

YouGov / Bacta Survey Results

Sample Size: 2186 GB Adults

Fieldwork: 9th - 10th August 2026

	Vote in 2024 GE						2016 EU Ref		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	2186	393	562	201	236	134	767	780	1056	1130	230	901	540	516	741	490	654	1891	105	190	518	359	265	750
Unweighted Sample	2186	342	596	215	267	135	873	801	940	1246	181	698	672	635	858	490	497	1847	136	203	530	340	180	797
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When visiting a seaside town, which of the following attractions are most important to your visit? Please select up to three.

Beach	72	69	73	72	74	81	74	70	66	78	73	75	73	67	74	73	71	73	71	65	74	72	70	75
Cafés and restaurants	60	64	63	70	55	57	63	61	54	65	52	58	62	64	69	60	54	60	60	60	62	56	58	60
Shops	27	29	26	31	25	19	21	31	25	30	29	26	28	27	25	28	28	26	31	34	24	27	28	27
Pubs	17	18	17	17	24	12	15	17	20	13	21	15	19	15	18	16	14	17	23	13	16	17	18	16
Seaside arcades	16	11	16	10	18	15	13	14	16	15	19	20	15	8	12	16	19	17	14	9	16	20	14	17
Attractions/theme parks	14	13	15	16	14	15	12	14	16	12	18	17	12	8	10	13	16	14	7	11	15	15	13	14
Museums	14	8	16	14	14	19	17	12	14	14	13	14	13	14	15	14	12	13	12	25	13	12	10	14
Other [see Tab 1]	5	6	4	7	6	6	7	5	5	5	1	3	6	10	8	5	3	5	3	3	5	5	4	6
Not applicable - I don't visit seaside towns	8	11	7	6	9	4	9	9	10	6	8	7	8	11	7	8	8	8	10	10	7	9	8	7
Don't know	3	1	2	3	1	3	3	2	4	2	7	3	3	1	2	2	4	3	1	5	3	3	6	2

How important, if at all, do you think seaside arcades are to Britain's seaside towns?

Very important	20	14	19	18	29	23	16	23	20	20	20	24	18	15	16	20	24	20	23	15	21	23	16	19
Fairly important	46	45	45	42	46	40	43	47	45	47	49	47	46	43	43	49	49	47	45	41	49	49	45	45
TOTAL IMPORTANT	66	59	64	60	75	63	59	70	65	67	69	71	64	58	59	69	73	67	68	56	70	72	61	64
Not very important	20	24	22	24	16	21	24	18	21	18	19	17	22	23	23	17	16	19	20	22	18	17	22	21
Not at all important	6	8	5	9	5	4	8	6	6	6	3	3	7	11	10	5	3	6	4	9	4	5	5	7
TOTAL NOT IMPORTANT	26	32	27	33	21	25	32	24	27	24	22	20	29	34	33	22	19	25	24	31	22	22	27	28
Don't know	9	9	9	6	4	11	9	6	8	9	10	9	9	8	8	9	8	8	8	13	8	7	12	8

If seaside arcades closed, what impact, if any, do you think this would have on Britain's seaside towns?

Very positive	2	2	2	2	4	0	3	2	3	2	1	2	3	2	2	2	2	2	2	3	3	1	3	2
Fairly positive	7	11	7	5	5	7	7	7	7	7	7	6	7	10	8	7	7	7	5	7	7	6	9	8
TOTAL POSITIVE	9	13	9	7	9	7	10	9	10	9	8	8	10	12	10	9	9	9	7	10	10	7	12	10
No impact	17	20	16	22	11	18	19	16	18	16	17	16	16	18	18	18	14	16	22	21	16	14	20	16
Fairly negative	44	42	49	45	43	47	44	45	45	44	44	47	45	40	46	42	47	45	41	43	45	46	44	44
Very negative	16	13	14	13	29	6	12	20	16	16	19	15	17	16	12	17	20	17	17	12	15	21	11	18
TOTAL NEGATIVE	77	75	79	80	83	71	75	81	79	76	80	78	78	74	76	77	81	78	80	76	76	81	75	78
Don't know	13	12	12	13	8	22	16	9	11	15	13	14	12	14	14	14	10	13	13	14	14	12	14	12

*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.