | 177         | 223       |
|                                                                               | 12%<br>bp     | 13%<br>b     | 9%           | 17%<br>zeg               | 13%         | 9%        | 12%          | 9%                        | 11%                                                                     | 8%                                 | 16%<br>i                                             | 10%                                                      | 13%                                               | 17%                                               | 17%                      | 15%<br>zp  | 11%         | 10%       |
| Less                                                                          | 412           | 350          | 62           | 110                      | 110         | 83        | 55           | 54                        | 196                                                                     | 48                                 | 10                                                   | 36                                                       | 51                                                | 21                                                | 46                       | 132        | 278         | 330       |
|                                                                               | 18%<br>bfgbjp | 20%<br>zb    | 13%          | 24%<br>zfg               | 25%<br>zfg  | 18%<br>fg | 12%          | 12%                       | 16%<br>j                                                                | 19%<br>j                           | 9%<br>j                                              | 22%<br>j                                                 | 22%<br>j                                          | 30%<br>hj                                         | 27%<br>j                 | 22%<br>p   | 17%         | 15%       |
| NET: More                                                                     | -6%           | -7%          | -4%          | -7%                      | -12%        | -9%       | -1%          | -3%                       | -5%                                                                     | -11%                               | 7%                                                   | -12%                                                     | -8%                                               | -13%                                              | -9%                      | -7%        | -6%         | -5%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Doing physical activity

Base: All respondents

|                                                                                     | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                                     |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                                    | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                                      | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 71           | 56                       | 10                | 22                  | 27                  | 6                  | 19                       | 41                              | 44                                                | 15                                | 19                                                        | 11                               | 10          | -            | 63          |
|                                                                                     | 3%<br>agh    | 3%                       | 5%                | 3%                  | 3%                  | 4%                 | 4%                       | 3%                              | 3%                                                | 3%                                | 3%                                                        | 7%<br>zgh                        | 5%          | -            | 3%          |
| I do this a little more because of<br>increases to the cost of living               | 196          | 176                      | 20                | 76                  | 85                  | 15                 | 51                       | 131                             | 150                                               | 44                                | 46                                                        | 13                               | 20          | 1            | 160         |
|                                                                                     | 9%           | 9%                       | 10%               | 9%                  | 8%                  | 9%                 | 10%                      | 8%                              | 9%                                                | 8%                                | 8%                                                        | 9%                               | 10%         | 7%           | 7%          |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1436         | 1303                     | 132               | 513                 | 701                 | 88                 | 302                      | 1078                            | 1075                                              | 334                               | 393                                                       | 76                               | 132         | 13           | 1581        |
|                                                                                     | 64%<br>efk   | 65%<br>ze                | 65%               | 64%<br>e            | 68%<br>zae          | 52%                | 58%                      | 67%<br>zfhk                     | 65%<br>fk                                         | 64%<br>fk                         | 68%<br>fk                                                 | 50%                              | 65%<br>k    | 89%          | 71%         |
| I do this a little less because of<br>increases to the cost of living               | 269          | 241                      | 23                | 94                  | 122                 | 25                 | 77                       | 191                             | 205                                               | 62                                | 50                                                        | 27                               | 23          | -            | 217         |
|                                                                                     | 12%<br>j     | 12%                      | 11%               | 12%                 | 12%                 | 15%                | 15%<br>j                 | 12%<br>j                        | 12%<br>j                                          | 12%                               | 9%<br>j                                                   | 18%<br>j                         | 11%         | -            | 10%         |
| I do this a lot less because of<br>increases to the cost of living                  | 143          | 134                      | 6                 | 55                  | 58                  | 22                 | 44                       | 100                             | 118                                               | 39                                | 43                                                        | 19                               | 6           | 1            | 113         |
|                                                                                     | 6%<br>zabcd  | 7%                       | 3%                | 7%                  | 6%                  | 13%<br>zabcd       | 8%                       | 6%                              | 7%<br>zg                                          | 7%                                | 7%                                                        | 12%<br>zgl                       | 3%          | 4%           | 5%          |
| Don't know                                                                          | 123          | 96                       | 13                | 45                  | 38                  | 13                 | 26                       | 68                              | 69                                                | 30                                | 27                                                        | 6                                | 13          | -            | 104         |
|                                                                                     | 5%<br>adgh   | 5%<br>d                  | 6%                | 6%                  | 4%                  | 8%                 | 5%                       | 4%                              | 4%                                                | 6%                                | 5%                                                        | 4%                               | 6%          | -            | 5%          |
| Mean                                                                                | 2.9<br>aeh   | 2.88                     | 3.03<br>e         | 2.89                | 2.9                 | 2.73               | 2.85                     | 2.89                            | 2.87                                              | 2.87                              | 2.9                                                       | 2.79                             | 3.03        | 2.99         | 2.93        |
| More                                                                                | 267          | 232                      | 30                | 98                  | 112                 | 21                 | 70                       | 173                             | 194                                               | 59                                | 64                                                        | 24                               | 30          | 1            | 223         |
|                                                                                     | 12%<br>g     | 12%                      | 15%               | 12%                 | 11%                 | 12%                | 13%                      | 11%                             | 12%                                               | 11%                               | 11%                                                       | 16%                              | 15%         | 7%           | 10%         |
| Less                                                                                | 412          | 375                      | 29                | 148                 | 180                 | 47                 | 121                      | 291                             | 322                                               | 101                               | 93                                                        | 46                               | 29          | 1            | 330         |
|                                                                                     | 18%<br>zabcd | 19%                      | 14%               | 18%                 | 17%                 | 28%<br>zabcd       | 23%<br>zgj               | 18%                             | 19%<br>g                                          | 19%                               | 16%                                                       | 30%<br>zghijl                    | 14%         | 4%           | 15%         |
| NET: More                                                                           | -6%          | -7%                      | 1%                | -6%                 | -7%                 | -15%               | -10%                     | -7%                             | -8%                                               | -8%                               | -5%                                                       | -15%                             | 1%          | 3%           | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214R: To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Doing physical activity

Base: All respondents

|                                                                               |              | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |             |
|-------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                               | Total<br>(z) | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total |
| Unweighted Total                                                              | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| I do this a lot more because of increases to the cost of living               | 71           | 15                      | 5                                  | 13                                    | 53                | 13                        | 56        | 13                                    | 28                     | 27               | 19                                    | 26                        | 26                    | 12                                            | 31                     | 18               | 12                                            | 27                        | 28                    | 63          |
| 3%<br>o                                                                       | 3%           | 3%                      | 4%                                 | 3%                                    | 3%                | 3%                        | 3%        | 4%                                    | 3%                     | 4%               | 5%                                    | 3%                        | 3%                    | 12%                                           | 4%                     | 2%               | 7%                                            | 3%                        | 3%                    | 3%          |
| I do this a little more because of increases to the cost of living            | 196          | 50                      | 28                                 | 37                                    | 142               | 45                        | 150       | 45                                    | 95                     | 56               | 35                                    | 87                        | 72                    | 13                                            | 100                    | 69               | 19                                            | 84                        | 77                    | 160         |
| 9%<br>c                                                                       | 10%          | 20%                     | 20%                                | 8%                                    | 9%                | 9%                        | 9%        | 12%                                   | 9%                     | 7%               | 8%                                    | 10%                       | 8%                    | 13%                                           | 12%                    | 8%               | 12%                                           | 10%                       | 8%                    | 7%          |
| Increases to the cost of living have made no difference to how much I do this | 1436         | 338                     | 66                                 | 323                                   | 1060              | 275                       | 1148      | 238                                   | 693                    | 441              | 280                                   | 609                       | 506                   | 59                                            | 509                    | 555              | 100                                           | 529                       | 613                   | 1581        |
| 64%<br>beil                                                                   | 65%          | 46%                     | 67%                                | 65%                                   | 58%               | 67%                       | 65%       | 67%                                   | 58%                    | 67%              | 67%                                   | 68%                       | 59%                   | 59%                                           | 62%                    | 63%              | 62%                                           | 65%                       | 63%                   | 71%         |
| I do this a little less because of increases to the cost of living            | 269          | 73                      | 25                                 | 67                                    | 187               | 68                        | 193       | 48                                    | 111                    | 106              | 58                                    | 89                        | 120                   | 12                                            | 98                     | 126              | 16                                            | 93                        | 138                   | 217         |
| 12%<br>k                                                                      | 14%          | 17%                     | 14%                                | 12%                                   | 14%               | 11%                       | 13%       | 11%                                   | 14%                    | 14%              | 14%                                   | 10%                       | 14%                   | 12%                                           | 12%                    | 14%              | 10%                                           | 12%                       | 14%                   | 10%         |
| I do this a lot less because of increases to the cost of living               | 143          | 34                      | 10                                 | 30                                    | 93                | 55                        | 82        | 13                                    | 49                     | 80               | 10                                    | 45                        | 84                    | 2                                             | 45                     | 82               | 3                                             | 47                        | 76                    | 113         |
| 6%<br>fhj                                                                     | 7%           | 7%                      | 6%                                 | 6%                                    | 12%               | 5%                        | 4%        | 5%                                    | 11%                    | 11%              | 2%                                    | 5%                        | 10%                   | 2%                                            | 5%                     | 9%               | 2%                                            | 6%                        | 8%                    | 5%          |
| Don't know                                                                    | 123          | 13                      | 8                                  | 11                                    | 84                | 21                        | 81        | 8                                     | 59                     | 49               | 13                                    | 44                        | 49                    | 2                                             | 33                     | 37               | 12                                            | 28                        | 41                    | 104         |
| 5%<br>acfeor                                                                  | 3%           | 6%                      | 2%                                 | 5%                                    | 4%                | 5%                        | 2%        | 6%                                    | 6%                     | 6%               | 3%                                    | 5%                        | 6%                    | 2%                                            | 4%                     | 4%               | 7%                                            | 4%                        | 4%                    | 5%          |
| Mean                                                                          | 2.9          | 2.88                    | 2.95                               | 2.86                                  | 2.92              | 2.77                      | 2.94      | 2.99                                  | 2.94                   | 2.78             | 2.98                                  | 2.95                      | 2.8                   | 3.21                                          | 2.97                   | 2.78             | 3.14                                          | 2.94                      | 2.83                  | 2.93        |
| More                                                                          | 267          | 65                      | 33                                 | 50                                    | 195               | 58                        | 206       | 58                                    | 123                    | 84               | 54                                    | 113                       | 98                    | 24                                            | 131                    | 87               | 31                                            | 111                       | 105                   | 223         |
| 12%<br>o                                                                      | 12%          | 23%                     | 10%                                | 12%                                   | 12%               | 12%                       | 16%       | 12%                                   | 11%                    | 11%              | 13%                                   | 13%                       | 11%                   | 24%                                           | 16%                    | 10%              | 19%                                           | 14%                       | 11%                   | 10%         |
| Less                                                                          | 412          | 107                     | 35                                 | 97                                    | 280               | 123                       | 275       | 62                                    | 161                    | 186              | 69                                    | 134                       | 204                   | 14                                            | 142                    | 207              | 19                                            | 140                       | 215                   | 330         |
| 18%<br>fhk                                                                    | 21%          | 25%                     | 20%                                | 17%                                   | 26%               | 16%                       | 17%       | 15%                                   | 24%                    | 17%              | 17%                                   | 15%                       | 24%                   | 14%                                           | 17%                    | 23%              | 11%                                           | 17%                       | 22%                   | 15%         |
| NET: More                                                                     | -6%          | -8%                     | -1%                                | -10%                                  | -5%               | -14%                      | -4%       | -1%                                   | -4%                    | -13%             | -4%                                   | -2%                       | -12%                  | 10%                                           | -1%                    | -14%             | 8%                                            | -4%                       | -11%                  | -5%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Purchasing healthy food

Base: All respondents

|                                                                                     | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                     | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                    | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                              | 90                                 | 2238        |
| Weighted Total                                                                      | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                              | 72*                                | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 87           | 42         | 45           | 20           | 10           | 20           | 14           | 11           | 5            | 6          | 61                                           | 22                                                          | 32                       | 55                               | 18                                                | 67                   | 9                                                      | 25                              | 28                                                 | 2                                                                                | 2                                  | 71          |
|                                                                                     | 4%           | 4%         | 4%           | 7%           | 3%           | 6%           | 4%           | 3%           | 2%           | 3%         | 3%                                           | 7%                                                          | 3%                       | 4%                               | 3%                                                | 4%                   | 3%                                                     | 5%                              | 5%                                                 | 2%                                                                               | 3%                                 | 3%          |
|                                                                                     | hi           |            |              | h            |              | h            |              |              |              |            |                                              | zi                                                          |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| I do this a little more because of<br>increases to the cost of living               | 162          | 76         | 85           | 31           | 30           | 29           | 24           | 12           | 13           | 22         | 124                                          | 34                                                          | 50                       | 112                              | 31                                                | 130                  | 10                                                     | 48                              | 61                                                 | 5                                                                                | 6                                  | 139         |
|                                                                                     | 7%           | 7%         | 7%           | 11%          | 8%           | 8%           | 7%           | 3%           | 5%           | 9%         | 7%                                           | 11%                                                         | 5%                       | 9%                               | 5%                                                | 8%                   | 3%                                                     | 9%                              | 11%                                                | 5%                                                                               | 9%                                 | 6%          |
|                                                                                     | ghlnp        |            |              | e            | e            | e            | e            |              |              | gh         |                                              | j                                                           |                          | zi                               |                                                   | znp                  |                                                        | np                              | znop                                               |                                                                                  |                                    |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1135         | 583        | 544          | 120          | 136          | 151          | 165          | 201          | 178          | 183        | 1012                                         | 96                                                          | 471                      | 662                              | 399                                               | 728                  | 143                                                    | 252                             | 232                                                | 63                                                                               | 39                                 | 1260        |
|                                                                                     | 51%          | 55%        | 47%          | 41%          | 38%          | 42%          | 46%          | 57%          | 66%          | 74%        | 54%                                          | 32%                                                         | 48%                      | 53%                              | 60%                                               | 47%                  | 52%                                                    | 46%                             | 43%                                                | 63%                                                                              | 54%                                | 56%         |
|                                                                                     | bedkor       | z          |              | z            |              | z            |              | z            |              | z          | zk                                           |                                                             | z                        |                                  | zoor                                              |                      | z                                                      |                                 | zoor                                               |                                                                                  |                                    |             |
| I do this a little less because of<br>increases to the cost of living               | 537          | 230        | 301          | 66           | 103          | 106          | 93           | 90           | 56           | 23         | 444                                          | 83                                                          | 277                      | 259                              | 157                                               | 374                  | 72                                                     | 149                             | 121                                                | 20                                                                               | 12                                 | 505         |
|                                                                                     | 24%          | 21%        | 26%          | 22%          | 28%          | 30%          | 26%          | 25%          | 21%          | 9%         | 24%                                          | 28%                                                         | 28%                      | 21%                              | 24%                                               | 24%                  | 26%                                                    | 27%                             | 22%                                                | 20%                                                                              | 17%                                | 23%         |
|                                                                                     | him          |            | za           | i            | i            | zhi          | i            | i            | i            |            |                                              |                                                             | zm                       |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| I do this a lot less because of<br>increases to the cost of living                  | 230          | 104        | 124          | 33           | 49           | 46           | 46           | 31           | 14           | 12         | 182                                          | 44                                                          | 106                      | 120                              | 43                                                | 178                  | 36                                                     | 59                              | 67                                                 | 7                                                                                | 8                                  | 205         |
|                                                                                     | 10%          | 10%        | 11%          | 11%          | 14%          | 13%          | 13%          | 9%           | 5%           | 5%         | 10%                                          | 15%                                                         | 11%                      | 10%                              | 6%                                                | 12%                  | 13%                                                    | 11%                             | 12%                                                | 7%                                                                               | 12%                                | 9%          |
|                                                                                     | hiin         |            |              | hi           | hi           | hi           | hi           | hi           |              |            |                                              |                                                             |                          |                                  | zn                                                | n                    | n                                                      | n                               | n                                                  |                                                                                  |                                    |             |
| Don't know                                                                          | 87           | 35         | 52           | 22           | 32           | 7            | 13           | 10           | 1            | 2          | 57                                           | 21                                                          | 40                       | 45                               | 17                                                | 65                   | 6                                                      | 19                              | 32                                                 | 2                                                                                | 4                                  | 58          |
|                                                                                     | 4%           | 3%         | 5%           | 8%           | 9%           | 2%           | 4%           | 3%           | *            | 1%         | 3%                                           | 7%                                                          | 4%                       | 4%                               | 3%                                                | 4%                   | 2%                                                     | 4%                              | 6%                                                 | 2%                                                                               | 6%                                 | 3%          |
|                                                                                     | hi           |            |              | ehi          | zefghi       | hi           | h            |              |              |            |                                              | j                                                           |                          |                                  |                                                   |                      |                                                        | zn                              |                                                    |                                                                                  |                                    |             |
| Mean                                                                                | 2.69         | 2.73       | 2.66         | 2.78         | 2.54         | 2.64         | 2.61         | 2.66         | 2.77         | 2.95       | 2.69                                         | 2.67                                                        | 2.6                      | 2.77                             | 2.73                                              | 2.68                 | 2.57                                                   | 2.68                            | 2.73                                               | 2.73                                                                             | 2.73                               | 2.71        |
|                                                                                     | lo           |            |              |              |              |              |              |              | zdfg         | zdefgh     |                                              |                                                             | zi                       |                                  | p                                                 |                      |                                                        |                                 |                                                    |                                                                                  |                                    |             |
| More                                                                                | 249          | 118        | 131          | 51           | 41           | 50           | 38           | 23           | 18           | 29         | 185                                          | 56                                                          | 82                       | 167                              | 49                                                | 197                  | 19                                                     | 73                              | 90                                                 | 7                                                                                | 8                                  | 210         |
|                                                                                     | 11%          | 11%        | 11%          | 17%          | 11%          | 14%          | 11%          | 6%           | 7%           | 11%        | 10%                                          | 19%                                                         | 8%                       | 13%                              | 7%                                                | 13%                  | 7%                                                     | 13%                             | 17%                                                | 7%                                                                               | 12%                                | 9%          |
|                                                                                     | ghlnp        |            |              | gh           |              | gh           | e            |              |              | gh         |                                              | zi                                                          |                          | zi                               |                                                   | znp                  |                                                        | np                              | znops                                              |                                                                                  |                                    |             |
| Less                                                                                | 767          | 333        | 425          | 98           | 152          | 139          | 121          | 121          | 70           | 35         | 626                                          | 127                                                         | 383                      | 379                              | 200                                               | 552                  | 108                                                    | 208                             | 189                                                | 27                                                                               | 20                                 | 710         |
|                                                                                     | 34%          | 31%        | 37%          | 34%          | 42%          | 42%          | 39%          | 34%          | 26%          | 14%        | 33%                                          | 42%                                                         | 39%                      | 30%                              | 30%                                               | 36%                  | 39%                                                    | 38%                             | 35%                                                | 27%                                                                              | 28%                                | 32%         |
|                                                                                     | ahjmn        |            | za           | i            | hi           | zghi         | zhi          | hi           | i            |            |                                              | zj                                                          | zm                       |                                  | n                                                 | ns                   | n                                                      | n                               |                                                    |                                                                                  |                                    |             |
| NET: More                                                                           | -23%         | -20%       | -26%         | -16%         | -31%         | -28%         | -28%         | -28%         | -19%         | -2%        | -23%                                         | -24%                                                        | -31%                     | -17%                             | -23%                                              | -23%                 | -32%                                                   | -24%                            | -18%                                               | -20%                                                                             | -17%                               | -22%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base

KnowledgePanel UK: 260521A - HF Policy Polling Programme W10  
(Public Use)6 Aug 2026  
Table 353

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Purchasing healthy food

Base: All respondents

|                                                                                     | Total<br>(n)        | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |             | Unwtd Total |
|-------------------------------------------------------------------------------------|---------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|-------------|-------------|
|                                                                                     |                     | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |             |             |
| Unweighted Total                                                                    | 2238                | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                | 201               | 184                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238        |             |
| Weighted Total                                                                      | 2238                | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 188                  | 209                    | 310               | 185               | 290           | 2238        |             |
| I do this a lot more because of<br>increases to the cost of living                  | 87<br>4%            | 20<br>5%                | 23<br>4%                        | 13<br>2%                        | 5<br>2%                      | 75<br>4%       | 7<br>4%         | 3<br>3%      | 2<br>4%                 | 25<br>5%             | 11<br>3%        | 39<br>4%     | 5<br>5%           | 8<br>3%           | 12<br>7%                           | 9<br>5%              | 3<br>1%              | 10<br>5%               | 12<br>4%          | 5<br>3%           | 12<br>4%      | 71<br>3%    |             |
| I do this a little more because of<br>increases to the cost of living               | 162<br>7%           | 40<br>10%               | 45<br>7%                        | 25<br>5%                        | 15<br>6%                     | 140<br>7%      | 9<br>5%         | 8<br>8%      | 5<br>8%                 | 37<br>7%             | 28<br>8%        | 74<br>7%     | 5<br>6%           | 19<br>8%          | 13<br>7%                           | 15<br>9%             | 12<br>6%             | 14<br>6%               | 19<br>6%          | 14<br>7%          | 27<br>9%      | 139<br>6%   |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1135<br>51%<br>cor  | 140<br>35%              | 300<br>50%                      | 330<br>63%                      | 145<br>63%                   | 962<br>51%     | 98<br>53%       | 48<br>46%    | 26<br>42%               | 240<br>46%           | 171<br>47%      | 551<br>55%   | 41<br>46%         | 101<br>41%        | 98<br>53%                          | 90<br>55%            | 81<br>41%            | 114<br>54%             | 185<br>60%        | 114<br>59%        | 138<br>48%    | 1260<br>56% |             |
| I do this a little less because of<br>increases to the cost of living               | 537<br>24%          | 115<br>29%              | 156<br>26%                      | 116<br>22%                      | 44<br>19%                    | 448<br>24%     | 44<br>24%       | 27<br>26%    | 18<br>29%               | 143<br>27%           | 86<br>24%       | 219<br>22%   | 23<br>26%         | 87<br>35%         | 33<br>18%                          | 32<br>20%            | 54<br>27%            | 47<br>23%              | 63<br>20%         | 37<br>19%         | 73<br>25%     | 505<br>23%  |             |
| I do this a lot less because of<br>increases to the cost of living                  | 230<br>10%<br>efm   | 73<br>18%               | 64<br>11%                       | 37<br>7%                        | 12<br>5%                     | 188<br>10%     | 17<br>9%        | 15<br>14%    | 9<br>15%                | 62<br>12%            | 46<br>13%       | 80<br>8%     | 13<br>15%         | 25<br>10%         | 24<br>13%                          | 14<br>8%             | 33<br>17%            | 11<br>5%               | 24<br>8%          | 14<br>7%          | 31<br>11%     | 205<br>9%   |             |
| Don't know                                                                          | 87<br>4%<br>e       | 11<br>3%                | 15<br>3%                        | 4<br>1%                         | 10<br>4%                     | 73<br>4%       | 9<br>5%         | 4<br>4%      | 1<br>2%                 | 14<br>3%             | 19<br>5%        | 40<br>4%     | 2<br>2%           | 7<br>3%           | 5<br>3%                            | 4<br>3%              | 14<br>7%             | 13<br>6%               | 7<br>2%           | 11<br>5%          | 10<br>3%      | 58<br>3%    |             |
| Mean                                                                                | 2.69<br>cr          | 2.54                    | 2.67                            | 2.73<br>c                       | 2.8<br>c                     | 2.7            | 2.69            | 2.58         | 2.55                    | 2.65                 | 2.63            | 2.76<br>zl   | 2.6               | 2.58              | 2.76<br>or                         | 2.83<br>or           | 2.44                 | 2.81<br>or             | 2.78<br>or        | 2.78<br>or        | 2.7<br>r      | 2.71        |             |
| More                                                                                | 249<br>11%<br>e     | 61<br>15%               | 69<br>11%                       | 38<br>7%                        | 19<br>8%                     | 214<br>11%     | 17<br>9%        | 11<br>10%    | 7<br>11%                | 62<br>12%            | 39<br>11%       | 113<br>11%   | 10<br>11%         | 27<br>11%         | 25<br>14%                          | 24<br>15%            | 15<br>8%             | 23<br>11%              | 31<br>10%         | 19<br>10%         | 39<br>13%     | 210<br>9%   |             |
| Less                                                                                | 767<br>34%<br>efmtu | 187<br>47%              | 220<br>36%                      | 153<br>29%                      | 56<br>24%                    | 636<br>34%     | 61<br>33%       | 42<br>40%    | 27<br>44%               | 204<br>39%           | 133<br>37%      | 299<br>30%   | 36<br>41%         | 112<br>45%        | 56<br>31%                          | 46<br>28%            | 87<br>44%            | 59<br>28%              | 87<br>28%         | 51<br>26%         | 103<br>36%    | 710<br>32%  |             |
| NET: More                                                                           |                     | -32%                    | -25%                            | -22%                            | -16%                         | -22%           | -24%            | -29%         | -32%                    | -27%                 | -26%            | -19%         | -30%              | -34%              | -17%                               | -13%                 | -36%                 | -17%                   | -18%              | -16%              | -22%          | -22%        |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [UK 26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Purchasing healthy food

Base: All respondents

|                                                                                     | Total<br>(z) | Urbanity     |              | IMD Quintile             |           |           |              |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |           |
|-------------------------------------------------------------------------------------|--------------|--------------|--------------|--------------------------|-----------|-----------|--------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-----------|
|                                                                                     |              | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)  | 3<br>(e)  | 4<br>(f)     | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p) |
| Unweighted Total                                                                    | 2238         | 1673         | 565          | 419                      | 432       | 476       | 450          | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238      |
| Weighted Total                                                                      | 2238         | 1745         | 493          | 451                      | 442       | 447       | 448          | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238      |
| I do this a lot more because of<br>increases to the cost of living                  | 87           | 76           | 12           | 16                       | 19        | 16        | 18           | 18                        | 50                                                                      | 7                                  | 4                                                    | 1                                                        | 9                                                 | *                                                 | 12                       | 38         | 49          | 71        |
|                                                                                     | 4%<br>p      | 4%           | 2%           | 4%                       | 4%        | 4%        | 4%           | 4%                        | 4%                                                                      | 3%                                 | 4%                                                   | 1%                                                       | 4%                                                | *                                                 | 7%                       | 6%<br>zp   | 3%          | 3%        |
| I do this a little more because of<br>increases to the cost of living               | 162          | 121          | 41           | 41                       | 28        | 28        | 33           | 32                        | 72                                                                      | 16                                 | 8                                                    | 8                                                        | 21                                                | 13                                                | 22                       | 63         | 99          | 139       |
|                                                                                     | 7%<br>hp     | 7%           | 8%           | 9%                       | 6%        | 6%        | 7%           | 7%                        | 6%                                                                      | 7%                                 | 7%                                                   | 5%                                                       | 9%                                                | 19%<br>zhik                                       | 13%                      | 11%<br>zp  | 6%          | 6%        |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1135         | 857          | 278          | 159                      | 214       | 227       | 255          | 279                       | 674                                                                     | 130                                | 72                                                   | 76                                                       | 84                                                | 13                                                | 80                       | 220        | 915         | 1260      |
|                                                                                     | 51%<br>aclmo | 49%          | 56%<br>za    | 35%                      | 49%<br>c  | 51%<br>c  | 57%<br>zcd   | 62%<br>zcde               | 56%<br>zlm                                                              | 53%<br>lm                          | 63%<br>zkim                                          | 47%<br>m                                                 | 35%                                               | 18%                                               | 47%<br>m                 | 37%        | 56%<br>zo   | 56%       |
| I do this a little less because of<br>increases to the cost of living               | 537          | 428          | 109          | 119                      | 111       | 118       | 96           | 93                        | 279                                                                     | 62                                 | 19                                                   | 46                                                       | 69                                                | 17                                                | 41                       | 149        | 385         | 505       |
|                                                                                     | 24%          | 25%          | 22%          | 27%                      | 25%       | 27%       | 21%          | 21%                       | 23%                                                                     | 25%                                | 17%                                                  | 29%                                                      | 29%<br>j                                          | 24%                                               | 24%                      | 25%        | 23%         | 23%       |
| I do this a lot less because of<br>increases to the cost of living                  | 230          | 194          | 36           | 85                       | 52        | 45        | 27           | 22                        | 100                                                                     | 25                                 | 10                                                   | 16                                                       | 46                                                | 18                                                | 12                       | 82         | 147         | 205       |
|                                                                                     | 10%<br>bfghp | 11%<br>b     | 7%           | 19%<br>zdefg             | 12%<br>fg | 10%<br>g  | 6%           | 5%                        | 8%                                                                      | 10%                                | 9%                                                   | 10%                                                      | 20%<br>zhijkn                                     | 25%<br>zhijkn                                     | 7%                       | 14%<br>zp  | 9%          | 9%        |
| Don't know                                                                          | 87           | 70           | 18           | 30                       | 18        | 13        | 20           | 7                         | 35                                                                      | 6                                  | 1                                                    | 14                                                       | 9                                                 | 9                                                 | 5                        | 40         | 47          | 58        |
|                                                                                     | 4%<br>ghp    | 4%           | 4%           | 7%<br>zg                 | 4%        | 3%        | 4%<br>g      | 1%                        | 3%                                                                      | 2%                                 | 1%                                                   | 9%<br>zhij                                               | 4%                                                | 13%<br>zhijl                                      | 3%                       | 7%<br>zp   | 3%          | 3%        |
| Mean                                                                                | 2.69<br>clm  | 2.67         | 2.75         | 2.49                     | 2.65      | 2.66<br>c | 2.81<br>zcde | 2.85<br>zcde              | 2.74<br>zkim                                                            | 2.67                               | 2.79<br>lm                                           | 2.55                                                     | 2.47                                              | 2.37                                              | 2.89<br>klm              | 2.68       | 2.7         | 2.71      |
| More                                                                                | 249          | 196          | 52           | 57                       | 47        | 44        | 51           | 50                        | 123                                                                     | 24                                 | 12                                                   | 9                                                        | 30                                                | 14                                                | 34                       | 101        | 148         | 210       |
|                                                                                     | 11%<br>p     | 11%          | 11%          | 13%                      | 11%       | 10%       | 11%          | 11%                       | 10%                                                                     | 10%                                | 11%                                                  | 6%                                                       | 13%                                               | 19%<br>k                                          | 20%<br>hk                | 17%<br>zp  | 9%          | 9%        |
| Less                                                                                | 767          | 622          | 145          | 205                      | 162       | 163       | 123          | 114                       | 379                                                                     | 86                                 | 29                                                   | 62                                                       | 115                                               | 35                                                | 52                       | 232        | 533         | 710       |
|                                                                                     | 34%<br>bfghp | 36%<br>b     | 29%          | 45%<br>zdefg             | 37%<br>fg | 36%<br>fg | 27%          | 25%                       | 31%                                                                     | 35%                                | 26%                                                  | 38%                                                      | 48%<br>zhijn                                      | 50%<br>hj                                         | 30%                      | 39%<br>zp  | 32%         | 32%       |
| NET: More                                                                           | -23%         | -24%         | -19%         | -33%                     | -26%      | -27%      | -16%         | -14%                      | -21%                                                                    | -25%                               | -15%                                                 | -32%                                                     | -36%                                              | -30%                                              | -11%                     | -22%       | -23%        | -22%      |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Purchasing healthy food

Base: All respondents

|                                                                                     | Total<br>(z) | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                                     |              | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                                    | 2238         | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                                      | 2238         | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 87           | 69                       | 11                | 28                  | 34                  | 7                  | 26                       | 57                              | 46                                                | 24                                | 10                                                        | 8                                | 11          | -            | 71          |
|                                                                                     | 4%           | 3%                       | 6%                | 3%                  | 3%                  | 4%                 | 5%                       | 4%                              | 3%                                                | 4%                                | 2%                                                        | 5%                               | 6%          | -            | 3%          |
| I do this a little more because of<br>increases to the cost of living               | 162          | 137                      | 25                | 66                  | 61                  | 10                 | 30                       | 112                             | 111                                               | 24                                | 25                                                        | 14                               | 25          | 2            | 139         |
|                                                                                     | 7%           | 7%                       | 12%               | 8%                  | 6%                  | 6%                 | 6%                       | 7%                              | 7%                                                | 5%                                | 4%                                                        | 9%                               | 12%         | 13%          | 6%          |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1135         | 1028                     | 106               | 398                 | 566                 | 64                 | 217                      | 864                             | 851                                               | 255                               | 315                                                       | 36                               | 106         | 10           | 1260        |
|                                                                                     | 51%          | 51%                      | 52%               | 49%                 | 55%                 | 37%                | 42%                      | 54%                             | 51%                                               | 49%                               | 54%                                                       | 24%                              | 52%         | 71%          | 56%         |
| I do this a little less because of<br>increases to the cost of living               | 537          | 490                      | 42                | 204                 | 232                 | 54                 | 156                      | 371                             | 414                                               | 131                               | 143                                                       | 55                               | 42          | 1            | 505         |
|                                                                                     | 24%          | 24%                      | 21%               | 25%                 | 23%                 | 32%                | 30%                      | 23%                             | 25%                                               | 25%                               | 25%                                                       | 37%                              | 21%         | 9%           | 23%         |
| I do this a lot less because of<br>increases to the cost of living                  | 230          | 217                      | 10                | 82                  | 111                 | 24                 | 70                       | 160                             | 190                                               | 69                                | 66                                                        | 35                               | 10          | 1            | 205         |
|                                                                                     | 10%          | 11%                      | 5%                | 10%                 | 11%                 | 14%                | 14%                      | 10%                             | 11%                                               | 13%                               | 11%                                                       | 23%                              | 5%          | 6%           | 9%          |
| Don't know                                                                          | 87           | 65                       | 9                 | 27                  | 26                  | 12                 | 19                       | 47                              | 49                                                | 21                                | 19                                                        | 3                                | 9           | -            | 58          |
|                                                                                     | 4%           | 3%                       | 5%                | 3%                  | 3%                  | 7%                 | 4%                       | 3%                              | 3%                                                | 4%                                | 3%                                                        | 2%                               | 5%          | -            | 3%          |
| Mean                                                                                | 2.69         | 2.67                     | 2.92              | 2.68                | 2.68                | 2.51               | 2.57                     | 2.7                             | 2.63                                              | 2.61                              | 2.59                                                      | 2.36                             | 2.92        | 2.91         | 2.71        |
|                                                                                     | afhjk        |                          | zacde             |                     |                     |                    |                          | fhijk                           | k                                                 | k                                 | k                                                         |                                  | zfgghijk    |              |             |
| More                                                                                | 249          | 206                      | 36                | 94                  | 95                  | 17                 | 57                       | 169                             | 157                                               | 48                                | 35                                                        | 22                               | 36          | 2            | 210         |
|                                                                                     | 11%          | 10%                      | 18%               | 12%                 | 9%                  | 10%                | 11%                      | 10%                             | 9%                                                | 9%                                | 6%                                                        | 15%                              | 18%         | 13%          | 9%          |
| Less                                                                                | 767          | 707                      | 52                | 286                 | 343                 | 77                 | 226                      | 531                             | 604                                               | 200                               | 208                                                       | 90                               | 52          | 2            | 710         |
|                                                                                     | 34%          | 35%                      | 26%               | 36%                 | 33%                 | 46%                | 44%                      | 33%                             | 36%                                               | 38%                               | 36%                                                       | 60%                              | 26%         | 16%          | 32%         |
| NET: More                                                                           | -23%         | -25%                     | -8%               | -24%                | -24%                | -36%               | -33%                     | -22%                            | -27%                                              | -29%                              | -30%                                                      | -45%                             | -8%         | -2%          | -22%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214R: To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Purchasing healthy food

Base: All respondents

|                                                                               | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                               |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                              | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| I do this a lot more because of increases to the cost of living               | 87           | 20                      | 12                                 | 18                                    | 61                | 19                        | 62        | 19                                    | 38                     | 27               | 31                                    | 29                        | 26                    | 14                                            | 29                     | 29               | 13                                            | 34                        | 34                    | 71          |
|                                                                               | 4%           | 4%                      | 8%<br>zacd                         | 4%                                    | 4%                | 4%                        | 4%        | 5%                                    | 4%                     | 4%               | 8%<br>zkl                             | 3%                        | 3%                    | 14%<br>zno                                    | 4%                     | 3%               | 8%<br>zf                                      | 4%                        | 3%                    | 3%          |
| I do this a little more because of increases to the cost of living            | 162          | 33                      | 22                                 | 23                                    | 116               | 44                        | 118       | 31                                    | 78                     | 47               | 24                                    | 73                        | 61                    | 8                                             | 73                     | 49               | 17                                            | 75                        | 48                    | 139         |
|                                                                               | 7%<br>cor    | 6%                      | 16%<br>c<br>zacd                   | 5%                                    | 7%                | 9%                        | 7%        | 9%                                    | 7%                     | 6%               | 6%                                    | 8%                        | 7%                    | 8%                                            | 9%                     | 6%               | 10%<br>r                                      | 9%                        | 5%                    | 6%          |
| Increases to the cost of living have made no difference to how much I do this | 1135         | 264                     | 40                                 | 256                                   | 839               | 181                       | 945       | 195                                   | 589                    | 301              | 234                                   | 503                       | 370                   | 45                                            | 440                    | 412              | 76                                            | 418                       | 488                   | 1260        |
|                                                                               | 51%<br>beilo | 51%                     | 28%                                | 53%<br>ab                             | 52%<br>b          | 38%                       | 55%       | 53%<br>i                              | 57%<br>zi              | 40%              | 56%<br>l                              | 56%<br>zl                 | 43%                   | 45%                                           | 54%<br>o               | 46%              | 47%                                           | 52%                       | 50%                   | 56%         |
| I do this a little less because of increases to the cost of living            | 537          | 140                     | 42                                 | 127                                   | 384               | 140                       | 390       | 99                                    | 203                    | 222              | 101                                   | 191                       | 230                   | 29                                            | 176                    | 248              | 44                                            | 189                       | 247                   | 505         |
|                                                                               | 24%<br>hk    | 27%                     | 30%                                | 26%                                   | 24%               | 29%<br>zf                 | 23%       | 27%<br>h                              | 20%                    | 29%<br>zh        | 24%                                   | 21%                       | 27%<br>k              | 29%                                           | 22%                    | 28%              | 27%                                           | 23%                       | 25%                   | 23%         |
| I do this a lot less because of increases to the cost of living               | 230          | 63                      | 25                                 | 56                                    | 151               | 87                        | 134       | 18                                    | 82                     | 128              | 16                                    | 69                        | 137                   | 3                                             | 74                     | 130              | 7                                             | 72                        | 132                   | 205         |
|                                                                               | 10%<br>fghjk | 12%                     | 18%<br>zd                          | 12%                                   | 9%                | 18%<br>zf                 | 8%        | 5%                                    | 8%                     | 17%<br>zgh       | 4%                                    | 8%<br>j                   | 16%<br>zjk            | 3%                                            | 9%                     | 15%<br>zmn       | 5%                                            | 9%                        | 14%<br>zpq            | 9%          |
| Don't know                                                                    | 87           | 2                       | 1                                  | 1                                     | 67                | 5                         | 61        | 3                                     | 46                     | 33               | 8                                     | 33                        | 33                    | 1                                             | 25                     | 19               | 5                                             | 21                        | 25                    | 58          |
|                                                                               | 4%<br>acegor | *                       | 1%<br>*                            | *                                     | 4%<br>ac          | 1%                        | 4%<br>e   | 1%<br>ze                              | 4%<br>i                | 4%<br>e          | 2%<br>zl                              | 4%<br>zi                  | 4%                    | 1%<br>zno                                     | 3%<br>o                | 2%               | 3%<br>zf                                      | 3%<br>zi                  | 3%<br>zr              | 3%          |
| Mean                                                                          | 2.69         | 2.63                    | 2.67                               | 2.63                                  | 2.71              | 2.51                      | 2.75      | 2.82                                  | 2.79                   | 2.48             | 2.89                                  | 2.77                      | 2.53                  | 3.02                                          | 2.75                   | 2.54             | 2.9                                           | 2.76                      | 2.58                  | 2.71        |
| More                                                                          | 249          | 53                      | 34                                 | 41                                    | 177               | 63                        | 179       | 50                                    | 116                    | 74               | 56                                    | 103                       | 87                    | 22                                            | 101                    | 78               | 30                                            | 109                       | 82                    | 210         |
|                                                                               | 11%<br>or    | 10%<br>c<br>zacd        | 24%                                | 8%                                    | 11%               | 13%                       | 10%       | 14%                                   | 11%                    | 10%              | 13%                                   | 11%                       | 10%                   | 22%<br>zno                                    | 12%                    | 9%               | 19%<br>zf                                     | 13%<br>zi                 | 8%<br>zr              | 9%          |
| Less                                                                          | 767          | 203                     | 67                                 | 182                                   | 535               | 227                       | 524       | 117                                   | 284                    | 350              | 118                                   | 260                       | 367                   | 32                                            | 250                    | 378              | 51                                            | 261                       | 379                   | 710         |
|                                                                               | 34%<br>fhjkn | 39%                     | 47%<br>z<br>zd                     | 38%                                   | 33%               | 48%<br>zf                 | 31%       | 32%                                   | 27%                    | 46%<br>zgh       | 28%<br>zkl                            | 29%                       | 43%<br>zjk            | 32%<br>zno                                    | 31%                    | 43%              | 32%<br>zf                                     | 32%<br>zi                 | 39%<br>zr             | 32%         |
| NET: More                                                                     | -23%         | -29%                    | -23%                               | -30%                                  | -22%              | -34%                      | -20%      | -18%                                  | -16%                   | -36%             | -15%                                  | -18%                      | -33%                  | -9%                                           | -18%                   | -34%             | -13%                                          | -19%                      | -30%                  | -22%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Keeping your home at a comfortable temperature

Base: All respondents

|                                                                                     | Gender               |                  |                 | Age          |              |              |              |              |              |                 | Ethnicity                                    |                                                             | Working status           |                                  | Education                                         |                      |                                                        |                                 |                                                   |                                                                                  |                                    |             |  | Unwtd Total |
|-------------------------------------------------------------------------------------|----------------------|------------------|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------|-------------|--|-------------|
|                                                                                     | Total<br>(z)         | Man<br>(a)       | Woman<br>(b)    | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i)      | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/P<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-level/<br>CSE/NVQ12/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |  |             |
| Unweighted Total                                                                    | 2238                 | 1090             | 1130            | 101          | 156          | 252          | 345          | 518          | 552          | 314             | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                               | 130                                                                              | 90                                 | 2238        |  |             |
| Weighted Total                                                                      | 2238                 | 1069             | 1151            | 292*         | 361          | 359          | 355          | 354          | 268          | 249             | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                               | 99*                                                                              | 72*                                | 2238        |  |             |
| I do this a lot more because of<br>increases to the cost of living                  | 66<br>3%             | 26<br>2%         | 40<br>3%        | 3<br>1%      | 11<br>3%     | 16<br>4%     | 12<br>3%     | 13<br>4%     | 5<br>2%      | 7<br>3%         | 47<br>3%                                     | 13<br>4%                                                    | 28<br>3%                 | 38<br>3%                         | 16<br>2%                                          | 50<br>3%             | 4<br>1%                                                | 21<br>4%                        | 20<br>4%                                          | 2<br>2%                                                                          | 3<br>5%                            | 72<br>3%    |  |             |
| I do this a little more because of<br>increases to the cost of living               | 167<br>7%            | 83<br>8%         | 85<br>7%        | 31<br>11%    | 24<br>7%     | 22<br>6%     | 25<br>7%     | 26<br>7%     | 19<br>7%     | 19<br>8%        | 122<br>6%                                    | 42<br>14%                                                   | 59<br>6%                 | 109<br>9%                        | 23<br>3%                                          | 141<br>9%            | 31<br>11%                                              | 33<br>6%                        | 66<br>12%                                         | 6<br>6%                                                                          | 5<br>6%                            | 157<br>7%   |  |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 771<br>34%<br>bdfkor | 405<br>38%<br>zb | 360<br>31%<br>a | 91<br>31%    | 92<br>25%    | 120<br>33%   | 99<br>28%    | 128<br>36%   | 111<br>41%   | 130<br>52%      | 682<br>36%                                   | 69<br>23%                                                   | 321<br>33%               | 449<br>36%                       | 270<br>41%                                        | 493<br>32%           | 83<br>30%                                              | 192<br>35%                      | 144<br>27%                                        | 44<br>44%                                                                        | 31<br>42%                          | 835<br>37%  |  |             |
| I do this a little less because of<br>increases to the cost of living               | 790<br>35%<br>it     | 363<br>34%       | 422<br>37%      | 111<br>38%   | 125<br>35%   | 130<br>36%   | 132<br>37%   | 127<br>36%   | 92<br>34%    | 72<br>29%       | 681<br>36%                                   | 96<br>32%                                                   | 360<br>37%               | 429<br>34%                       | 233<br>35%                                        | 550<br>36%           | 97<br>35%                                              | 217<br>39%                      | 189<br>35%                                        | 35<br>35%                                                                        | 14<br>19%                          | 773<br>35%  |  |             |
| I do this a lot less because of<br>increases to the cost of living                  | 377<br>17%<br>li     | 163<br>15%       | 210<br>18%      | 47<br>16%    | 83<br>23%    | 65<br>18%    | 71<br>20%    | 53<br>15%    | 39<br>15%    | 20<br>8%        | 304<br>16%                                   | 68<br>23%                                                   | 176<br>18%               | 196<br>16%                       | 108<br>16%                                        | 261<br>17%           | 58<br>21%                                              | 81<br>15%                       | 98<br>18%                                         | 10<br>10%                                                                        | 14<br>20%                          | 352<br>16%  |  |             |
| Don't know                                                                          | 67<br>3%<br>hj       | 30<br>3%         | 35<br>3%        | 9<br>3%      | 26<br>7%     | 7<br>2%      | 15<br>4%     | 7<br>2%      | 2<br>1%      | 1<br>*          | 44<br>2%                                     | 13<br>4%                                                    | 32<br>3%                 | 32<br>3%                         | 15<br>2%                                          | 46<br>3%             | 4<br>1%                                                | 8<br>1%                         | 26<br>5%                                          | 2<br>2%                                                                          | 6<br>8%                            | 49<br>2%    |  |             |
| Mean                                                                                | 2.43                 | 2.47             | 2.39            | 2.41         | 2.27         | 2.41         | 2.34         | 2.48<br>d    | 2.47<br>d    | 2.68<br>zcdefgh | 2.42                                         | 2.43                                                        | 2.37                     | 2.48<br>zl                       | 2.39                                              | 2.44                 | 2.36                                                   | 2.44                            | 2.46                                              | 2.54                                                                             | 2.54                               | 2.46        |  |             |
| More                                                                                | 234<br>10%<br>jn     | 109<br>10%       | 125<br>11%      | 34<br>12%    | 36<br>10%    | 37<br>10%    | 37<br>11%    | 39<br>11%    | 24<br>9%     | 26<br>10%       | 169<br>9%                                    | 55<br>18%                                                   | 86<br>9%                 | 147<br>12%                       | 39<br>6%                                          | 191<br>12%           | 35<br>13%                                              | 54<br>10%                       | 86<br>16%                                         | 8<br>8%                                                                          | 8<br>11%                           | 229<br>10%  |  |             |
| Less                                                                                | 1167<br>52%<br>imt   | 526<br>49%       | 632<br>55%      | 157<br>54%   | 208<br>58%   | 195<br>54%   | 203<br>57%   | 180<br>51%   | 131<br>49%   | 92<br>37%       | 985<br>52%                                   | 164<br>55%                                                  | 536<br>55%               | 625<br>50%                       | 341<br>51%                                        | 811<br>53%           | 155<br>56%                                             | 298<br>54%                      | 286<br>53%                                        | 45<br>46%                                                                        | 28<br>38%                          | 1125<br>50% |  |             |
| NET: More                                                                           | -42%                 | -39%             | -44%            | -42%         | -48%         | -44%         | -47%         | -40%         | -40%         | -26%            | -43%                                         | -36%                                                        | -46%                     | -38%                             | -45%                                              | -40%                 | -44%                                                   | -44%                            | -37%                                              | -37%                                                                             | -27%                               | -40%        |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Keeping your home at a comfortable temperature

Base: All respondents

|                                                                                     | Total<br>(z)       | Annual household income |                                 |                                 |                              | Country        |                 |                |                         | England region (Net) |                 |                   | England region    |                   |                                    |                      |                      |                        |                    |                   |                   |             | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|----------------|-------------------------|----------------------|-----------------|-------------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|--------------------|-------------------|-------------------|-------------|-------------|
|                                                                                     |                    | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i)   | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) | South<br>(m)      | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t)  | South West<br>(u) | London<br>(v)     |             |             |
| Unweighted Total                                                                    | 2238               | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162            | 155                     | 453                  | 348             | 334               | 85                | 231               | 184                                | 170                  | 178                  | 194                    | 282                | 225               | 213               | 2238        |             |
| Weighted Total                                                                      | 2238               | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*           | 62*                     | 521                  | 362             | 1003              | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310                | 195               | 290               | 2238        |             |
| I do this a lot more because of<br>increases to the cost of living                  | 66<br>3%           | 28<br>7%<br>zdef        | 14<br>2%                        | 11<br>2%                        | 4<br>2%                      | 53<br>3%       | 6<br>3%         | 5<br>4%        | 3<br>4%                 | 12<br>2%             | 6<br>2%         | 34<br>3%          | 3<br>3%           | 6<br>2%           | 4<br>2%                            | 4<br>2%              | 3<br>1%              | 9<br>4%                | 11<br>4%           | 7<br>4%           | 7<br>3%           | 72<br>3%    |             |
| I do this a little more because of<br>increases to the cost of living               | 167<br>7%          | 42<br>10%<br>zde        | 37<br>6%                        | 29<br>6%                        | 12<br>5%                     | 145<br>8%      | 8<br>4%         | 12<br>11%<br>h | 3<br>5%                 | 31<br>6%             | 29<br>8%        | 84<br>8%          | 9<br>11%          | 10<br>4%          | 12<br>6%                           | 9<br>6%              | 20<br>10%            | 15<br>7%               | 21<br>7%           | 10<br>5%          | 39<br>13%<br>zotu | 157<br>7%   |             |
| increases to the cost of living have<br>made no difference to how much I<br>do this | 771<br>34%<br>cr   | 78<br>20%               | 208<br>34%<br>c                 | 231<br>44%<br>zcd               | 105<br>46%<br>zcd            | 657<br>35%     | 60<br>33%       | 37<br>35%      | 17<br>28%               | 161<br>31%           | 107<br>30%      | 388<br>39%<br>zkl | 20<br>22%         | 83<br>33%         | 59<br>32%                          | 60<br>36%<br>r       | 48<br>24%            | 71<br>34%              | 136<br>44%<br>znpr | 82<br>42%<br>znr  | 99<br>34%         | 835<br>37%  |             |
| I do this a little less because of<br>increases to the cost of living               | 790<br>35%<br>mt   | 137<br>34%              | 231<br>38%                      | 179<br>34%                      | 71<br>31%                    | 664<br>35%     | 69<br>37%       | 32<br>30%      | 24<br>39%               | 217<br>42%<br>zm     | 131<br>36%      | 316<br>32%        | 44<br>49%<br>zuv  | 96<br>39%<br>t    | 77<br>42%<br>t                     | 58<br>36%            | 73<br>37%            | 75<br>36%              | 86<br>28%          | 66<br>34%         | 89<br>31%         | 773<br>35%  |             |
| I do this a lot less because of<br>increases to the cost of living                  | 377<br>17%         | 105<br>26%<br>zdef      | 99<br>16%                       | 70<br>13%                       | 29<br>13%                    | 316<br>17%     | 31<br>17%       | 17<br>16%      | 13<br>22%               | 89<br>17%            | 76<br>21%<br>m  | 151<br>15%        | 11<br>12%         | 47<br>19%         | 31<br>17%                          | 28<br>17%            | 48<br>24%<br>zsu     | 25<br>12%              | 54<br>17%          | 23<br>12%         | 50<br>17%         | 352<br>16%  |             |
| Don't know                                                                          | 67<br>3%<br>e      | 9<br>2%                 | 15<br>2%                        | 4<br>1%                         | 10<br>4%<br>e                | 51<br>3%       | 11<br>6%        | 3<br>3%        | 1<br>2%                 | 10<br>2%             | 12<br>3%        | 29<br>3%          | 2<br>2%           | 6<br>2%           | 2<br>1%                            | 5<br>3%              | 7<br>3%              | 13<br>6%               | 3<br>1%            | 8<br>4%           | 5<br>2%           | 49<br>2%    |             |
| Mean                                                                                | 2.43<br>f          | 2.37                    | 2.38                            | 2.49                            | 2.5                          | 2.43           | 2.36            | 2.57           | 2.3                     | 2.34                 | 2.31            | 2.52<br>zkl       | 2.42              | 2.3               | 2.34                               | 2.39                 | 2.25                 | 2.53<br>f              | 2.51<br>f          | 2.53<br>or        | 2.53<br>f         | 2.46        |             |
| More                                                                                | 234<br>10%<br>zdef | 70<br>18%               | 51<br>8%                        | 40<br>8%                        | 16<br>7%                     | 197<br>10%     | 14<br>7%        | 17<br>16%      | 6<br>9%                 | 44<br>8%             | 35<br>10%       | 118<br>12%        | 12<br>14%         | 16<br>6%          | 16<br>8%                           | 13<br>8%             | 22<br>11%            | 24<br>10%              | 32<br>10%          | 17<br>8%          | 46<br>16%         | 229<br>10%  |             |
| Less                                                                                | 1167<br>52%<br>fmt | 241<br>61%<br>zef       | 330<br>55%<br>f                 | 249<br>48%                      | 100<br>43%                   | 981<br>52%     | 100<br>54%      | 49<br>46%      | 38<br>60%               | 306<br>59%<br>zm     | 207<br>57%<br>m | 468<br>47%        | 55<br>62%<br>tu   | 143<br>58%<br>tu  | 108<br>59%<br>tu                   | 86<br>52%            | 121<br>61%<br>zstuv  | 100<br>48%             | 139<br>45%         | 89<br>45%         | 139<br>48%        | 1125<br>50% |             |
| NET: More                                                                           | -42%               | -43%                    | -46%                            | -40%                            | -37%                         | -42%           | -47%            | -31%           | -51%                    | -50%                 | -47%            | -35%              | -48%              | -52%              | -50%                               | -45%                 | -50%                 | -37%                   | -35%               | -37%              | -32%              | -40%        |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [UN26-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/l - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Keeping your home at a comfortable temperature

Base: All respondents

|                                                                               | Total<br>(z)       | Urbanity     |              | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  | Unwtd Total |
|-------------------------------------------------------------------------------|--------------------|--------------|--------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|-------------|
|                                                                               |                    | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)        |             |
| Unweighted Total                                                              | 2238               | 1673         | 565          | 419                      | 432             | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400                   | 1831             | 2238        |
| Weighted Total                                                                | 2238               | 1745         | 493          | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238        |
| I do this a lot more because of increases to the cost of living               | 66<br>3%           | 54<br>3%     | 12<br>3%     | 21<br>5%                 | 16<br>4%        | 9<br>2%         | 12<br>3%        | 9<br>2%                   | 40<br>3%                                                                | 4<br>2%                            | 2<br>2%                                              | 4<br>3%                                                  | 6<br>3%                                           | 9<br>13%<br>zhijkln                               | -<br>-                   | 22<br>4%              | 44<br>3%         | 72<br>3%    |
| I do this a little more because of increases to the cost of living            | 167<br>7%          | 137<br>8%    | 30<br>6%     | 42<br>9%<br>f            | 35<br>8%        | 31<br>7%        | 22<br>5%        | 37<br>8%                  | 85<br>7%                                                                | 14<br>6%                           | 8<br>7%                                              | 14<br>9%                                                 | 26<br>11%                                         | 4<br>6%                                           | 17<br>10%                | 40<br>7%              | 127<br>8%        | 157<br>7%   |
| Increases to the cost of living have made no difference to how much I do this | 771<br>34%<br>clmo | 584<br>33%   | 187<br>38%   | 108<br>24%               | 154<br>35%<br>c | 153<br>34%<br>c | 166<br>37%<br>c | 189<br>42%<br>zc          | 455<br>38%<br>zlm                                                       | 89<br>36%<br>lm                    | 37<br>33%                                            | 47<br>29%                                                | 58<br>24%                                         | 11<br>16%                                         | 66<br>39%<br>m           | 174<br>29%            | 597<br>36%<br>zo | 835<br>37%  |
| I do this a little less because of increases to the cost of living            | 790<br>35%         | 617<br>35%   | 173<br>35%   | 156<br>35%               | 147<br>33%      | 154<br>35%      | 165<br>37%      | 167<br>37%                | 407<br>34%                                                              | 92<br>37%                          | 48<br>42%                                            | 64<br>40%                                                | 82<br>35%                                         | 22<br>30%                                         | 70<br>41%                | 212<br>36%            | 576<br>35%       | 773<br>35%  |
| I do this a lot less because of increases to the cost of living               | 377<br>17%<br>g    | 304<br>17%   | 73<br>15%    | 102<br>23%<br>zfg        | 72<br>16%<br>g  | 92<br>21%<br>g  | 68<br>15%<br>g  | 43<br>10%                 | 202<br>17%                                                              | 41<br>17%                          | 18<br>16%                                            | 23<br>14%                                                | 56<br>24%<br>zhn                                  | 18<br>26%<br>n                                    | 16<br>9%                 | 110<br>19%            | 265<br>16%       | 352<br>16%  |
| Don't know                                                                    | 67<br>3%<br>ghp    | 49<br>3%     | 17<br>4%     | 21<br>5%<br>g            | 19<br>4%<br>g   | 8<br>2%<br>g    | 15<br>3%<br>g   | 4<br>1%                   | 24<br>2%                                                                | 7<br>3%                            | 1<br>1%                                              | 10<br>6%<br>h                                            | 9<br>4%                                           | 5<br>8%<br>h                                      | 3<br>2%                  | 34<br>6%<br>zp        | 32<br>2%         | 49<br>2%    |
| Mean                                                                          | 2.43               | 2.42         | 2.44         | 2.36                     | 2.47            | 2.34            | 2.41            | 2.55<br>zce               | 2.46                                                                    | 2.37                               | 2.36                                                 | 2.43                                                     | 2.32                                              | 2.47                                              | 2.51                     | 2.37                  | 2.45             | 2.46        |
| More                                                                          | 234<br>10%         | 191<br>11%   | 42<br>9%     | 63<br>14%<br>zf          | 50<br>11%       | 40<br>9%        | 34<br>8%        | 46<br>10%                 | 124<br>10%                                                              | 18<br>7%                           | 9<br>8%                                              | 18<br>11%                                                | 32<br>14%                                         | 14<br>20%<br>i                                    | 17<br>10%                | 62<br>10%             | 172<br>10%       | 229<br>10%  |
| Less                                                                          | 1167<br>52%<br>g   | 921<br>53%   | 246<br>50%   | 258<br>57%<br>g          | 219<br>50%      | 247<br>55%<br>g | 232<br>52%      | 211<br>47%                | 608<br>50%                                                              | 133<br>54%                         | 66<br>58%                                            | 86<br>54%                                                | 138<br>58%                                        | 40<br>56%                                         | 85<br>50%                | 322<br>54%            | 842<br>51%       | 1125<br>50% |
| NET: More                                                                     | -42%               | -42%         | -41%         | -43%                     | -38%            | -46%            | -44%            | -37%                      | -40%                                                                    | -47%                               | -50%                                                 | -42%                                                     | -45%                                              | -37%                                              | -40%                     | -44%                  | -41%             | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Keeping your home at a comfortable temperature

Base: All respondents

|                                                                                     | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                    |              | Unwtd Total |
|-------------------------------------------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|--------------------|--------------|-------------|
|                                                                                     |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)        | Other<br>(m) |             |
| Unweighted Total                                                                    | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                | 17           | 2238        |
| Weighted Total                                                                      | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*               | 14**         | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 66<br>3%          | 59<br>3%                 | 4<br>2%           | 31<br>4%            | 24<br>2%            | 5<br>3%            | 19<br>4%                 | 42<br>3%                        | 42<br>3%                                          | 13<br>2%                          | 12<br>2%                                                  | 13<br>9%<br>zfg hijl             | 4<br>2%            | 3<br>18%     | 72<br>3%    |
| I do this a little more because of<br>increases to the cost of living               | 167<br>7%         | 154<br>8%                | 13<br>7%          | 66<br>8%            | 77<br>7%            | 11<br>7%           | 45<br>9%                 | 127<br>8%                       | 125<br>8%                                         | 32<br>6%                          | 35<br>6%                                                  | 11<br>8%                         | 13<br>7%           | -<br>-       | 157<br>7%   |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 771<br>34%<br>afk | 677<br>34%               | 90<br>44%<br>zae  | 281<br>35%          | 353<br>34%          | 43<br>25%          | 133<br>26%<br>k          | 565<br>35%<br>fhk               | 553<br>33%<br>fk                                  | 165<br>32%<br>fk                  | 208<br>36%<br>fk                                          | 24<br>16%                        | 90<br>44%<br>zfhik | 7<br>51%     | 835<br>37%  |
| I do this a little less because of<br>increases to the cost of living               | 790<br>35%        | 719<br>36%               | 66<br>32%         | 267<br>33%          | 387<br>38%          | 66<br>39%          | 204<br>39%               | 568<br>35%                      | 602<br>36%                                        | 196<br>37%                        | 211<br>37%                                                | 55<br>37%                        | 66<br>32%          | 4<br>28%     | 773<br>35%  |
| I do this a lot less because of<br>increases to the cost of living                  | 377<br>17%        | 351<br>18%<br>z          | 24<br>12%         | 143<br>18%          | 172<br>17%          | 36<br>21%          | 105<br>20%               | 278<br>17%                      | 305<br>18%<br>z                                   | 103<br>20%                        | 99<br>17%                                                 | 44<br>29%<br>zghijl              | 24<br>12%          | *<br>3%      | 352<br>16%  |
| Don't know                                                                          | 67<br>3%<br>adgh  | 45<br>2%                 | 7<br>3%           | 18<br>2%            | 18<br>2%            | 10<br>6%<br>ad     | 13<br>2%                 | 30<br>2%                        | 35<br>2%                                          | 15<br>3%                          | 13<br>2%                                                  | 3<br>2%                          | 7<br>3%            | -<br>-       | 49<br>2%    |
| Mean                                                                                | 2.43<br>ahi       | 2.41                     | 2.54              | 2.46                | 2.4                 | 2.27               | 2.35                     | 2.42<br>hi                      | 2.38                                              | 2.32                              | 2.38                                                      | 2.29                             | 2.54               | 3.02         | 2.46        |
| More                                                                                | 234<br>10%        | 213<br>11%               | 17<br>9%          | 97<br>12%           | 101<br>10%          | 16<br>9%           | 64<br>12%<br>ij          | 169<br>11%                      | 166<br>10%                                        | 45<br>9%                          | 47<br>8%                                                  | 25<br>16%<br>hij                 | 17<br>9%           | 3<br>18%     | 229<br>10%  |
| Less                                                                                | 1167<br>52%       | 1071<br>53%              | 90<br>44%         | 410<br>51%          | 559<br>54%          | 102<br>60%<br>b    | 309<br>59%<br>zghl       | 846<br>53%                      | 907<br>55%                                        | 299<br>57%                        | 309<br>54%                                                | 99<br>66%<br>zghijl              | 90<br>44%          | 4<br>31%     | 1125<br>50% |
| NET: More                                                                           | -42%              | -43%                     | -35%              | -39%                | -44%                | -51%               | -47%                     | -42%                            | -45%                                              | -48%                              | -45%                                                      | -49%                             | -35%               | -13%         | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214R: To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. - Keeping your home at a comfortable temperature

Base: All respondents

|                                                                               | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                               |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                              | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| I do this a lot more because of increases to the cost of living               | 66           | 16                      | 9                                  | 14                                    | 48                | 18                        | 46        | 9                                     | 29                     | 25               | 12                                    | 30                        | 24                    | 11                                            | 25                     | 21               | 13                                            | 28                        | 19                    | 72          |
| 3%                                                                            | 3%           | 3%                      | 6%                                 | 3%                                    | 3%                | 4%                        | 3%        | 3%                                    | 3%                     | 3%               | 3%                                    | 3%                        | 3%                    | 11%                                           | 3%                     | 2%               | 8%                                            | 3%                        | 2%                    | 3%          |
| I do this a little more because of increases to the cost of living            | 167          | 33                      | 24                                 | 23                                    | 131               | 37                        | 127       | 36                                    | 69                     | 57               | 31                                    | 63                        | 65                    | 11                                            | 82                     | 59               | 13                                            | 80                        | 52                    | 157         |
| 7%                                                                            | 7%           | 6%                      | 17%                                | 5%                                    | 8%                | 8%                        | 7%        | 10%                                   | 7%                     | 8%               | 8%                                    | 7%                        | 8%                    | 11%                                           | 10%                    | 7%               | 8%                                            | 10%                       | 5%                    | 7%          |
| Increases to the cost of living have made no difference to how much I do this | 771          | 178                     | 27                                 | 167                                   | 568               | 127                       | 639       | 140                                   | 400                    | 203              | 173                                   | 336                       | 246                   | 26                                            | 304                    | 274              | 57                                            | 286                       | 317                   | 835         |
| 34%                                                                           | 34%          | 34%                     | 19%                                | 35%                                   | 35%               | 27%                       | 37%       | 38%                                   | 39%                    | 27%              | 42%                                   | 37%                       | 29%                   | 26%                                           | 37%                    | 31%              | 36%                                           | 35%                       | 33%                   | 37%         |
| I do this a little less because of increases to the cost of living            | 790          | 194                     | 55                                 | 184                                   | 573               | 174                       | 608       | 132                                   | 362                    | 267              | 153                                   | 326                       | 287                   | 48                                            | 263                    | 308              | 57                                            | 272                       | 354                   | 773         |
| 35%                                                                           | 35%          | 37%                     | 39%                                | 38%                                   | 35%               | 36%                       | 36%       | 36%                                   | 35%                    | 35%              | 37%                                   | 36%                       | 33%                   | 48%                                           | 32%                    | 35%              | 35%                                           | 34%                       | 36%                   | 35%         |
| I do this a lot less because of increases to the cost of living               | 377          | 99                      | 27                                 | 91                                    | 254               | 114                       | 251       | 46                                    | 145                    | 179              | 40                                    | 116                       | 213                   | 4                                             | 127                    | 206              | 17                                            | 124                       | 213                   | 352         |
| 17%                                                                           | 17%          | 19%                     | 19%                                | 19%                                   | 16%               | 24%                       | 15%       | 13%                                   | 14%                    | 24%              | 10%                                   | 13%                       | 25%                   | 4%                                            | 16%                    | 23%              | 10%                                           | 15%                       | 22%                   | 16%         |
| Don't know                                                                    | 67           | 2                       | 1                                  | 1                                     | 44                | 6                         | 39        | 2                                     | 31                     | 29               | 7                                     | 28                        | 23                    | -                                             | 15                     | 18               | 5                                             | 18                        | 18                    | 49          |
| 3%                                                                            | 3%           | *                       | 1%                                 | *                                     | 3%                | 1%                        | 2%        | 1%                                    | 3%                     | 4%               | 2%                                    | 3%                        | 3%                    | -                                             | 2%                     | 2%               | 3%                                            | 2%                        | 2%                    | 2%          |
| Mean                                                                          | 2.43         | 2.37                    | 2.53                               | 2.34                                  | 2.46              | 2.3                       | 2.47      | 2.53                                  | 2.48                   | 2.29             | 2.57                                  | 2.5                       | 2.28                  | 2.77                                          | 2.52                   | 2.29             | 2.67                                          | 2.51                      | 2.28                  | 2.46        |
| More                                                                          | 234          | 49                      | 33                                 | 37                                    | 179               | 55                        | 173       | 45                                    | 98                     | 82               | 43                                    | 93                        | 89                    | 22                                            | 107                    | 80               | 26                                            | 108                       | 72                    | 229         |
| 10%                                                                           | 10%          | 9%                      | 23%                                | 8%                                    | 11%               | 12%                       | 10%       | 12%                                   | 9%                     | 11%              | 10%                                   | 10%                       | 10%                   | 22%                                           | 13%                    | 9%               | 16%                                           | 13%                       | 7%                    | 10%         |
| Less                                                                          | 1167         | 294                     | 82                                 | 274                                   | 828               | 288                       | 859       | 178                                   | 507                    | 446              | 192                                   | 442                       | 500                   | 52                                            | 390                    | 514              | 74                                            | 396                       | 567                   | 1125        |
| 52%                                                                           | 52%          | 56%                     | 57%                                | 57%                                   | 51%               | 60%                       | 50%       | 49%                                   | 49%                    | 59%              | 46%                                   | 49%                       | 58%                   | 52%                                           | 48%                    | 58%              | 46%                                           | 49%                       | 58%                   | 50%         |
| NET: More                                                                     | -42%         | -47%                    | -34%                               | -49%                                  | -40%              | -49%                      | -40%      | -36%                                  | -40%                   | -48%             | -36%                                  | -39%                      | -48%                  | -30%                                          | -35%                   | -49%             | -30%                                          | -36%                      | -51%                  | -40%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Taking part in leisure activities such as hobbies

Base: All respondents

|                                                                                     | Gender                |            |              | Age          |              |              |              |              |               | Ethnicity      |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|-------------------------------------------------------------------------------------|-----------------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                     | Total<br>(z)          | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h)  | 75+<br>(i)     | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                    | 2238                  | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552           | 314            | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total                                                                      | 2238                  | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268           | 249            | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 59<br>3%<br>hi        | 30<br>3%   | 29<br>2%     | 16<br>5%     | 8<br>2%      | 14<br>4%     | 7<br>2%      | 6<br>2%      | 4<br>2%       | 4<br>1%        | 41<br>2%                                     | 14<br>5%                                                    | 25<br>3%                 | 33<br>3%                         | 13<br>2%                                          | 45<br>3%             | 5<br>2%                                                | 22<br>4%                        | 15<br>3%                                           | 1<br>1%                                                                           | 2<br>3%                            | 46<br>2%    |
| I do this a little more because of<br>increases to the cost of living               | 116<br>5%<br>ghj      | 57<br>5%   | 58<br>5%     | 22<br>7%     | 23<br>6%     | 25<br>7%     | 15<br>4%     | 12<br>3%     | 7<br>3%       | 12<br>5%       | 73<br>4%                                     | 42<br>14%                                                   | 52<br>5%                 | 63<br>5%                         | 25<br>4%                                          | 89<br>6%             | 15<br>5%                                               | 21<br>4%                        | 42<br>8%                                           | 6<br>6%                                                                           | 6<br>9%                            | 95<br>4%    |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1058<br>47%<br>bdefkl | 558<br>52% | 494<br>43%   | 120<br>41%   | 102<br>28%   | 131<br>37%   | 143<br>40%   | 193<br>54%   | 182<br>68%    | 186<br>75%     | 953<br>51%                                   | 86<br>29%                                                   | 406<br>42%               | 650<br>52%                       | 338<br>51%                                        | 710<br>46%           | 121<br>44%                                             | 241<br>44%                      | 251<br>46%                                         | 56<br>57%                                                                         | 41<br>56%                          | 1216<br>54% |
| I do this a little less because of<br>increases to the cost of living               | 546<br>24%<br>ahimt   | 231<br>22% | 313<br>27%   | 69<br>23%    | 107<br>30%   | 117<br>32%   | 94<br>26%    | 84<br>24%    | 51<br>19%     | 25<br>10%      | 470<br>25%                                   | 59<br>20%                                                   | 283<br>29%               | 261<br>21%                       | 180<br>27%                                        | 361<br>23%           | 70<br>25%                                              | 152<br>28%                      | 113<br>21%                                         | 19<br>19%                                                                         | 7<br>10%                           | 504<br>23%  |
| I do this a lot less because of<br>increases to the cost of living                  | 358<br>16%<br>hij     | 156<br>15% | 195<br>17%   | 45<br>15%    | 88<br>25%    | 66<br>18%    | 75<br>21%    | 49<br>14%    | 20<br>8%      | 13<br>5%       | 273<br>15%                                   | 75<br>25%                                                   | 173<br>18%               | 184<br>15%                       | 91<br>14%                                         | 260<br>17%           | 56<br>20%                                              | 93<br>17%                       | 87<br>16%                                          | 13<br>13%                                                                         | 11<br>16%                          | 295<br>13%  |
| Don't know                                                                          | 102<br>5%<br>eghjn    | 37<br>4%   | 63<br>5%     | 20<br>7%     | 32<br>9%     | 7<br>2%      | 20<br>6%     | 10<br>3%     | 4<br>1%       | 9<br>3%        | 70<br>4%                                     | 24<br>8%                                                    | 37<br>4%                 | 62<br>5%                         | 19<br>3%                                          | 76<br>5%             | 9<br>3%                                                | 23<br>4%                        | 35<br>6%                                           | 5<br>5%                                                                           | 5<br>6%                            | 82<br>4%    |
| Mean                                                                                | 2.52<br>bdfl          | 2.59<br>zb | 2.46<br>a    | 2.61<br>df   | 2.25<br>d    | 2.44<br>e    | 2.36<br>f    | 2.55<br>df   | 2.71<br>zdefg | 2.87<br>zdefgh | 2.52<br>z                                    | 2.5<br>z                                                    | 2.44<br>z                | 2.58<br>z                        | 2.52<br>z                                         | 2.52<br>z            | 2.41<br>z                                              | 2.48<br>z                       | 2.58<br>z                                          | 2.61<br>z                                                                         | 2.71<br>p                          | 2.58<br>p   |
| More                                                                                | 175<br>8%<br>ghin     | 87<br>8%   | 87<br>8%     | 38<br>13%    | 31<br>8%     | 39<br>11%    | 22<br>6%     | 19<br>5%     | 12<br>4%      | 16<br>6%       | 114<br>6%                                    | 56<br>19%                                                   | 77<br>8%                 | 96<br>8%                         | 38<br>6%                                          | 135<br>9%            | 20<br>7%                                               | 42<br>8%                        | 57<br>11%                                          | 6<br>6%                                                                           | 8<br>12%                           | 141<br>6%   |
| Less                                                                                | 904<br>40%<br>ahjmt   | 387<br>36% | 508<br>44%   | 114<br>39%   | 195<br>54%   | 183<br>51%   | 169<br>48%   | 133<br>37%   | 71<br>27%     | 38<br>15%      | 743<br>40%                                   | 134<br>45%                                                  | 456<br>47%               | 445<br>36%                       | 271<br>41%                                        | 620<br>40%           | 126<br>46%                                             | 245<br>37%                      | 199<br>32%                                         | 31<br>32%                                                                         | 19<br>26%                          | 799<br>36%  |
| NET: More                                                                           | -33%                  | -28%       | -37%         | -26%         | -46%         | -40%         | -41%         | -32%         | -22%          | -9%            | -33%                                         | -26%                                                        | -39%                     | -28%                             | -35%                                              | -32%                 | -38%                                                   | -37%                            | -26%                                               | -25%                                                                              | -14%                               | -29%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Taking part in leisure activities such as hobbies

Base: All respondents

|                                                                                     |           | Annual household income |                      |                                 |                                 | Country                      |                |                 |              | England region (Net)    |              |                 | England region |                   |                   |                                    |                      |                      |                        |                   |                     |               | Unwtd Total |
|-------------------------------------------------------------------------------------|-----------|-------------------------|----------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|--------------|-----------------|----------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|---------------------|---------------|-------------|
|                                                                                     |           | Total<br>(b)            | Up to £25,999<br>(c) | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k) | Midlands<br>(l) | South<br>(m)   | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u)   | London<br>(v) |             |
| Unweighted Total                                                                    | 2238      | 468                     | 686                  | 465                             | 184                             | 1715                         | 206            | 162             | 155          | 453                     | 348          | 914             | 88             | 201               | 164               | 170                                | 178                  | 194                  | 282                    | 225               | 213                 | 2238          |             |
| Weighted Total                                                                      | 2238      | 398                     | 605                  | 524                             | 231                             | 1886                         | 184            | 106*            | 62*          | 521                     | 362          | 1003            | 89*            | 247               | 184               | 164                                | 198                  | 209                  | 310                    | 195               | 290                 | 2238          |             |
| I do this a lot more because of<br>increases to the cost of living                  | 59        | 14                      | 18                   | 10                              | -                               | 49                           | 6              | 1               | 3            | 10                      | 7            | 31              | 3              | 6                 | 2                 | 4                                  | 3                    | 6                    | 7                      | 4                 | 14                  | 46            |             |
|                                                                                     | 3%        | 3%<br>f                 | 3%<br>f              | 2%                              | -                               | 3%                           | 3%             | 1%              | 4%           | 2%                      | 2%           | 3%              | 3%             | 2%                | 1%                | 3%                                 | 2%                   | 3%                   | 2%                     | 2%                | 5%                  | 2%            |             |
| I do this a little more because of<br>increases to the cost of living               | 116       | 31                      | 26                   | 17                              | 15                              | 104                          | 6              | 3               | 3            | 26                      | 18           | 60              | 6              | 12                | 8                 | 6                                  | 12                   | 3                    | 14                     | 6                 | 37                  | 95            |             |
|                                                                                     | 5%        | 8%<br>s                 | 4%                   | 3%                              | 6%                              | 6%                           | 3%             | 3%              | 6%           | 5%                      | 5%           | 6%              | 7%             | 5%                | 4%                | 4%                                 | 6%                   | 1%                   | 5%                     | 3%                | 13%                 | 4%            |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1058      | 148                     | 273                  | 285                             | 129                             | 884                          | 92             | 54              | 28           | 238                     | 157          | 489             | 34             | 109               | 95                | 86                                 | 72                   | 110                  | 150                    | 113               | 117                 | 1216          |             |
|                                                                                     | 47%<br>cr | 37%                     | 45%<br>c             | 54%<br>zcd                      | 56%<br>zcd                      | 47%                          | 50%            | 51%             | 45%          | 46%                     | 44%          | 49%             | 38%            | 44%               | 52%<br>r          | 52%<br>r                           | 36%                  | 53%<br>r             | 48%<br>r               | 58%<br>znorv      | 40%                 | 54%           |             |
| I do this a little less because of<br>increases to the cost of living               | 546       | 103                     | 150                  | 139                             | 57                              | 463                          | 36             | 29              | 18           | 137                     | 98           | 228             | 28             | 71                | 38                | 37                                 | 61                   | 47                   | 89                     | 51                | 41                  | 504           |             |
|                                                                                     | 24%<br>v  | 26%                     | 25%                  | 27%                             | 25%                             | 25%                          | 20%            | 27%             | 30%          | 26%                     | 27%          | 23%             | 31%<br>v       | 29%<br>v          | 21%               | 23%                                | 31%<br>v             | 23%                  | 29%<br>v               | 26%<br>v          | 14%                 | 23%           |             |
| I do this a lot less because of<br>increases to the cost of living                  | 358       | 85                      | 112                  | 67                              | 17                              | 304                          | 31             | 15              | 8            | 93                      | 60           | 151             | 17             | 42                | 34                | 19                                 | 41                   | 28                   | 42                     | 16                | 65                  | 295           |             |
|                                                                                     | 16%<br>fu | 21%<br>zef              | 19%<br>ef            | 13%                             | 7%                              | 16%                          | 17%            | 14%             | 13%          | 18%                     | 17%          | 15%             | 19%<br>u       | 17%<br>u          | 19%<br>u          | 12%                                | 21%<br>u             | 13%                  | 14%                    | 8%                | 22%<br>zqfU         | 13%           |             |
| Don't know                                                                          | 102       | 17                      | 25                   | 7                               | 13                              | 81                           | 14             | 5               | 2            | 17                      | 21           | 43              | 2              | 7                 | 8                 | 12                                 | 9                    | 14                   | 8                      | 5                 | 15                  | 82            |             |
|                                                                                     | 5%<br>e   | 4%<br>e                 | 4%<br>e              | 1%                              | 5%<br>e                         | 4%                           | 8%             | 5%              | 3%           | 3%                      | 6%           | 4%              | 2%             | 3%                | 4%                | 7%                                 | 4%                   | 7%                   | 3%                     | 3%                | 5%                  | 4%            |             |
| Mean                                                                                | 2.52<br>r | 2.44                    | 2.46                 | 2.54                            | 2.65<br>cd                      | 2.52                         | 2.53           | 2.49            | 2.57         | 2.45                    | 2.45         | 2.58            | 2.43           | 2.46              | 2.46              | 2.6<br>r                           | 2.34                 | 2.55                 | 2.52                   | 2.64<br>r         | 2.61<br>r           | 2.58          |             |
| More                                                                                | 175       | 45                      | 44                   | 26                              | 15                              | 153                          | 11             | 4               | 6            | 36                      | 25           | 92              | 9              | 18                | 9                 | 10                                 | 15                   | 9                    | 21                     | 10                | 51                  | 141           |             |
|                                                                                     | 8%<br>e   | 11%<br>ze               | 7%                   | 5%                              | 6%                              | 8%                           | 6%             | 4%              | 10%          | 7%                      | 7%           | 9%              | 10%            | 7%                | 5%                | 6%                                 | 8%                   | 4%                   | 7%                     | 5%                | 18%<br>zopqrst<br>u | 6%            |             |
| Less                                                                                | 904       | 188                     | 262                  | 206                             | 74                              | 767                          | 67             | 43              | 27           | 230                     | 158          | 379             | 44             | 113               | 72                | 57                                 | 102                  | 75                   | 131                    | 67                | 106                 | 799           |             |
|                                                                                     | 40%<br>f  | 47%<br>zef              | 43%<br>f             | 39%                             | 32%                             | 41%                          | 36%            | 41%             | 43%          | 44%                     | 44%          | 38%             | 50%<br>u       | 46%<br>u          | 39%               | 35%                                | 52%<br>zqzuv         | 36%                  | 42%                    | 34%               | 37%                 | 36%           |             |
| NET: More                                                                           | -33%      | -36%                    | -36%                 | -34%                            | -26%                            | -33%                         | -30%           | -37%            | -33%         | -37%                    | -37%         | -29%            | -40%           | -38%              | -34%              | -28%                               | -44%                 | -32%                 | -36%                   | -29%              | -19%                | -29%          |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/I/J - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Taking part in leisure activities such as hobbies

Base: All respondents

|                                                                                     | Total<br>(z)       | Urbanity         |                  | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |                  | Unwtd Total      |             |
|-------------------------------------------------------------------------------------|--------------------|------------------|------------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------------|------------------|-------------|
|                                                                                     |                    | Urban<br>(a)     | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)       |                  | No<br>(p)   |
| Unweighted Total                                                                    | 2238               | 1673             | 565              | 419                      | 432             | 476             | 450             | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400              | 1831             | 2238        |
| Weighted Total                                                                      | 2238               | 1745             | 493              | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592              | 1642             | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 59<br>3%           | 49<br>3%         | 10<br>2%         | 13<br>3%                 | 18<br>4%<br>e   | 6<br>1%         | 8<br>2%         | 13<br>3%                  | 33<br>3%                                                                | 6<br>2%                            | 4<br>4%                                              | 2<br>1%                                                  | 1<br>1%                                           | 6<br>9%<br>zhkl                                   | 6<br>3%                  | 20<br>3%         | 38<br>2%         | 46<br>2%    |
| I do this a little more because of<br>increases to the cost of living               | 116<br>5%<br>be    | 102<br>6%<br>b   | 14<br>3%         | 43<br>10%<br>zefg        | 28<br>6%<br>e   | 12<br>3%        | 18<br>4%        | 15<br>3%                  | 55<br>5%                                                                | 8<br>3%                            | 2<br>1%                                              | 12<br>7%                                                 | 16<br>7%                                          | 10<br>14%<br>zhij                                 | 13<br>8%                 | 33<br>6%         | 84<br>5%         | 95<br>4%    |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1058<br>47%<br>cmo | 799<br>46%       | 259<br>52%<br>za | 155<br>35%               | 194<br>44%<br>c | 222<br>50%<br>c | 227<br>51%<br>c | 259<br>57%<br>zcd         | 616<br>51%<br>zkim                                                      | 115<br>47%<br>m                    | 68<br>59%<br>zkim                                    | 63<br>39%                                                | 96<br>40%                                         | 19<br>27%                                         | 76<br>44%                | 201<br>34%       | 856<br>52%<br>zo | 1216<br>54% |
| I do this a little less because of<br>increases to the cost of living               | 546<br>24%         | 405<br>23%       | 141<br>29%<br>za | 115<br>25%               | 99<br>22%       | 108<br>24%      | 112<br>25%      | 113<br>25%                | 297<br>25%                                                              | 69<br>28%<br>j                     | 19<br>16%                                            | 43<br>27%                                                | 62<br>26%                                         | 14<br>19%                                         | 37<br>22%                | 163<br>28%       | 382<br>23%       | 504<br>23%  |
| I do this a lot less because of<br>increases to the cost of living                  | 358<br>16%<br>bgp  | 310<br>18%<br>zb | 47<br>10%        | 96<br>21%<br>zfg         | 78<br>18%<br>g  | 83<br>18%<br>g  | 62<br>14%       | 39<br>9%                  | 176<br>15%                                                              | 38<br>16%                          | 18<br>16%                                            | 27<br>17%                                                | 51<br>21%<br>h                                    | 16<br>23%                                         | 29<br>17%                | 130<br>22%<br>zp | 226<br>14%       | 295<br>13%  |
| Don't know                                                                          | 102<br>5%<br>ghp   | 80<br>5%         | 21<br>4%         | 28<br>6%<br>g            | 25<br>6%<br>g   | 17<br>4%        | 21<br>5%        | 10<br>2%                  | 33<br>3%                                                                | 11<br>5%                           | 4<br>3%                                              | 14<br>9%<br>zh                                           | 12<br>5%                                          | 5<br>8%                                           | 11<br>6%                 | 44<br>8%<br>zp   | 56<br>3%         | 82<br>4%    |
| Mean                                                                                | 2.52<br>elo        | 2.5              | 2.57             | 2.44                     | 2.54            | 2.42            | 2.53            | 2.66<br>zce               | 2.55<br>l                                                               | 2.46                               | 2.59                                                 | 2.44                                                     | 2.36                                              | 2.65                                              | 2.56                     | 2.36             | 2.57<br>zo       | 2.58        |
| More                                                                                | 175<br>8%<br>be    | 151<br>9%<br>zb  | 24<br>5%         | 56<br>12%<br>zefg        | 46<br>10%<br>e  | 18<br>4%        | 27<br>6%        | 29<br>6%                  | 88<br>7%                                                                | 13<br>5%                           | 6<br>5%                                              | 14<br>9%                                                 | 17<br>7%                                          | 16<br>23%<br>zhijkl                               | 19<br>11%                | 53<br>9%         | 121<br>7%        | 141<br>6%   |
| Less                                                                                | 904<br>40%<br>gp   | 715<br>41%       | 189<br>38%       | 211<br>47%<br>zg         | 176<br>40%<br>g | 190<br>43%<br>g | 174<br>39%      | 152<br>34%                | 473<br>39%                                                              | 107<br>43%                         | 37<br>32%                                            | 70<br>44%                                                | 112<br>47%<br>j                                   | 30<br>42%                                         | 67<br>39%                | 293<br>50%<br>zp | 608<br>37%       | 799<br>36%  |
| NET: More                                                                           | -33%               | -32%             | -33%             | -34%                     | -30%            | -39%            | -33%            | -27%                      | -32%                                                                    | -38%                               | -27%                                                 | -35%                                                     | -40%                                              | -19%                                              | -28%                     | -41%             | -30%             | -29%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Taking part in leisure activities such as hobbies

Base: All respondents

|                                                                                     | Total<br>(z)        | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                  |              | Unwtd Total |
|-------------------------------------------------------------------------------------|---------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|------------------|--------------|-------------|
|                                                                                     |                     | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)      | Other<br>(m) |             |
| Unweighted Total                                                                    | 2238                | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165              | 17           | 2238        |
| Weighted Total                                                                      | 2238                | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*             | 14**         | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 59<br>3%<br>ah      | 45<br>2%                 | 10<br>5%          | 18<br>2%            | 23<br>2%            | 5<br>3%            | 19<br>4%<br>hi           | 37<br>2%                        | 34<br>2%                                          | 8<br>2%                           | 10<br>2%                                                  | 9<br>6%<br>ghij                  | 10<br>5%         | -<br>-       | 46<br>2%    |
| I do this a little more because of<br>increases to the cost of living               | 116<br>5%<br>adj    | 97<br>5%                 | 15<br>7%          | 46<br>6%            | 42<br>4%            | 10<br>6%           | 27<br>5%<br>j            | 76<br>5%<br>j                   | 78<br>5%<br>j                                     | 32<br>6%<br>j                     | 10<br>2%                                                  | 7<br>5%                          | 15<br>7%         | 2<br>13%     | 95<br>4%    |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1058<br>47%<br>efik | 948<br>47%<br>e          | 106<br>52%<br>e   | 388<br>48%<br>e     | 501<br>49%<br>e     | 58<br>34%          | 179<br>34%<br>k          | 785<br>49%<br>zfhik             | 781<br>47%<br>fk                                  | 222<br>42%<br>fk                  | 284<br>49%<br>fik                                         | 35<br>23%                        | 106<br>52%<br>fk | 8<br>57%     | 1216<br>54% |
| I do this a little less because of<br>increases to the cost of living               | 546<br>24%          | 497<br>25%               | 49<br>24%         | 193<br>24%          | 263<br>26%          | 41<br>24%          | 149<br>29%<br>g          | 387<br>24%                      | 421<br>25%                                        | 131<br>25%                        | 150<br>26%                                                | 40<br>26%                        | 49<br>24%        | 3<br>24%     | 504<br>23%  |
| I do this a lot less because of<br>increases to the cost of living                  | 358<br>16%<br>bl    | 337<br>17%<br>zb         | 18<br>9%          | 123<br>15%          | 171<br>17%<br>b     | 43<br>25%<br>zabcd | 123<br>24%<br>zghij      | 268<br>17%<br>l                 | 284<br>17%<br>zl                                  | 107<br>20%<br>zgl                 | 97<br>17%<br>l                                            | 58<br>38%<br>zfg hijl            | 18<br>9%         | 1<br>6%      | 295<br>13%  |
| Don't know                                                                          | 102<br>5%<br>adgh   | 81<br>4%<br>d            | 6<br>3%           | 37<br>5%            | 31<br>3%            | 13<br>8%<br>d      | 24<br>5%                 | 57<br>4%                        | 62<br>4%                                          | 23<br>4%                          | 26<br>5%                                                  | 2<br>1%                          | 6<br>3%          | -<br>-       | 82<br>4%    |
| Mean                                                                                | 2.52<br>aefhijk     | 2.49                     | 2.75<br>zacde     | 2.53<br>e           | 2.48                | 2.31               | 2.34                     | 2.5<br>fik                      | 2.47<br>fk                                        | 2.41<br>k                         | 2.43<br>k                                                 | 2.13                             | 2.75<br>zfg hijk | 2.77         | 2.58        |
| More                                                                                | 175<br>8%<br>adghj  | 142<br>7%                | 25<br>12%<br>d    | 63<br>8%            | 64<br>6%            | 14<br>8%           | 46<br>9%<br>j            | 113<br>7%<br>j                  | 112<br>7%<br>j                                    | 40<br>8%<br>j                     | 20<br>3%                                                  | 16<br>11%<br>j                   | 25<br>12%<br>hj  | 2<br>13%     | 141<br>6%   |
| Less                                                                                | 904<br>40%          | 835<br>42%               | 66<br>33%         | 316<br>39%          | 434<br>42%          | 85<br>50%<br>b     | 271<br>52%<br>zghijl     | 654<br>41%<br>zg                | 706<br>42%<br>zg                                  | 238<br>46%<br>zl                  | 247<br>43%                                                | 97<br>64%<br>zfg hijl            | 66<br>33%        | 4<br>30%     | 799<br>36%  |
| NET: More                                                                           | -33%                | -35%                     | -20%              | -31%                | -36%                | -41%               | -43%                     | -34%                            | -36%                                              | -38%                              | -39%                                                      | -54%                             | -20%             | -16%         | -29%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214R: To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. - Taking part in leisure activities such as hobbies

Base: All respondents

|                                                                               |              | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       |             |
|-------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                               | Total<br>(z) | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) | Unwtd Total |
| Unweighted Total                                                              | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 795                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| I do this a lot more because of increases to the cost of living               | 59           | 7                       | 2                                  | 7                                     | 46                | 14                        | 39        | 11                                    | 28                     | 19               | 14                                    | 25                        | 20                    | 10                                            | 26                     | 13               | 9                                             | 26                        | 19                    | 46          |
|                                                                               | 3%           | 1%                      | 2%                                 | 1%                                    | 3%                | 3%                        | 2%        | 3%                                    | 3%                     | 2%               | 3%                                    | 3%                        | 2%                    | 10%                                           | 3%                     | 1%               | 6%                                            | 3%                        | 2%                    | 2%          |
| I do this a little more because of increases to the cost of living            | 116          | 36                      | 26                                 | 26                                    | 74                | 32                        | 82        | 21                                    | 56                     | 36               | 23                                    | 50                        | 41                    | 9                                             | 47                     | 46               | 14                                            | 50                        | 39                    | 95          |
|                                                                               | 5%           | 7%                      | 18%                                | 5%                                    | 5%                | 7%                        | 5%        | 6%                                    | 5%                     | 5%               | 5%                                    | 6%                        | 5%                    | 9%                                            | 6%                     | 5%               | 9%                                            | 6%                        | 4%                    | 4%          |
| Increases to the cost of living have made no difference to how much I do this | 1058         | 229                     | 50                                 | 216                                   | 800               | 184                       | 867       | 197                                   | 530                    | 284              | 238                                   | 450                       | 340                   | 36                                            | 413                    | 385              | 80                                            | 381                       | 447                   | 1216        |
|                                                                               | 47%          | 44%                     | 35%                                | 45%                                   | 49%               | 39%                       | 51%       | 54%                                   | 51%                    | 37%              | 57%                                   | 50%                       | 40%                   | 36%                                           | 51%                    | 43%              | 49%                                           | 47%                       | 46%                   | 54%         |
| I do this a little less because of increases to the cost of living            | 546          | 153                     | 28                                 | 145                                   | 380               | 105                       | 434       | 87                                    | 250                    | 192              | 87                                    | 230                       | 218                   | 32                                            | 197                    | 214              | 35                                            | 203                       | 243                   | 504         |
|                                                                               | 24%          | 29%                     | 20%                                | 30%                                   | 23%               | 22%                       | 25%       | 24%                                   | 24%                    | 25%              | 21%                                   | 26%                       | 25%                   | 33%                                           | 24%                    | 24%              | 22%                                           | 25%                       | 25%                   | 23%         |
| I do this a lot less because of increases to the cost of living               | 358          | 89                      | 32                                 | 77                                    | 250               | 126                       | 224       | 39                                    | 126                    | 190              | 39                                    | 110                       | 201                   | 12                                            | 105                    | 200              | 14                                            | 118                       | 197                   | 295         |
|                                                                               | 16%          | 17%                     | 23%                                | 16%                                   | 15%               | 26%                       | 13%       | 11%                                   | 12%                    | 25%              | 9%                                    | 12%                       | 23%                   | 12%                                           | 13%                    | 23%              | 9%                                            | 15%                       | 20%                   | 13%         |
| Don't know                                                                    | 102          | 9                       | 3                                  | 8                                     | 68                | 16                        | 63        | 10                                    | 46                     | 39               | 15                                    | 35                        | 38                    | 1                                             | 28                     | 28               | 9                                             | 30                        | 30                    | 82          |
|                                                                               | 5%           | 2%                      | 2%                                 | 2%                                    | 4%                | 3%                        | 4%        | 3%                                    | 4%                     | 5%               | 4%                                    | 4%                        | 4%                    | 1%                                            | 3%                     | 3%               | 6%                                            | 4%                        | 3%                    | 4%          |
| Mean                                                                          | 2.52         | 2.45                    | 2.55                               | 2.45                                  | 2.54              | 2.35                      | 2.56      | 2.66                                  | 2.61                   | 2.31             | 2.71                                  | 2.59                      | 2.34                  | 2.71                                          | 2.61                   | 2.37             | 2.8                                           | 2.57                      | 2.41                  | 2.58        |
| More                                                                          | 175          | 43                      | 28                                 | 32                                    | 120               | 45                        | 121       | 33                                    | 84                     | 55               | 36                                    | 75                        | 60                    | 18                                            | 73                     | 59               | 23                                            | 76                        | 58                    | 141         |
|                                                                               | 8%           | 8%                      | 20%                                | 7%                                    | 7%                | 10%                       | 7%        | 9%                                    | 8%                     | 7%               | 9%                                    | 8%                        | 7%                    | 18%                                           | 9%                     | 7%               | 15%                                           | 9%                        | 6%                    | 6%          |
| Less                                                                          | 904          | 242                     | 61                                 | 223                                   | 630               | 231                       | 658       | 126                                   | 376                    | 382              | 126                                   | 340                       | 419                   | 44                                            | 302                    | 414              | 49                                            | 321                       | 440                   | 799         |
|                                                                               | 40%          | 46%                     | 43%                                | 46%                                   | 39%               | 48%                       | 38%       | 35%                                   | 36%                    | 50%              | 30%                                   | 38%                       | 49%                   | 44%                                           | 37%                    | 47%              | 31%                                           | 40%                       | 45%                   | 36%         |
| NET: More                                                                     | -33%         | -38%                    | -23%                               | -40%                                  | -31%              | -39%                      | -31%      | -26%                                  | -28%                   | -43%             | -22%                                  | -30%                      | -42%                  | -26%                                          | -28%                   | -40%             | -16%                                          | -30%                      | -39%                  | -29%        |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Walking, cycling or using public transport instead of driving

Base: All respondents

|                                                                                     | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                                                                                     | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ1/2/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total                                                                    | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total                                                                      | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 184          | 92         | 90           | 31           | 34           | 37           | 23           | 32           | 14           | 13         | 143                                          | 37                                                          | 64                       | 119                              | 48                                                | 136                  | 24                                                     | 46                              | 59                                                 | 3                                                                                 | 3                                  | 161         |
|                                                                                     | 8%           | 9%         | 8%           | 11%          | 9%           | 10%          | 7%           | 9%           | 5%           | 5%         | 8%                                           | 12%                                                         | 7%                       | 9%                               | 7%                                                | 9%                   | 9%                                                     | 8%                              | 11%                                                | 3%                                                                                | 4%                                 | 7%          |
|                                                                                     | hii          |            |              |              |              | hi           |              | h            |              |            |                                              |                                                             | z                        |                                  |                                                   | s                    |                                                        | s                               |                                                    |                                                                                   |                                    |             |
| I do this a little more because of<br>increases to the cost of living               | 350          | 153        | 197          | 56           | 64           | 71           | 41           | 48           | 41           | 30         | 268                                          | 76                                                          | 159                      | 191                              | 111                                               | 233                  | 37                                                     | 89                              | 81                                                 | 17                                                                                | 10                                 | 318         |
|                                                                                     | 16%          | 14%        | 17%          | 19%          | 18%          | 20%          | 11%          | 14%          | 15%          | 12%        | 14%                                          | 25%                                                         | 16%                      | 15%                              | 17%                                               | 15%                  | 13%                                                    | 16%                             | 15%                                                | 17%                                                                               | 14%                                | 14%         |
|                                                                                     | fj           |            |              |              |              | fji          |              |              |              |            |                                              | zj                                                          |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1307         | 680        | 620          | 137          | 174          | 186          | 228          | 218          | 183          | 180        | 1164                                         | 118                                                         | 597                      | 710                              | 428                                               | 869                  | 167                                                    | 316                             | 286                                                | 64                                                                                | 36                                 | 1413        |
|                                                                                     | 58%          | 64%        | 54%          | 47%          | 48%          | 52%          | 64%          | 62%          | 68%          | 72%        | 62%                                          | 39%                                                         | 61%                      | 57%                              | 64%                                               | 56%                  | 60%                                                    | 57%                             | 53%                                                | 65%                                                                               | 50%                                | 63%         |
|                                                                                     | bcdckor      | zls        |              |              |              | acde         |              | cde          | zcddeq       | zcdelfe    | zk                                           |                                                             |                          |                                  | zort                                              |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| I do this a little less because of<br>increases to the cost of living               | 147          | 58         | 86           | 18           | 35           | 28           | 21           | 23           | 12           | 9          | 114                                          | 30                                                          | 63                       | 81                               | 37                                                | 105                  | 19                                                     | 30                              | 42                                                 | 9                                                                                 | 5                                  | 134         |
|                                                                                     | 7%           | 5%         | 7%           | 6%           | 10%          | 8%           | 6%           | 6%           | 5%           | 4%         | 6%                                           | 10%                                                         | 6%                       | 6%                               | 6%                                                | 7%                   | 7%                                                     | 5%                              | 8%                                                 | 9%                                                                                | 7%                                 | 6%          |
|                                                                                     | hij          |            |              |              | hi           |              |              |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| I do this a lot less because of<br>increases to the cost of living                  | 103          | 37         | 64           | 13           | 24           | 19           | 17           | 15           | 10           | 6          | 86                                           | 15                                                          | 42                       | 60                               | 21                                                | 80                   | 16                                                     | 28                              | 29                                                 | 2                                                                                 | 5                                  | 92          |
|                                                                                     | 5%           | 3%         | 6%           | 4%           | 7%           | 5%           | 5%           | 4%           | 4%           | 3%         | 5%                                           | 5%                                                          | 4%                       | 5%                               | 3%                                                | 5%                   | 6%                                                     | 5%                              | 5%                                                 | 2%                                                                                | 7%                                 | 4%          |
|                                                                                     |              |            |              |              |              |              |              |              |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| Don't know                                                                          | 147          | 50         | 94           | 36           | 31           | 19           | 25           | 18           | 8            | 10         | 105                                          | 24                                                          | 52                       | 92                               | 20                                                | 118                  | 13                                                     | 43                              | 46                                                 | 3                                                                                 | 13                                 | 120         |
|                                                                                     | 7%           | 5%         | 8%           | 12%          | 9%           | 5%           | 7%           | 5%           | 3%           | 4%         | 6%                                           | 8%                                                          | 5%                       | 7%                               | 3%                                                | 8%                   | 5%                                                     | 8%                              | 9%                                                 | 3%                                                                                | 18%                                | 5%          |
|                                                                                     | ahijn        | za         |              | zghi         | h            |              | h            |              |              |            |                                              |                                                             |                          |                                  | zn                                                |                      | n                                                      |                                 | n                                                  | znopqrs                                                                           |                                    |             |
| Mean                                                                                | 3.17         | 3.2        | 3.15         | 3.29         | 3.15         | 3.23         | 3.1          | 3.18         | 3.14         | 3.14       | 3.15                                         | 3.32                                                        | 3.15                     | 3.2                              | 3.2                                               | 3.17                 | 3.13                                                   | 3.19                            | 3.2                                                | 3.1                                                                               | 3                                  | 3.15        |
|                                                                                     | i            |            |              |              |              |              |              |              |              |            | i                                            |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| More                                                                                | 535          | 245        | 287          | 88           | 97           | 107          | 64           | 80           | 55           | 43         | 411                                          | 113                                                         | 223                      | 310                              | 159                                               | 369                  | 61                                                     | 135                             | 140                                                | 20                                                                                | 13                                 | 479         |
|                                                                                     | 24%          | 23%        | 25%          | 30%          | 27%          | 30%          | 18%          | 23%          | 21%          | 17%        | 22%                                          | 38%                                                         | 23%                      | 25%                              | 24%                                               | 24%                  | 22%                                                    | 24%                             | 26%                                                | 20%                                                                               | 18%                                | 21%         |
|                                                                                     | thij         |            |              | fi           | fi           | zfighi       |              |              |              |            | zi                                           |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| Less                                                                                | 250          | 95         | 150          | 31           | 59           | 47           | 38           | 38           | 22           | 15         | 200                                          | 45                                                          | 105                      | 141                              | 58                                                | 186                  | 35                                                     | 58                              | 71                                                 | 12                                                                                | 10                                 | 236         |
|                                                                                     | 11%          | 9%         | 13%          | 11%          | 16%          | 13%          | 11%          | 11%          | 8%           | 6%         | 11%                                          | 15%                                                         | 11%                      | 11%                              | 9%                                                | 12%                  | 13%                                                    | 11%                             | 13%                                                | 12%                                                                               | 14%                                | 10%         |
|                                                                                     | ahin         | za         |              | hi           | i            | i            | i            | i            |              |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    |             |
| NET: More                                                                           | 13%          | 14%        | 12%          | 19%          | 11%          | 17%          | 7%           | 12%          | 12%          | 11%        | 11%                                          | 23%                                                         | 12%                      | 13%                              | 15%                                               | 12%                  | 10%                                                    | 14%                             | 13%                                                | 9%                                                                                | 4%                                 | 11%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Walking, cycling or using public transport instead of driving

Base: All respondents

|                                                                                     | Total<br>(g) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              | England region    |                   |                                    |                      |                      |                        |                   |                   |                |      | Unwtd Total |
|-------------------------------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|----------------|------|-------------|
|                                                                                     |              | Up to £25,999<br>(h)    | £26,000 up to<br>£51,999<br>(i) | £52,000 up to<br>£99,999<br>(j) | £100,000 and<br>above<br>(k) | England<br>(l) | Scotland<br>(m) | Wales<br>(n) | Northern Ireland<br>(o) | North<br>(p)         | Midlands<br>(q) | South<br>(r) | North East<br>(s) | North West<br>(t) | Yorkshire and The<br>Humber<br>(u) | East Midlands<br>(v) | West Midlands<br>(w) | East of England<br>(x) | South East<br>(y) | South West<br>(z) | London<br>(aa) |      |             |
| Unweighted Total                                                                    | 2238         | 468                     | 686                             | 465                             | 164                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 334          | 85                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213            | 2238 |             |
| Weighted Total                                                                      | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290            | 2238 |             |
| I do this a lot more because of<br>increases to the cost of living                  | 184          | 55                      | 57                              | 18                              | 9                            | 152            | 17              | 10           | 4                       | 47                   | 19              | 86           | 10                | 22                | 14                                 | 9                    | 11                   | 14                     | 29                | 13                | 29             | 161  |             |
| 8%<br>e                                                                             | 14%<br>zef   | 9%<br>gf                | 3%<br>h                         | 4%<br>i                         | 8%<br>j                      | 9%<br>k        | 10%<br>l        | 6%<br>m      | 9%<br>n                 | 5%<br>o              | 9%<br>p         | 12%<br>q     | 9%<br>r           | 8%<br>s           | 5%<br>t                            | 5%<br>u              | 7%<br>v              | 9%<br>w                | 7%<br>x           | 10%<br>y          | 7%<br>z        |      |             |
| I do this a little more because of<br>increases to the cost of living               | 350          | 71                      | 86                              | 84                              | 45                           | 297            | 25              | 18           | 11                      | 87                   | 61              | 148          | 13                | 46                | 28                                 | 31                   | 30                   | 27                     | 36                | 26                | 59             | 318  |             |
| 16%                                                                                 | 18%          | 14%                     | 16%                             | 19%                             | 16%                          | 14%            | 17%             | 18%          | 17%                     | 17%                  | 15%             | 15%          | 19%               | 15%               | 19%                                | 15%                  | 13%                  | 11%                    | 14%               | 20%<br>t          | 14%            |      |             |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1307         | 179                     | 359                             | 362                             | 152                          | 1100           | 107             | 62           | 38                      | 294                  | 196             | 610          | 48                | 138               | 107                                | 95                   | 101                  | 122                    | 204               | 128               | 157            | 1413 |             |
| 58%<br>c                                                                            | 45%<br>d     | 59%<br>e                | 69%<br>f                        | 66%<br>g                        | 58%<br>h                     | 58%<br>i       | 59%<br>j        | 60%<br>k     | 56%<br>l                | 54%<br>m             | 61%<br>n        | 54%<br>o     | 56%<br>p          | 58%<br>q          | 58%<br>r                           | 51%<br>s             | 58%<br>t             | 66%<br>u               | 66%<br>v          | 54%<br>w          | 63%            |      |             |
| I do this a little less because of<br>increases to the cost of living               | 147          | 40                      | 30                              | 44                              | 7                            | 128            | 10              | 6            | 3                       | 42                   | 29              | 58           | 12                | 19                | 11                                 | 15                   | 14                   | 14                     | 13                | 10                | 22             | 134  |             |
| 7%<br>d                                                                             | 10%<br>zef   | 5%<br>gf                | 8%<br>h                         | 3%<br>i                         | 7%<br>j                      | 5%<br>k        | 5%<br>l         | 5%<br>m      | 5%<br>n                 | 8%<br>o              | 8%<br>p         | 6%<br>q      | 13%<br>r          | 7%<br>s           | 6%<br>t                            | 9%<br>u              | 7%<br>v              | 7%<br>w                | 4%<br>x           | 5%<br>y           | 7%<br>z        |      |             |
| I do this a lot less because of<br>increases to the cost of living                  | 103          | 28                      | 37                              | 5                               | 12                           | 90             | 6               | 3            | 4                       | 28                   | 24              | 38           | 3                 | 10                | 15                                 | 2                    | 22                   | 12                     | 12                | 7                 | 7              | 92   |             |
| 5%<br>e                                                                             | 7%<br>zef    | 6%<br>gf                | 1%<br>h                         | 5%<br>i                         | 5%<br>j                      | 3%<br>k        | 3%<br>l         | 6%<br>m      | 5%<br>n                 | 7%<br>o              | 4%<br>p         | 3%<br>q      | 3%<br>r           | 4%<br>s           | 8%<br>t                            | 1%<br>u              | 11%<br>v             | 6%<br>w                | 4%<br>x           | 3%<br>y           | 2%<br>z        |      |             |
| Don't know                                                                          | 147          | 26                      | 36                              | 11                              | 7                            | 118            | 19              | 7            | 3                       | 23                   | 33              | 63           | 3                 | 13                | 7                                  | 13                   | 20                   | 20                     | 16                | 11                | 17             | 120  |             |
| 7%<br>e                                                                             | 7%<br>zef    | 6%<br>gf                | 2%<br>h                         | 3%<br>i                         | 6%<br>j                      | 10%<br>k       | 6%<br>l         | 4%<br>m      | 4%<br>n                 | 9%<br>o              | 6%<br>p         | 3%<br>q      | 3%<br>r           | 5%<br>s           | 4%<br>t                            | 8%<br>u              | 10%<br>v             | 9%<br>w                | 5%<br>x           | 6%<br>y           | 5%<br>z        |      |             |
| Mean                                                                                | 3.17         | 3.23                    | 3.17                            | 3.13                            | 3.15                         | 3.17           | 3.23            | 3.27         | 3.13                    | 3.17                 | 3.07            | 3.2          | 3.19              | 3.22              | 3.09                               | 3.19                 | 2.96                 | 3.1                    | 3.19              | 3.16              | 3.3            | 3.15 |             |
| More                                                                                | 535          | 126                     | 143                             | 103                             | 54                           | 449            | 43              | 28           | 15                      | 134                  | 80              | 234          | 23                | 68                | 43                                 | 40                   | 41                   | 42                     | 65                | 40                | 88             | 479  |             |
| 24%<br>e                                                                            | 32%<br>zde   | 24%<br>f                | 20%<br>g                        | 23%<br>h                        | 24%<br>i                     | 23%<br>j       | 27%<br>k        | 24%<br>l     | 26%<br>m                | 22%<br>n             | 23%<br>o        | 26%<br>p     | 26%<br>q          | 27%<br>r          | 23%<br>s                           | 24%<br>t             | 21%<br>u             | 20%<br>v               | 21%<br>w          | 20%<br>x          | 30%<br>y       |      |             |
| Less                                                                                | 250          | 67                      | 67                              | 48                              | 18                           | 219            | 16              | 9            | 7                       | 70                   | 53              | 96           | 15                | 29                | 27                                 | 17                   | 36                   | 26                     | 25                | 16                | 28             | 226  |             |
| 11%                                                                                 | 17%<br>zdef  | 11%<br>f                | 9%<br>g                         | 8%<br>h                         | 12%<br>i                     | 9%<br>j        | 8%<br>k         | 12%<br>l     | 13%<br>m                | 15%<br>n             | 10%<br>o        | 16%<br>p     | 16%<br>q          | 12%<br>r          | 14%<br>s                           | 10%<br>t             | 18%<br>u             | 12%<br>v               | 8%<br>w           | 8%<br>x           | 10%<br>y       |      |             |
| NET: More                                                                           | 13%          | 15%                     | 13%                             | 10%                             | 15%                          | 12%            | 15%             | 18%          | 13%                     | 12%                  | 8%              | 14%          | 10%               | 16%               | 9%                                 | 14%                  | 2%                   | 8%                     | 13%               | 12%               | 21%            | 11%  |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos [UN 126-001039-01]  
Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Means: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base



Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Walking, cycling or using public transport instead of driving

Base: All respondents

|                                                                               | Total<br>(z) | Urbanity     |              | IMD Quintile             |          |          |          |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   | Children in household    |            | Unwtd Total |           |
|-------------------------------------------------------------------------------|--------------|--------------|--------------|--------------------------|----------|----------|----------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|------------|-------------|-----------|
|                                                                               |              | Urban<br>(a) | Rural<br>(b) | 1 - Most deprived<br>(c) | 2<br>(d) | 3<br>(e) | 4<br>(f) | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o) |             | No<br>(p) |
| Unweighted Total                                                              | 2238         | 1673         | 565          | 419                      | 432      | 476      | 450      | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400        | 1831        | 2238      |
| Weighted Total                                                                | 2238         | 1745         | 493          | 451                      | 442      | 447      | 448      | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592        | 1642        | 2238      |
| I do this a lot more because of increases to the cost of living               | 184          | 157          | 27           | 36                       | 42       | 48       | 22       | 36                        | 86                                                                      | 24                                 | 3                                                    | 18                                                       | 21                                                | 15                                                | 14                       | 52         | 132         | 161       |
|                                                                               | 8%<br>bfh    | 9%<br>b      | 5%           | 8%                       | 10%<br>f | 11%<br>f | 5%       | 8%                        | 7%                                                                      | 10%<br>j                           | 3%                                                   | 11%<br>j                                                 | 9%                                                | 22%<br>zhjl                                       | 8%                       | 9%         | 8%          | 7%        |
| I do this a little more because of increases to the cost of living            | 350          | 289          | 62           | 97                       | 59       | 62       | 76       | 56                        | 192                                                                     | 26                                 | 23                                                   | 23                                                       | 35                                                | 9                                                 | 39                       | 112        | 238         | 318       |
|                                                                               | 16%<br>ip    | 17%          | 13%          | 22%<br>zdeg              | 13%      | 14%      | 17%      | 12%                       | 16%<br>i                                                                | 10%                                | 21%<br>i                                             | 14%                                                      | 15%                                               | 13%                                               | 23%<br>i                 | 19%        | 14%         | 14%       |
| Increases to the cost of living have made no difference to how much I do this | 1307         | 974          | 333          | 204                      | 250      | 265      | 273      | 314                       | 769                                                                     | 147                                | 74                                                   | 91                                                       | 115                                               | 25                                                | 82                       | 295        | 1010        | 1413      |
|                                                                               | 58%<br>aclmo | 56%          | 68%<br>za    | 45%                      | 57%<br>c | 59%<br>c | 61%<br>c | 70%<br>zcddef             | 63%<br>zlmn                                                             | 59%<br>lm                          | 65%<br>lm                                            | 56%<br>m                                                 | 49%                                               | 35%                                               | 48%                      | 50%        | 62%<br>zo   | 63%       |
| I do this a little less because of increases to the cost of living            | 147          | 122          | 25           | 46                       | 31       | 30       | 23       | 18                        | 67                                                                      | 20                                 | 6                                                    | 3                                                        | 24                                                | 8                                                 | 17                       | 41         | 105         | 134       |
|                                                                               | 7%<br>gh     | 7%           | 5%           | 10%<br>zfg               | 7%       | 7%       | 5%       | 4%                        | 6%                                                                      | 8%<br>k                            | 5%                                                   | 2%                                                       | 10%<br>hk                                         | 12%<br>k                                          | 10%                      | 7%         | 6%          | 6%        |
| I do this a lot less because of increases to the cost of living               | 103          | 86           | 17           | 28                       | 28       | 21       | 17       | 10                        | 51                                                                      | 12                                 | 3                                                    | 9                                                        | 18                                                | 7                                                 | 4                        | 29         | 75          | 92        |
|                                                                               | 5%<br>g      | 5%           | 4%           | 6%<br>g                  | 6%<br>g  | 5%       | 4%       | 2%                        | 4%                                                                      | 5%                                 | 3%                                                   | 5%                                                       | 8%                                                | 10%                                               | 2%                       | 5%         | 5%          | 4%        |
| Don't know                                                                    | 147          | 118          | 28           | 39                       | 32       | 22       | 38       | 16                        | 47                                                                      | 19                                 | 4                                                    | 17                                                       | 25                                                | 6                                                 | 16                       | 63         | 82          | 120       |
|                                                                               | 7%<br>ghp    | 7%           | 6%           | 9%<br>g                  | 7%       | 5%       | 8%<br>g  | 4%                        | 4%                                                                      | 8%<br>h                            | 4%                                                   | 11%<br>h                                                 | 11%<br>zh                                         | 8%<br>zh                                          | 9%                       | 11%<br>zp  | 5%          | 5%        |
| Mean                                                                          | 3.17         | 3.19         | 3.12         | 3.17                     | 3.14     | 3.21     | 3.15     | 3.21                      | 3.17                                                                    | 3.14                               | 3.16                                                 | 3.27                                                     | 3.07                                              | 3.27                                              | 3.28                     | 3.22       | 3.16        | 3.15      |
| More                                                                          | 535          | 446          | 89           | 134                      | 101      | 111      | 97       | 92                        | 278                                                                     | 50                                 | 27                                                   | 41                                                       | 55                                                | 25                                                | 53                       | 164        | 370         | 479       |
|                                                                               | 24%<br>bp    | 26%<br>zb    | 18%          | 30%<br>zfg               | 23%      | 25%      | 22%      | 20%                       | 23%                                                                     | 20%                                | 23%                                                  | 26%                                                      | 23%                                               | 35%                                               | 31%                      | 28%        | 23%         | 21%       |
| Less                                                                          | 250          | 207          | 43           | 74                       | 59       | 50       | 40       | 28                        | 118                                                                     | 31                                 | 9                                                    | 12                                                       | 42                                                | 15                                                | 20                       | 70         | 179         | 226       |
|                                                                               | 11%<br>gh    | 12%          | 9%           | 16%<br>zfg               | 13%<br>g | 11%<br>g | 9%       | 6%                        | 10%                                                                     | 13%                                | 8%                                                   | 7%                                                       | 18%<br>zhjk                                       | 22%<br>hk                                         | 12%                      | 12%        | 11%         | 10%       |
| NET: More                                                                     | 13%          | 14%          | 9%           | 13%                      | 10%      | 14%      | 13%      | 14%                       | 13%                                                                     | 8%                                 | 15%                                                  | 18%                                                      | 6%                                                | 13%                                               | 19%                      | 16%        | 12%         | 11%       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q214R. To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Walking, cycling or using public transport instead of driving

Base: All respondents

|                                                                                     | Total<br>(z)      | Use of NHS Services P12M |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|-------------------------------------------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                                     |                   | Any service<br>(a)       | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                                    | 2238              | 2055                     | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                                      | 2238              | 2005                     | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| I do this a lot more because of<br>increases to the cost of living                  | 184<br>8%<br>g    | 160<br>8%                | 21<br>10%         | 69<br>9%            | 74<br>7%            | 17<br>10%          | 46<br>9%                 | 120<br>7%                       | 128<br>8%                                         | 47<br>9%                          | 37<br>6%                                                  | 22<br>15%<br>zghj                | 21<br>10%   | 1<br>10%     | 161<br>7%   |
| I do this a little more because of<br>increases to the cost of living               | 350<br>16%        | 318<br>16%               | 29<br>14%         | 128<br>16%          | 162<br>16%          | 28<br>17%          | 94<br>18%                | 247<br>15%                      | 266<br>16%                                        | 91<br>17%                         | 95<br>16%                                                 | 16<br>10%                        | 29<br>14%   | 2<br>12%     | 318<br>14%  |
| Increases to the cost of living have<br>made no difference to how much I<br>do this | 1307<br>58%<br>fk | 1184<br>59%              | 118<br>58%        | 470<br>58%          | 628<br>61%          | 86<br>50%          | 271<br>52%               | 975<br>61%<br>zfhk              | 975<br>59%<br>fk                                  | 293<br>56%                        | 361<br>63%<br>fik                                         | 71<br>47%                        | 118<br>58%  | 11<br>77%    | 1413<br>63% |
| I do this a little less because of<br>increases to the cost of living               | 147<br>7%<br>j    | 136<br>7%                | 11<br>5%          | 57<br>7%            | 63<br>6%            | 16<br>9%           | 46<br>9%<br>j            | 111<br>7%                       | 122<br>7%<br>z                                    | 36<br>7%                          | 32<br>6%                                                  | 16<br>10%                        | 11<br>5%    | -<br>-       | 134<br>6%   |
| I do this a lot less because of<br>increases to the cost of living                  | 103<br>5%         | 93<br>5%                 | 10<br>5%          | 39<br>5%            | 41<br>4%            | 14<br>8%           | 30<br>6%                 | 68<br>4%                        | 73<br>4%                                          | 27<br>5%                          | 26<br>5%                                                  | 16<br>11%<br>zghij               | 10<br>5%    | -<br>-       | 92<br>4%    |
| Don't know                                                                          | 147<br>7%<br>agj  | 115<br>6%                | 15<br>7%          | 42<br>5%            | 63<br>6%            | 10<br>6%           | 32<br>6%                 | 89<br>6%                        | 98<br>6%                                          | 29<br>6%                          | 25<br>4%                                                  | 11<br>7%                         | 15<br>7%    | -<br>-       | 120<br>5%   |
| Mean                                                                                | 3.17              | 3.17                     | 3.21              | 3.17                | 3.17                | 3.11               | 3.17                     | 3.16                            | 3.16                                              | 3.2                               | 3.15                                                      | 3.09                             | 3.21        | 3.33         | 3.15        |
| More                                                                                | 535<br>24%        | 478<br>24%               | 50<br>24%         | 197<br>24%          | 236<br>23%          | 45<br>26%          | 140<br>27%               | 367<br>23%                      | 394<br>24%                                        | 139<br>26%                        | 132<br>23%                                                | 38<br>25%                        | 50<br>24%   | 3<br>23%     | 479<br>21%  |
| Less                                                                                | 250<br>11%        | 229<br>11%               | 21<br>10%         | 96<br>12%           | 103<br>10%          | 30<br>17%<br>d     | 76<br>15%<br>zgj         | 179<br>11%                      | 195<br>12%                                        | 63<br>12%                         | 59<br>10%                                                 | 32<br>21%<br>zghijl              | 21<br>10%   | -<br>-       | 226<br>10%  |
| NET: More                                                                           | 13%               | 12%                      | 14%               | 13%                 | 13%                 | 9%                 | 12%                      | 12%                             | 12%                                               | 15%                               | 13%                                                       | 4%                               | 14%         | 23%          | 11%         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q214R: To what extent have increases to the cost of living caused you to do more or less of each of the following activities in your life, or has it made no difference? Please think only about the impact the cost of living increases have had on your life. -Walking, cycling or using public transport instead of driving

Base: All respondents

|                                                                               | Total<br>(z) | Use of SC Services P12M |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-------------------------------------------------------------------------------|--------------|-------------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                               |              | Any service<br>(a)      | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                              | 2238         | 537                     | 127                                | 488                                   | 1637              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total                                                                | 2238         | 523                     | 142*                               | 480                                   | 1618              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| I do this a lot more because of increases to the cost of living               | 184          | 59                      | 23                                 | 53                                    | 116               | 51                        | 131       | 36                                    | 83                     | 63               | 31                                    | 91                        | 62                    | 14                                            | 69                     | 72               | 18                                            | 76                        | 80                    | 161         |
| d                                                                             | 8%           | 11%                     | 16%                                | 11%                                   | 7%                | 11%                       | 8%        | 10%                                   | 8%                     | 8%               | 7%                                    | 10%                       | 7%                    | 14%                                           | 8%                     | 8%               | 11%                                           | 9%                        | 8%                    | 7%          |
| I do this a little more because of increases to the cost of living            | 350          | 84                      | 31                                 | 74                                    | 263               | 56                        | 293       | 67                                    | 143                    | 133              | 60                                    | 156                       | 126                   | 18                                            | 159                    | 133              | 25                                            | 140                       | 142                   | 318         |
| e                                                                             | 16%          | 16%                     | 22%                                | 15%                                   | 16%               | 12%                       | 17%       | 18%                                   | 14%                    | 18%              | 15%                                   | 17%                       | 15%                   | 18%                                           | 19%                    | 15%              | 16%                                           | 17%                       | 15%                   | 14%         |
| Increases to the cost of living have made no difference to how much I do this | 1307         | 290                     | 53                                 | 274                                   | 972               | 249                       | 1044      | 211                                   | 657                    | 382              | 263                                   | 534                       | 472                   | 50                                            | 484                    | 490              | 90                                            | 482                       | 563                   | 1413        |
| beilo                                                                         | 58%          | 55%                     | 38%                                | 57%                                   | 60%               | 52%                       | 61%       | 58%                                   | 63%                    | 50%              | 63%                                   | 59%                       | 55%                   | 50%                                           | 59%                    | 55%              | 56%                                           | 60%                       | 58%                   | 63%         |
| I do this a little less because of increases to the cost of living            | 147          | 35                      | 14                                 | 34                                    | 104               | 42                        | 98        | 26                                    | 59                     | 61               | 28                                    | 47                        | 71                    | 13                                            | 46                     | 65               | 20                                            | 47                        | 65                    | 134         |
| f                                                                             | 7%           | 7%                      | 10%                                | 7%                                    | 6%                | 9%                        | 6%        | 7%                                    | 6%                     | 8%               | 7%                                    | 5%                        | 8%                    | 13%                                           | 6%                     | 7%               | 12%                                           | 6%                        | 7%                    | 6%          |
| I do this a lot less because of increases to the cost of living               | 103          | 37                      | 14                                 | 29                                    | 65                | 40                        | 63        | 10                                    | 37                     | 56               | 17                                    | 24                        | 61                    | 3                                             | 30                     | 67               | 4                                             | 33                        | 64                    | 92          |
| fk                                                                            | 5%           | 7%                      | 10%                                | 6%                                    | 4%                | 8%                        | 4%        | 3%                                    | 4%                     | 7%               | 4%                                    | 3%                        | 7%                    | 3%                                            | 4%                     | 8%               | 3%                                            | 4%                        | 7%                    | 4%          |
| Don't know                                                                    | 147          | 18                      | 6                                  | 16                                    | 99                | 38                        | 81        | 16                                    | 56                     | 64               | 16                                    | 48                        | 66                    | 2                                             | 28                     | 59               | 4                                             | 31                        | 61                    | 120         |
| acfnq                                                                         | 7%           | 3%                      | 4%                                 | 3%                                    | 6%                | 8%                        | 5%        | 4%                                    | 5%                     | 8%               | 4%                                    | 5%                        | 8%                    | 2%                                            | 3%                     | 7%               | 3%                                            | 4%                        | 6%                    | 5%          |
| Mean                                                                          | 3.17         | 3.18                    | 3.25                               | 3.19                                  | 3.17              | 3.08                      | 3.2       | 3.26                                  | 3.18                   | 3.13             | 3.15                                  | 3.28                      | 3.07                  | 3.27                                          | 3.24                   | 3.09             | 3.21                                          | 3.23                      | 3.12                  | 3.15        |
| More                                                                          | 535          | 143                     | 54                                 | 126                                   | 379               | 107                       | 424       | 102                                   | 226                    | 196              | 91                                    | 246                       | 188                   | 32                                            | 228                    | 205              | 43                                            | 216                       | 222                   | 479         |
| z                                                                             | 24%          | 27%                     | 38%                                | 26%                                   | 23%               | 22%                       | 25%       | 28%                                   | 22%                    | 26%              | 22%                                   | 27%                       | 22%                   | 32%                                           | 28%                    | 23%              | 27%                                           | 27%                       | 23%                   | 21%         |
| Less                                                                          | 250          | 72                      | 29                                 | 63                                    | 169               | 82                        | 161       | 36                                    | 96                     | 116              | 46                                    | 71                        | 132                   | 16                                            | 76                     | 133              | 24                                            | 80                        | 128                   | 226         |
| fhk                                                                           | 11%          | 14%                     | 20%                                | 13%                                   | 10%               | 17%                       | 9%        | 10%                                   | 9%                     | 15%              | 11%                                   | 8%                        | 15%                   | 16%                                           | 9%                     | 15%              | 15%                                           | 10%                       | 13%                   | 10%         |
| NET: More                                                                     | 13%          | 13%                     | 18%                                | 13%                                   | 13%               | 5%                        | 15%       | 18%                                   | 13%                    | 11%              | 11%                                   | 19%                       | 7%                    | 16%                                           | 19%                    | 8%               | 12%                                           | 17%                       | 10%                   | 11%         |

Fieldwork dates: 21st - 27th May 2026

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Source: Ipsos (JN J26-001039-01)

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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base

Q231. Which of the following NHS services, if any, have you used in the last 12 months?

Base: All respondents

|                                                                                                                                                    | Gender    |         |           | Age       |           |           |           |           |           |         | Ethnicity                              |                                                    | Working status        |                           | Education                               |                   |                                               |                           |                                           |                                                                     | Unweighted Total |                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|----------------------------------------|----------------------------------------------------|-----------------------|---------------------------|-----------------------------------------|-------------------|-----------------------------------------------|---------------------------|-------------------------------------------|---------------------------------------------------------------------|------------------|------------------------------|
|                                                                                                                                                    | Total (j) | Man (a) | Woman (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | White (including White minorities) (j) | Ethnic minorities (excluding White minorities) (k) | Working full time (l) | Not working full time (m) | Graduates (Degree/Master/P h/above) (n) | Non-graduates (o) | Other Higher Education below degree level (p) | A-level or equivalent (q) | GCSE/ O-Level/ CSE/ NVQ12/ equivalent (r) | Another type of qualification (vocational/professional/foreign) (s) |                  | No formal qualifications (t) |
| Unweighted Total                                                                                                                                   | 2238      | 1069    | 1151      | 101       | 154       | 232       | 345       | 518       | 562       | 514     | 2016                                   | 180                                                | 764                   | 1454                      | 643                                     | 1523              | 294                                           | 475                       | 554                                       | 130                                                                 | 92               | 2238                         |
| Weighted Total                                                                                                                                     | 2238      | 1069    | 1151      | 292*      | 361       | 359       | 355       | 354       | 268       | 249     | 1880                                   | 300                                                | 976                   | 1213                      | 665                                     | 1541              | 276                                           | 552                       | 542                                       | 99*                                                                 | 72*              | 2238                         |
| GP Practice                                                                                                                                        | 1642      | 750     | 881       | 195       | 228       | 255       | 241       | 292       | 225       | 205     | 1410                                   | 205                                                | 685                   | 954                       | 499                                     | 1127              | 219                                           | 394                       | 393                                       | 74                                                                  | 47               | 1733                         |
|                                                                                                                                                    | 73%       | 70%     | 77%       | 67%       | 63%       | 71%       | 68%       | 83%       | 84%       | 82%     | 75%                                    | 68%                                                | 70%                   | 71%                       | 75%                                     | 73%               | 79%                                           | 71%                       | 72%                                       | 75%                                                                 | 66%              | 77%                          |
| Pharmacist                                                                                                                                         | 1312      | 572     | 720       | 125       | 191       | 202       | 189       | 224       | 191       | 190     | 1160                                   | 122                                                | 517                   | 791                       | 401                                     | 898               | 194                                           | 306                       | 293                                       | 56                                                                  | 48               | 1422                         |
|                                                                                                                                                    | 59%       | 53%     | 63%       | 43%       | 53%       | 56%       | 53%       | 63%       | 71%       | 76%     | 62%                                    | 41%                                                | 53%                   | 63%                       | 60%                                     | 58%               | 70%                                           | 55%                       | 54%                                       | 57%                                                                 | 66%              | 64%                          |
| Dentist                                                                                                                                            | 1080      | 471     | 600       | 159       | 149       | 152       | 175       | 185       | 136       | 124     | 922                                    | 139                                                | 446                   | 633                       | 311                                     | 757               | 152                                           | 286                       | 246                                       | 47                                                                  | 25               | 1089                         |
|                                                                                                                                                    | 48%       | 44%     | 52%       | 55%       | 41%       | 42%       | 49%       | 52%       | 51%       | 50%     | 49%                                    | 46%                                                | 46%                   | 51%                       | 47%                                     | 49%               | 55%                                           | 52%                       | 45%                                       | 48%                                                                 | 34%              | 49%                          |
| Local hospital for a non-emergency routine appointment or procedure                                                                                | 577       | 245     | 326       | 64        | 89        | 64        | 80        | 94        | 94        | 93      | 526                                    | 46                                                 | 223                   | 353                       | 186                                     | 389               | 68                                            | 132                       | 133                                       | 34                                                                  | 21               | 627                          |
|                                                                                                                                                    | 26%       | 23%     | 28%       | 22%       | 25%       | 18%       | 23%       | 26%       | 35%       | 37%     | 28%                                    | 15%                                                | 23%                   | 28%                       | 28%                                     | 25%               | 25%                                           | 24%                       | 25%                                       | 34%                                                                 | 29%              | 28%                          |
| NHS 111 telephone service                                                                                                                          | 438       | 173     | 260       | 40        | 120       | 94        | 53        | 62        | 32        | 38      | 359                                    | 70                                                 | 202                   | 235                       | 155                                     | 276               | 58                                            | 103                       | 93                                        | 15                                                                  | 6                | 380                          |
|                                                                                                                                                    | 20%       | 16%     | 23%       | 14%       | 33%       | 26%       | 15%       | 18%       | 12%       | 15%     | 19%                                    | 23%                                                | 21%                   | 19%                       | 23%                                     | 18%               | 21%                                           | 19%                       | 17%                                       | 15%                                                                 | 9%               | 17%                          |
| Accident and emergency at hospital                                                                                                                 | 315       | 155     | 157       | 42        | 60        | 59        | 36        | 52        | 38        | 28      | 286                                    | 27                                                 | 130                   | 183                       | 85                                      | 223               | 37                                            | 89                        | 78                                        | 11                                                                  | 8                | 310                          |
|                                                                                                                                                    | 14%       | 14%     | 14%       | 14%       | 17%       | 16%       | 10%       | 15%       | 14%       | 11%     | 15%                                    | 9%                                                 | 13%                   | 15%                       | 13%                                     | 14%               | 14%                                           | 16%                       | 14%                                       | 11%                                                                 | 11%              | 14%                          |
| Urgent care / Minor Injuries Unit / Walk-in Centre / Urgent Treatment Centre                                                                       | 290       | 129     | 157       | 17        | 78        | 59        | 44        | 36        | 32        | 23      | 243                                    | 40                                                 | 144                   | 145                       | 111                                     | 177               | 39                                            | 64                        | 63                                        | 6                                                                   | 6                | 270                          |
|                                                                                                                                                    | 13%       | 12%     | 14%       | 6%        | 22%       | 16%       | 13%       | 10%       | 12%       | 9%      | 13%                                    | 13%                                                | 15%                   | 12%                       | 17%                                     | 11%               | 14%                                           | 12%                       | 12%                                       | 6%                                                                  | 8%               | 12%                          |
| NHS 111 online service                                                                                                                             | 208       | 102     | 106       | 19        | 77        | 47        | 28        | 25        | 8         | 4       | 163                                    | 43                                                 | 107                   | 102                       | 71                                      | 127               | 19                                            | 44                        | 55                                        | 6                                                                   | 3                | 152                          |
|                                                                                                                                                    | 9%        | 10%     | 9%        | 6%        | 21%       | 13%       | 8%        | 7%        | 3%        | 2%      | 9%                                     | 14%                                                | 11%                   | 8%                        | 11%                                     | 8%                | 7%                                            | 8%                        | 10%                                       | 6%                                                                  | 4%               | 7%                           |
| Mental health services (i.e. psychological therapies service/online mental health support service / telephone-based mental health support service) | 131       | 53      | 96        | 25        | 38        | 36        | 23        | 19        | 7         | 3       | 130                                    | 16                                                 | 53                    | 98                        | 32                                      | 119               | 24                                            | 38                        | 50                                        | 5                                                                   | 1                | 121                          |
|                                                                                                                                                    | 7%        | 5%      | 8%        | 8%        | 11%       | 10%       | 6%        | 5%        | 2%        | 1%      | 7%                                     | 5%                                                 | 5%                    | 8%                        | 5%                                      | 8%                | 9%                                            | 7%                        | 9%                                        | 5%                                                                  | 2%               | 5%                           |
| GP out-of-hours service                                                                                                                            | 146       | 72      | 75        | 15        | 46        | 33        | 18        | 17        | 9         | 9       | 124                                    | 19                                                 | 71                    | 74                        | 36                                      | 109               | 24                                            | 29                        | 41                                        | 8                                                                   | 7                | 124                          |
|                                                                                                                                                    | 7%        | 7%      | 6%        | 5%        | 12%       | 9%        | 5%        | 5%        | 4%        | 4%      | 7%                                     | 6%                                                 | 7%                    | 6%                        | 5%                                      | 7%                | 9%                                            | 5%                        | 8%                                        | 8%                                                                  | 10%              | 6%                           |
| Maternity services                                                                                                                                 | 5         | -       | 5         | -         | 2         | 3         | -         | -         | -         | -       | 5                                      | -                                                  | 5                     | -                         | 3                                       | 2                 | -                                             | -                         | -                                         | 2                                                                   | -                | 3                            |
|                                                                                                                                                    | *         | *       | *         | *         | 1%        | -         | -         | -         | -         | -       | *                                      | -                                                  | *                     | -                         | *                                       | *                 | *                                             | *                         | *                                         | 2%                                                                  | -                | *                            |
| Physiotherapist                                                                                                                                    | 4         | 1       | 3         | -         | 2         | -         | 1         | 1         | 1         | 1       | 4                                      | -                                                  | 2                     | 2                         | 3                                       | 1                 | -                                             | 1                         | -                                         | -                                                                   | -                | 5                            |
|                                                                                                                                                    | *         | *       | *         | *         | *         | *         | *         | *         | *         | *       | *                                      | -                                                  | *                     | *                         | *                                       | *                 | *                                             | *                         | *                                         | -                                                                   | -                | *                            |
| 999 / Ambulance services                                                                                                                           | 4         | -       | 4         | 3         | -         | -         | -         | -         | -         | 1       | 4                                      | -                                                  | -                     | 4                         | -                                       | 3                 | -                                             | 3                         | -                                         | -                                                                   | -                | 2                            |
|                                                                                                                                                    | *         | *       | *         | 1%        | -         | -         | -         | -         | -         | -       | *                                      | -                                                  | -                     | *                         | -                                       | *                 | -                                             | *                         | -                                         | -                                                                   | -                | *                            |
| Optician / eye clinic                                                                                                                              | 3         | *       | 2         | -         | -         | -         | -         | -         | -         | 3       | 3                                      | -                                                  | -                     | 3                         | *                                       | 2                 | -                                             | 2                         | -                                         | -                                                                   | -                | 3                            |
|                                                                                                                                                    | *         | *       | *         | *         | *         | *         | *         | *         | *         | *       | *                                      | -                                                  | *                     | *                         | *                                       | *                 | *                                             | *                         | *                                         | -                                                                   | -                | *                            |
| Vaccination                                                                                                                                        | 1         | 1       | -         | -         | -         | -         | -         | -         | 1         | 1       | 1                                      | -                                                  | 1                     | 1                         | 1                                       | 1                 | -                                             | -                         | 1                                         | -                                                                   | -                | 3                            |
|                                                                                                                                                    | *         | *       | *         | *         | *         | *         | *         | *         | *         | *       | *                                      | -                                                  | *                     | *                         | *                                       | *                 | *                                             | *                         | *                                         | *                                                                   | -                | *                            |
| NHS app / website                                                                                                                                  | 1         | -       | 1         | -         | -         | -         | -         | -         | 1         | -       | 1                                      | -                                                  | -                     | 1                         | 1                                       | -                 | -                                             | -                         | -                                         | -                                                                   | -                | 1                            |
|                                                                                                                                                    | *         | *       | *         | *         | *         | *         | *         | *         | *         | *       | *                                      | -                                                  | *                     | *                         | *                                       | *                 | *                                             | *                         | *                                         | *                                                                   | -                | *                            |
| Other                                                                                                                                              | 14        | 4       | 9         | 2         | 1         | 1         | 3         | 2         | 3         | 2       | 14                                     | -                                                  | 3                     | 11                        | 4                                       | 10                | 1                                             | 4                         | 5                                         | -                                                                   | -                | 17                           |
|                                                                                                                                                    | 1%        | *       | 1%        | 1%        | *         | *         | 1%        | *         | 1%        | 1%      | 1%                                     | -                                                  | *                     | 1%                        | 1%                                      | 1%                | 1%                                            | 1%                        | 1%                                        | -                                                                   | -                | 1%                           |
| None of the above                                                                                                                                  | 203       | 133     | 68        | 34        | 55        | 27        | 50        | 21        | 11        | 6       | 166                                    | 28                                                 | 118                   | 85                        | 57                                      | 147               | 15                                            | 58                        | 64                                        | 6                                                                   | 4                | 165                          |
|                                                                                                                                                    | 9%        | 12%     | 6%        | 12%       | 15%       | 8%        | 14%       | 6%        | 4%        | 2%      | 9%                                     | 9%                                                 | 12%                   | 7%                        | 9%                                      | 10%               | 6%                                            | 10%                       | 12%                                       | 6%                                                                  | 5%               | 7%                           |
| Don't know                                                                                                                                         | 11        | 4       | 7         | 4         | 7         | 1         | -         | -         | -         | -       | 8                                      | 2                                                  | 3                     | 8                         | *                                       | *                 | 1                                             | 3                         | 4                                         | -                                                                   | 2                | 7                            |
|                                                                                                                                                    | *         | *       | 1%        | 1%        | 2%        | *         | -         | -         | *         | -       | *                                      | 1%                                                 | *                     | 1%                        | *                                       | 1%                | *                                             | *                         | 1%                                        | -                                                                   | 2%               | *                            |
| Prefer not to say                                                                                                                                  | 18        | 8       | 9         | 5         | 2         | -         | -         | -         | 1         | 1       | 8                                      | 7                                                  | 5                     | 10                        | 7                                       | 7                 | -                                             | 3                         | 1                                         | -                                                                   | 4                | 11                           |
|                                                                                                                                                    | 1%        | 1%      | 1%        | 3%        | 1%        | 1%        | -         | -         | *         | *       | *                                      | 2%                                                 | 1%                    | 1%                        | 1%                                      | *                 | *                                             | *                         | *                                         | -                                                                   | 5%               | *                            |
| Mean                                                                                                                                               | 2.8       | 2.58    | 3.01      | 2.52      | 3.09      | 2.82      | 2.51      | 2.85      | 2.91      | 2.93    | 2.87                                   | 2.5                                                | 2.67                  | 2.91                      | 2.89                                    | 2.77              | 3.04                                          | 2.74                      | 2.7                                       | 2.66                                                                | 2.6              | 2.82                         |
|                                                                                                                                                    | afkl      | za      | za        | f         | f         | f         | f         | f         | cf        | cf      | zk                                     | zk                                                 | zl                    | zl                        | zcr                                     | zcr               | zcr                                           | zcr                       | zcr                                       | zcr                                                                 | zcr              | zcr                          |
| Any                                                                                                                                                | 2005      | 924     | 1067      | 246       | 294       | 330       | 305       | 333       | 256       | 242     | 1699                                   | 263                                                | 850                   | 1149                      | 601                                     | 1378              | 260                                           | 489                       | 474                                       | 92                                                                  | 63               | 2055                         |
|                                                                                                                                                    | 90%       | 86%     | 92%       | 84%       | 82%       | 92%       | 80%       | 92%       | 80%       | 88%     | 92%                                    | 88%                                                | 87%                   | 92%                       | 90%                                     | 89%               | 94%                                           | 89%                       | 92%                                       | 87%                                                                 | 94%              | 92%                          |
| 1-2 Services                                                                                                                                       | 805       | 413     | 387       | 101       | 152       | 124       | 133       | 98        | 97        | 97      | 647                                    | 134                                                | 352                   | 449                       | 228                                     | 562               | 92                                            | 201                       | 197                                       | 42                                                                  | 30               | 818                          |
|                                                                                                                                                    | 36%       | 39%     | 34%       | 35%       | 28%       | 42%       | 37%       | 37%       | 34%       | 33%     | 34%                                    | 43%                                                | 36%                   | 36%                       | 34%                                     | 36%               | 33%                                           | 36%                       | 43%                                       | 42%                                                                 | 32%              | 37%                          |
| 3-5 Services                                                                                                                                       | 1030      | 439     | 584       | 132       | 134       | 139       | 163       | 179       | 147       | 136     | 903                                    | 108                                                | 418                   | 610                       | 315                                     | 705               | 142                                           | 246                       | 239                                       | 48                                                                  | 31               | 1103                         |
|                                                                                                                                                    | 46%       | 41%     | 51%       | 45%       | 37%       | 39%       | 40%       | 51%       | 51%       | 51%     | 48%                                    | 36%                                                | 43%                   | 49%                       | 47%                                     | 46%               | 51%                                           | 45%                       | 44%                                       | 48%                                                                 | 43%              | 49%                          |
| 3+ Services                                                                                                                                        | 1200      | 512     | 680       | 145       | 193       | 177       | 181       | 201       | 157       | 145     | 1052                                   | 129                                                | 498                   | 700                       | 373                                     | 816               | 168                                           | 288                       | 278                                       | 50                                                                  | 33               | 1237                         |
|                                                                                                                                                    | 54%       | 48%     | 59%       | 50%       | 54%       | 49%       | 51%       | 57%       | 59%       | 58%     | 56%                                    | 43%                                                | 51%                   | 56%                       | 56%                                     | 53%               | 61%                                           | 52%                       | 51%                                       | 51%                                                                 | 43%              | 55%                          |
| 6+ Services                                                                                                                                        | 170       | 73      | 95        | 12        | 59        | 39        | 19        | 21        | 11        | 9       | 148                                    | 20                                                 | 80                    | 90                        | 58                                      | 111               | 26                                            | 42                        | 39                                        | 2                                                                   | 2                | 134                          |
|                                                                                                                                                    | 8%        | 7%      | 8%        | 4%        | 16%       | 11%       | 5%        | 6%        | 4%        | 3%      | 8%                                     | 7%                                                 | 8%                    | 7%                        | 9%                                      | 7%                | 9%                                            | 8%                        | 7%                                        | 2%                                                                  | 3%               | 6%                           |

Fieldwork dates: 21st - 27th May 2025

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 26-001039-01)

Filename: 26-001039-ADDOC\_260521A\_HF\_wld\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/h/i - z/j/k - z/l/m - z/n/o/p/q/r/h

Overlap formulae used. \* small base

Q231. Which of the following NHS services, if any, have you used in the last 12 months?

Base: All respondents

|                                                                                                                                                    |             | Annual household income |                   |                           |                           |                        | Country     |              |           |                      | England region (Net) |              |           | England region |                |                              |                   |                   |                     |                |                |             |      | Unweighted Total |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------|-------------------|---------------------------|---------------------------|------------------------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|-------------|------|------------------|
|                                                                                                                                                    |             | Total (n)               | Up to £25,999 (n) | £26,000 up to £51,999 (n) | £52,000 up to £99,999 (n) | £100,000 and above (n) | England (n) | Scotland (n) | Wales (n) | Northern Ireland (n) | North (n)            | Midlands (n) | South (n) | North East (n) | North West (n) | Yorkshire and The Humber (n) | East Midlands (n) | West Midlands (n) | East of England (n) | South East (n) | South West (n) | London (n)  |      |                  |
| Unweighted Total                                                                                                                                   | 2238        | 468                     | 686               | 465                       | 184                       | 1715                   | 206         | 162          | 155       | 453                  | 348                  | 914          | 88        | 201            | 164            | 170                          | 178               | 194               | 144                 | 262            | 225            | 213         | 2238 |                  |
| Unweighted Total                                                                                                                                   | 2238        | 398                     | 605               | 424                       | 231                       | 1886                   | 184         | 106*         | 62*       | 521                  | 362                  | 1003         | 89*       | 247            | 184            | 164                          | 198               | 209               | 310                 | 195            | 290            | 2238        |      |                  |
| GP Practice                                                                                                                                        | 1642<br>73% | 306<br>77%              | 479<br>79%        | 388<br>74%                | 155<br>67%                | 1401<br>74%            | 128<br>70%  | 68<br>64%    | 45<br>73% | 397<br>76%           | 276<br>76%           | 727<br>72%   | 62<br>70% | 201<br>81%     | 134<br>72%     | 130<br>79%                   | 146<br>74%        | 159<br>76%        | 229<br>74%          | 132<br>68%     | 207<br>71%     | 1733<br>77% |      |                  |
| Pharmacist                                                                                                                                         | 1312<br>59% | 234<br>59%              | 385<br>64%        | 315<br>60%                | 132<br>57%                | 1120<br>59%            | 94<br>51%   | 57<br>54%    | 41<br>65% | 327<br>63%           | 217<br>60%           | 576<br>57%   | 46<br>52% | 167<br>67%     | 114<br>62%     | 111<br>68%                   | 106<br>54%        | 119<br>57%        | 198<br>64%          | 106<br>54%     | 154<br>53%     | 1422<br>64% |      |                  |
| Dentist                                                                                                                                            | 1080<br>48% | 180<br>45%              | 308<br>51%        | 246<br>47%                | 108<br>47%                | 905<br>48%             | 102<br>55%  | 44<br>42%    | 29<br>46% | 272<br>52%           | 176<br>49%           | 458<br>46%   | 34<br>38% | 138<br>56%     | 100<br>54%     | 86<br>52%                    | 90<br>45%         | 97<br>47%         | 152<br>49%          | 79<br>41%      | 129<br>45%     | 1089<br>49% |      |                  |
| Local hospital for a non-emergency routine appointment or procedure                                                                                | 577<br>26%  | 102<br>26%              | 162<br>27%        | 154<br>29%                | 47<br>20%                 | 496<br>26%             | 39<br>21%   | 24<br>23%    | 18<br>29% | 141<br>27%           | 93<br>26%            | 262<br>26%   | 15<br>17% | 76<br>31%      | 50<br>27%      | 42<br>25%                    | 51<br>26%         | 52<br>25%         | 98<br>32%           | 39<br>20%      | 73<br>25%      | 627<br>28%  |      |                  |
| NHS 111 telephone service                                                                                                                          | 438<br>20%  | 100<br>25%              | 123<br>20%        | 115<br>22%                | 36<br>16%                 | 389<br>21%             | 29<br>16%   | 16<br>16%    | 3<br>5%   | 110<br>21%           | 69<br>19%            | 210<br>21%   | 19<br>21% | 48<br>19%      | 44<br>24%      | 33<br>20%                    | 37<br>19%         | 37<br>18%         | 78<br>25%           | 34<br>16%      | 60<br>21%      | 380<br>17%  |      |                  |
| Accident and emergency at hospital                                                                                                                 | 315<br>14%  | 66<br>17%               | 97<br>16%         | 64<br>12%                 | 40<br>17%                 | 273<br>14%             | 22<br>12%   | 11<br>10%    | 10<br>16% | 78<br>15%            | 65<br>18%            | 130<br>13%   | 12<br>14% | 34<br>14%      | 31<br>17%      | 38<br>23%                    | 27<br>14%         | 35<br>17%         | 48<br>16%           | 20<br>10%      | 27<br>9%       | 310<br>14%  |      |                  |
| Urgent care / Minor Injuries Unit / Walk-in Centre / Urgent Treatment Centre                                                                       | 290<br>13%  | 49<br>12%               | 84<br>14%         | 80<br>15%                 | 27<br>12%                 | 260<br>14%             | 15<br>8%    | 5<br>5%      | 9<br>15%  | 59<br>11%            | 49<br>14%            | 151<br>15%   | 19<br>22% | 20<br>8%       | 20<br>11%      | 23<br>14%                    | 27<br>13%         | 23<br>11%         | 70<br>22%           | 26<br>13%      | 32<br>11%      | 270<br>12%  |      |                  |
| NHS 111 online service                                                                                                                             | 208<br>9%   | 40<br>10%               | 71<br>12%         | 63<br>12%                 | 14<br>6%                  | 200<br>11%             | 3<br>2%     | 5<br>5%      | *         | 66<br>13%            | 42<br>12%            | 92<br>9%     | 7<br>8%   | 29<br>12%      | 30<br>17%      | 18<br>11%                    | 24<br>12%         | 22<br>10%         | 34<br>11%           | 12<br>6%       | 23<br>8%       | 152<br>7%   |      |                  |
| Mental health services (i.e. psychological therapies service/online mental health support service / telephone-based mental health support service) | 151<br>7%   | 50<br>13%               | 45<br>7%          | 23<br>4%                  | 4<br>2%                   | 130<br>7%              | 11<br>6%    | 6<br>6%      | 4<br>6%   | 47<br>9%             | 18<br>5%             | 66<br>7%     | 4<br>5%   | 30<br>12%      | 13<br>7%       | 7<br>4%                      | 11<br>5%          | 13<br>6%          | 24<br>8%            | 11<br>6%       | 17<br>6%       | 121<br>5%   |      |                  |
| GP out-of-hours service                                                                                                                            | 146<br>7%   | 27<br>7%                | 40<br>7%          | 36<br>7%                  | 11<br>5%                  | 126<br>7%              | 6<br>3%     | 4<br>3%      | 11<br>18% | 40<br>8%             | 24<br>7%             | 62<br>6%     | 6<br>7%   | 17<br>7%       | 17<br>9%       | 10<br>6%                     | 13<br>7%          | 11<br>5%          | 22<br>7%            | 5<br>3%        | 24<br>8%       | 134<br>6%   |      |                  |
| Maternity services                                                                                                                                 | 5<br>*      | -<br>*                  | 2<br>*            | 3<br>1%                   | -<br>-                    | 5<br>*                 | -<br>*      | -<br>-       | -<br>-    | 3<br>1%              | 2<br>*               | -<br>*       | -<br>*    | -<br>*         | 3<br>2%        | 2<br>1%                      | -<br>1%           | -<br>-            | -<br>-              | -<br>*         | -<br>-         | 3<br>*      |      |                  |
| Physiotherapist                                                                                                                                    | 4<br>*      | 1<br>*                  | 3<br>*            | -<br>-                    | -<br>-                    | 3<br>*                 | *<br>*      | -<br>-       | -<br>-    | 1<br>*               | 2<br>*               | 1<br>*       | -<br>*    | 1<br>1%        | 2<br>1%        | 2<br>1%                      | -<br>-            | -<br>-            | -<br>-              | 1<br>*         | -<br>*         | 5<br>*      |      |                  |
| 999 / Ambulance services                                                                                                                           | 4<br>*      | 4<br>1%                 | -<br>-            | -<br>-                    | -<br>-                    | 1<br>*                 | 3<br>1%     | -<br>-       | -<br>-    | 1<br>*               | -<br>*               | -<br>-       | -<br>*    | -<br>*         | 1<br>1%        | -<br>-                       | -<br>-            | -<br>-            | -<br>-              | -<br>*         | -<br>*         | 2<br>*      |      |                  |
| Optician / eye clinic                                                                                                                              | 3<br>*      | 2<br>*                  | -<br>*            | -<br>-                    | -<br>-                    | 2<br>*                 | *<br>*      | -<br>-       | -<br>-    | -<br>*               | 1<br>*               | 1<br>*       | -<br>*    | -<br>*         | -<br>*         | -<br>-                       | 1<br>1%           | -<br>-            | -<br>-              | 1<br>1%        | -<br>*         | 3<br>*      |      |                  |
| Vaccination                                                                                                                                        | 1<br>*      | 1<br>*                  | *<br>*            | -<br>*                    | *<br>*                    | 1<br>*                 | -<br>*      | *<br>*       | -<br>-    | -<br>*               | *<br>*               | 1<br>*       | -<br>*    | -<br>*         | -<br>*         | -<br>*                       | -<br>*            | *<br>*            | -<br>*              | -<br>*         | 1<br>*         | 3<br>*      |      |                  |
| NHS app / website                                                                                                                                  | 1<br>*      | -<br>*                  | -<br>*            | 1<br>*                    | -<br>-                    | 1<br>*                 | -<br>*      | -<br>-       | -<br>-    | 1<br>*               | -<br>*               | -<br>-       | 1<br>1%   | -<br>*         | -<br>*         | -<br>-                       | -<br>*            | -<br>-            | -<br>-              | -<br>*         | -<br>*         | 1<br>*      |      |                  |
| Other                                                                                                                                              | 14<br>1%    | 3<br>1%                 | 3<br>*            | 4<br>1%                   | 2<br>1%                   | 9<br>*                 | 5<br>3%     | -<br>-       | -<br>-    | 2<br>*               | 1<br>*               | 6<br>1%      | -<br>*    | 2<br>1%        | 1<br>*         | *<br>*                       | 1<br>*            | 2<br>1%           | 1<br>*              | 1<br>1%        | 1<br>*         | 17<br>1%    |      |                  |
| None of the above                                                                                                                                  | 203<br>9%   | 18<br>4%                | 33<br>5%          | 51<br>10%                 | 32<br>14%                 | 165<br>9%              | 11<br>6%    | 19<br>17%    | 8<br>13%  | 36<br>7%             | 17<br>5%             | 113<br>11%   | 13<br>15% | 10<br>4%       | 13<br>7%       | 9<br>5%                      | 8<br>4%           | 19<br>9%          | 39<br>13%           | 26<br>13%      | 29<br>10%      | 165<br>7%   |      |                  |
| Don't know                                                                                                                                         | 11<br>*     | 2<br>*                  | 1<br>*            | 2<br>*                    | -<br>-                    | 7<br>*                 | 2<br>1%     | 1<br>1%      | 1<br>1%   | -<br>*               | 5<br>1%              | 2<br>*       | -<br>*    | -<br>*         | -<br>*         | 4<br>2%                      | 2<br>1%           | 2<br>1%           | 2<br>1%             | -<br>-         | -<br>-         | 7<br>*      |      |                  |
| Prefer not to say                                                                                                                                  | 18<br>1%    | -<br>*                  | 1<br>*            | 1<br>*                    | 3<br>1%                   | 15<br>1%               | 2<br>1%     | 1<br>1%      | -<br>-    | 4<br>1%              | 2<br>1%              | 8<br>1%      | 2<br>2%   | 3<br>1%        | -<br>-         | -<br>-                       | 2<br>1%           | 2<br>1%           | 1<br>1%             | -<br>-         | 6<br>2%        | 11<br>*     |      |                  |
| Mean                                                                                                                                               | 2.8<br>n    | 2.94<br>n               | 2.99<br>n         | 2.86<br>n                 | 2.53<br>n                 | 2.86<br>n              | 2.54<br>n   | 2.34<br>n    | 2.75<br>n | 3<br>n               | 2.92<br>n            | 2.76<br>n    | 2.59<br>n | 3.11<br>n      | 3.03<br>n      | 3.12<br>n                    | 2.75<br>n         | 2.79<br>n         | 3.09<br>n           | 2.4<br>n       | 2.64<br>n      | 2.82<br>n   |      |                  |
| Any                                                                                                                                                | 2005<br>90% | 379<br>95%              | 569<br>94%        | 471<br>90%                | 196<br>85%                | 1698<br>90%            | 169<br>92%  | 85<br>80%    | 54<br>86% | 480<br>92%           | 337<br>93%           | 881<br>88%   | 74<br>84% | 234<br>95%     | 172<br>93%     | 152<br>92%                   | 152<br>94%        | 186<br>89%        | 270<br>87%          | 169<br>87%     | 255<br>88%     | 2055<br>92% |      |                  |
| 1-2 Services                                                                                                                                       | 805<br>36%  | 168<br>42%              | 238<br>36%        | 178<br>34%                | 85<br>37%                 | 666<br>35%             | 79<br>43%   | 31<br>38%    | 33<br>33% | 342<br>32%           | 166<br>39%           | 358<br>36%   | 32<br>37% | 80<br>32%      | 54<br>29%      | 57<br>35%                    | 84<br>43%         | 74<br>36%         | 91<br>29%           | 82<br>42%      | 110<br>38%     | 818<br>37%  |      |                  |
| 3-5 Services                                                                                                                                       | 1030<br>46% | 177<br>44%              | 300<br>50%        | 246<br>47%                | 96<br>42%                 | 879<br>47%             | 41<br>44%   | 41<br>39%    | 30<br>47% | 277<br>53%           | 170<br>47%           | 432<br>43%   | 37<br>41% | 138<br>56%     | 103<br>48%     | 79<br>46%                    | 91<br>46%         | 118<br>43%        | 78<br>44%           | 126<br>40%     | 1103<br>43%    | 949<br>49%  |      |                  |
| 3+ Services                                                                                                                                        | 1200<br>54% | 211<br>53%              | 351<br>58%        | 293<br>56%                | 110<br>48%                | 1032<br>55%            | 90<br>42%   | 45<br>40%    | 33<br>53% | 314<br>60%           | 195<br>54%           | 522<br>52%   | 42<br>47% | 155<br>62%     | 118<br>64%     | 94<br>57%                    | 101<br>53%        | 112<br>50%        | 179<br>53%          | 87<br>45%      | 145<br>50%     | 1237<br>55% |      |                  |
| 6+ Services                                                                                                                                        | 170<br>8%   | 34<br>9%                | 51<br>8%          | 47<br>9%                  | 14<br>6%                  | 153<br>8%              | 9<br>5%     | 4<br>4%      | 4<br>6%   | 37<br>7%             | 25<br>7%             | 91<br>9%     | 5<br>6%   | 17<br>7%       | 15<br>8%       | 16<br>9%                     | 10<br>5%          | 21<br>10%         | 42<br>13%           | 9<br>5%        | 19<br>7%       | 134<br>6%   |      |                  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

File name: 126-001039\_ADMHC\_260521A\_HF\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/d/d/f/-z/g/h/i/-z/h/i/m--z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q231. Which of the following NHS services, if any, have you used in the last 12 months?

Base: All respondents

|                                                                                                                                                    | Urbanity     |              |              | IMD Quintile             |              |              |              |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          |              |               |               | Children in household |  | Unwtd Total |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|--------------|--------------------------|--------------|--------------|--------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|--------------|---------------|---------------|-----------------------|--|-------------|
|                                                                                                                                                    | Total<br>(a) | Urban<br>(b) | Rural<br>(c) | 1 - Most deprived<br>(d) | 2<br>(e)     | 3<br>(f)     | 4<br>(g)     | 5 - Least deprived<br>(h) | Managerial,<br>administrative<br>and professional<br>occupations<br>(i) | Intermediate<br>occupations<br>(j) | Small employers<br>and own account<br>workers<br>(k) | Lower supervisory<br>and technical<br>occupations<br>(l) | Semi-routine and<br>routine<br>occupations<br>(m) | Long-term<br>unemployed or<br>never worked<br>(n) | Full-time student<br>(o) | Yes<br>(p)   | No<br>(q)     |               |                       |  |             |
| Unweighted Total                                                                                                                                   | 2238         | 1673         | 565          | 419                      | 432          | 476          | 450          | 461                       | 1302                                                                    | 280                                | 132                                                  | 169                                                      | 227                                               | 45                                                | 58                       | 400          | 1831          | 2238          |                       |  |             |
| Weighted Total                                                                                                                                     | 2238         | 1745         | 493          | 451                      | 442          | 447          | 448          | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592          | 1642          | 2238          |                       |  |             |
| GP Practice                                                                                                                                        | 1642<br>73%  | 1271<br>73%  | 371<br>75%   | 312<br>69%               | 298<br>68%   | 329<br>74%   | 356<br>79%   | 347<br>77%                | 935<br>77%                                                              | 191<br>77%                         | 86<br>76%                                            | 105<br>65%                                               | 164<br>69%                                        | 47<br>66%                                         | 98<br>57%                | 427          | 1212          | 1733<br>77%   |                       |  |             |
| Pharmacist                                                                                                                                         | 1312<br>59%  | 1037<br>59%  | 275<br>56%   | 245<br>54%               | 235<br>53%   | 261<br>58%   | 282<br>63%   | 289<br>64%                | 769<br>63%                                                              | 138<br>56%                         | 71<br>62%                                            | 85<br>53%                                                | 132<br>56%                                        | 34<br>48%                                         | 73<br>42%                | 321          | 988           | 1422<br>64%   |                       |  |             |
| Dentist                                                                                                                                            | 1080<br>48%  | 860<br>49%   | 220<br>45%   | 194<br>43%               | 203<br>46%   | 210<br>47%   | 225<br>50%   | 246<br>55%                | 615<br>51%                                                              | 123<br>50%                         | 42<br>37%                                            | 70<br>43%                                                | 91<br>38%                                         | 35<br>49%                                         | 102<br>59%               | 293          | 785           | 1089<br>49%   |                       |  |             |
| Local hospital for a non-emergency routine appointment or procedure                                                                                | 577<br>26%   | 434<br>25%   | 143<br>29%   | 87<br>19%                | 104<br>24%   | 118<br>26%   | 141<br>31%   | 127<br>28%                | 338<br>28%                                                              | 81<br>33%                          | 32<br>28%                                            | 37<br>23%                                                | 49<br>21%                                         | 14<br>20%                                         | 24<br>14%                | 143          | 434           | 627           |                       |  |             |
| NHS 111 telephone service                                                                                                                          | 438<br>20%   | 349<br>20%   | 88<br>18%    | 114<br>25%               | 85<br>19%    | 80<br>18%    | 93<br>21%    | 65<br>14%                 | 268<br>22%                                                              | 36<br>15%                          | 14<br>12%                                            | 21<br>13%                                                | 61<br>26%                                         | 21<br>29%                                         | 15<br>9%                 | 174          | 262           | 380           |                       |  |             |
| Accident and emergency at hospital                                                                                                                 | 315<br>14%   | 237<br>14%   | 79<br>16%    | 75<br>17%                | 54<br>12%    | 63<br>14%    | 76<br>17%    | 47<br>11%                 | 166<br>14%                                                              | 23<br>9%                           | 24<br>21%                                            | 19<br>12%                                                | 46<br>19%                                         | 13<br>18%                                         | 20<br>12%                | 120          | 196           | 310           |                       |  |             |
| Urgent care / Minor Injuries Unit / Walk-in Centre / Urgent Treatment Centre                                                                       | 290<br>13%   | 221<br>13%   | 68<br>14%    | 68<br>11%                | 61<br>14%    | 62<br>14%    | 56<br>13%    | 63<br>14%                 | 184<br>15%                                                              | 22<br>9%                           | 15<br>13%                                            | 16<br>10%                                                | 30<br>13%                                         | 9<br>13%                                          | 11<br>6%                 | 115          | 175           | 270           |                       |  |             |
| NHS 111 online service                                                                                                                             | 208<br>9%    | 168<br>10%   | 41<br>8%     | 68<br>15%                | 46<br>10%    | 26<br>6%     | 44<br>10%    | 24<br>5%                  | 123<br>10%                                                              | 14<br>7%                           | 8<br>7%                                              | 10<br>6%                                                 | 32<br>14%                                         | 7<br>10%                                          | 12<br>7%                 | 83           | 126           | 152           |                       |  |             |
| Mental health services (i.e. psychological therapies service/online mental health support service / telephone-based mental health support service) | 151<br>7%    | 129<br>7%    | 22<br>4%     | 42<br>9%                 | 26<br>6%     | 19<br>4%     | 37<br>8%     | 27<br>6%                  | 67<br>6%                                                                | 15<br>6%                           | 6<br>5%                                              | 3<br>2%                                                  | 29<br>12%                                         | 16<br>22%                                         | 14<br>8%                 | 60           | 90            | 121           |                       |  |             |
| GP out-of-hours service                                                                                                                            | 146<br>7%    | 115<br>7%    | 32<br>6%     | 43<br>10%                | 25<br>6%     | 21<br>5%     | 24<br>5%     | 34<br>8%                  | 85<br>7%                                                                | 6<br>2%                            | 6<br>5%                                              | 7<br>4%                                                  | 15<br>6%                                          | 15<br>21%                                         | 10<br>6%                 | 70           | 126           | 124           |                       |  |             |
| Maternity services                                                                                                                                 | 5<br>*       | 5<br>*       | -<br>*       | -<br>*                   | -<br>1%      | -<br>*       | 1<br>*       | -<br>*                    | 5<br>*                                                                  | -<br>*                             | -<br>*                                               | -<br>*                                                   | -<br>*                                            | -<br>*                                            | -<br>*                   | 3<br>*       | 2<br>*        | 3<br>*        |                       |  |             |
| Physiotherapist                                                                                                                                    | 4<br>*       | 3<br>*       | 1<br>*       | -<br>*                   | 3<br>1%      | -<br>*       | -<br>*       | 1<br>*                    | 3<br>*                                                                  | 1<br>*                             | -<br>*                                               | -<br>*                                                   | -<br>*                                            | -<br>*                                            | -<br>*                   | 2<br>*       | 2<br>*        | 5<br>*        |                       |  |             |
| 999 / Ambulance services                                                                                                                           | 4<br>*       | 4<br>*       | -<br>*       | -<br>*                   | -<br>1%      | -<br>*       | 3<br>1%      | 1<br>*                    | 1<br>*                                                                  | -<br>*                             | -<br>*                                               | -<br>*                                                   | -<br>*                                            | -<br>*                                            | 3<br>2%                  | -<br>*       | 4<br>*        | 2<br>*        |                       |  |             |
| Optician / eye clinic                                                                                                                              | 3<br>*       | 3<br>*       | 2<br>*       | -<br>*                   | 2<br>*       | -<br>*       | 2<br>1%      | -<br>*                    | 3<br>*                                                                  | 1<br>*                             | -<br>*                                               | -<br>*                                                   | 1<br>*                                            | -<br>*                                            | -<br>*                   | -<br>*       | 3<br>*        | 3<br>*        |                       |  |             |
| Vaccination                                                                                                                                        | 1<br>*       | -<br>*       | 1<br>*       | -<br>*                   | -<br>*       | 1<br>*       | 1<br>*       | -<br>*                    | 1<br>*                                                                  | -<br>*                             | 1<br>1%                                              | -<br>*                                                   | -<br>*                                            | -<br>*                                            | -<br>*                   | -<br>*       | 1<br>*        | 3<br>*        |                       |  |             |
| NHS app / website                                                                                                                                  | 1<br>*       | 1<br>*       | -<br>*       | -<br>*                   | -<br>*       | 1<br>*       | -<br>*       | -<br>*                    | 1<br>*                                                                  | -<br>*                             | -<br>*                                               | -<br>*                                                   | -<br>*                                            | -<br>*                                            | -<br>*                   | -<br>*       | 1<br>*        | 1<br>*        |                       |  |             |
| Other                                                                                                                                              | 14<br>1%     | 12<br>1%     | 3<br>1%      | 5<br>*                   | 4<br>1%      | 4<br>1%      | 3<br>1%      | 2<br>*                    | 8<br>1%                                                                 | 2<br>1%                            | -<br>*                                               | 2<br>1%                                                  | -<br>*                                            | -<br>*                                            | 2<br>1%                  | 4<br>1%      | 10<br>1%      | 17<br>1%      |                       |  |             |
| None of the above                                                                                                                                  | 203<br>9%    | 158<br>9%    | 45<br>9%     | 42<br>9%                 | 53<br>12%    | 45<br>10%    | 25<br>6%     | 39<br>9%                  | 94<br>8%                                                                | 18<br>7%                           | 11<br>9%                                             | 19<br>12%                                                | 27<br>11%                                         | 8<br>11%                                          | 26<br>15%                | 51<br>9%     | 152<br>9%     | 165<br>7%     |                       |  |             |
| Don't know                                                                                                                                         | 11<br>*      | 8<br>*       | 3<br>1%      | 2<br>*                   | 2<br>*       | 2<br>*       | 7<br>*       | -<br>*                    | 3<br>*                                                                  | 1<br>1%                            | -<br>*                                               | -<br>*                                                   | -<br>*                                            | -<br>*                                            | 4<br>2%                  | 9<br>2%      | 2<br>1%       | 7<br>*        |                       |  |             |
| Prefer not to say                                                                                                                                  | 18<br>1%     | 18<br>1%     | -<br>*       | 8<br>2%                  | 9<br>2%      | -<br>*       | 1<br>*       | 1<br>*                    | 5<br>*                                                                  | -<br>*                             | 1<br>*                                               | 4<br>2%                                                  | -<br>*                                            | -<br>*                                            | 6<br>4%                  | 6<br>1%      | 12<br>1%      | 11<br>*       |                       |  |             |
| Mean                                                                                                                                               | 2.8<br>1.5   | 2.82<br>1.51 | 2.75<br>1.44 | 2.79<br>1.48             | 2.65<br>1.40 | 2.68<br>1.40 | 3.05<br>1.45 | 2.83<br>1.41              | 2.96<br>1.109                                                           | 2.66<br>1.227                      | 2.69<br>1.03                                         | 2.39<br>1.138                                            | 2.74<br>1.210                                     | 2.88<br>1.136                                     | 2.35<br>1.090            | 3.14<br>1.36 | 2.68<br>1.090 | 2.82<br>1.090 |                       |  |             |
| Any                                                                                                                                                | 2005<br>90%  | 1561<br>89%  | 444<br>90%   | 399<br>88%               | 381<br>86%   | 400<br>90%   | 415<br>93%   | 411<br>91%                | 1109<br>92%                                                             | 227<br>92%                         | 103<br>90%                                           | 138<br>86%                                               | 210<br>89%                                        | 63<br>89%                                         | 136<br>79%               | 526<br>89%   | 1476<br>90%   | 2055<br>92%   |                       |  |             |
| 1-2 Services                                                                                                                                       | 805<br>36%   | 619<br>35%   | 186<br>38%   | 171<br>38%               | 177<br>40%   | 154<br>34%   | 151<br>34%   | 152<br>34%                | 399<br>33%                                                              | 96<br>39%                          | 46<br>40%                                            | 62<br>39%                                                | 97<br>41%                                         | 28<br>39%                                         | 66<br>38%                | 192<br>32%   | 612<br>37%    | 818<br>37%    |                       |  |             |
| 3-5 Services                                                                                                                                       | 1030<br>46%  | 804<br>46%   | 226<br>46%   | 194<br>43%               | 167<br>38%   | 220<br>49%   | 219<br>49%   | 230<br>51%                | 603<br>50%                                                              | 118<br>48%                         | 53<br>46%                                            | 72<br>45%                                                | 91<br>38%                                         | 26<br>36%                                         | 62<br>36%                | 260<br>44%   | 769<br>47%    | 1103<br>49%   |                       |  |             |
| 3+ Services                                                                                                                                        | 1200<br>54%  | 943<br>54%   | 258<br>52%   | 228<br>51%               | 204<br>46%   | 246<br>55%   | 243<br>56%   | 259<br>57%                | 710<br>59%                                                              | 131<br>53%                         | 57<br>50%                                            | 76<br>47%                                                | 113<br>48%                                        | 35<br>50%                                         | 70<br>41%                | 335<br>57%   | 864<br>53%    | 1217<br>55%   |                       |  |             |
| 6+ Services                                                                                                                                        | 170<br>8%    | 139<br>8%    | 31<br>6%     | 34<br>7%                 | 37<br>8%     | 26<br>6%     | 44<br>10%    | 29<br>6%                  | 107<br>9%                                                               | 13<br>5%                           | 5<br>4%                                              | 4<br>2%                                                  | 23<br>10%                                         | 10<br>14%                                         | 8<br>5%                  | 74<br>13%    | 95<br>6%      | 134<br>6%     |                       |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK 26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used: \* small base



Q231. Which of the following NHS services, if any, have you used in the last 12 months?

Base: All respondents

|                                                                                                                                                    | Use of NHS Services P12M |                 |                |                  |                  |                 | Type of NHS Service P12M |                           |                                          |                             |                                                   |                            |          |           |      | Unweighted Total |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------|----------------|------------------|------------------|-----------------|--------------------------|---------------------------|------------------------------------------|-----------------------------|---------------------------------------------------|----------------------------|----------|-----------|------|------------------|
|                                                                                                                                                    | Total (a)                | Any service (b) | No Service (c) | 1-2 Services (d) | 3-5 Services (e) | 6+ Services (f) | NHS111 (g)               | Dentist or pharmacist (h) | GP practice/ GP out-of-hours service (i) | Urgent & Emergency care (j) | Hospital- excluding urgent and emergency care (k) | Mental health services (l) | None (m) | Other (n) |      |                  |
| Unweighted Total                                                                                                                                   | 2238                     | 2005            | 165            | 818              | 1103             | 134             | 451                      | 1406                      | 1748                                     | 505                         | 627                                               | 121                        | 165      | 17        | 2238 |                  |
| Weighted Total                                                                                                                                     | 2238                     | 2005            | 203*           | 805              | 1030             | 170*            | 519                      | 1610                      | 1661                                     | 524                         | 577                                               | 151*                       | 203*     | 14**      | 2238 |                  |
| GP Practice                                                                                                                                        | 1642                     | 1642            | -              | 491              | 983              | 168             | 449                      | 1342                      | 1642                                     | 444                         | 516                                               | 141                        | -        | 9         | 1733 |                  |
| 73%                                                                                                                                                | 82%                      | -               | 61%            | 95%              | 99%              | 99%             | 87%                      | 83%                       | 99%                                      | 85%                         | 89%                                               | 93%                        | -        | 65%       | 77%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | zabc           | zabc             | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Pharmacist                                                                                                                                         | 1312                     | 1312            | -              | 288              | 864              | 160             | 380                      | 1312                      | 1151                                     | 373                         | 441                                               | 121                        | -        | 11        | 1422 |                  |
| 59%                                                                                                                                                | 66%                      | -               | 36%            | 84%              | 94%              | 73%             | 81%                      | 69%                       | 71%                                      | 76%                         | 80%                                               | -                          | -        | 78%       | 64%  |                  |
| zbc                                                                                                                                                | zbc                      | -               | zabc           | zabc             | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Dentist                                                                                                                                            | 1080                     | 1080            | -              | 226              | 713              | 140             | 285                      | 1080                      | 913                                      | 271                         | 327                                               | 90                         | -        | 8         | 1089 |                  |
| 48%                                                                                                                                                | 54%                      | -               | 28%            | 69%              | 83%              | 55%             | 55%                      | 67%                       | 55%                                      | 52%                         | 57%                                               | 60%                        | -        | 58%       | 49%  |                  |
| zbc                                                                                                                                                | zbc                      | -               | zabc           | zabc             | zabc             | zj              | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Local hospital for a non-emergency routine appointment or procedure                                                                                | 577                      | 577             | -              | 71               | 384              | 122             | 179                      | 499                       | 519                                      | 193                         | 577                                               | 48                         | -        | 1         | 627  |                  |
| 20%                                                                                                                                                | 29%                      | -               | 9%             | 37%              | 72%              | 34%             | 31%                      | 31%                       | 37%                                      | 100%                        | 31%                                               | -                          | -        | 10%       | 28%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zabc             | zabc             | zj              | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| NHS 111 telephone service                                                                                                                          | 438                      | 438             | -              | 53               | 235              | 149             | 438                      | 348                       | 246                                      | 159                         | 58                                                | 1                          | -        | 380       | 438  |                  |
| 20%                                                                                                                                                | 22%                      | -               | 7%             | 23%              | 88%              | 84%             | 22%                      | 23%                       | 47%                                      | 27%                         | 38%                                               | -                          | -        | 9%        | 17%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Accident and emergency at hospital                                                                                                                 | 315                      | 315             | -              | 42               | 172              | 101             | 169                      | 246                       | 279                                      | 315                         | 130                                               | 33                         | -        | 2         | 310  |                  |
| 14%                                                                                                                                                | 16%                      | -               | 5%             | 17%              | 59%              | 33%             | 15%                      | 17%                       | 60%                                      | 22%                         | 22%                                               | -                          | -        | 17%       | 14%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Urgent care / Minor Injuries Unit / Walk-in Centre / Urgent Treatment Centre                                                                       | 290                      | 290             | -              | 31               | 154              | 105             | 162                      | 239                       | 250                                      | 290                         | 110                                               | 33                         | -        | -         | 270  |                  |
| 13%                                                                                                                                                | 14%                      | -               | 4%             | 15%              | 62%              | 31%             | 15%                      | 15%                       | 55%                                      | 19%                         | 22%                                               | -                          | -        | -         | 12%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| NHS 111 online service                                                                                                                             | 208                      | 208             | -              | 19               | 109              | 81              | 208                      | 167                       | 182                                      | 117                         | 81                                                | 34                         | -        | -         | 152  |                  |
| 9%                                                                                                                                                 | 10%                      | -               | 2%             | 11%              | 47%              | 40%             | 10%                      | 11%                       | 22%                                      | 14%                         | 23%                                               | -                          | -        | -         | 7%   |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Mental health services (i.e. psychological therapies service/online mental health support service / telephone-based mental health support service) | 151                      | 151             | -              | 13               | 93               | 44              | 73                       | 132                       | 144                                      | 55                          | 48                                                | 151                        | -        | 2         | 121  |                  |
| 7%                                                                                                                                                 | 8%                       | -               | 2%             | 9%               | 26%              | 14%             | 8%                       | 9%                        | 10%                                      | 8%                          | 100%                                              | -                          | -        | 12%       | 5%   |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| GP out-of-hours service                                                                                                                            | 146                      | 146             | -              | 15               | 54               | 78              | 99                       | 119                       | 146                                      | 83                          | 69                                                | 26                         | -        | -         | 124  |                  |
| 7%                                                                                                                                                 | 7%                       | -               | 2%             | 5%               | 46%              | 13%             | 7%                       | 9%                        | 16%                                      | 12%                         | 17%                                               | -                          | -        | -         | 6%   |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zbc              | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Maternity services                                                                                                                                 | 5                        | 5               | -              | 3                | 2                | 2               | 3                        | 5                         | 2                                        | 5                           | 5                                                 | -                          | -        | -         | 3    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | 1%               | +               | +                        | +                         | +                                        | 1%                          | -                                                 | -                          | -        | -         | +    |                  |
| Physiotherapist                                                                                                                                    | 4                        | 4               | -              | 1                | 3                | 2               | 3                        | 4                         | 3                                        | 2                           | 2                                                 | -                          | -        | 2         | 5    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | 2%               | +               | +                        | +                         | +                                        | 1%                          | +                                                 | -                          | -        | 11%       | +    |                  |
| 999 / Ambulance services                                                                                                                           | 4                        | 4               | -              | 1                | 3                | 3               | 3                        | 3                         | 3                                        | 3                           | -                                                 | -                          | -        | -         | 2    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | 2%               | 1%              | +                        | +                         | +                                        | 1%                          | -                                                 | -                          | -        | -         | +    |                  |
| Optician / eye clinic                                                                                                                              | 3                        | 3               | -              | 2                | +                | +               | 3                        | 3                         | 3                                        | -                           | -                                                 | -                          | -        | +         | 3    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | 2%               | +               | +                        | +                         | +                                        | 1%                          | -                                                 | -                          | -        | 3%        | +    |                  |
| Vaccination                                                                                                                                        | 1                        | 1               | -              | +                | 1                | -               | -                        | 1                         | +                                        | +                           | -                                                 | -                          | -        | -         | 3    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | +                | -               | -                        | +                         | +                                        | +                           | -                                                 | -                          | -        | -         | +    |                  |
| NHS app / website                                                                                                                                  | 1                        | 1               | -              | 1                | -                | -               | -                        | 1                         | 1                                        | -                           | -                                                 | -                          | -        | -         | 1    |                  |
| +                                                                                                                                                  | +                        | -               | +              | +                | -                | -               | -                        | +                         | +                                        | -                           | -                                                 | -                          | -        | -         | +    |                  |
| Other                                                                                                                                              | 14                       | 14              | -              | 4                | 10               | 1               | 1                        | 12                        | 9                                        | 2                           | 1                                                 | 2                          | -        | 14        | 17   |                  |
| 1%                                                                                                                                                 | 1%                       | -               | +              | 1%               | 1%               | +               | +                        | 1%                        | 1%                                       | +                           | +                                                 | 1%                         | -        | 100%      | 1%   |                  |
| None of the above                                                                                                                                  | 203                      | -               | 203            | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | 203      | -         | 165  |                  |
| 9%                                                                                                                                                 | 100%                     | -               | -              | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | -        | -         | 7%   |                  |
| acdefgh                                                                                                                                            | acdefgh                  | -               | zabcde         | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | zghijkl  | -         | -    |                  |
| Don't know                                                                                                                                         | 11                       | -               | -              | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | -        | -         | 7    |                  |
| +                                                                                                                                                  | +                        | -               | -              | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | -        | -         | +    |                  |
| Prefer not to say                                                                                                                                  | 18                       | -               | -              | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | -        | -         | 11   |                  |
| 1%                                                                                                                                                 | acdefgh                  | -               | -              | -                | -                | -               | -                        | -                         | -                                        | -                           | -                                                 | -                          | -        | -         | +    |                  |
| Mean                                                                                                                                               | 2.8                      | 3.09            | 0              | 1.56             | 3.67             | 6.8             | 4.72                     | 3.43                      | 3.39                                     | 4.58                        | 4.27                                              | 4.88                       | 0        | 3.64      | 2.82 |                  |
| bcl                                                                                                                                                | zbc                      | -               | b              | zabc             | zabc             | zabc            | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| Any                                                                                                                                                | 2005                     | 2005            | -              | 805              | 1030             | 170             | 519                      | 1610                      | 1661                                     | 524                         | 577                                               | 151                        | -        | 14        | 2055 |                  |
| 90%                                                                                                                                                | 100%                     | -               | 80%            | 100%             | 100%             | 100%            | 100%                     | 100%                      | 100%                                     | 100%                        | 100%                                              | -                          | 100%     | -         | 92%  |                  |
| 10%                                                                                                                                                | 10%                      | -               | 10%            | 10%              | 10%              | 10%             | 10%                      | 10%                       | 10%                                      | 10%                         | 10%                                               | -                          | 10%      | -         | 92%  |                  |
| 1-2 Services                                                                                                                                       | 805                      | 805             | -              | 805              | -                | -               | 62                       | 504                       | 73                                       | 73                          | 73                                                | 1                          | -        | 4         | 818  |                  |
| 36%                                                                                                                                                | 40%                      | -               | 100%           | -                | -                | 12%             | 29%                      | 30%                       | 14%                                      | 12%                         | 9%                                                | -                          | 26%      |           | 37%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | zabcde         | -                | -                | l               | ijkl                     | ijkl                      | l                                        | l                           | l                                                 | -                          | -        | -         | -    |                  |
| 3-5 Services                                                                                                                                       | 1030                     | 1030            | -              | -                | 1030             | -               | 298                      | 981                       | 987                                      | 302                         | 384                                               | 93                         | -        | 10        | 1103 |                  |
| 46%                                                                                                                                                | 51%                      | -               | -              | 100%             | -                | 57%             | 61%                      | 59%                       | 58%                                      | 67%                         | 62%                                               | -                          | 67%      |           | 49%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | -              | zabc             | -                | zj              | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| 3+ Services                                                                                                                                        | 1200                     | 1200            | -              | -                | 1030             | 170             | 457                      | 1143                      | 1157                                     | 451                         | 506                                               | 138                        | -        | 11        | 1237 |                  |
| 54%                                                                                                                                                | 60%                      | -               | -              | 100%             | 100%             | 88%             | 71%                      | 70%                       | 86%                                      | 88%                         | 91%                                               | -                          | 74%      |           | 55%  |                  |
| bcl                                                                                                                                                | zbc                      | -               | -              | zabc             | zabc             | zj              | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |
| 6+ Services                                                                                                                                        | 170                      | 170             | -              | -                | 100%             | -               | 170                      | 159                       | 162                                      | 170                         | 148                                               | 122                        | 44       | 1         | 134  |                  |
| 8%                                                                                                                                                 | 8%                       | -               | -              | -                | 100%             | 31%             | 10%                      | 10%                       | 10%                                      | 28%                         | 21%                                               | 29%                        | -        | 7%        | 6%   |                  |
| bcl                                                                                                                                                | zbc                      | -               | -              | -                | zabc             | zj              | zj                       | zj                        | zj                                       | zj                          | zj                                                | zj                         | -        | -         | -    |                  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN 226-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/a/b/c/d/e/f - z/a/b/c/d/e/f - z/a/b/c/d/e/f - z/a/b/c/d/e/f

Overlap formulae used: \* small base \*\* very small base (under 30) ineligible for sig testing



Q231. Which of the following NHS services, if any, have you used in the last 12 months?

Base: All respondents

|                                                                                                                                                    | Use of SC Services P1236 |             |                          |                             |            | Health problem/disability |      | General Standard NHS - Last 12 months |                 |           | General Standard NHS - Next 12 months |                    |                | General Standard Social Care - Last 12 months |                 |           | General Standard Social Care - Next 12 months |                    |                | Unweighted Total |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------|--------------------------|-----------------------------|------------|---------------------------|------|---------------------------------------|-----------------|-----------|---------------------------------------|--------------------|----------------|-----------------------------------------------|-----------------|-----------|-----------------------------------------------|--------------------|----------------|------------------|
|                                                                                                                                                    | Total                    | Any service | Any service (personally) | Any service (friend/family) | No service | Yes                       | No   | Got better                            | Stayed the same | Got worse | Will get better                       | Will stay the same | Will get worse | Got better                                    | Stayed the same | Got worse | Will get better                               | Will stay the same | Will get worse |                  |
|                                                                                                                                                    | (n)                      | (a)         | (b)                      | (c)                         |            | (e)                       | (f)  | (g)                                   | (h)             | (i)       | (j)                                   | (k)                | (l)            | (m)                                           | (n)             | (o)       | (p)                                           | (q)                | (r)            |                  |
| Unweighted Total                                                                                                                                   | 2238                     | 137         | 127                      | 456                         | 1637       | 477                       | 1541 | 376                                   | 1032            | 770       | 415                                   | 902                | 854            | 72                                            | 735             | 365       | 133                                           | 716                | 1013           | 2238             |
| Weighted Total                                                                                                                                     | 2238                     | 623         | 142*                     | 480                         | 1618       | 477                       | 1709 | 365                                   | 1036            | 759       | 415                                   | 899                | 858            | 100*                                          | 816             | 886       | 161*                                          | 809                | 974            | 2238             |
| GP Practice                                                                                                                                        | 1642                     | 408         | 101                      | 376                         | 1162       | 414                       | 1205 | 253                                   | 747             | 565       | 310                                   | 668                | 625            | 65                                            | 608             | 699       | 100                                           | 603                | 757            | 1738             |
|                                                                                                                                                    | 73%                      | 78%         | 71%                      | 78%                         | 73%        | 87%                       | 70%  | 80%                                   | 72%             | 74%       | 75%                                   | 74%                | 73%            | 65%                                           | 75%             | 79%       | 65%                                           | 75%                | 78%            | 77%              |
|                                                                                                                                                    | f                        | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Pharmacist                                                                                                                                         | 1312                     | 331         | 81                       | 302                         | 953        | 356                       | 939  | 237                                   | 592             | 454       | 259                                   | 523                | 498            | 55                                            | 471             | 559       | 90                                            | 464                | 620            | 1422             |
|                                                                                                                                                    | 59%                      | 63%         | 57%                      | 63%                         | 59%        | 75%                       | 55%  | 65%                                   | 57%             | 60%       | 62%                                   | 58%                | 58%            | 56%                                           | 58%             | 63%       | 56%                                           | 57%                | 64%            | 64%              |
|                                                                                                                                                    | f                        | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Dentist                                                                                                                                            | 1080                     | 281         | 72                       | 256                         | 767        | 250                       | 823  | 188                                   | 504             | 360       | 209                                   | 418                | 421            | 44                                            | 382             | 466       | 78                                            | 394                | 493            | 1089             |
|                                                                                                                                                    | 48%                      | 54%         | 50%                      | 53%                         | 47%        | 52%                       | 48%  | 52%                                   | 49%             | 47%       | 50%                                   | 48%                | 49%            | 44%                                           | 47%             | 53%       | 48%                                           | 49%                | 51%            | 49%              |
|                                                                                                                                                    | z                        | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Local hospital for a non-emergency routine appointment or procedure                                                                                | 577                      | 168         | 43                       | 155                         | 400        | 196                       | 376  | 125                                   | 249             | 196       | 113                                   | 234                | 213            | 27                                            | 203             | 246       | 46                                            | 194                | 271            | 627              |
|                                                                                                                                                    | 26%                      | 32%         | 30%                      | 32%                         | 25%        | 41%                       | 22%  | 34%                                   | 24%             | 26%       | 27%                                   | 26%                | 25%            | 27%                                           | 25%             | 28%       | 29%                                           | 24%                | 28%            | 28%              |
|                                                                                                                                                    | f                        | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| NHS 111 telephone service                                                                                                                          | 428                      | 123         | 34                       | 114                         | 308        | 127                       | 299  | 81                                    | 154             | 192       | 75                                    | 169                | 191            | 25                                            | 160             | 198       | 31                                            | 150                | 219            | 380              |
|                                                                                                                                                    | 29%                      | 23%         | 24%                      | 24%                         | 19%        | 27%                       | 17%  | 22%                                   | 15%             | 25%       | 18%                                   | 19%                | 22%            | 25%                                           | 20%             | 22%       | 19%                                           | 19%                | 22%            | 17%              |
|                                                                                                                                                    | fh                       | z           |                          | z                           |            | z                         |      | h                                     |                 | z         |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Accident and emergency at hospital                                                                                                                 | 315                      | 87          | 29                       | 77                          | 218        | 90                        | 219  | 49                                    | 135             | 131       | 50                                    | 129                | 129            | 11                                            | 113             | 147       | 15                                            | 129                | 150            | 310              |
|                                                                                                                                                    | 14%                      | 17%         | 20%                      | 16%                         | 13%        | 19%                       | 13%  | 13%                                   | 13%             | 17%       | 12%                                   | 14%                | 15%            | 11%                                           | 14%             | 17%       | 9%                                            | 16%                | 15%            | 14%              |
|                                                                                                                                                    | f                        |             |                          |                             |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Urgent care / Minor Injuries Unit / Walk-in Centre / Urgent Treatment Centre                                                                       | 290                      | 88          | 24                       | 80                          | 193        | 74                        | 208  | 65                                    | 118             | 101       | 57                                    | 98                 | 121            | 13                                            | 96              | 141       | 25                                            | 94                 | 146            | 270              |
|                                                                                                                                                    | 13%                      | 17%         | 17%                      | 17%                         | 12%        | 16%                       | 12%  | 18%                                   | 11%             | 13%       | 14%                                   | 11%                | 14%            | 13%                                           | 12%             | 16%       | 16%                                           | 12%                | 15%            | 12%              |
|                                                                                                                                                    | z                        | z           |                          | z                           |            | z                         |      | z                                     |                 | z         |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| NHS 111 online service                                                                                                                             | 208                      | 75          | 29                       | 65                          | 124        | 58                        | 140  | 34                                    | 72              | 100       | 37                                    | 74                 | 95             | 10                                            | 76              | 93        | 12                                            | 77                 | 98             | 152              |
|                                                                                                                                                    | 9%                       | 14%         | 20%                      | 14%                         | 8%         | 12%                       | 8%   | 9%                                    | 7%              | 13%       | 9%                                    | 8%                 | 11%            | 10%                                           | 9%              | 11%       | 7%                                            | 10%                | 10%            | 7%               |
|                                                                                                                                                    | dh                       | z           |                          | z                           |            | z                         |      | z                                     |                 | z         |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Mental health services (i.e. psychological therapies service/online mental health support service / telephone-based mental health support service) | 151                      | 51          | 26                       | 44                          | 94         | 81                        | 66   | 11                                    | 71              | 66        | 20                                    | 47                 | 80             | 10                                            | 51              | 69        | 9                                             | 51                 | 78             | 121              |
|                                                                                                                                                    | 7%                       | 10%         | 18%                      | 9%                          | 6%         | 17%                       | 4%   | 3%                                    | 7%              | 9%        | 5%                                    | 5%                 | 9%             | 10%                                           | 6%              | 8%        | 6%                                            | 6%                 | 8%             | 5%               |
|                                                                                                                                                    | dfz                      | z           | z                        | z                           |            | z                         |      | z                                     | z               | z         |                                       |                    | z              |                                               |                 | z         |                                               |                    | z              |                  |
| GP out-of-hours service                                                                                                                            | 146                      | 45          | 24                       | 39                          | 100        | 44                        | 97   | 33                                    | 39              | 72        | 32                                    | 52                 | 63             | 10                                            | 54              | 72        | 9                                             | 53                 | 76             | 124              |
|                                                                                                                                                    | 7%                       | 9%          | 27%                      | 8%                          | 7%         | 9%                        | 6%   | 9%                                    | 10%             | 4%        | 8%                                    | 6%                 | 7%             | 10%                                           | 7%              | 8%        | 6%                                            | 7%                 | 8%             | 6%               |
|                                                                                                                                                    | fh                       |             | z                        | z                           |            | z                         |      | h                                     |                 | z         |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Maternity services                                                                                                                                 | 5                        | 3           | -                        | 3                           | 1          | -                         | 5    | 3                                     | 1               | -         | 2                                     | -                  | 3              | -                                             | 2               | 3         | -                                             | 2                  | 3              | 3                |
|                                                                                                                                                    | z                        | 1%          | -                        | 1%                          | z          | -                         | z    | 1%                                    | z               | -         | z                                     | -                  | z              | -                                             | z               | z         | -                                             | z                  | z              | z                |
| Physiotherapist                                                                                                                                    | 4                        | 3           | -                        | 3                           | z          | -                         | 4    | 2                                     | 2               | z         | 2                                     | 2                  | -              | -                                             | 4               | -         | -                                             | 3                  | 1              | 5                |
|                                                                                                                                                    | z                        | 1%          | -                        | 1%                          | z          | -                         | z    | z                                     | z               | z         | z                                     | z                  | -              | -                                             | z               | -         | -                                             | z                  | z              | z                |
| 999 / Ambulance services                                                                                                                           | 4                        | 1           | 1                        | -                           | 3          | 4                         | -    | 3                                     | 1               | -         | 4                                     | -                  | -              | -                                             | 4               | -         | 1                                             | 3                  | -              | 2                |
|                                                                                                                                                    | z                        | z           | 1%                       | -                           | z          | 1%                        | -    | 1%                                    | z               | -         | 1%                                    | -                  | -              | -                                             | z               | -         | 1%                                            | z                  | -              | z                |
| Optician / eye clinic                                                                                                                              | 3                        | -           | -                        | -                           | 3          | -                         | 3    | -                                     | 2               | z         | 2                                     | 1                  | -              | -                                             | z               | 2         | -                                             | 2                  | 1              | 3                |
|                                                                                                                                                    | z                        | -           | -                        | -                           | z          | -                         | z    | -                                     | z               | z         | z                                     | z                  | -              | -                                             | z               | z         | -                                             | z                  | z              | z                |
| Vaccination                                                                                                                                        | 1                        | 1           | -                        | 1                           | 1          | -                         | 1    | -                                     | 1               | -         | z                                     | -                  | 1              | -                                             | 1               | -         | -                                             | z                  | 1              | 3                |
|                                                                                                                                                    | z                        | z           | -                        | z                           | z          | -                         | z    | -                                     | z               | -         | z                                     | -                  | z              | -                                             | z               | -         | -                                             | z                  | z              | z                |
| NHS app / website                                                                                                                                  | 1                        | -           | -                        | -                           | 1          | 1                         | -    | -                                     | 1               | -         | -                                     | 1                  | -              | -                                             | -               | 1         | -                                             | -                  | 1              | 1                |
|                                                                                                                                                    | z                        | -           | -                        | -                           | z          | z                         | -    | -                                     | z               | -         | -                                     | z                  | -              | -                                             | -               | z         | -                                             | -                  | z              | z                |
| Other                                                                                                                                              | 14                       | 5           | 1                        | 5                           | 9          | 3                         | 11   | 1                                     | 10              | 2         | 3                                     | 9                  | 2              | 1                                             | 6               | 3         | -                                             | 7                  | 3              | 17               |
|                                                                                                                                                    | 1%                       | 1%          | z                        | 1%                          | 1%         | 1%                        | 1%   | z                                     | 1%              | z         | 1%                                    | 1%                 | z              | z                                             | 1%              | z         | -                                             | 1%                 | z              | 1%               |
| None of the above                                                                                                                                  | 203                      | 20          | 2                        | 20                          | 173        | 9                         | 191  | 22                                    | 99              | 61        | 34                                    | 81                 | 79             | 14                                            | 64              | 65        | 15                                            | 61                 | 83             | 165              |
|                                                                                                                                                    | 9%                       | 4%          | 2%                       | 4%                          | 11%        | 2%                        | 11%  | 6%                                    | 10%             | 8%        | 8%                                    | 9%                 | 9%             | 14%                                           | 8%              | 7%        | 10%                                           | 8%                 | 9%             | 7%               |
|                                                                                                                                                    | abzbc                    |             |                          |                             |            | z                         |      | z                                     |                 |           |                                       |                    |                |                                               |                 |           |                                               |                    |                |                  |
| Don't know                                                                                                                                         | 11                       | -           | -                        | -                           | 5          | -                         | 5    | z                                     | 4               | 6         | 4                                     | 2                  | 6              | -                                             | 2               | 1         | z                                             | 2                  | 1              | 7                |
|                                                                                                                                                    | z                        | -           | -                        | -                           | z          | -                         | z    | z                                     | z               | 1%        | z                                     | z                  | 1%             | -                                             | z               | z         | z                                             | z                  | z              | z                |
| Prefer not to say                                                                                                                                  | 18                       | -           | -                        | -                           | 6          | 2                         | 5    | 1                                     | 9               | 8         | 5                                     | 3                  | 5              | -                                             | 2               | 5         | -                                             | 3                  | 5              | 11               |
|                                                                                                                                                    | 1%                       | -           | -                        | -                           | z          | z                         | z    | z                                     | 1%              | 1%        | 1%                                    | z                  | 1%             | -                                             | z               | 1%        | -                                             | z                  | z              | z                |
| Mean                                                                                                                                               | 2.8                      | 3.19        | 3.27                     | 3.17                        | 2.71       | 3.58                      | 2.59 | 3.09                                  | 2.64            | 3         | 2.88                                  | 2.71               | 2.88           | 2.72                                          | 2.75            | 3.06      | 2.62                                          | 2.77               | 3.01           | 2.82             |
|                                                                                                                                                    | dh                       | z           | z                        | z                           | z          | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| Any                                                                                                                                                | 2005                     | 502         | 140                      | 460                         | 1424       | 466                       | 1509 | 242                                   | 922             | 684       | 273                                   | 812                | 769            | 85                                            | 748             | 816       | 146                                           | 742                | 885            | 2055             |
|                                                                                                                                                    | 90%                      | 96%         | 98%                      | 96%                         | 89%        | 98%                       | 88%  | 94%                                   | 89%             | 90%       | 90%                                   | 90%                | 90%            | 86%                                           | 92%             | 92%       | 90%                                           | 92%                | 91%            | 92%              |
|                                                                                                                                                    | f                        | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| 1-2 Services                                                                                                                                       | 805                      | 174         | 55                       | 159                         | 590        | 174                       | 666  | 116                                   | 384             | 273       | 138                                   | 331                | 316            | 30                                            | 339             | 284       | 63                                            | 310                | 323            | 818              |
|                                                                                                                                                    | 36%                      | 33%         | 38%                      | 33%                         | 36%        | 26%                       | 39%  | 32%                                   | 37%             | 36%       | 33%                                   | 37%                | 37%            | 30%                                           | 42%             | 32%       | 39%                                           | 38%                | 33%            | 37%              |
|                                                                                                                                                    | eor                      |             |                          |                             |            | z                         |      |                                       |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| 3-5 Services                                                                                                                                       | 1030                     | 272         | 67                       | 250                         | 733        | 279                       | 740  | 191                                   | 487             | 330       | 206                                   | 429                | 368            | 48                                            | 341             | 449       | 69                                            | 379                | 468            | 1103             |
|                                                                                                                                                    | 46%                      | 52%         | 47%                      | 45%                         | 45%        | 58%                       | 43%  | 52%                                   | 47%             | 43%       | 50%                                   | 48%                | 43%            | 49%                                           | 42%             | 51%       | 43%                                           | 47%                | 48%            | 49%              |
|                                                                                                                                                    | fh                       | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| 3+ Services                                                                                                                                        | 1200                     | 329         | 85                       | 301                         | 844        | 341                       | 843  | 226                                   | 540             | 412       | 235                                   | 482                | 453            | 55                                            | 409             | 532       | 82                                            | 433                | 562            | 1237             |
|                                                                                                                                                    | 54%                      | 63%         | 60%                      | 63%                         | 52%        | 63%                       | 49%  | 62%                                   | 52%             | 54%       | 56%                                   | 54%                | 53%            | 55%                                           | 50%             | 60%       | 52%                                           | 54%                | 58%            | 55%              |
|                                                                                                                                                    | fh                       | z           |                          | z                           |            | z                         |      | z                                     |                 |           |                                       |                    |                | z                                             |                 | z         |                                               |                    | z              |                  |
| 6+ Services                                                                                                                                        | 170                      | 57          | 18                       | 51                          | 112        | 63                        | 103  | 35                                    | 53              | 82        | 29                                    | 51                 | 85             | 7                                             | 68              | 83        | 13                                            | 55                 | 94             | 134              |
|                                                                                                                                                    | 8%                       | 11%         | 13%                      | 11%                         | 7%         | 13%                       | 6%   | 10%                                   | 5%              | 11%       | 7%                                    | 6%                 | 10%            | 7%                                            | 8%              | 9%        | 8%                                            | 7%                 | 10%            | 6%               |
|                                                                                                                                                    | fh                       | z           |                          | z                           |            | z                         |      | h                                     |                 | z         |                                       |                    | z              |                                               |                 | z         |                                               |                    | z              |                  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [JN 126-001039-01]

File name: 26-001039\_ADOHC\_260521A\_HF\_wnd v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q232A. Which of the following social care services, if any, have you personally used in the last year or so?

Base: All respondents

|                                                                                                    | Gender             |                   |                    | Age               |                   |                   |                   |                  |                   |                  | Ethnicity                                    |                                                             | Working status           |                               | Education                                          |                      |                                                        |                                 |                                                     |                                                                                   |                                    |                  | Unwtd Total |
|----------------------------------------------------------------------------------------------------|--------------------|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|------------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|-------------------------------|----------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|------------------|-------------|
|                                                                                                    | Total<br>(a)       | Man<br>(b)        | Woman<br>(c)       | 16-24<br>(d)      | 25-34<br>(e)      | 35-44<br>(f)      | 45-54<br>(g)      | 55-64<br>(h)     | 65-74<br>(i)      | 75+<br>(j)       | White (including<br>White minorities)<br>(k) | Ethnic minorities<br>(excluding White<br>minorities)<br>(l) | Working full-time<br>(m) | Not working full-<br>time (n) | Graduates<br>(Degree/Master/P<br>H/D/above)<br>(o) | Non-graduates<br>(p) | Other Higher<br>Education below<br>degree level<br>(q) | A-level or<br>equivalent<br>(r) | GCSE/O-Level/<br>CSE/WJEC/112/<br>equivalent<br>(s) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(t) | No formal<br>qualifications<br>(u) |                  |             |
| Unweighted Total                                                                                   | 2238               | 1090              | 1130               | 101               | 156               | 252               | 345               | 518              | 552               | 314              | 2016                                         | 180                                                         | 794                      | 1434                          | 683                                                | 1523                 | 294                                                    | 475                             | 534                                                 | 130                                                                               | 90                                 | 2238             |             |
| Weighted Total                                                                                     | 2238               | 1069              | 1151               | 292*              | 361               | 359               | 355               | 354              | 268               | 249              | 1880                                         | 300                                                         | 976                      | 1253                          | 665                                                | 1541                 | 276                                                    | 552                             | 542                                                 | 99*                                                                               | 72*                                | 2238             |             |
| Any service                                                                                        | 142<br>6%<br>fhj   | 59<br>6%<br>fhj   | 83<br>7%<br>fhj    | 15<br>5%<br>fhj   | 33<br>9%<br>fhj   | 40<br>11%<br>fhgh | 10<br>3%<br>fhj   | 21<br>6%<br>fhj  | 9<br>3%<br>fhj    | 14<br>6%<br>fhj  | 92<br>5%<br>fhj                              | 47<br>16%<br>fhj                                            | 38<br>4%<br>fhj          | 103<br>8%<br>fhj              | 33<br>5%<br>fhj                                    | 106<br>7%<br>fhj     | 24<br>9%<br>fhj                                        | 26<br>5%<br>fhj                 | 38<br>7%<br>fhj                                     | 11<br>12%<br>fhj                                                                  | 7<br>9%<br>fhj                     | 127<br>6%<br>fhj |             |
| Day-to-Day Support                                                                                 | 74<br>3%<br>hij    | 26<br>2%<br>hij   | 48<br>4%<br>z      | 10<br>3%<br>z     | 20<br>6%<br>z     | 19<br>5%<br>fgh   | 7<br>2%<br>fhj    | 8<br>2%<br>fhj   | 5<br>2%<br>fhj    | 6<br>2%<br>fhj   | 42<br>2%<br>fhj                              | 22<br>11%<br>fhj                                            | 17<br>2%<br>fhj          | 57<br>5%<br>fhj               | 16<br>2%<br>fhj                                    | 57<br>4%<br>fhj      | 16<br>6%<br>fhj                                        | 13<br>2%<br>fhj                 | 24<br>4%<br>fhj                                     | 1<br>1%<br>fhj                                                                    | 2<br>3%<br>fhj                     | 63<br>3%<br>fhj  |             |
| Assisted technology (e.g.<br>automatic sensors to say if lights<br>left on/fridge door open)       | 30<br>1%<br>i      | 9<br>1%<br>i      | 21<br>2%<br>i      | 7<br>2%<br>i      | 9<br>3%<br>i      | 7<br>2%<br>i      | 2<br>1%<br>i      | 2<br>1%<br>i     | 2<br>1%<br>i      | 1<br>*<br>i      | 16<br>1%<br>i                                | 13<br>4%<br>i                                               | 9<br>1%<br>i             | 20<br>2%<br>i                 | 5<br>1%<br>i                                       | 25<br>2%<br>i        | 4<br>2%<br>i                                           | 4<br>1%<br>i                    | 16<br>3%<br>i                                       | 1<br>1%<br>i                                                                      | -<br>-<br>i                        | 22<br>1%<br>i    |             |
| Basic needs such as food, shelter<br>and medical care for older<br>people/people with disabilities | 22<br>1%<br>j      | 7<br>1%<br>j      | 15<br>1%<br>j      | 4<br>1%<br>j      | 5<br>1%<br>j      | 6<br>2%<br>j      | 1<br>*<br>j       | 2<br>1%<br>j     | 1<br>1%<br>j      | 2<br>1%<br>j     | 13<br>1%<br>j                                | 9<br>3%<br>j                                                | 4<br>*<br>j              | 18<br>1%<br>j                 | 6<br>1%<br>j                                       | 16<br>1%<br>j        | 3<br>1%<br>j                                           | 5<br>1%<br>j                    | 6<br>1%<br>j                                        | 1<br>1%<br>j                                                                      | 2<br>2%<br>j                       | 19<br>1%<br>j    |             |
|                                                                                                    | 1%<br>j            | 1%<br>j           | 1%<br>j            | 1%<br>j           | 1%<br>j           | 2%<br>j           | *<br>j            | 1%<br>j          | 1%<br>j           | 1%<br>j          | 1%<br>j                                      | 3%<br>j                                                     | *<br>j                   | 1%<br>j                       | 1%<br>j                                            | 1%<br>j              | 1%<br>j                                                | 1%<br>j                         | 1%<br>j                                             | 1%<br>j                                                                           | 2%<br>j                            | 1%<br>j          |             |
| Transport services for older<br>people/people with disabilities                                    | 19<br>1%<br>jk     | 5<br>1%<br>jk     | 14<br>1%<br>jk     | -<br>-<br>jk      | 10<br>3%<br>jk    | -<br>-<br>jk      | 3<br>1%<br>jk     | 3<br>1%<br>jk    | 2<br>1%<br>jk     | 1<br>*<br>jk     | 12<br>1%<br>jk                               | 7<br>2%<br>jk                                               | 2<br>*<br>jk             | 17<br>1%<br>jk                | 6<br>1%<br>jk                                      | 13<br>1%<br>jk       | 5<br>2%<br>jk                                          | 2<br>*<br>jk                    | 5<br>1%<br>jk                                       | -<br>-<br>jk                                                                      | 1<br>1%<br>jk                      | 17<br>1%<br>jk   |             |
| Day/community/leisure<br>centres for older people                                                  | 12<br>1%<br>l      | 4<br>*<br>l       | 8<br>1%<br>l       | 1<br>*<br>l       | -<br>-<br>l       | 5<br>1%<br>l      | 1<br>*<br>l       | 1<br>*<br>l      | 1<br>1%<br>l      | 3<br>1%<br>l     | 9<br>*<br>l                                  | 3<br>1%<br>l                                                | -<br>-<br>l              | 12<br>1%<br>l                 | 2<br>*<br>l                                        | 11<br>1%<br>l        | 5<br>2%<br>l                                           | 1<br>*<br>l                     | 3<br>1%<br>l                                        | 1<br>1%<br>l                                                                      | 1<br>1%<br>l                       | 13<br>1%<br>l    |             |
|                                                                                                    | 1%<br>l            | *<br>l            | 1%<br>l            | *<br>l            | -<br>-<br>l       | 1%<br>l           | *<br>l            | *<br>l           | 1%<br>l           | 1%<br>l          | *<br>l                                       | 1%<br>l                                                     | -<br>-<br>l              | 1%<br>l                       | *<br>l                                             | 1%<br>l              | 2%<br>l                                                | *<br>l                          | 1%<br>l                                             | 1%<br>l                                                                           | 1%<br>l                            | 1%<br>l          |             |
| Day/community/leisure<br>centres for people with disabilities                                      | 11<br>*<br>m       | 4<br>*<br>m       | 6<br>1%<br>m       | -<br>-<br>m       | 7<br>2%<br>m      | 1<br>*<br>m       | 1<br>*<br>m       | 1<br>*<br>m      | *<br>-<br>m       | -<br>-<br>m      | 6<br>*<br>m                                  | 5<br>2%<br>m                                                | 3<br>*<br>m              | 7<br>1%<br>m                  | 4<br>1%<br>m                                       | 7<br>*<br>m          | 4<br>1%<br>m                                           | 2<br>*<br>m                     | -<br>-<br>m                                         | -<br>-<br>m                                                                       | 1<br>1%<br>m                       | 8<br>*<br>m      |             |
| Meals on wheels                                                                                    | 5<br>*<br>n        | -<br>-<br>n       | 5<br>*<br>n        | 2<br>1%<br>n      | 2<br>*<br>n       | -<br>-<br>n       | 1<br>*<br>n       | 1<br>*<br>n      | -<br>-<br>n       | -<br>-<br>n      | 1<br>*<br>n                                  | 4<br>1%<br>n                                                | 1<br>*<br>n              | 4<br>*<br>n                   | 2<br>*<br>n                                        | 3<br>*<br>n          | -<br>-<br>n                                            | 2<br>*<br>n                     | 2<br>*<br>n                                         | -<br>-<br>n                                                                       | -<br>-<br>n                        | 4<br>*<br>n      |             |
| Residential Support                                                                                | 63<br>3%<br>fhj    | 26<br>2%<br>fhj   | 37<br>3%<br>fhj    | 7<br>2%<br>fhj    | 20<br>6%<br>fhj   | 15<br>4%<br>fhj   | 3<br>1%<br>fhj    | 11<br>3%<br>fhj  | 2<br>1%<br>fhj    | 6<br>3%<br>fhj   | 40<br>2%<br>fhj                              | 21<br>7%<br>fhj                                             | 18<br>2%<br>fhj          | 43<br>3%<br>fhj               | 17<br>3%<br>fhj                                    | 45<br>3%<br>fhj      | 7<br>2%<br>fhj                                         | 15<br>3%<br>fhj                 | 14<br>3%<br>fhj                                     | 5<br>5%<br>fhj                                                                    | 4<br>5%<br>fhj                     | 56<br>3%<br>fhj  |             |
| Residential/nursing care for older<br>people                                                       | 31<br>1%<br>hj     | 14<br>1%<br>hj    | 17<br>1%<br>hj     | 4<br>1%<br>hj     | 10<br>3%<br>hj    | 10<br>3%<br>hj    | 2<br>*<br>hj      | 5<br>1%<br>hj    | *<br>1%<br>hj     | 2<br>1%<br>hj    | 18<br>1%<br>hj                               | 12<br>4%<br>hj                                              | 11<br>1%<br>hj           | 20<br>2%<br>hj                | 10<br>2%<br>hj                                     | 20<br>1%<br>hj       | 6<br>2%<br>hj                                          | 7<br>1%<br>hj                   | 7<br>1%<br>hj                                       | 1<br>1%<br>hj                                                                     | *<br>1%<br>hj                      | 26<br>1%<br>hj   |             |
| Home care for older people                                                                         | 17<br>1%<br>i      | 7<br>1%<br>i      | 11<br>1%<br>i      | -<br>-<br>i       | 4<br>1%<br>i      | 1<br>*<br>i       | 1<br>*<br>i       | 5<br>1%<br>i     | 2<br>1%<br>i      | 5<br>2%<br>i     | 13<br>1%<br>i                                | 4<br>1%<br>i                                                | 2<br>*<br>i              | 15<br>1%<br>i                 | 5<br>1%<br>i                                       | 13<br>1%<br>i        | 1<br>*<br>i                                            | 5<br>1%<br>i                    | 3<br>1%<br>i                                        | 2<br>2%<br>i                                                                      | 1<br>1%<br>i                       | 21<br>1%<br>i    |             |
| Home care for people with<br>disabilities                                                          | 14<br>1%<br>j      | 7<br>1%<br>j      | 7<br>1%<br>j       | 2<br>1%<br>j      | 3<br>1%<br>j      | 2<br>*<br>j       | 1<br>*<br>j       | 2<br>1%<br>j     | 1<br>*<br>j       | 3<br>1%<br>j     | 10<br>1%<br>j                                | 2<br>1%<br>j                                                | 3<br>*<br>j              | 11<br>1%<br>j                 | 4<br>1%<br>j                                       | 10<br>1%<br>j        | -<br>-<br>j                                            | 3<br>1%<br>j                    | 5<br>1%<br>j                                        | 1<br>1%<br>j                                                                      | 1<br>1%<br>j                       | 13<br>1%<br>j    |             |
| Residential/nursing care for<br>people with disabilities                                           | 8<br>*<br>k        | 5<br>*<br>k       | 3<br>*<br>k        | -<br>-<br>k       | 5<br>2%<br>k      | 2<br>1%<br>k      | -<br>-<br>k       | 1<br>*<br>k      | -<br>-<br>k       | -<br>-<br>k      | 6<br>*<br>k                                  | 2<br>1%<br>k                                                | 4<br>*<br>k              | 3<br>*<br>k                   | 2<br>*<br>k                                        | 6<br>*<br>k          | -<br>-<br>k                                            | 2<br>*<br>k                     | -<br>-<br>k                                         | 2<br>2%<br>k                                                                      | 2<br>3%<br>k                       | 5<br>*<br>k      |             |
| Financial Support                                                                                  | 54<br>2%<br>fhj    | 23<br>2%<br>fhj   | 31<br>3%<br>fhj    | 11<br>4%<br>fhj   | 20<br>6%<br>fhj   | 9<br>3%<br>fhj    | 2<br>*<br>fhj     | 5<br>1%<br>fhj   | 3<br>1%<br>fhj    | 4<br>2%<br>fhj   | 36<br>2%<br>fhj                              | 17<br>6%<br>fhj                                             | 9<br>1%<br>fhj           | 44<br>4%<br>fhj               | 13<br>2%<br>fhj                                    | 41<br>3%<br>fhj      | 9<br>3%<br>fhj                                         | 9<br>2%<br>fhj                  | 18<br>3%<br>fhj                                     | 5<br>5%<br>fhj                                                                    | 1<br>2%<br>fhj                     | 42<br>2%<br>fhj  |             |
| Direct payment/Individual<br>budgets/Personal health budgets                                       | 54<br>2%<br>fhj    | 23<br>2%<br>fhj   | 31<br>3%<br>fhj    | 11<br>4%<br>fhj   | 20<br>6%<br>fhj   | 9<br>3%<br>fhj    | 2<br>*<br>fhj     | 5<br>1%<br>fhj   | 3<br>1%<br>fhj    | 4<br>2%<br>fhj   | 36<br>2%<br>fhj                              | 17<br>6%<br>fhj                                             | 9<br>1%<br>fhj           | 44<br>4%<br>fhj               | 13<br>2%<br>fhj                                    | 41<br>3%<br>fhj      | 9<br>3%<br>fhj                                         | 9<br>2%<br>fhj                  | 18<br>3%<br>fhj                                     | 5<br>5%<br>fhj                                                                    | 1<br>2%<br>fhj                     | 42<br>2%<br>fhj  |             |
| Employment                                                                                         | 32<br>1%<br>fhj    | 9<br>1%<br>fhj    | 23<br>2%<br>z      | 9<br>3%<br>h      | 12<br>3%<br>fhj   | 7<br>2%<br>h      | 1<br>*<br>fhj     | 4<br>1%<br>h     | -<br>-<br>fhj     | -<br>-<br>fhj    | 8<br>*<br>fhj                                | 22<br>7%<br>fhj                                             | 12<br>1%<br>fhj          | 20<br>2%<br>fhj               | 16<br>2%<br>p                                      | 16<br>1%<br>fhj      | -<br>-<br>fhj                                          | 4<br>1%<br>fhj                  | 10<br>2%<br>fhj                                     | 1<br>1%<br>fhj                                                                    | 1<br>1%<br>fhj                     | 20<br>1%<br>fhj  |             |
| Support to stay in work for those<br>with a disability/long-term health<br>condition               | 32<br>1%<br>fhj    | 9<br>1%<br>fhj    | 23<br>2%<br>z      | 9<br>3%<br>h      | 12<br>3%<br>fhj   | 7<br>2%<br>h      | 1<br>*<br>fhj     | 4<br>1%<br>h     | -<br>-<br>fhj     | -<br>-<br>fhj    | 8<br>*<br>fhj                                | 22<br>7%<br>fhj                                             | 12<br>1%<br>fhj          | 20<br>2%<br>fhj               | 16<br>2%<br>p                                      | 16<br>1%<br>fhj      | -<br>-<br>fhj                                          | 4<br>1%<br>fhj                  | 10<br>2%<br>fhj                                     | 1<br>1%<br>fhj                                                                    | 1<br>1%<br>fhj                     | 20<br>1%<br>fhj  |             |
| None of the above                                                                                  | 2057<br>92%<br>dek | 996<br>93%<br>dek | 1045<br>91%<br>dek | 266<br>91%<br>dek | 314<br>87%<br>dek | 312<br>87%<br>dek | 341<br>96%<br>zde | 332<br>94%<br>de | 258<br>96%<br>zde | 234<br>94%<br>de | 1762<br>94%<br>zk                            | 245<br>82%<br>zk                                            | 928<br>95%<br>zm         | 1125<br>90%<br>zm             | 626<br>94%<br>zst                                  | 1410<br>91%<br>zst   | 249<br>90%<br>zst                                      | 515<br>93%<br>t                 | 407<br>92%<br>t                                     | 86<br>88%<br>t                                                                    | 62<br>86%<br>t                     | 2081<br>93%<br>t |             |
| Don't know                                                                                         | 18<br>1%<br>j      | 5<br>*<br>j       | 12<br>1%<br>j      | 3<br>1%<br>j      | 9<br>2%<br>j      | 2<br>1%<br>j      | 1<br>*<br>j       | 1<br>*<br>j      | 1<br>*<br>j       | 1<br>*<br>j      | 13<br>1%<br>j                                | 3<br>1%<br>j                                                | 5<br>1%<br>j             | 13<br>1%<br>j                 | 3<br>*<br>j                                        | 11<br>1%<br>j        | 3<br>1%<br>j                                           | 5<br>1%<br>j                    | 2<br>1%<br>j                                        | 1<br>1%<br>j                                                                      | *<br>*<br>j                        | 17<br>1%<br>j    |             |
| Prefer not to say                                                                                  | 21<br>1%<br>gj     | 9<br>1%<br>gj     | 11<br>1%<br>gj     | 8<br>3%<br>gj     | 5<br>1%<br>gj     | 5<br>1%<br>gj     | 2<br>1%<br>gj     | 1<br>*<br>gj     | -<br>-<br>gj      | -<br>-<br>gj     | 13<br>1%<br>gj                               | 5<br>2%<br>gj                                               | 5<br>1%<br>gj            | 12<br>1%<br>gj                | 3<br>*<br>gj                                       | 14<br>1%<br>gj       | *<br>*<br>gj                                           | 6<br>1%<br>gj                   | 5<br>1%<br>gj                                       | -<br>-<br>gj                                                                      | 3<br>4%<br>gj                      | 13<br>1%<br>gj   |             |
| Mean                                                                                               | 0.12<br>(fhj)      | 0.09<br>z         | 0.14<br>z          | 0.14<br>z         | 0.25<br>z         | 0.14<br>fh        | 0.04<br>z         | 0.09<br>z        | 0.05<br>z         | 0.09<br>z        | 0.08<br>z                                    | 0.35<br>z                                                   | 0.07<br>z                | 0.16<br>z                     | 0.11<br>z                                          | 0.12<br>z            | 0.13<br>z                                              | 0.08<br>z                       | 0.14<br>z                                           | 0.14<br>z                                                                         | 0.16<br>z                          | 0.1<br>z         |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (N J26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/s/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/h/t

Overlap formulae used: \* small base



Q232A. Which of the following social care services, if any, have you personally used in the last year or so?

Base: All respondents

|                                                                                              | Total<br>(z)      | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |            |              | England region    |                   |                                    |                      |                      |                        |                   |                   |               |  | Unwtd Total |
|----------------------------------------------------------------------------------------------|-------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--|-------------|
|                                                                                              |                   | Up to £25,999<br>(c)    | £26,000 up to<br>£51,999<br>(d) | £52,000 up to<br>£99,999<br>(e) | £100,000 and<br>above<br>(f) | England<br>(g) | Scotland<br>(h) | Wales<br>(i) | Northern Ireland<br>(j) | North<br>(k)         | Midlands<br>(l) |            | South<br>(m) | North East<br>(n) | North West<br>(o) | Yorkshire and The<br>Humber<br>(p) | East Midlands<br>(q) | West Midlands<br>(r) | East of England<br>(s) | South East<br>(t) | South West<br>(u) | London<br>(v) |  |             |
| Unweighted Total                                                                             | 2238              | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 934        | 88           | 201               | 164               | 170                                | 178                  | 194                  | 282                    | 225               | 213               | 2238          |  |             |
| Weighted Total                                                                               | 2238              | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 106*         | 62*                     | 521                  | 362             | 1003       | 89*          | 247               | 184               | 164                                | 198                  | 209                  | 310                    | 195               | 290               | 2238          |  |             |
| Any service                                                                                  | 142<br>6%<br>e    | 66<br>17%<br>zdef       | 31<br>5%                        | 14<br>3%                        | 6<br>3%                      | 126<br>7%      | 5<br>3%         | 6<br>6%      | 5<br>7%                 | 38<br>7%             | 29<br>8%        | 59<br>6%   | 4<br>4%      | 15<br>6%          | 19<br>10%         | 8<br>5%                            | 21<br>10%            | 8<br>4%              | 15<br>5%               | 9<br>5%           | 27<br>9%          | 127<br>6%     |  |             |
| Day-to-Day Support                                                                           | 74<br>3%<br>d     | 34<br>9%<br>zdef        | 12<br>2%                        | 11<br>2%                        | 3<br>1%                      | 67<br>4%       | 4<br>2%         | 2<br>2%      | 1<br>2%                 | 14<br>3%             | 16<br>4%        | 37<br>4%   | -<br>-       | 8<br>3%           | 5<br>3%           | 7<br>4%                            | 9<br>5%              | 6<br>3%              | 10<br>3%               | 4<br>2%           | 17<br>6%          | 63<br>3%      |  |             |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 30<br>1%          | 11<br>3%<br>zde         | 4<br>1%                         | 3<br>1%                         | 3<br>1%                      | 27<br>1%       | *<br>*          | 2<br>2%      | 1<br>1%                 | 4<br>1%              | 4<br>1%         | 20<br>2%   | -<br>-       | 2<br>1%           | 2<br>1%           | 1<br>*                             | 3<br>2%              | 2<br>1%              | 4<br>1%                | 1<br>1%           | 13<br>4%          | 22<br>1%      |  |             |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 22<br>1%          | 7<br>2%<br>zde          | 7<br>1%                         | 1<br>*                          | *<br>*                       | 21<br>1%       | -<br>-          | *<br>*       | 1<br>2%                 | 5<br>1%              | 4<br>1%         | 11<br>1%   | -<br>-       | 3<br>1%           | 3<br>1%           | 1<br>*                             | 3<br>2%              | 1<br>*               | 6<br>2%                | -<br>-            | 4<br>1%           | 19<br>1%      |  |             |
| Transport services for older people/people with disabilities                                 | 19<br>1%          | 11<br>3%<br>zdef        | 1<br>*                          | 3<br>1%                         | -<br>-                       | 16<br>1%       | 3<br>2%         | *<br>*       | -<br>-                  | 4<br>1%              | 4<br>1%         | 8<br>1%    | -<br>-       | 3<br>1%           | 1<br>1%           | 1<br>1%                            | 3<br>2%              | 1<br>1%              | 4<br>1%                | 2<br>1%           | 1<br>*            | 17<br>1%      |  |             |
| Day/community/luncheon centres for older people                                              | 12<br>1%          | 3<br>1%                 | 3<br>*                          | 1<br>*                          | *<br>*                       | 11<br>1%       | *<br>*          | -<br>-       | 1<br>1%                 | 2<br>*               | 2<br>1%         | 6<br>1%    | -<br>-       | 2<br>1%           | -<br>-            | 2<br>1%                            | -<br>-               | 2<br>1%              | 2<br>1%                | -<br>-            | 2<br>1%           | 13<br>1%      |  |             |
| Day/community/luncheon centres for people with disabilities                                  | 11<br>*           | 6<br>1%<br>zdf          | -<br>-                          | 4<br>1%                         | -<br>-                       | 11<br>1%       | -<br>-          | -<br>-       | *<br>*                  | 1<br>*               | 5<br>1%         | 4<br>*     | -<br>-       | 1<br>1%           | -<br>-            | 2<br>1%                            | 3<br>2%              | 2<br>1%              | 1<br>*                 | 1<br>1%           | -<br>-            | 8<br>*        |  |             |
| Meals on wheels                                                                              | 5<br>*            | 4<br>1%<br>zdf          | -<br>-                          | -<br>-                          | -<br>-                       | 5<br>*         | -<br>-          | -<br>-       | -<br>-                  | 3<br>1%              | 3<br>1%         | -<br>m     | -<br>-       | 3<br>1%           | -<br>-            | 1<br>1%                            | 2<br>1%              | -<br>-               | -<br>-                 | -<br>-            | -<br>-            | 4<br>*        |  |             |
| Residential Support                                                                          | 63<br>3%          | 25<br>6%<br>zdef        | 11<br>2%                        | 7<br>1%                         | 2<br>1%                      | 59<br>3%       | 3<br>1%         | 1<br>1%      | *<br>1%                 | 11<br>2%             | 19<br>5%        | 29<br>3%   | 2<br>3%      | 5<br>2%           | 4<br>2%           | 5<br>3%                            | 14<br>7%             | 6<br>3%              | 7<br>2%                | 6<br>3%           | 10<br>3%          | 56<br>3%      |  |             |
| Residential/nursing care for older people                                                    | 31<br>1%          | 12<br>3%<br>zef         | 8<br>1%                         | 4<br>1%                         | -<br>-                       | 29<br>2%       | 2<br>1%         | *<br>*       | -<br>-                  | 3<br>1%              | 11<br>3%        | 14<br>1%   | 1<br>1%      | 1<br>*            | 1<br>1%           | 3<br>2%                            | 8<br>4%              | 3<br>2%              | 2<br>1%                | 4<br>2%           | 6<br>2%           | 26<br>1%      |  |             |
| Home care for older people                                                                   | 17<br>1%          | 8<br>2%<br>z            | 5<br>1%                         | 3<br>1%                         | -<br>-                       | 16<br>1%       | *<br>*          | *<br>*       | *<br>*                  | 7<br>1%              | 4<br>1%         | 5<br>1%    | 1<br>2%      | 3<br>1%           | 2<br>1%           | 3<br>2%                            | 1<br>*               | 2<br>1%              | 2<br>1%                | 2<br>1%           | -<br>-            | 21<br>1%      |  |             |
| Home care for people with disabilities                                                       | 14<br>1%          | 4<br>1%                 | 3<br>*                          | 1<br>*                          | -<br>-                       | 13<br>1%       | *<br>*          | *<br>*       | *<br>*                  | 2<br>*               | 4<br>1%         | 7<br>1%    | -<br>-       | -<br>-            | 2<br>1%           | 1<br>*                             | 3<br>2%              | 1<br>1%              | 3<br>1%                | -<br>-            | 2<br>1%           | 13<br>1%      |  |             |
| Residential/nursing care for people with disabilities                                        | 8<br>*            | 2<br>*                  | -<br>-                          | 2<br>*                          | 2<br>1%                      | 8<br>*         | -<br>-          | -<br>-       | -<br>-                  | 1<br>*               | 2<br>*          | 6<br>1%    | -<br>-       | 1<br>*            | -<br>-            | -<br>-                             | 2<br>1%              | 2<br>1%              | -<br>-                 | 2<br>1%           | 2<br>1%           | 5<br>*        |  |             |
| Financial Support                                                                            | 54<br>2%<br>e     | 30<br>8%<br>zdef        | 9<br>1%                         | 3<br>1%                         | 1<br>*                       | 45<br>2%       | 3<br>2%         | 3<br>3%      | 3<br>5%                 | 13<br>3%             | 14<br>4%        | 18<br>2%   | 2<br>2%      | 5<br>2%           | 7<br>4%           | 2<br>1%                            | 12<br>6%             | 3<br>1%              | 4<br>1%                | 1<br>1%           | 10<br>3%          | 42<br>2%      |  |             |
| Direct payment/individual budgets/Personal health budgets                                    | 54<br>2%<br>e     | 30<br>8%<br>zdef        | 9<br>1%                         | 3<br>1%                         | 1<br>*                       | 45<br>2%       | 3<br>2%         | 3<br>3%      | 3<br>5%                 | 13<br>3%             | 14<br>4%        | 18<br>2%   | 2<br>2%      | 5<br>2%           | 7<br>4%           | 2<br>1%                            | 12<br>6%             | 3<br>1%              | 4<br>1%                | 1<br>1%           | 10<br>3%          | 42<br>2%      |  |             |
| Employment                                                                                   | 32<br>1%          | 14<br>4%<br>zde         | 8<br>1%                         | 2<br>*                          | 3<br>1%                      | 28<br>1%       | 2<br>1%         | 2<br>2%      | -<br>-                  | 10<br>2%             | 8<br>2%         | 10<br>1%   | -<br>-       | 4<br>2%           | 6<br>3%           | 2<br>1%                            | 6<br>3%              | -<br>-               | 1<br>*                 | -<br>-            | 9<br>3%           | 20<br>1%      |  |             |
| Support to stay in work for those with a disability/long-term health condition               | 32<br>1%          | 14<br>4%<br>zde         | 8<br>1%                         | 2<br>*                          | 3<br>1%                      | 28<br>1%       | 2<br>1%         | 2<br>2%      | -<br>-                  | 10<br>2%             | 8<br>2%         | 10<br>1%   | -<br>-       | 4<br>2%           | 6<br>3%           | 2<br>1%                            | 6<br>3%              | -<br>-               | 1<br>*                 | -<br>-            | 9<br>3%           | 20<br>1%      |  |             |
| None of the above                                                                            | 2057<br>92%<br>cr | 325<br>82%<br>zc        | 568<br>94%<br>zc                | 507<br>97%<br>zc                | 222<br>96%<br>c              | 1731<br>92%    | 172<br>94%      | 97<br>92%    | 56<br>90%               | 473<br>91%           | 323<br>89%      | 935<br>93% | 82<br>92%    | 228<br>92%        | 163<br>88%        | 152<br>92%                         | 171<br>87%           | 195<br>93%           | 294<br>95%             | 184<br>94%        | 262<br>91%        | 2081<br>93%   |  |             |
| Don't know                                                                                   | 18<br>1%<br>gm    | 5<br>1%                 | 2<br>*                          | 4<br>1%                         | -<br>-                       | 10<br>1%       | 4<br>2%         | 3<br>3%      | 2<br>2%                 | 3<br>1%              | 4<br>1%         | 3<br>*     | 1<br>2%      | 2<br>1%           | -<br>*            | 1<br>2%                            | 4<br>2%              | 3<br>2%              | -<br>-                 | -<br>-            | -<br>-            | 17<br>1%      |  |             |
| Prefer not to say                                                                            | 21<br>1%          | 1<br>*                  | 4<br>1%                         | -<br>-                          | 3<br>1%                      | 18<br>1%       | 3<br>2%         | -<br>*       | *<br>*                  | 6<br>1%              | 6<br>2%         | 6<br>1%    | 2<br>2%      | 3<br>1%           | 2<br>1%           | 4<br>2%                            | 2<br>1%              | 2<br>1%              | 1<br>*                 | 1<br>1%           | 1<br>*            | 13<br>1%      |  |             |
| Mean                                                                                         | 0.12<br>e         | 0.29<br>zdef            | 0.08                            | 0.05                            | 0.04                         | 0.12           | 0.07            | 0.08         | 0.09                    | 0.11                 | 0.18            | 0.11       | 0.05         | 0.12              | 0.13              | 0.11                               | 0.24<br>zu           | 0.1                  | 0.09                   | 0.06              | 0.17              | 0.1           |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q232A. Which of the following social care services, if any, have you personally used in the last year or so?

Base: All respondents

|                                                                                              | Urbanity            |                   |                 | IMD Quintile             |                 |                 |                 |                           | NS-SEC                                                                  |                                    |                                                      |                                                          |                                                   |                                                   |                          | Children in household |                  | Unwtd Total      |
|----------------------------------------------------------------------------------------------|---------------------|-------------------|-----------------|--------------------------|-----------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-----------------------|------------------|------------------|
|                                                                                              | Total<br>(j)        | Urban<br>(a)      | Rural<br>(b)    | 1 - Most deprived<br>(c) | 2<br>(d)        | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(i) | Intermediate<br>occupations<br>(j) | Small employers<br>and own account<br>workers<br>(k) | Lower supervisory<br>and technical<br>occupations<br>(l) | Semi-routine and<br>routine<br>occupations<br>(m) | Long-term<br>unemployed or<br>never worked<br>(n) | Full-time student<br>(o) | Yes<br>(p)            | No<br>(q)        |                  |
| Unweighted Total                                                                             | 2238                | 1573              | 665             | 451                      | 442             | 447             | 476             | 450                       | 217                                                                     | 220                                | 133                                                  | 167                                                      | 227                                               | 15                                                | 85                       | 40                    | 1831             | 2238             |
| Weighted Total                                                                               | 2238                | 1745              | 493             | 451                      | 442             | 447             | 448             | 450                       | 1211                                                                    | 246                                | 114*                                                 | 161*                                                     | 237                                               | 71*                                               | 172*                     | 592                   | 1642             | 2238             |
| Any service                                                                                  | 142<br>6%<br>be     | 123<br>7%<br>b    | 19<br>4%<br>c   | 47<br>10%<br>dfe         | 28<br>6%<br>b   | 32<br>7%<br>c   | 19<br>4%<br>d   | 17<br>4%<br>e             | 66<br>5%<br>f                                                           | 14<br>6%<br>g                      | 7<br>6%<br>h                                         | 5<br>3%<br>i                                             | 27<br>11%<br>zhkn                                 | 19<br>27%<br>zhikn                                | 2<br>1%<br>j             | 35<br>6%<br>k         | 106<br>6%<br>l   | 127<br>6%<br>m   |
| Day-to-Day Support                                                                           | 74<br>3%<br>n       | 63<br>4%<br>f     | 11<br>2%<br>g   | 21<br>5%<br>f            | 16<br>4%<br>g   | 19<br>4%<br>h   | 6<br>1%<br>i    | 13<br>3%<br>j             | 30<br>3%<br>k                                                           | 7<br>3%<br>l                       | 3<br>2%<br>m                                         | 4<br>2%<br>n                                             | 14<br>6%<br>zhkn                                  | 13<br>18%<br>zhikn                                | 2<br>1%<br>j             | 20<br>3%<br>k         | 53<br>3%<br>l    | 63<br>3%<br>m    |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 30<br>1%<br>n       | 26<br>1%<br>f     | 4<br>1%<br>g    | 11<br>3%<br>f            | 7<br>2%<br>g    | 4<br>1%<br>h    | 2<br>*<br>i     | 4<br>1%<br>j              | 11<br>1%<br>k                                                           | 3<br>1%<br>l                       | 1<br>1%<br>m                                         | 2<br>1%<br>n                                             | 3<br>1%<br>zhkn                                   | 9<br>12%<br>zhikn                                 | 2<br>1%<br>j             | 8<br>1%<br>k          | 22<br>1%<br>l    | 22<br>1%<br>m    |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 22<br>1%<br>h       | 17<br>1%<br>f     | 5<br>1%<br>g    | 9<br>2%<br>f             | 3<br>1%<br>g    | 3<br>1%<br>h    | 1<br>*<br>i     | 7<br>2%<br>j              | 2<br>*<br>k                                                             | 3<br>1%<br>l                       | 3<br>2%<br>m                                         | *<br>*<br>n                                              | 7<br>3%<br>zh                                     | 5<br>7%<br>zhik                                   | 2<br>1%<br>j             | 7<br>1%<br>k          | 15<br>1%<br>l    | 19<br>1%<br>m    |
| Transport services for older people/people with disabilities                                 | 19<br>1%<br>h       | 15<br>1%<br>f     | 4<br>1%<br>g    | 7<br>1%<br>f             | 3<br>1%<br>g    | 4<br>1%<br>h    | 1<br>*<br>i     | 5<br>1%<br>j              | 7<br>1%<br>k                                                            | 3<br>1%<br>l                       | -<br>-<br>m                                          | 1<br>1%<br>n                                             | -<br>-<br>zhkn                                    | 8<br>11%<br>zhikn                                 | -<br>-<br>j              | 3<br>*<br>k           | 16<br>1%<br>l    | 17<br>1%<br>m    |
| Day/Community/luncheon centres for older people                                              | 12<br>1%<br>p       | 7<br>*<br>f       | 5<br>1%<br>g    | -<br>-<br>f              | 3<br>1%<br>g    | 6<br>1%<br>h    | 1<br>*<br>i     | 3<br>1%<br>j              | 6<br>1%<br>k                                                            | 1<br>*<br>l                        | *<br>*<br>m                                          | 2<br>1%<br>n                                             | 1<br>*<br>zh                                      | -<br>-<br>zhkn                                    | 1<br>1%<br>j             | 2<br>*<br>k           | 9<br>1%<br>l     | 13<br>1%<br>m    |
| Day/Community/luncheon centres for people with disabilities                                  | 11<br>*<br>p        | 11<br>1%<br>f     | -<br>-<br>g     | 4<br>1%<br>f             | 3<br>1%<br>g    | 2<br>*<br>h     | -<br>-<br>i     | 2<br>1%<br>j              | 9<br>1%<br>k                                                            | -<br>-<br>l                        | -<br>-<br>m                                          | -<br>-<br>n                                              | 1<br>1%<br>zh                                     | -<br>-<br>zhkn                                    | -<br>-<br>j              | 2<br>*<br>k           | 8<br>*<br>l      | 8<br>*<br>m      |
| Meals on wheels                                                                              | 5<br>*<br>p         | 5<br>*<br>f       | -<br>-<br>g     | 3<br>1%<br>f             | 1<br>*<br>g     | -<br>-<br>h     | 1<br>*<br>i     | -<br>-<br>j               | 1<br>*<br>k                                                             | -<br>-<br>l                        | -<br>-<br>m                                          | -<br>-<br>n                                              | 3<br>1%<br>zh                                     | 2<br>2%<br>zhkn                                   | -<br>-<br>j              | 3<br>1%<br>k          | 2<br>*<br>l      | 4<br>*<br>m      |
| Residential Support                                                                          | 63<br>3%<br>p       | 54<br>3%<br>f     | 9<br>2%<br>g    | 22<br>5%<br>dfe          | 14<br>3%<br>b   | 12<br>3%<br>c   | 6<br>1%<br>d    | 9<br>2%<br>e              | 26<br>2%<br>f                                                           | 7<br>3%<br>g                       | 3<br>2%<br>h                                         | 5<br>3%<br>i                                             | 9<br>4%<br>zhkn                                   | 10<br>14%<br>zhikn                                | 2<br>1%<br>j             | 13<br>2%<br>k         | 50<br>3%<br>l    | 56<br>3%<br>m    |
| Residential/nursing care for older people                                                    | 31<br>1%<br>p       | 28<br>2%<br>f     | 3<br>1%<br>g    | 10<br>2%<br>f            | 7<br>2%<br>g    | 10<br>2%<br>h   | 2<br>1%<br>i    | 2<br>*<br>j               | 12<br>1%<br>k                                                           | 4<br>2%<br>l                       | 2<br>1%<br>m                                         | 2<br>1%<br>n                                             | 6<br>3%<br>zhkn                                   | 3<br>4%<br>zhikn                                  | 2<br>1%<br>j             | 4<br>1%<br>k          | 28<br>2%<br>l    | 26<br>1%<br>m    |
| Home care for older people                                                                   | 17<br>1%<br>p       | 16<br>1%<br>f     | 1<br>*<br>g     | 6<br>1%<br>f             | 6<br>1%<br>g    | 2<br>*<br>h     | 2<br>*<br>i     | 2<br>*<br>j               | 9<br>1%<br>k                                                            | 1<br>*<br>l                        | 3<br>2%<br>m                                         | 2<br>1%<br>n                                             | 2<br>1%<br>zh                                     | 2<br>2%<br>zhkn                                   | -<br>-<br>j              | 4<br>1%<br>k          | 13<br>1%<br>l    | 21<br>1%<br>m    |
| Home care for people with disabilities                                                       | 14<br>1%<br>h       | 9<br>1%<br>f      | 5<br>1%<br>g    | 3<br>1%<br>f             | 3<br>1%<br>g    | 2<br>*<br>h     | 1<br>*<br>i     | 5<br>1%<br>j              | 3<br>*<br>k                                                             | 3<br>1%<br>l                       | 1<br>1%<br>m                                         | 1<br>1%<br>n                                             | 3<br>1%<br>zhkn                                   | 3<br>5%<br>zhikn                                  | -<br>-<br>j              | 1<br>*<br>k           | 13<br>1%<br>l    | 13<br>1%<br>m    |
| Residential/nursing care for people with disabilities                                        | 8<br>*<br>p         | 8<br>*<br>f       | -<br>-<br>g     | 4<br>1%<br>f             | 1<br>*<br>g     | 2<br>*<br>h     | 2<br>*<br>i     | -<br>-<br>j               | 6<br>*<br>k                                                             | -<br>-<br>l                        | -<br>-<br>m                                          | -<br>-<br>n                                              | -<br>-<br>zhkn                                    | 2<br>2%<br>zhikn                                  | -<br>-<br>j              | 4<br>1%<br>k          | 4<br>*<br>l      | 5<br>*<br>m      |
| Financial Support                                                                            | 54<br>2%<br>h       | 46<br>3%<br>f     | 8<br>2%<br>g    | 24<br>5%<br>dfe          | 10<br>2%<br>b   | 8<br>2%<br>c    | 7<br>1%<br>d    | 5<br>1%<br>e              | 14<br>1%<br>f                                                           | 6<br>2%<br>g                       | 3<br>2%<br>h                                         | 1<br>1%<br>i                                             | 16<br>7%<br>zhkn                                  | 12<br>16%<br>zhikn                                | 2<br>1%<br>j             | 12<br>2%<br>k         | 42<br>3%<br>l    | 42<br>2%<br>m    |
| Direct payment/Individual budgets/Personal health budgets                                    | 54<br>2%<br>h       | 46<br>3%<br>f     | 8<br>2%<br>g    | 24<br>5%<br>dfe          | 10<br>2%<br>b   | 8<br>2%<br>c    | 7<br>1%<br>d    | 5<br>1%<br>e              | 14<br>1%<br>f                                                           | 6<br>2%<br>g                       | 3<br>2%<br>h                                         | 1<br>1%<br>i                                             | 16<br>7%<br>zhkn                                  | 12<br>16%<br>zhikn                                | 2<br>1%<br>j             | 12<br>2%<br>k         | 42<br>3%<br>l    | 42<br>2%<br>m    |
| Employment                                                                                   | 32<br>1%<br>p       | 31<br>2%<br>f     | 1<br>*<br>g     | 12<br>3%<br>f            | 7<br>2%<br>g    | 8<br>2%<br>h    | 5<br>1%<br>i    | -<br>-<br>j               | 15<br>1%<br>k                                                           | 3<br>1%<br>l                       | -<br>-<br>m                                          | -<br>-<br>n                                              | 5<br>2%<br>zhkn                                   | 7<br>10%<br>zhikn                                 | 2<br>1%<br>j             | 11<br>2%<br>k         | 20<br>1%<br>l    | 20<br>1%<br>m    |
| Support to stay in work for those with a disability/long-term health condition               | 32<br>1%<br>p       | 31<br>2%<br>f     | 1<br>*<br>g     | 12<br>3%<br>f            | 7<br>2%<br>g    | 8<br>2%<br>h    | 5<br>1%<br>i    | -<br>-<br>j               | 15<br>1%<br>k                                                           | 3<br>1%<br>l                       | -<br>-<br>m                                          | -<br>-<br>n                                              | 5<br>2%<br>zhkn                                   | 7<br>10%<br>zhikn                                 | 2<br>1%<br>j             | 11<br>2%<br>k         | 20<br>1%<br>l    | 20<br>1%<br>m    |
| None of the above                                                                            | 2057<br>92%<br>acim | 1588<br>91%<br>za | 468<br>95%<br>b | 385<br>86%<br>c          | 409<br>92%<br>d | 409<br>92%<br>e | 420<br>94%<br>f | 434<br>96%<br>g           | 1133<br>94%<br>h                                                        | 229<br>93%<br>i                    | 107<br>94%<br>j                                      | 153<br>95%<br>k                                          | 207<br>87%<br>l                                   | 50<br>70%<br>m                                    | 163<br>95%<br>n          | 536<br>91%<br>o       | 1518<br>92%<br>p | 2081<br>93%<br>q |
| Don't know                                                                                   | 18<br>1%<br>p       | 13<br>1%<br>f     | 5<br>1%<br>g    | 8<br>2%<br>f             | 1<br>*<br>g     | 1<br>*<br>h     | 1<br>*<br>i     | -<br>-<br>j               | 3<br>1%<br>k                                                            | 6<br>1%<br>l                       | 1<br>*<br>m                                          | -<br>-<br>n                                              | 4<br>2%<br>zhkn                                   | 1<br>3%<br>zhikn                                  | 1<br>1%<br>j             | 10<br>2%<br>k         | 9<br>1%<br>l     | 17<br>1%<br>m    |
| Prefer not to say                                                                            | 21<br>1%<br>p       | 21<br>1%<br>f     | -<br>-<br>g     | 4<br>2%<br>f             | 4<br>1%<br>g    | 2<br>*<br>h     | 4<br>1%<br>i    | -<br>-<br>j               | 6<br>1%<br>k                                                            | -<br>-<br>l                        | -<br>-<br>m                                          | 3<br>2%<br>n                                             | -<br>-<br>zhkn                                    | -<br>-<br>zhikn                                   | 5<br>3%<br>j             | 11<br>2%<br>k         | 8<br>1%<br>l     | 13<br>1%<br>m    |
| Mean                                                                                         | 0.12<br>fh          | 0.13<br>f         | 0.08<br>g       | 0.22<br>dfe              | 0.12<br>b       | 0.12<br>c       | 0.05<br>d       | 0.08<br>e                 | 0.08<br>f                                                               | 0.11<br>g                          | 0.1<br>h                                             | 0.07<br>i                                                | 0.2<br>zhkn                                       | 0.74<br>zhikn                                     | 0.06<br>j                | 0.11<br>k             | 0.12<br>l        | 0.1<br>m         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 256-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used: \* small base



Q232A. Which of the following social care services, if any, have you personally used in the last year or so?

Base: All respondents

|                                                                                                    | Use of NHS Services P12M |                    |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |             |              | Unwtd Total |
|----------------------------------------------------------------------------------------------------|--------------------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-------------|--------------|-------------|
|                                                                                                    | Total<br>(n)             | Any service<br>(a) | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l) | Other<br>(m) |             |
| Unweighted Total                                                                                   | 2238                     | 2055               | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165         | 17           | 2238        |
| Weighted Total                                                                                     | 2238                     | 2005               | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*        | 14**         | 2238        |
| Any service                                                                                        | 142<br>6%                | 140<br>7%          | 2<br>1%           | 55<br>7%            | 67<br>7%            | 18<br>11%          | 47<br>9%                 | 105<br>7%                       | 111<br>7%                                         | 45<br>9%                          | 43<br>7%                                                  | 26<br>17%                        | 2<br>1%     | 1<br>5%      | 127<br>6%   |
| Day-to-Day Support                                                                                 | 74<br>3%                 | 72<br>4%           | 2<br>1%           | 35<br>4%            | 25<br>3%            | 11<br>6%           | 20<br>4%                 | 49<br>3%                        | 56<br>3%                                          | 27<br>5%                          | 17<br>3%                                                  | 13<br>9%                         | 2<br>1%     | -            | 63<br>3%    |
| Assisted technology (e.g.<br>automatic sensors to say if lights<br>left on/fridge door open)       | 30<br>1%                 | 28<br>1%           | 2<br>1%           | 11<br>1%            | 9<br>1%             | 8<br>4%            | 8<br>2%                  | 19<br>1%                        | 22<br>1%                                          | 12<br>2%                          | 10<br>2%                                                  | 6<br>4%                          | 2<br>1%     | -            | 22<br>1%    |
| Basic needs such as food, shelter<br>and medical care for older<br>people/people with disabilities | 22<br>1%                 | 22<br>1%           | *<br>*            | 10<br>1%            | 6<br>1%             | 6<br>3%            | 9<br>2%                  | 15<br>1%                        | 17<br>1%                                          | 9<br>2%                           | 11<br>2%                                                  | 6<br>4%                          | *<br>*      | -            | 19<br>1%    |
| Transport services for older<br>people/people with disabilities                                    | 19<br>1%                 | 19<br>1%           | -<br>-            | 5<br>1%             | 10<br>1%            | 4<br>3%            | 8<br>2%                  | 16<br>1%                        | 18<br>1%                                          | 5<br>1%                           | 6<br>1%                                                   | 7<br>5%                          | -<br>-      | -            | 17<br>1%    |
| Day/community/lucheon<br>centres for older people                                                  | 12<br>1%                 | 12<br>1%           | -<br>-            | 7<br>1%             | 5<br>1%             | -<br>-             | 3<br>1%                  | 9<br>1%                         | 11<br>1%                                          | 3<br>1%                           | 2<br>*                                                    | -<br>-                           | -<br>-      | -            | 13<br>1%    |
| Day/community/lucheon<br>centres for people with disabilities                                      | 11<br>*                  | 11<br>1%           | *<br>*            | 6<br>1%             | 4<br>*              | 1<br>*             | 1<br>*                   | 8<br>*                          | 9<br>1%                                           | 1<br>*                            | 1<br>*                                                    | 1<br>*                           | *<br>*      | -            | 8<br>*      |
| Meals on wheels                                                                                    | 5<br>*                   | 5<br>*             | -<br>-            | 2<br>*              | 4<br>*              | -<br>-             | 4<br>1%                  | 4<br>*                          | 4<br>*                                            | 3<br>1%                           | -<br>-                                                    | 2<br>1%                          | -<br>-      | -            | 4<br>*      |
| Residential Support                                                                                | 63<br>3%                 | 61<br>3%           | 2<br>1%           | 31<br>4%            | 22<br>2%            | 9<br>5%            | 17<br>3%                 | 40<br>3%                        | 50<br>3%                                          | 16<br>3%                          | 18<br>3%                                                  | 12<br>8%                         | 2<br>1%     | 1<br>5%      | 56<br>3%    |
| Residential/nursing care for older<br>people                                                       | 31<br>1%                 | 29<br>1%           | 2<br>1%           | 17<br>2%            | 11<br>1%            | 1<br>1%            | 5<br>1%                  | 18<br>1%                        | 22<br>1%                                          | 7<br>1%                           | 4<br>1%                                                   | 5<br>3%                          | 2<br>1%     | -            | 26<br>1%    |
| Home care for older people                                                                         | 17<br>1%                 | 17<br>1%           | *<br>*            | 7<br>1%             | 10<br>1%            | *<br>*             | 5<br>1%                  | 15<br>1%                        | 13<br>1%                                          | 6<br>1%                           | 5<br>1%                                                   | -<br>-                           | *<br>*      | -            | 21<br>1%    |
| Home care for people with<br>disabilities                                                          | 14<br>1%                 | 14<br>1%           | -<br>-            | 4<br>1%             | 4<br>*              | 6<br>3%            | 6<br>1%                  | 11<br>1%                        | 13<br>1%                                          | 3<br>1%                           | 10<br>2%                                                  | 5<br>3%                          | -<br>-      | 1<br>5%      | 13<br>1%    |
| Residential/nursing care for<br>people with disabilities                                           | 8<br>*                   | 8<br>*             | -<br>-            | 7<br>1%             | -<br>-              | 2<br>1%            | 2<br>*                   | 5<br>*                          | 6<br>*                                            | 2<br>*                            | 2<br>*                                                    | 2<br>1%                          | -<br>-      | -            | 5<br>*      |
| Financial Support                                                                                  | 54<br>2%                 | 52<br>3%           | 2<br>1%           | 16<br>2%            | 27<br>3%            | 9<br>6%            | 21<br>4%                 | 40<br>2%                        | 46<br>3%                                          | 13<br>2%                          | 21<br>4%                                                  | 19<br>13%                        | 2<br>1%     | 1<br>5%      | 42<br>2%    |
| Direct payment/Individual<br>budgets/Personal health budgets                                       | 54<br>2%                 | 52<br>3%           | 2<br>1%           | 16<br>2%            | 27<br>3%            | 9<br>6%            | 21<br>4%                 | 40<br>2%                        | 46<br>3%                                          | 13<br>2%                          | 21<br>4%                                                  | 19<br>13%                        | 2<br>1%     | 1<br>5%      | 42<br>2%    |
| Employment                                                                                         | 32<br>1%                 | 30<br>1%           | 2<br>1%           | 16<br>2%            | 13<br>1%            | 1<br>1%            | 9<br>2%                  | 15<br>1%                        | 20<br>1%                                          | 13<br>2%                          | 10<br>2%                                                  | 5<br>3%                          | 2<br>1%     | -            | 20<br>1%    |
| Support to stay in work for those<br>with a disability/long-term health<br>condition               | 32<br>1%                 | 30<br>1%           | 2<br>1%           | 16<br>2%            | 13<br>1%            | 1<br>1%            | 9<br>2%                  | 15<br>1%                        | 20<br>1%                                          | 13<br>2%                          | 10<br>2%                                                  | 5<br>3%                          | 2<br>1%     | -            | 20<br>1%    |
| None of the above                                                                                  | 2057<br>92%              | 1846<br>92%        | 199<br>98%        | 740<br>92%          | 958<br>93%          | 148<br>87%         | 468<br>90%               | 1490<br>93%                     | 1535<br>92%                                       | 474<br>90%                        | 530<br>92%                                                | 120<br>80%                       | 199<br>98%  | 14<br>95%    | 2081<br>93% |
| Don't know                                                                                         | 18<br>1%                 | 11<br>1%           | 2<br>1%           | 4<br>*              | 5<br>*              | 2<br>1%            | 3<br>1%                  | 10<br>1%                        | 10<br>1%                                          | 4<br>1%                           | 3<br>*                                                    | 3<br>2%                          | 2<br>1%     | -            | 17<br>1%    |
| Prefer not to say                                                                                  | 21<br>1%                 | 9<br>*             | *<br>*            | 7<br>1%             | *<br>*              | 1<br>1%            | 1<br>*                   | 5<br>*                          | 5<br>*                                            | 1<br>*                            | 1<br>*                                                    | 2<br>1%                          | *<br>*      | -            | 13<br>1%    |
| Mean                                                                                               | 0.12                     | 0.12               | 0.04              | 0.13                | 0.1                 | 0.23               | 0.16                     | 0.11                            | 0.12                                              | 0.15                              | 0.14                                                      | 0.38                             | 0.04        | 0.1          | 0.1         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/n/m - z/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used: \* small base; \*\* very small base (under 30) Ineligible for sig testing



Q232A. Which of the following social care services, if any, have you personally used in the last year or so?

Base: All respondents

|                                                                                              | Use of SC Services P12M |                    |                                       |                   |      | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------------------------------------------------------------------------|-------------------------|--------------------|---------------------------------------|-------------------|------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                                              | Total<br>(a)            | Any service<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) |      | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                                             | 2238                    | 537                | 127                                   | 488               | 1618 | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 901                       | 854                   | 79                                            | 755                    | 885              | 188                                           | 715                       | 1071                  | 2238        |
| Weighted Total                                                                               | 2238                    | 523                | 142*                                  | 480               | 1618 | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 885              | 161*                                          | 809                       | 974                   | 2238        |
| Any service                                                                                  | 142                     | 142                | 142                                   | 99                | -    | 76                        | 65        | 19                                    | 63                     | 58               | 23                                    | 58                        | 59                    | 12                                            | 65                     | 53               | 14                                            | 68                        | 53                    | 127         |
|                                                                                              | 6%                      | 27%                | 100%                                  | 21%               | -    | 16%                       | 4%        | 5%                                    | 6%                     | 8%               | 6%                                    | 6%                        | 7%                    | 13%                                           | 8%                     | 6%               | 8%                                            | 8%                        | 5%                    | 6%          |
| Day-to-Day Support                                                                           | 74                      | 74                 | 74                                    | 50                | -    | 32                        | 41        | 8                                     | 33                     | 32               | 10                                    | 30                        | 32                    | 6                                             | 32                     | 30               | 7                                             | 39                        | 22                    | 63          |
|                                                                                              | 3%                      | 14%                | 52%                                   | 10%               | -    | 7%                        | 2%        | 2%                                    | 3%                     | 4%               | 2%                                    | 3%                        | 4%                    | 6%                                            | 4%                     | 3%               | 4%                                            | 5%                        | 2%                    | 3%          |
| Assisted technology (e.g. automatic sensors to say if lights left on/ridge door open)        | 30                      | 30                 | 30                                    | 21                | -    | 12                        | 18        | 2                                     | 14                     | 14               | 4                                     | 12                        | 14                    | -                                             | 12                     | 13               | 2                                             | 13                        | 11                    | 22          |
|                                                                                              | 1%                      | 6%                 | 21%                                   | 4%                | -    | 2%                        | 1%        | 1%                                    | 1%                     | 2%               | 1%                                    | 1%                        | 2%                    | -                                             | 2%                     | 1%               | 1%                                            | 2%                        | 1%                    | 1%          |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 22                      | 22                 | 22                                    | 14                | -    | 12                        | 9         | -                                     | 7                      | 15               | -                                     | 9                         | 13                    | 2                                             | 8                      | 12               | 2                                             | 10                        | 11                    | 19          |
|                                                                                              | 1%                      | 4%                 | 15%                                   | 3%                | -    | 3%                        | 1%        | -                                     | 1%                     | 2%               | -                                     | 1%                        | 1%                    | 2%                                            | 1%                     | 1%               | 1%                                            | 1%                        | 1%                    | 1%          |
| Transport services for older people/people with disabilities                                 | 19                      | 19                 | 19                                    | 15                | -    | 11                        | 7         | 2                                     | 6                      | 12               | 2                                     | 8                         | 9                     | 3                                             | 6                      | 11               | 4                                             | 8                         | 8                     | 17          |
|                                                                                              | 1%                      | 4%                 | 14%                                   | 3%                | -    | 2%                        | *         | *                                     | 1%                     | 2%               | *                                     | 1%                        | 1%                    | 3%                                            | 1%                     | 1%               | 2%                                            | 1%                        | 1%                    | 1%          |
| Day/community/luncheon centres for older people                                              | 12                      | 12                 | 12                                    | 10                | -    | 2                         | 9         | 3                                     | 6                      | 3                | 3                                     | 5                         | 3                     | 2                                             | 6                      | 4                | 2                                             | 8                         | 2                     | 13          |
|                                                                                              | 1%                      | 2%                 | 9%                                    | 2%                | -    | *                         | 1%        | 1%                                    | 1%                     | *                | 1%                                    | 1%                        | *                     | 2%                                            | 1%                     | *                | 1%                                            | 1%                        | *                     | 1%          |
| Day/community/luncheon centres for people with disabilities                                  | 11                      | 11                 | 11                                    | 8                 | -    | 6                         | 4         | 2                                     | 2                      | 5                | 1                                     | 2                         | 8                     | 1                                             | 2                      | 6                | 1                                             | 7                         | 2                     | 8           |
|                                                                                              | *                       | 2%                 | 8%                                    | 2%                | -    | 1%                        | *         | 1%                                    | *                      | 1%               | *                                     | *                         | 1%                    | 1%                                            | *                      | 1%               | 1%                                            | 1%                        | *                     | *           |
| Meals on wheels                                                                              | 5                       | 5                  | 5                                     | 5                 | -    | 2                         | 4         | 2                                     | -                      | 4                | 2                                     | 2                         | 2                     | 3                                             | 1                      | 1                | 2                                             | 3                         | -                     | 4           |
|                                                                                              | *                       | 1%                 | 4%                                    | 1%                | -    | *                         | *         | *                                     | -                      | *                | *                                     | *                         | *                     | 3%                                            | *                      | *                | 1%                                            | *                         | -                     | *           |
| Residential Support                                                                          | 63                      | 63                 | 63                                    | 52                | -    | 29                        | 33        | 8                                     | 22                     | 32               | 9                                     | 22                        | 33                    | 7                                             | 25                     | 29               | 4                                             | 31                        | 25                    | 56          |
|                                                                                              | 3%                      | 12%                | 44%                                   | 11%               | -    | 6%                        | 2%        | 2%                                    | 2%                     | 2                | 4%                                    | 2%                        | 4%                    | 7%                                            | 3%                     | 3%               | 3%                                            | 4%                        | 3%                    | 3%          |
| Residential/nursing care for older people                                                    | 31                      | 31                 | 31                                    | 27                | -    | 13                        | 18        | 3                                     | 14                     | 14               | 4                                     | 11                        | 16                    | 3                                             | 14                     | 14               | 1                                             | 21                        | 8                     | 26          |
|                                                                                              | 1%                      | 6%                 | 22%                                   | 6%                | -    | 3%                        | 1%        | 1%                                    | 1%                     | 2%               | 1%                                    | 1%                        | 2%                    | 3%                                            | 2%                     | 2%               | 1%                                            | 3%                        | 1%                    | 1%          |
| Home care for older people                                                                   | 17                      | 17                 | 17                                    | 15                | -    | 7                         | 10        | 3                                     | 7                      | 6                | 3                                     | 8                         | 7                     | 3                                             | 8                      | 5                | 2                                             | 8                         | 6                     | 21          |
|                                                                                              | 1%                      | 3%                 | 12%                                   | 3%                | -    | 2%                        | 1%        | 1%                                    | 1%                     | 1%               | 1%                                    | 1%                        | 1%                    | 3%                                            | 1%                     | 1%               | 1%                                            | 1%                        | 1%                    | 1%          |
| Home care for people with disabilities                                                       | 14                      | 14                 | 14                                    | 12                | -    | 9                         | 4         | 2                                     | 4                      | 8                | 2                                     | 2                         | 10                    | 1                                             | 6                      | 6                | 1                                             | 6                         | 7                     | 13          |
|                                                                                              | 1%                      | 3%                 | 10%                                   | 3%                | -    | 2%                        | *         | *                                     | *                      | 1%               | *                                     | *                         | 1%                    | 1%                                            | 1%                     | 1%               | *                                             | 1%                        | 1%                    | 1%          |
| Residential/nursing care for people with disabilities                                        | 8                       | 8                  | 8                                     | 4                 | -    | 4                         | 4         | 1                                     | 2                      | 6                | 1                                     | 4                         | 4                     | 1                                             | -                      | 7                | 1                                             | 2                         | 5                     | 5           |
|                                                                                              | *                       | 2%                 | 6%                                    | 1%                | -    | 1%                        | *         | *                                     | *                      | 1%               | *                                     | *                         | *                     | 1%                                            | -                      | 1%               | 1%                                            | *                         | 1%                    | *           |
| Financial Support                                                                            | 54                      | 54                 | 54                                    | 38                | -    | 35                        | 18        | 7                                     | 17                     | 29               | 9                                     | 18                        | 26                    | 8                                             | 19                     | 26               | 5                                             | 28                        | 19                    | 42          |
|                                                                                              | 2%                      | 10%                | 38%                                   | 8%                | -    | 7%                        | 1%        | 2%                                    | 4%                     | 2%               | 2%                                    | 2%                        | 3%                    | 8%                                            | 2%                     | 3%               | 3%                                            | 3%                        | 2%                    | 2%          |
| Direct payment/Individual budgets/Personal health budgets                                    | 54                      | 54                 | 54                                    | 38                | -    | 35                        | 18        | 7                                     | 17                     | 29               | 9                                     | 18                        | 26                    | 8                                             | 19                     | 26               | 5                                             | 28                        | 19                    | 42          |
|                                                                                              | 2%                      | 10%                | 38%                                   | 8%                | -    | 7%                        | 1%        | 2%                                    | 2%                     | 4%               | 2%                                    | 2%                        | 3%                    | 8%                                            | 2%                     | 3%               | 3%                                            | 3%                        | 2%                    | 2%          |
| Employment                                                                                   | 32                      | 32                 | 32                                    | 24                | -    | 15                        | 16        | 6                                     | 11                     | 14               | 6                                     | 16                        | 10                    | 5                                             | 12                     | 6                | 5                                             | 18                        | 3                     | 20          |
|                                                                                              | 1%                      | 6%                 | 22%                                   | 5%                | -    | 3%                        | 1%        | 2%                                    | 1%                     | 2%               | 1%                                    | 2%                        | 1%                    | 5%                                            | 2%                     | 1%               | 3%                                            | 2%                        | *                     | 1%          |
| Support to stay in work for those with a disability/long-term health condition               | 32                      | 32                 | 32                                    | 24                | -    | 15                        | 16        | 6                                     | 11                     | 14               | 6                                     | 16                        | 10                    | 5                                             | 12                     | 6                | 5                                             | 18                        | 3                     | 20          |
|                                                                                              | 1%                      | 6%                 | 22%                                   | 5%                | -    | 3%                        | 1%        | 2%                                    | 1%                     | 2%               | 1%                                    | 2%                        | 1%                    | 5%                                            | 2%                     | 1%               | 3%                                            | 2%                        | *                     | 1%          |
| None of the above                                                                            | 2057                    | 378                | -                                     | 378               | 1618 | 394                       | 1635      | 344                                   | 961                    | 678              | 390                                   | 829                       | 780                   | 87                                            | 739                    | 824              | 148                                           | 729                       | 911                   | 2081        |
|                                                                                              | 92%                     | 72%                | -                                     | 79%               | 100% | 83%                       | 96%       | 94%                                   | 93%                    | 89%              | 94%                                   | 92%                       | 91%                   | 87%                                           | 91%                    | 93%              | 92%                                           | 90%                       | 94%                   | 93%         |
| Don't know                                                                                   | 18                      | 2                  | -                                     | 2                 | -    | 5                         | 6         | *                                     | *                      | 1                | 6                                     | 6                         | 11                    | -                                             | 7                      | 6                | -                                             | 6                         | 7                     | 17          |
|                                                                                              | 1%                      | *                  | -                                     | *                 | -    | 1%                        | *         | *                                     | *                      | 2%               | *                                     | 1%                        | 1%                    | -                                             | 1%                     | 1%               | -                                             | 1%                        | 1%                    | 1%          |
| Prefer not to say                                                                            | 21                      | *                  | -                                     | *                 | -    | 2                         | 4         | 1                                     | 10                     | 9                | 1                                     | 6                         | 7                     | -                                             | 5                      | 2                | -                                             | 5                         | 4                     | 13          |
|                                                                                              | 1%                      | *                  | -                                     | *                 | -    | *                         | *         | *                                     | 1%                     | 1%               | *                                     | 1%                        | 1%                    | -                                             | 1%                     | *                | -                                             | 1%                        | *                     | 1%          |
| Mean                                                                                         | 0.12                    | 0.49               | 1.8                                   | 0.41              | 0    | 0.27                      | 0.07      | 0.09                                  | 0.09                   | 0.18             | 0.09                                  | 0.11                      | 0.14                  | 0.32                                          | 0.12                   | 0.13             | 0.17                                          | 0.16                      | 0.08                  | 0.1         |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039\_AdmOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/a/1 - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used: \* small base



Q232B. Which of the following social care services, if any, have members of your household, close family or friends used in the last year or so?

Base: All respondents

|                                                                                              | Gender      |             |             | Age        |             |             |             |             |             |             | Ethnicity                              |                                                    | Working status        |                           | Graduates                     |                   | Other Higher Education below degree level | Education                 |                                           | Another type of qualification (vocational/professional/foreign) | No formal qualifications | Unwtd Total |
|----------------------------------------------------------------------------------------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------------|----------------------------------------------------|-----------------------|---------------------------|-------------------------------|-------------------|-------------------------------------------|---------------------------|-------------------------------------------|-----------------------------------------------------------------|--------------------------|-------------|
|                                                                                              | Total (a)   | Man (b)     | Woman (c)   | 16-24 (d)  | 25-34 (e)   | 35-44 (f)   | 45-54 (g)   | 55-64 (h)   | 65-74 (i)   | 75+ (j)     | White (including White minorities) (k) | Ethnic minorities (excluding White minorities) (l) | Working full-time (m) | Not working full-time (n) | (Degree/Master/P H/above) (o) | Non-graduates (p) |                                           | A-level or equivalent (q) | GCSE/ O-Level/ CSE/ NVQ12/ equivalent (r) |                                                                 |                          |             |
| Unweighted Total                                                                             | 2238        | 1090        | 1130        | 101        | 156         | 252         | 345         | 518         | 552         | 314         | 2016                                   | 180                                                | 794                   | 1434                      | 683                           | 1523              | 294                                       | 475                       | 534                                       | 130                                                             | 90                       | 2238        |
| Weighted Total                                                                               | 2238        | 1069        | 1151        | 292*       | 361         | 359         | 355         | 354         | 249         | 314         | 1880                                   | 300                                                | 976                   | 1253                      | 665                           | 1541              | 276                                       | 552                       | 542                                       | 99*                                                             | 72*                      | 2238        |
| Any service                                                                                  | 480<br>21%  | 205<br>19%  | 271<br>24%  | 75<br>26%  | 61<br>17%   | 83<br>23%   | 62<br>18%   | 87<br>25%   | 60<br>22%   | 52<br>21%   | 402<br>21%                             | 70<br>23%                                          | 202<br>21%            | 274<br>22%                | 171<br>26%                    | 306<br>20%        | 63<br>23%                                 | 95<br>17%                 | 107<br>20%                                | 26<br>27%                                                       | 15<br>21%                | 498<br>22%  |
| Residential Support                                                                          | 339<br>15%  | 137<br>13%  | 199<br>17%  | 51<br>17%  | 47<br>13%   | 51<br>14%   | 45<br>13%   | 66<br>19%   | 43<br>16%   | 37<br>15%   | 286<br>15%                             | 45<br>15%                                          | 141<br>14%            | 195<br>16%                | 125<br>19%                    | 211<br>14%        | 49<br>18%                                 | 63<br>11%                 | 72<br>13%                                 | 17<br>17%                                                       | 11<br>15%                | 361<br>16%  |
| Home care for older people                                                                   | 189<br>8%   | 75<br>7%    | 113<br>10%  | 30<br>10%  | 33<br>9%    | 21<br>6%    | 25<br>7%    | 34<br>10%   | 27<br>10%   | 18<br>7%    | 161<br>9%                              | 26<br>9%                                           | 81<br>8%              | 108<br>9%                 | 76<br>11%                     | 111<br>7%         | 31<br>11%                                 | 32<br>6%                  | 38<br>7%                                  | 5<br>5%                                                         | 5<br>7%                  | 204<br>9%   |
| Residential/nursing care for older people                                                    | 146<br>7%   | 56<br>5%    | 90<br>8%    | 22<br>7%   | 15<br>4%    | 25<br>7%    | 20<br>6%    | 32<br>9%    | 17<br>6%    | 15<br>6%    | 129<br>7%                              | 12<br>4%                                           | 68<br>7%              | 78<br>6%                  | 54<br>8%                      | 92<br>6%          | 20<br>7%                                  | 36<br>7%                  | 22<br>4%                                  | 11<br>11%                                                       | 2<br>2%                  | 158<br>7%   |
| Home care for people with disabilities                                                       | 58<br>3%    | 21<br>2%    | 36<br>3%    | 8<br>3%    | 4<br>1%     | 10<br>3%    | 9<br>2%     | 10<br>3%    | 8<br>3%     | 10<br>4%    | 44<br>2%                               | 11<br>4%                                           | 19<br>2%              | 38<br>3%                  | 20<br>3%                      | 38<br>2%          | 10<br>4%                                  | 5<br>1%                   | 14<br>3%                                  | 5<br>5%                                                         | 5<br>6%                  | 63<br>3%    |
| Residential/nursing care for people with disabilities                                        | 40<br>2%    | 16<br>1%    | 24<br>2%    | 1<br>*     | 6<br>2%     | 7<br>2%     | 7<br>2%     | 5<br>1%     | 6<br>2%     | 8<br>3%     | 35<br>2%                               | 6<br>2%                                            | 15<br>2%              | 24<br>2%                  | 11<br>2%                      | 28<br>2%          | 8<br>3%                                   | 8<br>2%                   | 7<br>1%                                   | 3<br>3%                                                         | 1<br>2%                  | 44<br>2%    |
| Day-to-Day Support                                                                           | 197<br>9%   | 90<br>8%    | 107<br>9%   | 32<br>11%  | 26<br>7%    | 42<br>12%   | 30<br>8%    | 31<br>9%    | 19<br>7%    | 16<br>7%    | 151<br>8%                              | 43<br>14%                                          | 93<br>10%             | 102<br>8%                 | 72<br>11%                     | 125<br>8%         | 29<br>11%                                 | 41<br>7%                  | 42<br>8%                                  | 8<br>8%                                                         | 4<br>5%                  | 189<br>8%   |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 67<br>3%    | 31<br>3%    | 36<br>3%    | 12<br>4%   | 9<br>2%     | 15<br>4%    | 8<br>2%     | 10<br>3%    | 7<br>3%     | 6<br>3%     | 56<br>3%                               | 10<br>3%                                           | 29<br>3%              | 38<br>3%                  | 23<br>3%                      | 44<br>3%          | 4<br>2%                                   | 16<br>3%                  | 18<br>3%                                  | 3<br>3%                                                         | 3<br>4%                  | 67<br>3%    |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 58<br>3%    | 32<br>3%    | 26<br>2%    | 20<br>7%   | 10<br>3%    | 14<br>4%    | 2<br>1%     | 5<br>1%     | 4<br>2%     | 3<br>1%     | 28<br>2%                               | 29<br>10%                                          | 32<br>3%              | 26<br>2%                  | 22<br>3%                      | 36<br>2%          | 11<br>4%                                  | 14<br>2%                  | 8<br>2%                                   | 3<br>3%                                                         | -<br>-                   | 43<br>2%    |
| Transport services for older people/people with disabilities                                 | 56<br>2%    | 27<br>3%    | 29<br>3%    | -<br>-     | 7<br>2%     | 13<br>4%    | 10<br>3%    | 16<br>4%    | 7<br>3%     | 3<br>1%     | 45<br>2%                               | 10<br>3%                                           | 26<br>3%              | 29<br>2%                  | 26<br>4%                      | 30<br>2%          | 6<br>2%                                   | 12<br>2%                  | 7<br>1%                                   | 3<br>3%                                                         | 2<br>3%                  | 63<br>3%    |
| Day/community/leisure centres for older people                                               | 34<br>2%    | 15<br>1%    | 19<br>2%    | 3<br>1%    | 2<br>1%     | 7<br>2%     | 8<br>2%     | 5<br>1%     | 4<br>2%     | 5<br>2%     | 31<br>2%                               | 3<br>1%                                            | 13<br>1%              | 21<br>2%                  | 9<br>1%                       | 25<br>2%          | 7<br>2%                                   | 8<br>1%                   | 9<br>2%                                   | 1<br>1%                                                         | -<br>-                   | 39<br>2%    |
| Meals on wheels                                                                              | 26<br>1%    | 10<br>1%    | 16<br>1%    | -<br>-     | 12<br>3%    | 4<br>1%     | 3<br>1%     | 4<br>1%     | 2<br>1%     | 2<br>1%     | 19<br>1%                               | 7<br>2%                                            | 7<br>1%               | 19<br>2%                  | 11<br>2%                      | 15<br>1%          | 6<br>2%                                   | 3<br>1%                   | 5<br>1%                                   | 1<br>1%                                                         | 1<br>1%                  | 23<br>1%    |
| Day/community/leisure centres for people with disabilities                                   | 12<br>1%    | 4<br>*      | 8<br>1%     | -<br>-     | -<br>-      | 2<br>1%     | 4<br>1%     | 2<br>1%     | 4<br>1%     | -<br>-      | 10<br>1%                               | 1<br>*                                             | 6<br>1%               | 6<br>1%                   | 8<br>1%                       | 5<br>*            | 3<br>1%                                   | 1<br>*                    | *<br>*                                    | -<br>-                                                          | 1<br>1%                  | 16<br>1%    |
| Financial Support                                                                            | 119<br>5%   | 51<br>5%    | 67<br>6%    | 18<br>6%   | 24<br>7%    | 17<br>5%    | 13<br>4%    | 16<br>5%    | 17<br>6%    | 13<br>5%    | 95<br>5%                               | 23<br>8%                                           | 41<br>4%              | 78<br>6%                  | 42<br>6%                      | 76<br>5%          | 13<br>5%                                  | 24<br>4%                  | 27<br>5%                                  | 8<br>9%                                                         | 3<br>4%                  | 124<br>6%   |
| Direct payment/Individual budgets/Personal health budgets                                    | 119<br>5%   | 51<br>5%    | 67<br>6%    | 18<br>6%   | 24<br>7%    | 17<br>5%    | 13<br>4%    | 16<br>5%    | 17<br>6%    | 13<br>5%    | 95<br>5%                               | 23<br>8%                                           | 41<br>4%              | 78<br>6%                  | 42<br>6%                      | 76<br>5%          | 13<br>5%                                  | 24<br>4%                  | 27<br>5%                                  | 8<br>9%                                                         | 3<br>4%                  | 124<br>6%   |
| Employment                                                                                   | 39<br>2%    | 12<br>1%    | 27<br>2%    | 15<br>5%   | 5<br>1%     | 11<br>3%    | 4<br>1%     | 3<br>1%     | 1<br>*      | 1<br>*      | 22<br>1%                               | 16<br>5%                                           | 20<br>2%              | 17<br>1%                  | 14<br>2%                      | 25<br>2%          | 6<br>2%                                   | 8<br>1%                   | 9<br>2%                                   | 1<br>1%                                                         | 2<br>2%                  | 27<br>1%    |
| Support to stay in work for those with a disability/long-term health condition               | 39<br>2%    | 12<br>1%    | 27<br>2%    | 15<br>5%   | 5<br>1%     | 11<br>3%    | 4<br>1%     | 3<br>1%     | 1<br>*      | 1<br>*      | 22<br>1%                               | 16<br>5%                                           | 20<br>2%              | 17<br>1%                  | 14<br>2%                      | 25<br>2%          | 6<br>2%                                   | 8<br>1%                   | 9<br>2%                                   | 1<br>1%                                                         | 2<br>2%                  | 27<br>1%    |
| None of the above                                                                            | 1660<br>74% | 815<br>76%  | 835<br>73%  | 183<br>63% | 273<br>76%  | 257<br>71%  | 287<br>81%  | 250<br>73%  | 205<br>76%  | 196<br>79%  | 1408<br>75%                            | 210<br>70%                                         | 739<br>76%            | 919<br>73%                | 476<br>72%                    | 1165<br>76%       | 207<br>75%                                | 434<br>79%                | 257<br>74%                                | 400<br>72%                                                      | 54<br>75%                | 1676<br>75% |
| Don't know                                                                                   | 73<br>3%    | 39<br>4%    | 32<br>3%    | 26<br>9%   | 22<br>6%    | 15<br>4%    | 3<br>1%     | 5<br>1%     | 2<br>1%     | -<br>-      | 54<br>3%                               | 15<br>5%                                           | 27<br>3%              | 45<br>4%                  | 15<br>2%                      | 54<br>3%          | 6<br>2%                                   | 17<br>3%                  | 28<br>5%                                  | 2<br>2%                                                         | *<br>*                   | 44<br>2%    |
| Prefer not to say                                                                            | 25<br>1%    | 10<br>1%    | 14<br>1%    | 8<br>3%    | 5<br>1%     | 5<br>1%     | 2<br>1%     | 3<br>1%     | 1<br>*      | -<br>-      | 17<br>1%                               | 5<br>2%                                            | 7<br>1%               | 15<br>1%                  | 4<br>1%                       | 17<br>1%          | 1<br>*                                    | 6<br>1%                   | 8<br>1%                                   | -<br>-                                                          | 3<br>4%                  | 20<br>1%    |
| Mean                                                                                         | 0.39<br>(j) | 0.34<br>(j) | 0.44<br>(j) | 0.5<br>(j) | 0.38<br>(j) | 0.43<br>(j) | 0.32<br>(j) | 0.41<br>(j) | 0.39<br>(j) | 0.34<br>(j) | 0.37<br>(j)                            | 0.55<br>(j)                                        | 0.38<br>(j)           | 0.4<br>(j)                | 0.49<br>(j)                   | 0.36<br>(j)       | 0.46<br>(j)                               | 0.32<br>(j)               | 0.33<br>(j)                               | 0.45<br>(j)                                                     | 0.35<br>(j)              | 0.4<br>(j)  |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [JN J26-001039-01]

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportion/Mean: Columns Tested (5% risk level) - z/s/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/h/t

Overlap formulae used: \* small base

Q232B. Which of the following social care services, if any, have members of your household, close family or friends used in the last year or so?

Base: All respondents

|                                                                                              | Total<br>(a) | Annual household income |                                 |                                 |                              | Country        |                 |              |                         | England region (Net) |                 |              |                   | England region    |                                    |                      |                      |                        |                   |                   |               |      |  | Unwtd Total |
|----------------------------------------------------------------------------------------------|--------------|-------------------------|---------------------------------|---------------------------------|------------------------------|----------------|-----------------|--------------|-------------------------|----------------------|-----------------|--------------|-------------------|-------------------|------------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|------|--|-------------|
|                                                                                              |              | Up to £25,999<br>(b)    | £26,000 up to<br>£51,999<br>(c) | £52,000 up to<br>£99,999<br>(d) | £100,000 and<br>above<br>(e) | England<br>(f) | Scotland<br>(g) | Wales<br>(h) | Northern Ireland<br>(i) | North<br>(j)         | Midlands<br>(k) | South<br>(l) | North East<br>(m) | North West<br>(n) | Yorkshire and The<br>Humber<br>(o) | East Midlands<br>(p) | West Midlands<br>(q) | East of England<br>(r) | South East<br>(s) | South West<br>(t) | London<br>(u) |      |  |             |
| Unweighted Total                                                                             | 2238         | 468                     | 686                             | 465                             | 184                          | 1715           | 206             | 162          | 155                     | 453                  | 348             | 914          | 88                | 201               | 164                                | 170                  | 178                  | 194                    | 282               | 225               | 213           | 2238 |  |             |
| Weighted Total                                                                               | 2238         | 398                     | 605                             | 524                             | 231                          | 1886           | 184             | 100*         | 62*                     | 521                  | 362             | 1003         | 89*               | 247               | 184                                | 164                  | 198                  | 209                    | 310               | 195               | 290           | 2238 |  |             |
| Any service                                                                                  | 480          | 95                      | 131                             | 117                             | 43                           | 399            | 45              | 21           | 14                      | 109                  | 75              | 216          | 18                | 43                | 48                                 | 30                   | 45                   | 38                     | 68                | 42                | 68            | 498  |  |             |
|                                                                                              | 21%          | 24%                     | 22%                             | 22%                             | 19%                          | 21%            | 25%             | 20%          | 22%                     | 21%                  | 21%             | 22%          | 20%               | 17%               | 26%                                | 18%                  | 23%                  | 18%                    | 22%               | 21%               | 24%           | 22%  |  |             |
| Residential Support                                                                          | 339          | 63                      | 91                              | 86                              | 21                           | 280            | 34              | 16           | 9                       | 78                   | 61              | 141          | 12                | 31                | 35                                 | 24                   | 37                   | 29                     | 46                | 32                | 33            | 361  |  |             |
|                                                                                              | 15%          | 16%                     | 15%                             | 16%                             | 9%                           | 15%            | 19%             | 15%          | 14%                     | 15%                  | 17%             | 14%          | 13%               | 12%               | 19%                                | 15%                  | 19%                  | 14%                    | 15%               | 16%               | 11%           | 16%  |  |             |
| Home care for older people                                                                   | 189          | 30                      | 57                              | 54                              | 12                           | 151            | 24              | 7            | 7                       | 37                   | 32              | 82           | 7                 | 12                | 18                                 | 13                   | 18                   | 19                     | 17                | 27                | 19            | 204  |  |             |
|                                                                                              | 8%           | 8%                      | 9%                              | 10%                             | 5%                           | 8%             | 13%             | 7%           | 12%                     | 7%                   | 9%              | 8%           | 8%                | 5%                | 10%                                | 8%                   | 9%                   | 9%                     | 6%                | 14%               | 7%            | 9%   |  |             |
| Residential/nursing care for older people                                                    | 146          | 23                      | 44                              | 35                              | 11                           | 120            | 18              | 6            | 2                       | 31                   | 28              | 61           | 3                 | 15                | 12                                 | 10                   | 18                   | 8                      | 33                | 11                | 10            | 158  |  |             |
|                                                                                              | 7%           | 6%                      | 7%                              | 7%                              | 5%                           | 6%             | 10%             | 6%           | 3%                      | 6%                   | 8%              | 6%           | 3%                | 6%                | 7%                                 | 6%                   | 9%                   | 4%                     | 11%               | 5%                | 4%            | 7%   |  |             |
| Home care for people with disabilities                                                       | 58           | 13                      | 16                              | 9                               | 1                            | 46             | 5               | 7            | 1                       | 13                   | 11              | 21           | 2                 | 4                 | 7                                  | 4                    | 7                    | 4                      | 6                 | 2                 | 9             | 63   |  |             |
|                                                                                              | 3%           | 3%                      | 3%                              | 2%                              | *                            | 2%             | 2%              | 7%           | 1%                      | 3%                   | 3%              | 2%           | 2%                | 2%                | 4%                                 | 3%                   | 4%                   | 2%                     | 2%                | 1%                | 3%            | 3%   |  |             |
| Residential/nursing care for people with disabilities                                        | 40           | 13                      | 9                               | 10                              | 2                            | 33             | 4               | 3            | *                       | 10                   | 11              | 13           | 2                 | 6                 | 2                                  | 6                    | 5                    | 2                      | 8                 | 1                 | 2             | 44   |  |             |
|                                                                                              | 2%           | 3%                      | 1%                              | 2%                              | 1%                           | 2%             | 2%              | 3%           | *                       | 2%                   | 3%              | 1%           | 3%                | 2%                | 1%                                 | 4%                   | 2%                   | 1%                     | 3%                | *                 | 1%            | 2%   |  |             |
| Day-to-Day Support                                                                           | 197          | 38                      | 52                              | 46                              | 20                           | 165            | 22              | 4            | 6                       | 45                   | 25              | 95           | 9                 | 19                | 17                                 | 14                   | 11                   | 15                     | 32                | 12                | 37            | 189  |  |             |
|                                                                                              | 9%           | 10%                     | 9%                              | 9%                              | 9%                           | 9%             | 12%             | 4%           | 10%                     | 9%                   | 7%              | 10%          | 10%               | 8%                | 9%                                 | 8%                   | 6%                   | 7%                     | 10%               | 6%                | 13%           | 8%   |  |             |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 67           | 18                      | 19                              | 18                              | 4                            | 55             | 8               | 3            | 1                       | 16                   | 11              | 27           | 5                 | 9                 | 3                                  | 7                    | 4                    | 7                      | 6                 | 3                 | 11            | 67   |  |             |
|                                                                                              | 3%           | 5%                      | 3%                              | 3%                              | 2%                           | 3%             | 4%              | 3%           | 2%                      | 3%                   | 3%              | 3%           | 5%                | 3%                | 1%                                 | 4%                   | 2%                   | 3%                     | 2%                | 2%                | 4%            | 3%   |  |             |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 58           | 11                      | 16                              | 8                               | 10                           | 46             | 10              | 1            | 1                       | 11                   | 2               | 33           | 1                 | 3                 | 7                                  | 1                    | 2                    | 2                      | 11                | 1                 | 19            | 43   |  |             |
|                                                                                              | 3%           | 3%                      | 3%                              | 2%                              | 4%                           | 2%             | 5%              | 1%           | 2%                      | 2%                   | 1%              | 3%           | 1%                | 1%                | 4%                                 | *                    | 1%                   | 1%                     | 3%                | *                 | 7%            | 2%   |  |             |
| Transport services for older people/people with disabilities                                 | 56           | 12                      | 17                              | 15                              | 6                            | 52             | 2               | *            | 2                       | 12                   | 9               | 31           | 2                 | 9                 | 1                                  | 6                    | 3                    | 7                      | 8                 | 5                 | 11            | 63   |  |             |
|                                                                                              | 2%           | 3%                      | 3%                              | 3%                              | 2%                           | 3%             | 1%              | *            | 3%                      | 2%                   | 2%              | 3%           | 3%                | 4%                | 1%                                 | 3%                   | 1%                   | 4%                     | 3%                | 3%                | 4%            | 3%   |  |             |
| Day/community/luhceon centres for older people                                               | 34           | 8                       | 5                               | 7                               | 4                            | 26             | 4               | -            | 4                       | 7                    | 5               | 14           | 1                 | 1                 | 5                                  | 4                    | 1                    | 5                      | 4                 | 1                 | 3             | 39   |  |             |
|                                                                                              | 2%           | 2%                      | 1%                              | 1%                              | 2%                           | 1%             | 2%              | -            | 7%                      | 1%                   | 1%              | 1%           | 1%                | *                 | 3%                                 | 3%                   | 1%                   | 2%                     | 1%                | 1%                | 1%            | 2%   |  |             |
| Meals on wheels                                                                              | 26           | 5                       | 7                               | 6                               | 2                            | 22             | 3               | 1            | *                       | 9                    | 1               | 12           | *                 | 3                 | 6                                  | -                    | 1                    | 1                      | 5                 | 3                 | 2             | 23   |  |             |
|                                                                                              | 1%           | 1%                      | 1%                              | 1%                              | 1%                           | 1%             | 1%              | 1%           | 1%                      | 2%                   | *               | 1%           | *                 | 1%                | 3%                                 | -                    | 1%                   | 1%                     | 2%                | 1%                | 1%            | 1%   |  |             |
| Day/community/luhceon centres for people with disabilities                                   | 12           | 3                       | 2                               | 3                               | 1                            | 10             | 2               | *            | *                       | 5                    | 2               | 2            | 1                 | 1                 | 3                                  | 1                    | 1                    | -                      | 1                 | -                 | 1             | 16   |  |             |
|                                                                                              | 1%           | 1%                      | *                               | 1%                              | 1%                           | 1%             | 1%              | *            | *                       | 1%                   | 1%              | *            | 1%                | 1%                | 1%                                 | 1%                   | 1%                   | -                      | *                 | -                 | *             | 1%   |  |             |
| Financial Support                                                                            | 119          | 41                      | 31                              | 25                              | 5                            | 93             | 14              | 8            | 4                       | 21                   | 19              | 52           | 4                 | 9                 | 7                                  | 6                    | 13                   | 8                      | 9                 | 12                | 23            | 124  |  |             |
|                                                                                              | 5%           | 10%                     | 5%                              | 5%                              | 2%                           | 5%             | 8%              | 8%           | 6%                      | 4%                   | 5%              | 5%           | 5%                | 4%                | 4%                                 | 3%                   | 7%                   | 4%                     | 3%                | 6%                | 8%            | 6%   |  |             |
| Direct payment/individual budgets/Personal health budgets                                    | 119          | 41                      | 31                              | 25                              | 5                            | 93             | 14              | 8            | 4                       | 21                   | 19              | 52           | 4                 | 9                 | 7                                  | 6                    | 13                   | 8                      | 9                 | 12                | 23            | 124  |  |             |
|                                                                                              | 5%           | 10%                     | 5%                              | 5%                              | 2%                           | 5%             | 8%              | 8%           | 6%                      | 4%                   | 5%              | 5%           | 5%                | 4%                | 4%                                 | 3%                   | 7%                   | 4%                     | 3%                | 6%                | 8%            | 6%   |  |             |
| Employment                                                                                   | 39           | 9                       | 8                               | 5                               | 9                            | 30             | 3               | 5            | -                       | 7                    | 4               | 19           | 2                 | 3                 | 2                                  | -                    | 4                    | 5                      | 1                 | 4                 | 9             | 27   |  |             |
|                                                                                              | 2%           | 2%                      | 1%                              | 1%                              | 4%                           | 2%             | 2%              | 5%           | -                       | 1%                   | 1%              | 2%           | 2%                | 1%                | 1%                                 | -                    | 2%                   | 2%                     | *                 | 2%                | 3%            | 1%   |  |             |
| Support to stay in work for those with a disability/long-term health condition               | 39           | 9                       | 8                               | 5                               | 9                            | 30             | 3               | 5            | -                       | 7                    | 4               | 19           | 2                 | 3                 | 2                                  | -                    | 4                    | 5                      | 1                 | 4                 | 9             | 27   |  |             |
|                                                                                              | 2%           | 2%                      | 1%                              | 1%                              | 4%                           | 2%             | 2%              | 5%           | -                       | 1%                   | 1%              | 2%           | 2%                | 1%                | 1%                                 | -                    | 2%                   | 2%                     | *                 | 2%                | 3%            | 1%   |  |             |
| None of the above                                                                            | 1660         | 288                     | 451                             | 391                             | 178                          | 1405           | 130             | 80           | 45                      | 390                  | 270             | 744          | 64                | 198               | 128                                | 126                  | 144                  | 159                    | 236               | 143               | 206           | 1676 |  |             |
|                                                                                              | 74%          | 72%                     | 75%                             | 74%                             | 77%                          | 74%            | 71%             | 76%          | 72%                     | 75%                  | 75%             | 74%          | 72%               | 80%               | 70%                                | 77%                  | 73%                  | 76%                    | 76%               | 73%               | 71%           | 75%  |  |             |
| Don't know                                                                                   | 73           | 14                      | 16                              | 16                              | 7                            | 61             | 6               | 3            | 2                       | 14                   | 9               | 37           | 6                 | 3                 | 5                                  | 4                    | 5                    | 9                      | 4                 | 10                | 14            | 44   |  |             |
|                                                                                              | 3%           | 4%                      | 3%                              | 3%                              | 3%                           | 3%             | 3%              | 3%           | 4%                      | 3%                   | 3%              | 4%           | 6%                | 1%                | 3%                                 | 2%                   | 3%                   | 4%                     | 1%                | 5%                | 5%            | 2%   |  |             |
| Prefer not to say                                                                            | 25           | 1                       | 6                               | 1                               | 3                            | 21             | 2               | 1            | 1                       | 8                    | 7               | 6            | 2                 | 3                 | 3                                  | 5                    | 3                    | 3                      | 2                 | -                 | 1             | 20   |  |             |
|                                                                                              | 1%           | *                       | 1%                              | *                               | 1%                           | 1%             | 1%              | 1%           | 2%                      | 1%                   | 2%              | 1%           | 2%                | 1%                | 2%                                 | 3%                   | 1%                   | 1%                     | 1%                | -                 | *             | 1%   |  |             |
| Mean                                                                                         | 0.39         | 0.49                    | 0.4                             | 0.38                            | 0.3                          | 0.38           | 0.55            | 0.42         | 0.38                    | 0.36                 | 0.4             | 0.38         | 0.38              | 0.32              | 0.41                               | 0.37                 | 0.41                 | 0.35                   | 0.36              | 0.38              | 0.43          | 0.4  |  |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/k/h/l/i - z/n/o/p/q/r/s/t/u/v

Overlap formulae used. \* small base



Q232B. Which of the following social care services, if any, have members of your household, close family or friends used in the last year or so?

Base: All respondents

|                                                                                              | Total<br>(d)      | Urbanity          |                  | IMD Quintile             |                  |                  |                  |                           | NS-SEC                                                         |                                 |                                                |                                                    |                                             |                                             |                          | Children in household |                   | Unweighted Total  |
|----------------------------------------------------------------------------------------------|-------------------|-------------------|------------------|--------------------------|------------------|------------------|------------------|---------------------------|----------------------------------------------------------------|---------------------------------|------------------------------------------------|----------------------------------------------------|---------------------------------------------|---------------------------------------------|--------------------------|-----------------------|-------------------|-------------------|
|                                                                                              |                   | Urban<br>(a)      | Rural<br>(b)     | 1 - Most deprived<br>(c) | 2<br>(d)         | 3<br>(e)         | 4<br>(f)         | 5 - Least deprived<br>(g) | Managerial, administrative and professional occupations<br>(h) | Intermediate occupations<br>(i) | Small employers and own account workers<br>(j) | Lower supervisory and technical occupations<br>(k) | Semi-routine and routine occupations<br>(l) | Long-term unemployed or never worked<br>(m) | Full-time student<br>(n) | Yes<br>(o)            | No<br>(p)         |                   |
| Unweighted Total                                                                             | 2238              | 1873              | 555              | 413                      | 432              | 476              | 400              | 423                       | 217                                                            | 220                             | 132                                            | 167                                                | 222                                         | 15                                          | 82                       | 40                    | 1831              | 2238              |
| Weighted Total                                                                               | 2238              | 1745              | 493              | 451                      | 442              | 447              | 448              | 450                       | 1211                                                           | 246                             | 114*                                           | 161*                                               | 237                                         | 71*                                         | 172*                     | 592                   | 1642              | 2238              |
| Any service                                                                                  | 480<br>21%<br>k   | 369<br>21%<br>k   | 111<br>23%<br>k  | 90<br>20%<br>k           | 92<br>21%<br>k   | 109<br>24%<br>k  | 87<br>19%<br>k   | 102<br>23%<br>k           | 273<br>23%<br>k                                                | 59<br>24%<br>k                  | 25<br>22%<br>k                                 | 19<br>12%<br>k                                     | 52<br>22%<br>k                              | 22<br>32%<br>k                              | 29<br>17%<br>k           | 112<br>19%<br>k       | 367<br>22%<br>k   | 498<br>22%<br>k   |
| Residential Support                                                                          | 339<br>15%<br>c   | 260<br>15%<br>c   | 79<br>16%<br>c   | 51<br>11%<br>c           | 64<br>15%<br>c   | 81<br>18%<br>c   | 70<br>16%<br>c   | 72<br>16%<br>c            | 198<br>16%<br>c                                                | 45<br>18%<br>c                  | 16<br>14%<br>c                                 | 16<br>10%<br>c                                     | 33<br>14%<br>c                              | 9<br>12%<br>c                               | 20<br>12%<br>c           | 79<br>13%<br>c        | 259<br>16%<br>c   | 361<br>16%<br>c   |
| Home care for older people                                                                   | 189<br>8%<br>g    | 149<br>9%<br>g    | 40<br>8%<br>g    | 25<br>6%<br>g            | 39<br>9%<br>g    | 45<br>10%<br>g   | 35<br>8%<br>g    | 45<br>10%<br>g            | 109<br>9%<br>g                                                 | 22<br>9%<br>g                   | 12<br>11%<br>g                                 | 8<br>5%<br>g                                       | 27<br>11%<br>g                              | 2<br>3%<br>g                                | 8<br>5%<br>g             | 44<br>8%<br>g         | 144<br>9%<br>g    | 204<br>9%<br>g    |
| Residential/nursing care for older people                                                    | 146<br>7%<br>z    | 104<br>6%<br>z    | 42<br>9%<br>z    | 18<br>4%<br>z            | 29<br>7%<br>z    | 31<br>7%<br>z    | 38<br>9%<br>z    | 30<br>7%<br>z             | 96<br>8%<br>z                                                  | 16<br>7%<br>z                   | 5<br>5%<br>z                                   | 7<br>4%<br>z                                       | 11<br>5%<br>z                               | 2<br>3%<br>z                                | 9<br>5%<br>z             | 32<br>5%<br>z         | 114<br>7%<br>z    | 158<br>7%<br>z    |
| Home care for people with disabilities                                                       | 58<br>3%<br>zh    | 50<br>3%<br>zh    | 8<br>2%<br>zh    | 12<br>3%<br>zh           | 10<br>2%<br>zh   | 11<br>2%<br>zh   | 11<br>3%<br>zh   | 13<br>3%<br>zh            | 27<br>2%<br>zh                                                 | 12<br>5%<br>zh                  | 2<br>2%<br>zh                                  | 4<br>3%<br>zh                                      | 5<br>2%<br>zh                               | 2<br>3%<br>zh                               | 4<br>3%<br>zh            | 13<br>2%<br>zh        | 43<br>3%<br>zh    | 63<br>3%<br>zh    |
| Residential/nursing care for people with disabilities                                        | 40<br>2%<br>zh    | 32<br>2%<br>zh    | 9<br>2%<br>zh    | 12<br>3%<br>zh           | 8<br>2%<br>zh    | 9<br>2%<br>zh    | 4<br>1%<br>zh    | 8<br>2%<br>zh             | 27<br>2%<br>zh                                                 | 5<br>2%<br>zh                   | 1<br>1%<br>zh                                  | -<br>-<br>zh                                       | 2<br>1%<br>zh                               | 2<br>3%<br>zh                               | 1<br>1%<br>zh            | 9<br>2%<br>zh         | 30<br>2%<br>zh    | 44<br>2%<br>zh    |
| Day-to-Day Support                                                                           | 197<br>9%<br>f    | 161<br>9%<br>f    | 36<br>7%<br>f    | 43<br>10%<br>f           | 37<br>8%<br>f    | 50<br>11%<br>f   | 28<br>6%<br>f    | 39<br>9%<br>f             | 113<br>9%<br>f                                                 | 21<br>8%<br>f                   | 7<br>6%<br>f                                   | 9<br>5%<br>f                                       | 23<br>10%<br>f                              | 14<br>19%<br>f                              | 10<br>6%<br>f            | 54<br>9%<br>f         | 142<br>9%<br>f    | 189<br>8%<br>f    |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 67<br>3%<br>r     | 55<br>3%<br>r     | 12<br>2%<br>r    | 16<br>4%<br>r            | 15<br>3%<br>r    | 21<br>5%<br>r    | 9<br>2%<br>r     | 6<br>1%<br>r              | 32<br>3%<br>r                                                  | 12<br>5%<br>r                   | 4<br>3%<br>r                                   | 1<br>1%<br>r                                       | 8<br>3%<br>r                                | 4<br>6%<br>r                                | 5<br>3%<br>r             | 18<br>3%<br>r         | 49<br>3%<br>r     | 67<br>3%<br>r     |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 58<br>3%<br>f     | 49<br>3%<br>f     | 9<br>2%<br>f     | 19<br>4%<br>f            | 6<br>1%<br>f     | 16<br>4%<br>f    | 6<br>1%<br>f     | 11<br>2%<br>f             | 35<br>3%<br>f                                                  | 4<br>2%<br>f                    | 1<br>1%<br>f                                   | 2<br>1%<br>f                                       | 7<br>3%<br>f                                | 7<br>10%<br>f                               | 3<br>2%<br>f             | 16<br>3%<br>f         | 42<br>3%<br>f     | 43<br>2%<br>f     |
| Transport services for older people/people with disabilities                                 | 56<br>2%<br>f     | 47<br>3%<br>f     | 9<br>2%<br>f     | 15<br>3%<br>f            | 10<br>2%<br>f    | 8<br>2%<br>f     | 6<br>1%<br>f     | 17<br>4%<br>f             | 32<br>3%<br>f                                                  | 8<br>3%<br>f                    | 3<br>2%<br>f                                   | 3<br>2%<br>f                                       | 8<br>3%<br>f                                | 2<br>2%<br>f                                | -<br>-<br>f              | 15<br>3%<br>f         | 40<br>2%<br>f     | 63<br>3%<br>f     |
| Day/community/meal centres for older people                                                  | 34<br>2%<br>e     | 25<br>1%<br>e     | 9<br>2%<br>e     | 1<br>*<br>e              | 7<br>2%<br>e     | 11<br>2%<br>e    | 7<br>2%<br>e     | 8<br>2%<br>e              | 20<br>2%<br>e                                                  | 2<br>1%<br>e                    | -<br>-<br>e                                    | 4<br>2%<br>e                                       | 3<br>1%<br>e                                | 1<br>2%<br>e                                | 3<br>2%<br>e             | 9<br>2%<br>e          | 24<br>1%<br>e     | 39<br>2%<br>e     |
| Meals on wheels                                                                              | 26<br>1%<br>f     | 21<br>1%<br>f     | 6<br>1%<br>f     | 5<br>1%<br>f             | 2<br>*<br>f      | 6<br>1%<br>f     | 5<br>1%<br>f     | 8<br>2%<br>f              | 14<br>1%<br>f                                                  | 2<br>1%<br>f                    | 2<br>1%<br>f                                   | 1<br>*<br>f                                        | 2<br>1%<br>f                                | 5<br>7%<br>f                                | -<br>-<br>f              | 7<br>1%<br>f          | 20<br>1%<br>f     | 23<br>1%<br>f     |
| Day/Community/meal centres for people with disabilities                                      | 12<br>1%<br>z     | 11<br>1%<br>z     | 2<br>*<br>z      | 1<br>*<br>z              | 3<br>1%<br>z     | 2<br>*<br>z      | 3<br>1%<br>z     | 4<br>1%<br>z              | 11<br>1%<br>z                                                  | -<br>-<br>z                     | -<br>-<br>z                                    | *<br>*<br>z                                        | -<br>-<br>z                                 | -<br>-<br>z                                 | -<br>-<br>z              | 3<br>*<br>z           | 9<br>1%<br>z      | 16<br>1%<br>z     |
| Financial Support                                                                            | 119<br>5%<br>g    | 97<br>6%<br>g     | 22<br>4%<br>g    | 31<br>7%<br>g            | 26<br>6%<br>g    | 27<br>6%<br>g    | 22<br>5%<br>g    | 14<br>3%<br>g             | 62<br>5%<br>g                                                  | 15<br>6%<br>g                   | 7<br>6%<br>g                                   | 4<br>2%<br>g                                       | 16<br>7%<br>g                               | 10<br>14%<br>g                              | 6<br>3%<br>g             | 26<br>4%<br>g         | 93<br>6%<br>g     | 124<br>6%<br>g    |
| Direct payment/Individual budgets/Personal health budgets                                    | 119<br>5%<br>g    | 97<br>6%<br>g     | 22<br>4%<br>g    | 31<br>7%<br>g            | 26<br>6%<br>g    | 27<br>6%<br>g    | 22<br>5%<br>g    | 14<br>3%<br>g             | 62<br>5%<br>g                                                  | 15<br>6%<br>g                   | 7<br>6%<br>g                                   | 4<br>2%<br>g                                       | 16<br>7%<br>g                               | 10<br>14%<br>g                              | 6<br>3%<br>g             | 26<br>4%<br>g         | 93<br>6%<br>g     | 124<br>6%<br>g    |
| Employment                                                                                   | 39<br>2%<br>zdefg | 32<br>2%<br>zdefg | 7<br>1%<br>zdefg | 19<br>4%<br>zdefg        | 5<br>1%<br>zdefg | 6<br>1%<br>zdefg | 6<br>1%<br>zdefg | 4<br>1%<br>zdefg          | 21<br>2%<br>zdefg                                              | 2<br>1%<br>zdefg                | 2<br>2%<br>zdefg                               | -<br>-<br>zdefg                                    | 4<br>2%<br>zdefg                            | 9<br>12%<br>zdefg                           | 2<br>1%<br>zdefg         | 11<br>2%<br>zdefg     | 29<br>2%<br>zdefg | 27<br>1%<br>zdefg |
| Support to stay in work for those with a disability/long-term health condition               | 39<br>2%<br>zdefg | 32<br>2%<br>zdefg | 7<br>1%<br>zdefg | 19<br>4%<br>zdefg        | 5<br>1%<br>zdefg | 6<br>1%<br>zdefg | 6<br>1%<br>zdefg | 4<br>1%<br>zdefg          | 21<br>2%<br>zdefg                                              | 2<br>1%<br>zdefg                | 2<br>2%<br>zdefg                               | -<br>-<br>zdefg                                    | 4<br>2%<br>zdefg                            | 9<br>12%<br>zdefg                           | 2<br>1%<br>zdefg         | 11<br>2%<br>zdefg     | 29<br>2%<br>zdefg | 27<br>1%<br>zdefg |
| None of the above                                                                            | 1660<br>74%<br>h  | 1301<br>75%<br>h  | 359<br>73%<br>h  | 330<br>73%<br>h          | 327<br>74%<br>h  | 319<br>71%<br>h  | 345<br>77%<br>h  | 341<br>76%<br>h           | 906<br>75%<br>h                                                | 181<br>74%<br>h                 | 81<br>71%<br>h                                 | 136<br>85%<br>h                                    | 176<br>74%<br>h                             | 45<br>63%<br>h                              | 122<br>71%<br>h          | 430<br>73%<br>h       | 1230<br>75%<br>h  | 1676<br>75%<br>h  |
| Don't know                                                                                   | 73<br>3%<br>hp    | 53<br>3%<br>hp    | 20<br>4%<br>hp   | 21<br>5%<br>hp           | 17<br>4%<br>hp   | 16<br>4%<br>hp   | 11<br>2%<br>hp   | 8<br>2%<br>hp             | 24<br>2%<br>hp                                                 | 6<br>3%<br>hp                   | 7<br>6%<br>hp                                  | 2<br>1%<br>hp                                      | 9<br>4%<br>hp                               | 3<br>5%<br>hp                               | 16<br>10%<br>hp          | 38<br>6%<br>hp        | 34<br>2%<br>hp    | 44<br>2%<br>hp    |
| Prefer not to say                                                                            | 25<br>1%<br>hp    | 23<br>1%<br>hp    | 2<br>*<br>hp     | 10<br>2%<br>hp           | 7<br>1%<br>hp    | 3<br>1%<br>hp    | 6<br>1%<br>hp    | -<br>-<br>hp              | 8<br>1%<br>hp                                                  | -<br>-<br>hp                    | 1<br>1%<br>hp                                  | 3<br>2%<br>hp                                      | *<br>*<br>hp                                | 1<br>1%<br>hp                               | 5<br>3%<br>hp            | 12<br>2%<br>hp        | 12<br>1%<br>hp    | 20<br>1%<br>hp    |
| Mean                                                                                         | 0.39<br>k         | 0.4               | 0.37             | 0.42                     | 0.39             | 0.45             | 0.35             | 0.38                      | 0.41<br>k                                                      | 0.43                            | 0.36                                           | 0.21                                               | 0.41                                        | 0.7                                         | 0.27                     | 0.38                  | 0.4               | 0.4               |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UK 26-001039-01)

Filename: 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base



Q232B. Which of the following social care services, if any, have members of your household, close family or friends used in the last year or so?

Base: All respondents

|                                                                                              | Use of NHS Services P12M |                    |                   |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                 |                 | Unwtd Total       |
|----------------------------------------------------------------------------------------------|--------------------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|-----------------|-----------------|-------------------|
|                                                                                              | Total<br>(f)             | Any service<br>(a) | No Service<br>(b) | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)     | Other<br>(m)    |                   |
| Unweighted Total                                                                             | 2238                     | 2055               | 165               | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165             | 17              | 2238              |
| Weighted Total                                                                               | 2238                     | 2005               | 203*              | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*            | 14**            | 2238              |
| Any service                                                                                  | 480<br>21%<br>bl         | 460<br>23%<br>abc  | 20<br>10%<br>b    | 159<br>20%<br>ab    | 250<br>24%<br>bc    | 51<br>30%<br>bc    | 141<br>27%<br>af         | 372<br>23%<br>af                | 387<br>23%<br>af                                  | 136<br>26%<br>af                  | 155<br>27%<br>af                                          | 44<br>29%<br>af                  | 20<br>10%<br>af | 5<br>36%<br>af  | 498<br>22%<br>af  |
| Residential Support                                                                          | 239<br>15%<br>bl         | 223<br>16%<br>zb   | 16<br>8%<br>b     | 112<br>14%<br>ab    | 181<br>18%<br>b     | 30<br>18%<br>b     | 99<br>19%<br>af          | 264<br>16%<br>af                | 270<br>16%<br>af                                  | 93<br>18%<br>af                   | 103<br>18%<br>af                                          | 28<br>19%<br>af                  | 16<br>8%<br>af  | 4<br>31%<br>af  | 261<br>16%<br>af  |
| Home care for older people                                                                   | 189<br>8%<br>bl          | 175<br>9%<br>zb    | 14<br>7%<br>b     | 60<br>7%<br>ab      | 94<br>9%<br>b       | 22<br>13%<br>b     | 65<br>13%<br>afh         | 146<br>9%<br>afh                | 143<br>9%<br>afh                                  | 55<br>11%<br>afh                  | 56<br>10%<br>afh                                          | 13<br>9%<br>afh                  | 14<br>7%<br>afh | 4<br>26%<br>afh | 204<br>9%<br>afh  |
| Residential/nursing care for older people                                                    | 146<br>7%<br>bl          | 145<br>7%<br>abc   | 2<br>1%<br>b      | 43<br>5%<br>b       | 89<br>9%<br>abc     | 12<br>7%<br>b      | 42<br>8%<br>af           | 129<br>8%<br>af                 | 123<br>7%<br>af                                   | 41<br>8%<br>af                    | 50<br>9%<br>af                                            | 17<br>11%<br>af                  | 2<br>1%<br>af   | 3<br>21%<br>af  | 158<br>7%<br>af   |
| Home care for people with disabilities                                                       | 58<br>3%<br>z            | 57<br>3%<br>z      | 1<br>*<br>z       | 29<br>3%<br>z       | 29<br>3%<br>z       | 8<br>4%<br>z       | 17<br>3%<br>z            | 43<br>3%<br>z                   | 50<br>3%<br>z                                     | 14<br>3%<br>z                     | 20<br>3%<br>z                                             | 3<br>2%<br>z                     | 1<br>*<br>z     | 1<br>5%<br>z    | 63<br>3%<br>z     |
| Residential/nursing care for people with disabilities                                        | 40<br>2%<br>z            | 40<br>2%<br>z      | -<br>-<br>z       | 11<br>1%<br>z       | 23<br>2%<br>z       | 7<br>4%<br>z       | 15<br>3%<br>z            | 32<br>2%<br>z                   | 33<br>2%<br>z                                     | 12<br>2%<br>z                     | 15<br>3%<br>z                                             | 4<br>3%<br>z                     | -<br>-<br>z     | -<br>-<br>z     | 44<br>2%<br>z     |
| Day-to-day Support                                                                           | 197<br>9%<br>bl          | 188<br>9%<br>zc    | 9<br>5%<br>c      | 59<br>7%<br>bc      | 95<br>9%<br>bcd     | 33<br>20%<br>abcd  | 69<br>13%<br>zghl        | 150<br>9%<br>zghl               | 158<br>10%<br>zghl                                | 76<br>15%<br>zghl                 | 66<br>11%<br>zghl                                         | 23<br>15%<br>zghl                | 9<br>5%<br>zghl | -<br>-<br>zghl  | 189<br>8%<br>zghl |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 67<br>3%<br>z            | 65<br>3%<br>z      | 2<br>1%<br>z      | 23<br>3%<br>z       | 28<br>3%<br>z       | 14<br>8%<br>zabcd  | 27<br>5%<br>zgh          | 45<br>3%<br>zgh                 | 55<br>3%<br>zgh                                   | 29<br>5%<br>zgh                   | 27<br>5%<br>zgh                                           | 10<br>7%<br>zgh                  | 2<br>1%<br>zgh  | -<br>-<br>zgh   | 67<br>3%<br>zgh   |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 58<br>3%<br>z            | 56<br>3%<br>z      | 2<br>1%<br>z      | 19<br>2%<br>z       | 29<br>3%<br>z       | 7<br>4%<br>z       | 18<br>3%<br>z            | 42<br>3%<br>z                   | 46<br>3%<br>z                                     | 26<br>5%<br>zgh                   | 18<br>3%<br>zgh                                           | 9<br>6%<br>zgh                   | 2<br>1%<br>zgh  | -<br>-<br>zgh   | 43<br>2%<br>zgh   |
| Transport services for older people/people with disabilities                                 | 56<br>2%<br>z            | 53<br>3%<br>z      | 3<br>1%<br>z      | 13<br>2%<br>z       | 28<br>3%<br>z       | 12<br>7%<br>zabcd  | 21<br>4%<br>zgh          | 47<br>3%<br>zgh                 | 47<br>3%<br>zgh                                   | 20<br>4%<br>zgh                   | 22<br>4%<br>zgh                                           | 5<br>4%<br>zgh                   | 3<br>1%<br>zgh  | -<br>-<br>zgh   | 63<br>3%<br>zgh   |
| Day/community/leisure centres for older people                                               | 34<br>2%<br>z            | 32<br>2%<br>z      | 2<br>1%<br>z      | 11<br>1%<br>z       | 14<br>1%<br>z       | 6<br>4%<br>z       | 9<br>2%<br>z             | 29<br>2%<br>z                   | 27<br>2%<br>z                                     | 10<br>2%<br>z                     | 11<br>2%<br>z                                             | 2<br>1%<br>z                     | 2<br>1%<br>z    | -<br>-<br>z     | 39<br>2%<br>z     |
| Meals on wheels                                                                              | 26<br>1%<br>z            | 26<br>1%<br>z      | -<br>-<br>z       | 4<br>*<br>z         | 15<br>5%<br>zabcd   | 8<br>5%<br>zabcd   | 15<br>3%<br>zgh          | 26<br>2%<br>zgh                 | 20<br>1%<br>zgh                                   | 13<br>2%<br>zgh                   | 10<br>2%<br>zgh                                           | 6<br>4%<br>zgh                   | -<br>-<br>zgh   | -<br>-<br>zgh   | 23<br>1%<br>zgh   |
| Day/community/leisure centres for people with disabilities                                   | 12<br>1%<br>z            | 12<br>1%<br>z      | 1<br>*<br>z       | 3<br>*<br>z         | 7<br>1%<br>z        | 1<br>1%<br>z       | 2<br>*<br>z              | 9<br>1%<br>z                    | 12<br>1%<br>z                                     | 2<br>*<br>z                       | 4<br>1%<br>z                                              | 1<br>*<br>z                      | 1<br>*<br>z     | -<br>-<br>z     | 16<br>1%<br>z     |
| Financial Support                                                                            | 119<br>5%<br>z           | 111<br>6%<br>z     | 9<br>4%<br>z      | 32<br>4%<br>z       | 61<br>6%<br>z       | 18<br>10%<br>z     | 37<br>7%<br>z            | 89<br>6%<br>z                   | 98<br>6%<br>z                                     | 35<br>7%<br>z                     | 45<br>8%<br>z                                             | 20<br>13%<br>z                   | 9<br>4%<br>z    | 1<br>11%<br>z   | 124<br>6%<br>z    |
| Direct payment/Individual budgets/Personal health budgets                                    | 119<br>5%<br>z           | 111<br>6%<br>z     | 9<br>4%<br>z      | 32<br>4%<br>z       | 61<br>6%<br>z       | 18<br>10%<br>z     | 37<br>7%<br>z            | 89<br>6%<br>z                   | 98<br>6%<br>z                                     | 35<br>7%<br>z                     | 45<br>8%<br>z                                             | 20<br>13%<br>z                   | 9<br>4%<br>z    | 1<br>11%<br>z   | 124<br>6%<br>z    |
| Employment                                                                                   | 39<br>2%<br>g            | 38<br>2%<br>g      | 1<br>1%<br>g      | 22<br>3%<br>g       | 13<br>1%<br>g       | 2<br>1%<br>g       | 8<br>2%<br>g             | 15<br>1%<br>g                   | 30<br>2%<br>g                                     | 14<br>3%<br>g                     | 10<br>2%<br>g                                             | 8<br>5%<br>g                     | 1<br>1%<br>g    | -<br>-<br>g     | 27<br>1%<br>g     |
| Support to stay in work for those with a disability/long-term health condition               | 39<br>2%<br>g            | 38<br>2%<br>g      | 1<br>1%<br>g      | 22<br>3%<br>g       | 13<br>1%<br>g       | 2<br>1%<br>g       | 8<br>2%<br>g             | 15<br>1%<br>g                   | 30<br>2%<br>g                                     | 14<br>3%<br>g                     | 10<br>2%<br>g                                             | 8<br>5%<br>g                     | 1<br>1%<br>g    | -<br>-<br>g     | 27<br>1%<br>g     |
| None of the above                                                                            | 1660<br>74%<br>a         | 1474<br>74%<br>a   | 175<br>86%<br>z   | 605<br>75%<br>z     | 754<br>73%<br>z     | 115<br>68%<br>z    | 363<br>70%<br>z          | 1191<br>74%<br>z                | 1221<br>74%<br>z                                  | 368<br>70%<br>z                   | 411<br>71%<br>z                                           | 99<br>66%<br>z                   | 175<br>86%<br>z | 9<br>64%<br>z   | 1676<br>75%<br>z  |
| Don't know                                                                                   | 73<br>3%<br>adghl        | 59<br>3%<br>adghl  | 8<br>4%<br>ad     | 35<br>4%<br>ad      | 22<br>2%<br>ad      | 2<br>1%<br>ad      | 11<br>2%<br>ad           | 38<br>2%<br>ad                  | 46<br>3%<br>ad                                    | 16<br>3%<br>ad                    | 8<br>1%<br>ad                                             | 7<br>5%<br>ad                    | 8<br>4%<br>ad   | -<br>-<br>ad    | 44<br>2%<br>ad    |
| Prefer not to say                                                                            | 25<br>1%<br>adgh         | 13<br>1%<br>adgh   | *<br>*<br>adgh    | 7<br>1%<br>adgh     | 3<br>*<br>adgh      | 3<br>1%<br>adgh    | 4<br>1%<br>adgh          | 9<br>1%<br>adgh                 | 7<br>*<br>adgh                                    | 4<br>1%<br>adgh                   | 3<br>1%<br>adgh                                           | 1<br>1%<br>adgh                  | *<br>*<br>adgh  | -<br>-<br>adgh  | 20<br>1%<br>adgh  |
| Mean                                                                                         | 0.39<br>bl               | 0.42<br>zbc        | 0.18<br>b         | 0.34<br>ab          | 0.43<br>b           | 0.71<br>zabcd      | 0.55<br>zghl             | 0.42<br>f                       | 0.42<br>af                                        | 0.54<br>zghl                      | 0.51<br>zghl                                              | 0.68<br>zghl                     | 0.18<br>zghl    | 0.62<br>zghl    | 0.4<br>zghl       |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename: Z6-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/z2/z3/z4/z5 - z1/z2/z3/z4/z5/z6/z7/z8/z9/z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100/z101/z102/z103/z104/z105/z106/z107/z108/z109/z110/z111/z112/z113/z114/z115/z116/z117/z118/z119/z120/z121/z122/z123/z124/z125/z126/z127/z128/z129/z130/z131/z132/z133/z134/z135/z136/z137/z138/z139/z140/z141/z142/z143/z144/z145/z146/z147/z148/z149/z150/z151/z152/z153/z154/z155/z156/z157/z158/z159/z160/z161/z162/z163/z164/z165/z166/z167/z168/z169/z170/z171/z172/z173/z174/z175/z176/z177/z178/z179/z180/z181/z182/z183/z184/z185/z186/z187/z188/z189/z190/z191/z192/z193/z194/z195/z196/z197/z198/z199/z200/z201/z202/z203/z204/z205/z206/z207/z208/z209/z210/z211/z212/z213/z214/z215/z216/z217/z218/z219/z220/z221/z222/z223/z224/z225/z226/z227/z228/z229/z230/z231/z232/z233/z234/z235/z236/z237/z238/z239/z240/z241/z242/z243/z244/z245/z246/z247/z248/z249/z250/z251/z252/z253/z254/z255/z256/z257/z258/z259/z260/z261/z262/z263/z264/z265/z266/z267/z268/z269/z270/z271/z272/z273/z274/z275/z276/z277/z278/z279/z280/z281/z282/z283/z284/z285/z286/z287/z288/z289/z290/z291/z292/z293/z294/z295/z296/z297/z298/z299/z300/z301/z302/z303/z304/z305/z306/z307/z308/z309/z310/z311/z312/z313/z314/z315/z316/z317/z318/z319/z320/z321/z322/z323/z324/z325/z326/z327/z328/z329/z330/z331/z332/z333/z334/z335/z336/z337/z338/z339/z340/z341/z342/z343/z344/z345/z346/z347/z348/z349/z350/z351/z352/z353/z354/z355/z356/z357/z358/z359/z360/z361/z362/z363/z364/z365/z366/z367/z368/z369/z370/z371/z372/z373/z374/z375/z376/z377/z378/z379/z380/z381/z382/z383/z384/z385/z386/z387/z388/z389/z390/z391/z392/z393/z394/z395/z396/z397/z398/z399/z400/z401/z402/z403/z404/z405/z406/z407/z408/z409/z410/z411/z412/z413/z414/z415/z416/z417/z418/z419/z420/z421/z422/z423/z424/z425/z426/z427/z428/z429/z430/z431/z432/z433/z434/z435/z436/z437/z438/z439/z440/z441/z442/z443/z444/z445/z446/z447/z448/z449/z450/z451/z452/z453/z454/z455/z456/z457/z458/z459/z460/z461/z462/z463/z464/z465/z466/z467/z468/z469/z470/z471/z472/z473/z474/z475/z476/z477/z478/z479/z480/z481/z482/z483/z484/z485/z486/z487/z488/z489/z490/z491/z492/z493/z494/z495/z496/z497/z498/z499/z500/z501/z502/z503/z504/z505/z506/z507/z508/z509/z510/z511/z512/z513/z514/z515/z516/z517/z518/z519/z520/z521/z522/z523/z524/z525/z526/z527/z528/z529/z530/z531/z532/z533/z534/z535/z536/z537/z538/z539/z540/z541/z542/z543/z544/z545/z546/z547/z548/z549/z550/z551/z552/z553/z554/z555/z556/z557/z558/z559/z560/z561/z562/z563/z564/z565/z566/z567/z568/z569/z570/z571/z572/z573/z574/z575/z576/z577/z578/z579/z580/z581/z582/z583/z584/z585/z586/z587/z588/z589/z590/z591/z592/z593/z594/z595/z596/z597/z598/z599/z600/z601/z602/z603/z604/z605/z606/z607/z608/z609/z610/z611/z612/z613/z614/z615/z616/z617/z618/z619/z620/z621/z622/z623/z624/z625/z626/z627/z628/z629/z630/z631/z632/z633/z634/z635/z636/z637/z638/z639/z640/z641/z642/z643/z644/z645/z646/z647/z648/z649/z650/z651/z652/z653/z654/z655/z656/z657/z658/z659/z660/z661/z662/z663/z664/z665/z666/z667/z668/z669/z670/z671/z672/z673/z674/z675/z676/z677/z678/z679/z680/z681/z682/z683/z684/z685/z686/z687/z688/z689/z690/z691/z692/z693/z694/z695/z696/z697/z698/z699/z700/z701/z702/z703/z704/z705/z706/z707/z708/z709/z710/z711/z712/z713/z714/z715/z716/z717/z718/z719/z720/z721/z722/z723/z724/z725/z726/z727/z728/z729/z730/z731/z732/z733/z734/z735/z736/z737/z738/z739/z740/z741/z742/z743/z744/z745/z746/z747/z748/z749/z750/z751/z752/z753/z754/z755/z756/z757/z758/z759/z760/z761/z762/z763/z764/z765/z766/z767/z768/z769/z770/z771/z772/z773/z774/z775/z776/z777/z778/z779/z780/z781/z782/z783/z784/z785/z786/z787/z788/z789/z790/z791/z792/z793/z794/z795/z796/z797/z798/z799/z800/z801/z802/z803/z804/z805/z806/z807/z808/z809/z810/z811/z812/z813/z814/z815/z816/z817/z818/z819/z820/z821/z822/z823/z824/z825/z826/z827/z828/z829/z830/z831/z832/z833/z834/z835/z836/z837/z838/z839/z840/z841/z842/z843/z844/z845/z846/z847/z848/z849/z850/z851/z852/z853/z854/z855/z856/z857/z858/z859/z860/z861/z862/z863/z864/z865/z866/z867/z868/z869/z870/z871/z872/z873/z874/z875/z876/z877/z878/z879/z880/z881/z882/z883/z884/z885/z886/z887/z888/z889/z890/z891/z892/z893/z894/z895/z896/z897/z898/z899/z900/z901/z902/z903/z904/z905/z906/z907/z908/z909/z910/z911/z912/z913/z914/z915/z916/z917/z918/z919/z920/z921/z922/z923/z924/z925/z926/z927/z928/z929/z930/z931/z932/z933/z934/z935/z936/z937/z938/z939/z940/z941/z942/z943/z944/z945/z946/z947/z948/z949/z950/z951/z952/z953/z954/z955/z956/z957/z958/z959/z960/z961/z962/z963/z964/z965/z966/z967/z968/z969/z970/z971/z972/z973/z974/z975/z976/z977/z978/z979/z980/z981/z982/z983/z984/z985/z986/z987/z988/z989/z990/z991/z992/z993/z994/z995/z996/z997/z998/z999/z1000/z1001/z1002/z1003/z1004/z1005/z1006/z1007/z1008/z1009/z1010/z1011/z1012/z1013/z1014/z1015/z1016/z1017/z1018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Q232B. Which of the following social care services, if any, have members of your household, close family or friends used in the last year or so?

Base: All respondents

|                                                                                              | Use of SC Services P12M |                    |                                    |                                       |                   | Health problem/disability |           | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|----------------------------------------------------------------------------------------------|-------------------------|--------------------|------------------------------------|---------------------------------------|-------------------|---------------------------|-----------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                                                                                              | Total<br>(f)            | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d) | Yes<br>(e)                | No<br>(f) | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total                                                                             | 2238                    | 537                | 127                                | 486                                   | 1028              | 557                       | 1641      | 375                                   | 1022                   | 770              | 415                                   | 901                       | 954                   | 79                                            | 755                    | 885              | 133                                           | 715                       | 1071                  | 2238        |
| Weighted Total                                                                               | 2238                    | 523                | 124*                               | 480                                   | 1018              | 477                       | 1709      | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 885              | 161*                                          | 809                       | 974                   | 2238        |
| Any service                                                                                  | 480                     | 480                | 99                                 | 480                                   | -                 | 134                       | 343       | 76                                    | 234                    | 159              | 93                                    | 195                       | 178                   | 24                                            | 178                    | 208              | 30                                            | 183                       | 224                   | 498         |
| 21%                                                                                          | 21%                     | 92%                | 70%                                | 100%                                  | -                 | 28%                       | 20%       | 21%                                   | 23%                    | 21%              | 22%                                   | 22%                       | 21%                   | 24%                                           | 22%                    | 23%              | 18%                                           | 23%                       | 23%                   | 22%         |
| df                                                                                           | zbd                     | zbd                | zbd                                | zabd                                  | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Residential Support                                                                          | 339                     | 339                | 59                                 | 339                                   | -                 | 96                        | 240       | 50                                    | 164                    | 116              | 66                                    | 134                       | 130                   | 19                                            | 120                    | 147              | 24                                            | 126                       | 154                   | 361         |
| 15%                                                                                          | 15%                     | 65%                | 42%                                | 71%                                   | -                 | 20%                       | 14%       | 14%                                   | 16%                    | 15%              | 16%                                   | 15%                       | 15%                   | 19%                                           | 15%                    | 17%              | 15%                                           | 16%                       | 16%                   | 16%         |
| df                                                                                           | zbd                     | zbd                | z                                  | zabd                                  | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Home care for older people                                                                   | 189                     | 189                | 29                                 | 189                                   | -                 | 46                        | 141       | 31                                    | 87                     | 64               | 38                                    | 74                        | 71                    | 13                                            | 64                     | 81               | 15                                            | 71                        | 79                    | 204         |
| 8%                                                                                           | 8%                      | 36%                | 21%                                | 39%                                   | -                 | 10%                       | 8%        | 8%                                    | 8%                     | 8%               | 9%                                    | 8%                        | 8%                    | 13%                                           | 8%                     | 9%               | 9%                                            | 9%                        | 8%                    | 9%          |
| df                                                                                           | zbd                     | zbd                | z                                  | zabd                                  | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Residential/nursing care for older people                                                    | 146                     | 146                | 19                                 | 146                                   | -                 | 42                        | 104       | 20                                    | 75                     | 47               | 25                                    | 47                        | 69                    | 8                                             | 49                     | 70               | 4                                             | 52                        | 79                    | 158         |
| 7%                                                                                           | 7%                      | 28%                | 13%                                | 30%                                   | -                 | 9%                        | 6%        | 5%                                    | 7%                     | 6%               | 6%                                    | 5%                        | 8%                    | 8%                                            | 6%                     | 8%               | 2%                                            | 6%                        | 8%                    | 7%          |
| df                                                                                           | zbd                     | zbd                | z                                  | zabd                                  | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Home care for people with disabilities                                                       | 58                      | 58                 | 16                                 | 58                                    | -                 | 16                        | 41        | 12                                    | 26                     | 21               | 8                                     | 28                        | 22                    | 4                                             | 18                     | 29               | 6                                             | 19                        | 28                    | 63          |
| 3%                                                                                           | 3%                      | 11%                | 11%                                | 12%                                   | -                 | 3%                        | 2%        | 3%                                    | 2%                     | 3%               | 2%                                    | 3%                        | 3%                    | 4%                                            | 2%                     | 3%               | 4%                                            | 2%                        | 3%                    | 3%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Residential/nursing care for people with disabilities                                        | 40                      | 40                 | 11                                 | 40                                    | -                 | 15                        | 24        | 5                                     | 17                     | 18               | 11                                    | 12                        | 17                    | 2                                             | 13                     | 20               | 4                                             | 13                        | 19                    | 44          |
| 2%                                                                                           | 2%                      | 8%                 | 7%                                 | 8%                                    | -                 | 3%                        | 1%        | 1%                                    | 2%                     | 2%               | 3%                                    | 1%                        | 2%                    | 2%                                            | 2%                     | 2%               | 3%                                            | 2%                        | 2%                    | 2%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Day-to-Day Support                                                                           | 197                     | 197                | 57                                 | 197                                   | -                 | 55                        | 141       | 25                                    | 98                     | 69               | 33                                    | 89                        | 71                    | 10                                            | 66                     | 89               | 17                                            | 77                        | 83                    | 189         |
| 9%                                                                                           | 9%                      | 38%                | 40%                                | 41%                                   | -                 | 12%                       | 8%        | 7%                                    | 10%                    | 9%               | 8%                                    | 10%                       | 8%                    | 10%                                           | 8%                     | 10%              | 10%                                           | 9%                        | 9%                    | 8%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Basic needs such as food, shelter and medical care for older people/people with disabilities | 67                      | 67                 | 20                                 | 67                                    | -                 | 20                        | 46        | 3                                     | 41                     | 21               | 11                                    | 32                        | 23                    | 1                                             | 35                     | 26               | 3                                             | 31                        | 28                    | 67          |
| 3%                                                                                           | 3%                      | 13%                | 14%                                | 14%                                   | -                 | 4%                        | 3%        | 1%                                    | 4%                     | 3%               | 3%                                    | 4%                        | 3%                    | 1%                                            | 4%                     | 3%               | 2%                                            | 4%                        | 3%                    | 3%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Assisted technology (e.g. automatic sensors to say if lights left on/fridge door open)       | 58                      | 58                 | 29                                 | 58                                    | -                 | 12                        | 46        | 8                                     | 26                     | 24               | 5                                     | 29                        | 24                    | 6                                             | 10                     | 27               | 3                                             | 20                        | 26                    | 43          |
| 3%                                                                                           | 3%                      | 11%                | 20%                                | 12%                                   | -                 | 2%                        | 3%        | 2%                                    | 2%                     | 3%               | 1%                                    | 3%                        | 3%                    | 6%                                            | 1%                     | 3%               | 2%                                            | 3%                        | 3%                    | 2%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Transport services for older people/people with disabilities                                 | 56                      | 56                 | 10                                 | 56                                    | -                 | 15                        | 40        | 6                                     | 25                     | 23               | 9                                     | 27                        | 18                    | 4                                             | 20                     | 22               | 7                                             | 21                        | 25                    | 63          |
| 2%                                                                                           | 2%                      | 11%                | 7%                                 | 12%                                   | -                 | 3%                        | 2%        | 2%                                    | 2%                     | 3%               | 2%                                    | 3%                        | 2%                    | 4%                                            | 2%                     | 3%               | 4%                                            | 3%                        | 3%                    | 3%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Day/community/meal centres for older people                                                  | 34                      | 34                 | 7                                  | 34                                    | -                 | 11                        | 23        | 6                                     | 18                     | 9                | 8                                     | 16                        | 9                     | 1                                             | 13                     | 16               | 4                                             | 15                        | 12                    | 39          |
| 2%                                                                                           | 2%                      | 6%                 | 5%                                 | 7%                                    | -                 | 2%                        | 1%        | 2%                                    | 2%                     | 1%               | 2%                                    | 2%                        | 1%                    | 1%                                            | 2%                     | 2%               | 2%                                            | 2%                        | 1%                    | 2%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Meals on wheels                                                                              | 26                      | 26                 | 12                                 | 26                                    | -                 | 11                        | 15        | 2                                     | 10                     | 12               | 3                                     | 10                        | 12                    | 2                                             | 6                      | 12               | 3                                             | 11                        | 9                     | 23          |
| 1%                                                                                           | 1%                      | 5%                 | 9%                                 | 6%                                    | -                 | 2%                        | 1%        | 1%                                    | 1%                     | 2%               | 1%                                    | 1%                        | 1%                    | 2%                                            | 1%                     | 1%               | 2%                                            | 1%                        | 1%                    | 1%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Day/community/meal centres for people with disabilities                                      | 12                      | 12                 | 4                                  | 12                                    | -                 | 1                         | 10        | 3                                     | 4                      | 4                | 3                                     | 5                         | 4                     | 1                                             | 2                      | 8                | 1                                             | 3                         | 7                     | 16          |
| 1%                                                                                           | 1%                      | 2%                 | 2%                                 | 3%                                    | -                 | *                         | 1%        | 1%                                    | *                      | 1%               | 1%                                    | 1%                        | 1%                    | 1%                                            | *                      | 1%               | 1%                                            | *                         | 1%                    | 1%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Financial Support                                                                            | 119                     | 119                | 40                                 | 119                                   | -                 | 43                        | 76        | 24                                    | 48                     | 45               | 20                                    | 44                        | 53                    | 6                                             | 52                     | 52               | 4                                             | 55                        | 56                    | 124         |
| 5%                                                                                           | 5%                      | 23%                | 28%                                | 25%                                   | -                 | 9%                        | 4%        | 6%                                    | 5%                     | 6%               | 5%                                    | 5%                        | 6%                    | 6%                                            | 6%                     | 6%               | 2%                                            | 7%                        | 6%                    | 6%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Direct payment/Individual budgets/Personal health budgets                                    | 119                     | 119                | 40                                 | 119                                   | -                 | 43                        | 76        | 24                                    | 48                     | 45               | 20                                    | 44                        | 53                    | 6                                             | 52                     | 52               | 4                                             | 55                        | 56                    | 124         |
| 5%                                                                                           | 5%                      | 23%                | 28%                                | 25%                                   | -                 | 9%                        | 4%        | 6%                                    | 5%                     | 6%               | 5%                                    | 5%                        | 6%                    | 6%                                            | 6%                     | 6%               | 2%                                            | 7%                        | 6%                    | 6%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Employment                                                                                   | 39                      | 39                 | 19                                 | 39                                    | -                 | 10                        | 29        | 3                                     | 22                     | 14               | 9                                     | 16                        | 14                    | 5                                             | 18                     | 12               | 2                                             | 21                        | 13                    | 27          |
| 2%                                                                                           | 2%                      | 8%                 | 14%                                | 8%                                    | -                 | 2%                        | 2%        | 1%                                    | 2%                     | 2%               | 2%                                    | 2%                        | 2%                    | 5%                                            | 2%                     | 1%               | 1%                                            | 3%                        | 1%                    | 1%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Support to stay in work for those with a disability/long-term health condition               | 39                      | 39                 | 19                                 | 39                                    | -                 | 10                        | 29        | 3                                     | 22                     | 14               | 9                                     | 16                        | 14                    | 5                                             | 18                     | 12               | 2                                             | 21                        | 13                    | 27          |
| 2%                                                                                           | 2%                      | 8%                 | 14%                                | 8%                                    | -                 | 2%                        | 2%        | 1%                                    | 2%                     | 2%               | 2%                                    | 2%                        | 2%                    | 5%                                            | 2%                     | 1%               | 1%                                            | 3%                        | 1%                    | 1%          |
| df                                                                                           | z                       | z                  | z                                  | z                                     | -                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| None of the above                                                                            | 1660                    | 38                 | 38                                 | -                                     | 1618              | 327                       | 1306      | 282                                   | 771                    | 552              | 316                                   | 671                       | 635                   | 76                                            | 620                    | 648              | 132                                           | 599                       | 719                   | 1676        |
| 74%                                                                                          | 74%                     | 27%                | 27%                                | -                                     | 100%              | 69%                       | 76%       | 77%                                   | 74%                    | 73%              | 76%                                   | 75%                       | 74%                   | 76%                                           | 76%                    | 73%              | 82%                                           | 74%                       | 74%                   | 75%         |
| df                                                                                           | z                       | z                  | z                                  | -                                     | z                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Don't know                                                                                   | 73                      | 2                  | 2                                  | -                                     | 71                | 12                        | 64        | 6                                     | 19                     | 37               | 5                                     | 25                        | 36                    | -                                             | 10                     | 25               | -                                             | 20                        | 25                    | 44          |
| 3%                                                                                           | 3%                      | *                  | 1%                                 | -                                     | -                 | 3%                        | 3%        | 2%                                    | 2%                     | 5%               | 1%                                    | 3%                        | 4%                    | -                                             | 1%                     | 3%               | -                                             | 2%                        | 3%                    | 2%          |
| df                                                                                           | z                       | z                  | z                                  | -                                     | z                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Prefer not to say                                                                            | 25                      | 3                  | 3                                  | -                                     | -                 | 3                         | 7         | 1                                     | 12                     | 12               | 1                                     | 8                         | 9                     | -                                             | 7                      | 5                | -                                             | 7                         | 6                     | 20          |
| 1%                                                                                           | 1%                      | 1%                 | 2%                                 | -                                     | -                 | 1%                        | *         | *                                     | 1%                     | 2%               | *                                     | 1%                        | 1%                    | -                                             | 1%                     | 1%               | -                                             | 1%                        | 1%                    | 1%          |
| df                                                                                           | z                       | z                  | z                                  | -                                     | z                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |
| Mean                                                                                         | 0.39                    | 1.63               | 1.57                               | 1.76                                  | 0                 | 0.53                      | 0.36      | 0.35                                  | 0.4                    | 0.43             | 0.37                                  | 0.39                      | 0.41                  | 0.54                                          | 0.38                   | 0.44             | 0.35                                          | 0.42                      | 0.4                   | 0.4         |
| df                                                                                           | z                       | z                  | z                                  | z                                     | z                 | z                         | z         | z                                     | z                      | z                | z                                     | z                         | z                     | z                                             | z                      | z                | z                                             | z                         | z                     | z           |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039\_A0H0C\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/q/1 - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r

Overlap formulae used. \* small base



Q235. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: All respondents

|                   | Gender       |            |              | Age          |              |              |              |              |              | Ethnicity  |                                              | Working status                                              |                          | Education                        |                                                   |                      |                                                        |                                 |                                                    |                                                                                   |                                    | Unwtd Total |
|-------------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|----------------------------------------------|-------------------------------------------------------------|--------------------------|----------------------------------|---------------------------------------------------|----------------------|--------------------------------------------------------|---------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------|-------------|
|                   | Total<br>(z) | Man<br>(a) | Woman<br>(b) | 16-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65-74<br>(h) | 75+<br>(i) | White (including<br>White minorities)<br>(j) | Ethnic minorities<br>(excluding White<br>minorities)<br>(k) | Working full-time<br>(l) | Not working full-<br>time<br>(m) | Graduates<br>(Degree/Master/p<br>hd/above)<br>(n) | Non-graduates<br>(o) | Other Higher<br>Education below<br>degree level<br>(p) | A-level or<br>equivalent<br>(q) | GCSE/ O-Level/<br>CSE/NVQ112/<br>equivalent<br>(r) | Another type of<br>qualification<br>(vocational/profes-<br>sional/foreign)<br>(s) | No formal<br>qualifications<br>(t) |             |
| Unweighted Total  | 2238         | 1090       | 1130         | 101          | 156          | 252          | 345          | 518          | 552          | 314        | 2016                                         | 180                                                         | 794                      | 1434                             | 683                                               | 1523                 | 294                                                    | 475                             | 534                                                | 130                                                                               | 90                                 | 2238        |
| Weighted Total    | 2238         | 1069       | 1151         | 292*         | 361          | 359          | 355          | 354          | 268          | 249        | 1880                                         | 300                                                         | 976                      | 1253                             | 665                                               | 1541                 | 276                                                    | 552                             | 542                                                | 99*                                                                               | 72*                                | 2238        |
| Yes               | 477          | 195        | 277          | 35           | 60           | 67           | 62           | 83           | 78           | 90         | 420                                          | 45                                                          | 114                      | 360                              | 109                                               | 363                  | 73                                                     | 98                              | 132                                                | 31                                                                                | 28                                 | 557         |
|                   | 21%          | 18%        | 24%          | 12%          | 17%          | 19%          | 18%          | 24%          | 29%          | 36%        | 22%                                          | 15%                                                         | 12%                      | 29%                              | 16%                                               | 24%                  | 27%                                                    | 18%                             | 24%                                                | 32%                                                                               | 39%                                | 25%         |
|                   | acln         |            | za           |              |              |              |              | cf           | zdefgh       | zcddefgh   | zk                                           |                                                             | zl                       |                                  | znq                                               | na                   |                                                        | n                               | znq                                                | znopqr                                                                            |                                    |             |
| No                | 1709         | 859        | 840          | 245          | 282          | 286          | 286          | 266          | 186          | 159        | 1426                                         | 244                                                         | 848                      | 858                              | 546                                               | 1149                 | 201                                                    | 446                             | 396                                                | 67                                                                                | 38                                 | 1641        |
|                   | 76%          | 80%        | 73%          | 84%          | 78%          | 80%          | 81%          | 75%          | 69%          | 64%        | 76%                                          | 81%                                                         | 87%                      | 68%                              | 82%                                               | 75%                  | 73%                                                    | 81%                             | 73%                                                | 68%                                                                               | 53%                                | 73%         |
|                   | bhimost      | zb         |              | hi           | hi           | hi           | zhi          | hi           |              |            | zm                                           |                                                             | zm                       |                                  | zoprst                                            | t                    | t                                                      | zoprst                          | t                                                  | t                                                                                 |                                    |             |
| Prefer not to say | 52           | 15         | 35           | 12           | 18           | 6            | 6            | 5            | 4            | -          | 34                                           | 11                                                          | 14                       | 35                               | 11                                                | 30                   | 3                                                      | 8                               | 14                                                 | *                                                                                 | 5                                  | 40          |
|                   | 2%           | 1%         | 3%           | 4%           | 5%           | 2%           | 2%           | 1%           | 2%           | -          | 2%                                           | 4%                                                          | 1%                       | 3%                               | 2%                                                | 2%                   | 1%                                                     | 1%                              | 3%                                                 | *                                                                                 | 8%                                 | 2%          |
|                   | ajl          |            | zb           | i            | zgj          |              | i            | i            | i            |            |                                              |                                                             |                          |                                  |                                                   |                      |                                                        |                                 | znopqrs                                            |                                                                                   |                                    |             |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (UN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t

Overlap formulae used. \* small base



Q235. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: All respondents

|                   |                    | Annual household income |                       |                       |                    | Country            |                   |                  |                  | England region (Net) |                   |                    | England region    |                   |                          |                   |                   |                   |                   |                   |                     |                      | Unwtd Total |
|-------------------|--------------------|-------------------------|-----------------------|-----------------------|--------------------|--------------------|-------------------|------------------|------------------|----------------------|-------------------|--------------------|-------------------|-------------------|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|----------------------|-------------|
|                   |                    | Up to £25,999           | £26,000 up to £51,999 | £52,000 up to £99,999 | £100,000 and above | England            | Scotland          | Wales            | Northern Ireland | North                | Midlands          | South              | North East        | North West        | Yorkshire and The Humber | East Midlands     | West Midlands     | East of England   | South East        | South West        | London              |                      |             |
|                   | Total              | (a)                     | (b)                   | (c)                   | (d)                | (e)                | (f)               | (g)              | (h)              | (i)                  | (j)               | (k)                | (l)               | (m)               | (n)                      | (o)               | (p)               | (q)               | (r)               | (s)               | (t)                 | (u)                  | (v)         |
| Unweighted Total  | 2238               | 468                     | 686                   | 465                   | 164                | 1715               | 206               | 162              | 155              | 453                  | 348               | 314                | 85                | 201               | 164                      | 170               | 178               | 194               | 282               | 235               | 213                 | 2238                 |             |
| Weighted Total    | 2238               | 398                     | 605                   | 524                   | 231                | 1886               | 184               | 106*             | 62*              | 521                  | 362               | 1003               | 89*               | 247               | 184                      | 164               | 198               | 209               | 310               | 195               | 290                 | 2238                 |             |
| Yes               | 477<br>21%<br>efmv | 154<br>39%<br>zdef      | 157<br>26%<br>zef     | 62<br>12%<br>zef      | 17<br>7%<br>zef    | 394<br>21%<br>zdef | 46<br>25%<br>zef  | 22<br>21%<br>zef | 15<br>23%<br>zef | 149<br>29%<br>zdef   | 73<br>20%<br>zdef | 173<br>17%<br>zdef | 19<br>21%<br>zdef | 80<br>32%<br>zdef | 50<br>27%<br>zdef        | 31<br>19%<br>zdef | 42<br>21%<br>zdef | 31<br>15%<br>zdef | 76<br>25%<br>zdef | 33<br>17%<br>zdef | 33<br>11%<br>zdef   | 557<br>25%<br>zdef   |             |
| No                | 1709<br>76%<br>cko | 234<br>59%<br>c         | 442<br>73%<br>c       | 460<br>88%<br>zcd     | 209<br>91%<br>zcd  | 1446<br>77%<br>77n | 134<br>73%<br>77n | 84<br>79%<br>77n | 46<br>74%<br>77n | 359<br>69%<br>77n    | 275<br>76%<br>77n | 811<br>81%<br>zk   | 69<br>77%<br>77n  | 162<br>66%<br>77n | 129<br>70%<br>77n        | 128<br>78%<br>o   | 148<br>75%<br>opt | 174<br>84%<br>opt | 227<br>73%<br>opt | 160<br>82%<br>opt | 250<br>86%<br>zoprt | 1641<br>73%<br>zoprt |             |
| Prefer not to say | 52<br>2%<br>de     | 10<br>3%<br>e           | 6<br>1%<br>e          | 3<br>1%<br>e          | 5<br>2%<br>e       | 45<br>2%<br>2n     | 5<br>3%<br>2n     | -<br>-<br>-      | 2<br>2%<br>2n    | 13<br>2%<br>2n       | 13<br>4%<br>2n    | 19<br>2%<br>2n     | 2<br>2%<br>2n     | 5<br>2%<br>2n     | 6<br>3%<br>2n            | 5<br>3%<br>2n     | 8<br>4%<br>2n     | 4<br>2%<br>2n     | 7<br>2%<br>2n     | 2<br>1%<br>2n     | 7<br>2%<br>2n       | 40<br>2%<br>2n       |             |

Fieldwork dates: 21st - 27th May 2026  
Respondent type: KnowledgePanel Members - UK, 16+  
Source: Ipsos (JN 126-001039-01)  
Filename: 126-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse  
Proportions/Mean: Columns Tested (5% risk level) - z/c/d/e/f - z/g/h/i/j - z/k/l/m - z/n/o/p/q/r/s/t/u/v  
Overlap formulae used. \* small base

Q235. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: All respondents

|                   |                   | Urbanity      |              | IMD Quintile      |                          |            |                 |                 | NS-SEC                    |                                                                         |                                    |                                                      |                                                          |                                                   | Children in household                             |                          |             |             |
|-------------------|-------------------|---------------|--------------|-------------------|--------------------------|------------|-----------------|-----------------|---------------------------|-------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|---------------------------------------------------|--------------------------|-------------|-------------|
|                   |                   | Total<br>(z)  | Urban<br>(a) | Rural<br>(b)      | 1 - Most deprived<br>(c) | 2<br>(d)   | 3<br>(e)        | 4<br>(f)        | 5 - Least deprived<br>(g) | Managerial,<br>administrative and<br>professional<br>occupations<br>(h) | Intermediate<br>occupations<br>(i) | Small employers<br>and own account<br>workers<br>(j) | Lower supervisory<br>and technical<br>occupations<br>(k) | Semi-routine and<br>routine<br>occupations<br>(l) | Long-term<br>unemployed or<br>never worked<br>(m) | Full-time student<br>(n) |             | Yes<br>(o)  |
| Unweighted Total  | 2238              | 1673          | 565          | 419               | 432                      | 476        | 450             | 461             | 1302                      | 280                                                                     | 132                                | 169                                                  | 227                                                      | 45                                                | 58                                                | 400                      | 1831        | 2238        |
| Weighted Total    | 2238              | 1745          | 493          | 451               | 442                      | 447        | 448             | 450             | 1211                      | 246                                                                     | 114 *                              | 161 *                                                | 237                                                      | 71 *                                              | 172 *                                             | 592                      | 1642        | 2238        |
| Yes               | 477<br>21%<br>h   | 381<br>22%    | 96<br>19%    | 120<br>27%<br>zdf | 79<br>18%                | 103<br>23% | 84<br>19%       | 91<br>20%       | 234<br>19%                | 65<br>26%<br>hn                                                         | 23<br>20%                          | 35<br>22%                                            | 71<br>30%<br>zhn                                         | 23<br>33%<br>n                                    | 22<br>13%                                         | 111<br>19%               | 365<br>22%  | 557<br>25%  |
| No                | 1709<br>76%<br>cl | 1316<br>75%   | 393<br>80%   | 309<br>69%        | 355<br>80%<br>c          | 335<br>75% | 354<br>79%<br>c | 355<br>79%<br>c | 966<br>80%<br>zilm        | 177<br>72%                                                              | 91<br>79%<br>l                     | 121<br>75%                                           | 159<br>67%                                               | 44<br>63%                                         | 143<br>83%<br>lm                                  | 456<br>77%               | 1251<br>76% | 1641<br>73% |
| Prefer not to say | 52<br>2%<br>bhp   | 48<br>3%<br>b | 4<br>1%      | 21<br>5%<br>zg    | 8<br>2%                  | 8<br>2%    | 10<br>2%        | 4<br>1%         | 12<br>1%                  | 4<br>2%                                                                 | *<br>*                             | 5<br>3%<br>h                                         | 7<br>3%<br>h                                             | 3<br>4%                                           | 7<br>4%                                           | 25<br>4%<br>zp           | 25<br>2%    | 40<br>2%    |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : Z6-001039\_ADHOC\_Z60521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n - z/o/p

Overlap formulae used. \* small base

Q235. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: All respondents

|                   | Total<br>(z)                  | Use of NHS Services P12M |                     |                     |                     |                    | Type of NHS Service P12M |                                 |                                                   |                                   |                                                           |                                  |                        |                       | Unwtd Total |
|-------------------|-------------------------------|--------------------------|---------------------|---------------------|---------------------|--------------------|--------------------------|---------------------------------|---------------------------------------------------|-----------------------------------|-----------------------------------------------------------|----------------------------------|------------------------|-----------------------|-------------|
|                   |                               | Any service<br>(a)       | No Service<br>(b)   | 1-2 Services<br>(c) | 3-5 Services<br>(d) | 6+ Services<br>(e) | NHS111<br>(f)            | Dentist or<br>pharmacist<br>(g) | GP practice/ GP<br>out-of-hours<br>service<br>(h) | Urgent &<br>Emergency care<br>(i) | Hospital-excluding<br>urgent and<br>emergency care<br>(j) | Mental health<br>services<br>(k) | None<br>(l)            | Other<br>(m)          |             |
| Unweighted Total  | 2238                          | 2055                     | 165                 | 818                 | 1103                | 134                | 451                      | 1696                            | 1748                                              | 505                               | 627                                                       | 121                              | 165                    | 17                    | 2238        |
| Weighted Total    | 2238                          | 2005                     | 203*                | 805                 | 1030                | 170*               | 519                      | 1610                            | 1661                                              | 524                               | 577                                                       | 151*                             | 203*                   | 14**                  | 2238        |
| Yes               | 477<br>21%<br>bcl             | 466<br>23%<br>zbc        | 9<br>4%<br>b        | 124<br>15%<br>b     | 279<br>27%<br>zabc  | 63<br>37%<br>zabc  | 150<br>29%<br>zl         | 404<br>25%<br>zl                | 415<br>25%<br>zl                                  | 140<br>27%<br>zl                  | 196<br>34%<br>zghil                                       | 81<br>54%<br>zfgghijl            | 9<br>4%<br>zfgghijk    | 3<br>22%<br>zfgghijk  | 557<br>25%  |
| No                | 1709<br>76%<br>adefghij<br>jk | 1509<br>75%<br>de        | 191<br>94%<br>zacde | 666<br>83%<br>zade  | 740<br>72%<br>e     | 103<br>61%         | 357<br>69%<br>k          | 1188<br>74%<br>fjk              | 1223<br>74%<br>fjk                                | 370<br>71%<br>k                   | 376<br>65%<br>k                                           | 66<br>44%<br>zfgghijk            | 191<br>94%<br>zfgghijk | 11<br>78%<br>zfgghijk | 1641<br>73% |
| Prefer not to say | 52<br>2%<br>adghj             | 30<br>2%                 | 4<br>2%             | 15<br>2%            | 12<br>1%            | 4<br>2%            | 13<br>2%<br>g            | 18<br>1%                        | 23<br>1%                                          | 14<br>3%                          | 6<br>1%                                                   | 3<br>2%                          | 4<br>2%                | -<br>-                | 40<br>2%    |

Fieldwork dates: 21st - 27th May 2026

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039\_ADHOC\_260521A\_HFP\_wtd\_v9\_PublicUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j/k/l/m - z/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C/D/E/F

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q235. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: All respondents

|                   | Use of SC Services P12M     |                    |                                    |                                       |                     | Health problem/disability |                    | General Standard NHS - Last 12 months |                        |                  | General Standard NHS - Next 12 months |                           |                       | General Standard Social Care - Last 12 months |                        |                  | General Standard Social Care - Next 12 months |                           |                       | Unwtd Total |
|-------------------|-----------------------------|--------------------|------------------------------------|---------------------------------------|---------------------|---------------------------|--------------------|---------------------------------------|------------------------|------------------|---------------------------------------|---------------------------|-----------------------|-----------------------------------------------|------------------------|------------------|-----------------------------------------------|---------------------------|-----------------------|-------------|
|                   | Total<br>(z)                | Any service<br>(a) | Any service<br>(personally)<br>(b) | Any service<br>(friend/family)<br>(c) | No service<br>(d)   | Yes<br>(e)                | No<br>(f)          | Got better<br>(g)                     | Stayed the same<br>(h) | Got worse<br>(i) | Will get better<br>(j)                | Will stay the same<br>(k) | Will get worse<br>(l) | Got better<br>(m)                             | Stayed the same<br>(n) | Got worse<br>(o) | Will get better<br>(p)                        | Will stay the same<br>(q) | Will get worse<br>(r) |             |
| Unweighted Total  | 2238                        | 537                | 127                                | 498                                   | 1637                | 557                       | 1641               | 375                                   | 1022                   | 770              | 415                                   | 902                       | 854                   | 79                                            | 795                    | 985              | 138                                           | 785                       | 1073                  | 2238        |
| Weighted Total    | 2238                        | 523                | 142*                               | 480                                   | 1618                | 477                       | 1709               | 365                                   | 1036                   | 759              | 415                                   | 899                       | 858                   | 100*                                          | 816                    | 886              | 161*                                          | 809                       | 974                   | 2238        |
| Yes               | 477<br>21%<br>dfhkn         | 160<br>31%<br>acd  | 76<br>53%<br>zacd                  | 134<br>28%<br>zd                      | 304<br>19%          | 477<br>100%<br>zf         | -<br>-             | 81<br>22%                             | 189<br>18%             | 196<br>26%<br>zh | 89<br>21%                             | 161<br>18%                | 213<br>25%<br>zk      | 23<br>23%                                     | 141<br>17%             | 236<br>27%<br>zn | 35<br>22%                                     | 157<br>19%                | 243<br>25%<br>zq      | 557<br>25%  |
| No                | 1709<br>76%<br>abceilo<br>r | 359<br>69%<br>b    | 65<br>46%                          | 343<br>71%<br>ab                      | 1290<br>80%<br>zabc | -<br>-                    | 1709<br>100%<br>ze | 282<br>77%                            | 827<br>80%<br>zi       | 536<br>71%       | 319<br>77%                            | 727<br>81%<br>zl          | 618<br>72%            | 75<br>75%                                     | 661<br>81%<br>zo       | 638<br>72%       | 126<br>78%                                    | 636<br>79%<br>f           | 716<br>73%            | 1641<br>73% |
| Prefer not to say | 52<br>2%<br>acdefko         | 4<br>1%            | 1<br>1%                            | 3<br>1%                               | 25<br>2%            | -<br>-                    | -<br>-             | 2<br>1%                               | 21<br>2%               | 27<br>4%<br>zg   | 8<br>2%                               | 11<br>1%                  | 27<br>3%<br>k         | 2<br>2%                                       | 13<br>2%               | 12<br>1%         | 1<br>1%                                       | 16<br>2%                  | 15<br>2%              | 40<br>2%    |

Fieldwork dates: 21st - 27th May 2026

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Overlap formulae used. \* small base