

YouGov / Adfree Cities Survey Results

Sample Size: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	379	541	194	227	116	739	751	1019	1086	221	869	520	495	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	341	577	197	241	123	793	758	961	1144	177	882	529	517	806	462	527	1812	113	180	480	360	218	754
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a valid driving licence?

Yes - full licence	78	91	77	84	82	72	85	83	81	76	54	78	84	84	87	82	78	78	77	80	77	84	64	81
Yes - provisional licence	9	2	10	7	8	12	4	5	8	9	33	11	3	1	5	8	6	9	9	7	8	8	14	9
No	13	7	13	8	10	16	11	12	11	14	13	11	13	16	9	10	15	13	14	13	15	9	22	10
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Driving habits - Car usage frequency

Less than once a week	22	12	25	18	20	27	18	15	20	24	48	24	13	16	19	22	17	22	20	20	19	18	42	20
One day a week	5	4	4	4	7	2	6	4	6	4	5	5	5	5	4	5	6	5	5	3	6	7	5	4
One to two days a week	11	15	13	9	9	12	12	13	12	11	8	11	10	16	12	13	10	11	11	16	12	11	8	12
Three to four days a week	15	24	15	17	15	13	17	18	17	14	8	12	17	23	18	16	14	15	13	15	17	14	10	17
Five to six days a week	16	20	15	25	16	17	19	17	16	16	9	17	21	12	18	15	19	16	11	19	15	17	7	20
Every day	18	18	16	18	23	14	17	21	19	17	10	21	22	12	21	19	19	18	26	15	17	25	8	18
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not asked / Not applicable	9	6	10	5	8	9	8	10	7	10	2	7	10	14	6	8	11	9	11	8	11	7	12	6
Skipped	3	0	2	3	2	6	2	2	4	3	11	3	3	1	2	1	3	3	4	4	3	1	9	3

Weighted Sample	1835	352	471	177	204	98	661	661	905	930	193	772	452	417	652	426	534	1589	87	160	425	315	198	650
Unweighted Sample	1848	316	503	183	216	106	714	671	861	987	154	788	466	440	742	417	449	1589	99	160	412	328	169	680
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions exclude those who do not have a valid driving licence; n=1848]

YouGov / Adfree Cities Survey F

Sample Size: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Image testing split						Car usage frequency						
Total	NEUTRAL AD - no safety info	NEUTRAL AD - with safety info	FAMILY AD - no safety info	FAMILY AD - with safety info	CITY AD - no safety info	CITY AD - with safety info	Less than once a week	One day a week	One to two days a week	Three to four days a week	Five to six days a week	Every day	
Weighted Sample	2105	323	310	289	324	292	297	467	105	240	323	338	375
Unweighted Sample	2105	328	310	293	316	293	308	452	103	241	333	348	382
	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you have a valid driving licence?													
Yes - full licence	78	92	91	89	89	91	88	63	90	97	100	99	100
Yes - provisional licence	9	8	9	11	11	9	12	36	8	3	0	1	0
No	13	0	0	0	0	0	0	2	2	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0
Driving habits - Car usage frequency													
Less than once a week	22	24	28	22	25	26	25	100	0	0	0	0	0
One day a week	5	4	7	7	4	7	4	0	100	0	0	0	0
One to two days a week	11	12	11	14	15	14	12	0	0	100	0	0	0
Three to four days a week	15	16	20	14	20	13	22	0	0	0	100	0	0
Five to six days a week	16	21	16	21	17	17	19	0	0	0	0	100	0
Every day	18	23	18	23	19	23	17	0	0	0	0	0	100
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0
Not asked / Not applicable	9	0	0	0	0	0	0	0	0	0	0	0	0
Skipped	3	0	0	0	0	0	0	0	0	0	0	0	0
Weighted Sample	1835	323	310	289	324	292	297	458	103	240	323	337	375
Unweighted Sample	1848	328	310	293	316	293	308	443	102	241	333	347	382
	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions exclude those who do not have a valid driving licence; n=1848]

Sample Size: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2105	379	541	194	227	116	739	751	1019	1086	221	869	520	495	714	472	629	1821	101	183	499	345	255	722	
Unweighted Sample	2105	341	577	197	241	123	793	758	961	1144	177	882	529	517	806	462	527	1812	113	180	480	360	218	754	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many cars sold and leased in the UK are sports utility vehicles (SUVs) and pickup trucks.

Examples of well-known SUVs include the Ford Puma, Kia Sportage, Nissan Qashqai, BMW X-series, Range Rover and Land Rover models.

Examples of pickup trucks include the Dodge RAM, Toyota Hilux and Ford Ranger.

As far as you are aware, do you currently own or drive an SUV or a pickup truck?

Yes, I drive an SUV and/or a pickup truck	20	29	16	16	25	13	20	26	24	16	7	19	24	26	24	21	17	20	22	20	19	22	17	20
No, I do not drive an SUV and/or a pickup truck	78	71	81	83	75	81	78	73	74	82	91	79	75	74	75	76	81	78	74	77	79	75	81	79
Don't know	2	1	3	0	0	6	2	1	1	2	2	3	1	0	1	3	1	2	4	3	2	3	2	1

Thinking about your next vehicle, how likely or unlikely is it that you would choose to buy or lease an SUV or pickup truck?

Very likely	11	15	8	8	14	5	10	13	12	9	5	11	11	12	13	12	8	11	12	8	10	11	7	13
Fairly likely	13	14	11	11	14	11	14	14	14	12	3	16	13	12	16	13	11	13	12	12	14	12	13	13
TOTAL LIKELY	24	29	19	19	28	16	24	27	26	21	8	27	24	24	29	25	19	24	24	20	24	23	20	26
Not very likely	17	15	15	19	16	18	17	15	19	14	22	19	15	12	18	14	15	17	12	18	17	18	15	16
Not likely at all	51	49	56	55	47	56	52	50	46	55	59	44	52	58	46	52	55	51	57	49	50	49	54	51
TOTAL NOT LIKELY	68	64	71	74	63	74	69	65	65	69	81	63	67	70	64	66	70	68	69	67	67	67	69	67
Don't know	9	7	9	7	8	10	8	9	9	9	12	10	9	7	7	9	10	9	7	13	9	11	11	7

Thinking about the risks that different cars pose to other road users, such as pedestrians, cyclists and other drivers, which of the following comes closest to your view?

SUVs and pick up trucks pose a greater risk to other road users than smaller cars	34	28	43	39	23	42	41	28	38	30	42	34	37	28	37	33	28	34	25	35	33	32	43	34
All cars pose the same risk to other road users	55	66	45	55	68	43	51	63	54	55	38	52	57	65	52	55	61	55	61	53	55	58	39	57
Smaller cars pose a greater risk to other road users than SUVs and pick up trucks	1	1	0	0	2	0	1	1	1	1	1	2	0	1	1	1	2	1	2	1	1	1	3	1
Don't know	10	5	11	5	6	15	7	8	7	14	19	12	6	6	10	11	9	10	13	11	11	9	16	8

Sample Size: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Image testing split						Car usage frequency					
Total	NEUTRAL AD - no safety info	NEUTRAL AD - with safety info	FAMILY AD - no safety info	FAMILY AD - with safety info	CITY AD - no safety info	CITY AD - with safety info	Less than once a week	One day a week	One to two days a week	Three to four days a week	Five to six days a week	Every day
Weighted Sample 2105	323	310	289	324	292	297	467	105	240	323	338	375
Unweighted Sample 2105	328	310	293	316	293	308	452	103	241	333	348	382
%	%	%	%	%	%	%	%	%	%	%	%	%

Many cars sold and leased in the UK are sports utility vehicles (SUVs) and pickup trucks.

Examples of well-known SUVs include the Ford Puma, Kia Sportage, Nissan Qashqai, BMW X-series, Range Rover and Land Rover models.

Examples of pickup trucks include the Dodge RAM, Toyota Hilux and Ford Ranger.

As far as you are aware, do you currently own or drive an SUV or a pickup truck?

Yes, I drive an SUV and/or a pickup truck	20	20	16	20	21	24	22	6	23	24	24	25	26
No, I do not drive an SUV and/or a pickup truck	78	77	83	79	79	74	76	91	76	73	75	74	73
Don't know	2	2	1	1	1	3	2	3	1	3	2	1	0

Thinking about your next vehicle, how likely or unlikely is it that you would choose to buy or lease an SUV or pickup truck?

Very likely	11	12	9	8	11	12	12	5	14	9	13	12	14
Fairly likely	13	13	14	15	10	13	13	6	15	12	16	15	16
TOTAL LIKELY	24	25	23	23	21	25	25	11	29	21	29	27	30
Not very likely	17	16	16	19	15	18	16	13	20	19	16	19	17
Not likely at all	51	47	53	50	53	48	53	63	45	50	47	48	44
TOTAL NOT LIKELY	68	63	69	69	68	66	69	76	65	69	63	67	61
Don't know	9	12	8	8	11	9	6	14	6	9	7	6	10

Thinking about the risks that different cars pose to other road users, such as pedestrians, cyclists and other drivers, which of the following comes closest to your view?

SUVs and pickup trucks pose a greater risk to other road users than smaller cars	34	32	38	34	33	35	32	37	31	40	36	31	28
All cars pose the same risk to other road users	55	60	51	54	54	50	58	40	52	52	59	62	64
Smaller cars pose a greater risk to other road users than SUVs and pickup trucks	1	1	1	1	2	1	2	2	4	1	0	0	1
Don't know	10	8	10	11	10	14	9	20	13	7	5	6	7

Sample Size: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2105	379	541	194	227	116	739	751	1019	1086	221	869	520	495	714	472	629	1821	101	183	499	345	255	722	
Unweighted Sample	2105	341	577	197	241	123	793	758	961	1144	177	882	529	517	806	462	527	1812	113	180	480	360	218	754	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

RESPONDENTS WERE RANDOMLY SPLIT INTO 6 GROUPS AND SHOWN A DIFFERENT ADVERTISING IMAGE
Please look at the marketing image of an SUV below carefully. You will be able to move on from this page in 15 seconds.

Thinking about the risks that different cars pose to other road users, such as pedestrians, cyclists and other drivers, which of the following comes closest to your view?

SUVs and pick up trucks pose a greater risk to other road users than smaller cars	44	39	56	49	31	52	54	38	45	43	55	45	45	37	47	45	38	44	43	47	45	40	50	44
All cars pose the same risk to other road users	49	58	36	47	65	42	41	57	50	48	35	46	51	58	46	47	57	49	49	43	50	52	39	51
Smaller cars pose a greater risk to other road users than SUVs and pick up trucks	1	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	1	0	2	1	0	2	0	0
Don't know	6	4	8	3	3	7	5	5	5	8	10	8	3	4	6	8	5	6	7	10	5	6	11	5

Thinking about your next vehicle, how likely or unlikely is it that you would choose to buy or lease an SUV or pickup truck?

Very likely	10	14	8	8	14	4	9	12	12	9	4	11	10	12	11	11	9	10	13	9	9	10	6	12
Fairly likely	13	15	13	11	13	11	14	14	15	12	5	16	14	12	19	13	10	14	14	11	14	13	12	13
TOTAL LIKELY	23	29	21	19	27	15	23	26	27	21	9	27	24	24	30	24	19	24	27	20	23	23	18	25
Not very likely	17	15	15	22	18	16	16	15	19	15	27	17	17	12	16	16	17	17	15	19	19	15	17	17
Not likely at all	51	50	57	55	47	56	53	50	46	55	55	45	51	59	47	52	54	51	54	50	49	50	55	51
TOTAL NOT LIKELY	68	65	72	77	65	72	69	65	65	70	82	62	68	71	63	68	71	68	69	69	68	65	72	68
Don't know	9	6	8	5	8	13	7	9	8	9	9	10	8	6	7	9	10	9	4	12	9	12	10	7

*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: 2105 GB Adults
Fieldwork: 29th - 30th April 2026

	Image testing split						Car usage frequency					
Total	NEUTRAL AD - no safety info	NEUTRAL AD - with safety info	FAMILY AD - no safety info	FAMILY AD - with safety info	CITY AD - no safety info	CITY AD - with safety info	Less than once a week	One day a week	One to two days a week	Three to four days a week	Five to six days a week	Every day
Weighted Sample 2105	323	310	289	324	292	297	467	105	240	323	338	375
Unweighted Sample 2105	328	310	293	316	293	308	452	103	241	333	348	382
%	%	%	%	%	%	%	%	%	%	%	%	%

RESPONDENTS WERE RANDOMLY SPLIT INTO 6 GROUPS AND SHOWN A DIFFERENT ADVERTISING IMAGE

Please look at the marketing image of an SUV below carefully. You will be able to move on from this page in 15 seconds.

Thinking about the risks that different cars pose to other road users, such as pedestrians, cyclists and other drivers, which of the following comes closest to your view?

SUVs and pick up trucks pose a greater risk to other road users than smaller cars	44	32	57	39	52	33	53	51	41	50	47	39	36
All cars pose the same risk to other road users	49	59	40	53	42	58	42	37	47	46	49	56	59
Smaller cars pose a greater risk to other road users than SUVs and pick up trucks	1	0	0	1	2	1	0	1	3	0	0	1	0
Don't know	6	8	3	8	5	8	5	12	9	4	3	4	4

Thinking about your next vehicle, how likely or unlikely is it that you would choose to buy or lease an SUV or pickup truck?

Very likely	10	12	8	9	10	11	10	4	16	8	13	12	14
Fairly likely	13	14	14	16	11	13	12	7	13	14	16	16	17
TOTAL LIKELY	23	26	22	25	21	24	22	11	29	22	29	28	31
Not very likely	17	16	16	20	16	18	18	15	22	19	18	20	15
Not likely at all	51	46	54	48	54	49	54	63	43	52	47	46	45
TOTAL NOT LIKELY	68	62	70	68	70	67	72	78	65	71	65	66	60
Don't know	9	12	8	7	9	9	6	13	7	7	6	6	10

**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.*