

# YouGov / Abraham Accordists Survey Results

Sample Size: 2030 GB Adults  
 Fieldwork: 22nd - 23rd January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic Classification		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	2030	365	522	187	219	121	713	725	983	1047	213	838	501	477	688	455	607
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Weighted Sample	2030	320	545	207	238	117	760	743	860	1170	180	769	521	560	756	440	540

If there were a general election held tomorrow,  
 which of the following would be the most important  
 issues to you when deciding how to vote? Please  
 tick up to three.

10-11  
 Sep '25

22-23  
 Jan '26

The cost of living	45	<b>48</b>	39	51	44	49	53	44	44	46	51	69	54	45	33	44	49	48
NHS	39	<b>42</b>	35	54	47	31	44	49	38	34	49	39	40	40	50	43	45	38
Immigration and asylum	46	<b>39</b>	64	23	22	80	15	23	65	40	38	19	29	49	56	30	40	53
The economy in general	31	<b>32</b>	44	30	41	30	22	34	32	39	26	28	33	35	31	39	30	31
Defence and security, including the war in Ukraine	13	<b>17</b>	26	17	25	15	9	20	20	19	14	6	12	18	29	20	16	16
Britain's relationship with the EU	10	<b>15</b>	8	24	21	6	16	25	7	20	10	16	15	15	14	17	15	12
Tax	12	<b>14</b>	18	10	14	15	11	12	15	16	12	15	16	12	10	17	14	12
Crime	15	<b>12</b>	16	10	8	15	8	9	15	13	11	8	12	15	11	9	12	16
The environment and climate change	14	<b>12</b>	4	17	20	3	40	19	5	12	13	19	15	10	8	17	11	8
Housing	9	<b>9</b>	3	11	6	9	15	7	7	9	9	15	10	5	6	7	8	8
Welfare benefits	7	<b>9</b>	9	8	5	17	5	8	12	9	9	4	10	12	7	8	8	9
Pensions	7	<b>7</b>	10	5	9	7	0	6	9	7	7	1	3	7	17	5	9	8
Education	6	<b>6</b>	4	10	6	3	5	9	3	5	8	11	8	5	3	9	5	3
The conflict in Gaza	8	<b>5</b>	1	5	3	0	26	5	1	4	5	13	5	2	1	5	4	2
Family life and childcare	4	<b>4</b>	3	7	4	1	2	6	3	3	6	3	7	2	2	5	4	3
Transport	2	<b>2</b>	1	3	2	0	2	1	1	2	1	5	2	1	1	2	1	1
None of these	1	<b>1</b>	0	1	1	1	0	1	1	2	1	0	1	2	2	1	1	1
Don't know	4	<b>2</b>	1	1	1	1	1	2	1	1	4	4	3	2	1	1	3	3

## YouGov / Abraham Accordists Survey Results

Sample Size: 2030 GB Adults  
 Fieldwork: 22nd - 23rd January 2026

		Country			Region in England			
		Total	England	Wales	Scotland	North	Midlands	London
		2030	1756	97	177	481	333	246
Weighted Sample	Unweighted Sample	%	%	%	%	%	%	%
		2030	1762	100	168	490	356	184
		%	%	%	%	%	%	%

10-11  
Sep '25      22-23  
Jan '26

If there were a general election held tomorrow, which of the following would be the most important issues to you when deciding how to vote? Please tick up to three.

The cost of living	45	48	48	53	51	46	48	53	47
NHS	39	42	41	41	49	42	39	43	42
Immigration and asylum	46	39	40	29	37	43	45	25	40
The economy in general	31	32	32	37	31	30	33	35	32
Defence and security, including the war in Ukraine	13	17	17	20	14	17	14	12	20
Britain's relationship with the EU	10	15	15	8	16	16	16	15	14
Tax	12	14	14	13	10	15	14	11	15
Crime	15	12	13	10	8	15	11	13	11
The environment and climate change	14	12	12	16	16	10	10	15	13
Housing	9	9	9	5	8	9	7	18	7
Welfare benefits	7	9	9	12	6	9	12	7	9
Pensions	7	7	7	7	9	7	6	8	6
Education	6	6	6	6	5	7	5	3	7
The conflict in Gaza	8	5	5	3	2	4	4	11	3
Family life and childcare	4	4	4	11	4	4	3	5	4
Transport	2	2	2	3	1	2	2	3	1
None of these	1	1	1	1	1	1	1	2	1
Don't know	4	2	2	1	5	1	3	2	3

Sample Size: 2030 GB Adults  
Fieldwork: 22nd - 23rd January 2026

	Weighted Sample Unweighted Sample	Vote in 2024 GE										EU Ref 2016		Gender		Age				Socio-economic Classification		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine				
		2030	365	522	187	219	121	713	725	983	1047	213	838	501	477	688	455	607				
		2030	320	545	207	238	117	760	743	860	1170	180	769	521	560	756	440	540				
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%				
		10-11 Sep '25	22-23 Jan '26																			
Before taking this survey, had you ever heard of the Abraham Accords?																						
Yes, I had heard of these		13	15	13	17	15	18	13	17	13	22	8	17	16	16	11	20	11	12			
No, I had not heard of these		87	85	87	83	85	82	87	83	87	78	92	83	84	84	89	80	89	88			
How important, if at all, do you think good relations between Israel and Arab nations are to ensuring global peace and prosperity?																						
Very important		40	31	37	34	32	29	42	36	32	34	29	25	23	34	47	36	30	29			
Fairly important		35	41	44	44	45	41	36	44	39	45	38	44	43	43	36	44	37	41			
<b>TOTAL IMPORTANT</b>		<b>75</b>	<b>72</b>	<b>81</b>	<b>78</b>	<b>77</b>	<b>70</b>	<b>78</b>	<b>80</b>	<b>71</b>	<b>79</b>	<b>67</b>	<b>69</b>	<b>66</b>	<b>77</b>	<b>83</b>	<b>80</b>	<b>67</b>	<b>70</b>			
Not very important		4	4	5	4	3	5	2	3	5	6	2	5	6	3	3	3	5	4			
Not at all important		3	3	1	2	2	4	3	2	3	4	2	3	3	4	1	4	2	3			
<b>TOTAL NOT IMPORTANT</b>		<b>7</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>7</b>			
Don't know		18	20	13	15	18	22	18	15	20	11	29	24	25	17	12	12	27	23			

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 2030 GB Adults  
 Fieldwork: 22nd - 23rd January 2026

	Weighted Sample Unweighted Sample	Country				Region in England			
		Total	England	Wales	Scotland	North	Midlands	London	Rest of South
		2030	1756	97	177	481	333	246	696
		%	%	%	%	%	%	%	%
		10-11 Sep '25	22-23 Jan '26						
<b>Before taking this survey, had you ever heard of the Abraham Accords?</b>									
Yes, I had heard of these	13	15	15	20	9	18	11	20	13
No, I had not heard of these	87	85	85	80	91	82	89	80	87
<b>How important, if at all, do you think good relations between Israel and Arab nations are to ensuring global peace and prosperity?</b>									
Very important	40	31	32	29	32	33	27	34	32
Fairly important	35	41	42	40	39	41	40	43	42
<b>TOTAL IMPORTANT</b>	<b>75</b>	<b>72</b>	<b>74</b>	<b>69</b>	<b>71</b>	<b>74</b>	<b>67</b>	<b>77</b>	<b>74</b>
Not very important	4	4	4	9	6	4	6	4	2
Not at all important	3	3	3	2	1	4	3	1	3
<b>TOTAL NOT IMPORTANT</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>11</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>5</b>
Don't know	18	20	20	19	22	18	24	17	21

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*