Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	3%	3%	5% A.C	3%	5% E	2%	6% H.I	4% H.I	3%	2%
Fairly well protected [3]	34%	37% B	30%	36% B	39% E	30%	48% G.H.I	34%	32%	32%
Not very well protected [2]	40%	38%	42% A	40%	37%	42% D	31%	39% F	41% F	43% F.G
Not at all protected [1]	15%	12%	18% A.C	14%	13%	16% D	7%	14% F	17% F.G	17% F.G
Don't know	8%	10% B.C	5%	8% B	6%	9% D	9%	9% H.I	7%	6%
Net: Protected	38%	40% B	35%	38%	44% E	32%	53% G.H.I	39% H.I	35%	34%
Net: Not protected	54%	50%	60% A.C	54% A	50%	58% D	38%	52% F	58% F.G	60% F.G
Mean	2.29	2.34 B	2.23	2.29	2.38 E	2.20	2.57 G.H.I	2.32 H.I	2.21	2.21
Std. dev	0.77	0.75	0.82	0.75	0.78	0.75	0.73	0.78	0.77	0.75

Brunswick Group

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YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	7%	6%	8%	7%	9% E	5%	14% G.H.I	7% H.I	5%	5%
Fairly well protected [3]	40%	42% C	41% C	36%	45% E	35%	45% H	41%	37%	39%
Not very well protected [2]	31%	29%	32%	33% A	28%	34% D	24%	30% F	33% F	34% F.G
Not at all protected [1]	15%	13%	15%	15%	13%	16% D	8%	14% F	17% F.G	16% F
Don't know	8%	10% B	5%	9% B	5%	10% D	11% I	9% I	7%	6%
Net: Protected	46%	48% C	49% C	43%	54% E	39%	58% G.H.I	48% H	42%	44%
Net: Not protected	46%	43%	47% A	48% A	41%	50% D	31%	43% F	50% F.G	50% F.G
Mean	2.42	2.45 C	2.43	2.38	2.53 E	2.31	2.72 G.H.I	2.45 H.I	2.33	2.36
Std. dev	0.84	0.82	0.85	0.85	0.84	0.83	0.82	0.84	0.84	0.82

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brunswick2_2. Cyberattacks

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	3%	2%	3% A	3% A	4% E	2%	7% G.H.I	3%	2%	2%
Fairly well protected [3]	21%	24% B	15%	24% B	25% E	18%	29% H.I	24% H.I	19% I	16%
Not very well protected [2]	45%	47% B	43%	45%	44%	45%	39%	43%	45%	50% F.G.H
Not at all protected [1]	22%	16%	34% A.C	19% A	21%	24% D	13%	21% F	25% F.G	25% F.G
Don't know	9%	12% B.C	5%	9% B	7%	10% D	12% H.I	9% I	8%	7%
Net: Protected	24%	26% B	19%	27% B	28% E	20%	36% G.H.I	27% H.I	22% I	18%
Net: Not protected	67%	62%	76% A.C	64%	65%	69% D	53%	64% F	70% F.G	75% F.G.H
Mean	2.05	2.14 B	1.88	2.13 B	2.12 E	1.98	2.32 G.H.I	2.09 H.I	1.99	1.96
Std. dev	0.78	0.72	0.80	0.78	0.79	0.75	0.82	0.78	0.77	0.73

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	4%	3%	5% A.C	3%	6% E	2%	6% H.I	4%	3%	2%
Fairly well protected [3]	29%	31%	28%	28%	35% E	24%	40% G.H.I	31% H.I	26%	26%
Not very well protected [2]	40%	37%	43% A	41% A	37%	43% D	30%	38% F	42% F.G	46% F.G
Not at all protected [1]	16%	14%	16%	16%	15%	16%	7%	15% F	18% F.G	17% F
Don't know	12%	15% B.C	8%	12% B	8%	15% D	16% H.I	12% I	11% I	9%
Net: Protected	33%	34%	33%	31%	40% E	26%	46% G.H.I	34% H.I	29%	29%
Net: Not protected	56%	51%	59% A	57% A	52%	59% D	37%	53% F	60% F.G	63% F.G
Mean	2.23	2.27 C	2.23	2.19	2.33 E	2.13	2.54 G.H.I	2.26 H.I	2.16	2.16
Std. dev	0.78	0.78	0.80	0.77	0.82	0.73	0.76	0.79	0.78	0.75

Brunswick Group

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YouGov

brunswick2_4. Military threats / armed conflict

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	8%	7%	11% A.C	6%	11% E	6%	17% G.H.I	9% H.I	6%	6%
Fairly well protected [3]	39%	36%	41% A	38%	42% E	35%	44% H.I	40% H.I	37%	36%
Not very well protected [2]	31%	33% B	28%	32% B	29%	34% D	20%	29% F	34% F.G	35% F.G
Not at all protected [1]	12%	13%	12%	12%	12%	12%	6%	12% F	14% F	14% F.G
Don't know	10%	11% B	8%	11% B	7%	13% D	13% I	10%	9%	8%
Net: Protected	47%	43%	52% A.C	45%	53% E	41%	61% G.H.I	49% H.I	43%	42%
Net: Not protected	43%	46% B	40%	45% B	41%	46% D	26%	41% F	48% F.G	50% F.G
Mean	2.47	2.43	2.57 A.C	2.43	2.55 E	2.40	2.84 G.H.I	2.51 H.I	2.38	2.37
Std. dev	0.84	0.83	0.86	0.81	0.86	0.81	0.81	0.84	0.82	0.82

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	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick2_5. Disinformation campaigns										
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well protected [4]	3%	2%	5% A.C	2%	4% E	2%	7% G.H.I	4% H.I	2%	2%
Fairly well protected [3]	17%	14%	20% A	18% A	20% E	15%	20%	18%	16%	16%
Not very well protected [2]	42%	41%	43%	43%	41%	44%	35%	40%	46% F.G	45% F.G
Not at all protected [1]	25%	27% B	22%	27% B	26%	25%	25%	26%	24%	25%
Don't know	12%	17% B.C	10%	10%	9%	16% D	13%	13%	12%	12%
Net: Protected	20%	15%	25% A.C	20% A	24% E	16%	26% H.I	21% H	17%	18%
Net: Not protected	68%	68%	65%	70% B	67%	68%	61%	66%	70% F.G	70% F.G
Mean	1.97	1.89	2.10 A.C	1.94	2.03 E	1.92	2.09 H.I	1.99	1.94	1.94
Std. dev	0.79	0.75	0.83	0.77	0.83	0.74	0.90	0.81	0.73	0.74

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brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Very well informed [4]	3%	3%	6% A.C	2%	5% E	2%	6% H.I	4% H.I	3%	2%
Fairly well informed [3]	29%	32% B	26%	29%	35% E	24%	40% G.H.I	31% H.I	26%	25%
Not very well informed [2]	46%	43%	48% A	47%	42%	50% D	39%	43%	49% F.G	51% F.G
Not at all informed [1]	15%	13%	17% A	15%	12%	18% D	8%	14% F	17% F.G	18% F.G
Don't know	6%	9% B	3%	7% B	6%	7%	7% I	9% H.I	6% I	4%
Net: Informed	33%	35% C	32%	31%	40% E	26%	46% G.H.I	35% H.I	29%	28%
Net: Not informed	61%	57%	65% A	62% A	54%	67% D	47%	56% F	66% F.G	69% F.G
Mean	2.22	2.27 C	2.21	2.19	2.35 E	2.11	2.47 G.H.I	2.28 H.I	2.15	2.12
Std. dev	0.75	0.74	0.80	0.72	0.77	0.72	0.74	0.77	0.74	0.73

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YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Strongly support [5]	4%	4%	3%	3%	4% E	3%	5% H	4%	2%	4% H
Tend to support [4]	18%	24% B.C	11%	17% B	20% E	15%	22% G.H	16%	15%	22% G.H
Neither support nor oppose [3]	28%	29%	27%	27%	27%	29%	28%	28%	28%	29%
Tend to oppose [2]	20%	19%	22% A	20%	19%	21%	20%	22% I	21% I	17%
Strongly oppose [1]	23%	15%	32% A.C	23% A	23%	23%	13%	21% F	28% F.G.I	23% F
Don't know	8%	10% B	5%	9% B	6%	9% D	12% H.I	10% H.I	6%	5%
Net: Support	21%	28% B.C	14%	21% B	25% E	18%	27% G.H	19%	17%	26% G.H
Net: Oppose	43%	33%	54% A.C	42% A	42%	44%	33%	43% F	49% F.G.I	40% F
Mean	2.56	2.82 B.C	2.28	2.55 B	2.62 E	2.49	2.85 G.H.I	2.54 H	2.38	2.65 G.H
Std. dev	1.17	1.12	1.15	1.16	1.19	1.14	1.12	1.15	1.14	1.21

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	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.										
Unweighted base	6352	2260	2017	2075	2852	3500	417	2271	2022	1642
Base	6352	2260	2017	2075	3051	3301	617	2492	1649	1595
Higher taxes	13%	20% B.C	10%	8%	16% E	11%	18% G.H	12%	11%	16% G.H
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	41% B.C	28% C	11%	33% E	21%	26%	27%	26%	26%
Increased government borrowing	13%	15% B	11%	13%	17% E	10%	19% H.I	14% H.I	11%	11%
I would not be willing to accept any of these	38%	23%	39% A	54% A.B	33%	43% D	24%	37% F	43% F.G	40% F
Don't know	17%	15%	18% A	17%	12%	20% D	25% G.H.I	18% H.I	14%	14%
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?										
Unweighted base: : respondents in full-time or part-time employment only	3366	1260	971	1135	1575	1791	123	1755	1333	155
Base: : respondents in full-time or part-time employment only	3362	1300	1085	977	1755	1607	173	1923	1114	152
Very well prepared [4]	7%	7%	6%	7%	8% E	5%	11% *	7%	6%	3%
Fairly well prepared [3]	31%	33% B	28%	30%	33% E	28%	44% G.H.I*	32% H.I	28%	20%
Not very well prepared [2]	27%	23%	29% A	29% A	27%	27%	18% *	28% F	27%	23%
Not at all prepared [1]	15%	11%	18% A	15% A	13%	16% D	12% *	15%	15%	10%
Don't know	22%	26% B.C	19%	19%	19%	25% D	16% *	18%	25% G	44% F.G.H
Net: Prepared	37%	40% B	34%	37%	41% E	32%	55% G.H.I*	39% H.I	33% I	23%
Net: Not prepared	41%	34%	48% A	44% A	40%	43%	29% *	43% F.I	41% F	33%
Mean	2.37	2.49 B.C	2.26	2.35	2.45 E	2.28	2.64 G.H.I*	2.37	2.33	2.29 *
Std. dev	0.88	0.86	0.89	0.88	0.88	0.87	0.87	0.88	0.88	0.84

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brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: : respondents in full-time or part-time employment only	3366	1260	971	1135	1575	1791	123	1755	1333	155
Base: : respondents in full-time or part-time employment only	3362	1300	1085	977	1755	1607	173	1923	1114	152
Very well informed [4]	8%	8%	9%	7%	10% E	6%	15% G.H*	8%	7%	7%
Fairly well informed [3]	30%	30%	27%	34% B	32% E	28%	38% H.I*	32% H.I	28%	23%
Not very well informed [2]	29%	23%	34% A	30% A	29%	29%	26% *	30%	28%	21%
Not at all informed [1]	16%	14%	19% A	15%	14%	17% D	10% *	15%	18% G	12%
Don't know	17%	25% B.C	11%	15% B	15%	20% D	11% *	16%	19%	37% F.G.H
Net: Informed	38%	39%	37%	40%	43% E	34%	53% G.H.I*	40% H.I	35%	30%
Net: Not informed	44%	37%	53% A.C	45% A	43%	46%	36% *	45% I	46% I	33%
Mean	2.37	2.44 B	2.30	2.38	2.45 E	2.28	2.66 G.H*	2.39 H	2.29	2.40 *
Std. dev	0.90	0.91	0.91	0.86	0.90	0.88	0.89	0.88	0.91	0.93

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brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: : respondents in full-time or part-time employment only	3366	1260	971	1135	1575	1791	123	1755	1333	155
Base: : respondents in full-time or part-time employment only	3362	1300	1085	977	1755	1607	173	1923	1114	152
Very confident [4]	8%	8%	10% C	6%	10% E	6%	16% G.H.I*	8%	7%	4%
Fairly confident [3]	31%	30%	34%	29%	33% E	29%	43% G.H.I*	32%	30%	26%
Not very confident [2]	23%	19%	24% A	26% A	23%	23%	24% *	23%	23%	18%
Not at all confident [1]	14%	13%	14%	17% A	14%	15%	5% *	15% F	14% F	10%
Don't know	23%	29% B.C	18%	21%	20%	27% D	13% *	21%	26% F.G	41% F.G.H
Net: Confident	39%	39%	44% A.C	35%	43% E	35%	58% G.H.I*	40% I	37%	30%
Net: Not confident	37%	32%	38% A	44% A	37%	38%	29% *	39% I	37%	29%
Mean	2.43	2.49 C	2.49 C	2.30	2.50 E	2.36	2.78 G.H.I*	2.42	2.39	2.41 *
Std. dev	0.91	0.92	0.91	0.90	0.92	0.90	0.81	0.92	0.90	0.87

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	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very optimistic [5]	1%	1%	-	-	2%	1%	1%	2%	1%	2%
Fairly optimistic [4]	12%	12%	-	-	14% E	10%	26% G.H.I	12%	10%	8%
Neither optimistic nor pessimistic [3]	24%	24%	-	-	24%	25%	24%	23%	23%	27%
Fairly pessimistic [2]	36%	36%	-	-	36%	36%	32%	36%	40% I	33%
Very pessimistic [1]	21%	21%	-	-	21%	20%	10%	17% F	22% F.G	29% F.G.H
Don't know	6%	6%	-	-	4%	9% D	6% I	10% H.I	4% I	2%
Net: Optimistic	13%	13%	-	-	16% E	11%	27% G.H.I	14%	11%	10%
Net: Pessimistic	56%	56%	-	-	56%	56%	42%	53% F	62% F.G	61% F.G
Mean	2.34	2.34	-	-	2.39 E	2.29	2.75 G.H.I	2.39 H.I	2.24	2.20
Std. dev	1.01	1.01	-	-	1.04	0.97	1.03	1.00	0.95	1.00

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?										
brunswick9_UK_1. Jobs and employment										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	1%	1%	-	-	1%	1%	3% I	2%	1%	0%
Fairly confident [3]	14%	14%	-	-	15%	12%	14%	14%	12%	14%
Not very confident [2]	46%	46%	-	-	47%	45%	39%	45%	48%	48%
Not at all confident [1]	29%	29%	-	-	28%	30%	35% G	27%	29%	31%
Don't know	10%	10%	-	-	8%	11%	8%	12% I	9%	7%
Net: Confident	15%	15%	-	-	16%	14%	18%	16%	13%	14%
Net: Not confident	75%	75%	-	-	75%	75%	74%	72%	78% G	79% G
Mean	1.86	1.86	-	-	1.88	1.83	1.84	1.90	1.83	1.83
Std. dev	0.72	0.72	-	-	0.72	0.72	0.81	0.73	0.69	0.68

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick9_UK_2. People's living standards										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	1%	1%	-	-	1%	1%	2% H	2% H.I	0%	0%
Fairly confident [3]	10%	10%	-	-	12% E	9%	17% G.H.I	10%	9%	9%
Not very confident [2]	44%	44%	-	-	46%	43%	41%	40%	47% G	50% G
Not at all confident [1]	35%	35%	-	-	33%	38% D	32%	37%	36%	35%
Don't know	9%	9%	-	-	8%	9%	9%	11% H.I	7%	6%
Net: Confident	12%	12%	-	-	14% E	10%	18% G.H.I	12%	10%	10%
Net: Not confident	80%	80%	-	-	79%	81%	73%	77%	83% F.G	85% F.G
Mean	1.75	1.75	-	-	1.81 E	1.69	1.87 H	1.75	1.72	1.74
Std. dev	0.70	0.70	-	-	0.71	0.68	0.78	0.74	0.65	0.64

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick9_UK_3. Business activity and investment										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	2%	2%	-	-	3% E	1%	5% H.I	2% H.I	1%	1%
Fairly confident [3]	18%	18%	-	-	19%	16%	23% I	18%	17%	15%
Not very confident [2]	45%	45%	-	-	45%	45%	40%	43%	45%	49% G
Not at all confident [1]	23%	23%	-	-	23%	22%	18%	21%	24%	27% F.G
Don't know	13%	13%	-	-	11%	16% D	14% I	16% I	13% I	8%
Net: Confident	19%	19%	-	-	22% E	17%	28% G.H.I	20%	18%	16%
Net: Not confident	67%	67%	-	-	68%	67%	58%	64%	69% F	76% F.G.H
Mean	1.98	1.98	-	-	2.02	1.95	2.18 G.H.I	2.02 I	1.94	1.88
Std. dev	0.74	0.74	-	-	0.77	0.71	0.83	0.75	0.71	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick9_UK_4. Delivery of critical services										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	3%	3%	-	-	3%	2%	6% H.I	3% I	2%	1%
Fairly confident [3]	27%	27%	-	-	31% E	23%	27%	28%	26%	24%
Not very confident [2]	39%	39%	-	-	39%	39%	36%	36%	39%	45% G.H
Not at all confident [1]	21%	21%	-	-	19%	24% D	18%	19%	24% G	25% G
Don't know	10%	10%	-	-	8%	12% D	12% I	13% H.I	9% I	5%
Net: Confident	29%	29%	-	-	34% E	25%	33% I	31% I	28%	25%
Net: Not confident	61%	61%	-	-	58%	63% D	55%	55%	63% G	70% F.G.H
Mean	2.12	2.12	-	-	2.19 E	2.04	2.24 I	2.18 H.I	2.07	2.00
Std. dev	0.80	0.80	-	-	0.79	0.80	0.86	0.80	0.80	0.75

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very prepared [4]	1%	1%	-	-	1%	1%	4% G.H.I	1%	1%	1%
Fairly prepared [3]	14%	14%	-	-	15%	13%	16%	12%	15%	16%
Not very prepared [2]	48%	48%	-	-	48%	48%	49%	49%	48%	46%
Not at all prepared [1]	29%	29%	-	-	30%	29%	25%	29%	29%	32%
Don't know	8%	8%	-	-	6%	9%	7%	9%	8%	5%
Net: Prepared	15%	15%	-	-	16%	14% D	19%	13% I	16%	16%
Net: Not prepared	77%	77%	-	-	78%	77%	74%	78%	76%	78%
Mean	1.86	1.86	-	-	1.87	1.85	1.97	1.84	1.87	1.84
Std. dev	0.70	0.70	-	-	0.71	0.70	0.77	0.69	0.70	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick10_UK_2. A major public health crisis										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very prepared [4]	3%	3%	-	-	4%	3%	6% H.I	4%	2%	2%
Fairly prepared [3]	27%	27%	-	-	28%	27%	28%	26%	28%	29%
Not very prepared [2]	40%	40%	-	-	40%	40%	47%	38%	40%	40%
Not at all prepared [1]	25%	25%	-	-	24%	25%	15%	26% F	25% F	25% F
Don't know	5%	5%	-	-	4%	6%	4%	7% I	5%	3%
Net: Prepared	30%	30%	-	-	31%	30%	34%	29%	30%	32%
Net: Not prepared	65%	65%	-	-	64%	65%	63%	64%	65%	65%
Mean	2.09	2.09	-	-	2.11	2.08	2.25 G.H.I	2.07	2.07	2.09
Std. dev	0.82	0.82	-	-	0.82	0.81	0.80	0.84	0.80	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick10_UK_3. An extreme weather event										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very prepared [4]	1%	1%	-	-	1%	1%	2%	1%	1%	1%
Fairly prepared [3]	19%	19%	-	-	21%	17%	23%	18%	20%	19%
Not very prepared [2]	45%	45%	-	-	46%	44%	39%	44%	48%	48%
Not at all prepared [1]	30%	30%	-	-	28%	31%	33%	30%	27%	30%
Don't know	5%	5%	-	-	4%	6%	4%	7% I	5%	3%
Net: Prepared	20%	20%	-	-	22% E	18%	25%	19%	20%	20%
Net: Not prepared	75%	75%	-	-	74%	75%	71%	74%	75%	77%
Mean	1.91	1.91	-	-	1.96 E	1.87	1.94	1.89	1.94	1.90
Std. dev	0.74	0.74	-	-	0.75	0.73	0.82	0.75	0.72	0.72

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable?

brunswick11_UK_1. Your household's financial situation

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	11%	11%	-	-	12% E	9%	10%	8%	12% G	15% G
Fairly confident [3]	44%	44%	-	-	43%	45%	49%	43%	43%	44%
Not very confident [2]	26%	26%	-	-	29% E	23%	22%	27%	25%	26%
Not at all confident [1]	12%	12%	-	-	10%	14% D	7%	12%	14% F	11%
Don't know	7%	7%	-	-	6%	9% D	11% H.I	10% H.I	5%	4%
Net: Confident	55%	55%	-	-	55%	54%	60%	51%	56%	59% G
Net: Not confident	38%	38%	-	-	39%	37%	29%	40% F	40% F	36%
Mean	2.58	2.58	-	-	2.61	2.55	2.71 G	2.51	2.56	2.66 G
Std. dev	0.86	0.86	-	-	0.84	0.87	0.77	0.83	0.90	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	13%	13%	-	-	16% E	11%	12%	11%	13%	19% G.H
Fairly confident [3]	45%	45%	-	-	44%	47%	48%	46%	47%	42%
Not very confident [2]	22%	22%	-	-	24%	21%	21%	23%	21%	24%
Not at all confident [1]	10%	10%	-	-	10%	11%	6%	11%	13% F.I	9%
Don't know	8%	8%	-	-	8%	9%	13% H.I	10% H.I	6%	6%
Net: Confident	59%	59%	-	-	59%	59%	61%	57%	60%	61%
Net: Not confident	33%	33%	-	-	33%	32%	27%	33%	34%	33%
Mean	2.67	2.67	-	-	2.70	2.65	2.77	2.63	2.64	2.75 G
Std. dev	0.86	0.86	-	-	0.87	0.85	0.77	0.84	0.89	0.88

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_UK_3. Your housing situation										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	30%	30%	-	-	30%	31%	19%	22%	37% F.G	43% F.G.H
Fairly confident [3]	45%	45%	-	-	45%	45%	48%	46%	45%	41%
Not very confident [2]	11%	11%	-	-	13%	10%	13% I	15% H.I	8%	7%
Not at all confident [1]	7%	7%	-	-	7%	6%	8%	8% I	5%	5%
Don't know	7%	7%	-	-	5%	8% D	11% H.I	9% H.I	5%	4%
Net: Confident	75%	75%	-	-	75%	76%	67%	68%	82% F.G	85% F.G
Net: Not confident	18%	18%	-	-	20% E	16%	22% H.I	23% H.I	14%	12%
Mean	3.06	3.06	-	-	3.03	3.09	2.88	2.90	3.18 F.G	3.28 F.G
Std. dev	0.85	0.85	-	-	0.87	0.83	0.86	0.87	0.81	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?

brunswick12_UK_1. A large unexpected expense

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	9%	9%	-	-	11% E	7%	7%	7%	11% G	11% G
Fairly confident [3]	38%	38%	-	-	39%	37%	41%	33%	38%	45% G.H
Not very confident [2]	27%	27%	-	-	25%	28%	29%	28%	26%	24%
Not at all confident [1]	19%	19%	-	-	19%	20%	13%	23% F.I	19%	15%
Don't know	7%	7%	-	-	6%	8%	9% I	8% I	6% I	4%
Net: Confident	47%	47%	-	-	50% E	44%	48%	40%	48% G	57% G.H
Net: Not confident	46%	46%	-	-	44%	48%	43%	51% H.I	45%	40%
Mean	2.39	2.39	-	-	2.45 E	2.34	2.46 G	2.27	2.42 G	2.55 G.H
Std. dev	0.92	0.92	-	-	0.94	0.90	0.84	0.92	0.94	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	5%	5%	-	-	6% E	3%	3%	3%	6% G	5%
Fairly confident [3]	25%	25%	-	-	26%	23%	29% G	20%	26% G	29% G
Not very confident [2]	38%	38%	-	-	38%	38%	40%	38%	35%	41%
Not at all confident [1]	25%	25%	-	-	23%	27%	20%	28% F.I	25%	21%
Don't know	8%	8%	-	-	7%	9%	8%	10% I	8% I	4%
Net: Confident	29%	29%	-	-	32% E	26%	32% G	23%	32% G	35% G
Net: Not confident	63%	63%	-	-	61%	65%	60%	66% H	60%	62%
Mean	2.09	2.09	-	-	2.16 E	2.02	2.17 G	1.98	2.14 G	2.19 G
Std. dev	0.85	0.85	-	-	0.87	0.83	0.80	0.83	0.89	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick12_UK_3. A significant increase in essential living costs										
Unweighted base: UK only	2260	2260	-	-	1009	1251	171	862	663	564
Base: UK only	2260	2260	-	-	1094	1166	237	929	560	533
Very confident [4]	6%	6%	-	-	8% E	4%	5%	4%	8% G	8% G
Fairly confident [3]	37%	37%	-	-	37%	36%	42% G	31%	37% G	43% G.H
Not very confident [2]	34%	34%	-	-	32%	35%	29%	37%	33%	31%
Not at all confident [1]	17%	17%	-	-	15%	18%	15%	19% I	17%	14%
Don't know	7%	7%	-	-	7%	7%	9% I	9% H.I	5%	3%
Net: Confident	43%	43%	-	-	45% E	40%	47% G	35%	45% G	51% G
Net: Not confident	51%	51%	-	-	47%	53% D	43%	56% F.H.I	50%	45%
Mean	2.34	2.34	-	-	2.41 E	2.27	2.41 G	2.23	2.38 G	2.46 G
Std. dev	0.85	0.85	-	-	0.87	0.82	0.83	0.83	0.87	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only	2017	-	2017	-	878	1139	151	564	622	680
Base: France only	2017	-	2017	-	960	1057	206	783	530	499
Geopolitical tensions	37%	-	37%	-	40% E	33%	37%	34%	39%	38%
Political instability in France	41%	-	41%	-	44% E	38%	37%	33%	45% G	51% F.G
Artificial Intelligence (AI)	36%	-	36%	-	34%	37%	37%	37%	32%	37%
An ageing workforce	12%	-	12%	-	15% E	10%	20% G.H.I	11%	12%	12%
Economic or financial shock	44%	-	44%	-	44%	43%	38%	40%	45%	50% F.G
Climate change and extreme weather	31%	-	31%	-	30%	32%	29%	30%	29%	35%
Supply-chain disruption	16%	-	16%	-	19% E	14%	11%	16%	17%	18%
Other [see Sheet1]	1%	-	1%	-	2% E	1%	-	2%	1%	1%
None of the above	2%	-	2%	-	2%	3%	3% I	4% I	2% I	0%
Don't know	10%	-	10%	-	6%	14% D	13% I	11% I	12% I	6%

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.										
Unweighted base: France only	2017	-	2017	-	878	1139	151	564	622	680
Base: France only	2017	-	2017	-	960	1057	206	783	530	499
Energy	35%	-	35%	-	43% E	28%	31%	33%	35%	40%
Defence	29%	-	29%	-	32%	27%	26%	27%	27%	36% G.H
Healthcare	25%	-	25%	-	20%	30% D	30%	23%	24%	26%
Financial services	14%	-	14%	-	13%	15%	16%	16% H	11%	13%
Technology (e.g. software and electronic devices)	16%	-	16%	-	19% E	14%	22%	15%	14%	18%
Telecommunications	7%	-	7%	-	9%	6%	7%	7%	6%	8%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	-	16%	-	17%	16%	14%	17%	14%	19%
Transport	8%	-	8%	-	10% E	6%	11% I	9% I	7%	5%
Physical infrastructure and construction	6%	-	6%	-	6%	6%	9%	6%	5%	6%
Manufacturing	12%	-	12%	-	15% E	9%	8%	12%	13%	12%
Food and agriculture	29%	-	29%	-	29%	28%	26%	24%	33% G	33% G
Media and communications	9%	-	9%	-	9%	9%	17% G.H	9%	7%	10%
Retail and luxury	2%	-	2%	-	3%	1%	7% G.H.I	2%	2%	1%
Other [see Sheet2]	1%	-	1%	-	0%	1%	0%	1%	1%	1%
None of the above	2%	-	2%	-	2%	3%	-	4% F.I	2%	1%
Don't know	18%	-	18%	-	13%	23% D	16%	17%	24% G.I	16%
To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?										

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	731	-	731	-	391	340	*47*	169	226	289
Base: France only - respondents who selected that sector previously	706	-	706	-	410	297	*63*	258	186	199
To a great extent [4]	22%	-	22%	-	30% E	10%	*13%* *	28% *	19%	19%
To some extent [3]	40%	-	40%	-	40%	41%	*48%* *	42% *	37%	38%
To a small extent [2]	25%	-	25%	-	19%	33% D	*29%* *	21% *	28%	27%
Not at all [1]	11%	-	11%	-	10%	12%	*10%* *	8% *	13%	13%
Don't know	2%	-	2%	-	1%	4% D	- *	1% *	3%	4%
Net: Higher autonomy	62%	-	62%	-	70% E	51%	*61%* *	70% H.I*	56%	57%
Net: Lower autonomy	36%	-	36%	-	30%	45% D	*39%* *	29% *	41%	39%
Mean	2.74	-	2.74	-	2.90 E	2.52	*2.65* *	2.91 H.I*	2.63	2.66
Std. dev	0.93	-	0.93	-	0.95	0.84	*0.83*	0.90	0.95	0.94

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_2_France. Defence										
Unweighted base: France only - respondents who selected that sector previously	632	-	632	-	302	330	*38*	149	182	263
Base: France only - respondents who selected that sector previously	587	-	587	-	304	283	*54*	212	143	179
To a great extent [4]	20%	-	20%	-	25% E	14%	*21%* **	18% *	20%	21%
To some extent [3]	48%	-	48%	-	41%	56% D	*62%* **	40% *	50%	52%
To a small extent [2]	23%	-	23%	-	25%	20%	*14%* **	30% I*	21%	18%
Not at all [1]	5%	-	5%	-	4%	5%	- **	4% *	6%	6%
Don't know	5%	-	5%	-	5%	4%	*3%* **	8% *	2%	4%
Net: Higher autonomy	68%	-	68%	-	66%	70%	*83%* **	58% *	70%	73% G
Net: Lower autonomy	27%	-	27%	-	29%	25%	*14%* **	34% *	27%	23%
Mean	2.87	-	2.87	-	2.91	2.83	*3.07* **	2.78 *	2.87	2.91
Std. dev	0.79	-	0.79	-	0.83	0.74	*0.60*	0.80	0.80	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_3_France. Healthcare										
Unweighted base: France only - respondents who selected that sector previously	503	-	503	-	201	302	42	136	146	179
Base: France only - respondents who selected that sector previously	506	-	506	-	189	317	62	184	129	132
To a great extent [4]	23%	-	23%	-	28%	21%	*34%* **	24% *	21%	20%
To some extent [3]	39%	-	39%	-	42%	38%	*45%* **	36% *	39%	42%
To a small extent [2]	23%	-	23%	-	20%	25%	*14%* **	27% *	20%	24%
Not at all [1]	9%	-	9%	-	9%	9%	*2%* **	10% *	15% I	6%
Don't know	5%	-	5%	-	2%	7%	*5%* **	3% *	5%	8%
Net: Higher autonomy	63%	-	63%	-	69%	59%	*79%* **	60% *	60%	61%
Net: Lower autonomy	32%	-	32%	-	29%	34%	*16%* **	37% *	35%	30%
Mean	2.81	-	2.81	-	2.89	2.76	*3.17* **	2.77 *	2.69 *	2.81
Std. dev	0.92	-	0.92	-	0.92	0.92	*0.75*	0.94	0.99	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_4_France. Financial services										
Unweighted base: France only - respondents who selected that sector previously	265	-	265	-	107	158	*24*	79	73	89
Base: France only - respondents who selected that sector previously	280	-	280	-	124	155	*33*	127	57	63
To a great extent [4]	14%	-	14%	-	23% E*	7% *	*28%* **	18% H*	3% *	9% *
To some extent [3]	39%	-	39%	-	42% *	37% *	*53%* **	39% *	46% *	27% *
To a small extent [2]	30%	-	30%	-	27% *	33% *	*16%* **	34% *	22% *	40% *
Not at all [1]	13%	-	13%	-	6% *	18% D*	*3%* **	8% *	21% G*	20% G*
Don't know	3%	-	3%	-	2% *	5% *	- **	2% *	8% *	4% *
Net: Higher autonomy	54%	-	54%	-	66% E*	44% *	*81%* **	57% I*	49% *	36% *
Net: Lower autonomy	43%	-	43%	-	33% *	51% D*	*19%* **	41% *	43% *	60% G*
Mean	2.57	-	2.57	-	2.84 E*	2.34 *	*3.05* **	2.69 I*	2.33 *	2.27 *
Std. dev	0.90	-	0.90	-	0.86	0.87	*0.77*	0.86	0.87	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_5_France. Technology (e.g. software and electronic devices)

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	328	-	328	-	170	158	*36*	80	88	124
Base: France only - respondents who selected that sector previously	326	-	326	-	179	148	*45*	115	77	89
To a great extent [4]	12%	-	12%	-	14% *	9% *	*28%* **	6% *	18% I*	6% *
To some extent [3]	34%	-	34%	-	31% *	38% *	*43%* **	35% *	24% *	36% *
To a small extent [2]	37%	-	37%	-	36% *	38% *	*23%* **	40% *	35% *	42% *
Not at all [1]	14%	-	14%	-	17% *	11% *	*6%* **	16% *	18% *	13% *
Don't know	3%	-	3%	-	2% *	4% *	- **	3% *	4% *	3% *
Net: Higher autonomy	46%	-	46%	-	45% *	47% *	*70%* **	41% *	43% *	42% *
Net: Lower autonomy	51%	-	51%	-	53% *	49% *	*30%* **	56% *	53% *	55% *
Mean	2.45	-	2.45	-	2.43 *	2.47 *	*2.92* **	2.32 *	2.45 *	2.37 *
Std. dev	0.89	-	0.89	-	0.94	0.81	*0.88*	0.82	1.01	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	133	-	133	-	62	71	*13*	*34*	*35*	51
Base: France only - respondents who selected that sector previously	142	-	142	-	82	60	*15*	*56*	*30*	41
To a great extent [4]	17%	-	17% *	-	20% *	14% *	*22%* **	*29%* **	*3%* **	9% *
To some extent [3]	45%	-	45% *	-	31% *	63% D*	*72%* **	*25%* **	*54%* **	55% *
To a small extent [2]	29%	-	29% *	-	40% E*	13% *	- **	*30%* **	*39%* **	29% *
Not at all [1]	2%	-	2% *	-	1% *	3% *	*4%* **	*3%* **	*1%* **	1% *
Don't know	7%	-	7% *	-	7% *	8% *	*3%* **	*12%* **	*4%* **	5% *
Net: Higher autonomy	62%	-	62% *	-	51% *	76% D*	*94%* **	*55%* **	*56%* **	64% *
Net: Lower autonomy	31%	-	31% *	-	42% E*	16% *	*4%* **	*34%* **	*40%* **	30% *
Mean	2.83	-	2.83 *	-	2.75 **	2.94 *	*3.15* **	*2.92* **	*2.61* **	2.77 *
Std. dev	0.75	-	0.75	-	0.81	0.65	*0.61*	*0.91*	*0.56*	0.64

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)										
Unweighted base: France only - respondents who selected that sector previously	367	-	367	-	167	200	*23*	100	99	145
Base: France only - respondents who selected that sector previously	331	-	331	-	167	165	*29*	131	76	96
To a great extent [4]	13%	-	13%	-	15%	11%	*14%* **	21% H.I*	7% *	5%
To some extent [3]	33%	-	33%	-	37%	29%	*34%* **	31% *	27% *	42%
To a small extent [2]	34%	-	34%	-	32%	37%	*36%* **	31% *	43% *	32%
Not at all [1]	15%	-	15%	-	16%	14%	*16%* **	12% *	17% *	17%
Don't know	5%	-	5%	-	0%	9% D	- **	5% *	5% *	4%
Net: Higher autonomy	46%	-	46%	-	52%	40%	*48%* **	52% H*	34% *	47%
Net: Lower autonomy	49%	-	49%	-	48%	51%	*52%* **	43% *	61% G*	49%
Mean	2.46	-	2.46	-	2.51	2.40	*2.45* **	2.65 H*	2.25 *	2.36
Std. dev	0.91	-	0.91	-	0.93	0.89	*0.94*	0.97	0.85	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_8_France. Transport										
Unweighted base: France only - respondents who selected that sector previously	133	-	133	-	64	69	*18*	*46*	*35*	*34*
Base: France only - respondents who selected that sector previously	159	-	159	-	95	64	*24*	*74*	*37*	*24*
To a great extent [4]	24%	-	24% *	-	30% *	15% *	*37%* **	*31%* **	*8%* **	*12%* **
To some extent [3]	44%	-	44% *	-	44% *	45% *	*39%* **	*40%* **	*50%* **	*53%* **
To a small extent [2]	19%	-	19% *	-	10% *	32% D*	*14%* **	*18%* **	*17%* **	*33%* **
Not at all [1]	8%	-	8% *	-	10% *	5% *	*9%* **	*1%* **	*25%* **	*2%* **
Don't know	5%	-	5% *	-	6% *	4% *	- **	*10%* **	- **	- **
Net: Higher autonomy	68%	-	68% *	-	74% *	59% *	*77%* **	*71%* **	*58%* **	*66%* **
Net: Lower autonomy	27%	-	27% *	-	20% *	37% *	*23%* **	*18%* **	*42%* **	*34%* **
Mean	2.88	-	2.88 *	-	3.00 *	2.71 *	*3.05* **	*3.13* **	*2.40* **	*2.76* **
Std. dev	0.88	-	0.88	-	0.92	0.79	*0.96*	*0.75*	*0.96*	*0.69*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_9_France. Physical infrastructure and construction										
Unweighted base: France only - respondents who selected that sector previously	133	-	133	-	59	74	*12*	*41*	*40*	*40*
Base: France only - respondents who selected that sector previously	121	-	121	-	59	62	*19*	*47*	*25*	*29*
To a great extent [4]	20%	-	20% *	-	16% *	23% *	*31%* **	*12%* **	*29%* *	*16%* **
To some extent [3]	53%	-	53% *	-	55% *	52% *	*60%* **	*50%* **	*51%* *	*56%* **
To a small extent [2]	19%	-	19% *	-	24% *	14% *	*9%* **	*26%* **	*16%* *	*16%* **
Not at all [1]	4%	-	4% *	-	2% *	6% *	- **	*2%* **	*4%* *	*10%* **
Don't know	4%	-	4% *	-	3% *	5% *	- **	*10%* **	- *	*2%* **
Net: Higher autonomy	73%	-	73% *	-	71% *	75% *	*91%* **	*63%* **	*80%* *	*72%* **
Net: Lower autonomy	23%	-	23% *	-	26% *	20% *	*9%* **	*28%* **	*20%* *	*27%* **
Mean	2.92	-	2.92 *	-	2.88 *	2.97 *	*3.22* **	*2.81* **	*3.05* *	*2.79* **
Std. dev	0.75	-	0.75	-	0.69	0.82	*0.61*	*0.69*	*0.80*	*0.85*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	223	-	223	-	121	102	*13*	56	65	89
Base: France only - respondents who selected that sector previously	237	-	237	-	142	95	*16*	94	67	60
To a great extent [4]	15%	-	15% *	-	15% *	15% *	*18%* **	24% **	11% *	4% *
To some extent [3]	26%	-	26% *	-	29% *	21% *	*62%* **	21% **	19% *	32% *
To a small extent [2]	34%	-	34% *	-	32% *	37% *	*20%* **	32% **	39% *	35% *
Not at all [1]	20%	-	20% *	-	19% *	21% *	- **	15% **	28% *	24% *
Don't know	5%	-	5% *	-	5% *	6% *	- **	8% **	3% *	4% *
Net: Higher autonomy	41%	-	41% *	-	44% *	36% *	*80%* **	45% **	31% *	36% *
Net: Lower autonomy	54%	-	54% *	-	51% *	58% *	*20%* **	47% **	66% *	60% *
Mean	2.38	-	2.38 *	-	2.43 *	2.32 *	*2.97* **	2.59 **	2.15 *	2.17 *
Std. dev	0.99	-	0.99	-	0.98	0.99	*0.64*	1.04	0.97	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	635	-	635	-	298	337	*39*	150	207	239
Base: France only - respondents who selected that sector previously	578	-	578	-	281	298	*53*	185	175	166
To a great extent [4]	16%	-	16%	-	18%	14%	*19%* **	21% I*	19% I	6%
To some extent [3]	40%	-	40%	-	41%	40%	*55%* **	39% *	36%	42%
To a small extent [2]	32%	-	32%	-	28%	34%	*23%* **	31% *	28%	38%
Not at all [1]	9%	-	9%	-	9%	10%	*1%* **	6% *	15% G	9%
Don't know	3%	-	3%	-	4%	2%	*2%* **	3% *	1%	4%
Net: Higher autonomy	56%	-	56%	-	59%	53%	*74%* **	60% *	55%	48%
Net: Lower autonomy	41%	-	41%	-	37%	45%	*24%* **	37% *	44%	48%
Mean	2.64	-	2.64	-	2.72	2.58	*2.94* **	2.76 I*	2.60	2.47
Std. dev	0.87	-	0.87	-	0.87	0.86	*0.70*	0.86	0.97	0.75

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only - respondents who selected that sector previously	180	-	180	-	82	98	*28*	51	*48*	53
Base: France only - respondents who selected that sector previously	189	-	189	-	90	99	*34*	67	*37*	51
To a great extent [4]	26%	-	26%	-	35% E*	17% *	*41%* **	23% *	*18%* *	24% **
To some extent [3]	39%	-	39%	-	32% *	46% *	*40%* **	42% *	*38%* *	37% **
To a small extent [2]	21%	-	21%	-	23% *	19% *	*8%* **	25% *	*31%* *	17% **
Not at all [1]	6%	-	6%	-	7% *	5% *	*1%* **	5% *	*9%* *	9% **
Don't know	8%	-	8%	-	2% *	13% D*	*9%* **	6% *	*4%* *	13% **
Net: Higher autonomy	65%	-	65%	-	67% *	63% *	*81%* **	64% *	*57%* *	61% **
Net: Lower autonomy	27%	-	27%	-	31% *	24% *	*9%* **	30% *	*39%* *	26% **
Mean	2.92	-	2.92	-	2.97 *	2.87 *	*3.34* **	2.88 *	*2.69* *	2.87 *
Std. dev	0.88	-	0.88	-	0.96	0.79	*0.71*	0.85	*0.89*	0.94

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_13_France. Retail and luxury										
Unweighted base: France only - respondents who selected that sector previously	45	-	45	-	24	21	11	11	13	10
Base: France only - respondents who selected that sector previously	44	-	44	-	28	16	14	13	10	7
To a great extent [4]	24%	-	24% **	-	23% **	26% **	14% **	9% **	45% **	40% **
To some extent [3]	60%	-	60% **	-	69% **	44% **	82% **	75% **	34% **	31% **
To a small extent [2]	12%	-	12% **	-	7% **	19% **	4% **	12% **	9% **	29% **
Not at all [1]	1%	-	1% **	-	- **	3% **	- **	4% **	- **	- **
Don't know	3%	-	3% **	-	- **	8% **	- **	- **	12% **	- **
Net: Higher autonomy	85%	-	85% **	-	93% **	70% **	96% **	84% **	79% **	71% **
Net: Lower autonomy	13%	-	13% **	-	7% **	22% **	4% **	16% **	9% **	29% **
Mean	3.11	-	3.11 **	-	3.16 **	3.01 **	3.10 **	2.90 **	3.41 **	3.12 **
Std. dev	0.64	-	0.64	-	0.54	0.82	0.43	0.62	0.71	0.88

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_14_France. $brunswick10Franceother										
Unweighted base: France only - respondents who selected that sector previously	*14*	-	*14*	-	*4*	*10*	*1*	*4*	*4*	*5*
Base: France only - respondents who selected that sector previously	*10*	-	*10*	-	*3*	*7*	*0*	*4*	*3*	*3*
To a great extent [4]	*41%*	-	*41%* **	-	*92%* **	*16%* **	- **	*68%* **	*9%* **	*38%* **
To some extent [3]	*10%*	-	*10%* **	-	- **	*15%* **	*100%* **	- **	*18%* **	*4%* **
To a small extent [2]	*21%*	-	*21%* **	-	- **	*32%* **	- **	*19%* **	- **	*47%* **
Not at all [1]	*18%*	-	*18%* **	-	- **	*28%* **	- **	*13%* **	*48%* **	- **
Don't know	*9%*	-	*9%* **	-	*8%* **	*10%* **	- **	- **	*24%* **	*10%* **
Net: Higher autonomy	*51%*	-	*51%* **	-	*92%* **	*31%* **	*100%* **	*68%* **	*28%* **	*42%* **
Net: Lower autonomy	*39%*	-	*39%* **	-	- **	*59%* **	- **	*32%* **	*48%* **	*47%* **
Mean	*2.82*	-	*2.82* **	-	*4.00* **	*2.21* **	*3.00* **	*3.23* **	*1.86* **	*2.90* **
Std. dev	*1.28*	-	*1.28*	-	-	*1.16*	-	*1.32*	*1.62*	*1.26*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: France only	2017	-	2017	-	878	1139	151	564	622	680
Base: France only	2017	-	2017	-	960	1057	206	783	530	499
A very positive impact [5]	5%	-	5%	-	7% E	3%	12% G.H.I	4%	5%	4%
A fairly positive impact [4]	21%	-	21%	-	27% E	16%	21%	22%	20%	20%
No impact [3]	25%	-	25%	-	25%	24%	22%	25%	24%	26%
A fairly negative impact [2]	19%	-	19%	-	17%	22% D	21%	17%	16%	25% G.H
A very negative impact [1]	8%	-	8%	-	8%	8%	4%	9%	9%	7%
Don't know	22%	-	22%	-	17%	27% D	20%	23%	25% I	18%
Net: Positive impact	26%	-	26%	-	34% E	19%	33%	26%	25%	24%
Net: Negative impact	27%	-	27%	-	24%	30% D	26%	26%	26%	32% H
Mean	2.95	-	2.95	-	3.11 E	2.78	3.19 I*	2.94	2.94	2.87
Std. dev	1.09	-	1.09	-	1.11	1.05	1.15	1.09	1.12	1.05

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick12_France_2. France's attractiveness as a place to invest and do business										
Unweighted base: France only	2017	-	2017	-	878	1139	151	564	622	680
Base: France only	2017	-	2017	-	960	1057	206	783	530	499
A very positive impact [5]	7%	-	7%	-	11% E	3%	10%	8%	6%	6%
A fairly positive impact [4]	22%	-	22%	-	26% E	18%	29%	21%	22%	22%
No impact [3]	27%	-	27%	-	25%	28%	24%	29%	26%	25%
A fairly negative impact [2]	17%	-	17%	-	15%	19%	13%	16%	16%	21% F.H
A very negative impact [1]	7%	-	7%	-	8%	7%	5%	7%	8%	8%
Don't know	20%	-	20%	-	14% D	25%	19%	19%	23%	18%
Net: Positive impact	29%	-	29%	-	37% E	22%	39% G.H.I	28%	27%	28%
Net: Negative impact	24%	-	24%	-	23%	26%	18%	24%	23%	29% F
Mean	3.05	-	3.05	-	3.21 E	2.90	3.33 G.H.I*	3.06	3.02	2.97
Std. dev	1.09	-	1.09	-	1.15	1.01	1.07	1.10	1.09	1.09

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick13_France. How worried are you, if at all, about the level of France's national debt?										
Unweighted base: France only	2017	-	2017	-	878	1139	151	564	622	680
Base: France only	2017	-	2017	-	960	1057	206	783	530	499
Very worried [4]	31%	-	31%	-	30%	31%	21%	27%	31% F	40% F.G.H
Fairly worried [3]	45%	-	45%	-	45%	46%	54% I	44%	47%	43%
Not very worried [2]	15%	-	15%	-	16%	15%	15%	18% I	15%	12%
Not at all worried [1]	5%	-	5%	-	6%	5%	7% I	7% I	4%	2%
Don't know	4%	-	4%	-	3%	4%	3%	4%	2%	3%
Net: Worried	76%	-	76%	-	75%	77%	74%	71%	79% G	83% G
Net: Not worried	20%	-	20%	-	22%	19%	22% I	25% I	19%	14%
Mean	3.05	-	3.05	-	3.03	3.07	2.91	2.94	3.09 F.G	3.25 F.G.H
Std. dev	0.83	-	0.83	-	0.84	0.81	0.81	0.87	0.79	0.75

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
Much more resilient [5]	3%	-	-	3%	4%	3%	5% *	4%	3%	3%
Somewhat more resilient [4]	11%	-	-	11%	12%	11%	6% *	13%	11%	12%
About as resilient [3]	40%	-	-	40%	43%	38%	30% *	35%	43% G	49% F.G
Somewhat less resilient [2]	18%	-	-	18%	17%	18%	31% G.H.I*	18%	17%	14%
Much less resilient [1]	12%	-	-	12%	12%	13%	4% *	15% F	12%	12%
Don't know	15%	-	-	15%	13%	17%	24% I*	16%	15%	11%
Net: More resilient	15%	-	-	15%	16%	14%	11% *	17%	13%	14%
Net: Less resilient	30%	-	-	30%	29%	31%	35% *	33%	29%	26%
Mean	2.71	-	-	2.71	2.76	2.67	2.68 *	2.68	2.71	2.77
Std. dev	1.00	-	-	1.00	0.99	1.01	0.93	1.07	0.96	0.95

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Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
A very positive impact [5]	4%	-	-	4%	3%	5% D	3% *	3%	4%	6% G
A fairly positive impact [4]	20%	-	-	20%	22%	18%	15% *	17%	17%	27% G.H
No impact [3]	28%	-	-	28%	33% E	24%	20% *	29%	30%	28%
A fairly negative impact [2]	17%	-	-	17%	16%	18%	20% *	18%	16%	15%
A very negative impact [1]	8%	-	-	8%	8%	8%	9% *	9% I	10% I	4%
Don't know	24%	-	-	24%	19%	28% D	33% I*	25%	23%	20%
Net: Positive impact	23%	-	-	23%	24%	22%	18% *	20%	21%	33% F.G.H
Net: Negative impact	25%	-	-	25%	23%	26%	29% *	27% I	26% I	19%
Mean	2.93	-	-	2.93	2.94	2.91	2.74 *	2.82	2.85	3.18 F.G.H
Std. dev	1.04	-	-	1.04	0.99	1.10	1.08	1.03	1.06	0.99

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brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
A very positive impact [5]	5%	-	-	5%	5%	5%	6% *	4%	5%	5%
A fairly positive impact [4]	22%	-	-	22%	26% E	19%	8% *	20% F	20% F	32% F.G.H
No impact [3]	25%	-	-	25%	27%	24%	24% *	27%	28% I	21%
A fairly negative impact [2]	16%	-	-	16%	16%	16%	23% *	16%	14%	16%
A very negative impact [1]	8%	-	-	8%	9%	7%	2% *	10% I	10% I	5%
Don't know	24%	-	-	24%	18%	29% D	36% G.H.I*	23%	23%	21%
Net: Positive impact	27%	-	-	27%	30% E	24%	14% *	24%	25%	37% F.G.H
Net: Negative impact	24%	-	-	24%	25%	23%	26% *	26%	24%	21%
Mean	3.00	-	-	3.00	3.02	2.97	2.88 *	2.90	2.94	3.21 G.H
Std. dev	1.08	-	-	1.08	1.07	1.09	1.01	1.08	1.11	1.04

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YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.										
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
Energy	23%	-	-	23%	28% E	19%	17% *	24%	21%	26%
Defence	17%	-	-	17%	18%	16%	19% *	15%	17%	18%
Healthcare	27%	-	-	27%	26%	27%	31% *	27%	26%	27%
Financial services	7%	-	-	7%	6%	7%	11% *	6%	5%	7%
Technology (e.g. software and electronic devices)	14%	-	-	14%	15%	13%	14% *	11%	14%	16% G
Telecommunications	8%	-	-	8%	9%	7%	6% *	6%	10% G	11% G
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	-	-	11%	12%	10%	14% *	10%	11%	11%
Transport	10%	-	-	10%	10%	10%	13% *	9%	11%	9%
Physical infrastructure and construction	9%	-	-	9%	12% E	7%	16% H*	11% H	6%	8%
Manufacturing	18%	-	-	18%	22% E	15%	9% *	17%	17%	23% F
Food and agriculture	28%	-	-	28%	28%	28%	24% *	26%	29%	30%
Media and communications	7%	-	-	7%	6%	7%	11% *	7%	6%	6%
Retail and luxury	9%	-	-	9%	8%	10%	5% *	8%	10%	9%
Other [see Sheet3]	1%	-	-	1%	1%	0%	- *	0%	1%	1%
None of the above	5%	-	-	5%	5%	6%	4% *	5%	5%	6%
Don't know	21%	-	-	21%	17%	24% D	22% *	22%	21%	19%

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brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
The national government	12%	-	-	12%	14%	11%	12% *	11%	9%	17% G.H
Regional and local authorities	5%	-	-	5%	4%	5%	4% *	6%	5%	4%
European Union institutions	11%	-	-	11%	13% E	9%	23% G.H.I*	12% H	7%	9%
The Armed Forces	20%	-	-	20%	21%	19%	13% *	20%	23%	19%
Civil Protection (e.g., national and regional civil protection authorities)	30%	-	-	30%	31%	30%	24% *	26%	36% G	33%
Emergency services (e.g., police, fire and ambulance services)	30%	-	-	30%	30%	30%	15% *	24%	32% F.G	41% F.G.H
Private companies	6%	-	-	6%	7%	5%	10% *	7% I	6%	4%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	-	-	16%	15%	18%	14% *	14%	18%	20% G
Other [see Sheet4]	0%	-	-	0%	0%	0%	- *	0%	0%	0%
None of the above	5%	-	-	5%	4%	6%	2% *	6%	5%	5%
Don't know	19%	-	-	19%	18%	21%	30% I*	22% I	18%	13%

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YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?										
brunswick13_Italy_1. Newspapers and periodicals										
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
Trust a great deal [4]	4%	-	-	4%	4%	4%	2% *	4%	4%	4%
Trust a fair amount [3]	37%	-	-	37%	34%	41% D	44% *	36%	37%	37%
Don't trust very much [2]	32%	-	-	32%	34%	30%	26% *	33%	31%	33%
Don't trust at all [1]	18%	-	-	18%	19%	17%	9%	18%	18%	20%
Don't know	9%	-	-	9%	10%	8%	19% G.I*	9%	10%	6%
Net: Trust	41%	-	-	41%	38%	45% D	47% *	40%	41%	41%
Net: Do not trust	49%	-	-	49%	52%	47%	35% *	51% F	49%	52% F
Mean	2.30	-	-	2.30	2.25	2.35	2.49 *	2.29	2.30	2.28
Std. dev	0.83	-	-	0.83	0.83	0.83	0.72	0.83	0.84	0.84

Brunswick Group

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YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick13_Italy_2. News channels on television/ Television news broadcasts										
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
Trust a great deal [4]	6%	-	-	6%	6%	7%	7% *	5%	7%	8% G
Trust a fair amount [3]	40%	-	-	40%	37%	42%	39% *	37%	42%	41%
Don't trust very much [2]	30%	-	-	30%	33% E	26%	29% *	32%	28%	28%
Don't trust at all [1]	17%	-	-	17%	16%	17%	10% *	19%	15%	18%
Don't know	8%	-	-	8%	8%	7%	16% I*	8%	8%	5%
Net: Trust	46%	-	-	46%	43%	49%	46%	42%	49%	49%
						D	*		G	G
Net: Do not trust	46%	-	-	46%	49%	44%	38% *	51% H	43%	46%
Mean	2.39	-	-	2.39	2.35	2.42	2.52 *	2.30	2.44 G	2.41
Std. dev	0.86	-	-	0.86	0.84	0.88	0.80	0.84	0.85	0.90

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YouGov

	Total	Country			Gender		Age 1A			
		UK	France	Italy	Male	Female	18-24	25-49	50-64	65+
		A	B	C	D	E	F	G	H	I
brunswick13_Italy_3. Social media										
Unweighted base: Italy only	2075	-	-	2075	965	1110	95	845	737	398
Base: Italy only	2075	-	-	2075	997	1078	174	781	558	562
Trust a great deal [4]	5%	-	-	5%	6%	4%	12% G.H*	5%	3%	5%
Trust a fair amount [3]	25%	-	-	25%	24%	27%	32% *	25%	26%	23%
Don't trust very much [2]	35%	-	-	35%	32%	37%	33% *	36%	33%	34%
Don't trust at all [1]	28%	-	-	28%	31% E	25%	12% *	26% F	30% F	31% F
Don't know	7%	-	-	7%	8%	7%	10% *	7%	8%	6%
Net: Trust	31%	-	-	31%	30%	31%	45% G.H.I*	30%	29%	29%
Net: Do not trust	62%	-	-	62%	63%	61%	46% *	63% F	63% F	65% F
Mean	2.09	-	-	2.09	2.05	2.12	2.49 G.H.I*	2.09	2.02	2.03
Std. dev	0.88	-	-	0.88	0.91	0.86	0.89	0.87	0.86	0.90

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95%): A/B/C, D/E, F/G/H/I/J/K/L/M, N/O/P/Q/R/S, T/U/V/W/X, Y/Z

This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).

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.

*This survey was commissioned by Brunswick Group.

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	3%	5% L.M	4% L.M	3%	2%	5% Q.R.S	6% P.Q.R.S	3%	3%	2%	2%
Fairly well protected [3]	34%	44% K.L.M	33%	32%	32%	44% O.P.Q.R.S	33%	34%	33%	32%	32%
Not very well protected [2]	40%	34%	39%	41% J	43% J.K	34%	39%	39%	41% N	42% N	44% N
Not at all protected [1]	15%	9%	14% J	17% J.K	17% J	9%	13% N	14% N	17% N	16% N	18% N.O
Don't know	8%	8%	10% L.M	7%	6%	8% S	10% S	9% S	7%	7% S	5%
Net: Protected	38%	49% K.L.M	38%	35%	34%	49% O.P.Q.R.S	38%	37%	35%	34%	34%
Net: Not protected	54%	43%	53% J	58% J.K	60% J.K	43%	52% N	53% N	58% N.O	59% N.O.P	61% N.O.P
Mean	2.29	2.50 K.L.M	2.31 L.M	2.21	2.21	2.50 O.P.Q.R.S	2.34 Q.R.S	2.29 S	2.22	2.21	2.19
Std. dev	0.77	0.75	0.78	0.77	0.75	0.75	0.80	0.77	0.77	0.75	0.76

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Sample Size: 6352 adults in UK, France and Italy

YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	7%	11% K.L.M	7% L.M	5%	5%	11% P.Q.R.S	8% Q.R	6%	5%	4%	6%
Fairly well protected [3]	40%	46% K.L.M	40%	37%	39%	46% P.Q.R.S	40%	39%	37%	38%	39%
Not very well protected [2]	31%	24%	30% J	33% J	34% J	24%	29%	32% N	33% N	34% N	34% N
Not at all protected [1]	15%	10%	13%	17% J.K	16% J	10%	13%	14%	17% N.O	15% N	18% N.O
Don't know	8%	8%	10% L.M	7%	6%	8% S	10% S	9% S	8% S	8% S	4%
Net: Protected	46%	57% K.L.M	47% L	42%	44%	57% O.P.Q.R.S	48%	45%	43%	43%	45%
Net: Not protected	46%	35%	44% J	50% J.K	50% J.K	35%	42% N	46% N	50% N.O	50% N.O	51% N.O.P
Mean	2.42	2.63 K.L.M	2.45 L.M	2.33	2.36	2.63 O.P.Q.R.S	2.48 Q.R.S	2.41	2.34	2.34	2.34
Std. dev	0.84	0.84	0.84	0.84	0.82	0.84	0.84	0.83	0.84	0.81	0.84

Brunswick Group

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YouGov

brunswick2_2. Cyberattacks

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	3%	5% L.M	3%	2%	2%	5% P.Q.R.S	3%	2%	2%	2%	2%
Fairly well protected [3]	21%	30% K.L.M	23% L.M	19% M	16%	30% O.P.Q.R.S	22% R.S	23% R.S	20%	17%	16%
Not very well protected [2]	45%	40%	43%	45% J	50% J.K.L	40%	42%	44%	45%	46% N	52% N.O.P.Q.R
Not at all protected [1]	22%	16%	22% J	25% J.K	25% J	16%	22% N	21% N	25% N	27% N.O.P	23% N
Don't know	9%	9%	10% L.M	8%	7%	9% S	10% S	10% S	8%	8%	6%
Net: Protected	24%	35% K.L.M	26% L.M	22% M	18%	35% O.P.Q.R.S	26% R.S	26% R.S	22%	20%	19%
Net: Not protected	67%	56%	64% J	70% J.K	75% J.K.L	56%	64% N	65% N	70% N.O.P	72% N.O.P	76% N.O.P.Q
Mean	2.05	2.26 K.L.M	2.08 L.M	1.99	1.96	2.26 O.P.Q.R.S	2.08 R.S	2.07 R.S	2.00	1.95	1.97
Std. dev	0.78	0.80	0.78	0.77	0.73	0.80	0.80	0.77	0.76	0.76	0.72

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YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick2_3. Acts of sabotage (e.g. against infrastructure)											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	4%	5% L.M	4%	3%	2%	5% R.S	4%	3%	4%	3%	2%
Fairly well protected [3]	29%	37% K.L.M	30% L.M	26%	26%	37% P.Q.R.S	32% Q.R.S	28%	25%	27%	26%
Not very well protected [2]	40%	33%	38% J	42% J	46% J.K	33%	36%	40% N	42% N.O	43% N.O	46% N.O.P
Not at all protected [1]	16%	11%	15%	18% J.K	17% J	11%	14%	16% N	17% N	17% N	18% N.O
Don't know	12%	14% M	13% M	11% M	9%	14% R.S	13% S	12% S	12% S	10%	8%
Net: Protected	33%	42% K.L.M	34% L.M	29%	29%	42% P.Q.R.S	37% Q.R.S	32%	28%	30%	28%
Net: Not protected	56%	44%	53% J	60% J.K	63% J.K	44%	50% N	56% N.O	59% N.O	60% N.O	64% N.O.P
Mean	2.23	2.42 K.L.M	2.26 L.M	2.16	2.16	2.42 O.P.Q.R.S	2.31 Q.R.S	2.22 S	2.17	2.17	2.14
Std. dev	0.78	0.79	0.79	0.78	0.75	0.79	0.79	0.78	0.78	0.76	0.75

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick2_4. Military threats / armed conflict											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	8%	13% K.L.M	9% L.M	6%	6%	13% P.Q.R.S	11% P.Q.R.S	7%	6%	5%	7%
Fairly well protected [3]	39%	46% K.L.M	39%	37%	36%	46% O.P.Q.R.S	39%	39%	36%	37%	36%
Not very well protected [2]	31%	22%	29% J	34% J.K	35% J.K	22%	28%	31% N	35% N.O	35% N.O	35% N.O
Not at all protected [1]	12%	7%	12% J	14% J	14% J	7%	11% N	12% N	13% N	14% N	15% N
Don't know	10%	11%	11% M	9%	8%	11% S	11% S	11% S	10%	9%	7%
Net: Protected	47%	59% K.L.M	48% L.M	43%	42%	59% O.P.Q.R.S	50% Q.R.S	46%	43%	41%	43%
Net: Not protected	43%	30%	41% J	48% J.K	50% J.K	30%	39% N	43% N	48% N.O	49% N.O.P	50% N.O.P
Mean	2.47	2.73 K.L.M	2.50 L.M	2.38	2.37	2.73 O.P.Q.R.S	2.55 P.Q.R.S	2.45 R	2.40	2.35	2.38
Std. dev	0.84	0.81	0.85	0.82	0.82	0.81	0.87	0.82	0.82	0.81	0.84

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YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick2_5. Disinformation campaigns											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well protected [4]	3%	6% K.L.M	3% L.M	2%	2%	6% P.Q.R.S	4% Q.R	3%	2%	1%	2%
Fairly well protected [3]	17%	19%	18%	16%	16%	19%	15%	20% O.Q.R	16%	15%	18%
Not very well protected [2]	42%	38%	40%	46% J.K	45% J.K	38%	41%	39%	45% N.P	46% N.O.P	45% N.P
Not at all protected [1]	25%	26%	26%	24%	25%	26%	26%	25%	25%	25%	24%
Don't know	12%	12%	13%	12%	12%	12%	14%	13%	12%	13%	11%
Net: Protected	20%	25% L.M	21% L	17%	18%	25% Q.R	19%	23% Q.R	17%	16%	20%
Net: Not protected	68%	64%	65%	70% J.K	70% J.K	64%	67%	64%	70% N.P	70% N.P	69% P
Mean	1.97	2.05 L.M	1.99	1.94	1.94	2.05 Q.R	1.97	2.00 R	1.94	1.92	1.98
Std. dev	0.79	0.88	0.81	0.73	0.74	0.88	0.82	0.80	0.74	0.72	0.76

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YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Very well informed [4]	3%	5% L.M	4% L.M	3%	2%	5% Q.R.S	5% Q.R.S	3%	2%	3%	2%
Fairly well informed [3]	29%	37% K.L.M	31% L.M	26%	25%	37% P.Q.R.S	32% Q.R.S	29% S	26%	26%	24%
Not very well informed [2]	46%	40%	43%	49% J.K	51% J.K	40%	41%	45%	48% N.O	50% N.O.P	52% N.O.P
Not at all informed [1]	15%	9%	14% J	17% J	18% J.K	9%	13%	16% N	18% N.O	16% N	19% N.O
Don't know	6%	8% L.M	8% L.M	6% M	4%	8% R.S	9% Q.R.S	7% S	6% S	5% S	2%
Net: Informed	33%	42% K.L.M	35% L.M	29%	28%	42% P.Q.R.S	37% Q.R.S	33% Q.S	28%	29%	27%
Net: Not informed	61%	49%	57% J	66% J.K	69% J.K	49%	54%	60% N.O	66% N.O.P	66% N.O.P	71% N.O.P.Q.R
Mean	2.22	2.42 K.L.M	2.27 L.M	2.15	2.12	2.42 O.P.Q.R.S	2.32 P.Q.R.S	2.22 Q.S	2.14	2.17	2.10
Std. dev	0.75	0.75	0.77	0.74	0.73	0.75	0.78	0.76	0.74	0.73	0.72

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Strongly support [5]	4%	5% L	3%	2%	4% L	5% Q	3%	4% Q	2%	4% Q	4% Q
Tend to support [4]	18%	20% K.L	16%	15%	22% K.L	20% P.Q	17%	14%	15%	17%	23% O.P.Q.R
Neither support nor oppose [3]	28%	28%	28%	28%	29%	28%	28%	28%	27%	27%	31%
Tend to oppose [2]	20%	19%	22% M	21% M	17%	19%	23% S	22% S	20% S	21% S	15%
Strongly oppose [1]	23%	15%	21% J	28% J.K.M	23% J	15%	18%	25% N.O	29% N.O.R.S	25% N.O	24% N.O
Don't know	8%	13% K.L.M	9% L.M	6%	5%	13% P.Q.R.S	11% P.Q.R.S	8% S	7% S	6% S	3%
Net: Support	21%	25% K.L	19%	17%	26% K.L	25% P.Q	20%	18%	17%	21% Q	27% O.P.Q.R
Net: Oppose	43%	34%	44% J	49% J.K.M	40% J	34%	41% N	47% N.S	49% N.O.S	45% N.S	39%
Mean	2.56	2.78 K.L	2.52 L	2.38	2.65 K.L	2.78 O.P.Q.R	2.59 P.Q	2.46	2.37	2.52 Q	2.68 P.Q.R
Std. dev	1.17	1.16	1.14	1.14	1.21	1.16	1.11	1.16	1.14	1.18	1.20

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YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.											
Unweighted base	6352	713	1975	2022	1642	713	887	1088	1267	1417	980
Base	6352	975	2134	1649	1595	975	1070	1063	1088	1205	950
Higher taxes	13%	16% K.L	12%	11%	16% K.L	16% P.Q	13%	11%	12%	13%	16% P.Q
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	28%	27%	26%	26%	28%	27%	27%	26%	25%	29%
Increased government borrowing	13%	18% L.M	14% L.M	11%	11%	18% P.Q.R.S	15% Q.R	13% R	11%	10%	12%
I would not be willing to accept any of these	38%	28%	37% J	43% J.K	40% J	28%	36% N	39% N	43% N.O	44% N.O.P.S	39% N
Don't know	17%	22% L.M	18% L.M	14%	14%	22% Q.R.S	19% Q.R.S	18% Q.S	14%	15%	13%
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?											
Unweighted base: : respondents in full-time or part-time employment only	3366	309	1569	1333	155	309	698	871	970	484	*34*
Base: : respondents in full-time or part-time employment only	3362	402	1693	1114	152	402	841	852	842	390	*35*
Very well prepared [4]	7%	10% L.M	6%	6%	3%	10% R	6%	7%	6%	4%	*5%* **
Fairly well prepared [3]	31%	36% L.M	32% L.M	28%	20%	36% R	36% P.Q.R	29%	28%	25%	*10%* **
Not very well prepared [2]	27%	21%	28% J	27%	23%	21%	29% N	28%	26%	28%	*21%* **
Not at all prepared [1]	15%	12%	15%	15%	10%	12%	13%	18% O.R	15%	12%	*14%* **
Don't know	22%	21%	17%	25% K	44% J.K.L	21%	17%	18%	25% O.P	32% N.O.P.Q	*50%* **
Net: Prepared	37%	46% L.M	39% L.M	33% M	23%	46% P.Q.R	42% Q.R	36% R	34%	29%	*16%* **
Net: Not prepared	41%	33%	44% J.M	41% J	33%	33%	42% N	46% N	41%	40%	*34%* **
Mean	2.37	2.55 K.L.M	2.36	2.33	2.29 *	2.55 P.Q.R	2.42	2.30	2.34	2.31	*2.14* **
Std. dev	0.88	0.90	0.87	0.88	0.84	0.90	0.83	0.91	0.89	0.83	*0.97*

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YouGov

brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: : respondents in full-time or part-time employment only	3366	309	1569	1333	155	309	698	871	970	484	*34*
Base: : respondents in full-time or part-time employment only	3362	402	1693	1114	152	402	841	852	842	390	*35*
Very well informed [4]	8%	10%	8%	7%	7%	10%	7%	9%	7%	7%	*9%* **
Fairly well informed [3]	30%	33%	32% L.M	28%	23%	33%	36% P.Q.R	29%	28%	26%	*8%* **
Not very well informed [2]	29%	30%	29%	28%	21%	30%	28%	30%	28%	27%	*19%* **
Not at all informed [1]	16%	11%	15%	18% J	12%	11%	14%	17% N	18% N.O	17%	*9%* **
Don't know	17%	16%	15%	19% K	37% J.K.L	16%	15%	15%	19%	23% O.P	*55%* **
Net: Informed	38%	43% L.M	40% L.M	35%	30%	43% Q.R	43% Q.R	38%	35%	34%	*17%* **
Net: Not informed	44%	41%	44% M	46% M	33%	41%	42%	47%	46%	43%	*28%* **
Mean	2.37	2.50 L	2.39 L	2.29	2.40 *	2.50 Q.R	2.43 Q	2.36	2.29	2.32	*2.39* **
Std. dev	0.90	0.86	0.89	0.91	0.93	0.86	0.86	0.92	0.91	0.92	*1.04*

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brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: : respondents in full-time or part-time employment only	3366	309	1569	1333	155	309	698	871	970	484	*34*
Base: : respondents in full-time or part-time employment only	3362	402	1693	1114	152	402	841	852	842	390	*35*
Very confident [4]	8%	10%	9%	7%	4%	10% R	9% R	9% R	7%	5%	*10%* **
Fairly confident [3]	31%	35%	32%	30%	26%	35%	31%	33%	30%	31%	*5%* **
Not very confident [2]	23%	22%	23%	23%	18%	22%	25%	22%	23%	22%	*19%* **
Not at all confident [1]	14%	8%	16% J	14% J	10%	8%	14% N	18% N.R	15% N	12%	*14%* **
Don't know	23%	25%	20%	26% K	41% J.K.L	25%	21%	19%	25% P	31% O.P	*51%* **
Net: Confident	39%	45%	41%	37%	30%	45%	40%	41%	37%	35%	*15%*
Net: Not confident	37%	30% L.M	39% M	37%	29%	30% R	39%	40% N	38%	34%	*34%* **
Mean	2.43	2.62 K.L	2.42	2.39	2.41 *	2.62 P.Q.R	2.45	2.39	2.39	2.41	*2.21* **
Std. dev	0.91	0.84	0.93	0.90	0.87	0.84	0.92	0.95	0.92	0.85	*1.12*

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	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very optimistic [5]	1%	3% L	1%	1%	2%	3%	2%	1%	1%	1%	1%
Fairly optimistic [4]	12%	22% K.L.M	12%	10%	8%	22% O.P.Q.R.S	10%	14% S	10% S	12% S	5%
Neither optimistic nor pessimistic [3]	24%	22%	24%	23%	27%	22%	26%	21%	22%	27%	26%
Fairly pessimistic [2]	36%	34%	35%	40% M	33%	34%	36%	34%	41% P.R	33%	35%
Very pessimistic [1]	21%	12%	18% J	22% J	29% J.K.L	12%	17%	19% N	21% N	25% N.O	32% N.O.P.Q.R
Don't know	6%	8% M	10% L.M	4% M	2%	8% R.S	9% R.S	11% Q.R.S	5% R.S	2%	1%
Net: Optimistic	13%	25% K.L.M	13%	11%	10%	25% O.P.Q.R.S	11%	15% S	11%	13% S	7%
Net: Pessimistic	56%	46%	53%	62% J.K	61% J.K	46%	53%	53%	62% N.O.P	58% N	67% N.O.P.R
Mean	2.34	2.69 K.L.M	2.36 L.M	2.24	2.20	2.69 O.P.Q.R.S	2.37 S	2.36 S	2.25 S	2.30 S	2.09
Std. dev	1.01	1.07	0.98	0.95	1.00	1.07	0.96	1.01	0.95	1.02	0.95

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?											
brunswick9_UK_1. Jobs and employment											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	1%	3% M	1%	1%	0%	3% S	2%	1%	1%	1%	0%
Fairly confident [3]	14%	15%	14%	12%	14%	15%	14%	15%	12%	15%	12%
Not very confident [2]	46%	36%	47% J	48% J	48% J	36%	48% N	47% N	47% N	50% N	48% N
Not at all confident [1]	29%	36% K	25%	29%	31%	36% O.P.R	26%	25%	30%	27%	34% O.P
Don't know	10%	11%	11% M	9%	7%	11% S	11% S	12% S	10%	8%	6%
Net: Confident	15%	18%	16%	13%	14%	18%	15%	16%	12%	15%	12%
Net: Not confident	75%	72%	73%	78%	79% J.K	72%	74%	72%	77%	77%	82% N.O.P
Mean	1.86	1.83	1.91	1.83	1.83	1.83	1.90 S	1.91 S	1.81	1.88	1.78
Std. dev	0.72	0.82	0.71	0.69	0.68	0.82	0.71	0.71	0.69	0.69	0.68

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick9_UK_2. People's living standards											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	1%	3% L.M	2% L.M	0%	0%	3% Q.R.S	1%	2% Q.R	0%	0%	0%
Fairly confident [3]	10%	16% K.L.M	9%	9%	9%	16% O.Q.R.S	8%	11%	10%	10%	8%
Not very confident [2]	44%	35%	42%	47% J	50% J.K	35%	43%	42%	46% N	50% N.O.P	50% N
Not at all confident [1]	35%	35%	36%	36%	35%	35%	38%	33%	36%	33%	38%
Don't know	9%	11% M	11% L.M	7%	6%	11% S	10% S	12% R.S	8% S	7%	4%
Net: Confident	12%	19% K.L.M	11%	10%	10%	19% O.Q.R.S	9%	13%	10%	10%	9%
Net: Not confident	80%	70%	78% J	83% J.K	85% J.K	70%	81% N	75%	82% N.P	83% N.P	88% N.O.P
Mean	1.75	1.85 L	1.74	1.72	1.74	1.85 O.Q.S	1.69	1.80	1.71	1.76	1.70
Std. dev	0.70	0.82	0.71	0.65	0.64	0.82	0.69	0.74	0.65	0.64	0.64

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick9_UK_3. Business activity and investment											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	2%	5% K.L.M	2% M	1%	1%	5% Q.R.S	2%	2%	0%	1%	1%
Fairly confident [3]	18%	21%	18%	17%	15%	21% S	17%	19%	17%	18%	14%
Not very confident [2]	45%	37%	45%	45% J	49% J	37%	46% N	43%	44%	50% N	48% N
Not at all confident [1]	23%	20%	20%	24%	27% J.K	20%	20%	20%	25%	21%	31% N.O.P.R
Don't know	13%	18% M	15% M	13% M	8%	18% R.S	14% S	16% S	14% S	11% S	6%
Net: Confident	19%	25% L.M	20%	18%	16%	25% Q.S	19%	21% S	17%	19%	14%
Net: Not confident	67%	57%	65% J	69% J	76% J.K.L	57%	66% N	63%	69% N	71% N.P	80% N.O.P.Q.R
Mean	1.98	2.12 L.M	2.03 M	1.94	1.88	2.12 Q.R.S	2.01 S	2.04 Q.S	1.92	1.98 S	1.83
Std. dev	0.74	0.84	0.74	0.71	0.69	0.84	0.73	0.75	0.71	0.69	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick9_UK_4. Delivery of critical services											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	3%	5% M	3% M	2%	1%	5% S	3%	3%	2%	2%	1%
Fairly confident [3]	27%	27%	29%	26%	24%	27%	28% S	30% S	26%	27% S	20%
Not very confident [2]	39%	35%	37%	39%	45% J.K.L	35%	36%	38%	37%	43%	47% N.O.P.Q
Not at all confident [1]	21%	20%	18%	24% K	25% K	20%	19%	16%	25% P	21%	28% N.O.P.R
Don't know	10%	13% M	13% L.M	9% M	5%	13% R.S	13% R.S	13% R.S	10% S	7%	4%
Net: Confident	29%	32%	32% M	28%	25%	32% S	31% S	33% S	28% S	29% S	21%
Net: Not confident	61%	55%	55%	63% K	70% J.K.L	55%	56%	54%	62%	64% N.O.P	75% N.O.P.Q.R
Mean	2.12	2.18 M	2.20 L.M	2.07	2.00	2.18 S	2.18 S	2.22 Q.S	2.06 S	2.11 S	1.93
Std. dev	0.80	0.85	0.80	0.80	0.75	0.85	0.81	0.78	0.81	0.77	0.73

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very prepared [4]	1%	3% K.L.M	1%	1%	1%	3% O.R.S	1%	1%	1%	1%	0%
Fairly prepared [3]	14%	15%	12%	15%	16%	15%	11%	13%	14%	17% O	14%
Not very prepared [2]	48%	46%	50%	48%	46%	46%	50%	50%	45%	50%	45%
Not at all prepared [1]	29%	27%	29%	29%	32%	27%	30%	27%	30%	27%	36% N.P.R
Don't know	8%	9%	9%	8%	5%	9%	9%	9%	10%	6%	4%
			M			S	S	S	S		
Net: Prepared	15%	18%	13%	16%	16%	18% O	12%	14%	15%	18% O	15%
Net: Not prepared	77%	73%	79%	76%	78%	73%	80%	77%	75%	77%	81% N
Mean	1.86	1.94	1.83	1.87	1.84	1.94 O.S	1.80	1.87	1.85	1.91 S	1.79
Std. dev	0.70	0.77	0.67	0.70	0.71	0.77	0.66	0.69	0.71	0.69	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick10_UK_2. A major public health crisis											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very prepared [4]	3%	6% L.M	3%	2%	2%	6% R.S	4%	2%	2%	2%	2%
Fairly prepared [3]	27%	26%	26%	28%	29%	26%	27%	25%	27%	31%	28%
Not very prepared [2]	40%	43%	38%	40%	40%	43%	37%	40%	39%	40%	42%
Not at all prepared [1]	25%	20%	26%	25%	25%	20%	26%	25%	25%	24%	27%
Don't know	5%	4%	7% M	5%	3%	4%	7% S	7% S	6% S	4%	2%
Net: Prepared	30%	32%	29%	30%	32%	32%	31%	27%	29%	32%	30%
Net: Not prepared	65%	64%	64%	65%	65%	64%	62%	66%	65%	64%	68%
Mean	2.09	2.18	2.08	2.07	2.09	2.18	2.10	2.04	2.07	2.11	2.05
Std. dev	0.82	0.84	0.83	0.80	0.81	0.84	0.85	0.80	0.81	0.79	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick10_UK_3. An extreme weather event											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very prepared [4]	1%	3% L.M	1%	1%	1%	3% S	1%	1%	1%	1%	0%
Fairly prepared [3]	19%	23%	17%	20%	19%	23%	16%	18%	19%	21%	18%
Not very prepared [2]	45%	39%	44%	48% J	48% J	39%	44%	45%	47%	47%	49% N
Not at all prepared [1]	30%	30%	31%	27%	30%	30%	32%	29%	28%	27%	31%
Don't know	5%	5%	7% M	5%	3%	5%	7% S	8% R.S	5% S	4%	2%
Net: Prepared	20%	25% K	18%	20%	20%	25% O	17%	18%	20%	22%	18%
Net: Not prepared	75%	69%	75%	75%	77% J	69%	76%	73%	75%	74%	80% N
Mean	1.91	1.98	1.87	1.94	1.90	1.98	1.85	1.90	1.93	1.95	1.87
Std. dev	0.74	0.82	0.73	0.72	0.72	0.82	0.74	0.73	0.73	0.72	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	11%	10%	7%	12% K	15% K	10%	8%	6%	11% P	13% O.P	16% O.P
Fairly confident [3]	44%	48%	43%	43%	44%	48%	43%	42%	45%	44%	42%
Not very confident [2]	26%	22%	28%	25%	26%	22%	27%	29%	26%	25%	27%
Not at all confident [1]	12%	7%	13% J	14% J	11%	7%	13% N	13% N	14% N	12%	11%
Don't know	7%	13% L.M	9% L.M	5%	4%	13% Q.R.S	8% Q.S	10% Q.S	4%	6% S	3%
Net: Confident	55%	58%	50%	56%	59% K	58% P	52%	48%	56% P	57% P	59% P
Net: Not confident	38%	29%	41% J	40% J	36%	29%	40% N	41% N	40% N	36%	38% N
Mean	2.58	2.70 K	2.49	2.56	2.66 K	2.70 O.P	2.50	2.46	2.56	2.63 P	2.65 O.P
Std. dev	0.86	0.78	0.83	0.90	0.87	0.78	0.85	0.82	0.88	0.88	0.89

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_UK_2. Your household's income or employment situation											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	13%	13%	10%	13%	19% K.L	13%	12%	8%	12%	16% P	20% N.O.P.Q
Fairly confident [3]	45%	46%	47%	47%	42%	46%	46%	47%	48% S	45%	39%
Not very confident [2]	22%	21%	23%	21%	24%	21%	23%	23%	21%	21%	27%
Not at all confident [1]	10%	6%	12% J	13% J.M	9%	6%	12% N	11% N	13% N	11% N	9%
Don't know	8%	15% K.L.M	9%	6%	6%	15% O.Q.R.S	8%	10% R.S	6%	6%	5%
Net: Confident	59%	59%	57%	60%	61%	59%	58%	55%	60%	62%	59%
Net: Not confident	33%	26%	34% J	34% J	33%	26%	35%	34%	34%	32%	36% N
Mean	2.67	2.77 K	2.61	2.64	2.75 K	2.77 P	2.62	2.58	2.63	2.72 P	2.74 P
Std. dev	0.86	0.78	0.85	0.89	0.88	0.78	0.86	0.83	0.87	0.89	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_UK_3. Your housing situation											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	30%	22%	21%	37% J.K	43% J.K.L	22%	23%	19%	34% N.O.P	42% N.O.P.Q	44% N.O.P.Q
Fairly confident [3]	45%	46%	47%	45%	41%	46%	45%	49%	46%	42%	41%
Not very confident [2]	11%	13% M	16% L.M	8%	7%	13% R.S	17% Q.R.S	14% Q.R.S	9%	7%	7%
Not at all confident [1]	7%	7%	8% L.M	5%	5%	7%	9% R.S	8% S	6%	5%	4%
Don't know	7%	12% K.L.M	8% L.M	5%	4%	12% O.Q.R.S	7%	9% Q.R.S	5%	4%	4%
Net: Confident	75%	68%	68%	82% J.K	85% J.K	68%	68%	68%	80% N.O.P	84% N.O.P	85% N.O.P
Net: Not confident	18%	20% L.M	24% L.M	14%	12%	20% R.S	26% Q.R.S	22% Q.R.S	15%	12%	11%
Mean	3.06	2.94	2.88	3.18 J.K	3.28 J.K	2.94	2.88	2.87	3.13 N.O.P	3.27 N.O.P.Q	3.30 N.O.P.Q
Std. dev	0.85	0.85	0.87	0.81	0.79	0.85	0.89	0.84	0.83	0.79	0.78

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?											
brunswick12_UK_1. A large unexpected expense											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	9%	9%	6%	11% K	11% K	9%	7%	5%	11% P	9% P	14% O.P
Fairly confident [3]	38%	39%	33%	38%	45% K.L	39%	35%	31%	36%	46% O.P.Q	42% P
Not very confident [2]	27%	28%	29%	26%	24%	28%	25%	34% O.R.S	29% R	22%	26%
Not at all confident [1]	19%	14%	24% J.L.M	19%	15%	14%	25% N.R.S	23% N.S	19%	17%	16%
Don't know	7%	11% L.M	7% M	6% M	4%	11% Q.R.S	8% S	7% S	6%	6%	3%
Net: Confident	47%	47% K	40%	48% K	57% J.K.L	47% P	42%	36%	46% P	55% O.P.Q	56% O.P.Q
Net: Not confident	46%	42%	53% J.L.M	45%	40%	42%	50% R.S	57% N.Q.R.S	48% R	39%	41%
Mean	2.39	2.48 K	2.23	2.42 K	2.55 K.L	2.48 O.P	2.27	2.19	2.40 P	2.50 O.P	2.56 O.P.Q
Std. dev	0.92	0.87	0.92	0.94	0.90	0.87	0.95	0.88	0.94	0.90	0.92

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	5%	5%	3%	6% K	5% K	5%	4%	2%	7% P	4%	6% P
Fairly confident [3]	25%	27% K	19%	26% K	29% K	27% P	20%	19%	24%	31% O.P.Q	27% O.P
Not very confident [2]	38%	37%	39%	35%	41%	37%	38%	39%	35%	36%	44% Q.R
Not at all confident [1]	25%	19%	30% J.M	25%	21%	19%	30% N.R.S	30% N.R.S	26%	23%	20%
Don't know	8%	12% M	9% M	8% M	4%	12% R.S	8% S	10% S	8% S	6% S	3%
Net: Confident	29%	32% K	22%	32% K	35% K	32% O.P	24%	21%	30% P	35% O.P	33% O.P
Net: Not confident	63%	56%	69% J.L.M	60%	62%	56%	68% N.R	69% N.Q.R	61%	59%	64%
Mean	2.09	2.20 K	1.95	2.14 K	2.19 K	2.20 O.P	1.97	1.92	2.12 O.P	2.18 O.P	2.20 O.P
Std. dev	0.85	0.84	0.82	0.89	0.84	0.84	0.84	0.79	0.91	0.85	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick12_UK_3. A significant increase in essential living costs											
Unweighted base: UK only	2260	273	760	663	564	273	377	383	411	478	338
Base: UK only	2260	351	815	560	533	351	456	359	359	417	318
Very confident [4]	6%	5%	4%	8% K	8% K	5%	4%	5%	8% O	6%	10% N.O.P
Fairly confident [3]	37%	41% K	30%	37% K	43% K.L	41% O.P	32%	27%	34%	45% O.P.Q	41% O.P
Not very confident [2]	34%	27%	38% J.L.M	33%	31%	27%	38% N.R	40% N.R.S	35%	30%	31%
Not at all confident [1]	17%	16%	19% M	17%	14%	16%	18%	19%	17%	14%	16%
Don't know	7%	11% L.M	9% L.M	5%	3%	11% Q.R.S	8% R.S	9% R.S	6%	4%	3%
Net: Confident	43%	46% K	34%	45% K	51% K	46% O.P	36%	32%	42% P	51% O.P.Q	51% O.P.Q
Net: Not confident	51%	44%	57% J.L.M	50%	45%	44%	56% N.R.S	59% N.R.S	52% R	45%	47%
Mean	2.34	2.39 K	2.21	2.38 K	2.46 K	2.39 O.P	2.23	2.19	2.35 P	2.45 O.P	2.46 O.P
Std. dev	0.85	0.85	0.82	0.87	0.84	0.85	0.82	0.83	0.88	0.82	0.88

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only	2017	205	510	622	680	205	207	303	395	491	416
Base: France only	2017	319	670	530	499	319	331	339	343	380	305
Geopolitical tensions	37%	39%	33%	39%	38%	39%	30%	35%	39%	37%	39%
Political instability in France	41%	38%	32%	45% K	51% J.K	38%	28%	36%	47% O.P	46% O.P	52% N.O.P
Artificial Intelligence (AI)	36%	35%	38%	32%	37%	35%	40%	35%	33%	35%	36%
An ageing workforce	12%	17% K	11%	12%	12%	17% R	10%	11%	13%	10%	12%
Economic or financial shock	44%	40%	40%	45%	50% J.K	40%	45%	34%	44% P	49% P	48% P
Climate change and extreme weather	31%	29%	30%	29%	35%	29%	32%	28%	27%	35% Q	35% Q
Supply-chain disruption	16%	12%	17%	17%	18%	12%	19%	14%	13%	19%	20% N.Q
Other [see Sheet1]	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	1%
None of the above	2%	3% M	4% M	2% M	0%	3% S	5% R.S	3% S	3% S	1%	-
Don't know	10%	13% M	10% M	12% M	6%	13% S	10%	11% S	11% S	10% S	5%

Brunswick Group

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YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.											
Unweighted base: France only	2017	205	510	622	680	205	207	303	395	491	416
Base: France only	2017	319	670	530	499	319	331	339	343	380	305
Energy	35%	33%	32%	35%	40% K	33%	32%	33%	34%	38%	41%
Defence	29%	24%	28%	27%	36% J.K.L	24%	26%	31%	29%	29%	36% N.O
Healthcare	25%	24%	25%	24%	26%	24%	22%	28%	23%	28%	24%
Financial services	14%	19% L	15%	11%	13%	19% Q	16%	14%	11%	12%	12%
Technology (e.g. software and electronic devices)	16%	22% K.L	13%	14%	18%	22% P.R	17%	10%	15%	13%	20% P.R
Telecommunications	7%	7%	7%	6%	8%	7%	6%	9%	6%	6%	9%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	14%	17%	14%	19%	14%	22% P	13%	15%	14%	22% P.R
Transport	8%	10% M	10% M	7%	5%	10% S	10% S	10% S	9% S	6%	3%
Physical infrastructure and construction	6%	9%	6%	5%	6%	9%	6%	5%	5%	5%	6%
Manufacturing	12%	7%	13%	13%	12%	7%	13%	13%	16% N.R	8%	13% N
Food and agriculture	29%	29%	22%	33% K	33% K	29%	25%	19%	32% P	34% O.P	32% P
Media and communications	9%	15% K.L	8%	7%	10%	15% P.Q	11%	5%	7%	9%	9%
Retail and luxury	2%	5% M	2%	2%	1%	5% R	2%	2%	3% R	0%	2%
Other [see Sheet2]	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%
None of the above	2%	1%	4% M	2%	1%	1%	7% N.P.Q.R.S	1%	2%	2%	1%
Don't know	18%	15%	17%	24% J.K.M	16%	15%	13%	22%	21%	22% O.S	16%

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_1_France. Energy											
Unweighted base: France only - respondents who selected that sector previously	731	63	153	226	289	63	64	89	136	201	178
Base: France only - respondents who selected that sector previously	706	104	217	186	199	104	106	111	117	143	125
To a great extent [4]	22%	18% *	28% *	19%	19%	18% *	29% *	28% *	20% *	18%	18%
To some extent [3]	40%	46% *	42% *	37%	38%	46% *	45% *	39% *	37% *	38%	39%
To a small extent [2]	25%	24% *	22% *	28%	27%	24% *	18% *	26% *	27% *	28%	26%
Not at all [1]	11%	12% *	7% *	13%	13%	12% *	7% *	7% *	14% *	10%	15%
Don't know	2%	- *	1% *	3%	4%	- *	1% *	1% *	2% *	6%	2%
Net: Higher autonomy	62%	64% *	70% L.M*	56%	57%	64% *	75% R*	66% *	57% *	56%	57%
Net: Lower autonomy	36%	36% *	29% *	41%	39%	36% *	25% *	33% *	41% *	38%	41%
Mean	2.74	2.71 *	2.93 L.M*	2.63	2.66	2.71 *	2.97 S*	2.88 *	2.64 *	2.68	2.61
Std. dev	0.93	0.90	0.88	0.95	0.94	0.90	0.87	0.90	0.96	0.91	0.96

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_2_France. Defence											
Unweighted Base: France only - respondents who selected that sector previously	632	51	136	182	263	51	*46*	90	118	168	159
Base: France only - respondents who selected that sector previously	587	77	189	143	179	77	*85*	104	100	110	111
To a great extent [4]	20%	20% *	18% *	20%	21%	20% *	*22%* **	15% *	24% *	17%	21%
To some extent [3]	48%	58% *	40% *	50%	52%	58% *	*38%* **	41% *	53% *	45%	56%
To a small extent [2]	23%	18% *	30% M*	21%	18%	18% *	*30%* **	30% S*	18% *	27% S	13%
Not at all [1]	5%	- *	4% *	6%	6%	- *	- **	8% *	5% *	8% N	4%
Don't know	5%	5% *	8% *	2%	4%	5% *	*9%* **	6% *	1% *	3%	5%
Net: Higher autonomy	68%	77% *	58% *	70%	73% K	77% P*	*60%* **	55% *	77% P.R*	62%	77% P.R
Net: Lower autonomy	27%	18% *	35% *	27%	23%	18% *	*30%* **	38% S*	22% *	35% S	18%
Mean	2.87	3.02 *	2.77 *	2.87	2.91	3.02 P*	*2.91* **	2.66 *	2.97 *	2.72	2.99 P.R
Std. dev	0.79	0.63	0.81	0.80	0.80	0.63	*0.76*	0.84	0.79	0.86	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted Base: France only - respondents who selected that sector previously	503	*50*	128	146	179	*50*	*48*	80	88	129	108
Base: France only - respondents who selected that sector previously	506	*78*	168	129	132	*78*	*74*	94	79	107	74
To a great extent [4]	23%	*40%* *K.L.M**	21% *	21%	20%	*40%* *O.R**	*8%* *	31% O*	24% *	16% *	21% *
To some extent [3]	39%	*41%* *	37% *	39%	42%	*41%* *	*48%* *	28% *	36% *	44% *	41% *
To a small extent [2]	23%	*13%* *	29% *	20%	24%	*13%* *	*26%* *	31% *	18% *	20% *	29% *
Not at all [1]	9%	*2%* *	11% *	15% J.M	6%	*2%* *	*14%* *	8% *	17% N*	8% *	8% *
Don't know	5%	*4%* *	3% *	5%	8%	*4%* *	*3%* *	3% *	5% *	12% S*	1% *
Net: Higher autonomy	63%	*81%* *K.L.M**	58% *	60%	61%	*81%* *O.P.Q.R**	*56%* *	59% *	60% *	60% *	62% *
Net: Lower autonomy	32%	*15%* *	40% J*	35% J	30%	*15%* *	*41%* *N**	39% N*	35% N*	28% *	37% N*
Mean	2.81	*3.24* *K.L.M**	2.70 *	2.69 *	2.81	*3.24* *Q.R.S**	*2.52* **	2.84 *	2.71 *	2.78 *	2.77 *
Std. dev	0.92	*0.76*	0.93	0.99	0.85	*0.76*	*0.86*	0.97	1.04	0.86	0.88

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	265	*35*	68	73	89	*35*	*34*	*34*	*41*	71	*50*
Base: France only - respondents who selected that sector previously	280	*60*	100	57	63	*60*	*53*	*47*	*37*	46	*37*
To a great extent [4]	14%	*20%* **	20% L*	3% *	9% *	*20%* **	*17%* **	*24%* **	*4%* **	7% *	*8%* *
To some extent [3]	39%	*54%* **	34% *	46% *	27% *	*54%* **	*37%* **	*32%* **	*43%* **	33% *	*33%* *
To a small extent [2]	30%	*24%* **	33% *	22% *	40% *	*24%* **	*34%* **	*32%* **	*20%* **	30% *	*44%* *
Not at all [1]	13%	*2%* **	10% *	21% *	20% *	*2%* **	*9%* **	*10%* **	*27%* **	20% *	*15%* *
Don't know	3%	- **	2% *	8% *	4% *	- **	*3%* **	*2%* **	*6%* **	10% S*	- *
Net: Higher autonomy	54%	*74%* **	55% *	49% *	36% *	*74%* **	*54%* **	*56%* **	*47%* **	40% *	*41%* *
Net: Lower autonomy	43%	*26%* **	43% *	43% *	60% *	*26%* **	*44%* **	*42%* **	*47%* **	50% *	*59%* *
Mean	2.57	*2.93* **	2.67 M*	2.33 *	2.27 *	*2.93* **	*2.63* **	*2.71* **	*2.25* **	2.29 *	*2.33* *
Std. dev	0.90	*0.72*	0.92	0.87	0.90	*0.72*	*0.89*	*0.96*	*0.94*	0.91	*0.83*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_5_France. Technology (e.g. software and electronic devices)											
Unweighted base: France only - respondents who selected that sector previously	328	*49*	67	88	124	*49*	*34*	*33*	53	70	89
Base: France only - respondents who selected that sector previously	326	*71*	90	77	89	*71*	*58*	*32*	52	51	62
To a great extent [4]	12%	*18%* *	7% *	18% M*	6% *	*18%* *	*3%* **	*15%* **	23% **	4% *	9% *
To some extent [3]	34%	*42%* *	34% *	24% *	36% *	*42%* *	*44%* **	*16%* **	25% **	28% *	37% *
To a small extent [2]	37%	*29%* *	41% *	35% *	42% *	*29%* *	*44%* **	*34%* **	33% **	46% *	37% *
Not at all [1]	14%	*11%* *	15% *	18% *	13% *	*11%* *	*8%* **	*27%* **	17% **	17% *	12% *
Don't know	3%	- *	4% *	4% *	3% *	- *	*1%* **	*8%* **	2% **	4% *	5% *
Net: Higher autonomy	46%	*60%* *	41% *	43% *	42% *	*60%* R*	*47%* **	*31%* **	48% **	32% *	46% *
Net: Lower autonomy	51%	*40%* *	55% *	53% *	55% *	*40%* *	*52%* **	*61%* **	50% **	64% N*	49% *
Mean	2.45	*2.66* *	2.35 *	2.45 *	2.37 *	*2.66* R*	*2.42* **	*2.21* **	2.55 **	2.20 *	2.45 *
Std. dev	0.89	*0.90*	0.83	1.01	0.80	*0.90*	*0.69*	*1.05*	1.04	0.79	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	133	*17*	*30*	*35*	51	*17*	*11*	*19*	*24*	*32*	*30*
Base: France only - respondents who selected that sector previously	142	*23*	*49*	*30*	41	*23*	*19*	*30*	*20*	*24*	*27*
To a great extent [4]	17%	*22%* **	*31%* **	*3%* **	9% *	*22%* **	*54%* **	*16%* **	*4%* **	*8%* **	*7%* **
To some extent [3]	45%	*74%* **	*17%* **	*54%* **	55% *	*74%* **	*12%* **	*21%* **	*62%* **	*40%* **	*62%* **
To a small extent [2]	29%	- **	*35%* **	*39%* **	29% *	- **	*24%* **	*42%* **	*28%* **	*50%* **	*23%* **
Not at all [1]	2%	*2%* **	*4%* **	*1%* **	1% *	*2%* **	- **	*6%* **	*1%* **	*2%* **	- **
Don't know	7%	*2%* **	*14%* **	*4%* **	5% *	*2%* **	*10%* **	*16%* **	*5%* **	*1%* **	*8%* **
Net: Higher autonomy	62%	*96%* **	*48%* **	*56%* **	64% *	*96%* **	*65%* **	*37%* **	*66%* **	*47%* **	*69%* **
Net: Lower autonomy	31%	*2%* **	*39%* **	*40%* **	30% *	*2%* **	*24%* **	*48%* **	*29%* **	*52%* **	*23%* **
Mean	2.83	*3.18* **	*2.86* **	*2.61* **	2.77 *	*3.18* **	*3.33* **	*2.55* **	*2.73* **	*2.54* **	*2.83* **
Std. dev	0.75	*0.55*	*0.97*	*0.56*	0.64	*0.55*	*0.90*	*0.90*	*0.57*	*0.68*	*0.55*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)											
Unweighted base: France only - respondents who selected that sector previously	367	*34*	89	99	145	*34*	*43*	*46*	63	85	96
Base: France only - respondents who selected that sector previously	331	*46*	114	76	96	*46*	*71*	*43*	53	52	67
To a great extent [4]	13%	*17%* **	21% L.M*	7% *	5%	*17%* **	*27%* **	*12%* *	4% *	8% *	6% *
To some extent [3]	33%	*31%* **	31% *	27% *	42%	*31%* **	*26%* **	*40%* *	25% *	36% *	43% *
To a small extent [2]	34%	*34%* **	31% *	43% *	32%	*34%* **	*32%* **	*29%* *	44% *	41% *	28% *
Not at all [1]	15%	*19%* **	10% *	17% *	17%	*19%* **	*13%* **	*6%* *	19% *	14% *	18% *
Don't know	5%	- **	6% *	5% *	4%	- **	*2%* **	*13%* R*	7% *	1% *	6% *
Net: Higher autonomy	46%	*48%* **	53% L*	34% *	47%	*48%* **	*53%* **	*52%* Q*	29% *	44% *	48% Q*
Net: Lower autonomy	49%	*52%* **	41% *	61% K*	49%	*52%* **	*45%* **	*35%* *	64% P*	56% *	46% *
Mean	2.46	*2.46* **	2.68 L.M*	2.25 *	2.36	*2.46* **	*2.68* **	*2.67* Q*	2.15 *	2.37 *	2.38 *
Std. dev	0.91	*0.99*	0.95	0.85	0.84	*0.99*	*1.02*	*0.81*	0.81	0.83	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	133	22	42	35	34	22	18	24	24	28	17
Base: France only - respondents who selected that sector previously	159	31	67	37	24	31	34	33	29	22	10
To a great extent [4]	24%	47% **	25% **	8% **	12% **	47% **	30% **	21% **	8% **	5% **	24% **
To some extent [3]	44%	30% **	45% **	50% **	53% **	30% **	54% **	35% **	47% **	59% **	47% **
To a small extent [2]	19%	16% **	17% **	17% **	33% **	16% **	7% **	27% **	15% **	30% **	30% **
Not at all [1]	8%	7% **	1% **	25% **	2% **	7% **	- **	2% **	30% **	5% **	- **
Don't know	5%	- **	12% **	- **	- **	- **	9% **	15% **	- **	- **	- **
Net: Higher autonomy	68%	77% **	70% **	58% **	66% **	77% **	84% **	57% **	55% **	64% **	70% **
Net: Lower autonomy	27%	23% **	18% **	42% **	34% **	23% **	7% **	29% **	45% **	36% **	30% **
Mean	2.88	3.17 **	3.08 **	2.40 **	2.76 **	3.17 **	3.24 **	2.89 **	2.34 **	2.64 **	2.94 **
Std. dev	0.88	0.96	0.72	0.96	0.69	0.96	0.60	0.81	1.01	0.68	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_9_France. Physical infrastructure and construction											
Unweighted base: France only - respondents who selected that sector previously	133	*18*	*35*	*40*	*40*	*18*	*19*	*16*	*26*	*29*	*25*
Base: France only - respondents who selected that sector previously	121	*29*	*38*	*25*	*29*	*29*	*21*	*17*	*17*	*19*	*18*
To a great extent [4]	20%	*32%* **	*6%* **	*29%* *	*16%* **	*32%* **	*7%* **	*6%* **	*19%* **	*33%* **	*13%* **
To some extent [3]	53%	*48%* **	*57%* **	*51%* *	*56%* **	*48%* **	*79%* **	*30%* **	*59%* **	*54%* **	*48%* **
To a small extent [2]	19%	*20%* **	*22%* **	*16%* *	*16%* **	*20%* **	- **	*49%* **	*16%* **	*13%* **	*20%* **
Not at all [1]	4%	- **	*2%* **	*4%* *	*10%* **	- **	*2%* **	*3%* **	*6%* **	- **	*17%* **
Don't know	4%	- **	*12%* **	- *	*2%* **	- **	*12%* **	*12%* **	- **	- **	*3%* **
Net: Higher autonomy	73%	*81%* **	*63%* **	*80%* *	*72%* **	*81%* **	*86%* **	*36%* **	*78%* **	*87%* **	*61%* **
Net: Lower autonomy	23%	*20%* **	*24%* **	*20%* *	*27%* **	*20%* **	*2%* **	*52%* **	*22%* **	*13%* **	*36%* **
Mean	2.92	*3.13* **	*2.77* **	*3.05* *	*2.79* **	*3.13* **	*3.04* **	*2.44* **	*2.91* **	*3.20* **	*2.58* **
Std. dev	0.75	*0.72*	*0.62*	*0.80*	*0.85*	*0.72*	*0.40*	*0.69*	*0.79*	*0.67*	*0.95*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	223	*17*	52	65	89	*17*	*21*	*31*	*48*	52	54
Base: France only - respondents who selected that sector previously	237	*22*	88	67	60	*22*	*45*	*43*	*54*	32	40
To a great extent [4]	15%	*30%* **	21% **	11% *	4% *	*30%* **	*25%* **	*17%* **	*14%* **	4% *	4% *
To some extent [3]	26%	*44%* **	23% **	19% *	32% *	*44%* **	*32%* **	*13%* **	*19%* **	22% *	35% *
To a small extent [2]	34%	*15%* **	35% **	39% *	35% *	*15%* **	*22%* **	*48%* **	*38%* **	36% *	36% *
Not at all [1]	20%	*11%* **	13% **	28% *	24% *	*11%* **	*19%* **	*7%* **	*26%* **	35% *	19% *
Don't know	5%	- **	8% **	3% *	4% *	- **	*2%* **	*15%* **	*3%* **	3% *	6% *
Net: Higher autonomy	41%	*75%* **	44% **	31% *	36% *	*75%* **	*57%* **	*31%* **	*33%* **	26% *	40% *
Net: Lower autonomy	54%	*25%* **	48% **	66% *	60% *	*25%* **	*41%* **	*55%* **	*65%* **	71% *	54% *
Mean	2.38	*2.94* **	2.57 **	2.15 *	2.17 *	*2.94* **	*2.64* **	*2.48* **	*2.21* **	1.95 *	2.27 *
Std. dev	0.99	*0.96*	1.00	0.97	0.87	*0.96*	*1.08*	*0.91*	*1.00*	0.88	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	635	55	134	207	239	55	63	71	117	183	146
Base: France only - respondents who selected that sector previously	578	91	147	175	166	91	82	65	111	131	98
To a great extent [4]	16%	17% M*	22% M*	19% M	6%	17% S*	20% S*	25% R.S*	22% S*	11%	5% *
To some extent [3]	40%	55% K.L*	35% *	36%	42%	55% P*	39% *	30% *	39% *	38%	40% *
To a small extent [2]	32%	26% *	31% *	28%	38%	26% *	33% *	30% *	23% *	34%	43% Q*
Not at all [1]	9%	1% *	8% *	15% J	9%	1% *	7% *	10% N*	16% N*	11% N	10% N*
Don't know	3%	1% *	4% *	1%	4%	1% *	2% *	6% Q*	0% *	5%	3% *
Net: Higher autonomy	56%	72% M*	57% *	55%	48%	72% R.S*	58% *	55% *	60% S*	50%	45% *
Net: Lower autonomy	41%	26% *	40% *	44%	48% J	26% *	40% *	39% *	39% *	46% N	52% N*
Mean	2.64	2.90 M*	2.74 M*	2.60	2.47	2.90 R.S*	2.72 S*	2.75 S*	2.66 *	2.52	2.41 *
Std. dev	0.87	0.68	0.91	0.97	0.75	0.68	0.87	0.97	0.99	0.85	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	180	*35*	*44*	*48*	53	*35*	*24*	*20*	*31*	*37*	*33*
Base: France only - respondents who selected that sector previously	189	*46*	*54*	*37*	51	*46*	*37*	*17*	*25*	*35*	*29*
To a great extent [4]	26%	*30%* **	*28%* *	*18%* *	24% **	*30%* **	*34%* **	*16%* **	*16%* **	*29%* **	*18%* **
To some extent [3]	39%	*36%* **	*45%* *	*38%* *	37% **	*36%* **	*35%* **	*68%* **	*48%* **	*32%* **	*35%* **
To a small extent [2]	21%	*17%* **	*20%* *	*31%* *	17% **	*17%* **	*26%* **	*10%* **	*18%* **	*23%* **	*27%* **
Not at all [1]	6%	*6%* **	*2%* *	*9%* *	9% **	*6%* **	- **	*7%* **	*12%* **	*1%* **	*16%* **
Don't know	8%	*11%* **	*4%* *	*4%* *	13% **	*11%* **	*6%* **	- **	*6%* **	*16%* **	*4%* **
Net: Higher autonomy	65%	*66%* **	*74%* *	*57%* *	61% **	*66%* **	*69%* **	*83%* **	*64%* **	*60%* **	*53%* **
Net: Lower autonomy	27%	*23%* **	*23%* *	*39%* *	26% **	*23%* **	*26%* **	*17%* **	*30%* **	*24%* **	*43%* **
Mean	2.92	*3.02* **	*3.03* *	*2.69* *	2.87 *	*3.02* **	*3.09* **	*2.92* **	*2.73* **	*3.05* **	*2.58* **
Std. dev	0.88	*0.90*	*0.78*	*0.89*	0.94	*0.90*	*0.80*	*0.75*	*0.91*	*0.82*	*0.99*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted Base: France only - respondents who selected that sector previously	45	12	10	13	10	12	5	5	12	3	8
Base: France only - respondents who selected that sector previously	44	15	12	10	7	15	5	7	10	1	6
To a great extent [4]	24%	13% **	10% **	45% **	40% **	13% **	20% **	3% **	46% **	39% **	39% **
To some extent [3]	60%	76% **	81% **	34% **	31% **	76% **	80% **	82% **	32% **	61% **	28% **
To a small extent [2]	12%	10% **	5% **	9% **	29% **	10% **	- **	8% **	9% **	- **	33% **
Not at all [1]	1%	- **	4% **	- **	- **	- **	- **	7% **	- **	- **	- **
Don't know	3%	- **	- **	12% **	- **	- **	- **	- **	13% **	- **	- **
Net: Higher autonomy	85%	90% **	91% **	79% **	71% **	90% **	100% **	85% **	78% **	100% **	67% **
Net: Lower autonomy	13%	10% **	9% **	9% **	29% **	10% **	- **	15% **	9% **	- **	33% **
Mean	3.11	3.03 **	2.98 **	3.41 **	3.12 **	3.03 **	3.20 **	2.81 **	3.42 **	3.39 **	3.05 **
Std. dev	0.64	0.50	0.58	0.71	0.88	0.50	0.45	0.64	0.72	0.97	0.92

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only - respondents who selected that sector previously	14	2	3	4	5	2	1	2	2	5	2
Base: France only - respondents who selected that sector previously	10	2	3	3	3	2	1	2	2	3	1
To a great extent [4]	41%	81% **	47% **	9% **	38% **	81% **	- **	59% **	- **	10% **	100% **
To some extent [3]	10%	19% **	- **	18% **	4% **	19% **	- **	- **	28% **	4% **	- **
To a small extent [2]	21%	- **	32% **	- **	47% **	- **	- **	41% **	- **	50% **	- **
Not at all [1]	18%	- **	22% **	48% **	- **	- **	100% **	- **	72% **	- **	- **
Don't know	9%	- **	- **	24% **	10% **	- **	- **	- **	- **	36% **	- **
Net: Higher autonomy	51%	100% **	47% **	28% **	42% **	100% **	- **	59% **	28% **	14% **	100% **
Net: Lower autonomy	39%	- **	53% **	48% **	47% **	- **	100% **	41% **	72% **	50% **	- **
Mean	2.82	3.81 **	2.72 **	1.86 **	2.90 **	3.81 **	1.00 **	3.19 **	1.55 **	2.37 **	4.00 **
Std. dev	1.28	0.55	1.61	1.62	1.26	0.55	-	1.40	1.34	1.16	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: France only	2017	205	510	622	680	205	207	303	395	491	416
Base: France only	2017	319	670	530	499	319	331	339	343	380	305
A very positive impact [5]	5%	9%	5%	5%	4%	9%	6%	4%	5%	5%	4%
A fairly positive impact [4]	21%	22%	21%	20%	20%	22%	27% P	16%	20%	19%	22%
No impact [3]	25%	23%	25%	24%	26%	23%	25%	25%	24%	23%	28%
A fairly negative impact [2]	19%	24% K.L	15%	16%	25% K.L	24% Q	16%	15%	15%	22% Q	24% P.Q
A very negative impact [1]	8%	5%	9%	9%	7%	5%	8%	10%	11% N	7%	6%
Don't know	22%	18%	24% M	25% M	18%	18%	19%	29% N.O.S	24% S	24% S	16%
Net: Positive impact	26%	30%	26%	25%	24%	30% P	32% P	20%	25%	24%	26%
Net: Negative impact	27%	29%	25%	26%	32% K.L	29%	24%	25%	27%	29%	30%
Mean	2.95	3.06	2.96	2.94	2.87	3.06	3.08 *	2.83	2.89	2.90	2.92
Std. dev	1.09	1.10	1.10	1.12	1.05	1.10	1.10	1.09	1.15	1.08	1.02

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick12_France_2. France's attractiveness as a place to invest and do business											
Unweighted base: France only	2017	205	510	622	680	205	207	303	395	491	416
Base: France only	2017	319	670	530	499	319	331	339	343	380	305
A very positive impact [5]	7%	9%	8%	6%	6%	9%	10%	5%	6%	5%	6%
A fairly positive impact [4]	22%	27%	21%	22%	22%	27%	24%	17%	23%	18%	25%
No impact [3]	27%	25%	29%	26%	25%	25%	29%	30%	26%	26%	24%
A fairly negative impact [2]	17%	15%	15%	16%	21% K.L	15%	12%	18%	14%	21% O	21% O
A very negative impact [1]	7%	6%	8%	8%	8%	6%	7%	8%	8%	7%	7%
Don't know	20%	18%	20%	23%	18%	18%	17%	22%	22%	23% S	16%
Net: Positive impact	29%	36%	28%	27%	28%	36% P.R	34% P.R	22%	29%	23%	31% P.R
Net: Negative impact	24%	21%	23%	23%	29%	21%	20%	26%	23%	28%	28%
Mean	3.05	3.21 M	3.07	3.02	2.97	3.21 P.R	3.21 P.R*	2.92	3.05	2.92	3.03
Std. dev	1.09	1.09	1.10	1.09	1.09	1.09	1.12	1.05	1.10	1.07	1.10

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick13_France. How worried are you, if at all, about the level of France's national debt?											
Unweighted base: France only	2017	205	510	622	680	205	207	303	395	491	416
Base: France only	2017	319	670	530	499	319	331	339	343	380	305
Very worried [4]	31%	23%	26%	31%	40% J.K.L	23%	24%	29%	33% N	35% N.O	40% N.O.P
Fairly worried [3]	45%	50%	44%	47%	43%	50%	41%	47%	44%	47%	43%
Not very worried [2]	15%	16%	18% M	15%	12%	16%	21% R	15%	17%	11%	13%
Not at all worried [1]	5%	6% M	8% L.M	4%	2%	6%	9% R.S	6% S	4%	3%	2%
Don't know	4%	4%	4%	2%	3%	4%	6%	3%	2%	4%	2%
Net: Worried	76%	74%	70% K	79% J.K	83% J.K.L	74%	65% R.S	76%	77% O	81% O	83% N.O
Net: Not worried	20%	23% M	25% M	19%	14%	23% R	29% R.S	21%	20%	14%	15%
Mean	3.05	2.95	2.93	3.09 K	3.25 J.K.L	2.95	2.85	3.01	3.09 O	3.18 N.O.P	3.23 N.O.P.Q
Std. dev	0.83	0.81	0.88	0.79	0.75	0.81	0.91	0.84	0.81	0.76	0.76

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
Much more resilient [5]	3%	5%	3%	3%	3%	5%	2%	4%	3%	3%	3%
Somewhat more resilient [4]	11%	10%	13%	11%	12%	10%	13%	13%	11%	11%	11%
About as resilient [3]	40%	27%	38% J	43% J	49% J.K	27%	38%	38% N	42% N	44% N	53% N.O.P.Q
Somewhat less resilient [2]	18%	28% K.L.M	16%	17%	14%	28% O.P.Q.R.S	16%	17%	18%	15%	13%
Much less resilient [1]	12%	8%	15% J	12%	12%	8%	15% N	16% N	12%	13%	10%
Don't know	15%	23% K.L.M	14%	15%	11%	23% P.Q.R.S	16%	13%	14%	14%	10%
Net: More resilient	15%	15%	16%	13%	14%	15%	15%	17%	14%	14%	14%
Net: Less resilient	30%	36%	32%	29%	26%	36% S	31%	32% S	30%	29%	23%
Mean	2.71	2.70 *	2.68	2.71	2.77	2.70 *	2.64	2.70	2.70	2.70	2.83
Std. dev	1.00	1.03	1.06	0.96	0.95	1.03	1.03	1.08	0.97	0.99	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
A very positive impact [5]	4%	2%	3%	4%	6%	2%	2%	3%	4%	4%	6%
A fairly positive impact [4]	20%	16%	17%	17%	27% J.K.L	16%	16%	17%	15%	24% O.P.Q	28% N.O.P.Q
No impact [3]	28%	25%	28%	30%	28%	25%	27%	29%	33%	26%	30%
A fairly negative impact [2]	17%	16%	19%	16%	15%	16%	21%	18%	17%	15%	14%
A very negative impact [1]	8%	7%	10% M	10% M	4%	7%	8%	11% S	11% S	7%	4%
Don't know	24%	33% L.M	23%	23%	20%	33% P.Q.S	26%	22%	21%	24%	19%
Net: Positive impact	23%	19%	20%	21%	33% J.K.L	19%	19%	20%	19%	29% O.P.Q	34% N.O.P.Q
Net: Negative impact	25%	23%	29% M	26% M	19%	23%	29% S	29% S	27% S	22%	18%
Mean	2.93	2.86 *	2.79	2.85	3.18 J.K.L	2.86 *	2.78	2.79	2.80	3.06 O.P.Q	3.23 N.O.P.Q
Std. dev	1.04	1.02	1.04	1.06	0.99	1.02	1.00	1.07	1.05	1.05	0.97

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
A very positive impact [5]	5%	5%	4%	5%	5%	5%	4%	4%	5%	6%	4%
A fairly positive impact [4]	22%	12%	21%	20%	32% J.K.L	12%	21% N	20%	17%	26% N.Q	36% N.O.P.Q.R
No impact [3]	25%	24%	28% M	28% M	21%	24%	28%	28%	30% R.S	21%	21%
A fairly negative impact [2]	16%	20%	16%	14%	16%	20%	19%	14%	15%	17%	14%
A very negative impact [1]	8%	5%	10% M	10% M	5%	5%	7%	12% N.O.R.S	12% N.R.S	6%	4%
Don't know	24%	34% K.L.M	21%	23%	21%	34% O.P.Q.S	22%	21%	21%	24%	21%
Net: Positive impact	27%	17%	25%	25%	37% J.K.L	17%	25%	24%	22%	32% N.Q	40% N.O.P.Q
Net: Negative impact	24%	25%	26%	24%	21%	25%	26%	27% S	26% S	23%	18%
Mean	3.00	2.88 *	2.91	2.94	3.21 J.K.L	2.88 *	2.95	2.88	2.86	3.11 P.Q	3.29 N.O.P.Q
Std. dev	1.08	1.04	1.08	1.11	1.04	1.04	1.02	1.13	1.11	1.10	0.99

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.											
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
Energy	23%	22%	22%	21%	26%	22%	19%	25%	22%	23%	26%
Defence	17%	19%	14%	17%	18%	19%	14%	14%	19%	18%	17%
Healthcare	27%	31%	25%	26%	27%	31%	28%	23%	25%	28%	26%
Financial services	7%	9%	7%	5%	7%	9%	5%	7%	4%	9% Q	6%
Technology (e.g. software and electronic devices)	14%	12%	11%	14%	16%	12%	11%	12%	14%	15%	16%
Telecommunications	8%	5%	7%	10%	11%	5%	9%	5%	8%	12% N.P	10%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	14%	9%	11%	11%	14%	10%	8%	10%	14% P	9%
Transport	10%	11%	9%	11%	9%	11%	10%	9%	10%	9%	10%
Physical infrastructure and construction	9%	14% L	11% L	6%	8%	14% Q	10%	11% Q	6%	8%	8%
Manufacturing	18%	12%	18%	17%	23% J	12%	16%	19%	17%	17%	28% N.O.P.Q.R
Food and agriculture	28%	27%	26%	29%	30%	27%	28%	24%	29%	27%	33% P
Media and communications	7%	9%	6%	6%	6%	9%	7%	6%	6%	5%	7%
Retail and luxury	9%	6%	8%	10%	9%	6%	8%	9%	10%	10%	9%
Other [see Sheet3]	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%
None of the above	5%	3%	6%	5%	6%	3%	5%	7%	5%	6%	6%
Don't know	21%	19%	23%	21%	19%	19%	24%	22%	20%	22%	18%

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
The national government	12%	11%	12%	9%	17% K.L	11%	11%	12%	9%	14% Q	17% Q
Regional and local authorities	5%	4%	6%	5%	4%	4%	5%	7%	4%	7%	3%
European Union institutions	11%	21% K.L.M	11% L	7%	9%	21% P.Q.R.S	16% P.Q	8%	6%	10%	9%
The Armed Forces	20%	16%	20%	23%	19%	16%	20%	20%	24%	19%	20%
Civil Protection (e.g., national and regional civil protection authorities)	30%	22%	28%	36% J.K	33% J	22%	25%	30%	37% N.O	35% N.O	31%
Emergency services (e.g., police, fire and ambulance services)	30%	21%	23%	32% J.K	41% J.K.L	21%	24%	23%	31% P	36% N.O.P	44% N.O.P.Q
Private companies	6%	10% M	6%	6%	4%	10% S	6%	7%	6%	5%	3%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	14%	14%	18%	20% K	14%	16%	12%	18% P	15%	23% P
Other [see Sheet4]	0%	-	0%	0%	0%	-	1%	-	0%	0%	0%
None of the above	5%	2%	7% J	5%	5%	2%	6%	8% N.R	5%	4%	5%
Don't know	19%	28% L.M	22% M	18%	13%	28% Q.R.S	22% S	22% S	17%	17%	12%

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?											
brunswick13_Italy_1. Newspapers and periodicals											
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
Trust a great deal [4]	4%	2%	5%	4%	4%	2%	5%	5%	4%	3%	6%
Trust a fair amount [3]	37%	44%	35%	37%	37%	44% R	37%	34%	40%	33%	39%
Don't trust very much [2]	32%	28%	33%	31%	33%	28%	34%	33%	29%	32%	33%
Don't trust at all [1]	18%	13%	18%	18%	20%	13%	15%	21%	17%	23% N.O	17%
Don't know	9%	14% M	9%	10%	6%	14% S	9%	8%	9%	9%	5%
Net: Trust	41%	45%	40%	41%	41%	45%	42%	38%	44% R	36%	44%
Net: Do not trust	49%	40%	52% J	49%	52% J	40%	49%	54% N	46%	55% N.Q	50%
Mean	2.30	2.40 *	2.28	2.30	2.28	2.40 R*	2.35 R	2.24	2.34 R	2.19	2.35
Std. dev	0.83	0.76	0.84	0.84	0.84	0.76	0.82	0.86	0.83	0.85	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick13_Italy_2. News channels on television/ Television news broadcasts											
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
Trust a great deal [4]	6%	6%	5%	7%	8% K	6%	4%	5%	6%	9% O	8%
Trust a fair amount [3]	40%	39%	37%	42%	41%	39%	38%	36%	43%	37%	44%
Don't trust very much [2]	30%	30%	32%	28%	28%	30%	37% P.Q.R	28%	29%	27%	28%
Don't trust at all [1]	17%	13%	19%	15%	18%	13%	14%	22% N.O.Q	14%	20% Q	15%
Don't know	8%	12% M	7%	8%	5%	12% S	7%	8%	8%	7%	5%
Net: Trust	46%	44%	42%	49% K	49% K	44%	41%	42%	49%	46%	52% O.P
Net: Do not trust	46%	43%	51% L	43%	46%	43%	51% Q	51% Q	43%	47%	43%
Mean	2.39	2.43 *	2.30	2.44 K	2.41	2.43 *	2.33	2.27	2.45 P	2.37	2.47 P
Std. dev	0.86	0.82	0.85	0.85	0.90	0.82	0.78	0.89	0.83	0.93	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Age 1B				Age 2					
		18-29	30-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick13_Italy_3. Social media											
Unweighted base: Italy only	2075	235	705	737	398	235	303	402	461	448	226
Base: Italy only	2075	305	649	558	562	305	284	365	386	408	327
Trust a great deal [4]	5%	8% L	5%	3%	5%	8% Q	6% Q	4%	2%	4%	6%
Trust a fair amount [3]	25%	33%	24%	26%	23%	33% P	27%	21%	24%	26%	23%
Don't trust very much [2]	35%	33%	37%	33%	34%	33%	37%	37%	34%	34%	33%
Don't trust at all [1]	28%	17%	27% J	30% J	31% J	17%	22%	31% N.O	32% N.O	29% N	32% N.O
Don't know	7%	9%	7%	8%	6%	9%	8%	7%	8%	7%	6%
Net: Trust	31%	41% K.L.M	29%	29%	29%	41% P.Q.S	33%	25%	27%	31%	29%
Net: Do not trust	62%	50%	64% J	63% J	65% J	50%	59%	68% N.O	65% N	63% N	65% N
Mean	2.09	2.35 K.L.M*	2.07	2.02	2.03	2.35 P.Q.R.S*	2.19 P.Q	1.98	1.97	2.06	2.03
Std. dev	0.88	0.89	0.87	0.86	0.90	0.89	0.87	0.86	0.85	0.88	0.91

Cell Contents (C, AA/AB/AC, AD/AE/AF/AG, AH/AI/AJ/AK, AL/AM/AN, AO/AP, AQ/AR/AS/AT/AU, AV/AW/AX/AY/AZ, BA/BB/BC/BD/BE, BF/BG, BH/BI/BJ, BK/BL/BM, BN/BO/BP/BQ/B

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	3%	1%	4% T	2%	2%	1%	2%	3%	3%	3%	2%
Fairly well protected [3]	34%	32%	45% T.W	44% T.W	25%	38% W	46% Z	27%	41% AB	34%	36%
Not very well protected [2]	40%	42% U	34%	38%	37%	38%	37%	38%	37%	41%	37%
Not at all protected [1]	15%	18% U.V.X	8%	7%	30% T.U.V.X	8%	6%	23% Y	11%	14%	14%
Don't know	8%	7%	10% T.W	9%	6%	14%	9%	8%	9%	8%	10%
Net: Protected	38%	34%	49% T.W	46% T.W	27%	39% W	48% Z	30%	43%	37%	38%
Net: Not protected	54%	60% U.V.X	42%	46%	67% U.V.X	47%	43%	61% Y	48%	55% AA	52%
Mean	2.29	2.18 W	2.50 T.W	2.45 T.W	1.98	2.37 T.W	2.48 Z	2.11	2.38	2.29	2.29
Std. dev	0.77	0.75	0.71	0.68	0.81	0.68	0.65	0.82	0.73	0.76	0.76

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?											
brunswick2_1. Terrorism											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	7%	3%	8% T	7%	5%	5%	6%	4%	7%	5%	6%
Fairly well protected [3]	40%	40% W	51% T.W	54% T.W	24%	56% T.W	53% Z	32%	45%	40%	40%
Not very well protected [2]	31%	32% U	24%	27%	30%	23%	26%	34% Y	29%	31%	28%
Not at all protected [1]	15%	18% U.V.X	8%	6%	34% T.U.V.X	7%	6%	22% Y	12%	16%	15%
Don't know	8%	7%	9%	6%	7%	9%	8%	8%	7%	8%	11% AA
Net: Protected	46%	43% W	59% T.W	61% T.W	28%	61% T.W	59% Z	36%	52% AB.AC	45%	46%
Net: Not protected	46%	50% U.V.X	32%	33%	65% T.U.V.X	30%	33%	56% Y	41%	47%	43%
Mean	2.42	2.31 W	2.65 T.W	2.66 T.W	1.99	2.64 T.W	2.64 Z	2.19	2.51 AB.AC	2.38	2.41
Std. dev	0.84	0.82	0.76	0.70	0.91	0.71	0.71	0.86	0.81	0.83	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	3%	1%	2%	0%	1%	2%	1%	1%	2%	2%	1%
Fairly well protected [3]	21%	20%	29% T.W	30% T.W	17%	22%	29% Z	17%	27% AB	21%	24%
Not very well protected [2]	45%	52% U	43%	49%	49%	48%	48%	48%	46%	49%	46%
Not at all protected [1]	22%	19% U	13%	12%	28% T.U.V.X	15%	11%	24% Y	16%	17%	16%
Don't know	9%	8%	12% W	8%	5%	12% W	10%	10%	9%	11%	13%
Net: Protected	24%	21%	31% T.W	31% T.W	18%	24%	31% Z	19%	29%	24%	25%
Net: Not protected	67%	71% U.V	57%	61%	77% U.V.X	64%	59%	71% Y	62%	66%	62%
Mean	2.05	2.04	2.23 T.W	2.21 T.W	1.91	2.12 W	2.23 Z	1.96	2.16	2.10	2.12
Std. dev	0.78	0.69	0.72	0.66	0.73	0.71	0.68	0.72	0.73	0.73	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	4%	1%	4% T.W	3%	1%	4% T	3%	2%	3%	3%	3%
Fairly well protected [3]	29%	30% W	38% T.W	38% W	21%	31% W	39% Z	22%	34%	29%	30%
Not very well protected [2]	40%	41% U	33%	41%	40%	37%	36%	43% Y	38%	40%	35%
Not at all protected [1]	16%	19% U.V.X	9%	9%	28% T.U.V.X	10%	9%	22% Y	14%	15%	16%
Don't know	12%	9%	15% T.V	9%	11%	18% T.V	13%	11%	11%	13%	16% AA
Net: Protected	33%	31% W	42% T.W	40% T.W	21%	35% W	42% Z	24%	38%	32%	32%
Net: Not protected	56%	60% U.V.X	43%	51%	67% U.V.X	47%	45%	65% Y	51%	55%	51%
Mean	2.23	2.14 W	2.43 T.W	2.37 T.W	1.94	2.36 T.W	2.42 Z	2.03	2.31	2.23	2.22
Std. dev	0.78	0.75	0.75	0.71	0.76	0.75	0.71	0.76	0.77	0.76	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick2_4. Military threats / armed conflict											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	8%	5%	7%	8%	6%	10%	6% Z	4%	8%	5%	6%
Fairly well protected [3]	39%	29% W	48% T.V.W	38% T.W	18%	52% T.V.W	47% Z	26%	38%	34%	35%
Not very well protected [2]	31%	40% U.X	26%	41% U.X	42% U.X	22%	31%	40% Y	36%	36%	31%
Not at all protected [1]	12%	20% U.V.X	7%	7%	28% T.U.V.X	8%	7%	22% Y	11%	15%	14%
Don't know	10%	7%	11% T.V	6%	7%	8%	9%	8%	7%	10%	13% AA
Net: Protected	47%	34% W	56% T.V.W	46% T.W	23%	62% T.V.W	53% Z	30%	46% AB	39%	42%
Net: Not protected	43%	60% U.V.X	33%	48% U.X	70% T.U.V.X	30%	38%	62% Y	47%	51%	46%
Mean	2.47	2.21 W	2.63 T.W	2.50 T.W	2.01	2.69 T.W	2.58 Z	2.12	2.46 AB	2.32	2.38
Std. dev	0.84	0.83	0.75	0.77	0.86	0.79	0.73	0.82	0.81	0.82	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick2_5. Disinformation campaigns											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well protected [4]	3%	1%	1%	1%	3%	2%	2%	2%	1%	2%	2%
Fairly well protected [3]	17%	16%	16% W	14%	10%	10%	15% Z	11%	15%	14%	13%
Not very well protected [2]	42%	43%	42%	44%	42%	43%	45%	41%	46% AC	42%	36%
Not at all protected [1]	25%	25%	26%	26%	31%	33%	26%	27%	26%	27%	28%
Don't know	12%	14%	15%	16%	14%	11%	13%	20% Y	12%	16% AA	21% AA
Net: Protected	20%	17%	17%	15%	13%	13%	16% Z	12%	16%	15%	15%
Net: Not protected	68%	69%	68%	70%	73%	76%	71%	68%	72% AC	68%	64%
Mean	1.97	1.92	1.92	1.88	1.81	1.79	1.90	1.84	1.90	1.88	1.87
Std. dev	0.79	0.73	0.73	0.71	0.76	0.75	0.73	0.72	0.72	0.74	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Very well informed [4]	3%	4%	3%	3%	4%	2%	3%	3%	4%	2%	3%
Fairly well informed [3]	29%	30%	38% T.W.X	38% W.X	25%	24%	36% Z	26%	35%	30%	31%
Not very well informed [2]	46%	45%	41%	48%	48%	45%	45%	47%	45%	46%	42%
Not at all informed [1]	15%	14% U	9%	8%	19% U.V	15%	9%	18% Y	9%	14% AA	15% AA
Don't know	6%	6%	8% V.W	3%	4%	14% T.U.V.W	8%	7%	7%	8%	9%
Net: Informed	33%	34%	41% T.W.X	41% W.X	29%	26%	39% Z	29%	39% AB	32%	34%
Net: Not informed	61%	60% U	51%	56%	68% U.V	60%	53%	65% Y	54%	60% AA	57%
Mean	2.22	2.25	2.38 T.W.X	2.37 W.X	2.13	2.14	2.36 Z	2.14	2.37 AB.AC	2.22	2.24
Std. dev	0.75	0.76	0.72	0.68	0.77	0.72	0.70	0.76	0.72	0.72	0.76

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Strongly support [5]	4%	5%	4%	7% X	4%	1%	5%	4%	5% AC	5%	3%
Tend to support [4]	18%	27%	27%	33% W	20%	27%	29%	25%	29% AB.AC	20%	22%
Neither support nor oppose [3]	28%	29%	31%	25%	27%	30%	31%	26%	27%	28%	33% AA
Tend to oppose [2]	20%	23% X	19%	16%	20%	13%	18%	18%	19%	22%	17%
Strongly oppose [1]	23%	13%	12%	15%	22%	13%	9%	19%	14%	15%	17%
Don't know	8%	4%	7%	5%	7% T.U	14% T.U.V.W	7%	8% Y	6%	10% AA	8%
Net: Support	21%	31%	31%	40% U.W.X	24%	29%	34% Z	28%	34% AB.AC	25%	25%
Net: Oppose	43%	36%	31%	30%	42% U.V.X	27%	27%	37% Y	32%	37%	34%
Mean	2.56	2.87 W	2.92 W	3.01 W	2.61	2.88	3.04 Z	2.73	2.92 AB.AC	2.75	2.75
Std. dev	1.17	1.11	1.09	1.19	1.18	1.08	1.06	1.18	1.14	1.14	1.10

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.											
Unweighted base	6352	332	607	213	236	156	882	792	912	470	540
Base	6352	393	560	203	238	137	800	805	764	506	676
Higher taxes	13%	17%	29% T.W	34% T.W.X	12%	23% W	28% Z	16%	26% AB.AC	17%	16%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	61% U.V.X	30% X	46% U.X	56% U.V.X	21%	34%	51% Y	44%	40%	43%
Increased government borrowing	13%	9%	23% T.W	20% T.W	6%	17% T.W	19% Z	11%	16%	12%	12%
I would not be willing to accept any of these	38%	15%	22% T	15%	24% T.V	35% T.U.V	21%	21%	21%	24%	23%
Don't know	17%	10% V.W	14% T.V.W	6%	6%	19% T.V.W	13%	12%	10%	17% AA	17% AA
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?											
Unweighted base: : respondents in full-time or part-time employment only	3366	147	404	119	113	89	562	371	607	301	336
Base: : respondents in full-time or part-time employment only	3362	191	386	114	129	75	533	400	528	325	433
Very well prepared [4]	7%	10%	7%	8% *	5% *	2% *	7%	6%	8%	5%	7%
Fairly well prepared [3]	31%	31%	35%	39% *	31% *	38% *	35% Z	28%	40% AC	33%	25%
Not very well prepared [2]	27%	19%	24%	24% *	22% *	24% *	26%	20%	26% AB	18%	22%
Not at all prepared [1]	15%	12%	11%	13% *	16% *	15% *	11%	13%	9%	7%	16% AA.AB
Don't know	22%	28% V	23%	16% *	26% *	21% *	21%	33% Y	16%	37% AA	30% AA
Net: Prepared	37%	41%	42%	47% *	36% *	40% *	42% Z	34%	49% AB.AC	38%	32%
Net: Not prepared	41%	31%	35%	37% *	38% *	39% *	37%	34%	35% AB	25%	38% AB
Mean	2.37	2.55 *	2.49	2.49 *	2.33 *	2.35 *	2.48	2.39	2.57 AC	2.57 AC	2.32
Std. dev	0.88	0.93	0.86	0.87	0.88	0.82	0.84	0.90	0.81	0.80	0.93

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?											
Unweighted base: : respondents in full-time or part-time employment only	3366	147	404	119	113	89	562	371	607	301	336
Base: : respondents in full-time or part-time employment only	3362	191	386	114	129	75	533	400	528	325	433
Very well informed [4]	8%	13%	8%	12% *	11% *	5% *	8%	8%	10%	7%	7%
Fairly well informed [3]	30%	29%	34%	39% W*	23% *	36% *	33% Z	24%	39% AB.AC	31% AC	19%
Not very well informed [2]	29%	21%	24%	20% *	26% *	21% *	24%	22%	23%	17%	27% AB
Not at all informed [1]	16%	13%	13%	14% *	16% *	17% *	11%	20% Y	10%	10%	21% AA.AB
Don't know	17%	24%	22%	15% *	23% *	20% *	23%	27%	18%	34% AA.AC	26% AA
Net: Informed	38%	42%	42%	51% W*	34% *	41% *	41% Z	32%	49% AB.AC	38% AC	26%
Net: Not informed	44%	34%	36%	34% *	42% *	39% *	35%	41%	33%	27%	48% AA.AB
Mean	2.37	2.56 *	2.47	2.58 *	2.38 *	2.36 *	2.50 Z	2.28	2.60 AC	2.54 AC	2.16
Std. dev	0.90	0.97	0.88	0.93	0.97	0.90	0.88	0.98	0.85	0.88	0.94

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: : respondents in full-time or part-time employment only	3366	147	404	119	113	89	562	371	607	301	336
Base: : respondents in full-time or part-time employment only	3362	191	386	114	129	75	533	400	528	325	433
Very confident [4]	8%	8%	9%	13% *	8% *	4% *	8%	9%	11% AC	8%	5%
Fairly confident [3]	31%	29%	35%	41% W*	26% *	35% *	31%	26%	36% AC	32% AC	23%
Not very confident [2]	23%	17%	20%	19% *	19% *	19% *	22% Z	14%	21% AB	13%	21% AB
Not at all confident [1]	14%	15%	12%	10% *	17% *	16% *	12%	15%	10%	11%	18% AA.AB
Don't know	23%	32% V	24%	18% *	30% *	26% *	27%	36% Y	23%	36% AA	33% AA
Net: Confident	39%	37% T.W*	44%	54% *	34% *	39% *	40%	36%	47% AC	40% AC	28%
Net: Not confident	37%	31%	32%	29% *	36% *	35% *	34%	28%	31% AB	24%	39% AA.AB
Mean	2.43	2.45 *	2.54	2.69 W*	2.37 *	2.37 *	2.49	2.48	2.62 AC	2.58 AC	2.23
Std. dev	0.91	0.96	0.91	0.88	0.98	0.89	0.90	1.00	0.88	0.91	0.93

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very optimistic [5]	1%	1%	3% T	2%	1%	1%	1%	2%	1%	1%	2% AA
Fairly optimistic [4]	12%	8%	20% T.W.X	17% T.W	7%	9%	13% Z	7%	14%	10%	12%
Neither optimistic nor pessimistic [3]	24%	22% W	28% W	32% T.W	14%	28% W	31% Z	17%	25%	22%	24%
Fairly pessimistic [2]	36%	39%	33%	31%	35%	39%	38%	34%	37%	37%	34%
Very pessimistic [1]	21%	27% U.V	13%	17%	41% T.U.V.X	18%	13%	35% Y	18%	24% AA	21%
Don't know	6%	4%	4%	2%	2%	4%	4%	6%	5%	6%	7%
Net: Optimistic	13%	9%	22% T.W.X	19% T.W.X	8%	10%	14% Z	9%	15%	12%	15%
Net: Pessimistic	56%	66% U.V	46%	48%	76% T.U.V.X	57% U	51%	68% Y	55%	61%	55%
Mean	2.34	2.14 W	2.65 T.W.X	2.56 T.W	1.90	2.33 W	2.50 Z	2.02	2.40 AB	2.24	2.38
Std. dev	1.01	0.94	1.04	1.03	0.97	0.92	0.93	1.01	0.99	0.99	1.05

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?											
brunswick9_UK_1. Jobs and employment											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	1%
Fairly confident [3]	14%	12%	17% W	19% T.W.X	8%	11%	18% Z	9%	15%	14%	14%
Not very confident [2]	46%	47%	49%	49%	43%	45%	50%	45%	49%	47%	44%
Not at all confident [1]	29%	32% U	22%	24%	42% T.U.V	35% U	22%	36% Y	26%	28%	31%
Don't know	10%	8%	10%	6%	6%	10%	9%	9%	8%	9%	11%
Net: Confident	15%	13%	19% T.W.X	21% T.W.X	9%	11%	20% Z	10%	17%	16%	15%
Net: Not confident	75%	79% U	71%	74%	85% U.V	80% U	72%	81% Y	75%	75%	74%
Mean	1.86	1.81	1.99 T.W.X	1.97 T.W.X	1.67	1.73	1.99 Z	1.72	1.93 AC	1.88	1.83
Std. dev	0.72	0.70	0.73	0.72	0.71	0.66	0.71	0.68	0.72	0.73	0.71

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick9_UK_2. People's living standards											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%
Fairly confident [3]	10%	10% W	15% W.X	12% W	5%	7%	13% Z	6%	10%	9%	12%
Not very confident [2]	44%	46%	45%	53%	44%	42%	49% Z	41%	49% AC	44%	42%
Not at all confident [1]	35%	36%	31%	29%	46% T.U.V	41% U.V	29%	45% Y	33%	37%	34%
Don't know	9%	7%	9% W	5%	3%	9% W	8%	7%	7%	9%	9%
Net: Confident	12%	11%	16% W.X	13%	7%	8%	14% Z	7%	11%	10%	14%
Net: Not confident	80%	82% U	75%	82%	89% T.U.V	83%	78%	86% Y	82% AC	81%	77%
Mean	1.75	1.74	1.85 T.W.X	1.84 W.X	1.62	1.63	1.86 Z	1.60	1.78	1.71	1.80
Std. dev	0.70	0.68	0.73	0.66	0.68	0.65	0.69	0.65	0.68	0.68	0.74

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick9_UK_3. Business activity and investment											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	2%	1%	3%	2%	2%	1%	2%	1%	1%	2%	2%
Fairly confident [3]	18%	18% W	25% T.W.X	22% W	9%	14%	21% Z	13%	21% AC	18%	15%
Not very confident [2]	45%	45%	43%	50%	47%	48%	48%	43%	46%	45%	45%
Not at all confident [1]	23%	27% U	17%	19%	33% U.V.X	21%	18%	32% Y	21%	23%	24%
Don't know	13%	10%	12%	8%	10%	17% T.V	11%	11%	11%	12%	13%
Net: Confident	19%	19% W	28% T.W.X	23% W	11%	14%	23% Z	14%	22%	20%	17%
Net: Not confident	67%	71% U	60%	69% U	79% T.U.V.X	68%	65%	75% Y	67%	68%	70%
Mean	1.98	1.93 W	2.15 T.W.X	2.06 W	1.77	1.93	2.09 Z	1.81	2.03	1.98	1.95
Std. dev	0.74	0.74	0.77	0.72	0.70	0.66	0.72	0.72	0.73	0.74	0.75

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick9_UK_4. Delivery of critical services											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	3%	2%	4%	4%	3%	1%	2%	2%	3%	4%	2%
Fairly confident [3]	27%	26% W	34% T.W.X	32% W	15%	25% W	36% Z	18%	33% AB.AC	24%	23%
Not very confident [2]	39%	40%	37%	42%	45% U	36%	38%	40%	38%	41%	41%
Not at all confident [1]	21%	24% U	16%	17%	32% U.V	25% U	15%	31% Y	19%	22%	22%
Don't know	10%	8%	10%	6%	5%	13% V.W	9%	8%	8%	9%	12% AA
Net: Confident	29%	28% W	38% T.W.X	35% W	18%	26%	38% Z	20%	36% AB.AC	28%	25%
Net: Not confident	61%	64% U	52%	59%	77% T.U.V.X	61%	53%	72% Y	56%	63% AA	63% AA
Mean	2.12	2.07 W	2.29 T.W.X	2.23 T.W.X	1.89	2.03	2.28 Z	1.91	2.22 AB.AC	2.10	2.06
Std. dev	0.80	0.79	0.79	0.79	0.78	0.80	0.76	0.79	0.80	0.82	0.78

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?											
brunswick10_UK_1. A major economic crisis											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very prepared [4]	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%
Fairly prepared [3]	14%	15%	23% T.W.X	18% W.X	9%	8%	19% Z	10%	18% AB.AC	13%	13%
Not very prepared [2]	48%	45%	46%	53%	46%	54%	52% Z	43%	49%	49%	46%
Not at all prepared [1]	29%	33% U	23%	25%	41% U.V.X	29% V.W	22%	40% Y	26%	31%	30%
Don't know	8%	7%	6%	3%	4%	9%	6%	7%	6%	6%	9%
Net: Prepared	15%	16% X	25% T.W.X	19% W.X	9%	8%	20% Z	11%	19% AB.AC	14%	14%
Net: Not prepared	77%	78% U	69%	78% U	87% T.U.V	83% U	74%	82% Y	75%	80% AA	77%
Mean	1.86	1.83 W	2.04 T.W.X	1.95 W.X	1.67	1.77	1.99 Z	1.70	1.94 AB.AC	1.83	1.84
Std. dev	0.70	0.73	0.74	0.69	0.65	0.60	0.69	0.69	0.71	0.69	0.71

Brunswick Group

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick10_UK_2. A major public health crisis											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very prepared [4]	3%	3%	2%	5%	3%	2%	3%	2%	4%	4%	2%
Fairly prepared [3]	27%	31% W	33% W	35% W	14%	26% W	34% Z	23%	31% AC	27%	25%
Not very prepared [2]	40%	35%	39%	39%	48% T	40%	40%	39%	39%	43%	38%
Not at all prepared [1]	25%	27% V	21%	18%	32% U.V	25%	18%	33% Y	21%	24%	29% AA
Don't know	5%	3%	5%	3%	3%	7%	4%	4%	5%	3%	6%
Net: Prepared	30%	34% W	35% W	40% W.X	18%	28% W	37% Z	25%	35% AC	30%	27%
Net: Not prepared	65%	62%	60%	57%	79% T.U.V.X	65%	58%	71% Y	60%	67% AA	67% AA
Mean	2.09	2.11 W	2.18 W	2.29 T.W.X	1.89	2.06	2.23 Z	1.94	2.19 AC	2.10	2.01
Std. dev	0.82	0.85	0.80	0.82	0.77	0.80	0.80	0.81	0.82	0.82	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick10_UK_3. An extreme weather event											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very prepared [4]	1%	1%	1%	1%	1%	-	0%	1%	1%	2%	1%
Fairly prepared [3]	19%	22% X	23% X	18%	16%	12%	24% Z	15%	23% AC	18%	17%
Not very prepared [2]	45%	49%	45%	51%	42%	42%	48%	44%	47%	47%	43%
Not at all prepared [1]	30%	26%	27%	28%	37% T.U	40% T.U.V	24%	36% Y	25%	31% AA	33% AA
Don't know	5%	3%	4%	2%	4%	6%	4%	4%	5%	3%	6% AB
Net: Prepared	20%	22% X	24% X	19%	17%	12%	24% Z	16%	24% AC	19%	18%
Net: Not prepared	75%	74%	72%	79%	79%	82% U	72%	80% Y	72%	77% AA	76%
Mean	1.91	1.97 W.X	1.98 W.X	1.92 X	1.81	1.70	2.00 Z	1.80	2.00 AB.AC	1.90	1.85
Std. dev	0.74	0.72	0.75	0.71	0.75	0.68	0.71	0.73	0.73	0.75	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	11%	17% W.X	12%	10%	9%	7%	12%	11%	14% AC	11%	9%
Fairly confident [3]	44%	41%	50% T.W	53% T.W	35%	47% W	50% Z	38%	48% AC	45%	41%
Not very confident [2]	26%	27% U	21%	25%	35% U.V	26%	23%	30% Y	24%	23%	29%
Not at all confident [1]	12%	10%	10%	9%	14%	14%	9%	16% Y	9%	14% AA	12%
Don't know	7%	5%	7%	3%	6%	6%	6%	6%	5%	7%	8% AA
Net: Confident	55%	58% W	62% W	63% W	44%	54%	62% Z	49%	62% AB.AC	56%	50%
Net: Not confident	38%	37%	31%	34%	49% T.U.V	40%	32%	46% Y	33%	37%	41% AA
Mean	2.58	2.69 W	2.69 W.X	2.67 W	2.42	2.50	2.70 Z	2.46	2.71 AB.AC	2.56	2.52
Std. dev	0.86	0.88	0.84	0.79	0.86	0.84	0.81	0.90	0.83	0.89	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_UK_2. Your household's income or employment situation											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	13%	18% W.X	15%	15%	11%	9%	16%	13%	16%	13%	13%
Fairly confident [3]	45%	42%	48%	52% T	43%	45%	50% Z	41%	51% AC	46%	44%
Not very confident [2]	22%	24%	20%	22%	28%	26%	21%	24%	21%	22%	22%
Not at all confident [1]	10%	10%	9%	6%	14% U.V	15% U.V	7%	15% Y	7%	12% AA	11% AA
Don't know	8%	6%	8%	5%	5%	5%	6%	7%	5%	8% AA	10% AA
Net: Confident	59%	60% W	63% W.X	68% W.X	54%	54%	66% Z	54%	67% AB.AC	58%	57%
Net: Not confident	33%	34%	29%	28%	41% U.V	41% U.V	28%	39% Y	29%	34%	33%
Mean	2.67	2.73 W.X	2.76 W.X	2.81 W.X	2.54	2.51	2.80 Z	2.56	2.79 AB.AC	2.64	2.66
Std. dev	0.86	0.90	0.84	0.78	0.88	0.87	0.80	0.92	0.81	0.88	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_UK_3. Your housing situation											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	30%	39% U.W.X	31%	39% X	30%	23%	35%	33%	36% AB.AC	29%	29%
Fairly confident [3]	45%	44%	43%	47%	45%	47%	44%	45%	44%	50% AA	46%
Not very confident [2]	11%	8%	12%	10%	10%	11%	11%	10%	11%	8%	11%
Not at all confident [1]	7%	4%	7%	4%	9% T	11% T.V	4%	7% Y	4%	7%	8% AA
Don't know	7%	5% V	7% V	-	6% V	7% V	6%	5%	5%	5%	7%
Net: Confident	75%	83% U.W.X	74%	86% U.W.X	75%	71%	79%	79%	80% AC	80%	74%
Net: Not confident	18%	12%	18% T	14%	19% T	22% T	15%	17%	16%	15%	19%
Mean	3.06	3.25 U.W.X	3.06	3.21 U.W.X	3.02	2.89	3.17	3.10	3.17 AC	3.08	3.02
Std. dev	0.85	0.78	0.87	0.78	0.90	0.92	0.79	0.86	0.81	0.83	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?											
brunswick12_UK_1. A large unexpected expense											
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	9%	14% X	11% X	10%	10%	5%	10%	9%	13% AB.AC	8%	7%
Fairly confident [3]	38%	39%	42% W	47% W	32%	40%	45% Z	33%	48% AB.AC	36%	33%
Not very confident [2]	27%	24%	24%	31%	33% T.U.X	22%	25%	28%	25%	27%	28%
Not at all confident [1]	19%	17% V	17% V	9%	21% V	27% T.U.V	14%	24% Y	11%	22% AA	23% AA
Don't know	7%	6%	6%	3%	4%	7%	5%	5%	4%	7% AA	8% AA
Net: Confident	47%	53% W	52% W	57% W.X	41%	44%	55% Z	42%	60% AB.AC	44%	41%
Net: Not confident	46%	41%	41%	40%	55% T.U.V	49%	40%	52% Y	36%	49% AA	51% AA
Mean	2.39	2.53 W.X	2.48 W.X	2.59 W.X	2.31	2.24	2.54 Z	2.28	2.64 AB.AC	2.32	2.27
Std. dev	0.92	0.96	0.92	0.79	0.93	0.93	0.88	0.95	0.86	0.93	0.93

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	5%	7% V	5%	3%	8% V.X	2%	5%	5%	5%	4%	5%
Fairly confident [3]	25%	28% W	27%	27%	20%	26%	27% Z	22%	29% AC	26%	21%
Not very confident [2]	38%	37%	37%	46% U	40%	35%	38%	40%	41%	38%	36%
Not at all confident [1]	25%	23%	23%	20%	26%	29%	22%	28% Y	19%	25% AA	30% AA
Don't know	8%	5%	8% V	4%	6%	8%	8%	6%	6%	7%	9%
Net: Confident	29%	35%	32%	30%	28%	28%	32% Z	27%	34% AC	30%	26%
Net: Not confident	63%	60%	60%	66%	66%	63%	60%	68% Y	60%	63%	66%
Mean	2.09	2.20	2.16	2.13	2.11	2.02	2.16 Z	2.04	2.22 AB.AC	2.09	2.01
Std. dev	0.85	0.89	0.86	0.77	0.91	0.84	0.84	0.86	0.83	0.84	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: UK only	2260	332	607	213	236	156	882	792	912	470	540
Base: UK only	2260	393	560	203	238	137	800	805	764	506	676
Very confident [4]	6%	9% X	7%	7% X	8% X	2%	7%	5%	8%	5%	6%
Fairly confident [3]	37%	41% W	39% W	44% W	28%	35%	41% Z	32%	44% AB.AC	36%	32%
Not very confident [2]	34%	31%	33%	37%	38%	34%	33%	37%	33%	35%	34%
Not at all confident [1]	17%	14%	14%	9%	22% T.U.V	19% V	12%	21% Y	10%	19% AA	20% AA
Don't know	7%	5%	7%	3%	4%	9% V.W	7%	5%	5%	6%	8% AA
Net: Confident	43%	50% W.X	46% W	51% W.X	36%	37%	48% Z	37%	52% AB.AC	41%	37%
Net: Not confident	51%	45%	47%	46%	60% T.U.V	54%	45%	58% Y	44%	53% AA	55% AA
Mean	2.34	2.48 W.X	2.41 W.X	2.50 W.X	2.22	2.22	2.47 Z	2.22	2.52 AB.AC	2.29	2.24
Std. dev	0.85	0.86	0.83	0.77	0.89	0.81	0.81	0.85	0.80	0.85	0.86

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Geopolitical tensions	37%	-	-	-	-	-	-	-	-	-	-
Political instability in France	41%	-	-	-	-	-	-	-	-	-	-
Artificial Intelligence (AI)	36%	-	-	-	-	-	-	-	-	-	-
An ageing workforce	12%	-	-	-	-	-	-	-	-	-	-
Economic or financial shock	44%	-	-	-	-	-	-	-	-	-	-
Climate change and extreme weather	31%	-	-	-	-	-	-	-	-	-	-
Supply-chain disruption	16%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet1]	1%	-	-	-	-	-	-	-	-	-	-
None of the above	2%	-	-	-	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Energy	35%	-	-	-	-	-	-	-	-	-	-
Defence	29%	-	-	-	-	-	-	-	-	-	-
Healthcare	25%	-	-	-	-	-	-	-	-	-	-
Financial services	14%	-	-	-	-	-	-	-	-	-	-
Technology (e.g. software and electronic devices)	16%	-	-	-	-	-	-	-	-	-	-
Telecommunications	7%	-	-	-	-	-	-	-	-	-	-
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	-	-	-	-	-	-	-	-	-	-
Transport	8%	-	-	-	-	-	-	-	-	-	-
Physical infrastructure and construction	6%	-	-	-	-	-	-	-	-	-	-
Manufacturing	12%	-	-	-	-	-	-	-	-	-	-
Food and agriculture	29%	-	-	-	-	-	-	-	-	-	-
Media and communications	9%	-	-	-	-	-	-	-	-	-	-
Retail and luxury	2%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet2]	1%	-	-	-	-	-	-	-	-	-	-
None of the above	2%	-	-	-	-	-	-	-	-	-	-
Don't know	18%	-	-	-	-	-	-	-	-	-	-

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_1_France. Energy											
Unweighted base: France only - respondents who selected that sector previously	731	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	706	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	22%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	40%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	25%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	11%	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	36%	-	-	-	-	-	-	-	-	-	-
Mean	2.74	-	-	-	-	-	-	-	-	-	-
Std. dev	0.93	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_2_France. Defence											
Unweighted base: France only - respondents who selected that sector previously	632	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	587	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	20%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	48%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	23%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	5%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.87	-	-	-	-	-	-	-	-	-	-
Std. dev	0.79	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_3_France. Healthcare											
Unweighted base: France only - respondents who selected that sector previously	503	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	506	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	23%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	23%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	9%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	63%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	32%	-	-	-	-	-	-	-	-	-	-
Mean	2.81	-	-	-	-	-	-	-	-	-	-
Std. dev	0.92	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_4_France. Financial services											
Unweighted base: France only - respondents who selected that sector previously	265	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	280	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	14%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	30%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	13%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	54%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	43%	-	-	-	-	-	-	-	-	-	-
Mean	2.57	-	-	-	-	-	-	-	-	-	-
Std. dev	0.90	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_5_France. Technology (e.g. software and electronic devices)											
Unweighted base: France only - respondents who selected that sector previously	328	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	326	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	12%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	34%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	37%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	14%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	51%	-	-	-	-	-	-	-	-	-	-
Mean	2.45	-	-	-	-	-	-	-	-	-	-
Std. dev	0.89	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_6_France. Telecommunications											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	142	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	17%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	45%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	29%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	2%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	31%	-	-	-	-	-	-	-	-	-	-
Mean	2.83	-	-	-	-	-	-	-	-	-	-
Std. dev	0.75	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: France only - respondents who selected that sector previously	367	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	331	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	13%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	33%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	34%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	15%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	49%	-	-	-	-	-	-	-	-	-	-
Mean	2.46	-	-	-	-	-	-	-	-	-	-
Std. dev	0.91	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_8_France. Transport											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	159	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	24%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	44%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	19%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.88	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_9_France. Physical infrastructure and construction											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	121	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	20%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	53%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	19%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	4%	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	73%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	23%	-	-	-	-	-	-	-	-	-	-
Mean	2.92	-	-	-	-	-	-	-	-	-	-
Std. dev	0.75	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_10_France. Manufacturing											
Unweighted base: France only - respondents who selected that sector previously	223	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	237	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	15%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	26%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	34%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	20%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	41%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	54%	-	-	-	-	-	-	-	-	-	-
Mean	2.38	-	-	-	-	-	-	-	-	-	-
Std. dev	0.99	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_11_France. Food and agriculture											
Unweighted base: France only - respondents who selected that sector previously	635	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	578	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	16%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	40%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	32%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	9%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	56%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	41%	-	-	-	-	-	-	-	-	-	-
Mean	2.64	-	-	-	-	-	-	-	-	-	-
Std. dev	0.87	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted Base: France only - respondents who selected that sector previously	180	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	189	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	26%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	21%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	6%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	65%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.92	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: France only - respondents who selected that sector previously	45	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	44	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	24%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	60%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	12%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	1%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	85%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	13%	-	-	-	-	-	-	-	-	-	-
Mean	3.11	-	-	-	-	-	-	-	-	-	-
Std. dev	0.64	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_14_France. $brunswick10Franceother											
Unweighted base: France only - respondents who selected that sector previously	*14*	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	*10*	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	*41%*	-	-	-	-	-	-	-	-	-	-
To some extent [3]	*10%*	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	*21%*	-	-	-	-	-	-	-	-	-	-
Not at all [1]	*18%*	-	-	-	-	-	-	-	-	-	-
Don't know	*9%*	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	*51%*	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	*39%*	-	-	-	-	-	-	-	-	-	-
Mean	*2.82*	-	-	-	-	-	-	-	-	-	-
Std. dev	*1.28*	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	5%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	21%	-	-	-	-	-	-	-	-	-	-
No impact [3]	25%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	19%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	22%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	26%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.95	-	-	-	-	-	-	-	-	-	-
Std. dev	1.09	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick12_France_2. France's attractiveness as a place to invest and do business											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	7%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	22%	-	-	-	-	-	-	-	-	-	-
No impact [3]	27%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	17%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	7%	-	-	-	-	-	-	-	-	-	-
Don't know	20%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	29%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	24%	-	-	-	-	-	-	-	-	-	-
Mean	3.05	-	-	-	-	-	-	-	-	-	-
Std. dev	1.09	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick13_France. How worried are you, if at all, about the level of France's national debt?											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Very worried [4]	31%	-	-	-	-	-	-	-	-	-	-
Fairly worried [3]	45%	-	-	-	-	-	-	-	-	-	-
Not very worried [2]	15%	-	-	-	-	-	-	-	-	-	-
Not at all worried [1]	5%	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-
Net: Worried	76%	-	-	-	-	-	-	-	-	-	-
Net: Not worried	20%	-	-	-	-	-	-	-	-	-	-
Mean	3.05	-	-	-	-	-	-	-	-	-	-
Std. dev	0.83	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Much more resilient [5]	3%	-	-	-	-	-	-	-	-	-	-
Somewhat more resilient [4]	11%	-	-	-	-	-	-	-	-	-	-
About as resilient [3]	40%	-	-	-	-	-	-	-	-	-	-
Somewhat less resilient [2]	18%	-	-	-	-	-	-	-	-	-	-
Much less resilient [1]	12%	-	-	-	-	-	-	-	-	-	-
Don't know	15%	-	-	-	-	-	-	-	-	-	-
Net: More resilient	15%	-	-	-	-	-	-	-	-	-	-
Net: Less resilient	30%	-	-	-	-	-	-	-	-	-	-
Mean	2.71	-	-	-	-	-	-	-	-	-	-
Std. dev	1.00	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	4%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	20%	-	-	-	-	-	-	-	-	-	-
No impact [3]	28%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	17%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	23%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	25%	-	-	-	-	-	-	-	-	-	-
Mean	2.93	-	-	-	-	-	-	-	-	-	-
Std. dev	1.04	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	5%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	22%	-	-	-	-	-	-	-	-	-	-
No impact [3]	25%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	16%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	27%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	24%	-	-	-	-	-	-	-	-	-	-
Mean	3.00	-	-	-	-	-	-	-	-	-	-
Std. dev	1.08	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Energy	23%	-	-	-	-	-	-	-	-	-	-
Defence	17%	-	-	-	-	-	-	-	-	-	-
Healthcare	27%	-	-	-	-	-	-	-	-	-	-
Financial services	7%	-	-	-	-	-	-	-	-	-	-
Technology (e.g. software and electronic devices)	14%	-	-	-	-	-	-	-	-	-	-
Telecommunications	8%	-	-	-	-	-	-	-	-	-	-
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	-	-	-	-	-	-	-	-	-	-
Transport	10%	-	-	-	-	-	-	-	-	-	-
Physical infrastructure and construction	9%	-	-	-	-	-	-	-	-	-	-
Manufacturing	18%	-	-	-	-	-	-	-	-	-	-
Food and agriculture	28%	-	-	-	-	-	-	-	-	-	-
Media and communications	7%	-	-	-	-	-	-	-	-	-	-
Retail and luxury	9%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet3]	1%	-	-	-	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-	-	-	-
Don't know	21%	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
The national government	12%	-	-	-	-	-	-	-	-	-	-
Regional and local authorities	5%	-	-	-	-	-	-	-	-	-	-
European Union institutions	11%	-	-	-	-	-	-	-	-	-	-
The Armed Forces	20%	-	-	-	-	-	-	-	-	-	-
Civil Protection (e.g., national and regional civil protection authorities)	30%	-	-	-	-	-	-	-	-	-	-
Emergency services (e.g., police, fire and ambulance services)	30%	-	-	-	-	-	-	-	-	-	-
Private companies	6%	-	-	-	-	-	-	-	-	-	-
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet4]	0%	-	-	-	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-	-	-	-
Don't know	19%	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?											
brunswick13_Italy_1. Newspapers and periodicals											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	4%	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	37%	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	32%	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	18%	-	-	-	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-	-	-	-
Net: Trust	41%	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	49%	-	-	-	-	-	-	-	-	-	-
Mean	2.30	-	-	-	-	-	-	-	-	-	-
Std. dev	0.83	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick13_Italy_2. News channels on television/ Television news broadcasts											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	6%	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	40%	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	30%	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	17%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Trust	46%	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	46%	-	-	-	-	-	-	-	-	-	-
Mean	2.39	-	-	-	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Socio-economic classification (NS-SEC) (UK)		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Higher	Intermediate	Routine
		T	U	V	W	X	Y	Z	AA	AB	AC
brunswick13_Italy_3. Social media											
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	5%	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	25%	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	35%	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	28%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Trust	31%	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	62%	-	-	-	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-

Cell Contents (CR, BS/BT/BU, BV/BW/BX/BY/BZ, CA/CB/CC, CD/CE/CF/CG/CH, CI/CJ/CK, CL/CM/CN/CO/CP, CQ/CR/CS, CT/CU/CV/CW/CX, CY/CZ/DA, DB/DC/DD, DE/DF/DG, Mir

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	3%	3%	2% *	1%	1% *	3%	2%	5%	3%	8% AM.AN	4%	2%
Fairly well protected [3]	34%	37%	43% *	38%	36% *	39%	40%	34%	35%	42% AM.AN	20%	28%
Not very well protected [2]	40%	37%	36% *	40%	41% *	34%	36%	38%	40% AH	39%	46%	49%
Not at all protected [1]	15%	13%	8% *	11%	13% *	15%	12%	11%	12%	8%	29% AL.AN	14%
Don't know	8%	10%	12% *	10%	9% *	10%	10%	12%	10%	3%	1%	7% AM
Net: Protected	38%	40%	45% *	39%	37% *	41%	43%	39%	38%	50% AM.AN	24%	30%
Net: Not protected	54%	50%	44% *	51%	54% *	49%	48%	49%	52%	47%	76% AL.AN	63% AL
Mean	2.29	2.34	2.44 *	2.32	2.28 *	2.32	2.37	2.37	2.32	2.51 AM.AN	1.98	2.20 AM
Std. dev	0.77	0.75	0.69	0.71	0.73	0.78	0.74	0.77	0.74	0.77	0.80	0.71

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?												
brunswick2_1. Terrorism												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	7%	6%	6% *	4%	3% *	5%	6%	11% AH.AI.AK	6%	14% AM.AN	4%	3%
Fairly well protected [3]	40%	42%	38% *	37%	44% *	45%	44%	40%	41%	50% AM	30%	42% AM
Not very well protected [2]	31%	28%	35% *	40% AD	31% *	26%	26%	23%	31% AJ	25%	38% AL	39% AL
Not at all protected [1]	15%	14%	13% *	11%	15% *	13%	15%	14%	13%	9%	25% AL.AN	11%
Don't know	8%	10%	8% *	8%	8% *	11%	10%	11%	9%	3%	3%	4%
Net: Protected	46%	49%	43% *	42%	46% *	49%	50%	52%	47%	63% AM.AN	34%	45%
Net: Not protected	46%	41%	48% *	51% AD	46% *	40%	40%	37%	44%	33%	63% AL.AN	50% AL
Mean	2.42	2.46	2.39 *	2.38	2.37 *	2.45	2.46	2.56	2.43	2.71 AM.AN	2.14	2.39 AM
Std. dev	0.84	0.83	0.81	0.75	0.79	0.81	0.84	0.91	0.81	0.82	0.85	0.74

Brunswick Group

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YouGov

brunswick2_2. Cyberattacks

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	3%	2%	1% *	1%	3% *	2%	3%	1%	2%	6% AM.AN	1%	2%
Fairly well protected [3]	21%	25%	25% *	23%	16% *	27%	23%	26%	24%	24% AM.AN	11%	13%
Not very well protected [2]	45%	45%	51% *	51%	60% *	42%	47%	41%	48% AH	46%	42%	42%
Not at all protected [1]	22%	16%	15% *	16%	11% *	14%	16%	20%	15%	20%	43% AL	40% AL
Don't know	9%	12%	9% *	10%	11% *	15%	11%	12%	11%	4%	2%	4%
Net: Protected	24%	27%	26% *	24%	19% *	29%	27%	27%	26%	30% AM.AN	12%	14%
Net: Not protected	67%	61%	66% *	66%	70% *	57%	63%	61%	64% AH	66%	86% AL	81% AL
Mean	2.05	2.15	2.13 *	2.10	2.12 *	2.19	2.16	2.08	2.14	2.16 AM.AN	1.69	1.75
Std. dev	0.78	0.73	0.68	0.68	0.64	0.73	0.75	0.74	0.71	0.83	0.71	0.74

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick2_3. Acts of sabotage (e.g. against infrastructure)												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	4%	3%	2% *	2%	1% *	3%	3%	6% AK	3%	8% AM	2%	7% AM
Fairly well protected [3]	29%	31%	36% *	32%	22% *	34%	30%	31%	29%	42% AM.AN	17%	28% AM
Not very well protected [2]	40%	37%	37% *	34%	44% *	33%	40% AJ	31%	40% AH.AJ	35%	47% AL	48% AL
Not at all protected [1]	16%	14%	14% *	14%	18% *	14%	14%	17%	14%	9%	27% AL.AN	13%
Don't know	12%	15%	12% *	18%	14% *	17%	13%	15%	14%	6%	7%	5%
Net: Protected	33%	34%	38% *	34%	24% *	37%	33%	37%	32%	49% AM.AN	19%	34% AM
Net: Not protected	56%	51%	51% *	48%	63% *	47%	53%	48%	54% AH	45%	74% AL.AN	61% AL
Mean	2.23	2.27	2.29 *	2.27	2.08 *	2.31	2.26	2.31	2.24	2.51 AM.AN	1.94	2.30 AM
Std. dev	0.78	0.78	0.75	0.77	0.73	0.78	0.76	0.87	0.76	0.78	0.74	0.79

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YouGov

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		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick2_4. Military threats / armed conflict												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	8%	7%	3% *	5%	9% *	7%	8%	12% AH.AK	6%	17% AM	10%	10%
Fairly well protected [3]	39%	36%	42% *	38%	38% *	35%	39%	36%	35%	51% AM	29%	42% AM
Not very well protected [2]	31%	33%	31% *	36%	26% *	33%	30%	27%	37% AI.AJ	22%	37% AL	30%
Not at all protected [1]	12%	13%	13% *	11%	15% *	12%	13%	13%	13%	5%	18% AL	12% AL
Don't know	10%	11%	11% *	9%	12% *	13%	11%	11%	9%	6%	5%	7%
Net: Protected	47%	43%	45% *	43%	47% *	42%	47%	49%	41%	68% AM.AN	39%	52% AM
Net: Not protected	43%	46%	44% *	47%	41% *	45%	42%	40%	50% AI.AJ	26%	55% AL.AN	41% AL
Mean	2.47	2.43	2.39 *	2.42	2.45 *	2.42	2.48	2.54 AK	2.37	2.85 AM.AN	2.33	2.54 AM
Std. dev	0.84	0.84	0.77	0.78	0.90	0.83	0.85	0.90	0.81	0.76	0.91	0.84

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	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick2_5. Disinformation campaigns												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well protected [4]	3%	2%	1% *	1%	1% *	1%	4% AH.AK	3%	1%	10% AM	1%	5%
Fairly well protected [3]	17%	14%	19% *	11%	10% *	15%	14%	12%	13%	26% AM	17%	17%
Not very well protected [2]	42%	41%	38% *	48%	45% *	42%	40%	40%	40%	44%	46%	43%
Not at all protected [1]	25%	27%	23% *	22%	25% *	25%	26%	32%	28%	12%	26% AL	27% AL
Don't know	12%	16%	20% *	18%	18% *	16%	16%	13%	18%	9%	10%	9%
Net: Protected	20%	16%	20% *	12%	12% *	16%	18%	15%	14%	36% AM.AN	18%	21%
Net: Not protected	68%	68%	61% *	70%	71% *	67%	66%	72%	68%	56%	72% AL	70% AL
Mean	1.97	1.88	1.97 *	1.89	1.85 *	1.91	1.96	1.83	1.85	2.37 AM.AN	1.92	1.99
Std. dev	0.79	0.76	0.74	0.66	0.69	0.73	0.82	0.78	0.74	0.84	0.73	0.82

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Very well informed [4]	3%	3%	5% *	1%	- *	3%	3%	5%	3%	6%	6%	3%
Fairly well informed [3]	29%	32%	25% *	35%	33% *	34%	29%	31%	32%	37% AM.AN	14%	24% AM
Not very well informed [2]	46%	43%	45% *	44%	44% *	43%	42%	39%	46%	47%	52%	57%
Not at all informed [1]	15%	13%	14% *	12%	12% *	12%	16%	15%	13%	8%	25% AL.AN	14%
Don't know	6%	8%	10% *	9%	11% *	8%	10%	11%	7%	2%	3%	2%
Net: Informed	33%	35%	30% *	36%	33% *	37%	32%	36%	34%	43% AM.AN	20%	27%
Net: Not informed	61%	57%	60% *	56%	56% *	55%	57%	53%	59%	55%	77% AL	71% AL
Mean	2.22	2.27	2.23 *	2.27	2.24 *	2.31	2.22	2.29	2.26	2.41 AM.AN	2.01	2.16
Std. dev	0.75	0.75	0.78	0.69	0.68	0.74	0.77	0.80	0.73	0.73	0.80	0.69

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Strongly support [5]	4%	4%	4% *	4%	2% *	4%	2%	6%	4%	4%	4%	3%
Tend to support [4]	18%	24%	30% *	20%	22% *	26%	23%	26%	23%	17% AM.AN	4%	8%
Neither support nor oppose [3]	28%	29%	29% *	35% AG	19% *	26%	30%	29%	30%	29%	24%	28%
Tend to oppose [2]	20%	19%	15% *	22%	20% *	18%	19%	16%	20%	21%	22%	26%
Strongly oppose [1]	23%	15%	11% *	15%	20% *	16%	14%	15%	14%	23% AL	43% AL	34% AL
Don't know	8%	10% AF	11% AF*	3%	16% AF*	11%	13% AK	9%	8%	6%	3%	2%
Net: Support	21%	28%	34% *	24%	24% *	30%	25%	32%	27%	21% AM.AN	8%	11%
Net: Oppose	43%	33%	26% *	37%	40% *	33%	32%	31%	34%	44%	66% AL	59% AL
Mean	2.56	2.83	3.03 *	2.76	2.60 *	2.83	2.79	2.91	2.81	2.56 AM.AN	2.01	2.18
Std. dev	1.17	1.12	1.10	1.09	1.19	1.15	1.08	1.17	1.11	1.17	1.11	1.08

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Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.												
Unweighted base	6352	1880	131	197	52	536	344	219	781	397	413	177
Base	6352	1892	118	188	63	520	359	260	753	414	344	326
Higher taxes	13%	21% *	22% *	18%	14% *	22% AI	14%	22% AI	22% AI	19% AM.AN	3%	9% AM
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	42% AE	30% *	37%	33% *	38%	47% AH.AJ	36%	44% AH.AJ	33% AN	32% AN	16%
Increased government borrowing	13%	15%	13% *	18% AG	5% *	16%	12%	21% AI.AK	13%	13% AM	6%	15% AM
I would not be willing to accept any of these	38%	22%	25% *	24%	45% AD.AE.AF*	22%	23%	25%	20%	26%	48% AL	45% AL
Don't know	17%	14%	19%	19%	9%	16%	15%	14%	13%	19%	13%	16%
			*		*							
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?												
Unweighted base: : respondents in full-time or part-time employment only	3366	1045	65	116	*34*	282	187	141	435	184	228	96
Base: : respondents in full-time or part-time employment only	3362	1076	66	115	*43*	276	210	166	424	222	207	205
Very well prepared [4]	7%	7%	6% *	9% *	*11%* **	7%	5%	6%	7%	9% AN	12% AN	1% *
Fairly well prepared [3]	31%	32%	40% *	35% *	*40%* **	37%	31%	32%	31%	45% AM.AN	27%	17% *
Not very well prepared [2]	27%	23%	23% *	27% *	*15%* **	23%	20%	23%	25%	19%	23%	40% AL.AM*
Not at all prepared [1]	15%	11%	10% *	7% *	*14%* **	8%	13%	13%	12%	9%	17%	26% AL*
Don't know	22%	27%	21% *	22% *	*20%* **	26%	31%	26%	25%	17%	21%	16% *
Net: Prepared	37%	39%	46% *	44% *	*51%* **	44%	36%	38%	38%	54% AM.AN	39% AN	18% *
Net: Not prepared	41%	34%	33% *	34% *	*29%* **	30%	33%	36%	37%	29%	40%	65% AL.AM*
Mean	2.37	2.47	2.54 *	2.59 *	*2.61* **	2.58	2.39	2.41 *	2.45	2.65 AN*	2.42 AN	1.93 *
Std. dev	0.88	0.86	0.82	0.81	*0.95*	0.81	0.88	0.88	0.88	0.82	0.99	0.75

Brunswick Group

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brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted base: : respondents in full-time or part-time employment only	3366	1045	65	116	*34*	282	187	141	435	184	228	96
Base: : respondents in full-time or part-time employment only	3362	1076	66	115	*43*	276	210	166	424	222	207	205
Very well informed [4]	8%	8%	9% *	8% *	*12%* **	6%	7%	11%	8%	10%	11%	5% *
Fairly well informed [3]	30%	31%	27% *	28% *	*28%* **	32%	28%	35%	30%	43% AM.AN	25%	21% *
Not very well informed [2]	29%	22%	28% *	32% AD*	*16%* **	23%	21%	17%	24%	24%	31%	46% AL*
Not at all informed [1]	16%	14%	15% *	9% *	*23%* **	12%	17%	12%	13%	12%	21%	22% *
Don't know	17%	25%	21% *	23% *	*21%* **	25%	28%	25%	24%	10%	11%	7% *
Net: Informed	38%	39%	36% *	36% *	*40%* **	39%	35%	47%	38%	54% AM.AN	36%	25% *
Net: Not informed	44%	36%	42% *	41% *	*40%* **	36%	38%	29%	38%	36%	52% AL	68% AL.AM*
Mean	2.37	2.45	2.39 *	2.46 *	*2.35* **	2.44	2.34	2.61 AI*	2.44	2.58 AM.AN*	2.30	2.08 *
Std. dev	0.90	0.91	0.93	0.85	*1.07*	0.87	0.94	0.93	0.90	0.86	0.97	0.81

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YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted base: : respondents in full-time or part-time employment only	3366	1045	65	116	*34*	282	187	141	435	184	228	96
Base: : respondents in full-time or part-time employment only	3362	1076	66	115	*43*	276	210	166	424	222	207	205
Very confident [4]	8%	8%	10% *	13% *	*10%* **	7%	7%	11%	7%	13% AN	18% AN	3% *
Fairly confident [3]	31%	30%	29% *	32% *	*27%* **	32%	29%	30%	31%	47% AM	26%	34% *
Not very confident [2]	23%	19%	15% *	24% *	*11%* **	20%	15%	22%	20%	18%	25%	30% *
Not at all confident [1]	14%	13% AF	17% AF*	6% *	*11%* **	10%	15%	16%	13%	5%	14% AL	19% AL*
Don't know	23%	30%	29% *	25% *	*41%* **	31%	35% AJ	22%	29%	16%	17%	13% *
Net: Confident	39%	38%	39% *	45% *	*37%* **	39%	36%	41%	38%	61% AM.AN	44%	37% *
Net: Not confident	37%	32%	32% *	30% *	*22%* **	30%	29%	38%	33%	24%	39% AL	50% AL*
Mean	2.43	2.46	2.45 *	2.69 AD*	*2.61* **	2.52	2.43 *	2.45 *	2.44	2.81 AN*	2.58 AN	2.24 *
Std. dev	0.91	0.92	1.02	0.85	*0.99*	0.87	0.95	0.97	0.91	0.77	1.01	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very optimistic [5]	1%	2%	1% *	-	- *	2%	0%	4% AI	2%	-	-	-
Fairly optimistic [4]	12%	13% AG	11% *	10%	2% *	16% AI.AK	9%	16% AI	11%	-	-	-
Neither optimistic nor pessimistic [3]	24%	24%	30% *	21%	29% *	22%	26%	27%	24%	-	-	-
Fairly pessimistic [2]	36%	35%	30% *	42%	49% AE*	35% AJ	38% AJ	27%	36% AJ	-	-	-
Very pessimistic [1]	21%	21%	21% *	20%	16% *	19%	18%	21%	23%	-	-	-
Don't know	6%	6%	7% *	8%	4% *	6%	9% AK	5%	5%	-	-	-
Net: Optimistic	13%	14% AG	11% *	10%	2% *	18% AI.AK	9%	19% AI.AK	13%	-	-	-
Net: Pessimistic	56%	56%	52% *	62%	65% *	54%	56%	48%	59% AJ	-	-	-
Mean	2.34	2.36	2.35 *	2.23	2.18 *	2.43 AK	2.29	2.51 AI.AK	2.29	-	-	-
Std. dev	1.01	1.02	0.98	0.90	0.73	1.05	0.90	1.13	1.01	-	-	-

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?												
brunswick9_UK_1. Jobs and employment												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	1%	1%	1% *	1%	- *	2%	2%	1%	1%	-	-	-
Fairly confident [3]	14%	13%	20% AD*	16%	10% *	16% AI	10%	17% AI	12%	-	-	-
Not very confident [2]	46%	46%	38% *	49%	52% *	45%	53% AH.AJ.AK	41%	45%	-	-	-
Not at all confident [1]	29%	30%	31% *	25%	28% *	27%	25%	33%	32% AI	-	-	-
Don't know	10%	10%	10% *	9%	11% *	10%	10%	8%	10%	-	-	-
Net: Confident	15%	15%	21% *	17%	10% *	17% AI	12%	18%	13%	-	-	-
Net: Not confident	75%	76%	69% *	75%	79% *	72%	78%	74%	78%	-	-	-
Mean	1.86	1.85	1.90 *	1.91	1.81 *	1.91 AK	1.87	1.85	1.80	-	-	-
Std. dev	0.72	0.72	0.77	0.70	0.63	0.74	0.67	0.76	0.71	-	-	-

Brunswick Group

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	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick9_UK_2. People's living standards												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	1%	1%	1% *	-	- *	1%	2%	2%	1%	-	-	-
Fairly confident [3]	10%	11%	8% *	11%	6% *	11%	9%	12%	10%	-	-	-
Not very confident [2]	44%	44%	45% *	49%	48% *	43%	46%	40%	44%	-	-	-
Not at all confident [1]	35%	36%	38% *	33%	38% *	35%	32%	38%	37%	-	-	-
Don't know	9%	9%	8% *	7%	8% *	10%	10%	8%	8%	-	-	-
Net: Confident	12%	12%	9% *	11%	6% *	13%	11%	14%	11%	-	-	-
Net: Not confident	80%	79%	83% *	82%	86% *	78%	79%	78%	81%	-	-	-
Mean	1.75	1.75	1.70 *	1.77	1.65 *	1.78	1.78	1.76	1.73	-	-	-
Std. dev	0.70	0.71	0.67	0.65	0.60	0.72	0.71	0.75	0.68	-	-	-

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		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick9_UK_3. Business activity and investment												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	2%	2%	2% *	2%	- *	2%	2%	3%	2%	-	-	-
Fairly confident [3]	18%	18%	11% *	16%	10% *	19%	14%	24% AI	18%	-	-	-
Not very confident [2]	45%	44%	48% *	47%	59% *	45% AJ	52% AJ.AK	32%	43% AJ	-	-	-
Not at all confident [1]	23%	23%	23% *	23%	23% *	21%	18%	25%	25% AI	-	-	-
Don't know	13%	13%	16% *	12%	8% *	13%	14%	16%	12%	-	-	-
Net: Confident	19%	20%	13% *	17%	10% *	21%	16%	27% AI.AK	20%	-	-	-
Net: Not confident	67%	66%	71% *	71%	82% AD*	66%	70% AJ	58%	68% AJ	-	-	-
Mean	1.98	2.00	1.92 *	1.95	1.85 *	2.02	2.00	2.05	1.96	-	-	-
Std. dev	0.74	0.75	0.72	0.72	0.59	0.74	0.69	0.84	0.75	-	-	-

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		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick9_UK_4. Delivery of critical services												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	3%	3%	3% *	2%	1% *	3%	1%	2%	3%	-	-	-
Fairly confident [3]	27%	27% AG	27% *	27% AG	12% *	28%	27%	32% AK	25%	-	-	-
Not very confident [2]	39%	39%	37% *	39%	56% AD.AE*	40%	41% AJ	31%	40% AJ	-	-	-
Not at all confident [1]	21%	21%	24% *	24%	17% *	18%	20%	23%	24% AH	-	-	-
Don't know	10%	10%	9% *	8%	13% *	12%	11%	11%	9%	-	-	-
Net: Confident	29%	30% AG	30% AG*	29% AG	14% *	31%	28%	35%	28%	-	-	-
Net: Not confident	61%	60%	61% *	63%	73% *	57%	61%	55%	63% AJ	-	-	-
Mean	2.12	2.12	2.10 *	2.08	1.97 *	2.18	2.11	2.15	2.08	-	-	-
Std. dev	0.80	0.80	0.83	0.80	0.64	0.79	0.76	0.84	0.82	-	-	-

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		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?												
brunswick10_UK_1. A major economic crisis												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very prepared [4]	1%	1%	- *	1%	- *	1%	1%	2%	1%	-	-	-
Fairly prepared [3]	14%	15% AG	13% AG*	12% AG	1% *	16%	14%	17%	13%	-	-	-
Not very prepared [2]	48%	47%	50% *	50%	69% AD.AE.AF*	46%	51% AJ	40%	47%	-	-	-
Not at all prepared [1]	29%	29%	26% *	31%	25% *	28%	25%	31%	32% AI	-	-	-
Don't know	8%	8%	11% *	5%	5% *	9%	8%	10%	7%	-	-	-
Net: Prepared	15%	16% AG	13% AG*	14% AG	1% *	17%	15%	19%	14%	-	-	-
Net: Not prepared	77%	76%	76% *	81%	94% AD.AE.AF*	74%	77%	71%	79% AJ	-	-	-
Mean	1.86	1.87	1.86 *	1.83	1.75 *	1.89	1.90	1.89	1.82	-	-	-
Std. dev	0.70	0.72	0.65	0.70	0.47	0.72	0.68	0.79	0.70	-	-	-

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		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick10_UK_2. A major public health crisis												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very prepared [4]	3%	3%	2% *	2%	- *	4%	3%	4%	3%	-	-	-
Fairly prepared [3]	27%	27%	26% *	29%	22% *	29%	26%	27%	27%	-	-	-
Not very prepared [2]	40%	40%	47% *	36%	48% *	40%	43%	35%	39%	-	-	-
Not at all prepared [1]	25%	24%	19% *	30%	27% *	22%	21%	28%	27%	-	-	-
Don't know	5%	5%	6% *	3%	4% *	5%	7%	6%	5%	-	-	-
Net: Prepared	30%	31%	28% *	31%	22% *	33%	30%	31%	30%	-	-	-
Net: Not prepared	65%	64%	66% *	67%	75% *	62%	64%	63%	66%	-	-	-
Mean	2.09	2.11	2.12 *	2.02	1.95 *	2.17 AK	2.13	2.08	2.06	-	-	-
Std. dev	0.82	0.82	0.75	0.83	0.71	0.83	0.79	0.87	0.82	-	-	-

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	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick10_UK_3. An extreme weather event												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very prepared [4]	1%	1%	1% *	0%	1% *	2%	1%	0%	1%	-	-	-
Fairly prepared [3]	19%	19% AG	20% AG*	24% AG	6% *	21%	21%	19%	17%	-	-	-
Not very prepared [2]	45%	44%	50% *	46%	58% *	44%	42%	38%	47% AJ	-	-	-
Not at all prepared [1]	30%	30%	25% *	26%	27% *	28%	28%	36%	30%	-	-	-
Don't know	5%	6%	3% *	4%	8% *	5%	7%	7%	5%	-	-	-
Net: Prepared	20%	20% AG	22% AG*	24% AG	7% *	23%	22%	19%	18%	-	-	-
Net: Not prepared	75%	74%	75% *	72%	85% *	72%	70%	74%	78% AH.AI	-	-	-
Mean	1.91	1.90	1.98 *	1.99	1.80 *	1.95	1.95	1.82	1.87	-	-	-
Std. dev	0.74	0.75	0.72	0.73	0.62	0.76	0.77	0.75	0.72	-	-	-

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	11%	11%	10% *	11%	8% *	11%	14% AK	9%	10%	-	-	-
Fairly confident [3]	44%	44%	47% *	48%	43% *	45%	43%	44%	43%	-	-	-
Not very confident [2]	26%	25%	30% *	28%	29% *	26%	23%	22%	26%	-	-	-
Not at all confident [1]	12%	13%	7% *	8%	15% *	9%	9%	17% AH.AI	15% AH.AI	-	-	-
Don't know	7%	8%	7% *	5%	5% *	8%	10%	9%	6%	-	-	-
Net: Confident	55%	54%	56% *	59%	51% *	57%	57%	53%	52%	-	-	-
Net: Not confident	38%	38%	37% *	36%	44% *	35%	33%	39%	42% AH.AI	-	-	-
Mean	2.58	2.57	2.64 *	2.65	2.47 *	2.64 AK	2.70 AJ.AK	2.49	2.50	-	-	-
Std. dev	0.86	0.87	0.77	0.78	0.87	0.82	0.86	0.90	0.88	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_UK_2. Your household's income or employment situation												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	13%	13%	14% *	12%	17% *	12%	18% AK	13%	12%	-	-	-
Fairly confident [3]	45%	45%	50% *	51%	42% *	49%	44%	43%	43%	-	-	-
Not very confident [2]	22%	23%	19% *	21%	23% *	22%	20%	23%	24%	-	-	-
Not at all confident [1]	10%	11%	7% *	8%	13% *	9%	10%	12%	13% AH	-	-	-
Don't know	8%	8%	9% *	7%	5% *	8%	9%	10%	8%	-	-	-
Net: Confident	59%	58%	64% *	64%	59% *	61%	62%	55%	55%	-	-	-
Net: Not confident	33%	33%	27% *	29%	36% *	31%	29%	34%	37% AH.AI	-	-	-
Mean	2.67	2.66	2.78 *	2.74	2.66 *	2.70 AK	2.77 AK	2.63	2.59	-	-	-
Std. dev	0.86	0.87	0.81	0.80	0.94	0.82	0.88	0.88	0.88	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_UK_3. Your housing situation												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	30%	31%	30% *	30%	23% *	31%	35%	26%	30%	-	-	-
Fairly confident [3]	45%	44%	48% *	52% AD	56% *	45%	43%	39%	45%	-	-	-
Not very confident [2]	11%	11%	13% *	10%	15% *	11%	11%	12%	12%	-	-	-
Not at all confident [1]	7%	7%	3% *	3%	6% *	5%	5%	12% AH.AI	8% AH	-	-	-
Don't know	7%	7%	6% *	6%	1% *	8% AK	7%	11% AK	5%	-	-	-
Net: Confident	75%	74%	78% *	82% AD	78% *	76% AJ	77% AJ	65%	75% AJ	-	-	-
Net: Not confident	18%	18%	16% *	13%	21% *	15%	16%	24% AH.AI	20%	-	-	-
Mean	3.06	3.06	3.12 *	3.15	2.96 *	3.13 AJ	3.14 AJ	2.88	3.02	-	-	-
Std. dev	0.85	0.87	0.76	0.73	0.80	0.80	0.83	0.98	0.88	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following? **brunswick12_UK_1. A large unexpected expense**												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	9%	9%	11% *	8%	3% *	9%	9%	9%	9%	-	-	-
Fairly confident [3]	38%	38%	29% *	41%	35% *	39%	38%	35%	39%	-	-	-
Not very confident [2]	27%	26%	34% *	31%	36% *	25%	24%	25%	28%	-	-	-
Not at all confident [1]	19%	20%	17% *	15%	22% *	21%	19%	20%	19%	-	-	-
Don't know	7%	7%	8% *	5%	4% *	6%	9% AK	10% AK	5%	-	-	-
Net: Confident	47%	47%	40% *	50%	38% *	48%	48%	45%	48%	-	-	-
Net: Not confident	46%	46%	52% *	45%	58% *	45%	43%	46%	47%	-	-	-
Mean	2.39	2.40	2.37 *	2.46	2.20 *	2.38	2.43	2.37	2.40	-	-	-
Std. dev	0.92	0.93	0.92	0.86	0.84	0.93	0.93	0.94	0.92	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick12_UK_2. A significant reduction in household income												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	5%	4%	8% *	4%	2% *	4%	6%	6%	4%	-	-	-
Fairly confident [3]	25%	25%	20% *	26%	17% *	26%	26%	24%	24%	-	-	-
Not very confident [2]	38%	37%	40% *	42%	42% *	38%	34%	31%	41% AJ	-	-	-
Not at all confident [1]	25%	25%	25% *	21%	30% *	24%	24%	28%	26%	-	-	-
Don't know	8%	8%	7% *	7%	8% *	8%	11% AK	11% AK	5%	-	-	-
Net: Confident	29%	29%	28%	30%	19%	30%	31%	30%	28%	-	-	-
Net: Not confident	63%	63%	66% *	63%	73% *	62%	58%	59%	67% AI	-	-	-
Mean	2.09	2.09	2.11 *	2.15	1.90 *	2.10	2.15	2.09	2.07	-	-	-
Std. dev	0.85	0.85	0.90	0.82	0.78	0.83	0.89	0.92	0.83	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick12_UK_3. A significant increase in essential living costs												
Unweighted base: UK only	2260	1880	131	197	52	536	344	219	781	-	-	-
Base: UK only	2260	1892	118	188	63	520	359	260	753	-	-	-
Very confident [4]	6%	6%	10% *	5%	4% *	6%	7%	6%	5%	-	-	-
Fairly confident [3]	37%	37% AE	27% *	37%	44% AE*	37%	36%	40%	36%	-	-	-
Not very confident [2]	34%	33%	42% *	38%	30% *	31%	30%	30%	36%	-	-	-
Not at all confident [1]	17%	17%	13% *	14%	17% *	19%	16%	15%	18%	-	-	-
Don't know	7%	7%	8% *	5%	4% *	8% AK	10% AK	9% AK	4%	-	-	-
Net: Confident	43%	43%	37%	43%	48%	43%	44%	46%	41%	-	-	-
Net: Not confident	51%	50%	55% *	52%	48% *	50%	46%	45%	54% AI.AJ	-	-	-
Mean	2.34	2.34	2.36 *	2.36	2.36 *	2.32	2.39	2.41	2.30	-	-	-
Std. dev	0.85	0.85	0.86	0.80	0.83	0.87	0.87	0.84	0.83	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.												
brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.												
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	397	413	177
Base: France only	2017	-	-	-	-	-	-	-	-	414	344	326
Geopolitical tensions	37%	-	-	-	-	-	-	-	-	35%	36%	48% AL.AM
Political instability in France	41%	-	-	-	-	-	-	-	-	46% AN	44%	33%
Artificial Intelligence (AI)	36%	-	-	-	-	-	-	-	-	32%	36%	41%
An ageing workforce	12%	-	-	-	-	-	-	-	-	13%	9%	11%
Economic or financial shock	44%	-	-	-	-	-	-	-	-	48%	45%	44%
Climate change and extreme weather	31%	-	-	-	-	-	-	-	-	38% AM	18%	36% AM
Supply-chain disruption	16%	-	-	-	-	-	-	-	-	21%	15%	18%
Other [see Sheet1]	1%	-	-	-	-	-	-	-	-	1%	3%	1%
None of the above	2%	-	-	-	-	-	-	-	-	1%	2%	-
Don't know	10%	-	-	-	-	-	-	-	-	6%	12% AL	8%

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.												
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	397	413	177
Base: France only	2017	-	-	-	-	-	-	-	-	414	344	326
Energy	35%	-	-	-	-	-	-	-	-	42% AM	31%	38%
Defence	29%	-	-	-	-	-	-	-	-	37% AN	29%	22%
Healthcare	25%	-	-	-	-	-	-	-	-	28%	21%	30% AM
Financial services	14%	-	-	-	-	-	-	-	-	14%	17%	16%
Technology (e.g. software and electronic devices)	16%	-	-	-	-	-	-	-	-	15%	16%	20%
Telecommunications	7%	-	-	-	-	-	-	-	-	7%	5%	13% AM
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	-	-	-	-	-	-	-	-	23% AM.AN	15%	12%
Transport	8%	-	-	-	-	-	-	-	-	10% AM	4%	10% AM
Physical infrastructure and construction	6%	-	-	-	-	-	-	-	-	7%	5%	3%
Manufacturing	12%	-	-	-	-	-	-	-	-	10%	14%	14%
Food and agriculture	29%	-	-	-	-	-	-	-	-	30%	24%	31%
Media and communications	9%	-	-	-	-	-	-	-	-	10%	9%	9%
Retail and luxury	2%	-	-	-	-	-	-	-	-	1%	3%	2%
Other [see Sheet2]	1%	-	-	-	-	-	-	-	-	1%	0%	0%
None of the above	2%	-	-	-	-	-	-	-	-	1%	3%	0%
Don't know	18%	-	-	-	-	-	-	-	-	14%	22% AL	16%
To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?												

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_1_France. Energy												
Unweighted base: France only - respondents who selected that sector previously	731	-	-	-	-	-	-	-	-	168	140	69
Base: France only - respondents who selected that sector previously	706	-	-	-	-	-	-	-	-	175	108	125
To a great extent [4]	22%	-	-	-	-	-	-	-	-	19% *	24%	28% *
To some extent [3]	40%	-	-	-	-	-	-	-	-	49% *	38%	32% *
To a small extent [2]	25%	-	-	-	-	-	-	-	-	24% *	21%	31% *
Not at all [1]	11%	-	-	-	-	-	-	-	-	7% *	14%	4% *
Don't know	2%	-	-	-	-	-	-	-	-	1% *	2%	4% *
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	68% *	63%	60% *
Net: Lower autonomy	36%	-	-	-	-	-	-	-	-	31% *	35%	35% *
Mean	2.74	-	-	-	-	-	-	-	-	2.81 *	2.75	2.88 *
Std. dev	0.93	-	-	-	-	-	-	-	-	0.82	0.99	0.89

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_2_France. Defence												
Unweighted base: France only - respondents who selected that sector previously	632	-	-	-	-	-	-	-	-	160	122	*39*
Base: France only - respondents who selected that sector previously	587	-	-	-	-	-	-	-	-	155	100	*72*
To a great extent [4]	20%	-	-	-	-	-	-	-	-	23% *	18% *	*17%* **
To some extent [3]	48%	-	-	-	-	-	-	-	-	47% *	41% *	*48%* **
To a small extent [2]	23%	-	-	-	-	-	-	-	-	23% *	28% *	*28%* **
Not at all [1]	5%	-	-	-	-	-	-	-	-	3% *	9% *	*4%* **
Don't know	5%	-	-	-	-	-	-	-	-	4% *	5% *	*2%* **
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	70% *	58% *	*66%* **
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	26% *	37% *	*33%* **
Mean	2.87	-	-	-	-	-	-	-	-	2.93 *	2.70 *	*2.80* **
Std. dev	0.79	-	-	-	-	-	-	-	-	0.77	0.89	*0.78*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_3_France. Healthcare												
Unweighted base: France only - respondents who selected that sector previously	503	-	-	-	-	-	-	-	-	100	95	59
Base: France only - respondents who selected that sector previously	506	-	-	-	-	-	-	-	-	116	71	99
To a great extent [4]	23%	-	-	-	-	-	-	-	-	27% *	17% *	23% *
To some extent [3]	39%	-	-	-	-	-	-	-	-	41% *	37% *	32% *
To a small extent [2]	23%	-	-	-	-	-	-	-	-	25% *	25% *	27% *
Not at all [1]	9%	-	-	-	-	-	-	-	-	4% *	13% *	6% *
Don't know	5%	-	-	-	-	-	-	-	-	2% *	7% *	12% *
Net: Higher autonomy	63%	-	-	-	-	-	-	-	-	68% *	54% *	55% *
Net: Lower autonomy	32%	-	-	-	-	-	-	-	-	29% *	39% *	33% *
Mean	2.81	-	-	-	-	-	-	-	-	2.93 AM*	2.62 *	2.81 *
Std. dev	0.92	-	-	-	-	-	-	-	-	0.85	0.95	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_4_France. Financial services												
Unweighted base: France only - respondents who selected that sector previously	265	-	-	-	-	-	-	-	-	56	64	*24*
Base: France only - respondents who selected that sector previously	280	-	-	-	-	-	-	-	-	58	58	*51*
To a great extent [4]	14%	-	-	-	-	-	-	-	-	27% *	10% *	*5%* **
To some extent [3]	39%	-	-	-	-	-	-	-	-	46% *	37% *	*42%* **
To a small extent [2]	30%	-	-	-	-	-	-	-	-	17% *	25% *	*40%* **
Not at all [1]	13%	-	-	-	-	-	-	-	-	9% *	25% *	*7%* **
Don't know	3%	-	-	-	-	-	-	-	-	1% *	3% *	*6%* **
Net: Higher autonomy	54%	-	-	-	-	-	-	-	-	73% AM*	47% *	*47%* **
Net: Lower autonomy	43%	-	-	-	-	-	-	-	-	26% *	50% AL*	*47%* **
Mean	2.57	-	-	-	-	-	-	-	-	2.92 AM*	2.33 *	*2.48* **
Std. dev	0.90	-	-	-	-	-	-	-	-	0.90	0.98	*0.72*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_5_France. Technology (e.g. software and electronic devices)												
Unweighted base: France only - respondents who selected that sector previously	328	-	-	-	-	-	-	-	-	74	53	*35*
Base: France only - respondents who selected that sector previously	326	-	-	-	-	-	-	-	-	63	54	*65*
To a great extent [4]	12%	-	-	-	-	-	-	-	-	15% *	6% **	*13%* **
To some extent [3]	34%	-	-	-	-	-	-	-	-	43% *	37% **	*30%* **
To a small extent [2]	37%	-	-	-	-	-	-	-	-	27% *	48% **	*35%* **
Not at all [1]	14%	-	-	-	-	-	-	-	-	15% *	7% **	*22%* **
Don't know	3%	-	-	-	-	-	-	-	-	0% *	2% **	- **
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	57% *	43% **	*42%* **
Net: Lower autonomy	51%	-	-	-	-	-	-	-	-	42% *	55% **	*58%* **
Mean	2.45	-	-	-	-	-	-	-	-	2.57 *	2.43 **	*2.33* **
Std. dev	0.89	-	-	-	-	-	-	-	-	0.92	0.71	*0.97*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_6_France. Telecommunications												
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	*27*	*21*	*20*
Base: France only - respondents who selected that sector previously	142	-	-	-	-	-	-	-	-	*29*	*16*	*41*
To a great extent [4]	17%	-	-	-	-	-	-	-	-	*18%* **	*18%* **	*9%* **
To some extent [3]	45%	-	-	-	-	-	-	-	-	*47%* **	*42%* **	*38%* **
To a small extent [2]	29%	-	-	-	-	-	-	-	-	*28%* **	*37%* **	*50%* **
Not at all [1]	2%	-	-	-	-	-	-	-	-	- **	*4%* **	*3%* **
Don't know	7%	-	-	-	-	-	-	-	-	*7%* **	- **	- **
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	*65%* **	*60%* **	*47%* **
Net: Lower autonomy	31%	-	-	-	-	-	-	-	-	*28%* **	*40%* **	*53%* **
Mean	2.83	-	-	-	-	-	-	-	-	*2.89* **	*2.74* **	*2.54* **
Std. dev	0.75	-	-	-	-	-	-	-	-	*0.71*	*0.82*	*0.71*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)												
Unweighted base: France only - respondents who selected that sector previously	367	-	-	-	-	-	-	-	-	97	66	*28*
Base: France only - respondents who selected that sector previously	331	-	-	-	-	-	-	-	-	94	52	*38*
To a great extent [4]	13%	-	-	-	-	-	-	-	-	23% AM*	3% *	*3%* **
To some extent [3]	33%	-	-	-	-	-	-	-	-	38% *	43% *	*22%* **
To a small extent [2]	34%	-	-	-	-	-	-	-	-	21% *	39% *	*38%* **
Not at all [1]	15%	-	-	-	-	-	-	-	-	14% *	15% *	*29%* **
Don't know	5%	-	-	-	-	-	-	-	-	3% *	- *	*8%* **
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	61% *	46% *	*25%* **
Net: Lower autonomy	49%	-	-	-	-	-	-	-	-	35% *	54% *	*67%* **
Mean	2.46	-	-	-	-	-	-	-	-	2.73 AM*	2.35 *	*1.98* **
Std. dev	0.91	-	-	-	-	-	-	-	-	0.99	0.77	*0.83*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_8_France. Transport												
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	*31*	*16*	*15*
Base: France only - respondents who selected that sector previously	159	-	-	-	-	-	-	-	-	*42*	*12*	*33*
To a great extent [4]	24%	-	-	-	-	-	-	-	-	*31%* **	*27%* **	*31%* **
To some extent [3]	44%	-	-	-	-	-	-	-	-	*58%* **	*23%* **	*27%* **
To a small extent [2]	19%	-	-	-	-	-	-	-	-	*11%* **	*47%* **	*18%* **
Not at all [1]	8%	-	-	-	-	-	-	-	-	- **	*3%* **	*20%* **
Don't know	5%	-	-	-	-	-	-	-	-	- **	- **	*4%* **
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	*89%* **	*50%* **	*58%* **
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	*11%* **	*50%* **	*38%* **
Mean	2.88	-	-	-	-	-	-	-	-	*3.19* **	*2.73* **	*2.71* **
Std. dev	0.88	-	-	-	-	-	-	-	-	*0.63*	*0.93*	*1.14*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_9_France. Physical infrastructure and construction												
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	*25*	*22*	*9*
Base: France only - respondents who selected that sector previously	121	-	-	-	-	-	-	-	-	*27*	*17*	*9*
To a great extent [4]	20%	-	-	-	-	-	-	-	-	*21%* **	*12%* **	*45%* **
To some extent [3]	53%	-	-	-	-	-	-	-	-	*68%* **	*52%* **	*55%* **
To a small extent [2]	19%	-	-	-	-	-	-	-	-	*7%* **	*30%* **	- **
Not at all [1]	4%	-	-	-	-	-	-	-	-	*2%* **	*6%* **	- **
Don't know	4%	-	-	-	-	-	-	-	-	*2%* **	- **	- **
Net: Higher autonomy	73%	-	-	-	-	-	-	-	-	*89%* **	*64%* **	*100%* **
Net: Lower autonomy	23%	-	-	-	-	-	-	-	-	*9%* **	*36%* **	- **
Mean	2.92	-	-	-	-	-	-	-	-	*3.10* **	*2.71* **	*3.45* **
Std. dev	0.75	-	-	-	-	-	-	-	-	*0.61*	*0.78*	*0.53*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_10_France. Manufacturing												
Unweighted Base: France only - respondents who selected that sector previously	223	-	-	-	-	-	-	-	-	*45*	*49*	*17*
Base: France only - respondents who selected that sector previously	237	-	-	-	-	-	-	-	-	*42*	*47*	*47*
To a great extent [4]	15%	-	-	-	-	-	-	-	-	*28%* **	*17%* **	*10%* **
To some extent [3]	26%	-	-	-	-	-	-	-	-	*22%* **	*38%* **	*10%* **
To a small extent [2]	34%	-	-	-	-	-	-	-	-	*33%* **	*15%* **	*63%* **
Not at all [1]	20%	-	-	-	-	-	-	-	-	*13%* **	*24%* **	*18%* **
Don't know	5%	-	-	-	-	-	-	-	-	*4%* **	*7%* **	- **
Net: Higher autonomy	41%	-	-	-	-	-	-	-	-	*50%* **	*54%* **	*19%* **
Net: Lower autonomy	54%	-	-	-	-	-	-	-	-	*45%* **	*39%* **	*81%* **
Mean	2.38	-	-	-	-	-	-	-	-	*2.69* **	*2.50* **	*2.11* **
Std. dev	0.99	-	-	-	-	-	-	-	-	*1.05*	*1.07*	*0.81*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_11_France. Food and agriculture												
Unweighted Base: France only - respondents who selected that sector previously	635	-	-	-	-	-	-	-	-	125	117	70
Base: France only - respondents who selected that sector previously	578	-	-	-	-	-	-	-	-	126	82	102
To a great extent [4]	16%	-	-	-	-	-	-	-	-	13% *	14% *	21% *
To some extent [3]	40%	-	-	-	-	-	-	-	-	47% AM*	28% *	40% *
To a small extent [2]	32%	-	-	-	-	-	-	-	-	34% *	37% *	37% *
Not at all [1]	9%	-	-	-	-	-	-	-	-	5% *	18% AL.AN*	3% *
Don't know	3%	-	-	-	-	-	-	-	-	1% *	3% *	- *
Net: Higher autonomy	56%	-	-	-	-	-	-	-	-	60% AM*	42% *	60% *
Net: Lower autonomy	41%	-	-	-	-	-	-	-	-	39% *	55% AL*	40% *
Mean	2.64	-	-	-	-	-	-	-	-	2.68 AM*	2.40 *	2.78 AM*
Std. dev	0.87	-	-	-	-	-	-	-	-	0.77	0.96	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted Base: France only - respondents who selected that sector previously	180	-	-	-	-	-	-	-	-	*40*	*32*	*16*
Base: France only - respondents who selected that sector previously	189	-	-	-	-	-	-	-	-	*42*	*30*	*29*
To a great extent [4]	26%	-	-	-	-	-	-	-	-	*37%* **	*9%* **	*10%* **
To some extent [3]	39%	-	-	-	-	-	-	-	-	*37%* **	*44%* **	*43%* **
To a small extent [2]	21%	-	-	-	-	-	-	-	-	*20%* **	*32%* **	*22%* **
Not at all [1]	6%	-	-	-	-	-	-	-	-	*7%* **	*8%* **	*6%* **
Don't know	8%	-	-	-	-	-	-	-	-	- **	*7%* **	*20%* **
Net: Higher autonomy	65%	-	-	-	-	-	-	-	-	*74%* **	*53%* **	*53%* **
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	*26%* **	*40%* **	*27%* **
Mean	2.92	-	-	-	-	-	-	-	-	*3.04* **	*2.58* **	*2.72* **
Std. dev	0.88	-	-	-	-	-	-	-	-	*0.92*	*0.79*	*0.80*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_13_France. Retail and luxury												
Unweighted base: France only - respondents who selected that sector previously	*45*	-	-	-	-	-	-	-	-	*6*	*16*	*4*
Base: France only - respondents who selected that sector previously	*44*	-	-	-	-	-	-	-	-	*4*	*9*	*6*
To a great extent [4]	*24%*	-	-	-	-	-	-	-	-	- **	*25%* **	*65%* **
To some extent [3]	*60%*	-	-	-	-	-	-	-	-	*90%* **	*40%* **	*35%* **
To a small extent [2]	*12%*	-	-	-	-	-	-	-	-	- **	*21%* **	- **
Not at all [1]	*1%*	-	-	-	-	-	-	-	-	*10%* **	- **	- **
Don't know	*3%*	-	-	-	-	-	-	-	-	- **	*14%* **	- **
Net: Higher autonomy	*85%*	-	-	-	-	-	-	-	-	*90%* **	*65%* **	*100%* **
Net: Lower autonomy	*13%*	-	-	-	-	-	-	-	-	*10%* **	*21%* **	- **
Mean	*3.11*	-	-	-	-	-	-	-	-	*2.79* **	*3.04* **	*3.65* **
Std. dev	*0.64*	-	-	-	-	-	-	-	-	*0.69*	*0.78*	*0.52*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted base: France only - respondents who selected that sector previously	*14*	-	-	-	-	-	-	-	-	*3*	*2*	*1*
Base: France only - respondents who selected that sector previously	*10*	-	-	-	-	-	-	-	-	*3*	*1*	*0*
To a great extent [4]	*41%*	-	-	-	-	-	-	-	-	*45%* **	*34%* **	*100%* **
To some extent [3]	*10%*	-	-	-	-	-	-	-	-	- **	*66%* **	- **
To a small extent [2]	*21%*	-	-	-	-	-	-	-	-	*31%* **	- **	- **
Not at all [1]	*18%*	-	-	-	-	-	-	-	-	- **	- **	- **
Don't know	*9%*	-	-	-	-	-	-	-	-	*25%* **	- **	- **
Net: Higher autonomy	*51%*	-	-	-	-	-	-	-	-	*45%* **	*100%* **	*100%* **
Net: Lower autonomy	*39%*	-	-	-	-	-	-	-	-	*31%* **	- **	- **
Mean	*2.82*	-	-	-	-	-	-	-	-	*3.19* **	*3.34* **	*4.00* **
Std. dev	*1.28*	-	-	-	-	-	-	-	-	*1.40*	-	-

Brunswick Group

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YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	397	413	177
Base: France only	2017	-	-	-	-	-	-	-	-	414	344	326
A very positive impact [5]	5%	-	-	-	-	-	-	-	-	6%	4%	8%
A fairly positive impact [4]	21%	-	-	-	-	-	-	-	-	21%	21%	23%
No impact [3]	25%	-	-	-	-	-	-	-	-	27%	24%	25%
A fairly negative impact [2]	19%	-	-	-	-	-	-	-	-	22% AN	16%	13%
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	8%	13% AL.AN	4%
Don't know	22%	-	-	-	-	-	-	-	-	17%	21%	27% AL
Net: Positive impact	26%	-	-	-	-	-	-	-	-	27%	25%	31%
Net: Negative impact	27%	-	-	-	-	-	-	-	-	29% AN	29% AN	17%
Mean	2.95	-	-	-	-	-	-	-	-	2.95	2.83	3.25 AL.AM*
Std. dev	1.09	-	-	-	-	-	-	-	-	1.08	1.15	1.06

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick12_France_2. France's attractiveness as a place to invest and do business												
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	397	413	177
Base: France only	2017	-	-	-	-	-	-	-	-	414	344	326
A very positive impact [5]	7%	-	-	-	-	-	-	-	-	10%	5%	7%
A fairly positive impact [4]	22%	-	-	-	-	-	-	-	-	22%	23%	25%
No impact [3]	27%	-	-	-	-	-	-	-	-	24%	29%	29%
A fairly negative impact [2]	17%	-	-	-	-	-	-	-	-	18%	16%	11%
A very negative impact [1]	7%	-	-	-	-	-	-	-	-	8%	8%	5%
Don't know	20%	-	-	-	-	-	-	-	-	18%	18%	23%
Net: Positive impact	29%	-	-	-	-	-	-	-	-	32%	28%	32%
Net: Negative impact	24%	-	-	-	-	-	-	-	-	26% AN	25%	16%
Mean	3.05	-	-	-	-	-	-	-	-	3.09	2.99	3.23 *
Std. dev	1.09	-	-	-	-	-	-	-	-	1.17	1.07	1.03

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick13_France. How worried are you, if at all, about the level of France's national debt?												
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	397	413	177
Base: France only	2017	-	-	-	-	-	-	-	-	414	344	326
Very worried [4]	31%	-	-	-	-	-	-	-	-	29%	37% AN	23%
Fairly worried [3]	45%	-	-	-	-	-	-	-	-	50%	47%	45%
Not very worried [2]	15%	-	-	-	-	-	-	-	-	14% AM	8%	20% AM
Not at all worried [1]	5%	-	-	-	-	-	-	-	-	3%	5%	9%
Don't know	4%	-	-	-	-	-	-	-	-	3%	3%	4%
Net: Worried	76%	-	-	-	-	-	-	-	-	79% AN	84% AN	68%
Net: Not worried	20%	-	-	-	-	-	-	-	-	18%	13%	28% AL.AM
Mean	3.05	-	-	-	-	-	-	-	-	3.09 AN	3.19 AN	2.85
Std. dev	0.83	-	-	-	-	-	-	-	-	0.76	0.80	0.88

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.												
brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Much more resilient [5]	3%	-	-	-	-	-	-	-	-	-	-	-
Somewhat more resilient [4]	11%	-	-	-	-	-	-	-	-	-	-	-
About as resilient [3]	40%	-	-	-	-	-	-	-	-	-	-	-
Somewhat less resilient [2]	18%	-	-	-	-	-	-	-	-	-	-	-
Much less resilient [1]	12%	-	-	-	-	-	-	-	-	-	-	-
Don't know	15%	-	-	-	-	-	-	-	-	-	-	-
Net: More resilient	15%	-	-	-	-	-	-	-	-	-	-	-
Net: Less resilient	30%	-	-	-	-	-	-	-	-	-	-	-
Mean	2.71	-	-	-	-	-	-	-	-	-	-	-
Std. dev	1.00	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	4%	-	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	20%	-	-	-	-	-	-	-	-	-	-	-
No impact [3]	28%	-	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	17%	-	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	23%	-	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	25%	-	-	-	-	-	-	-	-	-	-	-
Mean	2.93	-	-	-	-	-	-	-	-	-	-	-
Std. dev	1.04	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	5%	-	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	22%	-	-	-	-	-	-	-	-	-	-	-
No impact [3]	25%	-	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	16%	-	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	27%	-	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	24%	-	-	-	-	-	-	-	-	-	-	-
Mean	3.00	-	-	-	-	-	-	-	-	-	-	-
Std. dev	1.08	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Energy	23%	-	-	-	-	-	-	-	-	-	-	-
Defence	17%	-	-	-	-	-	-	-	-	-	-	-
Healthcare	27%	-	-	-	-	-	-	-	-	-	-	-
Financial services	7%	-	-	-	-	-	-	-	-	-	-	-
Technology (e.g. software and electronic devices)	14%	-	-	-	-	-	-	-	-	-	-	-
Telecommunications	8%	-	-	-	-	-	-	-	-	-	-	-
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	-	-	-	-	-	-	-	-	-	-	-
Transport	10%	-	-	-	-	-	-	-	-	-	-	-
Physical infrastructure and construction	9%	-	-	-	-	-	-	-	-	-	-	-
Manufacturing	18%	-	-	-	-	-	-	-	-	-	-	-
Food and agriculture	28%	-	-	-	-	-	-	-	-	-	-	-
Media and communications	7%	-	-	-	-	-	-	-	-	-	-	-
Retail and luxury	9%	-	-	-	-	-	-	-	-	-	-	-
Other [see Sheet3]	1%	-	-	-	-	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-	-	-	-	-
Don't know	21%	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
The national government	12%	-	-	-	-	-	-	-	-	-	-	-
Regional and local authorities	5%	-	-	-	-	-	-	-	-	-	-	-
European Union institutions	11%	-	-	-	-	-	-	-	-	-	-	-
The Armed Forces	20%	-	-	-	-	-	-	-	-	-	-	-
Civil Protection (e.g., national and regional civil protection authorities)	30%	-	-	-	-	-	-	-	-	-	-	-
Emergency services (e.g., police, fire and ambulance services)	30%	-	-	-	-	-	-	-	-	-	-	-
Private companies	6%	-	-	-	-	-	-	-	-	-	-	-
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	-	-	-	-	-	-	-	-	-	-	-
Other [see Sheet4]	0%	-	-	-	-	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-	-	-	-	-
Don't know	19%	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?												
brunswick13_Italy_1. Newspapers and periodicals												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	4%	-	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	37%	-	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	32%	-	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	18%	-	-	-	-	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-	-	-	-	-
Net: Trust	41%	-	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	49%	-	-	-	-	-	-	-	-	-	-	-
Mean	2.30	-	-	-	-	-	-	-	-	-	-	-
Std. dev	0.83	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick13_Italy_2. News channels on television/ Television news broadcasts												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	6%	-	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	40%	-	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	30%	-	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	17%	-	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-	-
Net: Trust	46%	-	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	46%	-	-	-	-	-	-	-	-	-	-	-
Mean	2.39	-	-	-	-	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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YouGov

	Total	Country (UK)				Region in England (UK)				Vote in 2022 (round 1) (France)		
		England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Macron	Le Pen	Melenchon
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
brunswick13_Italy_3. Social media												
Unweighted base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-	-	-	-	-
Trust a great deal [4]	5%	-	-	-	-	-	-	-	-	-	-	-
Trust a fair amount [3]	25%	-	-	-	-	-	-	-	-	-	-	-
Don't trust very much [2]	35%	-	-	-	-	-	-	-	-	-	-	-
Don't trust at all [1]	28%	-	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-	-
Net: Trust	31%	-	-	-	-	-	-	-	-	-	-	-
Net: Do not trust	62%	-	-	-	-	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-	-

Cell Contents (Cimum Base: 30 (**), Small Base: 100 (*))

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	3%	5%	3%	4%	3%	12% AQ.AR.AT.AU	3%	5%
Fairly well protected [3]	34%	39% AP	19%	31%	28%	38% AR.AT	27%	28%
Not very well protected [2]	40%	41%	44%	42% AS	45% AS	32%	47% AS	44% AS
Not at all protected [1]	15%	9%	32% AO	19%	22%	15%	17%	16%
Don't know	8%	6%	2%	4%	2%	3%	6% AR	7% AR
Net: Protected	38%	44% AP	22%	35%	31%	50% AQ.AR.AT.AU	30%	33%
Net: Not protected	54%	50%	76% AO	61% AS	67% AS	47%	64% AS	60% AS
Mean	2.29	2.42 AP	1.93	2.20	2.11	2.48 AQ.AR.AT.AU	2.16	2.23
Std. dev	0.77	0.73	0.80	0.80	0.79	0.91	0.75	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?								
brunswick2_1. Terrorism								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	7%	9% AP	4%	4%	5%	20% AQ.AR.AT.AU	5%	5%
Fairly well protected [3]	40%	50% AP	31%	36%	41%	46%	42%	43%
Not very well protected [2]	31%	29%	37% AO	36% AS	33% AS	19%	35% AS	33% AS
Not at all protected [1]	15%	6%	26% AO	18%	16%	12%	14%	15%
Don't know	8%	6%	3%	6%	5%	4%	4%	5%
Net: Protected	46%	59% AP	34%	41%	46%	66% AQ.AR.AT.AU	47%	47%
Net: Not protected	46%	35%	63% AO	54% AS	49% AS	31%	49% AS	48% AS
Mean	2.42	2.66 AP	2.13	2.29	2.38	2.77 AQ.AR.AT.AU	2.39	2.39
Std. dev	0.84	0.74	0.85	0.82	0.82	0.91	0.80	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

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YouGov

brunswick2_2. Cyberattacks

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	3%	4%	1%	0%	2% AQ	13% AQ.AR.AT.AU	2%	1%
Fairly well protected [3]	21%	20% AP	10%	18%	13%	19%	13%	12%
Not very well protected [2]	45%	47% AP	39%	41%	47% AS	34%	46% AS	47% AS
Not at all protected [1]	22%	24%	47% AO	35%	33%	29%	35%	35%
Don't know	9%	6% AP	3%	6%	4%	5%	5%	5%
Net: Protected	24%	23% AP	11%	18%	16%	32% AQ.AR.AT.AU	15%	13%
Net: Not protected	67%	70%	86% AO	76% AS	81% AS	63%	80% AS	82% AS
Mean	2.05	2.03 AP	1.65	1.82	1.84	2.16 AQ.AR.AT.AU	1.81	1.78
Std. dev	0.78	0.78	0.72	0.74	0.75	1.01	0.74	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	4%	7% AP	2%	3%	5%	13% AQ.AR.AT.AU	3%	2%
Fairly well protected [3]	29%	35% AP	18%	26%	26%	38% AQ.AR.AT.AU	27%	24%
Not very well protected [2]	40%	41%	47%	44% AS	46% AS	30%	45% AS	52% AS
Not at all protected [1]	16%	8%	28% AO	20%	17%	13%	16%	14%
Don't know	12%	9%	5%	8%	7%	6%	9%	8%
Net: Protected	33%	42% AP	20%	29%	31%	51% AQ.AR.AT.AU	30%	26%
Net: Not protected	56%	49%	75% AO	64% AS	63% AS	43%	61% AS	66% AS
Mean	2.23	2.46 AP	1.93	2.13	2.19	2.53 AQ.AR.AT.AU	2.18	2.15
Std. dev	0.78	0.76	0.75	0.77	0.79	0.90	0.75	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick2_4. Military threats / armed conflict								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	8%	13% AP	7%	9%	9%	18% AQ.AR.AT.AU	11%	10%
Fairly well protected [3]	39%	47% AP	34%	40%	41%	46%	39%	42%
Not very well protected [2]	31%	25%	34% AO	29%	33% AS	21%	27%	33% AS
Not at all protected [1]	12%	5%	21% AO	14% AU	11%	8%	13%	7%
Don't know	10%	10% AP	5%	8%	6%	6%	11%	8%
Net: Protected	47%	60% AP	41%	48%	50%	65% AQ.AR.AT.AU	50%	52%
Net: Not protected	43%	30%	55% AO	43% AS	44% AS	30%	40% AS	40% AS
Mean	2.47	2.76 AP	2.28	2.47	2.51	2.79 AQ.AR.AT.AU	2.54	2.59
Std. dev	0.84	0.76	0.89	0.87	0.83	0.86	0.89	0.78

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

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YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick2_5. Disinformation campaigns								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well protected [4]	3%	6% AP	2%	3%	3%	15% AQ.AR.AT.AU	3%	3%
Fairly well protected [3]	17%	23% AP	16%	22%	19%	21%	20%	15%
Not very well protected [2]	42%	47%	40%	40%	43%	36%	46% AS	57% AQ.AR.AS.AT
Not at all protected [1]	25%	13%	32% AO	24%	24%	21%	20%	18%
Don't know	12%	10%	10%	11%	11%	7%	12%	7%
Net: Protected	20%	30% AP	18%	25%	22%	36% AQ.AR.AT.AU	23%	18%
Net: Not protected	68%	60%	72% AO	64%	67% AS	57%	65%	75% AQ.AS.AT
Mean	1.97	2.25 AP	1.87	2.04	2.01	2.32 AQ.AR.AT.AU	2.07	2.04
Std. dev	0.79	0.79	0.78	0.81	0.78	1.00	0.76	0.69

Brunswick Group

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YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Very well informed [4]	3%	4%	6%	3%	4%	12% AQ.AR.AT	4%	6%
Fairly well informed [3]	29%	33% AP	19%	25%	24%	36% AQ.AR.AT.AU	26%	20%
Not very well informed [2]	46%	50%	46%	47%	50% AS	40%	51% AS	52% AS
Not at all informed [1]	15%	10%	26% AO	20% AS	19% AS	12%	16%	18%
Don't know	6%	3%	4%	4%	3%	1%	3%	4%
Net: Informed	33%	37% AP	25%	29%	28%	47% AQ.AR.AT.AU	30%	26%
Net: Not informed	61%	60%	72% AO	67% AS	69% AS	52%	67% AS	70% AS
Mean	2.22	2.32 AP	2.05	2.13	2.12	2.48 AQ.AR.AT.AU	2.19	2.14
Std. dev	0.75	0.72	0.84	0.78	0.76	0.85	0.76	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Strongly support [5]	4%	3%	3%	4%	2%	4%	3%	4%
Tend to support [4]	18%	15% AP	4%	8%	9%	20% AQ.AR.AT.AU	8%	11%
Neither support nor oppose [3]	28%	31% AP	21%	25%	29%	25%	32%	23%
Tend to oppose [2]	20%	22%	23%	23%	22%	23%	20%	22%
Strongly oppose [1]	23%	23%	47% AO	36% AS	34% AS	24%	32%	35% AS
Don't know	8%	6% AP	2%	4%	4%	4%	5%	5%
Net: Support	21%	18% AP	8%	12%	11%	24% AQ.AR.AT.AU	11%	15%
Net: Oppose	43%	45%	70% AO	59% AS	56%	47%	52%	57%
Mean	2.56	2.50 AP	1.92	2.18	2.20	2.55 AQ.AR.AT.AU	2.26	2.23
Std. dev	1.17	1.13	1.07	1.15	1.10	1.20	1.10	1.19

Brunswick Group

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YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.								
Unweighted base	6352	687	613	518	476	239	514	270
Base	6352	851	601	522	381	373	510	232
Higher taxes	13%	14% AP	3%	10%	7%	16% AQ.AR.AT	9%	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	25%	36% AO	25%	23%	30%	32% AR	26%
Increased government borrowing	13%	13% AP	7%	12%	10%	13%	11%	9%
I would not be willing to accept any of these	38%	32%	47% AO	44% AS	44% AS	29%	37%	37%
Don't know	17%	22% AP	10%	13%	19% AQ	22%	17%	23% AQ
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?								
Unweighted base: : respondents in full-time or part-time employment only	3366	319	321	277	223	126	228	117
Base: : respondents in full-time or part-time employment only	3362	470	350	307	197	212	251	118
Very well prepared [4]	7%	5%	9%	4%	8%	9% *	5%	7% *
Fairly well prepared [3]	31%	31%	25%	23%	29%	38% AQ.AU*	26%	22% *
Not very well prepared [2]	27%	31%	25%	25%	34%	31% *	33%	23% *
Not at all prepared [1]	15%	16%	20%	23% AS	19% AS	6% *	19% AS	25% AS*
Don't know	22%	17%	21%	25% AR	12%	16% *	17%	23% AR*
Net: Prepared	37%	35%	33%	27%	36%	47% AQ.AT.AU*	31%	29% *
Net: Not prepared	41%	47%	46%	48%	52% AS	38% *	52%	49% *
Mean	2.37	2.29	2.27	2.09	2.29	2.58 AQ.AR.AT.AU*	2.21 *	2.13 *
Std. dev	0.88	0.84	0.97	0.90	0.90	0.78	0.86	0.98

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?								
Unweighted base: : respondents in full-time or part-time employment only	3366	319	321	277	223	126	228	117
Base: : respondents in full-time or part-time employment only	3362	470	350	307	197	212	251	118
Very well informed [4]	8%	7%	11%	6%	15% AQ.AT	11% *	7%	11% *
Fairly well informed [3]	30%	34% AP	20%	26%	24%	35% *	26%	24% *
Not very well informed [2]	29%	35%	33%	27%	36%	37% *	41% AQ	31% *
Not at all informed [1]	16%	13%	27% AO	25% AS	19% AS	8% *	17% AS	23% AS*
Don't know	17%	10%	10%	16% AR	6%	9% *	9%	11% *
Net: Informed	38%	41% AP	30%	32%	39%	46% AQ.AT*	32%	36% *
Net: Not informed	44%	48%	60% AO	52%	55%	45% *	58%	54% *
Mean	2.37	2.39 AP	2.15	2.15	2.37	2.55 AQ.AT*	2.24	2.27 *
Std. dev	0.90	0.84	0.98	0.93	0.98	0.81	0.85	0.98

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?								
Unweighted base: : respondents in full-time or part-time employment only	3366	319	321	277	223	126	228	117
Base: : respondents in full-time or part-time employment only	3362	470	350	307	197	212	251	118
Very confident [4]	8%	6%	14% AO	10%	10%	14% *	8%	8% *
Fairly confident [3]	31%	42% AP	25%	25%	40% AQ	42% AQ*	34%	32% *
Not very confident [2]	23%	22%	26%	25%	27%	21% *	22%	30% *
Not at all confident [1]	14%	12%	16%	18% AS	11%	5% *	19% AS	13% *
Don't know	23%	17%	19%	22% AR	13%	18% *	17%	17% *
Net: Confident	39%	49%	39%	35%	50% AQ	56% AQ.AT.AU*	42%	40% *
Net: Not confident	37%	35%	42%	42% AS	37%	26% *	41% AS	43% AS*
Mean	2.43	2.52	2.45	2.35	2.56	2.79 AQ.AT.AU*	2.37 *	2.43 *
Std. dev	0.91	0.84	1.00	0.97	0.85	0.80	0.93	0.86

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very optimistic [5]	1%	-	-	-	-	-	-	-
Fairly optimistic [4]	12%	-	-	-	-	-	-	-
Neither optimistic nor pessimistic [3]	24%	-	-	-	-	-	-	-
Fairly pessimistic [2]	36%	-	-	-	-	-	-	-
Very pessimistic [1]	21%	-	-	-	-	-	-	-
Don't know	6%	-	-	-	-	-	-	-
Net: Optimistic	13%	-	-	-	-	-	-	-
Net: Pessimistic	56%	-	-	-	-	-	-	-
Mean	2.34	-	-	-	-	-	-	-
Std. dev	1.01	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?								
brunswick9_UK_1. Jobs and employment								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	1%	-	-	-	-	-	-	-
Fairly confident [3]	14%	-	-	-	-	-	-	-
Not very confident [2]	46%	-	-	-	-	-	-	-
Not at all confident [1]	29%	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-
Net: Confident	15%	-	-	-	-	-	-	-
Net: Not confident	75%	-	-	-	-	-	-	-
Mean	1.86	-	-	-	-	-	-	-
Std. dev	0.72	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick9_UK_2. People's living standards								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	1%	-	-	-	-	-	-	-
Fairly confident [3]	10%	-	-	-	-	-	-	-
Not very confident [2]	44%	-	-	-	-	-	-	-
Not at all confident [1]	35%	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-
Net: Confident	12%	-	-	-	-	-	-	-
Net: Not confident	80%	-	-	-	-	-	-	-
Mean	1.75	-	-	-	-	-	-	-
Std. dev	0.70	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick9_UK_3. Business activity and investment								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	2%	-	-	-	-	-	-	-
Fairly confident [3]	18%	-	-	-	-	-	-	-
Not very confident [2]	45%	-	-	-	-	-	-	-
Not at all confident [1]	23%	-	-	-	-	-	-	-
Don't know	13%	-	-	-	-	-	-	-
Net: Confident	19%	-	-	-	-	-	-	-
Net: Not confident	67%	-	-	-	-	-	-	-
Mean	1.98	-	-	-	-	-	-	-
Std. dev	0.74	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick9_UK_4. Delivery of critical services								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	3%	-	-	-	-	-	-	-
Fairly confident [3]	27%	-	-	-	-	-	-	-
Not very confident [2]	39%	-	-	-	-	-	-	-
Not at all confident [1]	21%	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-
Net: Confident	29%	-	-	-	-	-	-	-
Net: Not confident	61%	-	-	-	-	-	-	-
Mean	2.12	-	-	-	-	-	-	-
Std. dev	0.80	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very prepared [4]	1%	-	-	-	-	-	-	-
Fairly prepared [3]	14%	-	-	-	-	-	-	-
Not very prepared [2]	48%	-	-	-	-	-	-	-
Not at all prepared [1]	29%	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-
Net: Prepared	15%	-	-	-	-	-	-	-
Net: Not prepared	77%	-	-	-	-	-	-	-
Mean	1.86	-	-	-	-	-	-	-
Std. dev	0.70	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick10_UK_2. A major public health crisis								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very prepared [4]	3%	-	-	-	-	-	-	-
Fairly prepared [3]	27%	-	-	-	-	-	-	-
Not very prepared [2]	40%	-	-	-	-	-	-	-
Not at all prepared [1]	25%	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-
Net: Prepared	30%	-	-	-	-	-	-	-
Net: Not prepared	65%	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-
Std. dev	0.82	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick10_UK_3. An extreme weather event								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very prepared [4]	1%	-	-	-	-	-	-	-
Fairly prepared [3]	19%	-	-	-	-	-	-	-
Not very prepared [2]	45%	-	-	-	-	-	-	-
Not at all prepared [1]	30%	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-
Net: Prepared	20%	-	-	-	-	-	-	-
Net: Not prepared	75%	-	-	-	-	-	-	-
Mean	1.91	-	-	-	-	-	-	-
Std. dev	0.74	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	11%	-	-	-	-	-	-	-
Fairly confident [3]	44%	-	-	-	-	-	-	-
Not very confident [2]	26%	-	-	-	-	-	-	-
Not at all confident [1]	12%	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-
Net: Confident	55%	-	-	-	-	-	-	-
Net: Not confident	38%	-	-	-	-	-	-	-
Mean	2.58	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	13%	-	-	-	-	-	-	-
Fairly confident [3]	45%	-	-	-	-	-	-	-
Not very confident [2]	22%	-	-	-	-	-	-	-
Not at all confident [1]	10%	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-
Net: Confident	59%	-	-	-	-	-	-	-
Net: Not confident	33%	-	-	-	-	-	-	-
Mean	2.67	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick11_UK_3. Your housing situation								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	30%	-	-	-	-	-	-	-
Fairly confident [3]	45%	-	-	-	-	-	-	-
Not very confident [2]	11%	-	-	-	-	-	-	-
Not at all confident [1]	7%	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-
Net: Confident	75%	-	-	-	-	-	-	-
Net: Not confident	18%	-	-	-	-	-	-	-
Mean	3.06	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following? **brunswick12_UK_1. A large unexpected expense**								
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	9%	-	-	-	-	-	-	-
Fairly confident [3]	38%	-	-	-	-	-	-	-
Not very confident [2]	27%	-	-	-	-	-	-	-
Not at all confident [1]	19%	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-
Net: Confident	47%	-	-	-	-	-	-	-
Net: Not confident	46%	-	-	-	-	-	-	-
Mean	2.39	-	-	-	-	-	-	-
Std. dev	0.92	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	5%	-	-	-	-	-	-	-
Fairly confident [3]	25%	-	-	-	-	-	-	-
Not very confident [2]	38%	-	-	-	-	-	-	-
Not at all confident [1]	25%	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-
Net: Confident	29%	-	-	-	-	-	-	-
Net: Not confident	63%	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: UK only	2260	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-
Very confident [4]	6%	-	-	-	-	-	-	-
Fairly confident [3]	37%	-	-	-	-	-	-	-
Not very confident [2]	34%	-	-	-	-	-	-	-
Not at all confident [1]	17%	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-
Net: Confident	43%	-	-	-	-	-	-	-
Net: Not confident	51%	-	-	-	-	-	-	-
Mean	2.34	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only	2017	687	613	518	476	239	514	270
Base: France only	2017	851	601	522	381	373	510	232
Geopolitical tensions	37%	41% AP	34%	37%	35%	36%	38%	36%
Political instability in France	41%	41%	47%	42%	41%	44%	38%	41%
Artificial Intelligence (AI)	36%	36%	35%	41%	35%	31%	35%	33%
An ageing workforce	12%	12%	11%	12%	11%	15% AU	13%	8%
Economic or financial shock	44%	44%	46%	46%	43%	38%	44%	47%
Climate change and extreme weather	31%	38% AP	19%	27%	28%	35%	33%	34%
Supply-chain disruption	16%	18%	16%	14%	17%	21%	17%	14%
Other [see Sheet1]	1%	1%	3% AO	1%	1%	1%	1%	1%
None of the above	2%	1%	2%	3%	1%	2%	4% AR	2%
Don't know	10%	9%	10%	9%	13%	10%	8%	12%

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.								
Unweighted base: France only	2017	687	613	518	476	239	514	270
Base: France only	2017	851	601	522	381	373	510	232
Energy	35%	39%	33%	33%	37%	36%	35%	35%
Defence	29%	33%	29%	32% AR	24%	32%	28%	31%
Healthcare	25%	26%	21%	22%	22%	29%	27%	26%
Financial services	14%	14%	15%	16% AT.AU	17% AT.AU	16% AU	10%	8%
Technology (e.g. software and electronic devices)	16%	17%	16%	17%	14%	17%	15%	18%
Telecommunications	7%	9% AP	4%	6%	8%	7%	8%	7%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	18%	14%	13%	16%	22% AQ.AT	14%	20%
Transport	8%	9%	7%	7%	9%	11%	6%	7%
Physical infrastructure and construction	6%	5%	4%	5%	6%	9%	5%	7%
Manufacturing	12%	11%	14%	14% AS	10% AS	5%	17% AR.AS.AU	9%
Food and agriculture	29%	28%	28%	27%	28%	25%	34%	28%
Media and communications	9%	10%	7%	9%	8%	12%	8%	14% AR.AT
Retail and luxury	2%	2%	1%	2%	2%	3%	2%	2%
Other [see Sheet2]	1%	0%	1%	1%	0%	0%	1%	1%
None of the above	2%	1%	3%	2%	2%	2%	4% AU	0%
Don't know	18%	17%	20%	20%	20%	16%	16%	19%
To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?								

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted Base: France only - respondents who selected that sector previously	731	266	222	182	181	92	179	97
Base: France only - respondents who selected that sector previously	706	330	198	171	142	134	178	82
To a great extent [4]	22%	24%	24%	21% *	21%	25% *	23% *	15% *
To some extent [3]	40%	42%	33%	37% *	34%	41% *	49% AR*	37% *
To a small extent [2]	25%	25%	24%	26% *	31% AT	25% *	16% *	35% AT*
Not at all [1]	11%	6%	18% AO	12% *	13%	10% *	9% *	11% *
Don't know	2%	3%	2%	4% *	1%	- *	3% *	2% *
Net: Higher autonomy	62%	66%	57%	58% *	56%	65% *	72% AR,AU*	52% *
Net: Lower autonomy	36%	31%	41%	38% *	44% AT	35% *	25% *	46% AT*
Mean	2.74	2.87 AP	2.64	2.69 *	2.65	2.80 *	2.90 AU*	2.58 *
Std. dev	0.93	0.86	1.04	0.95	0.96	0.93	0.87	0.89

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
brunswick11_2_France. Defence		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	632	255	194	172	138	76	164	82
Base: France only - respondents who selected that sector previously	587	278	175	165	90	120	140	71
To a great extent [4]	20%	24%	16%	15% *	16% *	33% AQ.AR.AT*	18% *	16% *
To some extent [3]	48%	52%	40%	41% *	60% AQ.AS*	43% *	47% *	62% AQ*
To a small extent [2]	23%	18%	31% AO	31% AR.AS*	16% *	15% *	26% *	18% *
Not at all [1]	5%	3%	8%	6% *	6% *	2% *	4% *	4% *
Don't know	5%	3%	6%	7% *	2% *	6% *	5% *	- *
Net: Higher autonomy	68%	76% AP	56%	56% *	76% AQ*	76% AQ*	65% *	78% AQ*
Net: Lower autonomy	27%	21%	38% AO	37% AR.AS*	22% *	18% *	30% *	22% *
Mean	2.87	3.00 AP	2.68	2.70 *	2.87 *	3.14 AQ.AT*	2.83 *	2.90 *
Std. dev	0.79	0.74	0.85	0.81	0.75	0.78	0.78	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	503	174	137	116	115	60	140	72
Base: France only - respondents who selected that sector previously	506	222	127	115	85	109	137	60
To a great extent [4]	23%	24%	21% *	26% *	17% *	27% *	23% *	22% *
To some extent [3]	39%	42%	38% *	36% *	49% *	38% *	35% *	45% *
To a small extent [2]	23%	23%	18% *	17% *	27% *	20% *	30% *	18% *
Not at all [1]	9%	4%	18% AO*	9% *	7% *	11% *	8% *	14% *
Don't know	5%	6%	5% *	13% AR.AT.AU*	1% *	4% *	4% *	1% *
Net: Higher autonomy	63%	67%	59% *	61% *	66% *	65% *	58% *	68% *
Net: Lower autonomy	32%	27%	36% *	26% *	33% *	31% *	39% *	31% *
Mean	2.81	2.93 AP	2.65 *	2.90 *	2.77 *	2.85 *	2.75 *	2.77 *
Std. dev	0.92	0.82	1.03	0.95	0.82	0.96	0.92	0.96

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick11_4_France. Financial services								
Unweighted base: France only - respondents who selected that sector previously	265	92	82	72	75	*36*	54	*28*
Base: France only - respondents who selected that sector previously	280	120	87	85	65	*60*	51	*19*
To a great extent [4]	14%	18% *	9% *	6% *	13% *	*32%* **	13% *	*7%* **
To some extent [3]	39%	43% *	32% *	39% *	43% *	*32%* **	41% *	*46%* **
To a small extent [2]	30%	28% *	32% *	37% *	26% *	*25%* **	34% *	*26%* **
Not at all [1]	13%	9% *	23% AO*	13% *	17% *	*8%* **	9% *	*19%* **
Don't know	3%	2% *	4% *	5% *	2% *	*3%* **	3% *	*2%* **
Net: Higher autonomy	54%	61% AP*	41% *	45% *	55% *	*64%* **	54% *	*53%* **
Net: Lower autonomy	43%	37% *	55% *	50% *	43% *	*33%* **	43% *	*45%* **
Mean	2.57	2.72 AP*	2.28 *	2.39 *	2.52 *	*2.90* **	2.60 *	*2.42* **
Std. dev	0.90	0.87	0.94	0.80	0.93	*0.96*	0.84	*0.90*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick11_5_France. Technology (e.g. software and electronic devices)								
Unweighted base: France only - respondents who selected that sector previously	328	132	85	75	69	*50*	80	54
Base: France only - respondents who selected that sector previously	326	144	96	89	54	*64*	77	43
To a great extent [4]	12%	13% *	6% *	7% *	3% *	*32%* *AQ.AR.AT.AU**	10% *	7% *
To some extent [3]	34%	33% *	33% *	31% *	36% *	*27%* *	42% *	34% *
To a small extent [2]	37%	32% *	47% *	40% *	43% *	*31%* *	35% *	37% *
Not at all [1]	14%	20% *	11% *	20% *	15% *	*10%* *	12% *	12% *
Don't know	3%	2% *	4% *	3% *	2% *	*1%* *	2% *	9% *
Net: Higher autonomy	46%	46% *	38% *	38% *	40% *	*59%* *	51% *	41% *
Net: Lower autonomy	51%	52% *	58% *	60% *	59% *	*40%* *	47% *	50% *
Mean	2.45	2.40 *	2.34 *	2.25 *	2.28 *	*2.82* *AQ.AR**	2.50 *	2.40 **
Std. dev	0.89	0.96	0.77	0.86	0.77	*1.00*	0.84	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
brunswick11_6_France. Telecommunications		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	133	52	*33*	*30*	*33*	*18*	*34*	*18*
Base: France only - respondents who selected that sector previously	142	75	*26*	*32*	*30*	*24*	*39*	*17*
To a great extent [4]	17%	15% **	*11%* **	*7%* **	*7%* **	*57%* **	*5%* **	*23%* **
To some extent [3]	45%	43% **	*54%* **	*54%* **	*45%* **	*33%* **	*38%* **	*60%* **
To a small extent [2]	29%	34% **	*33%* **	*18%* **	*43%* **	*9%* **	*46%* **	*12%* **
Not at all [1]	2%	- **	*2%* **	- **	*1%* **	- **	*5%* **	*4%* **
Don't know	7%	8% **	- **	*21%* **	*3%* **	- **	*7%* **	- **
Net: Higher autonomy	62%	58% **	*65%* **	*61%* **	*52%* **	*91%* **	*43%* **	*83%* **
Net: Lower autonomy	31%	34% **	*35%* **	*18%* **	*45%* **	*9%* **	*50%* **	*17%* **
Mean	2.83	2.79 **	*2.73* **	*2.86* **	*2.59* **	*3.48* **	*2.47* **	*3.02* **
Std. dev	0.75	0.70	*0.69*	*0.56*	*0.65*	*0.67*	*0.69*	*0.76*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	367	151	99	76	90	62	86	53
Base: France only - respondents who selected that sector previously	331	157	83	68	62	83	72	46
To a great extent [4]	13%	17% AP*	4% *	9% *	7% *	27% AQ.AR.AT*	8% *	9% *
To some extent [3]	33%	33% *	37% *	36% *	36% *	30% *	38% *	23% *
To a small extent [2]	34%	29% *	41% *	34% *	40% *	24% *	39% *	38% *
Not at all [1]	15%	16% *	15% *	11% *	14% *	17% *	12% *	23% *
Don't know	5%	5% *	3% *	10% *	2% *	2% *	3% *	8% *
Net: Higher autonomy	46%	50% *	41% *	45% *	44% *	57% AU*	46% *	31% *
Net: Lower autonomy	49%	45% *	56% *	45% *	55% *	41% *	51% *	61% *
Mean	2.46	2.53 *	2.31 *	2.47 *	2.37 *	2.68 *	2.43 *	2.18 **
Std. dev	0.91	0.98	0.77	0.84	0.82	1.06	0.82	0.92

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	133	53	*30*	*29*	*35*	*21*	*30*	*18*
Base: France only - respondents who selected that sector previously	159	79	*41*	*37*	*34*	*40*	*32*	*16*
To a great extent [4]	24%	23% *	*30%* **	*18%* **	*20%* **	*22%* **	*29%* **	*38%* **
To some extent [3]	44%	49% *	*32%* **	*32%* **	*48%* **	*64%* **	*29%* **	*49%* **
To a small extent [2]	19%	20% *	*15%* **	*19%* **	*17%* **	*8%* **	*40%* **	*9%* **
Not at all [1]	8%	1% *	*23%* **	*21%* **	*7%* **	*5%* **	- **	*5%* **
Don't know	5%	7% *	- **	*11%* **	*8%* **	- **	*2%* **	- **
Net: Higher autonomy	68%	72% *	*63%* **	*49%* **	*68%* **	*86%* **	*57%* **	*87%* **
Net: Lower autonomy	27%	21% *	*38%* **	*39%* **	*23%* **	*14%* **	*40%* **	*13%* **
Mean	2.88	3.00 **	*2.70* **	*2.53* **	*2.89* **	*3.03* **	*2.88* **	*3.19* **
Std. dev	0.88	0.71	*1.14*	*1.07*	*0.83*	*0.73*	*0.84*	*0.81*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick11_9_France. Physical infrastructure and construction								
Unweighted base: France only - respondents who selected that sector previously	133	*44*	*27*	*34*	*27*	*17*	*34*	*21*
Base: France only - respondents who selected that sector previously	121	*46*	*24*	*25*	*23*	*32*	*25*	*15*
To a great extent [4]	20%	*20%* **	*21%* **	*15%* **	*32%* **	*9%* **	*29%* **	*15%* **
To some extent [3]	53%	*49%* **	*46%* **	*62%* **	*47%* **	*59%* **	*48%* **	*45%* **
To a small extent [2]	19%	*18%* **	*26%* **	*19%* **	*15%* **	*15%* **	*16%* **	*36%* **
Not at all [1]	4%	*8%* **	*4%* **	*-* **	*-* **	*14%* **	*2%* **	*-* **
Don't know	4%	*5%* **	*3%* **	*3%* **	*6%* **	*4%* **	*4%* **	*4%* **
Net: Higher autonomy	73%	*69%* **	*67%* **	*78%* **	*79%* **	*68%* **	*77%* **	*60%* **
Net: Lower autonomy	23%	*26%* **	*30%* **	*19%* **	*15%* **	*28%* **	*18%* **	*36%* **
Mean	2.92	*2.85* **	*2.86* **	*2.96* **	*3.18* **	*2.65* **	*3.09* **	*2.78* **
Std. dev	0.75	*0.85*	*0.82*	*0.61*	*0.70*	*0.84*	*0.76*	*0.72*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	223	73	82	65	*45*	*18*	66	*29*
Base: France only - respondents who selected that sector previously	237	94	86	75	*36*	*17*	88	*20*
To a great extent [4]	15%	18% **	11% *	26% **	*15%* **	*6%* **	9% **	*7%* **
To some extent [3]	26%	19% **	28% *	21% **	*29%* **	*53%* **	28% **	*8%* **
To a small extent [2]	34%	37% **	27% *	27% **	*33%* **	*16%* **	36% **	*69%* **
Not at all [1]	20%	20% **	27% *	17% **	*22%* **	*25%* **	23% **	*11%* **
Don't know	5%	6% **	6% *	10% **	*1%* **	- **	4% **	*6%* **
Net: Higher autonomy	41%	37% **	39% *	47% **	*44%* **	*59%* **	38% **	*15%* **
Net: Lower autonomy	54%	56% **	55% *	44% **	*55%* **	*41%* **	58% **	*80%* **
Mean	2.38	2.38 **	2.25 *	2.62 **	*2.38* **	*2.40* **	2.25 **	*2.11* **
Std. dev	0.99	1.03	1.01	1.10	*1.01*	*0.95*	0.93	*0.70*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	635	212	192	153	145	59	185	93
Base: France only - respondents who selected that sector previously	578	235	169	143	106	92	172	65
To a great extent [4]	16%	13%	20%	17% *	12% *	19% *	17%	13% *
To some extent [3]	40%	46% AP	29%	43% *	43% *	39% *	37%	42% *
To a small extent [2]	32%	34%	27%	29% *	34% *	27% *	32%	37% *
Not at all [1]	9%	4%	19% AO	9% *	8% *	13% *	10%	6% *
Don't know	3%	2%	5%	3% *	2% *	2% *	4%	2% *
Net: Higher autonomy	56%	59%	49%	59% *	55% *	58% *	54%	55% *
Net: Lower autonomy	41%	39%	46%	38% *	43% *	41% *	42%	43% *
Mean	2.64	2.70	2.52	2.69 *	2.60 *	2.64 *	2.63	2.64 *
Std. dev	0.87	0.76	1.04	0.86	0.82	0.94	0.89	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	180	66	*46*	*43*	*36*	*27*	*44*	*30*
Base: France only - respondents who selected that sector previously	189	82	*45*	*46*	*29*	*43*	*40*	*32*
To a great extent [4]	26%	32% *	*17%* *	*26%* **	*24%* **	*48%* **	*19%* **	*6%* **
To some extent [3]	39%	39% *	*41%* *	*31%* **	*38%* **	*30%* **	*46%* **	*58%* **
To a small extent [2]	21%	16% *	*28%* *	*18%* **	*35%* **	*11%* **	*27%* **	*20%* **
Not at all [1]	6%	5% *	*7%* *	*9%* **	*2%* **	*5%* **	*8%* **	*4%* **
Don't know	8%	9% *	*7%* *	*17%* **	*1%* **	*7%* **	- **	*13%* **
Net: Higher autonomy	65%	70% *	*58%* *	*57%* **	*62%* **	*77%* **	*64%* **	*64%* **
Net: Lower autonomy	27%	21% *	*35%* *	*27%* **	*37%* **	*15%* **	*36%* **	*23%* **
Mean	2.92	3.07 *	*2.73* *	*2.88* **	*2.86* **	*3.29* **	*2.74* **	*2.75* **
Std. dev	0.88	0.86	*0.85*	*0.98*	*0.83*	*0.88*	*0.87*	*0.65*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	45	15	13	14	7	8	11	5
Base: France only - respondents who selected that sector previously	44	18	8	12	6	12	9	5
To a great extent [4]	24%	31% **	43% **	23% **	62% **	- **	45% **	4% **
To some extent [3]	60%	57% **	32% **	59% **	6% **	78% **	55% **	96% **
To a small extent [2]	12%	9% **	9% **	4% **	32% **	22% **	- **	- **
Not at all [1]	1%	3% **	- **	4% **	- **	- **	- **	- **
Don't know	3%	- **	16% **	11% **	- **	- **	- **	- **
Net: Higher autonomy	85%	88% **	76% **	82% **	68% **	78% **	100% **	100% **
Net: Lower autonomy	13%	12% **	9% **	8% **	32% **	22% **	- **	- **
Mean	3.11	3.17 **	3.41 **	3.13 **	3.30 **	2.78 **	3.45 **	3.04 **
Std. dev	0.64	0.71	0.73	0.71	1.01	0.43	0.53	0.21

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only - respondents who selected that sector previously	*14*	*4*	*5*	*5*	*1*	*1*	*5*	*2*
Base: France only - respondents who selected that sector previously	*10*	*4*	*4*	*4*	*1*	*1*	*3*	*2*
To a great extent [4]	*41%*	*31%* **	*60%* **	*30%* **	*-* **	*100%* **	*69%* **	*-* **
To some extent [3]	*10%*	*-* **	*11%* **	*3%* **	*100%* **	*-* **	*12%* **	*-* **
To a small extent [2]	*21%*	*55%* **	*-* **	*54%* **	*-* **	*-* **	*-* **	*-* **
Not at all [1]	*18%*	*14%* **	*29%* **	*14%* **	*-* **	*-* **	*-* **	*82%* **
Don't know	*9%*	*-* **	*-* **	*-* **	*-* **	*-* **	*20%* **	*18%* **
Net: Higher autonomy	*51%*	*31%* **	*71%* **	*33%* **	*100%* **	*100%* **	*80%* **	*-* **
Net: Lower autonomy	*39%*	*69%* **	*29%* **	*67%* **	*-* **	*-* **	*-* **	*82%* **
Mean	*2.82*	*2.47* **	*3.01* **	*2.49* **	*3.00* **	*4.00* **	*3.85* **	*1.00* **
Std. dev	*1.28*	*1.25*	*1.51*	*1.23*	*-*	*-*	*0.45*	*-*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Unweighted base: France only	2017	687	613	518	476	239	514	270
Base: France only	2017	851	601	522	381	373	510	232
A very positive impact [5]	5%	5%	6%	5%	4%	10% AQ.AR.AT.AU	4%	4%
A fairly positive impact [4]	21%	21%	21%	22%	17%	23%	21%	18%
No impact [3]	25%	26%	21%	23%	26%	24%	25%	27%
A fairly negative impact [2]	19%	21%	16%	18%	21%	22%	19%	16%
A very negative impact [1]	8%	5%	14% AO	8%	10%	5%	8%	10%
Don't know	22%	22%	22%	24% AS	21%	16%	24% AS	25% AS
Net: Positive impact	26%	27%	27%	27%	22%	34% AR.AU	25%	21%
Net: Negative impact	27%	26%	30%	26%	31%	27%	26%	26%
Mean	2.95	3.01	2.86	2.96	2.81	3.13 AR.AU	2.93	2.85
Std. dev	1.09	1.03	1.22	1.10	1.09	1.12	1.06	1.08

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick12_France_2. France's attractiveness as a place to invest and do business								
Unweighted base: France only	2017	687	613	518	476	239	514	270
Base: France only	2017	851	601	522	381	373	510	232
A very positive impact [5]	7%	8%	6%	6%	4%	12% AQ.AR.AT	6%	6%
A fairly positive impact [4]	22%	23%	23%	22%	23%	24%	21%	19%
No impact [3]	27%	25%	26%	25%	29%	22%	30%	26%
A fairly negative impact [2]	17%	17%	17%	16%	18%	19%	16%	16%
A very negative impact [1]	7%	6%	10% AO	7%	9%	7%	6%	7%
Don't know	20%	21%	18%	23%	17%	16%	20%	25% AR.AS
Net: Positive impact	29%	31%	29%	28%	27%	36%	28%	26%
Net: Negative impact	24%	23%	27%	23%	27%	27%	22%	23%
Mean	3.05	3.13	2.98	3.05	2.95	3.16	3.07	3.03
Std. dev	1.09	1.10	1.12	1.09	1.07	1.18	1.04	1.09

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick13_France. How worried are you, if at all, about the level of France's national debt?								
Unweighted base: France only	2017	687	613	518	476	239	514	270
Base: France only	2017	851	601	522	381	373	510	232
Very worried [4]	31%	29%	40% AO	33%	32%	27%	31%	29%
Fairly worried [3]	45%	48%	42%	44%	50% AT	48%	41%	47%
Not very worried [2]	15%	18% AP	10%	14%	10%	16%	21% AQ.AR	15%
Not at all worried [1]	5%	3%	5%	5%	5%	6%	4%	6%
Don't know	4%	2%	4%	4%	2%	4%	4%	3%
Net: Worried	76%	76%	82%	76%	82% AT	75%	72%	77%
Net: Not worried	20%	22% AP	15%	19%	15%	21%	25% AR	21%
Mean	3.05	3.04	3.21 AO	3.09	3.12	3.00	3.02	3.02
Std. dev	0.83	0.78	0.82	0.83	0.78	0.82	0.84	0.84

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP		AQ	AR	AS	AT	AU
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
Much more resilient [5]	3%	-	-	-	-	-	-	-
Somewhat more resilient [4]	11%	-	-	-	-	-	-	-
About as resilient [3]	40%	-	-	-	-	-	-	-
Somewhat less resilient [2]	18%	-	-	-	-	-	-	-
Much less resilient [1]	12%	-	-	-	-	-	-	-
Don't know	15%	-	-	-	-	-	-	-
Net: More resilient	15%	-	-	-	-	-	-	-
Net: Less resilient	30%	-	-	-	-	-	-	-
Mean	2.71	-	-	-	-	-	-	-
Std. dev	1.00	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
A very positive impact [5]	4%	-	-	-	-	-	-	-
A fairly positive impact [4]	20%	-	-	-	-	-	-	-
No impact [3]	28%	-	-	-	-	-	-	-
A fairly negative impact [2]	17%	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-
Net: Positive impact	23%	-	-	-	-	-	-	-
Net: Negative impact	25%	-	-	-	-	-	-	-
Mean	2.93	-	-	-	-	-	-	-
Std. dev	1.04	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
A very positive impact [5]	5%	-	-	-	-	-	-	-
A fairly positive impact [4]	22%	-	-	-	-	-	-	-
No impact [3]	25%	-	-	-	-	-	-	-
A fairly negative impact [2]	16%	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-
Don't know	24%	-	-	-	-	-	-	-
Net: Positive impact	27%	-	-	-	-	-	-	-
Net: Negative impact	24%	-	-	-	-	-	-	-
Mean	3.00	-	-	-	-	-	-	-
Std. dev	1.08	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
Energy	23%	-	-	-	-	-	-	-
Defence	17%	-	-	-	-	-	-	-
Healthcare	27%	-	-	-	-	-	-	-
Financial services	7%	-	-	-	-	-	-	-
Technology (e.g. software and electronic devices)	14%	-	-	-	-	-	-	-
Telecommunications	8%	-	-	-	-	-	-	-
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	-	-	-	-	-	-	-
Transport	10%	-	-	-	-	-	-	-
Physical infrastructure and construction	9%	-	-	-	-	-	-	-
Manufacturing	18%	-	-	-	-	-	-	-
Food and agriculture	28%	-	-	-	-	-	-	-
Media and communications	7%	-	-	-	-	-	-	-
Retail and luxury	9%	-	-	-	-	-	-	-
Other [see Sheet3]	1%	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-
Don't know	21%	-	-	-	-	-	-	-

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
The national government	12%	-	-	-	-	-	-	-
Regional and local authorities	5%	-	-	-	-	-	-	-
European Union institutions	11%	-	-	-	-	-	-	-
The Armed Forces	20%	-	-	-	-	-	-	-
Civil Protection (e.g., national and regional civil protection authorities)	30%	-	-	-	-	-	-	-
Emergency services (e.g., police, fire and ambulance services)	30%	-	-	-	-	-	-	-
Private companies	6%	-	-	-	-	-	-	-
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	-	-	-	-	-	-	-
Other [see Sheet4]	0%	-	-	-	-	-	-	-
None of the above	5%	-	-	-	-	-	-	-
Don't know	19%	-	-	-	-	-	-	-

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
	AO	AP	AQ	AR	AS	AT	AU
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?								
brunswick13_Italy_1. Newspapers and periodicals								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
Trust a great deal [4]	4%	-	-	-	-	-	-	-
Trust a fair amount [3]	37%	-	-	-	-	-	-	-
Don't trust very much [2]	32%	-	-	-	-	-	-	-
Don't trust at all [1]	18%	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-
Net: Trust	41%	-	-	-	-	-	-	-
Net: Do not trust	49%	-	-	-	-	-	-	-
Mean	2.30	-	-	-	-	-	-	-
Std. dev	0.83	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick13_Italy_2. News channels on television/ Television news broadcasts								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
Trust a great deal [4]	6%	-	-	-	-	-	-	-
Trust a fair amount [3]	40%	-	-	-	-	-	-	-
Don't trust very much [2]	30%	-	-	-	-	-	-	-
Don't trust at all [1]	17%	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-
Net: Trust	46%	-	-	-	-	-	-	-
Net: Do not trust	46%	-	-	-	-	-	-	-
Mean	2.39	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (round 2) (France)		Région (France)				
		Macron	Le Pen	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest
		AO	AP	AQ	AR	AS	AT	AU
brunswick13_Italy_3. Social media								
Unweighted base: Italy only	2075	-	-	-	-	-	-	-
Base: Italy only	2075	-	-	-	-	-	-	-
Trust a great deal [4]	5%	-	-	-	-	-	-	-
Trust a fair amount [3]	25%	-	-	-	-	-	-	-
Don't trust very much [2]	35%	-	-	-	-	-	-	-
Don't trust at all [1]	28%	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-
Net: Trust	31%	-	-	-	-	-	-	-
Net: Do not trust	62%	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	3%	2%	4% *	4% *	3%	2%	3%	2%	2%	3%	3%
Fairly well protected [3]	34%	31%	47% AV*	37% *	44% AV	40%	38% BD	37% BD	40% BD	28%	34%
Not very well protected [2]	40%	46% AW	31% *	43% *	37%	46% AW	42%	41%	38%	41%	37%
Not at all protected [1]	15%	17% AZ	15% AZ*	12% *	12%	6%	10%	13%	15%	16% BA	17%
Don't know	8%	5% *	3% *	4% *	5%	5%	8%	6%	5%	12% BB.BC	8%
Net: Protected	38%	33%	50% AV*	41% *	47% AV	42% AV	40% BD	40%	42% BD	31%	38%
Net: Not protected	54%	63% AW.AY	46% *	54% *	49%	53%	52%	55%	53%	57%	54%
Mean	2.29	2.18	2.41 AV*	2.36 *	2.40 AV	2.40 AV	2.35 BD	2.30	2.31	2.21	2.26 *
Std. dev	0.77	0.73	0.79	0.75	0.74	0.64	0.71	0.74	0.75	0.77	0.80

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?											
brunswick2_1. Terrorism											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	7%	4%	7% *	5% *	9%	5%	5%	5%	8%	8%	7%
Fairly well protected [3]	40%	38%	41% *	37% *	46%	42%	37%	36%	38%	33%	36%
Not very well protected [2]	31%	32%	32% *	40% AY*	24%	37% AY	37%	35%	32%	30%	28%
Not at all protected [1]	15%	18% AZ	17% *	12% *	15%	8%	12%	15%	15%	18% BA	19%
Don't know	8%	8%	3% *	6% *	5%	7%	9%	8%	7%	12%	10%
Net: Protected	46%	42%	48% *	42% *	55% AV	47%	42%	42%	46%	41%	44%
Net: Not protected	46%	50% AY	49% *	52% *	39%	45%	49%	50%	47%	48%	47%
Mean	2.42	2.31	2.39 *	2.38 *	2.52 AV	2.47	2.39	2.35	2.42	2.35	2.36 *
Std. dev	0.84	0.83	0.86	0.78	0.87	0.74	0.79	0.82	0.86	0.90	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	3%	2%	2% *	5% *	7% AV.AZ	2%	2%	4%	3%	4%	4%
Fairly well protected [3]	21%	21%	44% AV.AZ*	35% AV*	31% AV	29%	24%	24%	27% BD	19%	30% BD
Not very well protected [2]	45%	50% AW	32% *	39% *	43%	50% AW	46%	45%	46%	44%	39%
Not at all protected [1]	22%	20%	19% *	14% *	13%	15%	18%	21%	15%	23% BC	19%
Don't know	9%	8%	4% *	8% *	5%	4%	10%	6%	8%	10%	9%
Net: Protected	24%	23%	46% AV.AZ*	39% AV*	38% AV	31%	26%	27%	30%	23%	34% BD
Net: Not protected	67%	69% AW.AX.AY	51% *	52% *	56%	65% AW	64%	67%	62%	66%	57%
Mean	2.05	2.06	2.29 AV*	2.33 AV*	2.34 AV	2.18	2.12	2.10	2.19	2.06	2.22 *
Std. dev	0.78	0.73	0.80	0.79	0.82	0.71	0.74	0.79	0.75	0.81	0.82

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	4%	2%	5% *	3% *	7% AZ	1%	1%	3% BA	4% BA	4% BA	3%
Fairly well protected [3]	29%	28%	38% *	40% AV*	39% AV	33%	30%	32% BD	29%	24%	23%
Not very well protected [2]	40%	41%	38% *	43% *	32%	49% AY	43%	39%	43%	39%	40%
Not at all protected [1]	16%	20% AX.AZ	16% *	9% *	14%	10%	15%	18%	12%	20% BC	19%
Don't know	12%	8%	3% *	5% *	8%	7%	11%	8%	13%	14%	15% BB
Net: Protected	33%	30%	43% AV*	43% AV*	46% AV.AZ	35%	31%	35%	32%	27%	26%
Net: Not protected	56%	62% AY	54% *	51% *	45%	59% AY	58%	57%	55%	59%	59%
Mean	2.23	2.13	2.33 *	2.40 AV*	2.43 AV	2.28 AV	2.19	2.23	2.28 BD	2.13	2.11 *
Std. dev	0.78	0.78	0.82	0.70	0.83	0.67	0.71	0.80	0.75	0.81	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick2_4. Military threats / armed conflict											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	8%	3%	10% *	9% *	7%	7%	5%	6%	7%	7%	6%
Fairly well protected [3]	39%	35%	34% *	46% *	51% AV.AW	43%	39%	40%	43% BD	34%	36%
Not very well protected [2]	31%	34% AX	40% AX.AY*	20% *	27%	36% AX	33%	36%	31%	31%	29%
Not at all protected [1]	12%	18% AY.AZ	10% *	18% AZ*	10%	9%	12%	10%	11%	15%	15%
Don't know	10%	9%	6% *	6% *	5%	5%	10%	9%	9%	14%	14%
Net: Protected	47%	39%	44% *	56% AV*	58% AV.AW	50% AV	45%	45%	49%	41%	42%
Net: Not protected	43%	52% AX.AY	50% *	38% *	37%	45%	46%	45%	42%	45%	44%
Mean	2.47	2.26	2.46 *	2.50 AV*	2.57 AV	2.51 AV	2.41	2.46	2.50	2.39	2.38 *
Std. dev	0.84	0.82	0.82	0.92	0.78	0.77	0.79	0.77	0.80	0.86	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick2_5. Disinformation campaigns											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well protected [4]	3%	2%	8% AV.AY.AZ*	2% *	2%	0%	1%	2%	1%	3%	5% BA.BC
Fairly well protected [3]	17%	11%	25% AV*	28% AV.AZ*	30% AV.AZ	16%	18%	15%	21%	17%	17%
Not very well protected [2]	42%	46%	42% *	46% *	43%	44%	46%	47%	42%	40%	37%
Not at all protected [1]	25%	33% AW.AX.AY	18% *	14% *	18%	35% AW.AX.AY	27%	28%	27%	27%	25%
Don't know	12%	9%	7% *	10% AZ*	7%	4%	8%	7%	10%	13% BB	16% BA.BB
Net: Protected	20%	13%	33% AV.AZ*	30% AV.AZ*	32% AV.AZ	17%	19%	17%	22%	21%	22%
Net: Not protected	68%	79% AW.AX.AY	60% *	59% *	61%	79% AW.AX.AY	73% BE	76% BD.BE	69%	66%	62%
Mean	1.97	1.79	2.25 AV.AZ*	2.21 AV.AZ*	2.16 AV.AZ	1.81	1.92	1.90	1.95	1.97	2.02 *
Std. dev	0.79	0.72	0.86	0.72	0.75	0.72	0.73	0.73	0.76	0.81	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Very well informed [4]	3%	2%	5% *	6% AY*	1%	2%	1%	1%	2%	2%	4%
Fairly well informed [3]	29%	31%	28% *	30% *	39%	37%	28%	29%	31%	28%	28%
Not very well informed [2]	46%	49%	45% *	51% *	48%	47%	48%	48%	50%	43%	46%
Not at all informed [1]	15%	14%	12% *	10% *	9%	10%	14%	17%	11%	18% BC	12%
Don't know	6%	4%	10% AV.AY.AZ*	2% *	3%	4%	8%	4%	5%	9% BB	10%
Net: Informed	33%	33%	33% *	36% *	40%	39%	30%	30%	33%	30%	31%
Net: Not informed	61%	63%	56% *	62% *	56%	57%	62%	65%	61%	61%	58%
Mean	2.22	2.22	2.30 *	2.32 *	2.34	2.32	2.18	2.15	2.25	2.16	2.25
Std. dev	0.75	0.71	0.76	0.74	0.66	0.68	0.70	0.72	0.69	0.77	0.75

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Strongly support [5]	4%	3%	2% *	6% *	6% AZ	2%	4%	4%	2%	2%	5%
Tend to support [4]	18%	9%	19% AV*	24% AV*	21% AV	22% AV	18%	19%	19%	15%	15%
Neither support nor oppose [3]	28%	23%	34% *	31% *	32%	31%	28%	23%	29%	28%	28%
Tend to oppose [2]	20%	31% AW.AY.AZ	17% *	23% *	19%	22%	22%	23% BE	18%	19%	14%
Strongly oppose [1]	23%	31% AX.AY.AZ	22% AX*	9% *	19%	18%	19%	24%	22%	25%	23%
Don't know	8%	3%	5% *	5% *	4%	5%	9%	6%	9%	9%	15% BB
Net: Support	21%	12%	21% *	31% AV*	27% AV	24% AV	22%	24%	21%	18%	19%
Net: Oppose	43%	62% AW.AX.AY.AZ	39% *	33% *	37%	39%	41%	47%	40%	45%	37%
Mean	2.56	2.20	2.60 AV*	2.94 AV*	2.76 AV	2.67 AV	2.62	2.55	2.58	2.45	2.57
Std. dev	1.17	1.09	1.13	1.08	1.18	1.09	1.15	1.21	1.15	1.14	1.22

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.											
Unweighted base	6352	244	108	105	402	261	661	411	391	407	205
Base	6352	196	112	103	311	243	559	381	429	472	234
Higher taxes	13%	6%	10% *	12% *	8%	15% AV.AY	9%	11% BD	8%	6%	8%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	9%	13% *	18% AV.AZ*	16% AV.AZ	7%	12%	9%	14%	9%	10%
Increased government borrowing	13%	12%	16% *	11% *	22% AV.AX.AZ	11%	13%	12%	16%	11%	13%
I would not be willing to accept any of these	38%	66% AX.AY	53% *	39% *	45%	58% AX.AY	52%	57%	50%	57%	58%
Don't know	17%	9% *	14% AV.AY.AZ*	27% AV	16%	13%	17%	16%	16%	20%	15%
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?											
Unweighted base: : respondents in full-time or part-time employment only	3366	135	57	61	233	134	374	232	219	212	98
Base: : respondents in full-time or part-time employment only	3362	100	49	53	155	114	277	190	208	205	97
Very well prepared [4]	7%	4%	4% *	6% *	11%	8% *	8%	4%	8%	5%	9% *
Fairly well prepared [3]	31%	34%	42% *	24% *	31%	35% *	32% BE	34% BE	34% BE	28%	16% *
Not very well prepared [2]	27%	30%	28% *	33% *	33%	29% *	27%	29%	26%	34%	29% *
Not at all prepared [1]	15%	12%	10% *	15% *	17%	8% *	12%	15%	20% BA	13%	18% *
Don't know	22%	20% AY	16% *	22% AY*	8%	20% AY*	21% BC	19%	13%	20%	28% BC*
Net: Prepared	37%	37%	46% *	30% *	41%	43% *	40%	37%	42% BE	33%	25% *
Net: Not prepared	41%	42%	38% *	48% *	51%	37% *	39%	44%	46%	47%	48% *
Mean	2.37	2.36 *	2.47 *	2.27 *	2.37 *	2.54 *	2.46	2.32	2.34	2.31	2.21 *
Std. dev	0.88	0.79	0.78	0.86	0.92	0.81	0.88	0.83	0.93	0.81	0.96

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?											
Unweighted base: : respondents in full-time or part-time employment only	3366	135	57	61	233	134	374	232	219	212	98
Base: : respondents in full-time or part-time employment only	3362	100	49	53	155	114	277	190	208	205	97
Very well informed [4]	8%	4%	- *	11% AW*	13% AV.AW	7% *	5%	6%	9%	6%	9% *
Fairly well informed [3]	30%	37%	38% *	28% *	28%	36% *	37%	30%	33%	38%	26% *
Not very well informed [2]	29%	33%	26% *	34% *	41% AZ	27% *	27%	33%	34%	28%	26% *
Not at all informed [1]	16%	14%	18% *	10% *	15%	15% *	17%	16%	15%	13%	12% *
Don't know	17%	12%	18%	18%	4%	14%	15%	17%	9%	16%	27%
		AY	AY*	AY*		AY*		BC			BC*
Net: Informed	38%	41%	38% *	39% *	41%	43% *	41%	35%	42%	43%	35% *
Net: Not informed	44%	46%	44% *	44% *	56%	43% *	44%	48%	49%	41%	38% *
Mean	2.37	2.37	2.24 *	2.49 *	2.41 *	2.40 *	2.34	2.30	2.40	2.43	2.45 *
Std. dev	0.90	0.80	0.80	0.88	0.91	0.88	0.86	0.85	0.88	0.83	0.91

Brunswick Group

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?											
Unweighted base: : respondents in full-time or part-time employment only	3366	135	57	61	233	134	374	232	219	212	98
Base: : respondents in full-time or part-time employment only	3362	100	49	53	155	114	277	190	208	205	97
Very confident [4]	8%	6%	1% *	8% *	11%	5% *	5%	2%	10% BB	7%	5% *
Fairly confident [3]	31%	26%	50% AV.AY*	39% *	24%	37% *	34%	31%	27%	27%	22% *
Not very confident [2]	23%	29%	19% *	25% *	35%	23% *	23%	29%	29%	27%	20% *
Not at all confident [1]	14%	19%	15% *	12% *	18%	15% *	17%	14%	18%	20%	17% *
Don't know	23%	19%	16% *	16% *	13%	20% *	19%	24%	17%	19%	35% BA.BC.BD*
Net: Confident	39%	32%	51% AV*	47% *	35%	42% *	40%	33%	37%	34%	27% *
Net: Not confident	37%	49%	33% *	38% *	52% AW	38% *	41%	43%	46%	47%	37% *
Mean	2.43	2.23 *	2.44 *	2.50 *	2.32 *	2.41 *	2.34	2.28	2.35	2.25	2.24 *
Std. dev	0.91	0.90	0.80	0.86	0.93	0.87	0.89	0.80	0.94	0.93	0.94

Brunswick Group

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very optimistic [5]	1%	-	-	-	-	-	-	-	-	-	-
Fairly optimistic [4]	12%	-	-	-	-	-	-	-	-	-	-
Neither optimistic nor pessimistic [3]	24%	-	-	-	-	-	-	-	-	-	-
Fairly pessimistic [2]	36%	-	-	-	-	-	-	-	-	-	-
Very pessimistic [1]	21%	-	-	-	-	-	-	-	-	-	-
Don't know	6%	-	-	-	-	-	-	-	-	-	-
Net: Optimistic	13%	-	-	-	-	-	-	-	-	-	-
Net: Pessimistic	56%	-	-	-	-	-	-	-	-	-	-
Mean	2.34	-	-	-	-	-	-	-	-	-	-
Std. dev	1.01	-	-	-	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?											
brunswick9_UK_1. Jobs and employment											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	1%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	14%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	46%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	29%	-	-	-	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-	-	-	-
Net: Confident	15%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	75%	-	-	-	-	-	-	-	-	-	-
Mean	1.86	-	-	-	-	-	-	-	-	-	-
Std. dev	0.72	-	-	-	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick9_UK_2. People's living standards											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	1%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	10%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	44%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	35%	-	-	-	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-	-	-	-
Net: Confident	12%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	80%	-	-	-	-	-	-	-	-	-	-
Mean	1.75	-	-	-	-	-	-	-	-	-	-
Std. dev	0.70	-	-	-	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick9_UK_3. Business activity and investment											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	2%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	18%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	45%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	23%	-	-	-	-	-	-	-	-	-	-
Don't know	13%	-	-	-	-	-	-	-	-	-	-
Net: Confident	19%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	67%	-	-	-	-	-	-	-	-	-	-
Mean	1.98	-	-	-	-	-	-	-	-	-	-
Std. dev	0.74	-	-	-	-	-	-	-	-	-	-

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick9_UK_4. Delivery of critical services											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	3%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	27%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	39%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	21%	-	-	-	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-	-	-	-
Net: Confident	29%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	61%	-	-	-	-	-	-	-	-	-	-
Mean	2.12	-	-	-	-	-	-	-	-	-	-
Std. dev	0.80	-	-	-	-	-	-	-	-	-	-

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How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very prepared [4]	1%	-	-	-	-	-	-	-	-	-	-
Fairly prepared [3]	14%	-	-	-	-	-	-	-	-	-	-
Not very prepared [2]	48%	-	-	-	-	-	-	-	-	-	-
Not at all prepared [1]	29%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Prepared	15%	-	-	-	-	-	-	-	-	-	-
Net: Not prepared	77%	-	-	-	-	-	-	-	-	-	-
Mean	1.86	-	-	-	-	-	-	-	-	-	-
Std. dev	0.70	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick10_UK_2. A major public health crisis											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very prepared [4]	3%	-	-	-	-	-	-	-	-	-	-
Fairly prepared [3]	27%	-	-	-	-	-	-	-	-	-	-
Not very prepared [2]	40%	-	-	-	-	-	-	-	-	-	-
Not at all prepared [1]	25%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Prepared	30%	-	-	-	-	-	-	-	-	-	-
Net: Not prepared	65%	-	-	-	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-	-	-	-
Std. dev	0.82	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick10_UK_3. An extreme weather event											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very prepared [4]	1%	-	-	-	-	-	-	-	-	-	-
Fairly prepared [3]	19%	-	-	-	-	-	-	-	-	-	-
Not very prepared [2]	45%	-	-	-	-	-	-	-	-	-	-
Not at all prepared [1]	30%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Prepared	20%	-	-	-	-	-	-	-	-	-	-
Net: Not prepared	75%	-	-	-	-	-	-	-	-	-	-
Mean	1.91	-	-	-	-	-	-	-	-	-	-
Std. dev	0.74	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? **brunswick11_UK_1. Your household's financial situation**											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	11%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	44%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	26%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	12%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Confident	55%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	38%	-	-	-	-	-	-	-	-	-	-
Mean	2.58	-	-	-	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_UK_2. Your household's income or employment situation											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	13%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	45%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	22%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	10%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Confident	59%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	33%	-	-	-	-	-	-	-	-	-	-
Mean	2.67	-	-	-	-	-	-	-	-	-	-
Std. dev	0.86	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_UK_3. Your housing situation											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	30%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	45%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	11%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	7%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Confident	75%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	18%	-	-	-	-	-	-	-	-	-	-
Mean	3.06	-	-	-	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?											
brunswick12_UK_1. A large unexpected expense											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	9%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	38%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	27%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	19%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Confident	47%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	46%	-	-	-	-	-	-	-	-	-	-
Mean	2.39	-	-	-	-	-	-	-	-	-	-
Std. dev	0.92	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	5%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	25%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	38%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	25%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Confident	29%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	63%	-	-	-	-	-	-	-	-	-	-
Mean	2.09	-	-	-	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick12_UK_3. A significant increase in essential living costs											
Unweighted base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Base: UK only	2260	-	-	-	-	-	-	-	-	-	-
Very confident [4]	6%	-	-	-	-	-	-	-	-	-	-
Fairly confident [3]	37%	-	-	-	-	-	-	-	-	-	-
Not very confident [2]	34%	-	-	-	-	-	-	-	-	-	-
Not at all confident [1]	17%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Confident	43%	-	-	-	-	-	-	-	-	-	-
Net: Not confident	51%	-	-	-	-	-	-	-	-	-	-
Mean	2.34	-	-	-	-	-	-	-	-	-	-
Std. dev	0.85	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Geopolitical tensions	37%	-	-	-	-	-	-	-	-	-	-
Political instability in France	41%	-	-	-	-	-	-	-	-	-	-
Artificial Intelligence (AI)	36%	-	-	-	-	-	-	-	-	-	-
An ageing workforce	12%	-	-	-	-	-	-	-	-	-	-
Economic or financial shock	44%	-	-	-	-	-	-	-	-	-	-
Climate change and extreme weather	31%	-	-	-	-	-	-	-	-	-	-
Supply-chain disruption	16%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet1]	1%	-	-	-	-	-	-	-	-	-	-
None of the above	2%	-	-	-	-	-	-	-	-	-	-
Don't know	10%	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Energy	35%	-	-	-	-	-	-	-	-	-	-
Defence	29%	-	-	-	-	-	-	-	-	-	-
Healthcare	25%	-	-	-	-	-	-	-	-	-	-
Financial services	14%	-	-	-	-	-	-	-	-	-	-
Technology (e.g. software and electronic devices)	16%	-	-	-	-	-	-	-	-	-	-
Telecommunications	7%	-	-	-	-	-	-	-	-	-	-
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	-	-	-	-	-	-	-	-	-	-
Transport	8%	-	-	-	-	-	-	-	-	-	-
Physical infrastructure and construction	6%	-	-	-	-	-	-	-	-	-	-
Manufacturing	12%	-	-	-	-	-	-	-	-	-	-
Food and agriculture	29%	-	-	-	-	-	-	-	-	-	-
Media and communications	9%	-	-	-	-	-	-	-	-	-	-
Retail and luxury	2%	-	-	-	-	-	-	-	-	-	-
Other [see Sheet2]	1%	-	-	-	-	-	-	-	-	-	-
None of the above	2%	-	-	-	-	-	-	-	-	-	-
Don't know	18%	-	-	-	-	-	-	-	-	-	-

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_1_France. Energy											
Unweighted base: France only - respondents who selected that sector previously	731	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	706	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	22%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	40%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	25%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	11%	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	36%	-	-	-	-	-	-	-	-	-	-
Mean	2.74	-	-	-	-	-	-	-	-	-	-
Std. dev	0.93	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_2_France. Defence											
Unweighted base: France only - respondents who selected that sector previously	632	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	587	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	20%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	48%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	23%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	5%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.87	-	-	-	-	-	-	-	-	-	-
Std. dev	0.79	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_3_France. Healthcare											
Unweighted base: France only - respondents who selected that sector previously	503	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	506	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	23%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	23%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	9%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	63%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	32%	-	-	-	-	-	-	-	-	-	-
Mean	2.81	-	-	-	-	-	-	-	-	-	-
Std. dev	0.92	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_4_France. Financial services											
Unweighted base: France only - respondents who selected that sector previously	265	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	280	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	14%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	30%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	13%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	54%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	43%	-	-	-	-	-	-	-	-	-	-
Mean	2.57	-	-	-	-	-	-	-	-	-	-
Std. dev	0.90	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_5_France. Technology (e.g. software and electronic devices)											
Unweighted base: France only - respondents who selected that sector previously	328	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	326	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	12%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	34%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	37%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	14%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	51%	-	-	-	-	-	-	-	-	-	-
Mean	2.45	-	-	-	-	-	-	-	-	-	-
Std. dev	0.89	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_6_France. Telecommunications											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	142	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	17%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	45%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	29%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	2%	-	-	-	-	-	-	-	-	-	-
Don't know	7%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	62%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	31%	-	-	-	-	-	-	-	-	-	-
Mean	2.83	-	-	-	-	-	-	-	-	-	-
Std. dev	0.75	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only - respondents who selected that sector previously	367	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	331	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	13%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	33%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	34%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	15%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	46%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	49%	-	-	-	-	-	-	-	-	-	-
Mean	2.46	-	-	-	-	-	-	-	-	-	-
Std. dev	0.91	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_8_France. Transport											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	159	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	24%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	44%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	19%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	68%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.88	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_9_France. Physical infrastructure and construction											
Unweighted base: France only - respondents who selected that sector previously	133	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	121	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	20%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	53%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	19%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	4%	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	73%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	23%	-	-	-	-	-	-	-	-	-	-
Mean	2.92	-	-	-	-	-	-	-	-	-	-
Std. dev	0.75	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only - respondents who selected that sector previously	223	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	237	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	15%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	26%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	34%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	20%	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	41%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	54%	-	-	-	-	-	-	-	-	-	-
Mean	2.38	-	-	-	-	-	-	-	-	-	-
Std. dev	0.99	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only - respondents who selected that sector previously	635	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	578	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	16%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	40%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	32%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	9%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	56%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	41%	-	-	-	-	-	-	-	-	-	-
Mean	2.64	-	-	-	-	-	-	-	-	-	-
Std. dev	0.87	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only - respondents who selected that sector previously	180	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	189	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	26%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	39%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	21%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	6%	-	-	-	-	-	-	-	-	-	-
Don't know	8%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	65%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.92	-	-	-	-	-	-	-	-	-	-
Std. dev	0.88	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_13_France. Retail and luxury											
Unweighted base: France only - respondents who selected that sector previously	45	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	44	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	24%	-	-	-	-	-	-	-	-	-	-
To some extent [3]	60%	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	12%	-	-	-	-	-	-	-	-	-	-
Not at all [1]	1%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	85%	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	13%	-	-	-	-	-	-	-	-	-	-
Mean	3.11	-	-	-	-	-	-	-	-	-	-
Std. dev	0.64	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_14_France. $brunswick10Franceother											
Unweighted base: France only - respondents who selected that sector previously	*14*	-	-	-	-	-	-	-	-	-	-
Base: France only - respondents who selected that sector previously	*10*	-	-	-	-	-	-	-	-	-	-
To a great extent [4]	*41%*	-	-	-	-	-	-	-	-	-	-
To some extent [3]	*10%*	-	-	-	-	-	-	-	-	-	-
To a small extent [2]	*21%*	-	-	-	-	-	-	-	-	-	-
Not at all [1]	*18%*	-	-	-	-	-	-	-	-	-	-
Don't know	*9%*	-	-	-	-	-	-	-	-	-	-
Net: Higher autonomy	*51%*	-	-	-	-	-	-	-	-	-	-
Net: Lower autonomy	*39%*	-	-	-	-	-	-	-	-	-	-
Mean	*2.82*	-	-	-	-	-	-	-	-	-	-
Std. dev	*1.28*	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	5%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	21%	-	-	-	-	-	-	-	-	-	-
No impact [3]	25%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	19%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	8%	-	-	-	-	-	-	-	-	-	-
Don't know	22%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	26%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	27%	-	-	-	-	-	-	-	-	-	-
Mean	2.95	-	-	-	-	-	-	-	-	-	-
Std. dev	1.09	-	-	-	-	-	-	-	-	-	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick12_France_2. France's attractiveness as a place to invest and do business											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
A very positive impact [5]	7%	-	-	-	-	-	-	-	-	-	-
A fairly positive impact [4]	22%	-	-	-	-	-	-	-	-	-	-
No impact [3]	27%	-	-	-	-	-	-	-	-	-	-
A fairly negative impact [2]	17%	-	-	-	-	-	-	-	-	-	-
A very negative impact [1]	7%	-	-	-	-	-	-	-	-	-	-
Don't know	20%	-	-	-	-	-	-	-	-	-	-
Net: Positive impact	29%	-	-	-	-	-	-	-	-	-	-
Net: Negative impact	24%	-	-	-	-	-	-	-	-	-	-
Mean	3.05	-	-	-	-	-	-	-	-	-	-
Std. dev	1.09	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick13_France. How worried are you, if at all, about the level of France's national debt?											
Unweighted base: France only	2017	-	-	-	-	-	-	-	-	-	-
Base: France only	2017	-	-	-	-	-	-	-	-	-	-
Very worried [4]	31%	-	-	-	-	-	-	-	-	-	-
Fairly worried [3]	45%	-	-	-	-	-	-	-	-	-	-
Not very worried [2]	15%	-	-	-	-	-	-	-	-	-	-
Not at all worried [1]	5%	-	-	-	-	-	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	-	-	-
Net: Worried	76%	-	-	-	-	-	-	-	-	-	-
Net: Not worried	20%	-	-	-	-	-	-	-	-	-	-
Mean	3.05	-	-	-	-	-	-	-	-	-	-
Std. dev	0.83	-	-	-	-	-	-	-	-	-	-

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
Much more resilient [5]	3%	1%	4% *	4% *	4% AZ	1%	3%	2%	2%	5%	5%
Somewhat more resilient [4]	11%	10%	17% *	15% *	17%	10%	11%	12%	12%	12%	9%
About as resilient [3]	40%	42%	49% *	47% *	48%	44%	43%	44%	43%	36%	34%
Somewhat less resilient [2]	18%	19% AY	10% *	12% *	10%	23% AW.AY	20%	14%	20%	18%	14%
Much less resilient [1]	12%	19% AW.AX.AY	7% *	7% *	11%	12%	11%	12%	13%	14%	12%
Don't know	15%	7%	13% *	14% *	9%	9%	12%	16%	11%	15%	26% BA.BB.BC.BD
Net: More resilient	15%	11%	21% AZ*	19% *	21% AV.AZ	11%	14%	14%	14%	17%	14%
Net: Less resilient	30%	39% AW.AX.AY	17% *	19% *	22%	35% AW.AX.AY	31%	26%	32%	32%	26%
Mean	2.71	2.51	3.00 AV.AZ*	2.96 AV.AZ*	2.92 AV.AZ	2.60	2.72	2.74	2.68	2.70	2.74
Std. dev	1.00	0.99	0.91	0.93	0.99	0.89	0.96	0.96	0.96	1.08	1.08

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
A very positive impact [5]	4%	4% AZ	4% *	8% AZ*	6% AZ	1%	2%	5% BA	3%	6% BA	5%
A fairly positive impact [4]	20%	15%	26% *	30% AV.AZ*	35% AV.AZ	19%	18%	22%	21%	19%	18%
No impact [3]	28%	33%	37% *	26% *	31%	32%	32% BE	25%	32% BE	27%	20%
A fairly negative impact [2]	17%	19% AW.AY	8% *	10% *	10%	21% AW.AX.AY	19%	16%	17%	15%	16%
A very negative impact [1]	8%	9%	7% *	5% *	5%	7%	8%	9%	6%	10%	7%
Don't know	24%	20%	19% *	21% *	13%	21% AY	22%	24%	21%	24%	34% BA.BC.BD
Net: Positive impact	23%	19%	29% *	38% AV.AZ*	41% AV.AZ	19%	19%	27% BA	24%	25%	23%
Net: Negative impact	25%	28% AW.AX.AY	15% *	15% *	15%	28% AW.AX.AY	27%	24%	23%	25%	23%
Mean	2.93	2.82	3.14 AV.AZ*	3.34 AV.AZ*	3.32 AV.AZ	2.81	2.82	2.98	2.97	2.95	2.96
Std. dev	1.04	1.01	0.96	1.03	0.95	0.93	0.96	1.10	0.98	1.11	1.12

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
A very positive impact [5]	5%	2%	4% *	7% AV*	10% AV.AZ	2%	3%	6%	4%	6% BA	6%
A fairly positive impact [4]	22%	19%	36% AV.AZ*	31% AV*	33% AV.AZ	21%	21%	24%	24%	20%	23%
No impact [3]	25%	32% AX	25% *	19% *	28%	32% AX	27%	26%	30% BE	24%	18%
A fairly negative impact [2]	16%	20% AW.AY	9% *	11% *	8%	21% AW.AY	18%	15%	18%	15%	14%
A very negative impact [1]	8%	9%	7% *	7% *	5%	7%	9% BC	9%	5%	9%	7%
Don't know	24%	18%	19%	24%	15%	17%	22%	21%	20%	26%	32% BA.BB.BC
Net: Positive impact	27%	21%	40% AV.AZ*	39% AV.AZ*	44% AV.AZ	24%	24%	30%	27%	26%	29%
Net: Negative impact	24%	30% AW.AX.AY	16% *	18% *	14%	27% AW.AY	27%	24%	23%	24%	21%
Mean	3.00	2.81	3.27 AV.AZ*	3.29 AV.AZ*	3.41 AV.AZ	2.90	2.89	3.03	3.05	2.99	3.11
Std. dev	1.08	1.00	1.03	1.12	1.02	0.97	1.05	1.11	0.97	1.14	1.14

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
Energy	23%	22%	19% *	25% *	26%	35% AV.AW	27% BD	24%	21%	19%	22%
Defence	17%	11%	23% AV.AZ*	23% AV.AZ*	24% AV.AZ	11%	15%	17%	19%	14%	22%
Healthcare	27%	24%	24% *	27% *	25%	31%	27%	26%	29%	26%	23%
Financial services	7%	4%	8% *	9% *	9%	8%	8%	7%	8%	6%	3%
Technology (e.g. software and electronic devices)	14%	15%	7% *	22% AW.AY*	11%	20% AW.AY	14%	12%	14%	12%	15%
Telecommunications	8%	10%	6% *	13% *	9%	11%	6%	6%	11% BA	9%	11%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	9%	4% *	11% *	15% AW	13% AW	10%	11%	14%	11%	8%
Transport	10%	10%	7% *	6% *	11%	8%	9%	5%	13% BB	11% BB	10%
Physical infrastructure and construction	9%	8%	11% *	11% *	8%	10%	10%	8%	11%	10%	6%
Manufacturing	18%	28%	20% *	20% *	25%	22%	19%	23%	16%	17%	14%
Food and agriculture	28%	41% AX.AZ	32% *	27% *	32%	23%	26%	34% BA.BC	22%	32% BC	25%
Media and communications	7%	5%	5% *	15% AV.AW*	9%	7%	4%	7%	10% BA	6%	5%
Retail and luxury	9%	13%	12% *	10% *	10%	8%	10%	9%	7%	8%	9%
Other [see Sheet3]	1%	0%	1% *	- *	0%	1%	1%	1%	0%	0%	0%
None of the above	5%	8% AW.AY.AZ	1% *	4% *	3%	2%	5%	5%	3%	6%	9% BC
Don't know	21%	12%	25% AV*	13% *	17%	15%	20%	20%	20%	22%	23%

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
The national government	12%	8%	19% AV.AZ*	26% AV.AZ*	21% AV.AZ	10%	14%	9%	13%	13%	13%
Regional and local authorities	5%	3%	3% *	9% AV.AY*	2%	10% AV.AY	6%	5%	4%	5%	4%
European Union institutions	11%	12%	6% *	10% *	7%	19% AW.AY	11%	9%	9%	12%	15%
The Armed Forces	20%	22%	29% AZ*	24% *	27% AZ	16%	21%	19%	21%	20%	19%
Civil Protection (e.g., national and regional civil protection authorities)	30%	31%	32% *	21% *	38% AX	37% AX	30% BE	38% BD.BE	35% BD.BE	26%	20%
Emergency services (e.g., police, fire and ambulance services)	30%	40%	32% *	32% *	36%	33%	31%	35% BE	30%	29%	23%
Private companies	6%	4%	7% *	7% *	6%	7%	7%	9% BD	5%	4%	4%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	16%	11% *	16% *	16%	23% AW	15%	17%	20%	16%	14%
Other [see Sheet4]	0%	1%	1% *	- *	0%	0%	0%	1%	-	-	0%
None of the above	5%	6% AZ	4% *	4% *	4%	2%	5%	4%	4%	5%	9% BB
Don't know	19%	13%	15% *	12% *	10%	13%	17%	17%	18%	22%	27% BA.BB

Brunswick Group

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YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?											
brunswick13_Italy_1. Newspapers and periodicals											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
Trust a great deal [4]	4%	2%	3% *	8% AV*	3%	5%	5%	2%	5%	4%	3%
Trust a fair amount [3]	37%	36%	38% *	45% *	43%	47% AV	41%	38%	38%	35%	31%
Don't trust very much [2]	32%	33%	40% *	35% *	31%	35%	29%	36%	33%	30%	30%
Don't trust at all [1]	18%	24% AW.AX.AZ	11% *	7% *	16% AZ	8%	17%	18%	16%	21%	19%
Don't know	9%	5%	8% *	5% *	7%	6%	8%	6%	7%	10%	17% BA.BB.BC
Net: Trust	41%	38%	41% *	53% AV*	46%	52% AV	46% BE	40%	43%	39%	34%
Net: Do not trust	49%	57% AX.AZ	51% *	42% *	47%	42%	46%	54%	49%	51%	49%
Mean	2.30	2.17	2.35 *	2.57 AV*	2.35 AV	2.52 AV.AY	2.37	2.26	2.36	2.25	2.23 *
Std. dev	0.83	0.84	0.73	0.76	0.80	0.72	0.84	0.79	0.82	0.86	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick13_Italy_2. News channels on television/ Television news broadcasts											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
Trust a great deal [4]	6%	7%	4% *	14% AW*	7%	8%	4%	7%	8%	8% BA	4%
Trust a fair amount [3]	40%	34%	46% *	54% AV*	48% AV	43%	43%	38%	43%	36%	33%
Don't trust very much [2]	30%	34%	32% *	25% *	29%	35%	28%	32%	29%	32%	27%
Don't trust at all [1]	17%	21% AX.AY.AZ	13% *	4% *	13% AX	11%	16%	17%	17%	14%	22%
Don't know	8%	4%	6% *	3% *	3%	4%	8% BC	6%	4%	9% BC	14% BB.BC
Net: Trust	46%	41%	50% *	68% AV.AW.AZ*	55% AV	51%	48%	45%	51% BE	45%	37%
Net: Do not trust	46%	55% AX.AY	44% *	29% *	42%	46% AX	44%	49%	46%	46%	49%
Mean	2.39	2.29	2.44 *	2.80 AV.AW.AY.AZ*	2.51 AV	2.50 AV	2.39	2.37	2.43	2.43	2.24 *
Std. dev	0.86	0.90	0.78	0.74	0.82	0.80	0.83	0.87	0.87	0.87	0.89

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Vote in 2022 (Italy)					Region				
		Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia	Partito Democratico	North west	North east	Centre	South	Islands
		AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
brunswick13_Italy_3. Social media											
Unweighted base: Italy only	2075	244	108	105	402	261	661	411	391	407	205
Base: Italy only	2075	196	112	103	311	243	559	381	429	472	234
Trust a great deal [4]	5%	4%	2% *	9% AW*	5%	5%	5%	5%	4%	6%	5%
Trust a fair amount [3]	25%	32% AY	29% *	31% *	22%	23%	25%	22%	26%	30%	22%
Don't trust very much [2]	35%	30%	42% *	38% *	43% AV	35%	34%	35%	42% BA.BD.BE	31%	27%
Don't trust at all [1]	28%	28%	22% *	17% *	28%	32% AX	28%	32% BC	23%	27%	31%
Don't know	7%	5%	5% *	5% *	3%	4%	8%	6%	5%	7%	15% BA.BB.BC.BD
Net: Trust	31%	37% AY	31% *	41% AY*	27%	29%	30%	27%	30%	36% BB	27%
Net: Do not trust	62%	58%	64% *	55% *	70% AV.AX	67%	62%	67% BD	65%	58%	58%
Mean	2.09	2.14	2.11 *	2.35 AY.AZ*	2.05	2.01	2.08	2.00	2.13	2.16 BB	2.01 *
Std. dev	0.88	0.90	0.78	0.88	0.85	0.89	0.88	0.89	0.83	0.91	0.93

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	3%	4% BG	3%	5%	3%	4%	9% BL.BM	-	-
Fairly well protected [3]	34%	36%	33%	36%	38%	31%	91% BL.BM	-	-
Not very well protected [2]	40%	39%	40%	40%	38%	47%	-	73% BK.BM	-
Not at all protected [1]	15%	14%	16%	12%	14%	9%	-	27% BK.BM	-
Don't know	8%	7%	8%	7%	7%	9%	-	-	100% BK.BL
Net: Protected	38%	40% BG	36%	41%	40%	35%	100% BL.BM	-	-
Net: Not protected	54%	53%	56%	52%	52%	56%	-	100% BK.BM	-
Mean	2.29	2.33 BG	2.25	2.35	2.31	2.33	3.09 BL	1.73	-
Std. dev	0.77	0.78	0.77	0.77	0.76	0.72	0.29	0.44	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	7%	7%	7%	7%	6%	6%	15% BL.BM	2%	1%
Fairly well protected [3]	40%	41%	39%	41%	45% BJ	35%	68% BL.BM	23%	22%
Not very well protected [2]	31%	31%	31%	31%	29%	39% BH.BI	12%	47% BK.BM	14%
Not at all protected [1]	15%	14%	15%	13%	13%	11%	2%	25% BK.BM	3%
Don't know	8%	7%	8%	7%	7%	9%	3%	4%	59% BK.BL
Net: Protected	46%	48%	45%	49%	51% BJ	41%	83% BL.BM	24%	23%
Net: Not protected	46%	45%	46%	44%	42%	51%	13%	72% BK.BM	17%
Mean	2.42	2.44	2.40	2.46	2.47	2.39	3.00 BL.BM	2.01	2.51 BL
Std. dev	0.84	0.83	0.85	0.83	0.81	0.79	0.59	0.75	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	3%	2%	3%	3%	3%	2%	7% BL.BM	0%	0%
Fairly well protected [3]	21%	24% BG	19%	26% BI.BJ	21%	16%	46% BL.BM	6%	6%
Not very well protected [2]	45%	44%	45%	44%	43%	53% BH.BI	36% BM	53% BK.BM	25%
Not at all protected [1]	22%	22%	23%	20%	25% BH	21%	5%	37% BK.BM	7%
Don't know	9%	8%	9%	7%	8%	9%	5% BL	3%	62% BK.BL
Net: Protected	24%	26% BG	22%	28% BJ	24%	18%	53% BL.BM	7%	6%
Net: Not protected	67%	66%	69% BF	65%	68%	74% BH	41% BM	90% BK.BM	32%
Mean	2.05	2.07 BG	2.02	2.11 BI	2.02	1.99	2.58 BL.BM	1.70	1.97 BL*
Std. dev	0.78	0.77	0.78	0.77	0.80	0.70	0.70	0.61	0.61

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	4%	4%	3%	3%	5% BH	4%	8% BL.BM	1%	1%
Fairly well protected [3]	29%	31% BG	27%	33%	31%	26%	57% BL.BM	12%	12%
Not very well protected [2]	40%	39%	42%	38%	38%	46%	24% BM	55% BK.BM	18%
Not at all protected [1]	16%	16%	16%	16% BJ	15%	9%	2%	26% BK.BM	5% BK
Don't know	12%	11%	12%	10%	11%	14%	8% BL	6%	65% BK.BL
Net: Protected	33%	35% BG	30%	36%	36%	31%	65% BL.BM	13%	12%
Net: Not protected	56%	54%	57% BF	54%	53%	55%	26%	81% BK.BM	22%
Mean	2.23	2.26 BG	2.20	2.25	2.30	2.30	2.78 BL.BM	1.86	2.25 BL*
Std. dev	0.78	0.79	0.78	0.78	0.81	0.72	0.64	0.65	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick2_4. Military threats / armed conflict									
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	8%	8%	8%	8%	8%	6%	16% BL.BM	3% BM	1%
Fairly well protected [3]	39%	40% BG	37%	41%	44%	36%	62% BL.BM	25%	20%
Not very well protected [2]	31%	31%	32%	30%	29%	38% BH.BI	16% BM	45% BK.BM	11%
Not at all protected [1]	12%	12%	13%	12%	10%	10%	1%	21% BK.BM	3%
Don't know	10%	9%	11% BF	9%	9%	10%	4%	6% BK	66% BK.BL
Net: Protected	47%	48% BG	45%	49%	52% BJ	42%	78% BL.BM	29% BM	21%
Net: Not protected	43%	43%	44%	42%	39%	48% BI	18%	66% BK.BM	14%
Mean	2.47	2.49	2.45	2.50	2.55	2.42	2.97 BL.BM	2.11	2.53 BL
Std. dev	0.84	0.83	0.84	0.83	0.80	0.78	0.63	0.79	0.68

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_5. Disinformation campaigns

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well protected [4]	3%	3%	3%	3%	3%	1%	6% BL.BM	1%	0%
Fairly well protected [3]	17%	18%	16%	20%	18%	17%	32% BL.BM	8%	6%
Not very well protected [2]	42%	43%	41%	42%	42%	49%	41% BM	47% BK.BM	20%
Not at all protected [1]	25%	24%	26%	24%	25%	20%	12%	36% BK.BM	13%
Don't know	12%	12%	13%	11%	12%	14%	10% BL	8%	61% BK.BL
Net: Protected	20%	21%	19%	23%	21%	17%	38% BL.BM	10%	6%
Net: Not protected	68%	67%	68%	67%	67%	69%	53% BM	83% BK.BM	33%
Mean	1.97	2.00	1.95	2.01	1.98	1.98	2.35 BL.BM	1.73	1.86 BL
Std. dev	0.79	0.78	0.79	0.79	0.79	0.68	0.79	0.68	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Very well informed [4]	3%	4%	3%	5%	3%	2%	6% BL.BM	2%	2%
Fairly well informed [3]	29%	32% BG	26%	34% BI	28%	30%	42% BL.BM	23% BM	8%
Not very well informed [2]	46%	45%	47%	43%	49% BH	51%	41%	51% BK.BM	37%
Not at all informed [1]	15%	13%	17% BF	13%	14%	12%	7%	20% BK	20% BK
Don't know	6%	7%	6%	6%	6%	4%	4%	4%	34% BK.BL
Net: Informed	33%	35% BG	29%	39% BI	32%	32%	47% BL.BM	26% BM	10%
Net: Not informed	61%	58%	64% BF	55%	62% BH	63%	48%	70% BK.BM	56% BK
Mean	2.22	2.28 BG	2.16	2.33 BI	2.23	2.23	2.47 BL.BM	2.09 BM	1.87
Std. dev	0.75	0.75	0.75	0.77	0.74	0.70	0.72	0.73	0.71

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Strongly support [5]	4%	3%	4%	3%	3%	5%	5% BL.BM	3% BM	0%
Tend to support [4]	18%	16%	20% BF	17%	15%	18%	23% BL.BM	16% BM	6%
Neither support nor oppose [3]	28%	27%	29%	27%	27%	27%	30% BL.BM	27%	23%
Tend to oppose [2]	20%	23% BG	17%	24%	23%	19%	22% BM	20% BM	12%
Strongly oppose [1]	23%	24%	22%	23%	25%	22%	15%	29% BK.BM	20% BK
Don't know	8%	7%	8%	6%	7%	10%	5%	5%	40% BK.BL
Net: Support	21%	19%	23% BF	20%	18%	22%	28% BL.BM	19% BM	6%
Net: Oppose	43%	46% BG	39%	47%	47%	41%	37%	49% BK.BM	32%
Mean	2.56	2.49	2.64 BF	2.50	2.45	2.60	2.80 BL.BM	2.42	2.26
Std. dev	1.17	1.15	1.18	1.15	1.14	1.19	1.12	1.18	1.04

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YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.									
Unweighted base	6352	3369	2983	1824	911	237	2323	3596	433
Base	6352	3355	2997	1886	858	215	2403	3460	489
Higher taxes	13%	12%	14%	13%	13%	12%	19% BL.BM	10% BM	6%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	30% BG	23%	34% BJ	30%	25%	26% BM	29% BM	11%
Increased government borrowing	13%	14% BG	12%	14%	15%	13%	18% BL.BM	10% BM	4%
I would not be willing to accept any of these	38%	37%	39%	34%	36%	33%	32%	43% BK.BM	34%
Don't know	17%	14%	19% BF	13%	14%	22% BH.BI	16% BL	13%	47% BK.BL
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?									
Unweighted base: : respondents in full-time or part-time employment only	3366	3317	*49*	1811	882	232	1283	1855	228
Base: : respondents in full-time or part-time employment only	3362	3315	*46*	1876	825	212	1336	1782	244
Very well prepared [4]	7%	7%	*4%* *	8% BI.BJ	5%	3%	10% BL.BM	4%	5%
Fairly well prepared [3]	31%	31%	*15%* *	31%	35%	29%	41% BL.BM	24% BM	17%
Not very well prepared [2]	27%	27%	*34%* *	25%	32% BH	29%	22%	31% BK.BM	18%
Not at all prepared [1]	15%	15%	*19%* *	15%	13%	19%	8%	20% BK.BM	11%
Don't know	22%	22%	*28%* *	20% BI	14%	20%	18%	20%	50% BK.BL
Net: Prepared	37%	37% BG	*20%* *	39%	40%	32%	51% BL.BM	28%	22%
Net: Not prepared	41%	41%	*52%* *	40%	45% BH	49%	30%	51% BK.BM	28%
Mean	2.37	2.37	*2.07* **	2.40 BJ	2.38 BJ	2.19	2.66 BL.BM	2.15	2.32 *
Std. dev	0.88	0.88	*0.86*	0.91	0.82	0.84	0.82	0.86	0.92

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brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: : respondents in full-time or part-time employment only	3366	3317	*49*	1811	882	232	1283	1855	228
Base: : respondents in full-time or part-time employment only	3362	3315	*46*	1876	825	212	1336	1782	244
Very well informed [4]	8%	8%	*4%* *	9%	8%	7%	11% BL.BM	6%	4%
Fairly well informed [3]	30%	30%	*43%* *	32%	32%	27%	38% BL.BM	27% BM	16%
Not very well informed [2]	29%	29% BG	*12%* *	27%	33% BH	35% BH	26%	32% BK.BM	20%
Not at all informed [1]	16%	15%	*23%* *	16%	15%	14%	10%	20% BK.BM	13%
Don't know	17%	17%	*18%* *	16% BI	11%	17%	15%	15%	47% BK.BL
Net: Informed	38%	38%	*47%* *	41%	40%	34%	49% BL.BM	33% BM	20%
Net: Not informed	44%	44%	*35%* *	43%	49% BH	49%	36%	52% BK.BM	33%
Mean	2.37	2.37	*2.34* **	2.41	2.37	2.33	2.59 BL.BM	2.22	2.20 *
Std. dev	0.90	0.90	*0.95*	0.92	0.87	0.85	0.85	0.90	0.90

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Sample Size: 6352 adults in UK, France and Italy

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brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: : respondents in full-time or part-time employment only	3366	3317	*49*	1811	882	232	1283	1855	228
Base: : respondents in full-time or part-time employment only	3362	3315	*46*	1876	825	212	1336	1782	244
Very confident [4]	8%	8%	*4%* *	10% BJ	7%	3%	13% BL.BM	5%	5%
Fairly confident [3]	31%	32%	*16%* *	32%	35%	35%	40% BL.BM	27%	20%
Not very confident [2]	23%	23%	*19%* *	21%	28% BH	25%	20% BM	26% BK.BM	13%
Not at all confident [1]	14%	14%	*24%* *	15%	12%	18%	9%	19% BK.BM	9%
Don't know	23%	23%	*36%* *	22% BI	18%	19%	19%	22%	53% BK.BL
Net: Confident	39%	40% BG	*21%* *	42%	42%	38%	52% BL.BM	32%	25%
Net: Not confident	37%	37%	*43%* *	36%	40%	43%	29%	46% BK.BM	22%
Mean	2.43	2.44	*2.02* **	2.48 BJ	2.45	2.29	2.70 BL.BM	2.23	2.42 *
Std. dev	0.91	0.91	*0.97*	0.94	0.85	0.86	0.86	0.90	0.92

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very optimistic [5]	1%	2%	1%	1%	2%	1% *	2%	1%	1%
Fairly optimistic [4]	12%	14% BG	9%	15%	14%	12% *	22% BL.BM	5%	5%
Neither optimistic nor pessimistic [3]	24%	23%	26%	23%	25%	27% *	30% BL	20%	25%
Fairly pessimistic [2]	36%	36%	35%	35%	36%	32% *	34%	39% BK.BM	28%
Very pessimistic [1]	21%	18%	24% BF	19%	16%	16% *	9%	31% BK.BM	13%
Don't know	6%	7% BG	5%	6%	8%	13% BH*	4%	3%	29% BK.BL
Net: Optimistic	13%	16% BG	10%	17%	15%	12% *	24% BL.BM	6%	5%
Net: Pessimistic	56%	54%	60% BF	54%	52%	48% *	43%	70% BK.BM	41%
Mean	2.34	2.42 BG	2.23	2.42	2.45	2.41 *	2.74 BL.BM	2.03	2.32 BL
Std. dev	1.01	1.02	0.97	1.03	1.00	0.96	0.98	0.92	0.88

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?									
brunswick9_UK_1. Jobs and employment									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	1%	2%	1%	2%	1%	- *	2%	1%	-
Fairly confident [3]	14%	15%	12%	15%	14%	12% *	24% BL.BM	7%	6%
Not very confident [2]	46%	47%	45%	47%	46%	54% *	48% BM	47% BM	37%
Not at all confident [1]	29%	26%	34% BF	26%	24%	24% *	19%	39% BK.BM	21%
Don't know	10%	11%	9%	9%	14% BH	11% *	7%	6%	36% BK.BL
Net: Confident	15%	16%	13%	17%	16%	12% *	26% BL.BM	8%	6%
Net: Not confident	75%	73%	78% BF	74%	70%	77% *	67% BM	86% BK.BM	58%
Mean	1.86	1.91 BG	1.79	1.92	1.92	1.87 *	2.10 BL.BM	1.68	1.77
Std. dev	0.72	0.72	0.70	0.73	0.71	0.62	0.74	0.66	0.61

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YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick9_UK_2. People's living standards									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	1%	2% BG	0%	1%	1%	- *	2% BL	1%	-
Fairly confident [3]	10%	11%	10%	12%	9%	11% *	18% BL.BM	6%	4%
Not very confident [2]	44%	44%	45%	46%	43%	39% *	48% BM	43% BM	35%
Not at all confident [1]	35%	34%	38%	33%	34%	44% BH*	26%	45% BK.BM	27%
Don't know	9%	10% BG	7%	8%	13% BH	7% *	6%	5%	34% BK.BL
Net: Confident	12%	13%	10%	13%	10%	11% *	20% BL.BM	7%	4%
Net: Not confident	80%	78%	83% BF	79%	77%	83% *	74% BM	88% BK.BM	62%
Mean	1.75	1.78 BG	1.70	1.80	1.75	1.64 *	1.95 BL.BM	1.60	1.65
Std. dev	0.70	0.72	0.67	0.71	0.70	0.68	0.74	0.64	0.59

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick9_UK_3. Business activity and investment									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	2%	2%	2%	2%	1%	- *	3% BL	1%	2%
Fairly confident [3]	18%	19%	16%	19%	18%	19% *	30% BL.BM	11% BM	4%
Not very confident [2]	45%	44%	46%	43%	45%	49% *	45% BM	48% BM	31%
Not at all confident [1]	23%	21%	25% BF	22%	18%	19% *	13%	32% BK.BM	17%
Don't know	13%	14%	12%	12%	18% BH	13% *	10%	9%	46% BK.BL
Net: Confident	19%	21% BG	17%	22%	19%	19% *	33% BL.BM	12% BM	6%
Net: Not confident	67%	65%	71% BF	66%	63%	68% *	58% BM	79% BK.BM	48%
Mean	1.98	2.03 BG	1.92	2.02	2.03	2.00 *	2.26 BL.BM	1.79	1.82 *
Std. dev	0.74	0.75	0.73	0.77	0.70	0.66	0.74	0.67	0.71

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brunswick9_UK_4. Delivery of critical services

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	3%	3%	2%	3%	3%	- *	5% BL.BM	1%	1%
Fairly confident [3]	27%	29% BG	23%	31%	30%	24% *	42% BL.BM	17%	11%
Not very confident [2]	39%	38%	40%	38%	36%	46% *	35%	43% BK.BM	32%
Not at all confident [1]	21%	18%	26% BF	19%	16%	19% *	10%	32% BK.BM	16% BK
Don't know	10%	11%	9%	9%	15% BH	11% *	7%	7%	39% BK.BL
Net: Confident	29%	32% BG	25%	34%	33%	24% *	48% BL.BM	18% BM	12%
Net: Not confident	61%	56%	66% BF	57%	52%	65% BI*	46%	75% BK.BM	49%
Mean	2.12	2.19 BG	2.01	2.19	2.23	2.06 *	2.46 BL.BM	1.86	1.93
Std. dev	0.80	0.80	0.79	0.80	0.79	0.70	0.76	0.74	0.70

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?									
brunswick10_UK_1. A major economic crisis									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	1%	1%	1%	1%	1%	- *	2% BL	0%	1%
Fairly prepared [3]	14%	15%	12%	16%	13%	15% *	25% BL.BM	7%	5%
Not very prepared [2]	48%	48%	48%	47%	51%	49% *	52% BM	47% BM	36%
Not at all prepared [1]	29%	27%	33% BF	29%	24%	26% *	15%	42% BK.BM	23% BK
Don't know	8%	8%	7%	7%	11%	9% *	7% BL	3%	35% BK.BL
Net: Prepared	15%	17% BG	13%	17%	14%	15% *	27% BL.BM	7%	5%
Net: Not prepared	77%	75%	80% BF	76%	75%	75% *	66%	89% BK.BM	60%
Mean	1.86	1.90 BG	1.80	1.89	1.90	1.88 *	2.16 BL.BM	1.64	1.73
Std. dev	0.70	0.71	0.69	0.73	0.67	0.67	0.70	0.63	0.63

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick10_UK_2. A major public health crisis									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	3%	4% BG	2%	4%	3%	2% *	5% BL.BM	2%	1%
Fairly prepared [3]	27%	28%	27%	27%	28%	28% *	41% BL.BM	19%	13%
Not very prepared [2]	40%	39%	41%	38%	41%	43% *	37%	44% BK.BM	33%
Not at all prepared [1]	25%	24%	25%	26%	21%	21% *	12%	34% BK.BM	24% BK
Don't know	5%	5%	5%	5%	7%	7% *	4% BL	1%	28% BK.BL
Net: Prepared	30%	32%	29%	32%	32%	29% *	47% BL.BM	21%	14%
Net: Not prepared	65%	63%	66%	64%	62%	64% *	50%	78% BK.BM	58%
Mean	2.09	2.12	2.06	2.10	2.15	2.11 *	2.41 BL.BM	1.88	1.87
Std. dev	0.82	0.83	0.79	0.85	0.80	0.77	0.78	0.77	0.76

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick10_UK_3. An extreme weather event									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	1%	1%	1%	1%	2%	- *	2% BL	0%	1%
Fairly prepared [3]	19%	20%	18%	20%	20%	16% *	27% BL.BM	15% BM	8%
Not very prepared [2]	45%	45%	46%	43%	45%	51% *	47% BM	45% BM	37%
Not at all prepared [1]	30%	28%	31%	31%	27%	26% *	21%	37% BK.BM	25%
Don't know	5%	6%	5%	5%	6%	7% *	3%	2%	30% BK.BL
Net: Prepared	20%	21%	19%	21%	22%	16% *	29% BL.BM	16% BM	8%
Net: Not prepared	75%	73%	77%	74%	72%	77% *	68%	83% BK.BM	62%
Mean	1.91	1.94	1.88	1.91	1.97	1.89 *	2.10 BL.BM	1.78	1.77
Std. dev	0.74	0.75	0.72	0.75	0.77	0.67	0.75	0.71	0.67

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YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	11%	10%	12%	10%	10%	7% *	15% BL.BM	9% BM	4%
Fairly confident [3]	44%	47% BG	40%	47%	49%	49% *	52% BL.BM	38%	41%
Not very confident [2]	26%	25%	27%	24%	27%	24% *	22%	31% BK.BM	17%
Not at all confident [1]	12%	11%	13%	12%	8%	12% *	8%	15% BK	12%
Don't know	7%	7%	9%	7%	6%	8% *	3%	7% BK	27% BK.BL
Net: Confident	55%	58% BG	51%	57%	59%	56% *	67% BL.BM	47%	45%
Net: Not confident	38%	36%	40% BF	36%	35%	36% *	30%	46% BK.BM	29%
Mean	2.58	2.61	2.54	2.58	2.64	2.55 *	2.76 BL.BM	2.45	2.50
Std. dev	0.86	0.83	0.89	0.85	0.78	0.82	0.81	0.87	0.84

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brunswick11_UK_2. Your household's income or employment situation	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	13%	12%	16% BF	10%	14%	7% *	18% BL.BM	11%	7%
Fairly confident [3]	45%	52% BG	37%	51%	53%	51% *	53% BL.BM	41%	40%
Not very confident [2]	22%	21%	25% BF	21%	21%	23% *	17%	28% BK.BM	16%
Not at all confident [1]	10%	9%	12%	11% BI	6%	12% *	8%	12% BK	11%
Don't know	8%	7%	10% BF	7%	6%	7% *	4%	8% BK	26% BK.BL
Net: Confident	59%	63% BG	53%	61%	67%	58% *	71% BL.BM	52%	47%
Net: Not confident	33%	30%	37% BF	31%	27%	35% *	25%	40% BK.BM	27%
Mean	2.67	2.70	2.63	2.66	2.79 BH.BJ	2.57 *	2.85 BL.BM	2.54	2.59
Std. dev	0.86	0.81	0.92	0.82	0.77	0.81	0.82	0.87	0.86

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	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick11_UK_3. Your housing situation									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	30%	28%	34% BF	26%	29%	26% *	35% BL.BM	29%	22%
Fairly confident [3]	45%	49% BG	40%	49%	49%	50% *	46% BM	45% BM	37%
Not very confident [2]	11%	12%	11%	13%	11%	13% *	11%	12%	14%
Not at all confident [1]	7%	6%	7%	7%	6%	6% *	5%	8% BK	5%
Don't know	7%	5%	8% BF	5%	6%	6% *	3%	6% BK	23% BK.BL
Net: Confident	75%	77%	74%	75%	78%	76% *	81% BL.BM	74% BM	59%
Net: Not confident	18%	18%	18%	20%	16%	18% *	16%	20%	18%
Mean	3.06	3.04	3.10	2.99	3.07	3.02 *	3.14 BL.BM	3.01	2.98
Std. dev	0.85	0.83	0.89	0.84	0.81	0.81	0.81	0.88	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?									
brunswick12_UK_1. A large unexpected expense									
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	9%	9%	9%	9%	11%	5% *	11%	8%	7%
Fairly confident [3]	38%	38%	38%	38%	39%	39% *	45% BL.BM	34%	30%
Not very confident [2]	27%	28%	26%	27%	29%	34% *	27%	29% BM	21%
Not at all confident [1]	19%	18%	21%	20%	16%	16% *	14%	22% BK	23% BK
Don't know	7%	6%	7%	7%	5%	7% *	3%	7% BK	20% BK.BL
Net: Confident	47%	47%	47%	47%	50%	44% *	56% BL.BM	42%	37%
Net: Not confident	46%	46%	46%	46%	45%	50% *	41%	51% BK	44%
Mean	2.39	2.41	2.37	2.39	2.47	2.35 *	2.54 BL.BM	2.30	2.25
Std. dev	0.92	0.91	0.93	0.92	0.90	0.82	0.88	0.93	0.96

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	5%	4%	5%	5% BJ	4% BJ	- *	6% BM	4%	2%
Fairly confident [3]	25%	25%	24%	26%	25%	25% *	29% BL.BM	22%	19%
Not very confident [2]	38%	38%	38%	37%	40%	42% *	39% BM	39% BM	27%
Not at all confident [1]	25%	25%	26%	25%	24%	24% *	20%	28% BK	30% BK
Don't know	8%	8%	8%	8%	7%	8% *	5%	7%	22% BK.BL
Net: Confident	29%	29%	29%	30%	29%	25% *	35% BL.BM	26%	21%
Net: Not confident	63%	63%	64%	62%	64%	66% *	60%	67% BK.BM	57%
Mean	2.09	2.10	2.08	2.11	2.10	2.01 *	2.22 BL.BM	2.02	1.90
Std. dev	0.85	0.85	0.86	0.86	0.84	0.74	0.85	0.84	0.85

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: UK only	2260	1260	1000	670	402	101	901	1145	214
Base: UK only	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	6%	6%	6%	6% BJ	5% BJ	- *	7% BM	6%	3%
Fairly confident [3]	37%	36%	37%	37%	36%	37% *	45% BL.BM	32%	26%
Not very confident [2]	34%	36%	31%	33%	41% BH	37% *	31%	36% BK	30%
Not at all confident [1]	17%	15%	19%	18% BI	11%	17% *	12%	20% BK	19% BK
Don't know	7%	7%	7%	7%	6%	9% *	4%	6%	22% BK.BL
Net: Confident	43%	42%	43%	43%	42%	37% *	52% BL.BM	38% BM	29%
Net: Not confident	51%	51%	50%	50%	52%	53% *	44%	57% BK	48%
Mean	2.34	2.35	2.33	2.34	2.38	2.23 *	2.49 BL.BM	2.24	2.18
Std. dev	0.85	0.83	0.87	0.86	0.77	0.74	0.81	0.86	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only	2017	970	1047	507	323	62	609	1327	81
Base: France only	2017	1086	931	580	348	70	710	1214	93
Geopolitical tensions	37%	38%	35%	39%	38%	49% *	36%	38%	22% *
Political instability in France	41%	38%	44% BF	46% BI.BJ	31%	23% *	39%	43% BM	24% *
Artificial Intelligence (AI)	36%	36%	35%	33%	36%	38% *	32%	38%	25% *
An ageing workforce	12%	12%	13%	13%	9%	7% *	15%	11%	15% *
Economic or financial shock	44%	43%	44%	49% BI	37%	35% *	42%	45%	39% *
Climate change and extreme weather	31%	29%	33%	27%	35%	33% *	34%	29%	28% *
Supply-chain disruption	16%	17%	16%	18%	16%	27% *	21% BL	14%	11% *
Other [see Sheet1]	1%	2%	1%	2%	2%	- *	1%	2%	0% *
None of the above	2%	3%	2%	1%	6% BH	- *	1%	3%	5% *
Don't know	10%	10%	10%	7%	10%	20% BH*	9%	9%	28% BK.BL*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.									
Unweighted base: France only	2017	970	1047	507	323	62	609	1327	81
Base: France only	2017	1086	931	580	348	70	710	1214	93
Energy	35%	34%	36%	37%	32%	39% *	38%	34%	23% *
Defence	29%	28%	30%	29%	29%	29% *	34% BL.BM	28% BM	8% *
Healthcare	25%	22%	28% BF	20%	25%	26% *	24%	27% BM	12% *
Financial services	14%	14%	14%	14%	16%	11% *	17% BL.BM	13%	4% *
Technology (e.g. software and electronic devices)	16%	15%	17%	16%	14%	15% *	18% BM	16% BM	3% *
Telecommunications	7%	7%	7%	8%	7%	5% *	8%	6%	13% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	18%	15%	20%	16%	11% *	17%	17%	10% *
Transport	8%	10% BG	6%	10%	8%	10% *	9%	7%	12% *
Physical infrastructure and construction	6%	6%	6%	7%	5%	5% *	7%	6%	1% *
Manufacturing	12%	13%	10%	16% BI	5%	27% BI*	12%	11%	16% *
Food and agriculture	29%	25%	33% BF	26%	25%	27% *	27%	30%	22% *
Media and communications	9%	8%	11%	9%	9%	6% *	12%	8%	5% *
Retail and luxury	2%	2%	2%	2%	1%	6% *	3%	2%	6% BL*
Other [see Sheet2]	1%	0%	1%	1%	-	- *	0%	1%	2% BK*
None of the above	2%	2%	3%	2%	2%	0% *	1%	3% BK	4% BK*
Don't know	18%	19%	17%	15%	21%	18% *	15%	18%	45% BK.BL*
To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?									

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted Base: France only - respondents who selected that sector previously	731	318	413	182	102	*23*	243	473	*15*
Base: France only - respondents who selected that sector previously	706	370	336	218	112	*27*	269	416	*21*
To a great extent [4]	22%	24%	19%	24% *	37% *	*6%* **	27%	19%	- **
To some extent [3]	40%	44%	36%	45% *	33% *	*62%* **	46%	36%	*56%* **
To a small extent [2]	25%	22%	28%	21% *	22% *	*19%* **	19%	29% BK	*32%* **
Not at all [1]	11%	9%	13%	8% *	8% *	*10%* **	7%	13%	*7%* **
Don't know	2%	2%	3%	2% *	- *	*2%* **	1%	3%	*5%* **
Net: Higher autonomy	62%	68% BG	55%	69% *	70% *	*69%* **	73% BL	55%	*56%* **
Net: Lower autonomy	36%	31%	42% BF	29% *	30% *	*29%* **	26%	42% BK	*39%* **
Mean	2.74	2.84 BG	2.63	2.87 *	2.99 *	*2.67* **	2.94 BL	2.62	*2.51* **
Std. dev	0.93	0.89	0.95	0.89	0.96	*0.76*	0.87	0.95	*0.65*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_2_France. Defence

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	632	284	348	151	94	*20*	207	417	*8*
Base: France only - respondents who selected that sector previously	587	307	280	171	100	*20*	243	336	*7*
To a great extent [4]	20%	20%	20%	21% *	21% *	*9%* **	25%	16%	*8%* **
To some extent [3]	48%	46%	51%	46% *	42% *	*68%* **	50%	47%	*56%* **
To a small extent [2]	23%	26%	19%	27% *	23% *	*18%* **	18%	27%	- **
Not at all [1]	5%	4%	5%	2% *	5% *	*2%* **	2%	7% BK	- **
Don't know	5%	5%	5%	3% *	8% *	*3%* **	5%	4%	*37%* **
Net: Higher autonomy	68%	66%	71%	68% *	63% *	*77%* **	75% BL	63%	*63%* **
Net: Lower autonomy	27%	30%	25%	29% *	28% *	*20%* **	20%	33% BK	- **
Mean	2.87	2.86	2.89	2.89 *	2.87 *	*2.86* **	3.04 BL*	2.75	*3.12* **
Std. dev	0.79	0.79	0.79	0.77	0.84	*0.61*	0.73	0.81	*0.37*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	503	220	283	112	80	*13*	144	346	*13*
Base: France only - respondents who selected that sector previously	506	243	263	117	87	*18*	170	324	*11*
To a great extent [4]	23%	22%	25%	23% *	18% *	*14%* **	29% *	21%	*13%* **
To some extent [3]	39%	41%	38%	43% *	48% *	*30%* **	48% *	36%	- **
To a small extent [2]	23%	21%	24%	17% *	25% *	*42%* **	19% *	23%	*61%* **
Not at all [1]	9%	11%	7%	14% *	6% *	*2%* **	2% *	13% BK	*25%* **
Don't know	5%	4%	6%	3% *	3% *	*11%* **	1% *	7% BK	*1%* **
Net: Higher autonomy	63%	63%	63%	66% *	66% *	*44%* **	77% BL*	57%	*13%* **
Net: Lower autonomy	32%	33%	32%	31% *	31% *	*44%* **	21% *	36% BK	*86%* **
Mean	2.81	2.77	2.85	2.78 *	2.81 *	*2.63* **	3.06 BL*	2.70	*2.01* **
Std. dev	0.92	0.94	0.90	0.97	0.81	*0.80*	0.76	0.97	*0.92*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	265	129	136	68	*44*	*5*	88	173	*4*
Base: France only - respondents who selected that sector previously	280	151	128	80	*54*	*8*	124	153	*3*
To a great extent [4]	14%	16% *	12% *	21% *	*6%* **	*28%* **	24% BL*	6%	*46%* **
To some extent [3]	39%	43% *	35% *	42% *	*47%* **	*22%* **	45% *	34%	*38%* **
To a small extent [2]	30%	28% *	33% *	28% *	*31%* **	*24%* **	25% *	35%	- **
Not at all [1]	13%	10% *	16% *	7% *	*16%* **	- **	6% *	19% BK	- **
Don't know	3%	3% *	4% *	2% *	- **	*26%* **	- *	6%	*16%* **
Net: Higher autonomy	54%	59% *	47% *	63% *	*53%* **	*50%* **	69% BL*	40%	*84%* **
Net: Lower autonomy	43%	38% *	49% *	35% *	*47%* **	*24%* **	31% *	54% BK	- **
Mean	2.57	2.66 *	2.46 *	2.79 *	*2.44* **	*3.05* **	2.87 BL*	2.29 *	*3.55* **
Std. dev	0.90	0.87	0.92	0.86	*0.83*	*0.92*	0.84	0.86	*0.62*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick11_5_France. Technology (e.g. software and electronic devices)									
Unweighted base: France only - respondents who selected that sector previously	328	146	182	80	*46*	*11*	110	214	*4*
Base: France only - respondents who selected that sector previously	326	165	162	91	*50*	*10*	125	199	*3*
To a great extent [4]	12%	11% *	13%	9% *	*18%* **	*5%* **	22% BL*	5%	- **
To some extent [3]	34%	36% *	32%	39% *	*30%* **	*2%* **	44% BL*	28%	- **
To a small extent [2]	37%	36% *	38%	38% *	*22%* **	*82%* **	22% *	46% BK	*59%* **
Not at all [1]	14%	16% *	13%	12% *	*26%* **	*11%* **	11% *	17%	- **
Don't know	3%	2% *	4%	2% *	*4%* **	- **	1% *	3%	*41%* **
Net: Higher autonomy	46%	47% *	45%	47% *	*48%* **	*7%* **	66% BL*	34%	- **
Net: Lower autonomy	51%	51% *	51%	50% *	*48%* **	*93%* **	33% *	63% BK	*59%* **
Mean	2.45	2.42 *	2.47 *	2.45 *	*2.42* **	*2.01* **	2.78 BL*	2.23	*2.00* **
Std. dev	0.89	0.88	0.89	0.83	*1.09*	*0.60*	0.92	0.80	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	133	62	71	*32*	*24*	*4*	*43*	87	*3*
Base: France only - respondents who selected that sector previously	142	76	66	*47*	*25*	*3*	*55*	75	*12*
To a great extent [4]	17%	19% **	15% *	*17%* **	*30%* **	- **	*36%* **	6% *	- **
To some extent [3]	45%	42% **	47% *	*46%* **	*34%* **	*52%* **	*48%* **	48% *	*4%* **
To a small extent [2]	29%	31% **	26% *	*33%* **	*23%* **	*23%* **	*6%* **	38% *	*78%* **
Not at all [1]	2%	3% **	1% *	*1%* **	*5%* **	- **	*1%* **	3% *	- **
Don't know	7%	5% **	10% *	*2%* **	*6%* **	*25%* **	*9%* **	4% *	*18%* **
Net: Higher autonomy	62%	61% **	62% *	*63%* **	*65%* **	*52%* **	*84%* **	55% *	*4%* **
Net: Lower autonomy	31%	34% **	27% *	*35%* **	*29%* **	*23%* **	*7%* **	41% *	*78%* **
Mean	2.83	2.82 **	2.85 *	*2.81* **	*2.96* **	*2.70* **	*3.31* **	2.60 *	*2.05* **
Std. dev	0.75	0.78	0.71	*0.74*	*0.92*	*0.59*	*0.64*	0.67	*0.24*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	367	189	178	109	57	*10*	116	242	*9*
Base: France only - respondents who selected that sector previously	331	195	137	113	57	*8*	119	203	*9*
To a great extent [4]	13%	16%	9%	17% *	8% *	- **	26% BL*	6%	- **
To some extent [3]	33%	30%	37%	34% *	27% *	*18%* **	42% BL*	29%	*18%* **
To a small extent [2]	34%	34%	35%	28% *	47% BH*	*42%* **	22% *	41% BK	*44%* **
Not at all [1]	15%	15%	16%	16% *	14% *	*13%* **	8% *	20% BK	*11%* **
Don't know	5%	6%	3%	5% *	4% *	*26%* **	2% *	5%	*26%* **
Net: Higher autonomy	46%	46%	46%	51% *	35% *	*18%* **	68% BL*	34%	*18%* **
Net: Lower autonomy	49%	48%	51%	44% *	61% *	*56%* **	29% *	61% BK	*55%* **
Mean	2.46	2.50	2.40	2.55 *	2.29 *	*2.07* **	2.89 BL*	2.21	*2.10* **
Std. dev	0.91	0.95	0.87	0.98	0.82	*0.72*	0.89	0.84	*0.68*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	133	80	53	*46*	*24*	*4*	*47*	79	*7*
Base: France only - respondents who selected that sector previously	159	105	54	*58*	*28*	*7*	*63*	85	*11*
To a great extent [4]	24%	25% *	20% **	*22%* **	*38%* **	*7%* **	*41%* **	14% *	- **
To some extent [3]	44%	44% *	45% **	*48%* **	*35%* **	*4%* **	*50%* **	46% *	*4%* **
To a small extent [2]	19%	12% *	33% **	*10%* **	*19%* **	- **	*4%* **	28% *	*34%* **
Not at all [1]	8%	11% *	2% **	*16%* **	*3%* **	*32%* **	*5%* **	11% *	- **
Don't know	5%	7% *	- **	*4%* **	*5%* **	*58%* **	- **	1% *	*61%* **
Net: Higher autonomy	68%	70% *	65% **	*70%* **	*73%* **	*11%* **	*91%* **	59% *	*4%* **
Net: Lower autonomy	27%	23% *	35% **	*26%* **	*22%* **	*32%* **	*9%* **	40% *	*34%* **
Mean	2.88	2.91 *	2.83 **	*2.79* **	*3.14* **	*1.67* **	*3.28* **	2.62 *	*2.11* **
Std. dev	0.88	0.94	0.78	*0.99*	*0.85*	*1.44*	*0.76*	0.87	*0.36*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick11_9_France. Physical infrastructure and construction									
Unweighted base: France only - respondents who selected that sector previously	133	65	68	*39*	*15*	*7*	*47*	85	*1*
Base: France only - respondents who selected that sector previously	121	62	59	*39*	*17*	*4*	*49*	71	*1*
To a great extent [4]	20%	24% *	15% *	*23%* **	*23%* **	*18%* **	*12%* **	25% *	- **
To some extent [3]	53%	47% *	60% *	*49%* **	*45%* **	*49%* **	*76%* **	37% *	*100%* **
To a small extent [2]	19%	20% *	17% *	*25%* **	*14%* **	*33%* **	*8%* **	26% *	- **
Not at all [1]	4%	2% *	6% *	- **	*9%* **	- **	- **	7% *	- **
Don't know	4%	6% *	2% *	*4%* **	*8%* **	- **	*4%* **	5% *	- **
Net: Higher autonomy	73%	71% *	75% *	*71%* **	*69%* **	*67%* **	*88%* **	62% *	*100%* **
Net: Lower autonomy	23%	23% *	23% *	*25%* **	*24%* **	*33%* **	*8%* **	33% *	- **
Mean	2.92	2.99 *	2.86 *	*2.97* **	*2.90* **	*2.85* **	*3.04* **	2.84 *	*3.00* **
Std. dev	0.75	0.77	0.74	*0.71*	*0.92*	*0.81*	*0.46*	0.90	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	223	98	125	67	*17*	*8*	70	148	*5*
Base: France only - respondents who selected that sector previously	237	139	97	95	*17*	*19*	84	138	*15*
To a great extent [4]	15%	22% BG*	6% *	22% **	*29%* **	- **	17% *	16% *	- **
To some extent [3]	26%	20% *	35% *	23% **	*25%* **	*7%* **	45% BL*	17% *	- **
To a small extent [2]	34%	33% *	35% *	39% **	*14%* **	*24%* **	25% *	36% *	*70%* **
Not at all [1]	20%	19% *	21% *	13% **	*31%* **	*43%* **	12% *	26% *	*2%* **
Don't know	5%	7% *	3% *	2% **	- **	*26%* **	1% *	5% *	*28%* **
Net: Higher autonomy	41%	41% *	41% *	46% **	*55%* **	*7%* **	62% BL*	33% *	- **
Net: Lower autonomy	54%	52% *	56% *	52% **	*45%* **	*67%* **	37% *	62% BK*	*72%* **
Mean	2.38	2.47 *	2.26 *	2.56 **	*2.53* **	*1.52* **	2.67 BL*	2.24 *	*1.97* **
Std. dev	0.99	1.06	0.87	0.99	*1.25*	*0.69*	0.90	1.03	*0.17*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	635	262	373	143	88	*19*	191	421	*23*
Base: France only - respondents who selected that sector previously	578	273	306	151	88	*19*	194	363	*21*
To a great extent [4]	16%	18%	14%	20% *	18% *	*21%* **	18%	15%	*2%* **
To some extent [3]	40%	42%	39%	45% *	34% *	*45%* **	53% BL	35%	*26%* **
To a small extent [2]	32%	27%	35%	21% *	42% BH*	*24%* **	21%	35% BK	*63%* **
Not at all [1]	9%	11%	8%	13% *	5% *	*2%* **	5%	12% BK	*6%* **
Don't know	3%	1%	4%	1% *	- *	*8%* **	3%	3%	*3%* **
Net: Higher autonomy	56%	61%	52%	65% *	52% *	*66%* **	71% BL	50%	*28%* **
Net: Lower autonomy	41%	38%	43%	34% *	48% *	*27%* **	26%	47% BK	*69%* **
Mean	2.64	2.68	2.61	2.74 *	2.64 *	*2.91* **	2.87 BL	2.54	*2.26* **
Std. dev	0.87	0.90	0.83	0.93	0.84	*0.78*	0.77	0.90	*0.61*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	180	89	91	*43*	*32*	*6*	63	111	*6*
Base: France only - respondents who selected that sector previously	189	90	100	*49*	*33*	*4*	82	103	*5*
To a great extent [4]	26%	22% *	29% *	*25%* **	*24%* **	*12%* **	35% *	19% *	*11%* **
To some extent [3]	39%	47% *	32% *	*50%* **	*27%* **	*88%* **	37% *	41% *	*39%* **
To a small extent [2]	21%	22% *	20% *	*21%* **	*23%* **	- **	18% *	25% *	- **
Not at all [1]	6%	3% *	9% *	*3%* **	*9%* **	- **	6% *	6% *	*9%* **
Don't know	8%	6% *	10% *	- **	*16%* **	- **	4% *	10% *	*41%* **
Net: Higher autonomy	65%	69% *	62% *	*75%* **	*51%* **	*100%* **	72% *	60% *	*50%* **
Net: Lower autonomy	27%	25% *	29% *	*25%* **	*33%* **	- **	24% *	30% *	*9%* **
Mean	2.92	2.93 *	2.91 *	*2.97* **	*2.78* **	*3.12* **	3.05 *	2.81 *	*2.89* **
Std. dev	0.88	0.77	0.97	*0.78*	*1.00*	*0.37*	0.90	0.84	*1.08*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	45	25	20	12	7	1	18	25	2
Base: France only - respondents who selected that sector previously	44	24	20	10	5	4	20	18	6
To a great extent [4]	24%	26% **	23% **	41% **	23% **	- **	28% **	29% **	- **
To some extent [3]	60%	62% **	58% **	39% **	57% **	100% **	73% **	44% **	71% **
To a small extent [2]	12%	10% **	13% **	20% **	11% **	- **	- **	19% **	29% **
Not at all [1]	1%	2% **	- **	- **	10% **	- **	- **	2% **	- **
Don't know	3%	- **	6% **	- **	- **	- **	- **	7% **	- **
Net: Higher autonomy	85%	88% **	80% **	80% **	79% **	100% **	100% **	72% **	71% **
Net: Lower autonomy	13%	12% **	13% **	20% **	21% **	- **	- **	21% **	29% **
Mean	3.11	3.12 **	3.10 **	3.20 **	2.92 **	3.00 **	3.27 **	3.05 **	2.71 **
Std. dev	0.64	0.66	0.63	0.80	0.97	-	0.46	0.80	0.50

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only - respondents who selected that sector previously	*14*	*5*	*9*	*5*	-	-	*2*	*10*	*2*
Base: France only - respondents who selected that sector previously	*10*	*5*	*5*	*5*	-	-	*1*	*8*	*2*
To a great extent [4]	*41%*	*55%* **	*27%* **	*55%* **	-	-	*39%* **	*52%* **	- **
To some extent [3]	*10%*	*10%* **	*11%* **	*10%* **	-	-	*61%* **	*8%* **	- **
To a small extent [2]	*21%*	- **	*43%* **	- **	-	-	- **	*11%* **	*71%* **
Not at all [1]	*18%*	*35%* **	- **	*35%* **	-	-	- **	*17%* **	*29%* **
Don't know	*9%*	- **	*19%* **	- **	-	-	- **	*12%* **	- **
Net: Higher autonomy	*51%*	*65%* **	*37%* **	*65%* **	-	-	*100%* **	*60%* **	- **
Net: Lower autonomy	*39%*	*35%* **	*43%* **	*35%* **	-	-	- **	*28%* **	*100%* **
Mean	*2.82*	*2.84* **	*2.80* **	*2.84* **	-	-	*3.39* **	*3.08* **	*1.71* **
Std. dev	*1.28*	*1.55*	*1.05*	*1.55*	-	-	-	*1.32*	*0.67*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: France only	2017	970	1047	507	323	62	609	1327	81
Base: France only	2017	1086	931	580	348	70	710	1214	93
A very positive impact [5]	5%	5%	5%	5%	5%	2% *	6%	5%	1% *
A fairly positive impact [4]	21%	20%	22%	24%	18%	21% *	28% BL.BM	18%	9% *
No impact [3]	25%	25%	24%	25%	27%	15% *	27%	24%	13% *
A fairly negative impact [2]	19%	17%	22% BF	16%	18%	17% *	18%	21%	13% *
A very negative impact [1]	8%	9%	7%	8%	8%	12% *	4%	11% BK	3% *
Don't know	22%	24%	20%	20%	24%	33% *	17%	22%	61% BK.BL*
Net: Positive impact	26%	25%	27%	30%	23%	23% *	34% BL.BM	23%	10% *
Net: Negative impact	27%	26%	29%	25%	26%	29% *	22%	32% BK.BM	15% *
Mean	2.95	2.95	2.95	3.03	2.91	2.77 **	3.18 BL	2.81	2.82 **
Std. dev	1.09	1.10	1.09	1.10	1.06	1.17	1.01	1.12	0.97

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick12_France_2. France's attractiveness as a place to invest and do business									
Unweighted base: France only	2017	970	1047	507	323	62	609	1327	81
Base: France only	2017	1086	931	580	348	70	710	1214	93
A very positive impact [5]	7%	7%	7%	9%	7%	2% *	10% BL	5%	1% *
A fairly positive impact [4]	22%	21%	23%	23%	19%	25% *	30% BL.BM	19% BM	6% *
No impact [3]	27%	26%	27%	27%	25%	22% *	27%	27%	24% *
A fairly negative impact [2]	17%	17%	17%	18%	18%	11% *	14%	19% BK	12% *
A very negative impact [1]	7%	7%	7%	6%	9%	11% *	4%	9% BK	5% *
Don't know	20%	21%	18%	17%	22%	29% *	15%	21% BK	52% BK.BL*
Net: Positive impact	29%	28%	30%	32%	26%	27% *	41% BL.BM	24% BM	6% *
Net: Negative impact	24%	25%	24%	24%	27%	22% *	18%	28% BK	17% *
Mean	3.05	3.04	3.07	3.13	2.97	2.96 **	3.32 BL	2.90	2.67 **
Std. dev	1.09	1.10	1.09	1.09	1.14	1.12	1.05	1.10	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick13_France. How worried are you, if at all, about the level of France's national debt?									
Unweighted base: France only	2017	970	1047	507	323	62	609	1327	81
Base: France only	2017	1086	931	580	348	70	710	1214	93
Very worried [4]	31%	29%	33%	27%	29%	31% *	24%	36% BK.BM	19% *
Fairly worried [3]	45%	46%	44%	52% BI	41%	35% *	48%	45%	32% *
Not very worried [2]	15%	16%	15%	15%	17%	26% *	19% BL	13%	20% *
Not at all worried [1]	5%	6%	4%	3%	11% BH	6% *	6%	4%	9% *
Don't know	4%	3%	4%	2%	1%	0% *	4%	2%	20% BK.BL*
Net: Worried	76%	75%	77%	80% BI	71%	67% *	71% BM	81% BK.BM	51% *
Net: Not worried	20%	22%	19%	18%	28% BH	33% *	25% BL	17%	29% *
Mean	3.05	3.02	3.10	3.06 BI	2.90	2.92 **	2.93	3.14 BK.BM	2.76 *
Std. dev	0.83	0.83	0.81	0.75	0.95	0.92	0.82	0.81	0.95

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
Much more resilient [5]	3%	4%	3%	4%	3%	4% *	6% BL	2%	1% *
Somewhat more resilient [4]	11%	13%	10%	13%	19%	12% *	16% BL.BM	9% BM	2% *
About as resilient [3]	40%	40%	41%	40%	39%	41% *	49% BL.BM	36%	27% *
Somewhat less resilient [2]	18%	18%	17%	18%	14%	26% BI*	16%	20% BM	8% *
Much less resilient [1]	12%	13%	12%	14%	15%	9% *	4%	19% BK.BM	4% *
Don't know	15%	13%	17% BF	11%	10%	7% *	9%	13% BK	59% BK.BL*
Net: More resilient	15%	16%	13%	17%	22%	16% *	22% BL.BM	12% BM	3% *
Net: Less resilient	30%	31%	29%	32%	29%	36% *	21%	39% BK.BM	11% *
Mean	2.71	2.73	2.70	2.72	2.79	2.73 *	3.02 BL.BM	2.49	2.72 *
Std. dev	1.00	1.02	0.98	1.04	1.05	0.98	0.89	1.03	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
A very positive impact [5]	4%	3%	4%	4%	3%	4% *	5% BL	3%	1% *
A fairly positive impact [4]	20%	19%	20%	19%	25%	22% *	27% BL.BM	16% BM	6% *
No impact [3]	28%	31% BG	26%	32%	34%	31% *	33% BL.BM	27% BM	12% *
A fairly negative impact [2]	17%	18%	16%	17%	22%	24% *	14%	20% BK.BM	7% *
A very negative impact [1]	8%	8%	8%	8%	6%	7% *	4%	12% BK.BM	1% *
Don't know	24%	21%	27% BF	20% BI	10%	11% *	17%	21%	74% BK.BL*
Net: Positive impact	23%	23%	24%	22%	28%	26% *	32% BL.BM	19% BM	6% *
Net: Negative impact	25%	26%	24%	26%	28%	32% *	18% BM	32% BK.BM	8% *
Mean	2.93	2.90	2.95	2.90	2.96	2.90 *	3.19 BL	2.73	2.92 *
Std. dev	1.04	1.02	1.07	1.02	0.96	1.02	0.95	1.07	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
A very positive impact [5]	5%	5%	5%	5%	5%	13% BH*	7% BL	4%	1% *
A fairly positive impact [4]	22%	21%	23%	23%	17%	20% *	32% BL.BM	17% BM	7% *
No impact [3]	25%	30% BG	22%	30%	34% BJ	18% *	30% BL.BM	24% BM	12% *
A fairly negative impact [2]	16%	17%	16%	15%	23% BH	33% BH*	12%	21% BK.BM	6% *
A very negative impact [1]	8%	9%	7%	10%	9%	4% *	4%	11% BK.BM	2% *
Don't know	24%	18% BF	28%	17%	11%	12% *	15%	23% BK	71% BK.BL*
Net: Positive impact	27%	26%	28%	28%	22%	33% *	39% BL.BM	21% BM	8% *
Net: Negative impact	24%	26%	22%	25%	32%	37% *	16%	32% BK.BM	8% *
Mean	3.00	2.95	3.05	2.98	2.84	3.07 *	3.30 BL	2.76	2.98 *
Std. dev	1.08	1.08	1.08	1.09	1.05	1.18	0.98	1.10	0.97

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.									
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
Energy	23%	25%	22%	26%	23%	32% *	27% BM	22% BM	7% *
Defence	17%	17%	17%	15%	21%	18% *	19% BM	17% BM	4% *
Healthcare	27%	27%	26%	24%	28%	37% *	28% BM	28% BM	11% *
Financial services	7%	6%	7%	6%	7%	6% *	8% BM	6%	1% *
Technology (e.g. software and electronic devices)	14%	14%	13%	15%	14%	10% *	16% BM	13%	6% *
Telecommunications	8%	8%	9%	7%	11%	18% BH*	10% BM	8%	2% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	11%	10%	12%	14%	14% *	13% BM	11% BM	1% *
Transport	10%	11%	9%	11%	13%	23% BH*	11%	10%	4% *
Physical infrastructure and construction	9%	9%	10%	10%	9%	7% *	13% BL.BM	8%	2% *
Manufacturing	18%	20% BG	16%	24% BI.BJ	14%	8% *	23% BL.BM	16% BM	7% *
Food and agriculture	28%	28%	28%	26%	29%	39% *	31% BM	28% BM	15% *
Media and communications	7%	7%	6%	6%	12% BH	6% *	8%	7%	2% *
Retail and luxury	9%	10%	8%	10%	8%	14% *	10%	8%	5% *
Other [see Sheet3]	1%	1%	0%	1%	1%	- *	1%	0%	1% *
None of the above	5%	4%	7%	4%	3%	- *	3%	8% BK	4% *
Don't know	21%	17%	24% BF	18%	12%	13% *	13%	20% BK	66% BK.BL*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
The national government	12%	12%	13%	13%	11%	15% *	17% BL.BM	10%	5% *
Regional and local authorities	5%	5%	4%	4%	9% BH	7% *	5%	5%	2% *
European Union institutions	11%	11%	11%	11%	8%	19% BI*	12% BM	12% BM	3% *
The Armed Forces	20%	21%	19%	23%	19%	30% *	21% BM	21% BM	8% *
Civil Protection (e.g., national and regional civil protection authorities)	30%	31%	30%	31%	38%	36% *	36% BL.BM	28%	21% *
Emergency services (e.g., police, fire and ambulance services)	30%	28%	32%	29%	32%	29% *	37% BL.BM	27% BM	15% *
Private companies	6%	9% BG	4%	11%	6%	3% *	7% BM	6%	1% *
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	17%	16%	16%	19%	23% *	15%	19%	11% *
Other [see Sheet4]	0%	0%	0%	0%	-	- *	0%	0%	0% *
None of the above	5%	5%	6%	3%	4%	4% *	2%	8% BK	3% *
Don't know	19%	19%	20%	18%	13%	8% *	14%	18%	56% BK.BL*

Brunswick Group

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YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?									
brunswick13_Italy_1. Newspapers and periodicals									
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
Trust a great deal [4]	4%	5%	4%	5%	5%	9% *	6% BL	3%	2% *
Trust a fair amount [3]	37%	37%	37%	39%	42%	37% *	47% BL.BM	33%	24% *
Don't trust very much [2]	32%	33%	30%	33%	30%	28% *	30%	34%	25% *
Don't trust at all [1]	18%	17%	19%	16%	18%	16% *	11%	24% BK.BM	10% *
Don't know	9%	8%	10%	7%	5%	11% *	6%	6%	40% BK.BL*
Net: Trust	41%	42%	41%	43%	47%	46% *	53% BL.BM	36%	25% *
Net: Do not trust	49%	50%	49%	50%	48%	44% *	41%	58% BK.BM	35% *
Mean	2.30	2.32	2.28	2.33	2.36	2.44 *	2.50 BL.BM	2.16	2.28 *
Std. dev	0.83	0.82	0.84	0.82	0.85	0.90	0.78	0.84	0.78

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
brunswick13_Italy_2. News channels on television/ Television news broadcasts									
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
Trust a great deal [4]	6%	6%	7%	5%	6%	9% *	9% BL.BM	5%	2% *
Trust a fair amount [3]	40%	39%	40%	41%	44%	41% *	51% BL.BM	33%	27% *
Don't trust very much [2]	30%	33% BG	26%	34%	29%	34% *	27%	32% BK	26% *
Don't trust at all [1]	17%	15%	18%	15%	17%	11% *	9%	23% BK.BM	9% *
Don't know	8%	6%	9%	6%	3%	6% *	4%	6%	35% BK.BL*
Net: Trust	46%	45%	47%	46%	50%	49% *	60% BL.BM	39%	29% *
Net: Do not trust	46%	49%	44%	48%	46%	45% *	36%	55% BK.BM	35% *
Mean	2.39	2.38	2.39	2.38	2.41	2.50 *	2.62 BL.BM	2.22	2.35 *
Std. dev	0.86	0.83	0.89	0.81	0.85	0.82	0.79	0.88	0.76

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_3. Social media

	Total	Work status		Work sector (public/ private)			Overall protection by govt from security threats		
		Working	Not Working	Private sector	Public sector	Third/voluntary sector	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BF	BG	BH	BI	BJ	BK	BL	BM
Unweighted base: Italy only	2075	1139	936	647	186	74	813	1124	138
Base: Italy only	2075	969	1106	548	150	61	791	1120	165
Trust a great deal [4]	5%	4%	6%	3%	3%	11% BH.BI*	5%	6%	1% *
Trust a fair amount [3]	25%	25%	26%	24%	31%	28% *	27%	24%	27% *
Don't trust very much [2]	35%	33%	35%	34%	33%	34% *	38%	33%	27% *
Don't trust at all [1]	28%	31% BG	25%	32%	30%	21% *	25% BM	31% BK.BM	13% *
Don't know	7%	7%	8%	7%	3%	5% *	4%	6%	31% BK.BL*
Net: Trust	31%	29%	32%	28%	34%	40% *	32%	30%	28% *
Net: Do not trust	62%	64%	60%	66%	63%	56% *	64% BM	64% BM	41% *
Mean	2.09	2.03	2.13 BF	1.99	2.07	2.31 BH*	2.12	2.04	2.23 *
Std. dev	0.88	0.88	0.89	0.86	0.87	0.96	0.86	0.91	0.77

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	3%	33% BO.BP.BQ.BR	2% BP.BQ.BR	1%	1%	0%	7% BT.BU	1%	0%
Fairly well protected [3]	34%	53% BP.BQ.BR	63% BN.BP.BQ.BR	13% BQ	4%	16% BQ	61% BT.BU	10%	16% BT
Not very well protected [2]	40%	10%	28% BN.BR	71% BN.BO.BQ.BR	28% BN	22% BN	25%	57% BS.BU	22%
Not at all protected [1]	15%	3%	3%	11% BN.BO.BR	66% BN.BO.BP.BR	4%	3%	29% BS.BU	4%
Don't know	8%	1%	4% BN.BQ	3%	2%	58% BN.BO.BP.BQ	4%	3%	58% BS.BT
Net: Protected	38%	86% BO.BP.BQ.BR	65% BP.BQ.BR	14% BQ	4%	16% BQ	68% BT.BU	11%	16% BT
Net: Not protected	54%	13%	31% BN	82% BN.BO.BR	94% BN.BO.BP.BR	26% BN	28%	86% BS.BU	26%
Mean	2.29	3.17 BO.BP.BQ.BR	2.67 BP.BQ.BR	2.03 BQ	1.38	2.31 BP.BQ	2.75 BT.BU	1.82	2.31 BT
Std. dev	0.77	0.72	0.57	0.53	0.59	0.63	0.62	0.63	0.63

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	7%	100% BO.BP.BQ.BR	-	-	-	-	14% BT.BU	-	-
Fairly well protected [3]	40%	-	100% BN.BP.BQ.BR	-	-	-	86% BT.BU	-	-
Not very well protected [2]	31%	-	-	100% BN.BO.BQ.BR	-	-	-	68% BS.BU	-
Not at all protected [1]	15%	-	-	-	100% BN.BO.BP.BR	-	-	32% BS.BU	-
Don't know	8%	-	-	-	-	100% BN.BO.BP.BQ	-	-	100% BS.BT
Net: Protected	46%	100% BP.BQ.BR	100% BP.BQ.BR	-	-	-	100% BT.BU	-	-
Net: Not protected	46%	-	-	100% BN.BO.BR	100% BN.BO.BR	-	-	100% BS.BU	-
Mean	2.42	4.00 BO	3.00 BP.BQ	2.00	1.00	-	3.14 BT	1.68	-
Std. dev	0.84	-	0.00	-	-	-	0.35	0.47	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	3%	27% BO.BP.BQ.BR	2% BP.BQ	1%	1%	1%	5% BT.BU	1%	1%
Fairly well protected [3]	21%	40% BP.BQ.BR	38% BP.BQ.BR	10% BQ.BR	3%	3%	38% BT.BU	8% BU	3%
Not very well protected [2]	45%	26% BR	46% BN.BQ.BR	65% BN.BO.BQ.BR	24% BR	15%	43% BU	52% BS.BU	15%
Not at all protected [1]	22%	5%	10% BN.BR	23% BN.BO.BR	72% BN.BO.BP.BR	5%	10% BU	39% BS.BU	5%
Don't know	9%	2%	4% BP.BQ	2%	1%	77% BN.BO.BP.BQ	4% BT	2%	77% BS.BT
Net: Protected	24%	67% BO.BP.BQ.BR	40% BP.BQ.BR	10% BQ.BR	3%	4%	44% BT.BU	8% BU	4%
Net: Not protected	67%	31% BR	56% BN.BR	88% BN.BO.BR	96% BN.BO.BP.BR	20%	53% BU	90% BS.BU	20%
Mean	2.05	2.90 BO.BP.BQ.BR	2.33 BP.BQ.BR	1.88 BQ	1.31	1.98 BQ*	2.41 BT.BU	1.69	1.98 BT*
Std. dev	0.78	0.87	0.69	0.58	0.55	0.69	0.74	0.63	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	4%	33% BO.BP.BQ.BR	3% BP.BQ	1%	0%	1%	7% BT.BU	1%	1%
Fairly well protected [3]	29%	48% BP.BQ.BR	54% BP.BQ.BR	12% BQ.BR	1%	4% BQ	54% BT.BU	9% BU	4%
Not very well protected [2]	40%	12%	32% BN.BQ.BR	71% BN.BO.BQ.BR	25% BN.BR	10%	30% BU	56% BS.BU	10%
Not at all protected [1]	16%	2%	4% BR	11% BN.BO.BR	71% BN.BO.BP.BR	2%	4%	30% BS.BU	2%
Don't know	12%	5%	6% BQ	5% BQ	3%	84% BN.BO.BP.BQ	6% BT	5%	84% BS.BT
Net: Protected	33%	81% BO.BP.BQ.BR	57% BP.BQ.BR	13% BQ.BR	2%	5% BQ	61% BT.BU	9% BU	5%
Net: Not protected	56%	14%	36% BN.BR	82% BN.BO.BR	95% BN.BO.BP.BR	11%	33% BU	86% BS.BU	11%
Mean	2.23	3.17 BO.BP.BQ.BR	2.60 BP.BQ.BR	2.02 BQ	1.29	2.29 BP.BQ*	2.68 BT.BU	1.78	2.29 BT*
Std. dev	0.78	0.74	0.62	0.52	0.51	0.74	0.67	0.62	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	8%	53% BO.BP.BQ.BR	9% BP.BQ.BR	3% BQ.BR	1%	0%	15% BT.BU	2% BU	0%
Fairly well protected [3]	39%	37% BP.BQ.BR	66% BN.BP.BQ.BR	26% BQ.BR	8%	10%	61% BT.BU	20% BU	10%
Not very well protected [2]	31%	7%	21% BN.BR	59% BN.BO.BQ.BR	25% BN.BO.BR	6%	19% BU	48% BS.BU	6%
Not at all protected [1]	12%	0%	2%	8% BN.BO.BR	62% BN.BO.BP.BR	0%	2%	25% BS.BU	0%
Don't know	10%	2%	3%	5% BN.BO.BQ	3%	83% BN.BO.BP.BQ	3%	4%	83% BS.BT
Net: Protected	47%	91% BO.BP.BQ.BR	74% BP.BQ.BR	29% BQ.BR	9%	11%	77% BT.BU	22% BU	11%
Net: Not protected	43%	8%	22% BN.BR	67% BN.BO.BR	88% BN.BO.BP.BR	7%	20% BU	73% BS.BU	7%
Mean	2.47	3.46 BO.BP.BQ.BR	2.84 BP.BQ.BR	2.25 BQ	1.47	2.61 BP.BQ*	2.93 BT.BU	2.00	2.61 BT*
Std. dev	0.84	0.65	0.59	0.64	0.70	0.59	0.64	0.75	0.59

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_5. Disinformation campaigns

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well protected [4]	3%	22% BO.BP.BQ.BR	3% BP.BQ	1%	0%	1%	5% BT.BU	1%	1%
Fairly well protected [3]	17%	31% BP.BQ.BR	28% BP.BQ.BR	11% BQ.BR	3%	3%	28% BT.BU	8% BU	3%
Not very well protected [2]	42%	30% BQ.BR	46% BN.BQ.BR	57% BN.BO.BQ.BR	23% BR	13%	44% BU	46% BU	13%
Not at all protected [1]	25%	12%	16% BR	23% BN.BO.BR	68% BN.BO.BP.BR	10%	16% BU	37% BS.BU	10%
Don't know	12%	5%	8%	8%	6%	73% BN.BO.BP.BQ	7%	7%	73% BS.BT
Net: Protected	20%	53% BO.BP.BQ.BR	30% BP.BQ.BR	12% BQ.BR	3%	4%	33% BT.BU	9% BU	4%
Net: Not protected	68%	42% BR	62% BN.BR	80% BN.BO.BR	91% BN.BO.BP.BR	23%	59% BU	84% BS.BU	23%
Mean	1.97	2.66 BO.BP.BQ.BR	2.18 BP.BQ.BR	1.89 BQ	1.32	1.81 BQ	2.25 BT.BU	1.71	1.81
Std. dev	0.79	0.97	0.74	0.64	0.56	0.79	0.80	0.67	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU	
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Very well informed [4]	3%	16% BO.BP.BQ.BR	3%	2%	4% BP.BR	1%	5% BT.BU	3%	1%
Fairly well informed [3]	29%	50% BO.BP.BQ.BR	38% BP.BQ.BR	22% BR	22% BR	9%	40% BT.BU	22% BU	9%
Not very well informed [2]	46%	27%	47% BN.BQ.BR	57% BN.BO.BQ.BR	33%	37% BN	44% BU	50% BS.BU	37%
Not at all informed [1]	15%	5%	8%	15% BN.BO	37% BN.BO.BP.BR	22% BN.BO.BP	7%	22% BS	22% BS
Don't know	6%	3%	5%	4%	4%	31% BN.BO.BP.BQ	5%	4%	31% BS.BT
Net: Informed	33%	66% BO.BP.BQ.BR	41% BP.BQ.BR	24% BR	26% BR	10%	44% BT.BU	25% BU	10%
Net: Not informed	61%	32%	54% BN	72% BN.BO.BR	70% BN.BO.BR	59% BN	51%	71% BS.BU	59% BS
Mean	2.22	2.79 BO.BP.BQ.BR	2.37 BP.BQ.BR	2.12 BQ.BR	1.93	1.85	2.43 BT.BU	2.06 BU	1.85
Std. dev	0.75	0.77	0.67	0.67	0.88	0.70	0.70	0.75	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?									
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Strongly support [5]	4%	8% BO.BP.BQ.BR	3% BR	4% BR	4% BR	0%	4% BU	4% BU	0%
Tend to support [4]	18%	29% BO.BP.BQ.BR	23% BP.BQ.BR	15% BQ.BR	10%	9%	23% BT.BU	13% BU	9%
Neither support nor oppose [3]	28%	26% BR	31% BQ.BR	30% BQ.BR	22%	18%	30% BU	28% BU	18%
Tend to oppose [2]	20%	17%	23% BN.BQ.BR	21% BQ.BR	15%	12%	22% BT.BU	19% BU	12%
Strongly oppose [1]	23%	17%	15%	24% BN.BO	44% BN.BO.BP.BR	20% BO	15%	31% BS.BU	20% BS
Don't know	8%	3%	5%	6%	5%	41% BN.BO.BP.BQ	5%	5%	41% BS.BT
Net: Support	21%	37% BO.BP.BQ.BR	26% BP.BQ.BR	18% BQ.BR	14% BR	9%	28% BT.BU	17% BU	9%
Net: Oppose	43%	34%	38% BR	46% BN.BO.BR	59% BN.BO.BP.BR	32%	38%	50% BS.BU	32%
Mean	2.56	2.93 BO.BP.BQ.BR	2.75 BP.BQ.BR	2.49 BQ.BR	2.11	2.27	2.77 BT.BU	2.37	2.27
Std. dev	1.17	1.23	1.09	1.15	1.22	1.10	1.12	1.18	1.10

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.									
Unweighted base	6352	400	2509	2043	942	458	2909	2985	458
Base	6352	423	2527	1977	923	503	2949	2900	503
Higher taxes	13%	26% BO.BP.BQ.BR	18% BP.BQ.BR	10% BQ.BR	5%	5%	19% BT.BU	8% BU	5%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	31% BR	28% BR	27% BR	30% BR	9%	29% BU	28% BU	9%
Increased government borrowing	13%	19% BP.BQ.BR	17% BP.BQ.BR	11% BQ.BR	7%	5%	17% BT.BU	10% BU	5%
I would not be willing to accept any of these	38%	27%	32%	43% BN.BO.BR	50% BN.BO.BP.BR	36% BN	31%	45% BS.BU	36%
Don't know	17%	14% BQ	14% BQ	15%	11%	47% BN.BO.BP.BQ	14%	14%	47% BS.BT
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?									
Unweighted base: : respondents in full-time or part-time employment only	3366	227	1340	1088	471	240	1567	1559	240
Base: : respondents in full-time or part-time employment only	3362	229	1377	1045	461	251	1605	1506	251
Very well prepared [4]	7%	20% BO.BP.BQ.BR	8% BP.BR	2%	8% BP.BR	2%	10% BT.BU	4%	2%
Fairly well prepared [3]	31%	47% BO.BP.BQ.BR	37% BP.BQ.BR	27% BQ.BR	18%	16%	39% BT.BU	25% BU	16%
Not very well prepared [2]	27%	15%	26% BN.BR	34% BN.BO.BQ.BR	24% BN.BR	15%	24% BU	31% BS.BU	15%
Not at all prepared [1]	15%	7%	10%	15% BN.BO	34% BN.BO.BP.BR	10%	9%	21% BS.BU	10%
Don't know	22%	11%	20% BN	21% BN	16%	57% BN.BO.BP.BQ	18%	19%	57% BS.BT
Net: Prepared	37%	67% BO.BP.BQ.BR	45% BP.BQ.BR	30% BR	26% BR	18%	48% BT.BU	29% BU	18%
Net: Not prepared	41%	22%	35% BN.BR	50% BN.BO.BR	58% BN.BO.BP.BR	25%	34% BU	52% BS.BU	25%
Mean	2.37	2.89 BO.BP.BQ.BR	2.54 BP.BQ.BR	2.21 BQ	1.99	2.23 *	2.59 BT.BU	2.14	2.23 *
Std. dev	0.88	0.84	0.83	0.78	0.99	0.87	0.84	0.86	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: : respondents in full-time or part-time employment only	3366	227	1340	1088	471	240	1567	1559	240
Base: : respondents in full-time or part-time employment only	3362	229	1377	1045	461	251	1605	1506	251
Very well informed [4]	8%	25% BO.BP.BQ.BR	8% BP.BR	4%	10% BP.BR	3%	11% BT.BU	6%	3%
Fairly well informed [3]	30%	43% BP.BQ.BR	36% BP.BQ.BR	29% BQ.BR	20%	16%	37% BT.BU	26% BU	16%
Not very well informed [2]	29%	16%	29% BN.BR	35% BN.BO.BQ.BR	26% BN.BR	17%	27% BU	32% BS.BU	17%
Not at all informed [1]	16%	9%	12%	15%	31% BN.BO.BP.BR	14%	11%	20% BS	14%
Don't know	17%	7%	16%	16%	13%	51%	14%	15%	51%
			BN	BN		BN.BO.BP.BQ			BS.BT
Net: Informed	38%	68% BO.BP.BQ.BR	44% BP.BQ.BR	33% BR	30% BR	19%	47% BT.BU	32% BU	19%
Net: Not informed	44%	25%	41% BN.BR	50% BN.BO.BR	57% BN.BO.BP.BR	31%	38%	53% BS.BU	31%
Mean	2.37	2.90 BO.BP.BQ.BR	2.48 BP.BQ.BR	2.27 BQ	2.10	2.14 *	2.54 BT.BU	2.21	2.14 *
Std. dev	0.90	0.91	0.85	0.82	1.02	0.91	0.87	0.89	0.91

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: : respondents in full-time or part-time employment only	3366	227	1340	1088	471	240	1567	1559	240
Base: : respondents in full-time or part-time employment only	3362	229	1377	1045	461	251	1605	1506	251
Very confident [4]	8%	28% BO.BP.BQ.BR	9% BP.BR	3%	8% BP.BR	3%	12% BT.BU	5%	3%
Fairly confident [3]	31%	38% BP.BQ.BR	37% BP.BQ.BR	29% BQ.BR	22%	21%	37% BT.BU	27%	21%
Not very confident [2]	23%	15%	22% BR	30% BN.BO.BQ.BR	20% BR	10%	21% BU	27% BS.BU	10%
Not at all confident [1]	14%	6%	10%	15% BN.BO.BR	33% BN.BO.BP.BR	9%	9%	21% BS.BU	9%
Don't know	23%	12%	22% BN	22% BN	17%	57% BN.BO.BP.BQ	20%	21%	57% BS.BT
Net: Confident	39%	66% BO.BP.BQ.BR	46% BP.BQ.BR	33% BR	30%	24%	49% BT.BU	32% BU	24%
Net: Not confident	37%	21%	32% BN.BR	45% BN.BO.BR	53% BN.BO.BP.BR	19%	31% BU	47% BS.BU	19%
Mean	2.43	3.01 BO.BP.BQ.BR	2.58 BP.BQ	2.27 BQ	2.06	2.41 BQ*	2.65 BT.BU	2.20	2.41 *
Std. dev	0.91	0.88	0.86	0.82	1.02	0.91	0.87	0.90	0.91

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very optimistic [5]	1%	7% BO.BP.BR*	1%	1%	3% BO	1%	2%	1%	1%
Fairly optimistic [4]	12%	34% BO.BP.BQ.BR*	18% BP.BQ.BR	6%	3%	4%	20% BT.BU	5%	4%
Neither optimistic nor pessimistic [3]	24%	17% BQ*	31% BN.BP.BQ	22% BQ	8%	28% BN.BQ	29% BT	18%	28% BT
Fairly pessimistic [2]	36%	28% *	37% BQ.BR	44% BN.BO.BQ.BR	26%	25%	36% BU	38% BU	25%
Very pessimistic [1]	21%	9% *	10%	23% BN.BO.BR	57% BN.BO.BP.BR	14%	10%	34% BS.BU	14%
Don't know	6%	5% *	3%	4%	3%	28% BN.BO.BP.BQ	4%	4%	28% BS.BT
Net: Optimistic	13%	41% BO.BP.BQ.BR*	19% BP.BQ.BR	6%	6%	5%	22% BT.BU	6%	5%
Net: Pessimistic	56%	38% *	47%	67% BN.BO.BR	83% BN.BO.BP.BR	39%	46%	72% BS.BU	39%
Mean	2.34	3.01 BO.BP.BQ.BR*	2.61 BP.BQ.BR	2.14 BQ	1.64	2.34 BP.BQ	2.66 BT.BU	1.98	2.34 BT
Std. dev	1.01	1.15	0.93	0.88	0.97	0.89	0.97	0.94	0.89

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?									
brunswick9_UK_1. Jobs and employment									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	1%	8% BO.BP.BQ.BR*	1%	1%	1%	-	2%	1%	-
Fairly confident [3]	14%	34% BO.BP.BQ.BR*	19% BP.BQ.BR	9% BQ	4%	6%	21% BT.BU	7%	6%
Not very confident [2]	46%	36% *	52% BN.BQ.BR	54% BN.BQ.BR	28%	30%	50% BU	46% BU	30%
Not at all confident [1]	29%	19% *	22%	30% BN.BO.BR	63% BN.BO.BP.BR	20%	21%	40% BS.BU	20%
Don't know	10%	3% *	6%	7%	4%	45% BN.BO.BP.BQ	6%	6%	45% BS.BT
Net: Confident	15%	42% BO.BP.BQ.BR*	20% BP.BQ.BR	10%	5%	6%	23% BT.BU	8%	6%
Net: Not confident	75%	55% *	73% BN.BR	84% BN.BO.BR	91% BN.BO.BP.BR	49%	71% BU	86% BS.BU	49%
Mean	1.86	2.32 BO.BP.BQ.BR*	1.99 BP.BQ.BR	1.79 BQ	1.42	1.74 BQ*	2.04 BT.BU	1.67	1.74 *
Std. dev	0.72	0.88	0.70	0.63	0.65	0.63	0.73	0.66	0.63

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick9_UK_2. People's living standards

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	1%	8% BO.BP.BQ.BR*	1%	0%	1%	-	2% BT	1%	-
Fairly confident [3]	10%	19% BP.BQ.BR*	16% BP.BQ.BR	6% BQ	2%	5%	16% BT.BU	5%	5%
Not very confident [2]	44%	46% BQ.BR*	50% BQ.BR	50% BQ.BR	26%	29%	49% BT.BU	42% BU	29%
Not at all confident [1]	35%	25% *	28%	37% BN.BO.BR	68% BN.BO.BP.BR	24%	28%	47% BS.BU	24%
Don't know	9%	2% *	5%	6%	3%	42% BN.BO.BP.BQ	5%	5%	42% BS.BT
Net: Confident	12%	28% BO.BP.BQ.BR*	17% BP.BQ.BR	6%	4%	5%	18% BT.BU	5%	5%
Net: Not confident	80%	70% BR*	78% BR	88% BN.BO.BR	93% BN.BO.BP.BR	53%	77% BU	89% BS.BU	53%
Mean	1.75	2.12 BO.BP.BQ.BR*	1.89 BP.BQ.BR	1.67 BQ	1.35	1.67 BQ	1.92 BT.BU	1.57	1.67
Std. dev	0.70	0.89	0.70	0.61	0.60	0.63	0.73	0.62	0.63

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick9_UK_3. Business activity and investment									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	2%	15% BO.BP.BQ.BR*	1%	1%	1%	-	3% BT.BU	1%	-
Fairly confident [3]	18%	40% BO.BP.BQ.BR*	24% BP.BQ.BR	12% BQ	5%	9%	26% BT.BU	10%	9%
Not very confident [2]	45%	28% *	50% BN.BQ.BR	53% BN.BQ.BR	33%	25%	47% BU	47% BU	25%
Not at all confident [1]	23%	13% *	15%	22% BN.BO.BR	56% BN.BO.BP.BR	15%	15%	33% BS.BU	15%
Don't know	13%	4% *	10%	11% BN.BQ	6%	51% BN.BO.BP.BQ	9%	9%	51% BS.BT
Net: Confident	19%	55% BO.BP.BQ.BR*	26% BP.BQ.BR	13% BQ	6%	9%	29% BT.BU	11%	9%
Net: Not confident	67%	41% *	65% BN.BR	76% BN.BO.BR	89% BN.BO.BP.BR	40%	62% BU	80% BS.BU	40%
Mean	1.98	2.60 BO.BP.BQ.BR*	2.13 BP.BQ.BR	1.91 BQ	1.47	1.87 BQ*	2.19 BT.BU	1.77	1.87 *
Std. dev	0.74	0.91	0.69	0.66	0.63	0.69	0.74	0.68	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	3%	19% BO.BP.BQ.BR*	2% BP.BR	1%	2%	-	4% BT.BU	1%	-
Fairly confident [3]	27%	47% BP.BQ.BR*	40% BP.BQ.BR	18% BQ.BR	6%	11%	41% BT.BU	14%	11%
Not very confident [2]	39%	25% *	38% BN.BQ.BR	51% BN.BO.BQ.BR	30%	26%	37% BU	45% BS.BU	26%
Not at all confident [1]	21%	7% *	12%	23% BN.BO.BR	59% BN.BO.BP.BR	16% BN	11%	34% BS.BU	16%
Don't know	10%	2% *	7% BN.BQ	7% BN.BQ	3%	48% BN.BO.BP.BQ	7%	6%	48% BS.BT
Net: Confident	29%	66% BO.BP.BQ.BR*	43% BP.BQ.BR	18% BQ.BR	8%	11%	45% BT.BU	15%	11%
Net: Not confident	61%	32% *	50% BN.BR	74% BN.BO.BR	89% BN.BO.BP.BR	42%	48%	79% BS.BU	42%
Mean	2.12	2.80 BO.BP.BQ.BR*	2.36 BP.BQ.BR	1.96 BQ	1.49	1.91 BQ*	2.41 BT.BU	1.81	1.91 *
Std. dev	0.80	0.83	0.74	0.69	0.69	0.70	0.76	0.72	0.70

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	1%	9% BO.BP.BQ.BR*	1%	0%	1%	1%	2% BT	0%	1%
Fairly prepared [3]	14%	35% BO.BP.BQ.BR*	21% BP.BQ.BR	7%	4%	6%	22% BT.BU	6%	6%
Not very prepared [2]	48%	39% BQ*	56% BN.BQ.BR	56% BN.BQ.BR	21%	30% BQ	54% BT.BU	45% BU	30%
Not at all prepared [1]	29%	17% *	17%	33% BN.BO	70% BN.BO.BP.BR	25% BO	17%	44% BS.BU	25% BS
Don't know	8%	1% *	6%	4%	3%	38% BN.BO.BP.BQ	5%	4%	38% BS.BT
Net: Prepared	15%	43% BO.BP.BQ.BR*	21% BP.BQ.BR	8%	5%	7%	24% BT.BU	7%	7%
Net: Not prepared	77%	55% *	73% BN.BR	88% BN.BO.BR	91% BN.BO.BR	55%	71% BU	89% BS.BU	55%
Mean	1.86	2.36 BO.BP.BQ.BR*	2.06 BP.BQ.BR	1.74 BQ	1.33	1.72 BQ	2.10 BT.BU	1.62	1.72
Std. dev	0.70	0.87	0.65	0.60	0.60	0.69	0.69	0.63	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick10_UK_2. A major public health crisis									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	3%	21% BO.BP.BQ.BR*	3%	1%	2%	1%	5% BT.BU	1%	1%
Fairly prepared [3]	27%	38% BP.BQ.BR*	41% BP.BQ.BR	20% BQ.BR	7%	12%	40% BT.BU	16%	12%
Not very prepared [2]	40%	30% *	41% BN.BQ.BR	51% BN.BO.BQ.BR	26%	28%	40% BU	43% BU	28%
Not at all prepared [1]	25%	10% *	13%	25% BN.BO	64% BN.BO.BP.BR	26% BN.BO	13%	38% BS.BU	26% BS
Don't know	5%	1% *	2%	2%	1%	34% BN.BO.BP.BQ	2%	2%	34% BS.BT
Net: Prepared	30%	60% BO.BP.BQ.BR*	44% BP.BQ.BR	21% BQ.BR	9%	13%	46% BT.BU	17%	13%
Net: Not prepared	65%	39% *	54% BN	77% BN.BO.BR	90% BN.BO.BP.BR	54% BN	52%	81% BS.BU	54%
Mean	2.09	2.72 BO.BP.BQ.BR*	2.34 BP.BQ.BR	1.97 BQ.BR	1.46	1.82 BQ	2.39 BT.BU	1.81	1.82
Std. dev	0.82	0.91	0.74	0.72	0.70	0.77	0.78	0.75	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick10_UK_3. An extreme weather event									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	1%	12% BO.BP.BQ.BR*	0%	0%	0%	1%	2% BT	0%	1%
Fairly prepared [3]	19%	29% BP.BQ.BR*	27% BP.BQ.BR	15% BQ.BR	7%	7%	28% BT.BU	12% BU	7%
Not very prepared [2]	45%	33% *	49% BN.BQ.BR	55% BN.BO.BQ.BR	27%	31%	47% BU	46% BU	31%
Not at all prepared [1]	30%	25% *	21%	28% BO	64% BN.BO.BP.BR	27%	22%	39% BS.BU	27%
Don't know	5%	1% *	2%	2%	2%	34% BN.BO.BP.BQ	2%	2%	34% BS.BT
Net: Prepared	20%	40% BO.BP.BQ.BR*	28% BP.BQ.BR	15% BQ.BR	8%	7%	29% BT.BU	13%	7%
Net: Not prepared	75%	58% *	70% BN.BR	83% BN.BO.BR	90% BN.BO.BP.BR	58%	68% BU	85% BS.BU	58%
Mean	1.91	2.28 BO.BP.BQ.BR*	2.07 BP.BQ.BR	1.87 BQ.BR	1.44	1.71 BQ	2.10 BT.BU	1.73	1.71
Std. dev	0.74	0.97	0.71	0.65	0.65	0.69	0.75	0.68	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation									
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	11%	24% BO.BP.BQ.BR*	14% BP.BQ.BR	7%	8%	4%	15% BT.BU	7%	4%
Fairly confident [3]	44%	48% BQ*	52% BP.BQ.BR	41% BQ	29%	36%	52% BT.BU	38%	36%
Not very confident [2]	26%	17% *	23%	32% BN.BO.BR	31% BN.BO.BR	18%	22%	32% BS.BU	18%
Not at all confident [1]	12%	9% *	7%	13% BO	25% BN.BO.BP.BR	12% BO	7%	17% BS	12% BS
Don't know	7%	2% *	4%	6%	6%	30% BN.BO.BP.BQ	4%	6%	30% BS.BT
Net: Confident	55%	72% BP.BQ.BR*	66% BP.BQ.BR	48% BQ	38%	40%	67% BT.BU	45%	40%
Net: Not confident	38%	26% *	30%	46% BN.BO.BR	56% BN.BO.BP.BR	31%	29%	49% BS.BU	31%
Mean	2.58	2.89 BP.BQ.BR*	2.76 BP.BQ.BR	2.44 BQ	2.22	2.45 BQ	2.78 BT.BU	2.37	2.45
Std. dev	0.86	0.88	0.79	0.82	0.95	0.85	0.80	0.87	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	13%	29% BO.BP.BQ.BR*	17% BP.BQ.BR	9%	11% BR	5%	19% BT.BU	9%	5%
Fairly confident [3]	45%	47% BQ*	51% BQ.BR	46% BQ	30%	39%	50% BT.BU	41%	39%
Not very confident [2]	22%	16% *	21%	25% BN.BR	28% BN.BO.BR	16%	20%	26% BS.BU	16%
Not at all confident [1]	10%	6% *	6%	12% BO	24% BN.BO.BP.BR	10% BO	6%	16% BS	10% BS
Don't know	8%	2% *	5%	8% BN.BO	8% BN	29% BN.BO.BP.BQ	4%	8% BS	29% BS.BT
Net: Confident	59%	76% BP.BQ.BR*	68% BP.BQ.BR	55% BQ.BR	41% BN.BO.BP.BR	44%	69% BT.BU	51%	44%
Net: Not confident	33%	22% *	27%	37% BN.BO.BR	51% BN.BO.BP.BR	27%	26%	41% BS.BU	27%
Mean	2.67	3.01 BO.BP.BQ.BR*	2.83 BP.BQ.BR	2.57 BQ	2.30	2.55 BQ	2.86 BT.BU	2.48	2.55
Std. dev	0.86	0.84	0.79	0.83	0.98	0.83	0.80	0.89	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_3. Your housing situation

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	30%	44% BP.BQ.BR*	36% BP.BQ.BR	28% BR	24% BR	16%	37% BT.BU	27% BU	16%
Fairly confident [3]	45%	42% *	46% BQ	49% BQ	37%	42%	45%	45%	42%
Not very confident [2]	11%	7% *	11%	13%	14%	9%	10%	13%	9%
Not at all confident [1]	7%	5% *	4%	6%	16% BN.BO.BP.BR	6%	4%	9% BS	6%
Don't know	7%	2% *	3%	5%	9% BN.BO.BP	26% BN.BO.BP.BQ	3%	6% BS	26% BS.BT
Net: Confident	75%	86% BP.BQ.BR*	81% BP.BQ.BR	77% BQ.BR	61%	58%	82% BT.BU	72% BU	58%
Net: Not confident	18%	12% *	15%	18%	30% BN.BO.BP.BR	16%	15%	22% BS	16%
Mean	3.06	3.28 BP.BQ.BR*	3.17 BP.BQ.BR	3.04 BQ	2.75	2.91	3.18 BT.BU	2.95	2.91
Std. dev	0.85	0.80	0.80	0.81	1.04	0.82	0.80	0.90	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?

brunswick12_UK_1. A large unexpected expense

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	9%	16% BP.BR*	11% BP.BR	6%	10%	5%	12% BT.BU	7%	5%
Fairly confident [3]	38%	49% BP.BQ.BR*	44% BP.BQ.BR	36% BQ	25%	29%	45% BT.BU	33%	29%
Not very confident [2]	27%	16% *	29% BN	28% BN	27% BN	24%	27%	28%	24%
Not at all confident [1]	19%	11% *	13%	25% BN.BO	31% BN.BO.BR	18%	13%	27% BS.BU	18%
Don't know	7%	7% *	4%	5%	7% BO	25% BN.BO.BP.BQ	4%	6%	25% BS.BT
Net: Confident	47%	66% BO.BP.BQ.BR*	55% BP.BQ.BR	42% BQ	34%	34%	56% BT.BU	40%	34%
Net: Not confident	46%	28% *	41% BN	53% BN.BO.BR	59% BN.BO.BR	42% BN	40%	55% BS.BU	42%
Mean	2.39	2.76 BO.BP.BQ.BR	2.55 BP.BQ.BR	2.24	2.14	2.27	2.57 BT.BU	2.21	2.27
Std. dev	0.92	0.89	0.86	0.91	1.00	0.90	0.87	0.94	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	5%	10% BO.BP.BR*	4%	4%	7% BO.BR	2%	5%	5% BU	2%
Fairly confident [3]	25%	32% BP.BQ.BR*	30% BP.BQ.BR	21%	18%	17%	30% BT.BU	20%	17%
Not very confident [2]	38%	32% *	42% BQ.BR	43% BN.BQ.BR	27%	27%	40% BU	38% BU	27%
Not at all confident [1]	25%	19% *	20%	27% BO	40% BN.BO.BP.BR	25%	20%	31% BS	25%
Don't know	8%	7% *	5%	5%	8%	29% BN.BO.BP.BQ	5%	6%	29% BS.BT
Net: Confident	29%	42% BP.BQ.BR*	34% BP.BQ.BR	25%	25%	18%	35% BT.BU	25%	18%
Net: Not confident	63%	51% *	61% BN.BR	70% BN.BO.BR	67% BN.BR	52%	60%	69% BS.BU	52%
Mean	2.09	2.36 BO.BP.BQ.BR*	2.19 BP.BQ.BR	2.02	1.92	1.93	2.21 BT.BU	1.99	1.93
Std. dev	0.85	0.93	0.80	0.82	0.97	0.83	0.82	0.87	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: UK only	2260	131	964	672	291	202	1095	963	202
Base: UK only	2260	134	946	659	302	219	1080	961	219
Very confident [4]	6%	14% BO.BP.BQ.BR*	6%	5%	7% BR	3%	7% BU	5%	3%
Fairly confident [3]	37%	52% BP.BQ.BR*	44% BP.BQ.BR	32% BQ	23%	27%	45% BT.BU	29%	27%
Not very confident [2]	34%	17% *	35% BN.BR	39% BN.BQ.BR	29% BN	27%	33%	36% BU	27%
Not at all confident [1]	17%	12% *	10%	20% BO	35% BN.BO.BP.BR	17% BO	10%	24% BS.BU	17% BS
Don't know	7%	5% *	4%	5%	6%	27% BN.BO.BP.BQ	4%	5%	27% BS.BT
Net: Confident	43%	66% BO.BP.BQ.BR*	50% BP.BQ.BR	37%	30%	30%	52% BT.BU	35%	30%
Net: Not confident	51%	29% *	46% BN	59% BN.BO.BR	64% BN.BO.BR	43% BN	43%	60% BS.BU	43%
Mean	2.34	2.72 BO.BP.BQ.BR	2.49 BP.BQ.BR	2.23 BQ	2.03	2.21	2.52 BT.BU	2.17	2.21
Std. dev	0.85	0.87	0.77	0.83	0.96	0.84	0.79	0.88	0.84

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU	
Unweighted base: France only	2017	124	781	676	340	96	905	1016	96
Base: France only	2017	152	830	637	304	94	982	941	94
Geopolitical tensions	37%	36% *	40% BQ.BR	37% BQ	28%	24% *	40% BU	34%	24% *
Political instability in France	41%	39% BR*	41% BR	44% BR	42% BR	20% *	41% BU	44% BU	20% *
Artificial Intelligence (AI)	36%	37% *	29% BO	42% BO	40% BO	37% *	30% BS	41% BS	37% *
An ageing workforce	12%	16% *	13%	11%	12%	8% *	14%	11%	8% *
Economic or financial shock	44%	33% *	47% BN.BR	44% BR	42%	28% *	45% BU	43% BU	28% *
Climate change and extreme weather	31%	36% BQ*	36% BP.BQ.BR	29%	22%	22% *	36% BT.BU	26%	22% *
Supply-chain disruption	16%	18% *	22% BP.BQ.BR	12%	11%	10% *	21% BT.BU	12%	10% *
Other [see Sheet1]	1%	3% *	1%	2%	2%	1% *	1%	2%	1% *
None of the above	2%	1% *	1%	2%	6% BO.BP	7% BO.BP*	1%	3%	7% BS*
Don't know	10%	9% *	8%	9%	10%	33% BN.BO.BP.BQ*	8%	9%	33% BS.BT*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.									
Unweighted base: France only	2017	124	781	676	340	96	905	1016	96
Base: France only	2017	152	830	637	304	94	982	941	94
Energy	35%	38% BQ.BR*	42% BQ.BR	36% BQ.BR	22%	10% *	41% BT.BU	31% BU	10% *
Defence	29%	45% BO.BP.BQ.BR*	32% BR	27% BR	25% BR	9% *	34% BT.BU	26% BU	9% *
Healthcare	25%	26% *	24%	28%	26%	16% *	24%	27%	16% *
Financial services	14%	16% BR*	16% BR	14% BR	11%	3% *	16% BU	13% BU	3% *
Technology (e.g. software and electronic devices)	16%	18% *	19% BR	15%	14%	6% *	19% BT.BU	14%	6% *
Telecommunications	7%	13% BO.BQ*	6%	8%	5%	3% *	7%	7%	3% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	18% *	20% BP.BQ.BR	14%	13%	8% *	20% BT.BU	14%	8% *
Transport	8%	10% *	9%	7%	5%	12% *	9%	6%	12% *
Physical infrastructure and construction	6%	13% BP.BR*	7%	4%	6%	1% *	8% BT.BU	5%	1% *
Manufacturing	12%	12% *	12%	12%	10%	7% *	12%	12%	7% *
Food and agriculture	29%	26% *	31% BR	30% BR	27% BR	12% *	30% BU	29% BU	12% *
Media and communications	9%	11% *	10% BR	9%	9%	2% *	10% BU	9%	2% *
Retail and luxury	2%	5% BQ*	2%	2%	1%	5% BQ*	3%	1%	5% BT*
Other [see Sheet2]	1%	- *	0%	1%	1%	1% *	0%	1%	1% *
None of the above	2%	- *	1%	3%	7% BN.BO.BP	3% *	1%	4% BS	3% *
Don't know	18%	9% *	14%	17%	22% BN.BO	61% BN.BO.BP.BQ*	14%	19% BS	61% BS.BT*

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted Base: France only - respondents who selected that sector previously	731	51	339	240	86	*15*	390	326	*15*
Base: France only - respondents who selected that sector previously	706	57	344	230	66	*10*	402	295	*10*
To a great extent [4]	22%	29% *	25%	17%	18% *	*11%* **	25% BT	17%	*11%* **
To some extent [3]	40%	51% BQ*	43% BQ	37%	26% *	*46%* **	44%	35%	*46%* **
To a small extent [2]	25%	18% *	23%	33% BO.BQ	18% *	*19%* **	22%	30%	*19%* **
Not at all [1]	11%	1% *	10%	8%	35% BN.BO.BP*	*23%* **	8%	14%	*23%* **
Don't know	2%	- *	0%	5% BO	3% *	- **	0%	5% BS	- **
Net: Higher autonomy	62%	81% BP.BQ*	67% BP.BQ	54%	44% *	*57%* **	69% BT	52%	*57%* **
Net: Lower autonomy	36%	19% *	32%	41% BN	53% BN.BO*	*43%* **	30%	44% BS	*43%* **
Mean	2.74	3.09 BP.BQ*	2.83 BQ	2.66 BQ	2.28 *	*2.44* **	2.87 BT	2.57	*2.44* **
Std. dev	0.93	0.72	0.91	0.86	1.14	*1.02*	0.89	0.94	*1.02*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
brunswick11_2_France. Defence		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	632	*45*	272	207	99	*9*	317	306	*9*
Base: France only - respondents who selected that sector previously	587	*68*	263	173	75	*9*	331	248	*9*
To a great extent [4]	20%	*36%* **	24% BP	10%	13% *	- **	27% BT	11%	- **
To some extent [3]	48%	*46%* **	53%	47%	39% *	*43%* **	51%	45%	*43%* **
To a small extent [2]	23%	*12%* **	16%	34% BO	28% *	*15%* **	15%	32% BS	*15%* **
Not at all [1]	5%	*1%* **	2%	5%	15% BO.BP*	- **	2%	8% BS	- **
Don't know	5%	*7%* **	4%	3%	5% *	*42%* **	5%	4%	*42%* **
Net: Higher autonomy	68%	*81%* **	77% BP.BQ	58%	52% *	*43%* **	78% BT	56%	*43%* **
Net: Lower autonomy	27%	*12%* **	19%	40% BO	43% BO*	*15%* **	17%	41% BS	*15%* **
Mean	2.87	*3.24* **	3.03 BP.BQ	2.65	2.53 *	*2.73* **	3.07 BT	2.61	*2.73* **
Std. dev	0.79	*0.69*	0.72	0.74	0.93	*0.49*	0.72	0.80	*0.49*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	503	*28*	187	186	86	*16*	215	272	*16*
Base: France only - respondents who selected that sector previously	506	*39*	195	177	79	*15*	235	256	*15*
To a great extent [4]	23%	*57%* **	22%	16%	30% *	*8%* **	28%	20%	*8%* **
To some extent [3]	39%	*31%* **	49% BQ	44% BQ	14% *	*22%* **	46%	35%	*22%* **
To a small extent [2]	23%	*12%* **	24%	23%	23% *	*24%* **	22%	23%	*24%* **
Not at all [1]	9%	- **	4%	9%	26% BO.BP*	*16%* **	3%	14% BS	*16%* **
Don't know	5%	- **	1%	8% BO	7% BO*	*29%* **	1%	8% BS	*29%* **
Net: Higher autonomy	63%	*88%* **	71% BQ	60%	44% *	*30%* **	74% BT	55%	*30%* **
Net: Lower autonomy	32%	*12%* **	28%	32%	50% BO.BP*	*40%* **	26%	38% BS	*40%* **
Mean	2.81	*3.45* **	2.89 BQ	2.73	2.50 *	*2.31* **	2.99 BT	2.66	*2.31* **
Std. dev	0.92	*0.71*	0.79	0.87	1.21	*0.99*	0.80	0.99	*0.99*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	265	*19*	98	104	*40*	*4*	117	144	*4*
Base: France only - respondents who selected that sector previously	280	*24*	132	87	*34*	*3*	156	121	*3*
To a great extent [4]	14%	*52%* **	15% *	7% *	*3%* **	- **	21% BT*	6% *	- **
To some extent [3]	39%	*32%* **	49% *	37% *	*10%* **	*69%* **	47% BT*	29% *	*69%* **
To a small extent [2]	30%	*14%* **	29% *	38% *	*31%* **	- **	27% *	36% *	- **
Not at all [1]	13%	*1%* **	5% *	15% BO*	*44%* **	*31%* **	4% *	23% BS*	*31%* **
Don't know	3%	- **	1% *	4% *	*13%* **	- **	1% *	6% *	- **
Net: Higher autonomy	54%	*85%* **	65% BP*	43% *	*13%* **	*69%* **	68% BT*	35% *	*69%* **
Net: Lower autonomy	43%	*15%* **	34% *	53% BO*	*74%* **	*31%* **	31% *	59% BS*	*31%* **
Mean	2.57	*3.36* **	2.77 BP*	2.36 *	*1.69* **	*2.38* **	2.86 BT*	2.18 *	*2.38* **
Std. dev	0.90	*0.78*	0.77	0.83	*0.83*	*1.15*	0.80	0.88	*1.15*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick11_5_France. Technology (e.g. software and electronic devices)									
Unweighted base: France only - respondents who selected that sector previously	328	*22*	153	102	*43*	*8*	175	145	*8*
Base: France only - respondents who selected that sector previously	326	*28*	158	93	*42*	*6*	186	135	*6*
To a great extent [4]	12%	*30%* **	14% *	6% *	*3%* **	*15%* **	16% BT*	5% *	*15%* **
To some extent [3]	34%	*36%* **	35% *	35% *	*30%* **	*8%* **	35% *	34% *	*8%* **
To a small extent [2]	37%	*33%* **	37% *	38% *	*38%* **	*41%* **	36% *	38% *	*41%* **
Not at all [1]	14%	- **	13% *	19% *	*17%* **	*20%* **	11% *	19% *	*20%* **
Don't know	3%	*2%* **	1% *	1% *	*11%* **	*15%* **	1% *	4% *	*15%* **
Net: Higher autonomy	46%	*66%* **	49% *	41% *	*33%* **	*23%* **	52% *	39% *	*23%* **
Net: Lower autonomy	51%	*33%* **	50% *	57% *	*55%* **	*62%* **	47% *	57% *	*62%* **
Mean	2.45	*2.97* **	2.51 *	2.29 *	*2.21* **	*2.21* **	2.58 BT*	2.27 *	*2.21* **
Std. dev	0.89	*0.81*	0.90	0.85	*0.80*	*1.12*	0.90	0.84	*1.12*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	133	*14*	*50*	*47*	*20*	*2*	64	67	*2*
Base: France only - respondents who selected that sector previously	142	*20*	*49*	*54*	*16*	*3*	70	69	*3*
To a great extent [4]	17%	*54%* **	*14%* **	*12%* **	- **	- **	25% *	10% **	- **
To some extent [3]	45%	*26%* **	*58%* **	*40%* **	*52%* **	- **	49% *	42% **	- **
To a small extent [2]	29%	*3%* **	*22%* **	*45%* **	*31%* **	- **	17% *	42% **	- **
Not at all [1]	2%	- **	*4%* **	*1%* **	*3%* **	- **	3% *	1% **	- **
Don't know	7%	*18%* **	*1%* **	*2%* **	*14%* **	*100%* **	6% *	5% **	*100%* **
Net: Higher autonomy	62%	*79%* **	*72%* **	*52%* **	*52%* **	- **	74% *	52% **	- **
Net: Lower autonomy	31%	*3%* **	*26%* **	*46%* **	*34%* **	- **	19% *	43% **	- **
Mean	2.83	*3.62* **	*2.84* **	*2.65* **	*2.57* **	-	3.03 *	2.63 **	-
Std. dev	0.75	*0.57*	*0.72*	*0.72*	*0.58*	-	0.76	0.69	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	367	*25*	170	112	52	*8*	195	164	*8*
Base: France only - respondents who selected that sector previously	331	*27*	166	91	40	*8*	193	131	*8*
To a great extent [4]	13%	*39%* **	13%	11% *	1% *	- **	17%	8%	- **
To some extent [3]	33%	*31%* **	42% BP	25% *	24% *	*6%* **	40% BT	25%	*6%* **
To a small extent [2]	34%	*24%* **	30%	45% BO*	38% *	*21%* **	29%	43% BS	*21%* **
Not at all [1]	15%	*2%* **	14%	19% *	18% *	*29%* **	12%	19%	*29%* **
Don't know	5%	*5%* **	2%	- *	19% BO.BP*	*44%* **	2%	6%	*44%* **
Net: Higher autonomy	46%	*70%* **	55% BP.BQ	36% *	25% *	*6%* **	57% BT	32%	*6%* **
Net: Lower autonomy	49%	*26%* **	44%	64% BO*	56% *	*50%* **	41%	62% BS	*50%* **
Mean	2.46	*3.12* **	2.55 BP*	2.27 *	2.11 **	*1.59* **	2.63 BT	2.23 *	*1.59* **
Std. dev	0.91	*0.87*	0.89	0.90	0.76	*0.77*	0.91	0.86	*0.77*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	133	*11*	56	*41*	*17*	*8*	67	58	*8*
Base: France only - respondents who selected that sector previously	159	*15*	75	*42*	*15*	*11*	90	58	*11*
To a great extent [4]	24%	*24%* **	37% **	*6%* **	*24%* **	- **	35% *	10% **	- **
To some extent [3]	44%	*66%* **	42% **	*50%* **	*39%* **	*16%* **	46% *	47% **	*16%* **
To a small extent [2]	19%	*7%* **	14% **	*22%* **	*37%* **	*34%* **	13% *	26% **	*34%* **
Not at all [1]	8%	*4%* **	3% **	*23%* **	- **	- **	4% *	17% **	- **
Don't know	5%	- **	3% **	- **	- **	*50%* **	2% *	- **	*50%* **
Net: Higher autonomy	68%	*89%* **	79% **	*56%* **	*63%* **	*16%* **	81% *	58% **	*16%* **
Net: Lower autonomy	27%	*11%* **	18% **	*44%* **	*37%* **	*34%* **	16% *	42% **	*34%* **
Mean	2.88	*3.09* **	3.17 **	*2.39* **	*2.87* **	*2.31* **	3.15 *	2.52 **	*2.31* **
Std. dev	0.88	*0.69*	0.81	*0.90*	*0.80*	*0.51*	0.79	0.90	*0.51*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_9_France. Physical infrastructure and construction	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	133	*13*	64	*33*	*22*	*1*	77	55	*1*
Base: France only - respondents who selected that sector previously	121	*19*	58	*25*	*18*	*1*	77	43	*1*
To a great extent [4]	20%	*15%* **	20% *	*9%* **	*36%* **	- **	19% *	21% *	- **
To some extent [3]	53%	*72%* **	53% *	*62%* **	*19%* **	*100%* **	58% *	44% *	*100%* **
To a small extent [2]	19%	*6%* **	24% *	*14%* **	*22%* **	- **	20% *	17% *	- **
Not at all [1]	4%	- **	- *	*14%* **	*8%* **	- **	- *	11% BS*	- **
Don't know	4%	*7%* **	2% *	- **	*15%* **	- **	3% *	6% *	- **
Net: Higher autonomy	73%	*88%* **	74% *	*71%* **	*56%* **	*100%* **	77% *	65% *	*100%* **
Net: Lower autonomy	23%	*6%* **	24% *	*29%* **	*29%* **	- **	20% *	29% *	- **
Mean	2.92	*3.11* **	2.96 *	*2.67* **	*3.00* **	*3.00* **	3.00 *	2.79 *	*3.00* **
Std. dev	0.75	*0.48*	0.68	*0.85*	*1.06*	-	0.64	0.93	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	223	*12*	106	69	*32*	*4*	118	101	*4*
Base: France only - respondents who selected that sector previously	237	*18*	102	79	*30*	*7*	120	109	*7*
To a great extent [4]	15%	*17%* **	18% *	10% **	*18%* **	- **	18% *	12% *	- **
To some extent [3]	26%	*63%* **	30% *	23% **	*6%* **	- **	35% *	18% *	- **
To a small extent [2]	34%	*13%* **	32% *	42% **	*41%* **	*8%* **	29% *	42% *	*8%* **
Not at all [1]	20%	*7%* **	17% *	22% **	*32%* **	*13%* **	15% *	25% *	*13%* **
Don't know	5%	- **	3% *	3% **	*3%* **	*79%* **	3% *	3% *	*79%* **
Net: Higher autonomy	41%	*80%* **	48% *	33% **	*24%* **	- **	53% BT*	31% *	- **
Net: Lower autonomy	54%	*20%* **	48% *	64% **	*73%* **	*21%* **	44% *	67% BS*	*21%* **
Mean	2.38	*2.90* **	2.52 *	2.22 **	*2.10* **	*1.37* **	2.58 *	2.18 *	*1.37* **
Std. dev	0.99	*0.77*	0.99	0.92	*1.08*	*0.88*	0.97	0.97	*0.88*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	635	*35*	266	218	102	*14*	301	320	*14*
Base: France only - respondents who selected that sector previously	578	*39*	253	194	81	*11*	292	275	*11*
To a great extent [4]	16%	*38%* **	14%	14%	17% *	*7%* **	17%	15%	*7%* **
To some extent [3]	40%	*37%* **	51% BP.BQ	38% BQ	19% *	*19%* **	49% BT	32%	*19%* **
To a small extent [2]	32%	*17%* **	27%	40% BO	28% *	*65%* **	26%	36% BS	*65%* **
Not at all [1]	9%	*1%* **	6%	6%	32% BO.BP*	*8%* **	6%	14% BS	*8%* **
Don't know	3%	*8%* **	2%	2%	5% *	- **	3%	3%	- **
Net: Higher autonomy	56%	*74%* **	65% BP.BQ	52% BQ	35% *	*26%* **	66% BT	47%	*26%* **
Net: Lower autonomy	41%	*18%* **	33%	46% BO	60% BO*	*74%* **	31%	50% BS	*74%* **
Mean	2.64	*3.20* **	2.74 BQ	2.61 BQ	2.21 *	*2.26* **	2.80 BT	2.49	*2.26* **
Std. dev	0.87	*0.79*	0.78	0.80	1.10	*0.75*	0.79	0.91	*0.75*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	180	*13*	80	53	*31*	*3*	93	84	*3*
Base: France only - respondents who selected that sector previously	189	*17*	85	58	*28*	*2*	102	86	*2*
To a great extent [4]	26%	*44%* **	36% *	4% **	*25%* **	*68%* **	38% BT*	11% *	*68%* **
To some extent [3]	39%	*37%* **	38% *	41% **	*41%* **	- **	38% *	41% *	- **
To a small extent [2]	21%	- **	15% *	36% **	*22%* **	- **	12% *	32% BS*	- **
Not at all [1]	6%	- **	9% *	4% **	*4%* **	*25%* **	7% *	4% *	*25%* **
Don't know	8%	*19%* **	2% *	14% **	*7%* **	*7%* **	5% *	12% *	*7%* **
Net: Higher autonomy	65%	*81%* **	75% *	46% **	*66%* **	*68%* **	76% BT*	52% *	*68%* **
Net: Lower autonomy	27%	- **	23% *	41% **	*27%* **	*25%* **	19% *	36% BS*	*25%* **
Mean	2.92	*3.54* **	3.05 BP*	2.52 *	*2.93* **	*3.18* **	3.12 BT*	2.66 *	*3.18* **
Std. dev	0.88	*0.52*	0.94	0.68	*0.85*	*2.16*	0.90	0.76	*2.16*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	45	6	18	17	2	2	24	19	2
Base: France only - respondents who selected that sector previously	44	8	18	11	2	5	26	13	5
To a great extent [4]	24%	42% **	18% **	23% **	34% **	18% **	25% **	25% **	18% **
To some extent [3]	60%	58% **	66% **	54% **	- **	82% **	63% **	46% **	82% **
To a small extent [2]	12%	- **	16% **	19% **	- **	- **	11% **	16% **	- **
Not at all [1]	1%	- **	- **	4% **	- **	- **	- **	3% **	- **
Don't know	3%	- **	- **	- **	66% **	- **	- **	10% **	- **
Net: Higher autonomy	85%	100% **	84% **	77% **	34% **	100% **	89% **	71% **	100% **
Net: Lower autonomy	13%	- **	16% **	23% **	- **	- **	11% **	20% **	- **
Mean	3.11	3.42 **	3.02 **	2.96 **	4.00 **	3.18 **	3.14 **	3.02 **	3.18 **
Std. dev	0.64	0.53	0.60	0.80	-	0.43	0.60	0.81	0.43

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: France only - respondents who selected that sector previously	*14*	-	*3*	*5*	*4*	*2*	*3*	*9*	*2*
Base: France only - respondents who selected that sector previously	*10*	-	*2*	*4*	*3*	*1*	*2*	*7*	*1*
To a great extent [4]	*41%*	-	*-* **	*27%* **	*91%* **	*32%* **	*-* **	*53%* **	*32%* **
To some extent [3]	*10%*	-	*32%* **	*9%* **	*-* **	*-* **	*32%* **	*5%* **	*-* **
To a small extent [2]	*21%*	-	*68%* **	*19%* **	*-* **	*-* **	*68%* **	*11%* **	*-* **
Not at all [1]	*18%*	-	*-* **	*30%* **	*-* **	*68%* **	*-* **	*18%* **	*68%* **
Don't know	*9%*	-	*-* **	*15%* **	*9%* **	*-* **	*-* **	*13%* **	*-* **
Net: Higher autonomy	*51%*	-	*32%* **	*36%* **	*91%* **	*32%* **	*32%* **	*59%* **	*32%* **
Net: Lower autonomy	*39%*	-	*68%* **	*49%* **	*-* **	*68%* **	*68%* **	*29%* **	*68%* **
Mean	*2.82*	-	*2.32* **	*2.40* **	*4.00* **	*1.95* **	*2.32* **	*3.08* **	*1.95* **
Std. dev	*1.28*	-	*0.68*	*1.47*	*-*	*-*	*0.68*	*1.35*	*-*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU	
Unweighted base: France only	2017	124	781	676	340	96	905	1016	96
Base: France only	2017	152	830	637	304	94	982	941	94
A very positive impact [5]	5%	13% BO.BP.BR*	5%	4%	6%	1% *	6%	5%	1% *
A fairly positive impact [4]	21%	36% BO.BP.BQ.BR*	24% BP.BQ.BR	17%	15%	10% *	26% BT.BU	16%	10% *
No impact [3]	25%	23% *	27% BQ.BR	26% BR	19%	14% *	27% BU	24%	14% *
A fairly negative impact [2]	19%	10% *	22% BN.BR	22% BN.BR	15%	10% *	20%	20%	10% *
A very negative impact [1]	8%	5% *	3%	7% BO	25% BN.BO.BP.BR	4% *	4%	13% BS	4% *
Don't know	22%	13% *	19%	23%	20%	61% BN.BO.BP.BQ*	18%	22%	61% BS.BT*
Net: Positive impact	26%	49% BO.BP.BQ.BR*	29% BP.BQ.BR	22%	21%	11% *	32% BT.BU	21%	11% *
Net: Negative impact	27%	15% *	25%	29% BN.BR	40% BN.BO.BP.BR	14% *	23%	33% BS.BU	14% *
Mean	2.95	3.48 BO.BP.BQ*	3.06 BP.BQ	2.86 BQ	2.53	2.84 **	3.13 BT	2.75	2.84 **
Std. dev	1.09	1.06	0.98	1.05	1.31	1.04	1.01	1.15	1.04

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick12_France_2. France's attractiveness as a place to invest and do business									
Unweighted base: France only	2017	124	781	676	340	96	905	1016	96
Base: France only	2017	152	830	637	304	94	982	941	94
A very positive impact [5]	7%	22% BO.BP.BQ.BR*	8% BP	4%	5%	4% *	10% BT	4%	4% *
A fairly positive impact [4]	22%	37% BO.BP.BQ.BR*	25% BQ.BR	20%	16%	9% *	27% BT.BU	19%	9% *
No impact [3]	27%	19% *	29% BR	29% BR	23%	13% *	27% BU	27% BU	13% *
A fairly negative impact [2]	17%	9% *	17%	21% BN.BR	16%	7% *	16%	19% BU	7% *
A very negative impact [1]	7%	1% *	5%	5%	21% BN.BO.BP.BR	7% *	4%	10% BS	7% *
Don't know	20%	11% *	17%	21%	20%	60% BN.BO.BP.BQ*	16%	21% BS	60% BS.BT*
Net: Positive impact	29%	59% BO.BP.BQ.BR*	33% BP.BQ.BR	23%	21%	13% *	37% BT.BU	23%	13% *
Net: Negative impact	24%	10% *	22% BN	26% BN.BR	36% BN.BO.BP.BR	14% *	20%	30% BS.BU	14% *
Mean	3.05	3.79 BO.BP.BQ*	3.16 BP.BQ	2.94 BQ	2.61	2.90 **	3.26 BT	2.83	2.90 **
Std. dev	1.09	0.98	1.04	0.98	1.23	1.23	1.06	1.08	1.23

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick13_France. How worried are you, if at all, about the level of France's national debt?									
Unweighted base: France only	2017	124	781	676	340	96	905	1016	96
Base: France only	2017	152	830	637	304	94	982	941	94
Very worried [4]	31%	28% *	26%	28%	51% BN.BO.BP.BR	21% *	27%	36% BS.BU	21% *
Fairly worried [3]	45%	45% BQ*	47% BQ	53% BQ.BR	30%	33% *	47%	45%	33% *
Not very worried [2]	15%	18% BQ*	19% BQ	14% BQ	6%	17% BQ*	19% BT	12%	17% *
Not at all worried [1]	5%	7% *	4%	3%	9% BO.BP	8% *	5%	5%	8% *
Don't know	4%	2% *	3%	2%	3%	21% BN.BO.BP.BQ*	3%	2%	21% BS.BT*
Net: Worried	76%	73% BR*	73% BR	81% BO.BR	81% BO.BR	54% *	73% BU	81% BS.BU	54% *
Net: Not worried	20%	25% *	24% BP.BQ	17%	15%	25% *	24% BT	17%	25% *
Mean	3.05	2.96 *	2.98	3.08 BR	3.28 BN.BO.BP.BR	2.84 *	2.98	3.15 BS.BU	2.84 *
Std. dev	0.83	0.88	0.81	0.74	0.94	0.94	0.82	0.81	0.94

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
Much more resilient [5]	3%	16% BO.BP.BQ.BR*	3%	2%	3%	1% *	5% BT	2%	1% *
Somewhat more resilient [4]	11%	18% BQ.BR*	14% BR	10% BR	9%	4% *	15% BT.BU	10%	4% *
About as resilient [3]	40%	39% BQ*	48% BQ.BR	42% BQ.BR	27%	30% *	47% BT.BU	37%	30% *
Somewhat less resilient [2]	18%	20% BR*	17% BR	21% BR	16% BR	6% *	18% BU	20% BU	6% *
Much less resilient [1]	12%	4% *	7%	12% BN.BO	34% BN.BO.BP.BR	8% *	6%	19% BS.BU	8% *
Don't know	15%	4% *	11%	13% BN	11%	52% BN.BO.BP.BQ*	10%	12%	52% BS.BT*
Net: More resilient	15%	33% BO.BP.BQ.BR*	17% BP.BR	12% BR	12% BR	4% *	20% BT.BU	12% BU	4% *
Net: Less resilient	30%	24% *	24% BR	33% BO.BR	50% BN.BO.BP.BR	14% *	24% BU	38% BS.BU	14% *
Mean	2.71	3.22 BO.BP.BQ.BR*	2.89 BP.BQ.BR	2.64 BQ	2.24	2.64 BQ*	2.94 BT.BU	2.51	2.64 *
Std. dev	1.00	1.08	0.89	0.92	1.17	0.90	0.93	1.03	0.90

Brunswick Group

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YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
A very positive impact [5]	4%	13% BO.BP.BQ.BR*	3%	2%	6% BP	1% *	5%	3%	1% *
A fairly positive impact [4]	20%	26% BQ.BR*	27% BP.BQ.BR	18% BQ.BR	10%	7% *	27% BT.BU	16% BU	7% *
No impact [3]	28%	23% *	34% BQ.BR	29% BR	24% BR	13% *	32% BU	28% BU	13% *
A fairly negative impact [2]	17%	19% BR*	14% BR	22% BO.BR	20% BR	3% *	15% BU	21% BS.BU	3% *
A very negative impact [1]	8%	7% BR*	4% BR	8% BO.BR	21% BN.BO.BP.BR	1% *	5% BU	12% BS.BU	1% *
Don't know	24%	10% *	18%	21% BN	19%	75% BN.BO.BP.BQ*	17%	20%	75% BS.BT*
Net: Positive impact	23%	40% BP.BQ.BR*	30% BP.BQ.BR	20% BR	16%	8% *	31% BT.BU	19% BU	8% *
Net: Negative impact	25%	27% BR*	18% BR	30% BO.BR	41% BN.BO.BP.BR	4% *	19% BU	33% BS.BU	4% *
Mean	2.93	3.22 BP.BQ*	3.13 BP.BQ	2.81 BQ	2.49	3.18 BP.BQ*	3.15 BT	2.71	3.18 BT*
Std. dev	1.04	1.18	0.91	1.00	1.20	0.87	0.96	1.08	0.87

Brunswick Group

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YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
A very positive impact [5]	5%	21% BO.BP.BQ.BR*	4%	4%	4%	1% *	6%	4%	1% *
A fairly positive impact [4]	22%	29% BQ.BR*	30% BP.BQ.BR	20% BQ.BR	13%	11% *	30% BT.BU	18%	11% *
No impact [3]	25%	21% *	30% BQ.BR	27% BR	21%	13% *	29% BU	25% BU	13% *
A fairly negative impact [2]	16%	13% BR*	14% BR	21% BO.BR	21% BO.BR	3% *	14% BU	21% BS.BU	3% *
A very negative impact [1]	8%	4% *	4%	8% BO.BR	22% BN.BO.BP.BR	1% *	4%	12% BS.BU	1% *
Don't know	24%	11% *	18% BN	21% BN	20% BN	71% BN.BO.BP.BQ*	17%	20%	71% BS.BT*
Net: Positive impact	27%	50% BO.BP.BQ.BR*	33% BP.BQ.BR	24% BQ.BR	17%	12% *	36% BT.BU	22% BU	12% *
Net: Negative impact	24%	18% BR*	18% BR	28% BN.BO.BR	43% BN.BO.BP.BR	4% *	18% BU	33% BS.BU	4% *
Mean	3.00	3.55 BO.BP.BQ*	3.18 BP.BQ	2.89 BQ	2.45	3.30 BP.BQ*	3.24 BT	2.75	3.30 BT*
Std. dev	1.08	1.15	0.95	1.05	1.19	0.86	0.99	1.12	0.86

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YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.									
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
Energy	23%	25% BR*	28% BQ.BR	24% BQ.BR	16%	9% *	27% BT.BU	22% BU	9% *
Defence	17%	21% BR*	18% BR	19% BR	14%	7% *	18% BU	18% BU	7% *
Healthcare	27%	29% BR*	28% BR	29% BR	25%	16% *	28% BU	28% BU	16% *
Financial services	7%	20% BO.BP.BQ.BR*	5%	7%	8%	3% *	7%	7%	3% *
Technology (e.g. software and electronic devices)	14%	17% BR*	15% BR	15% BR	10%	5% *	16% BU	13% BU	5% *
Telecommunications	8%	17% BO.BP.BQ.BR*	9%	8%	6%	3% *	10% BU	7%	3% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	15% BR*	13% BR	10% BR	10%	3% *	13% BU	10% BU	3% *
Transport	10%	16% BR*	10%	10% BR	11% BR	3% *	11% BU	10% BU	3% *
Physical infrastructure and construction	9%	12% BR*	11% BR	8%	9%	3% *	12% BU	8%	3% *
Manufacturing	18%	20% BR*	25% BP.BQ.BR	15%	13%	8% *	24% BT.BU	14%	8% *
Food and agriculture	28%	34% BR*	30% BR	28%	26%	18% *	31% BU	27%	18% *
Media and communications	7%	4% *	7%	7%	7%	3% *	6%	7%	3% *
Retail and luxury	9%	7% *	11%	8%	6%	7% *	10%	8%	7% *
Other [see Sheet3]	1%	1% *	1%	0%	1%	0% *	1%	0%	0% *
None of the above	5%	4% *	3%	5%	15% BN.BO.BP.BR	5% *	3%	8% BS	5% *
Don't know	21%	8% *	15%	19% BN	20% BN	59% BN.BO.BP.BQ*	14%	19% BS	59% BS.BT*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
The national government	12%	23% BO.BP.BQ.BR*	14% BR	12% BR	9%	5% *	15% BT.BU	11%	5% *
Regional and local authorities	5%	7% *	5%	5%	4%	3% *	5%	5%	3% *
European Union institutions	11%	14% *	12%	12%	8%	6% *	12%	11%	6% *
The Armed Forces	20%	21% BR*	20% BR	23% BR	20% BR	8% *	20% BU	22% BU	8% *
Civil Protection (e.g., national and regional civil protection authorities)	30%	35% BQ.BR*	39% BP.BQ.BR	26%	23%	20% *	39% BT.BU	25%	20% *
Emergency services (e.g., police, fire and ambulance services)	30%	34% BQ.BR*	39% BP.BQ.BR	30% BQ.BR	18%	14% *	38% BT.BU	26% BU	14% *
Private companies	6%	8% *	6%	7%	4%	2% *	7%	6%	2% *
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	9% *	16%	19% BN	17%	12% *	15%	18%	12% *
Other [see Sheet4]	0%	- *	0%	0%	1%	- *	0%	0%	- *
None of the above	5%	4% *	1%	5% BO	17% BN.BO.BP.BR	3% *	1%	9% BS.BU	3% *
Don't know	19%	13% *	14%	17%	20%	55% BN.BO.BP.BQ*	14%	18%	55% BS.BT*

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	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?									
brunswick13_Italy_1. Newspapers and periodicals									
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
Trust a great deal [4]	4%	12% BO.BP.BQ.BR*	3%	5%	2%	2% *	5%	4%	2% *
Trust a fair amount [3]	37%	46% BQ.BR*	44% BQ.BR	41% BQ.BR	17%	24% *	45% BT.BU	34%	24% *
Don't trust very much [2]	32%	24% *	35% BR	29%	36% BN.BR	23% *	33%	32%	23% *
Don't trust at all [1]	18%	12% *	12%	19% BO	37% BN.BO.BP.BR	12% *	12%	24% BS.BU	12% *
Don't know	9%	6% *	5%	6%	7%	39% BN.BO.BP.BQ*	6%	7%	39% BS.BT*
Net: Trust	41%	58% BQ.BR*	48% BQ.BR	46% BQ.BR	20%	26% *	49% BT.BU	38% BU	26% *
Net: Do not trust	49%	37% *	47% BR	48% BR	73% BN.BO.BP.BR	35% *	45%	56% BS.BU	35% *
Mean	2.30	2.61 BO.BP.BQ.BR*	2.41 BQ	2.34 BQ	1.84	2.26 BQ*	2.44 BT	2.18	2.26 *
Std. dev	0.83	0.87	0.75	0.85	0.81	0.81	0.77	0.87	0.81

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_2. News channels on television/ Television news broadcasts

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BN	BO	BP	BQ	BR	BS	BT	BU	
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
Trust a great deal [4]	6%	16% BO.BP.BQ.BR*	7%	6%	7%	2% *	8% BU	6%	2% *
Trust a fair amount [3]	40%	47% BQ.BR*	47% BQ.BR	42% BQ.BR	23%	26% *	47% BT.BU	36%	26% *
Don't trust very much [2]	30%	26% *	33%	29%	26%	24% *	32%	28%	24% *
Don't trust at all [1]	17%	9% *	10%	17% BO	38% BN.BO.BP.BR	13% *	10%	23% BS.BU	13% *
Don't know	8%	2% *	3%	7% BO	6%	36% BN.BO.BP.BQ*	3%	6% BS	36% BS.BT*
Net: Trust	46%	63% BP.BQ.BR*	53% BQ.BR	47% BQ.BR	30%	28% *	55% BT.BU	42% BU	28% *
Net: Do not trust	46%	36% *	44%	46%	64% BN.BO.BP.BR	36% *	42%	52% BS.BU	36% *
Mean	2.39	2.70 BP.BQ.BR*	2.51 BP.BQ.BR	2.39 BQ	1.99	2.26 BQ*	2.54 BT.BU	2.26	2.26 *
Std. dev	0.86	0.85	0.77	0.85	0.97	0.80	0.79	0.91	0.80

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YouGov

	Total	Protection by govt from: Terrorism					Protection by govt from: Terrorism (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BN	BO	BP	BQ	BR	BS	BT	BU
brunswick13_Italy_3. Social media									
Unweighted base: Italy only	2075	145	764	695	311	160	909	1006	160
Base: Italy only	2075	136	752	681	317	189	888	998	189
Trust a great deal [4]	5%	8% *	4%	6%	7%	2% *	4%	6%	2% *
Trust a fair amount [3]	25%	22% *	26%	27%	23%	22% *	26%	26%	22% *
Don't trust very much [2]	35%	39% BQ*	40% BQ.BR	35% BQ	24%	26% *	40% BT.BU	31%	26% *
Don't trust at all [1]	28%	30% BR*	26%	26%	41% BO.BP.BR	17% *	27%	30% BU	17% *
Don't know	7%	1% *	4%	6% BN	6%	33% BN.BO.BP.BQ*	3%	6% BS	33% BS.BT*
Net: Trust	31%	30% *	30%	33%	30%	24% *	30%	32%	24% *
Net: Do not trust	62%	69% BR*	66% BR	61% BR	64% BR	43% *	67% BU	62% BU	43% *
Mean	2.09	2.08 *	2.08	2.15 BQ	1.96	2.13 *	2.08	2.09	2.13 *
Std. dev	0.88	0.92	0.83	0.89	0.98	0.83	0.85	0.93	0.83

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	3%	42% BW.BX.BY.BZ*	6% BX.BY.BZ	2% BY	1%	1%	10% CB.CC	1%	1%
Fairly well protected [3]	34%	50% BX.BY.BZ*	76% BV.BX.BY.BZ	29% BY.BZ	8%	23% BY	73% CB.CC	22%	23%
Not very well protected [2]	40%	5% *	15% BV	57% BV.BW.BY.BZ	43% BV.BW.BZ	16% BV	13%	52% CA.CC	16%
Not at all protected [1]	15%	4% *	1%	8% BW.BZ	46% BV.BW.BX.BZ	4% BW	2%	21% CA.CC	4% CA
Don't know	8%	1% *	2%	4% BW.BY	3%	56% BV.BW.BX.BY	2%	4% CA	56% CA.CB
Net: Protected	38%	91% BW.BX.BY.BZ*	82% BX.BY.BZ	31% BY.BZ	9%	24% BY	83% CB.CC	23%	24%
Net: Not protected	54%	8% *	16%	65% BV.BW.BZ	89% BV.BW.BX.BZ	20% BV	15%	73% CA.CC	20% CA
Mean	2.29	3.30 BW.BX.BY.BZ*	2.88 BX.BY.BZ	2.25 BY	1.62	2.47 BX.BY	2.93 CB.CC	2.04	2.47 CB
Std. dev	0.77	0.73	0.50	0.63	0.66	0.71	0.55	0.70	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	7%	63% BW.BX.BY.BZ*	12% BX.BY.BZ	4% BY.BZ	2%	2%	18% CB.CC	3%	2%
Fairly well protected [3]	40%	27% BY*	70% BV.BX.BY.BZ	41% BV.BY.BZ	18%	18%	65% CB.CC	33% CC	18%
Not very well protected [2]	31%	6% *	14% BV.BZ	45% BV.BW.BY.BZ	32% BV.BW.BZ	7%	13% CC	41% CA.CC	7%
Not at all protected [1]	15%	3% *	2%	8% BW.BZ	47% BV.BW.BX.BZ	2%	2%	21% CA.CC	2%
Don't know	8%	2% *	1%	3% BW	2%	71% BV.BW.BX.BY	1%	2% CA	71% CA.CB
Net: Protected	46%	90% BX.BY.BZ*	83% BX.BY.BZ	45% BY.BZ	20%	20%	84% CB.CC	36% CC	20%
Net: Not protected	46%	8% *	16% BZ	53% BV.BW.BZ	78% BV.BW.BX.BZ	9%	15% CC	61% CA.CC	9%
Mean	2.42	3.53 BW.BX.BY.BZ*	2.95 BX.BY.BZ	2.42 BY	1.74	2.66 BX.BY	3.01 CB.CC	2.19	2.66 CB
Std. dev	0.84	0.73	0.58	0.69	0.81	0.70	0.63	0.80	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	3%	100% BW.BX.BY.BZ*	-	-	-	-	12% CB.CC	-	-
Fairly well protected [3]	21%	- *	100% BV.BX.BY.BZ	-	-	-	88% CB.CC	-	-
Not very well protected [2]	45%	- *	-	100% BV.BW.BY.BZ	-	-	-	67% CA.CC	-
Not at all protected [1]	22%	- *	-	-	100% BV.BW.BX.BZ	-	-	33% CA.CC	-
Don't know	9%	- *	-	-	-	100% BV.BW.BX.BY	-	-	100% CA.CB
Net: Protected	24%	100% BX.BY.BZ*	100% BX.BY.BZ	-	-	-	100% CB.CC	-	-
Net: Not protected	67%	- *	-	100% BV.BW.BZ	100% BV.BW.BZ	-	-	100% CA.CC	-
Mean	2.05	4.00 BW*	3.00 BX.BY	2.00	1.00	-	3.12 CB	1.67	-
Std. dev	0.78	-	0.00	-	-	-	0.32	0.47	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	4%	47% BW.BX.BY.BZ*	6% BX.BY.BZ	1%	1%	2%	10% CB.CC	1%	2%
Fairly well protected [3]	29%	43% BX.BY.BZ*	67% BV.BX.BY.BZ	24% BY.BZ	9%	9%	64% CB.CC	19% CC	9%
Not very well protected [2]	40%	7% *	19% BV.BZ	61% BV.BW.BY.BZ	35% BV.BW.BZ	8%	18% CC	52% CA.CC	8%
Not at all protected [1]	16%	1% *	2%	8% BV.BW.BZ	51% BV.BW.BX.BZ	2%	2%	22% CA.CC	2%
Don't know	12%	2% *	6% BY	6% BY	4%	79% BV.BW.BX.BY	6%	5%	79% CA.CB
Net: Protected	33%	91% BW.BX.BY.BZ*	73% BX.BY.BZ	25% BY.BZ	10%	11%	75% CB.CC	20% CC	11%
Net: Not protected	56%	8% *	21% BV.BZ	69% BV.BW.BZ	86% BV.BW.BX.BZ	10%	20% CC	75% CA.CC	10%
Mean	2.23	3.39 BW.BX.BY.BZ*	2.81 BX.BY.BZ	2.20 BY	1.59	2.53 BX.BY*	2.88 CB.CC	1.99	2.53 CB*
Std. dev	0.78	0.68	0.56	0.60	0.71	0.78	0.61	0.70	0.78

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	8%	43% BW.BX.BY.BZ*	16% BX.BY.BZ	6% BY.BZ	4%	2%	19% CB.CC	5% CC	2%
Fairly well protected [3]	39%	47% BY.BZ*	61% BV.BX.BY.BZ	40% BY.BZ	22%	17%	59% CB.CC	34% CC	17%
Not very well protected [2]	31%	6% *	19% BV.BZ	42% BV.BW.BY.BZ	32% BV.BW.BZ	7%	18% CC	39% CA.CC	7%
Not at all protected [1]	12%	1% *	2%	6% BV.BW.BZ	40% BV.BW.BX.BZ	2%	2%	17% CA.CC	2%
Don't know	10%	4% *	2%	6% BW.BY	3%	72% BV.BW.BX.BY	2%	5% CA	72% CA.CB
Net: Protected	47%	90% BW.BX.BY.BZ*	77% BX.BY.BZ	46% BY.BZ	25% BZ	19%	78% CB.CC	39% CC	19%
Net: Not protected	43%	7% *	21% BV.BZ	49% BV.BW.BZ	72% BV.BW.BX.BZ	9%	20% CC	56% CA.CC	9%
Mean	2.47	3.37 BW.BX.BY.BZ*	2.93 BX.BY.BZ	2.48 BY	1.89	2.66 BX.BY	2.98 CB.CC	2.28	2.66 CB
Std. dev	0.84	0.63	0.66	0.71	0.87	0.70	0.67	0.82	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick2_5. Disinformation campaigns									
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well protected [4]	3%	41% BW.BX.BY.BZ*	4% BX.BY.BZ	1%	1%	2%	9% CB.CC	1%	2%
Fairly well protected [3]	17%	40% BX.BY.BZ*	40% BX.BY.BZ	14% BY.BZ	4%	4%	40% CB.CC	10% CC	4%
Not very well protected [2]	42%	14% *	38% BV.BY.BZ	58% BV.BW.BY.BZ	31% BV.BZ	14%	35% CC	49% CA.CC	14%
Not at all protected [1]	25%	4% *	10% BV	20% BV.BW.BZ	59% BV.BW.BX.BZ	7%	9%	33% CA.CC	7%
Don't know	12%	1% *	8% BV.BY	7% BV.BY	5%	73% BV.BW.BX.BY	7%	7%	73% CA.CB
Net: Protected	20%	81% BW.BX.BY.BZ*	44% BX.BY.BZ	15% BY.BZ	5%	6%	48% CB.CC	12% CC	6%
Net: Not protected	68%	18% *	48% BV.BZ	78% BV.BW.BZ	90% BV.BW.BX.BZ	21%	44% CC	82% CA.CC	21%
Mean	1.97	3.20 BW.BX.BY.BZ*	2.41 BX.BY.BZ	1.95 BY	1.45	2.01 BY	2.51 CB.CC	1.78	2.01 CB
Std. dev	0.79	0.82	0.75	0.64	0.64	0.81	0.80	0.68	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Very well informed [4]	3%	22% BW.BX.BY.BZ*	5% BX.BZ	2%	3%	2%	7% CB.CC	3%	2%
Fairly well informed [3]	29%	44% BX.BY.BZ*	45% BX.BY.BZ	28% BY.BZ	21% BZ	12%	45% CB.CC	26% CC	12%
Not very well informed [2]	46%	21% *	40% BV	54% BV.BW.BY.BZ	43% BV	37% BV	38%	50% CA.CC	37%
Not at all informed [1]	15%	7% *	5%	12% BW	30% BV.BW.BX.BZ	18% BV.BW.BX	6%	18% CA	18% CA
Don't know	6%	5% *	4%	4%	3%	32% BV.BW.BX.BY	5%	4%	32% CA.CB
Net: Informed	33%	67% BW.BX.BY.BZ*	50% BX.BY.BZ	30% BY.BZ	24% BZ	14%	52% CB.CC	28% CC	14%
Net: Not informed	61%	28% *	46% BV	65% BV.BW.BZ	73% BV.BW.BX.BZ	55% BV.BW	44%	68% CA.CC	55% CA
Mean	2.22	2.87 BW.BX.BY.BZ*	2.51 BX.BY.BZ	2.21 BY.BZ	1.96	1.97	2.55 CB.CC	2.13 CC	1.97
Std. dev	0.75	0.86	0.68	0.68	0.80	0.73	0.71	0.74	0.73

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Strongly support [5]	4%	12% BW.BX.BY.BZ*	4% BZ	3% BZ	4% BZ	1%	5% CB.CC	3% CC	1%
Tend to support [4]	18%	32% BX.BY.BZ*	25% BX.BY.BZ	18% BY.BZ	12%	9%	26% CB.CC	16% CC	9%
Neither support nor oppose [3]	28%	27% *	31% BY.BZ	31% BY.BZ	21%	22%	30% CC	28% CC	22%
Tend to oppose [2]	20%	14% *	22% BZ	22% BY.BZ	18% BZ	11%	21% CC	21% CC	11%
Strongly oppose [1]	23%	12% *	13%	20% BW	42% BV.BW.BX.BZ	18% BW	13%	27% CA.CC	18% CA
Don't know	8%	3% *	5%	5%	4%	40% BV.BW.BX.BY	5%	5%	40% CA.CB
Net: Support	21%	44% BW.BX.BY.BZ*	29% BX.BY.BZ	21% BY.BZ	16% BZ	10%	31% CB.CC	19% CC	10%
Net: Oppose	43%	26% *	35% BZ	42% BV.BW.BZ	60% BV.BW.BX.BZ	28%	34%	48% CA.CC	28%
Mean	2.56	3.19 BW.BX.BY.BZ*	2.85 BX.BY.BZ	2.60 BY.BZ	2.15	2.43 BY	2.89 CB.CC	2.45	2.43
Std. dev	1.17	1.20	1.10	1.11	1.22	1.11	1.11	1.17	1.11

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.									
Unweighted base	6352	153	1298	2892	1524	485	1451	4416	485
Base	6352	179	1362	2840	1426	544	1541	4267	544
Higher taxes	13%	25% BX.BY.BZ*	20% BX.BY.BZ	13% BY.BZ	8%	6%	21% CB.CC	11% CC	6%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	34% BZ*	27% BZ	28% BZ	28% BZ	13%	28% CC	28% CC	13%
Increased government borrowing	13%	15% BY.BZ*	20% BX.BY.BZ	13% BY.BZ	9%	6%	19% CB.CC	12% CC	6%
I would not be willing to accept any of these	38%	23% *	31%	38% BV.BW	48% BV.BW.BX.BZ	33%	30%	42% CA.CC	33%
Don't know	17%	18% *	15% BY	15% BY	11%	46% BV.BW.BX.BY	15%	13%	46% CA.CB
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?									
Unweighted base: : respondents in full-time or part-time employment only	3366	80	751	1516	763	256	831	2279	256
Base: : respondents in full-time or part-time employment only	3362	80	799	1479	733	270	879	2212	270
Very well prepared [4]	7%	34% BW.BX.BY.BZ*	9% BX.BZ	5%	6%	3%	11% CB.CC	5%	3%
Fairly well prepared [3]	31%	35% BY.BZ*	46% BX.BY.BZ	29% BY.BZ	21%	16%	45% CB.CC	26% CC	16%
Not very well prepared [2]	27%	11% *	21%	33% BV.BW.BY.BZ	27% BV.BW.BZ	15%	20%	31% CA.CC	15%
Not at all prepared [1]	15%	10% *	7%	13% BW.BZ	28% BV.BW.BX.BZ	8%	7%	18% CA.CC	8%
Don't know	22%	10% *	17%	20%	18%	58% BV.BW.BX.BY	17%	19%	58% CA.CB
Net: Prepared	37%	69% BW.BX.BY.BZ*	55% BX.BY.BZ	34% BY.BZ	26%	20%	56% CB.CC	32% CC	20%
Net: Not prepared	41%	21% *	28%	46% BV.BW.BZ	55% BV.BW.BX.BZ	23%	27%	49% CA.CC	23%
Mean	2.37	3.03 BW.BX.BY.BZ*	2.68 BX.BY.BZ	2.32 BY	2.05	2.36 BY*	2.72 CB.CC	2.23	2.36 *
Std. dev	0.88	0.97	0.77	0.82	0.93	0.87	0.80	0.87	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC	
Unweighted base: : respondents in full-time or part-time employment only	3366	80	751	1516	763	256	831	2279	256
Base: : respondents in full-time or part-time employment only	3362	80	799	1479	733	270	879	2212	270
Very well informed [4]	8%	37% BW.BX.BY.BZ*	10% BX.BZ	7%	7%	4%	12% CB.CC	7%	4%
Fairly well informed [3]	30%	35% BZ*	42% BX.BY.BZ	30% BY.BZ	25% BZ	15%	41% CB.CC	28% CC	15%
Not very well informed [2]	29%	9% *	26% BV.BZ	34% BV.BW.BY.BZ	27% BV.BZ	17%	25% CC	32% CA.CC	17%
Not at all informed [1]	16%	11% *	8%	14% BW	28% BV.BW.BX.BZ	13% BW	8%	19% CA	13% CA
Don't know	17%	8% *	14%	15%	13%	51% BV.BW.BX.BY	14%	15%	51% CA.CB
Net: Informed	38%	71% BW.BX.BY.BZ*	52% BX.BY.BZ	36% BZ	32% BZ	18%	53% CB.CC	35% CC	18%
Net: Not informed	44%	20% *	34% BV	48% BV.BW.BZ	55% BV.BW.BX.BZ	30%	33%	50% CA.CC	30%
Mean	2.37	3.05 BW.BX.BY.BZ*	2.63 BX.BY.BZ	2.34 BY	2.13	2.19 *	2.67 CB.CC	2.27	2.19 *
Std. dev	0.90	1.00	0.81	0.85	0.96	0.92	0.84	0.89	0.92

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: : respondents in full-time or part-time employment only	3366	80	751	1516	763	256	831	2279	256
Base: : respondents in full-time or part-time employment only	3362	80	799	1479	733	270	879	2212	270
Very confident [4]	8%	29% BW.BX.BY.BZ*	11% BX.BY.BZ	7%	6%	4%	13% CB.CC	7%	4%
Fairly confident [3]	31%	33% *	42% BX.BY.BZ	31% BY.BZ	25%	21%	41% CB.CC	29% CC	21%
Not very confident [2]	23%	18% BZ*	18% BZ	29% BW.BY.BZ	22% BZ	9%	18% CC	26% CA.CC	9%
Not at all confident [1]	14%	5% *	8%	12% BW	29% BV.BW.BX.BZ	8%	8%	18% CA.CC	8%
Don't know	23%	14% *	21%	21%	18%	58% BV.BW.BX.BY	20%	20%	58% CA.CB
Net: Confident	39%	62% BX.BY.BZ*	53% BX.BY.BZ	38% BY.BZ	31%	25%	54% CB.CC	35% CC	25%
Net: Not confident	37%	23% *	26% BZ	41% BV.BW.BZ	51% BV.BW.BX.BZ	17%	26% CC	44% CA.CC	17%
Mean	2.43	3.01 BW.BX.BY.BZ*	2.71 BX.BY	2.41 BY	2.11	2.51 BY*	2.74 CB.CC	2.31	2.51 *
Std. dev	0.91	0.90	0.83	0.85	0.98	0.93	0.84	0.91	0.93

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very optimistic [5]	1%	*6%* *BW.BX.BZ**	1%	1%	3%	1%	2%	2%	1%
Fairly optimistic [4]	12%	*22%* *BX.BY.BZ**	25% BX.BY.BZ	9% BY	5%	7%	25% CB.CC	8%	7%
Neither optimistic nor pessimistic [3]	24%	*24%* *BY**	29% BY	26% BY	9%	25% BY	29% CB	22%	25%
Fairly pessimistic [2]	36%	*37%* *	32%	41% BW.BY.BZ	31%	28%	33%	38% CA.CC	28%
Very pessimistic [1]	21%	*11%* *	8%	20% BW	49% BV.BW.BX.BZ	14% BW	8%	27% CA.CC	14% CA
Don't know	6%	*1%* *	5%	3%	4%	25% BV.BW.BX.BY	5%	3%	25% CA.CB
Net: Optimistic	13%	*28%* *BX.BY.BZ**	26% BX.BY.BZ	10%	7%	7%	26% CB.CC	9%	7%
Net: Pessimistic	56%	*48%* *	40%	61% BW.BZ	80% BV.BW.BX.BZ	43%	40%	65% CA.CC	43%
Mean	2.34	*2.75* *BX.BY.BZ**	2.79 BX.BY.BZ	2.28 BY	1.77	2.35 BY	2.79 CB.CC	2.15	2.35 CB
Std. dev	1.01	*1.11*	0.96	0.93	1.00	0.92	0.97	0.97	0.92

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?									
brunswick9_UK_1. Jobs and employment									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	1%	*8%* *BW.BX.BY.BZ**	2%	1%	0%	1%	2% CB	1%	1%
Fairly confident [3]	14%	*42%* *BW.BX.BY.BZ**	26% BX.BY.BZ	11% BY.BZ	4%	6%	27% CB.CC	9%	6%
Not very confident [2]	46%	*36%* *	44% BY.BZ	54% BV.BW.BY.BZ	35%	35%	43%	49% CA.CC	35%
Not at all confident [1]	29%	*14%* *	20%	29% BW.BZ	56% BV.BW.BX.BZ	18%	20%	35% CA.CC	18%
Don't know	10%	*1%* *	8%	5%	4%	40% BV.BW.BX.BY	7%	5%	40% CA.CB
Net: Confident	15%	*50%* *BW.BX.BY.BZ**	28% BX.BY.BZ	12% BY.BZ	5%	7%	29% CB.CC	10%	7%
Net: Not confident	75%	*49%* *	64% BZ	82% BV.BW.BZ	91% BV.BW.BX.BZ	53%	63% CC	85% CA.CC	53%
Mean	1.86	*2.44* *BW.BX.BY.BZ**	2.11 BX.BY.BZ	1.84 BY	1.47	1.84 BY	2.13 CB.CC	1.75	1.84
Std. dev	0.72	*0.84*	0.76	0.66	0.60	0.67	0.77	0.67	0.67

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick9_UK_2. People's living standards									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	1%	*7%* *BW.BX.BY.BZ**	1%	1%	-	1%	2%	1%	1%
Fairly confident [3]	10%	*21%* *BX.BY.BZ**	22% BX.BY.BZ	8% BY	3%	5%	22% CB.CC	7%	5%
Not very confident [2]	44%	*40%* *	48% BY.BZ	50% BY.BZ	30%	33%	48% CC	45% CC	33%
Not at all confident [1]	35%	*31%* *	21%	36% BW.BZ	63% BV.BW.BX.BZ	25%	22%	43% CA.CC	25%
Don't know	9%	*1%* *	7% BY	5%	3%	36% BV.BW.BX.BY	7% CB	4%	36% CA.CB
Net: Confident	12%	*28%* *BX.BY.BZ**	23% BX.BY.BZ	9% BY	3%	6%	24% CB.CC	7%	6%
Net: Not confident	80%	*71%* *	70% BZ	87% BV.BW.BZ	93% BV.BW.BX.BZ	58%	70% CC	88% CA.CC	58%
Mean	1.75	*2.05* *BX.BY.BZ**	2.04 BX.BY.BZ	1.72 BY	1.38	1.71 BY	2.04 CB.CC	1.64	1.71
Std. dev	0.70	*0.92*	0.73	0.66	0.55	0.66	0.74	0.65	0.66

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick9_UK_3. Business activity and investment									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	2%	*18%* *BW.BX.BY.BZ**	2%	2%	1%	1%	3% CB	1%	1%
Fairly confident [3]	18%	*40%* *BX.BY.BZ**	30% BX.BY.BZ	16% BY.BZ	7%	8%	31% CB.CC	14% CC	8%
Not very confident [2]	45%	*26%* *	46% BV.BY.BZ	53% BV.BW.BY.BZ	34%	29%	44% CC	48% CC	29%
Not at all confident [1]	23%	*15%* *	12%	20% BW	53% BV.BW.BX.BZ	15%	12%	29% CA.CC	15%
Don't know	13%	*1%* *	10% BY	10% BY	6%	46% BV.BW.BX.BY	9%	9%	46% CA.CB
Net: Confident	19%	*59%* *BW.BX.BY.BZ**	33% BX.BY.BZ	17% BY.BZ	7%	10%	34% CB.CC	15%	10%
Net: Not confident	67%	*41%* *	57% BZ	73% BV.BW.BZ	87% BV.BW.BX.BZ	44%	56% CC	77% CA.CC	44%
Mean	1.98	*2.63* *BW.BX.BY.BZ**	2.26 BX.BY.BZ	1.99 BY	1.52	1.93 BY	2.29 CB.CC	1.86	1.93
Std. dev	0.74	*0.96*	0.71	0.69	0.65	0.74	0.74	0.71	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	3%	*33%* *BW.BX.BY.BZ**	5% BX.BY.BZ	1%	1%	1%	7% CB.CC	1%	1%
Fairly confident [3]	27%	*37%* *BY.BZ**	43% BX.BY.BZ	25% BY.BZ	11%	16%	43% CB.CC	22%	16%
Not very confident [2]	39%	*21%* *	33%	49% BV.BW.BY.BZ	31%	26%	32%	44% CA.CC	26%
Not at all confident [1]	21%	*8%* *	10%	19% BW	53% BV.BW.BX.BZ	15%	10%	28% CA.CC	15%
Don't know	10%	*1%* *	9% BX.BY	5%	4%	43% BV.BW.BX.BY	8% CB	5%	43% CA.CB
Net: Confident	29%	*70%* *BW.BX.BY.BZ**	48% BX.BY.BZ	27% BY.BZ	12%	17%	50% CB.CC	23%	17%
Net: Not confident	61%	*29%* *	43%	68% BV.BW.BZ	84% BV.BW.BX.BZ	40%	42%	72% CA.CC	40%
Mean	2.12	*2.95* *BW.BX.BY.BZ**	2.48 BX.BY.BZ	2.09 BY	1.58	2.05 BY	2.51 CB.CC	1.96	2.05
Std. dev	0.80	*0.95*	0.76	0.72	0.72	0.77	0.78	0.75	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	1%	*18%* BW.BX.BY.BZ*	1%	1%	0%	1%	2% CB	1%	1%
Fairly prepared [3]	14%	*27%* BX.BY.BZ*	29% BX.BY.BZ	11% BY	4%	8%	28% CB.CC	9%	8%
Not very prepared [2]	48%	*36%* *	51% BY.BZ	57% BV.BY.BZ	28%	33%	50% CC	50% CC	33%
Not at all prepared [1]	29%	*15%* *	13%	28% BW	65% BV.BW.BX.BZ	22% BW	13%	37% CA.CC	22% CA
Don't know	8%	*4%* *	6% BX.BY	4%	2%	36% BV.BW.BX.BY	6% CB	3%	36% CA.CB
Net: Prepared	15%	*44%* BX.BY.BZ*	30% BX.BY.BZ	11% BY	4%	9%	31% CB.CC	10%	9%
Net: Not prepared	77%	*52%* *	64% BZ	85% BV.BW.BZ	93% BV.BW.BX.BZ	55%	63%	87% CA.CC	55%
Mean	1.86	*2.49* BW.BX.BY.BZ*	2.20 BX.BY.BZ	1.83 BY	1.38	1.81 BY	2.22 CB.CC	1.72	1.81
Std. dev	0.70	*0.98*	0.68	0.63	0.58	0.71	0.71	0.65	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick10_UK_2. A major public health crisis									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	3%	*32%* *BW.BX.BY.BZ**	7% BX.BY.BZ	2%	0%	1%	9% CB.CC	1%	1%
Fairly prepared [3]	27%	*35%* *BY.BZ**	44% BX.BY.BZ	26% BY.BZ	11%	17% BY	43% CB.CC	22%	17%
Not very prepared [2]	40%	*20%* *	35%	49% BV.BW.BY.BZ	30%	31%	34%	44% CA.CC	31%
Not at all prepared [1]	25%	*11%* *	12%	21% BW	57% BV.BW.BX.BZ	23% BW	12%	30% CA.CC	23% CA
Don't know	5%	*2%* *	3%	2%	1%	28% BV.BW.BX.BY	3%	2%	28% CA.CB
Net: Prepared	30%	*67%* *BX.BY.BZ**	50% BX.BY.BZ	28% BY.BZ	11%	18% BY	51% CB.CC	24%	18%
Net: Not prepared	65%	*31%* *	46%	70% BV.BW.BZ	87% BV.BW.BX.BZ	54% BV	45%	75% CA.CC	54% CA
Mean	2.09	*2.90* *BW.BX.BY.BZ**	2.47 BX.BY.BZ	2.08 BY.BZ	1.54	1.94 BY	2.50 CB.CC	1.95	1.94
Std. dev	0.82	*1.00*	0.79	0.74	0.70	0.77	0.82	0.77	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick10_UK_3. An extreme weather event									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	1%	*28%* *BW.BX.BY.BZ**	1% BX	0%	1%	1%	3% CB.CC	0%	1%
Fairly prepared [3]	19%	*24%* *BY.BZ**	34% BX.BY.BZ	17% BY.BZ	9%	9%	33% CB.CC	15% CC	9%
Not very prepared [2]	45%	*25%* *	44% BV.BY.BZ	55% BV.BW.BY.BZ	30%	31%	43% CC	49% CC	31%
Not at all prepared [1]	30%	*23%* *	18%	27% BW	59% BV.BW.BX.BZ	28% BW	18%	35% CA	28% CA
Don't know	5%	- *	3%	2%	2%	32% BV.BW.BX.BY	2%	2%	32% CA.CB
Net: Prepared	20%	*52%* *BW.BX.BY.BZ**	35% BX.BY.BZ	17% BY.BZ	10%	9%	36% CB.CC	15% CC	9%
Net: Not prepared	75%	*48%* *	62%	81% BV.BW.BZ	88% BV.BW.BX.BZ	59%	61%	83% CA.CC	59%
Mean	1.91	*2.57* *BW.BX.BY.BZ**	2.19 BX.BY.BZ	1.90 BY.BZ	1.51	1.74 BY	2.22 CB.CC	1.81	1.74
Std. dev	0.74	*1.13*	0.74	0.66	0.69	0.71	0.78	0.69	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	11%	*33%* *BW.BX.BY.BZ**	14% BX.BY.BZ	10%	8%	7%	16% CB.CC	9%	7%
Fairly confident [3]	44%	*37%* *	52% BX.BY.BZ	44% BY	36%	41%	51% CB.CC	42%	41%
Not very confident [2]	26%	*11%* *	24% BZ	30% BV.BW.BZ	28% BV.BZ	15%	23% CC	29% CA.CC	15%
Not at all confident [1]	12%	*18%* *BW**	6%	11% BW	24% BW.BX.BZ	11% BW	7%	14% CA	11% CA
Don't know	7%	*2%* *	4%	6%	5%	26% BV.BW.BX.BY	4%	6%	26% CA.CB
Net: Confident	55%	*69%* *BY.BZ**	66% BX.BY.BZ	54% BY	43%	47%	66% CB.CC	51%	47%
Net: Not confident	38%	*29%* *	30%	40% BW.BZ	52% BV.BW.BX.BZ	26%	30%	43% CA.CC	26%
Mean	2.58	*2.86* *BX.BY**	2.78 BX.BY.BZ	2.56 BY	2.28	2.58 BY	2.78 CB.CC	2.49	2.58
Std. dev	0.86	*1.09*	0.77	0.83	0.93	0.86	0.80	0.86	0.86

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	13%	*35%* *BW.BX.BY.BZ**	18% BX.BY.BZ	12%	10%	8%	19% CB.CC	12%	8%
Fairly confident [3]	45%	*34%* *	51% BY.BZ	48% BY.BZ	34%	40%	50% CC	45%	40%
Not very confident [2]	22%	*18%* *	20%	25% BZ	26% BZ	15%	20%	25% CA.CC	15%
Not at all confident [1]	10%	*13%* *	6%	9%	22% BW.BX.BZ	10%	7%	12% CA	10%
Don't know	8%	- *	4%	6%	8% BW	27% BV.BW.BX.BY	4%	7% CA	27% CA.CB
Net: Confident	59%	*69%* *BY.BZ**	69% BX.BY.BZ	61% BY.BZ	44%	48%	69% CB.CC	56% CC	48%
Net: Not confident	33%	*31%* *	26%	33% BW.BZ	48% BW.BX.BZ	25%	27%	37% CA.CC	25%
Mean	2.67	*2.91* *BY**	2.85 BX.BY.BZ	2.69 BY	2.34	2.63 BY	2.85 CB.CC	2.60	2.63
Std. dev	0.86	*1.03*	0.80	0.81	0.97	0.85	0.82	0.87	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick11_UK_3. Your housing situation									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	30%	*47%* *BY.BZ**	34% BY.BZ	32% BZ	26%	20%	35% CC	30% CC	20%
Fairly confident [3]	45%	*32%* *	46%	48% BZ	42%	39%	45%	46%	39%
Not very confident [2]	11%	*12%* *	11%	12%	11%	10%	11%	12%	10%
Not at all confident [1]	7%	*9%* *	5%	5%	16% BW.BX.BZ	5%	5%	7%	5%
Don't know	7%	- *	4%	4%	5%	26% BV.BW.BX.BY	4%	4%	26% CA.CB
Net: Confident	75%	*79%* *BZ**	80% BY.BZ	79% BY.BZ	68% BZ	59%	80% CC	76% CC	59%
Net: Not confident	18%	*21%* *	16%	17%	27% BW.BX.BZ	15%	17%	19%	15%
Mean	3.06	*3.16* *	3.14 BY	3.11 BY	2.83	3.01	3.14 CB	3.04	3.01
Std. dev	0.85	*0.98*	0.82	0.80	1.01	0.81	0.83	0.87	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?									
brunswick12_UK_1. A large unexpected expense									
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	9%	*23%* *BW.BX.BY.BZ**	11% BZ	8%	10% BZ	5%	11% CC	9%	5%
Fairly confident [3]	38%	*35%* *	44% BY.BZ	39% BY	30%	33%	43% CB.CC	37%	33%
Not very confident [2]	27%	*18%* *	28% BZ	30% BY.BZ	23%	19%	27% CC	28% CC	19%
Not at all confident [1]	19%	*24%* *	13%	18% BW	32% BW.BX.BZ	20% BW	14%	21% CA	20%
Don't know	7%	- *	4%	5%	6%	23% BV.BW.BX.BY	4%	5%	23% CA.CB
Net: Confident	47%	*58%* *BY.BZ**	55% BX.BY.BZ	47% BY.BZ	40%	38%	55% CB.CC	45%	38%
Net: Not confident	46%	*42%* *	41%	48% BW.BZ	55% BW.BX.BZ	39%	41%	50% CA.CC	39%
Mean	2.39	*2.57* *BY**	2.54 BX.BY.BZ	2.40 BY	2.18	2.30	2.54 CB.CC	2.35	2.30
Std. dev	0.92	*1.11*	0.86	0.89	1.02	0.93	0.88	0.93	0.93

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	5%	*15%* *BW.BX.BY.BZ**	5% BZ	5% BZ	5% BZ	1%	6% CC	5% CC	1%
Fairly confident [3]	25%	*27%* *	30% BX.BY.BZ	24%	22%	18%	30% CB.CC	23%	18%
Not very confident [2]	38%	*29%* *	41% BY.BZ	42% BY.BZ	30%	29%	40% CC	39% CC	29%
Not at all confident [1]	25%	*30%* *	18%	24% BW	37% BW.BX.BZ	25%	19%	27% CA	25%
Don't know	8%	- *	6%	5%	6%	27% BV.BW.BX.BY	5%	5%	27% CA.CB
Net: Confident	29%	*41%* *BZ**	35% BX.BY.BZ	28% BZ	27%	20%	36% CB.CC	28% CC	20%
Net: Not confident	63%	*59%* *	59%	66% BW.BZ	67% BW.BZ	54%	59%	67% CA.CC	54%
Mean	2.09	*2.26* *BZ**	2.23 BX.BY.BZ	2.09 BY.BZ	1.94	1.94	2.24 CB.CC	2.05	1.94
Std. dev	0.85	*1.05*	0.82	0.83	0.91	0.82	0.84	0.85	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: UK only	2260	*43*	538	1075	360	244	581	1435	244
Base: UK only	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	6%	*15%* *BX.BZ**	9% BX.BZ	5% BZ	8% BZ	2%	9% CB.CC	6% CC	2%
Fairly confident [3]	37%	*50%* *BY.BZ**	41% BY.BZ	38% BY	26%	31%	42% CB.CC	35%	31%
Not very confident [2]	34%	*15%* *	35% BV.BZ	36% BV.BZ	31%	26%	34%	35% CC	26%
Not at all confident [1]	17%	*20%* *	11%	16% BW	30% BW.BX.BZ	17% BW	11%	19% CA	17%
Don't know	7%	- *	5%	4%	5%	24% BV.BW.BX.BY	5%	5%	24% CA.CB
Net: Confident	43%	*65%* *BX.BY.BZ**	49% BX.BY.BZ	43% BY.BZ	34%	33%	50% CB.CC	41% CC	33%
Net: Not confident	51%	*35%* *	46%	52% BV.BW.BZ	61% BV.BW.BX.BZ	43%	45%	54% CA.CC	43%
Mean	2.34	*2.60* *BY.BZ**	2.50 BX.BY.BZ	2.34 BY	2.13	2.23	2.50 CB.CC	2.29	2.23
Std. dev	0.85	*0.98*	0.81	0.81	0.95	0.82	0.82	0.85	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only	2017	*47*	230	892	759	89	277	1651	89
Base: France only	2017	*70*	308	861	679	98	378	1540	98
Geopolitical tensions	37%	*20%* **	36%	39% BZ	37%	25% *	33%	38%	25% *
Political instability in France	41%	*23%* **	38% BZ	43% BZ	45% BZ	18% *	35% CC	44% CC	18% *
Artificial Intelligence (AI)	36%	*24%* **	35%	33%	40% BX	35% *	33%	36%	35% *
An ageing workforce	12%	*21%* **	12%	13%	11%	10% *	13%	12%	10% *
Economic or financial shock	44%	*30%* **	41%	45% BZ	47% BZ	27% *	39%	46% CC	27% *
Climate change and extreme weather	31%	*43%* **	30%	33%	28%	26% *	32%	31%	26% *
Supply-chain disruption	16%	*27%* **	20%	16%	15%	11% *	21%	16%	11% *
Other [see Sheet1]	1%	*5%* **	0%	1%	2%	- *	1%	2%	- *
None of the above	2%	*1%* **	3%	2%	3%	6% BX*	2%	2%	6% *
Don't know	10%	*13%* **	8%	10% BY	7%	34% BW.BX.BY*	9%	9%	34% CA.CB*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.									
Unweighted base: France only	2017	*47*	230	892	759	89	277	1651	89
Base: France only	2017	*70*	308	861	679	98	378	1540	98
Energy	35%	*22%* **	38% BZ	39% BY.BZ	32% BZ	18% *	35% CC	36% CC	18% *
Defence	29%	*31%* **	32% BZ	32% BZ	27% BZ	12% *	32% CC	30% CC	12% *
Healthcare	25%	*37%* **	22%	25%	26%	17% *	25%	26%	17% *
Financial services	14%	*22%* **	16% BZ	14% BZ	13%	4% *	17% CC	14%	4% *
Technology (e.g. software and electronic devices)	16%	*16%* **	18% BZ	16% BZ	17% BZ	4% *	18% CC	17% CC	4% *
Telecommunications	7%	*14%* **	6%	9% BY	5%	7% *	7%	7%	7% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	*13%* **	16%	17%	17%	7% *	16%	17%	7% *
Transport	8%	*20%* **	9%	8%	5%	13% BY*	11%	7%	13% *
Physical infrastructure and construction	6%	*19%* **	5%	6%	6%	- *	8% CC	6%	- *
Manufacturing	12%	*8%* **	15%	12%	11%	9% *	13%	11%	9% *
Food and agriculture	29%	*23%* **	24%	29%	32% BZ	17% *	23%	31% CC	17% *
Media and communications	9%	*16%* **	12% BZ	9%	9%	2% *	13% CC	9%	2% *
Retail and luxury	2%	*14%* **	1%	1%	2%	5% *	4%	2%	5% *
Other [see Sheet2]	1%	- **	0%	0%	1%	1% *	0%	1%	1% *
None of the above	2%	- **	1%	2%	3%	4% *	1%	3%	4% *
Don't know	18%	*8%* **	16%	16%	19%	52% BW.BX.BY*	14%	17%	52% CA.CB*

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	731	*11*	86	349	265	*20*	97	614	*20*
Base: France only - respondents who selected that sector previously	706	*16*	117	340	216	*17*	133	556	*17*
To a great extent [4]	22%	*66%* **	20% *	21%	22%	*11%* **	25% *	21%	*11%* **
To some extent [3]	40%	*34%* **	51% *	41%	35%	*23%* **	49% *	39%	*23%* **
To a small extent [2]	25%	- **	24% *	27%	24%	*30%* **	22% *	26%	*30%* **
Not at all [1]	11%	- **	4% *	11%	15% BW	*27%* **	3% *	12%	*27%* **
Don't know	2%	- **	1% *	1%	4%	*10%* **	1% *	2%	*10%* **
Net: Higher autonomy	62%	*100%* **	71% *	61%	58%	*33%* **	74% CB*	60%	*33%* **
Net: Lower autonomy	36%	- **	28% *	38%	39%	*57%* **	25% *	38%	*57%* **
Mean	2.74	*3.66* **	2.88 *	2.72	2.67	*2.18* **	2.97 *	2.70	*2.18* **
Std. dev	0.93	*0.49*	0.77	0.91	1.00	*1.03*	0.78	0.94	*1.03*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_2_France. Defence	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	632	*11*	77	306	229	*9*	88	535	*9*
Base: France only - respondents who selected that sector previously	587	*22*	99	274	181	*11*	121	455	*11*
To a great extent [4]	20%	*38%* **	22% *	20%	15%	*17%* **	25% *	18%	*17%* **
To some extent [3]	48%	*60%* **	40% *	53%	47%	*11%* **	44% *	50%	*11%* **
To a small extent [2]	23%	- **	31% *	21%	23%	*34%* **	26% *	22%	*34%* **
Not at all [1]	5%	*2%* **	2% *	3%	9% BX	- **	2% *	5%	- **
Don't know	5%	- **	4% *	3%	6%	*38%* **	3% *	4%	*38%* **
Net: Higher autonomy	68%	*98%* **	63% *	73% BY	62%	*28%* **	69% *	69%	*28%* **
Net: Lower autonomy	27%	*2%* **	34% *	24%	32%	*34%* **	28% *	27%	*34%* **
Mean	2.87	*3.34* **	2.86 *	2.94 BY	2.73	*2.73* **	2.95 *	2.85	*2.73* **
Std. dev	0.79	*0.61*	0.80	0.73	0.85	*0.93*	0.79	0.79	*0.93*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	503	*14*	52	221	199	*17*	66	420	*17*
Base: France only - respondents who selected that sector previously	506	*26*	69	215	179	*17*	95	394	*17*
To a great extent [4]	23%	*70%* **	29% *	19%	21%	*6%* **	40% CB*	20%	*6%* **
To some extent [3]	39%	*28%* **	40% *	48% BY	32%	*23%* **	37% *	41%	*23%* **
To a small extent [2]	23%	*2%* **	27% *	23%	24%	*26%* **	20% *	23%	*26%* **
Not at all [1]	9%	- **	3% *	6%	17% BW.BX	*12%* **	2% *	11%	*12%* **
Don't know	5%	- **	1% *	4%	6%	*32%* **	1% *	5%	*32%* **
Net: Higher autonomy	63%	*98%* **	69% *	67% BY	53%	*29%* **	77% *	61%	*29%* **
Net: Lower autonomy	32%	*2%* **	30% *	29%	41%	*38%* **	22% *	34%	*38%* **
Mean	2.81	*3.68* **	2.97 *	2.84 BY	2.60	*2.34* **	3.17 CB*	2.73	*2.34* **
Std. dev	0.92	*0.51*	0.83	0.81	1.03	*0.92*	0.82	0.92	*0.92*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	265	*9*	*28*	122	102	*4*	*37*	224	*4*
Base: France only - respondents who selected that sector previously	280	*16*	*50*	125	85	*4*	*66*	210	*4*
To a great extent [4]	14%	*64%* **	*21%* **	10% *	8% *	- **	*31%* **	9%	- **
To some extent [3]	39%	*34%* **	*33%* **	44% *	35% *	*79%* **	*33%* **	40%	*79%* **
To a small extent [2]	30%	- **	*43%* **	37% *	21% *	- **	*33%* **	30%	- **
Not at all [1]	13%	*2%* **	*3%* **	5% *	31% BX*	*21%* **	*3%* **	16%	*21%* **
Don't know	3%	- **	- **	4% *	5% *	- **	- **	4%	- **
Net: Higher autonomy	54%	*98%* **	*54%* **	54% *	43% *	*79%* **	*64%* **	50%	*79%* **
Net: Lower autonomy	43%	*2%* **	*46%* **	42% *	52% *	*21%* **	*36%* **	46%	*21%* **
Mean	2.57	*3.60* **	*2.72* **	2.62 BY*	2.20 *	*2.57* **	*2.93* **	2.45	*2.57* **
Std. dev	0.90	*0.61*	*0.83*	0.75	1.00	*0.94*	*0.87*	0.88	*0.94*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_5_France. Technology (e.g. software and electronic devices)	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	328	*10*	*40*	153	119	*6*	*50*	272	*6*
Base: France only - respondents who selected that sector previously	326	*11*	*57*	140	115	*4*	*68*	255	*4*
To a great extent [4]	12%	*64%* **	*10%* **	10% *	10% *	*21%* **	*19%* **	10%	*21%* **
To some extent [3]	34%	*24%* **	*55%* **	36% *	23% *	*11%* **	*50%* **	30%	*11%* **
To a small extent [2]	37%	*12%* **	*22%* **	43% *	40% *	*40%* **	*20%* **	42%	*40%* **
Not at all [1]	14%	- **	*12%* **	10% *	23% BX*	- **	*10%* **	16%	- **
Don't know	3%	- **	*2%* **	1% *	4% *	*28%* **	*2%* **	3%	*28%* **
Net: Higher autonomy	46%	*88%* **	*64%* **	46% *	33% *	*32%* **	*68%* **	40%	*32%* **
Net: Lower autonomy	51%	*12%* **	*34%* **	53% *	63% *	*40%* **	*30%* **	57%	*40%* **
Mean	2.45	*3.53* **	*2.63* **	2.47 *	2.21 *	*2.73* **	*2.78* **	2.35	*2.73* **
Std. dev	0.89	*0.73*	*0.83*	0.80	0.93	*1.07*	*0.87*	0.87	*1.07*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	133	*6*	*17*	64	*41*	*5*	*23*	105	*5*
Base: France only - respondents who selected that sector previously	142	*10*	*19*	76	*31*	*7*	*28*	107	*7*
To a great extent [4]	17%	*53%* **	*29%* **	13% **	*12%* *	- **	*37%* **	13% *	- **
To some extent [3]	45%	*42%* **	*55%* **	42% **	*46%* *	*47%* **	*51%* **	43% *	*47%* **
To a small extent [2]	29%	- **	*8%* **	39% **	*28%* *	*9%* **	*5%* **	36% *	*9%* **
Not at all [1]	2%	*6%* **	- **	1% **	*6%* *	- **	*2%* **	2% *	- **
Don't know	7%	- **	*8%* **	5% **	*7%* *	*44%* **	*5%* **	6% *	*44%* **
Net: Higher autonomy	62%	*94%* **	*85%* **	55% **	*59%* *	*47%* **	*88%* **	56% *	*47%* **
Net: Lower autonomy	31%	*6%* **	*8%* **	40% **	*34%* *	*9%* **	*7%* **	38% *	*9%* **
Mean	2.83	*3.41* **	*3.24* **	2.71 **	*2.70* *	*2.84* **	*3.30* **	2.71 *	*2.84* **
Std. dev	0.75	*0.80*	*0.61*	0.71	*0.79*	*0.43*	*0.67*	0.73	*0.43*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	367	*6*	*43*	170	142	*6*	*49*	312	*6*
Base: France only - respondents who selected that sector previously	331	*9*	*51*	150	115	*7*	*59*	265	*7*
To a great extent [4]	13%	*86%* **	*25%* **	12% BY	4% *	- **	*34%* *CB**	8%	- **
To some extent [3]	33%	*5%* **	*47%* **	38% BY	23% *	*33%* **	*41%* *	31%	*33%* **
To a small extent [2]	34%	*9%* **	*23%* **	33%	43% *	*24%* **	*21%* *	38%	*24%* **
Not at all [1]	15%	- **	*4%* **	15%	22% *	- **	*4%* *	18% CA	- **
Don't know	5%	- **	- **	2%	8% *	*43%* **	- *	5%	*43%* **
Net: Higher autonomy	46%	*91%* **	*73%* **	50% BY	26% *	*33%* **	*75%* *CB**	40%	*33%* **
Net: Lower autonomy	49%	*9%* **	*27%* **	48%	66% BX*	*24%* **	*25%* *	56% CA	*24%* **
Mean	2.46	*3.76* **	*2.94* **	2.48 BY	2.08 *	*2.58* **	*3.06* *CB**	2.31	*2.58* **
Std. dev	0.91	*0.64*	*0.81*	0.89	0.81	*0.57*	*0.84*	0.88	*0.57*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	133	*10*	*17*	60	*37*	*9*	*27*	97	*9*
Base: France only - respondents who selected that sector previously	159	*14*	*27*	71	*34*	*13*	*41*	105	*13*
To a great extent [4]	24%	*52%* **	*33%* **	20% **	*21%* **	- **	*39%* **	20% *	- **
To some extent [3]	44%	*43%* **	*34%* **	53% **	*44%* **	*19%* **	*37%* **	50% *	*19%* **
To a small extent [2]	19%	- **	*25%* **	13% **	*28%* **	*37%* **	*16%* **	18% *	*37%* **
Not at all [1]	8%	*4%* **	*8%* **	11% **	*6%* **	- **	*7%* **	9% *	- **
Don't know	5%	- **	- **	3% **	- **	*44%* **	- **	2% *	*44%* **
Net: Higher autonomy	68%	*96%* **	*67%* **	73% **	*65%* **	*19%* **	*77%* **	71% *	*19%* **
Net: Lower autonomy	27%	*4%* **	*33%* **	24% **	*35%* **	*37%* **	*23%* **	27% *	*37%* **
Mean	2.88	*3.44* **	*2.92* **	2.85 **	*2.80* **	*2.34* **	*3.09* **	2.83 *	*2.34* **
Std. dev	0.88	*0.73*	*0.96*	0.88	*0.86*	*0.51*	*0.92*	0.87	*0.51*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick11_9_France. Physical infrastructure and construction									
Unweighted base: France only - respondents who selected that sector previously	133	*7*	*15*	61	*50*	-	*22*	111	-
Base: France only - respondents who selected that sector previously	121	*13*	*16*	51	*41*	-	*29*	92	-
To a great extent [4]	20%	*26%* **	*12%* **	10% *	*33%* *BX**	-	*18%* **	20% *	-
To some extent [3]	53%	*68%* **	*74%* **	60% BY*	*32%* *	-	*72%* **	48% *	-
To a small extent [2]	19%	*6%* **	*14%* **	29% *	*12%* *	-	*10%* **	21% *	-
Not at all [1]	4%	- **	- **	- *	*12%* *BX**	-	- **	5% *	-
Don't know	4%	- **	- **	1% *	*11%* *	-	- **	6% *	-
Net: Higher autonomy	73%	*94%* **	*86%* **	70% *	*65%* *	-	*90%* **	68% *	-
Net: Lower autonomy	23%	*6%* **	*14%* **	29% *	*24%* *	-	*10%* **	27% *	-
Mean	2.92	*3.19* **	*2.98* **	2.81 *	*2.96* **	-	*3.08* **	2.87 *	-
Std. dev	0.75	*0.55*	*0.52*	0.60	*1.04*	-	*0.54*	0.81	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	223	*6*	*29*	102	80	*6*	*35*	182	*6*
Base: France only - respondents who selected that sector previously	237	*5*	*45*	101	76	*9*	*51*	177	*9*
To a great extent [4]	15%	*56%* **	*33%* **	11% *	9% *	- **	*36%* **	10% *	- **
To some extent [3]	26%	*26%* **	*44%* **	24% *	22% *	- **	*42%* **	23% *	- **
To a small extent [2]	34%	*18%* **	*18%* **	50% BY*	25% *	*19%* **	*18%* **	39% *	*19%* **
Not at all [1]	20%	- **	*4%* **	14% *	40% BX*	*10%* **	*3%* **	25% *	*10%* **
Don't know	5%	- **	*2%* **	1% *	5% *	*71%* **	*2%* **	3% *	*71%* **
Net: Higher autonomy	41%	*82%* **	*77%* **	35% *	30% *	- **	*77%* **	33% *	- **
Net: Lower autonomy	54%	*18%* **	*21%* **	64% *	65% *	*29%* **	*21%* **	64% *	*29%* **
Mean	2.38	*3.38* **	*3.08* **	2.32 *	1.99 *	*1.66* **	*3.12* **	2.18 *	*1.66* **
Std. dev	0.99	*0.86*	*0.82*	0.85	1.01	*0.60*	*0.82*	0.93	*0.60*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	635	*11*	69	276	264	*15*	80	540	*15*
Base: France only - respondents who selected that sector previously	578	*16*	73	253	220	*16*	89	473	*16*
To a great extent [4]	16%	*57%* **	13% *	16%	13%	*15%* **	21% *	15%	*15%* **
To some extent [3]	40%	*37%* **	58% BY*	48% BY	28%	*16%* **	54% CB*	39%	*16%* **
To a small extent [2]	32%	*3%* **	23% *	28%	38%	*62%* **	19% *	33%	*62%* **
Not at all [1]	9%	*3%* **	4% *	5%	17% BW.BX	*3%* **	4% *	11%	*3%* **
Don't know	3%	- **	2% *	2%	3%	*4%* **	1% *	3%	*4%* **
Net: Higher autonomy	56%	*94%* **	71% BY*	64% BY	41%	*31%* **	76% CB*	54%	*31%* **
Net: Lower autonomy	41%	*6%* **	27% *	33%	56% BW.BX	*65%* **	23% *	44% CA	*65%* **
Mean	2.64	*3.48* **	2.82 BY*	2.78 BY	2.38	*2.44* **	2.94 CB*	2.59	*2.44* **
Std. dev	0.87	*0.72*	0.72	0.78	0.94	*0.82*	0.76	0.88	*0.82*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	180	*6*	*32*	79	60	*3*	*38*	139	*3*
Base: France only - respondents who selected that sector previously	189	*11*	*38*	77	61	*2*	*49*	138	*2*
To a great extent [4]	26%	*78%* **	*32%* **	18% *	21% *	*70%* **	*43%* **	19% *	*70%* **
To some extent [3]	39%	- **	*46%* **	42% *	41% *	- **	*35%* **	41% *	- **
To a small extent [2]	21%	*22%* **	*18%* **	26% *	16% *	- **	*19%* **	22% *	- **
Not at all [1]	6%	- **	*4%* **	5% *	10% *	*24%* **	*3%* **	7% *	*24%* **
Don't know	8%	- **	- **	10% *	13% *	*7%* **	- **	11% *	*7%* **
Net: Higher autonomy	65%	*78%* **	*78%* **	59% *	62% *	*70%* **	*78%* **	60% *	*70%* **
Net: Lower autonomy	27%	*22%* **	*22%* **	31% *	26% *	*24%* **	*22%* **	29% *	*24%* **
Mean	2.92	*3.56* **	*3.06* **	2.80 *	2.83 *	*3.23* **	*3.18* **	2.81 *	*3.23* **
Std. dev	0.88	*0.86*	*0.82*	0.82	0.92	*2.01*	*0.85*	0.86	*2.01*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	45	5	7	15	16	2	12	31	2
Base: France only - respondents who selected that sector previously	44	10	5	12	13	5	14	25	5
To a great extent [4]	24%	29% **	40% **	5% **	35% **	18% **	33% **	21% **	18% **
To some extent [3]	60%	71% **	60% **	71% **	33% **	82% **	67% **	52% **	82% **
To a small extent [2]	12%	- **	- **	19% **	21% **	- **	- **	20% **	- **
Not at all [1]	1%	- **	- **	4% **	- **	- **	- **	2% **	- **
Don't know	3%	- **	- **	- **	10% **	- **	- **	5% **	- **
Net: Higher autonomy	85%	100% **	100% **	77% **	69% **	100% **	100% **	73% **	100% **
Net: Lower autonomy	13%	- **	- **	23% **	21% **	- **	- **	22% **	- **
Mean	3.11	3.29 **	3.40 **	2.78 **	3.16 **	3.18 **	3.33 **	2.97 **	3.18 **
Std. dev	0.64	0.48	0.55	0.62	0.81	0.43	0.49	0.73	0.43

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only - respondents who selected that sector previously	*14*	-	*1*	*6*	*6*	*1*	*1*	*12*	*1*
Base: France only - respondents who selected that sector previously	*10*	-	*0*	*4*	*5*	*1*	*0*	*9*	*1*
To a great extent [4]	*41%*	-	*100%* **	*9%* **	*68%* **	- **	*100%* **	*42%* **	- **
To some extent [3]	*10%*	-	- **	*22%* **	*2%* **	- **	- **	*11%* **	- **
To a small extent [2]	*21%*	-	- **	*52%* **	- **	- **	- **	*23%* **	- **
Not at all [1]	*18%*	-	- **	- **	*25%* **	*100%* **	- **	*14%* **	*100%* **
Don't know	*9%*	-	- **	*16%* **	*5%* **	- **	- **	*10%* **	- **
Net: Higher autonomy	*51%*	-	*100%* **	*31%* **	*70%* **	- **	*100%* **	*53%* **	- **
Net: Lower autonomy	*39%*	-	- **	*52%* **	*25%* **	*100%* **	- **	*37%* **	*100%* **
Mean	*2.82*	-	*4.00* **	*2.48* **	*3.19* **	*1.00* **	*4.00* **	*2.91* **	*1.00* **
Std. dev	*1.28*	-	-	*0.81*	*1.47*	-	-	*1.23*	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: France only	2017	47	230	892	759	89	277	1651	89
Base: France only	2017	70	308	861	679	98	378	1540	98
A very positive impact [5]	5%	26% **	7% BX	3%	6%	1% *	11% CB.CC	4%	1% *
A fairly positive impact [4]	21%	44% **	32% BX.BY.BZ	16%	20%	9% *	34% CB.CC	18%	9% *
No impact [3]	25%	13% **	28%	29% BY.BZ	20%	14% *	25%	25%	14% *
A fairly negative impact [2]	19%	5% **	15%	24% BW.BY	18%	16% *	13%	21% CA	16% *
A very negative impact [1]	8%	1% **	4%	6%	15% BW.BX.BZ	4% *	3%	9% CA	4% *
Don't know	22%	11% **	14%	22% BW	22%	55% BW.BX.BY*	13%	22% CA	55% CA.CB*
Net: Positive impact	26%	70% **	40% BX.BY.BZ	20%	26% BX.BZ	11% *	45% CB.CC	22% CC	11% *
Net: Negative impact	27%	6% **	19%	29% BW	32% BW	20% *	16%	31% CA	20% *
Mean	2.95	4.00 BW.BX.BY*	3.28 BX.BY	2.84	2.80	2.72 **	3.42 CB	2.83	2.72 **
Std. dev	1.09	0.87	0.99	0.97	1.21	1.01	1.01	1.08	1.01

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick12_France_2. France's attractiveness as a place to invest and do business									
Unweighted base: France only	2017	*47*	230	892	759	89	277	1651	89
Base: France only	2017	*70*	308	861	679	98	378	1540	98
A very positive impact [5]	7%	*41%* **	9% BX	4%	6%	4% *	15% CB	5%	4% *
A fairly positive impact [4]	22%	*32%* **	34% BX.BY.BZ	22% BZ	19% BZ	6% *	34% CB.CC	20% CC	6% *
No impact [3]	27%	*10%* **	33% BZ	29% BZ	24%	15% *	29%	27%	15% *
A fairly negative impact [2]	17%	*6%* **	11%	20% BW	18%	11% *	10%	19% CA	11% *
A very negative impact [1]	7%	*3%* **	2%	4%	14% BW.BX	11% BW.BX*	2%	8% CA	11% CA*
Don't know	20%	*9%* **	11%	21% BW	19% BW	53% BW.BX.BY*	10%	20% CA	53% CA.CB*
Net: Positive impact	29%	*73%* **	43% BX.BY.BZ	26% BZ	25% BZ	10% *	49% CB.CC	25% CC	10% *
Net: Negative impact	24%	*8%* **	13%	24% BW	31% BW.BX	22% *	12%	27% CA	22% *
Mean	3.05	*4.13* *BW.BX.BY**	3.41 BX.BY	3.02 BY	2.83	2.62 **	3.54 CB	2.94	2.62 **
Std. dev	1.09	*1.03*	0.92	0.97	1.19	1.23	0.98	1.08	1.23

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick13_France. How worried are you, if at all, about the level of France's national debt?									
Unweighted base: France only	2017	*47*	230	892	759	89	277	1651	89
Base: France only	2017	*70*	308	861	679	98	378	1540	98
Very worried [4]	31%	*22%* **	19%	27%	42% BW.BX.BZ	24% *	19%	34% CA	24% *
Fairly worried [3]	45%	*41%* **	55% BY.BZ	51% BY.BZ	36%	31% *	52% CC	45% CC	31% *
Not very worried [2]	15%	*19%* **	17%	15%	14%	19% *	17%	15%	19% *
Not at all worried [1]	5%	*14%* **	5%	4%	5%	8% *	7%	4%	8% *
Don't know	4%	*4%* **	4%	2%	2%	19% BW.BX.BY*	4%	2%	19% CA.CB*
Net: Worried	76%	*63%* **	73% BZ	79% BZ	79% BZ	55% *	71% CC	79% CC	55% *
Net: Not worried	20%	*33%* **	22%	19%	19%	27% *	24%	19%	27% *
Mean	3.05	*2.74* **	2.91	3.05	3.18 BW.BX.BZ	2.87 *	2.88	3.11 CA	2.87 *
Std. dev	0.83	*0.97*	0.77	0.76	0.87	0.96	0.81	0.82	0.96

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
Much more resilient [5]	3%	22% BW.BX.BY.BZ*	3%	3%	4%	1% *	5%	3%	1% *
Somewhat more resilient [4]	11%	33% BW.BX.BY.BZ*	17% BX.BY.BZ	9%	9%	6% *	19% CB.CC	9%	6% *
About as resilient [3]	40%	32% *	51% BV.BX.BY.BZ	44% BY.BZ	27%	29% *	49% CB.CC	39%	29% *
Somewhat less resilient [2]	18%	7% *	16% BZ	22% BV.BW.BZ	18% BZ	7% *	15%	20% CA.CC	7% *
Much less resilient [1]	12%	3% *	4%	12% BW.BZ	29% BV.BW.BX.BZ	4% *	4%	17% CA.CC	4% *
Don't know	15%	3% *	10%	11%	14%	53% BV.BW.BX.BY*	9%	12%	53% CA.CB*
Net: More resilient	15%	55% BW.BX.BY.BZ*	20% BX.BY.BZ	12%	13%	6% *	24% CB.CC	12%	6% *
Net: Less resilient	30%	10% *	20%	34% BV.BW.BZ	46% BV.BW.BX.BZ	11% *	19%	38% CA.CC	11% *
Mean	2.71	3.65 BW.BX.BY.BZ*	2.98 BX.BY	2.64 BY	2.32	2.81 BY*	3.07 CB.CC	2.55	2.81 *
Std. dev	1.00	1.01	0.82	0.94	1.17	0.82	0.87	1.02	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
A very positive impact [5]	4%	36% BW.BX.BY.BZ*	5% BX	2%	3%	0% *	8% CB.CC	2%	0% *
A fairly positive impact [4]	20%	34% BX.BY.BZ*	30% BX.BY.BZ	17%	14%	10% *	30% CB.CC	16%	10% *
No impact [3]	28%	13% *	30% BV.BY.BZ	35% BV.BY.BZ	20% BZ	11% *	28% CC	31% CC	11% *
A fairly negative impact [2]	17%	8% *	13% BZ	20% BW.BZ	22% BW.BZ	3% *	12% CC	21% CA.CC	3% *
A very negative impact [1]	8%	3% *	4%	6% BZ	22% BV.BW.BX.BZ	0% *	4%	11% CA.CC	0% *
Don't know	24%	6% *	19%	20% BV	19% BV	75% BV.BW.BX.BY*	17%	19%	75% CA.CB*
Net: Positive impact	23%	70% BW.BX.BY.BZ*	34% BX.BY.BZ	19%	17%	11% *	39% CB.CC	18%	11% *
Net: Negative impact	25%	11% *	17% BZ	26% BV.BW.BZ	43% BV.BW.BX.BZ	3% *	16% CC	31% CA.CC	3% *
Mean	2.93	3.97 BW.BX.BY.BZ*	3.22 BX.BY	2.86 BY	2.45	3.29 BX.BY*	3.32 CB	2.73	3.29 CB*
Std. dev	1.04	1.08	0.96	0.91	1.17	0.78	1.01	1.01	0.78

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
A very positive impact [5]	5%	38% BW.BX.BY.BZ*	5% BX	3%	5%	1% *	9% CB.CC	3%	1% *
A fairly positive impact [4]	22%	38% BX.BY.BZ*	36% BX.BY.BZ	19% BZ	14%	10% *	36% CB.CC	18%	10% *
No impact [3]	25%	16% *	28% BY.BZ	30% BY.BZ	19%	13% *	26% CC	27% CC	13% *
A fairly negative impact [2]	16%	3% *	14% BZ	19% BV.BW.BZ	21% BV.BW.BZ	2% *	12% CC	20% CA.CC	2% *
A very negative impact [1]	8%	2% *	2%	7% BW	21% BV.BW.BX.BZ	2% *	2%	11% CA.CC	2% *
Don't know	24%	4% *	15% BV.BW	22% BV	20% BV.BW.BX.BY*	71%	14%	21% CA	71% CA.CB*
Net: Positive impact	27%	75% BW.BX.BY.BZ*	41% BX.BY.BZ	22% BZ	19%	11% *	45% CB.CC	21% CC	11% *
Net: Negative impact	24%	5% *	16% BZ	26% BV.BW.BZ	42% BV.BW.BX.BZ	4% *	15% CC	31% CA.CC	4% *
Mean	3.00	4.10 BW.BX.BY.BZ*	3.33 BX.BY	2.89 BY	2.53	3.20 BY*	3.43 CB	2.78	3.20 CB*
Std. dev	1.08	0.94	0.92	0.99	1.23	0.92	0.96	1.08	0.92

Brunswick Group

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YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.									
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
Energy	23%	24% *	26% BZ	23%	23%	14% *	26% CC	23%	14% *
Defence	17%	26% BZ*	21% BZ	16% BZ	16% BZ	7% *	22% CB.CC	16% CC	7% *
Healthcare	27%	17% *	31% BZ	26% BZ	31% BZ	16% *	29% CC	27% CC	16% *
Financial services	7%	10% *	8%	8%	5%	2% *	8%	7%	2% *
Technology (e.g. software and electronic devices)	14%	6% *	17% BZ	14% BZ	14% BZ	3% *	16% CC	14% CC	3% *
Telecommunications	8%	22% BW.BX.BY.BZ*	10% BY.BZ	9% BY.BZ	5%	2% *	12% CC	8% CC	2% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	20% BZ*	14% BZ	10% BZ	11% BZ	1% *	15% CB.CC	10% CC	1% *
Transport	10%	24% BX.BY.BZ*	13% BZ	8%	10% BZ	3% *	14% CB.CC	9%	3% *
Physical infrastructure and construction	9%	13% BZ*	11% BZ	11% BY.BZ	6%	2% *	11% CC	9% CC	2% *
Manufacturing	18%	17% *	24% BY.BZ	19% BZ	14%	7% *	23% CB.CC	17% CC	7% *
Food and agriculture	28%	28% *	31% BZ	28% BZ	29% BZ	16% *	30% CC	29% CC	16% *
Media and communications	7%	5% *	8%	6%	7%	4% *	8%	6%	4% *
Retail and luxury	9%	6% *	10%	8%	9%	5% *	10%	9%	5% *
Other [see Sheet3]	1%	- *	1%	1%	1%	- *	0%	1%	- *
None of the above	5%	3% *	2%	6% BW	10% BW.BX	5% *	2%	7% CA	5% *
Don't know	21%	13% *	12%	19% BW	19% BW	62% BV.BW.BX.BY*	12%	19% CA	62% CA.CB*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
The national government	12%	32% BX.BY.BZ*	18% BX.BY.BZ	11%	8%	7% *	20% CB.CC	10%	7% *
Regional and local authorities	5%	9% *	5%	5%	5%	3% *	5%	5%	3% *
European Union institutions	11%	7% *	11%	12%	12%	7% *	10%	12%	7% *
The Armed Forces	20%	18% BZ*	24% BZ	22% BZ	18% BZ	5% *	23% CC	21% CC	5% *
Civil Protection (e.g., national and regional civil protection authorities)	30%	44% BY.BZ*	36% BY.BZ	30% BZ	27%	18% *	37% CB.CC	29% CC	18% *
Emergency services (e.g., police, fire and ambulance services)	30%	32% BZ*	38% BY.BZ	32% BY.BZ	23%	15% *	37% CB.CC	29% CC	15% *
Private companies	6%	9% *	7%	6%	5%	3% *	8%	6%	3% *
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	16% *	15%	18%	19%	10% *	15%	18%	10% *
Other [see Sheet4]	0%	- *	-	0%	0%	0% *	-	0%	0% *
None of the above	5%	2% *	1%	5% BW	14% BW.BX.BZ	1% *	1%	8% CA.CC	1% *
Don't know	19%	6% *	15%	16%	18%	58% BV.BW.BX.BY*	14%	16%	58% CA.CB*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?									
brunswick13_Italy_1. Newspapers and periodicals									
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
Trust a great deal [4]	4%	18% BW.BX.BY.BZ*	6% BY.BZ	3%	2%	0% *	7% CB.CC	3%	0% *
Trust a fair amount [3]	37%	45% BY*	48% BX.BY.BZ	38% BY.BZ	26%	27% *	47% CB.CC	35%	27% *
Don't trust very much [2]	32%	26% *	30%	35% BZ	30%	23% *	30%	34%	23% *
Don't trust at all [1]	18%	10% *	10%	17% BW	35% BV.BW.BX.BZ	9% *	10%	22% CA.CC	9% *
Don't know	9%	0% *	6%	6%	6%	41% BV.BW.BX.BY*	5%	6%	41% CA.CB*
Net: Trust	41%	63% BX.BY.BZ*	54% BX.BY.BZ	42% BY.BZ	28%	27% *	55% CB.CC	38%	27% *
Net: Do not trust	49%	36% *	40%	52% BW.BZ	65% BV.BW.BX.BZ	32% *	40%	56% CA.CC	32% *
Mean	2.30	2.71 BX.BY.BZ*	2.53 BX.BY.BZ	2.30 BY	1.95	2.31 BY*	2.55 CB.CC	2.19	2.31 *
Std. dev	0.83	0.88	0.77	0.80	0.86	0.72	0.79	0.84	0.72

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_2. News channels on television/ Television news broadcasts

	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
Trust a great deal [4]	6%	24% BW.BX.BY.BZ*	8% BZ	5%	8% BZ	1% *	10% CB.CC	6% CC	1% *
Trust a fair amount [3]	40%	38% *	51% BX.BY.BZ	42% BY.BZ	23%	30% *	50% CB.CC	36%	30% *
Don't trust very much [2]	30%	23% *	29%	32%	29%	22% *	28%	31%	22% *
Don't trust at all [1]	17%	14% *	7%	16% BW	35% BV.BW.BX.BZ	8% *	8%	22% CA.CC	8% *
Don't know	8%	- *	5%	5%	5%	39% BV.BW.BX.BY*	4%	5%	39% CA.CB*
Net: Trust	46%	62% BY.BZ*	59% BX.BY.BZ	47% BY.BZ	31%	31% *	60% CB.CC	42% CC	31% *
Net: Do not trust	46%	38% *	36%	48% BW.BZ	64% BV.BW.BX.BZ	30% *	36%	53% CA.CC	30% *
Mean	2.39	2.72 BX.BY*	2.64 BX.BY.BZ	2.37 BY	2.04	2.38 BY*	2.65 CB.CC	2.28	2.38 *
Std. dev	0.86	0.99	0.74	0.82	0.98	0.72	0.77	0.88	0.72

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_3. Social media	Total	Protection by govt from: Cyberattacks					Protection by govt from: Cyberattacks (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: Italy only	2075	63	530	925	405	152	593	1330	152
Base: Italy only	2075	69	501	927	397	182	570	1324	182
Trust a great deal [4]	5%	22% BW.BX.BY.BZ*	5%	4%	8% BX.BZ	1% *	7% CC	5%	1% *
Trust a fair amount [3]	25%	33% *	24%	28% BY	20%	26% *	25%	26%	26% *
Don't trust very much [2]	35%	20% *	42% BV.BY.BZ	38% BV.BY.BZ	24%	22% *	39% CC	34% CC	22% *
Don't trust at all [1]	28%	24% *	26% BZ	25% BZ	42% BV.BW.BX.BZ	14% *	26% CC	30% CC	14% *
Don't know	7%	0% *	4%	5%	6%	37% BV.BW.BX.BY*	3%	5%	37% CA.CB*
Net: Trust	31%	55% BW.BX.BY.BZ*	29%	32%	28%	26% *	32%	30%	26% *
Net: Do not trust	62%	44% *	68% BV.BZ	64% BV.BZ	67% BV.BZ	37% *	65% CC	64% CC	37% *
Mean	2.09	2.53 BW.BX.BY*	2.08	2.10 BY	1.93	2.20 *	2.14	2.05	2.20 *
Std. dev	0.88	1.09	0.84	0.84	0.99	0.80	0.89	0.89	0.80

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	3%	38% CE.CF.CG.CH	5% CF.CG.CH	1% CG	0%	0%	9% CJ.CK	1%	0%
Fairly well protected [3]	34%	51% CF.CG.CH	69% CD.CF.CG.CH	21% CG	5%	27% CF.CG	67% CJ.CK	17%	27% CJ
Not very well protected [2]	40%	7%	21% CD	64% CD.CE.CG.CH	31% CD.CE.CH	25% CD	19%	55% CI.CK	25% CI
Not at all protected [1]	15%	2%	2%	10% CD.CE.CH	61% CD.CE.CF.CH	4% CE	2%	24% CI.CK	4% CI
Don't know	8%	2%	3%	3%	2%	43% CD.CE.CF.CG	3%	3%	43% CI.CJ
Net: Protected	38%	89% CE.CF.CG.CH	74% CF.CG.CH	23% CG	6%	27% CG	76% CJ.CK	18%	27% CJ
Net: Not protected	54%	9%	23% CD	74% CD.CE.CH	92% CD.CE.CF.CH	30% CD.CE	21%	79% CI.CK	30% CI
Mean	2.29	3.27 CE.CF.CG.CH	2.80 CF.CG.CH	2.14 CG	1.44	2.41 CF.CG	2.85 CJ.CK	1.94	2.41 CJ
Std. dev	0.77	0.68	0.55	0.59	0.62	0.64	0.59	0.68	0.64

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YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	7%	62% CE.CF.CG.CH	11% CF.CG.CH	2%	1%	3%	17% CJ.CK	2%	3%
Fairly well protected [3]	40%	30% CG	74% CD.CF.CG.CH	32% CG.CH	10%	22% CG	69% CJ.CK	26%	22%
Not very well protected [2]	31%	5%	13% CD	55% CD.CE.CG.CH	23% CD.CE.CH	14% CD	12%	46% CI.CK	14%
Not at all protected [1]	15%	1%	1%	9% CD.CE.CH	65% CD.CE.CF.CH	4% CE	1%	25% CI.CK	4% CI
Don't know	8%	3%	1%	2% CG	1%	57% CD.CE.CF.CG	1%	2%	57% CI.CJ
Net: Protected	46%	91% CF.CG.CH	85% CF.CG.CH	34% CG.CH	11%	25% CG	86% CJ.CK	28%	25%
Net: Not protected	46%	6%	13% CD	64% CD.CE.CH	88% CD.CE.CF.CH	18% CD.CE	13%	71% CI.CK	18% CI
Mean	2.42	3.55 CE.CF.CG.CH	2.97 CF.CG.CH	2.28 CG	1.46	2.55 CF.CG	3.03 CJ.CK	2.05	2.55 CJ
Std. dev	0.84	0.66	0.52	0.65	0.72	0.74	0.56	0.76	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	3%	38% CE.CF.CG.CH	4% CF.CG.CH	0%	0%	0%	8% CJ.CK	0%	0%
Fairly well protected [3]	21%	34% CF.CG.CH	49% CD.CF.CG.CH	10% CG	3%	11% CG	48% CJ.CK	8%	11% CJ
Not very well protected [2]	45%	16%	37% CD.CG.CH	68% CD.CE.CG.CH	23%	23%	35% CK	55% CI.CK	23%
Not at all protected [1]	22%	8%	7%	20% CD.CE.CH	73% CD.CE.CF.CH	7%	7%	35% CI.CK	7%
Don't know	9%	5% CF.CG	3% CG	2%	1%	58% CD.CE.CF.CG	3% CJ	2%	58% CI.CJ
Net: Protected	24%	72% CE.CF.CG.CH	54% CF.CG.CH	11% CG	3%	12% CG	56% CJ.CK	9%	12% CJ
Net: Not protected	67%	24%	44% CD.CH	88% CD.CE.CH	96% CD.CE.CF.CH	30%	42% CK	90% CI.CK	30%
Mean	2.05	3.07 CE.CF.CG.CH	2.52 CF.CG.CH	1.91 CG	1.30	2.13 CF.CG	2.58 CJ.CK	1.74	2.13 CJ
Std. dev	0.78	0.94	0.69	0.56	0.53	0.68	0.74	0.62	0.68

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	4%	100% CE.CF.CG.CH	-	-	-	-	11% CJ.CK	-	-
Fairly well protected [3]	29%	-	100% CD.CF.CG.CH	-	-	-	89% CJ.CK	-	-
Not very well protected [2]	40%	-	-	100% CD.CE.CG.CH	-	-	-	72% CI.CK	-
Not at all protected [1]	16%	-	-	-	100% CD.CE.CF.CH	-	-	28% CI.CK	-
Don't know	12%	-	-	-	-	100% CD.CE.CF.CG	-	-	100% CI.CJ
Net: Protected	33%	100% CF.CG.CH	100% CF.CG.CH	-	-	-	100% CJ.CK	-	-
Net: Not protected	56%	-	-	100% CD.CE.CH	100% CD.CE.CH	-	-	100% CI.CK	-
Mean	2.23	4.00 CE	3.00 CF.CG	2.00	1.00	-	3.11 CJ	1.72	-
Std. dev	0.78	-	0.00	-	-	-	0.31	0.45	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	8%	53% CE.CF.CG.CH	14% CF.CG.CH	3%	2%	4%	18% CJ.CK	3%	4%
Fairly well protected [3]	39%	37% CG.CH	66% CD.CF.CG.CH	34% CG.CH	13%	20% CG	63% CJ.CK	28% CK	20%
Not very well protected [2]	31%	8%	16% CD.CH	52% CD.CE.CG.CH	26% CD.CE.CH	10%	15% CK	45% CI.CK	10%
Not at all protected [1]	12%	1%	1%	7% CD.CE.CH	57% CD.CE.CF.CH	1%	1%	21% CI.CK	1%
Don't know	10%	2%	2%	4% CE	2%	65% CD.CE.CF.CG	2%	3% CI	65% CI.CJ
Net: Protected	47%	90% CE.CF.CG.CH	80% CF.CG.CH	38% CG.CH	14%	24% CG	81% CJ.CK	31% CK	24%
Net: Not protected	43%	9%	18% CD.CH	59% CD.CE.CH	83% CD.CE.CF.CH	12%	17% CK	66% CI.CK	12%
Mean	2.47	3.45 CE.CF.CG.CH	2.95 CF.CG.CH	2.36 CG	1.58	2.73 CF.CG	3.00 CJ.CK	2.14	2.73 CJ
Std. dev	0.84	0.67	0.61	0.66	0.79	0.69	0.63	0.78	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_5. Disinformation campaigns	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well protected [4]	3%	30% CE.CF.CG.CH	5% CF.CG.CH	1%	0%	1%	7% CJ.CK	1%	1%
Fairly well protected [3]	17%	34% CF.CG.CH	34% CF.CG.CH	12% CG.CH	3%	6% CG	34% CJ.CK	9% CK	6%
Not very well protected [2]	42%	24%	43% CD.CG.CH	59% CD.CE.CG.CH	21%	18%	41% CK	48% CI.CK	18%
Not at all protected [1]	25%	7%	13%	23% CD.CE.CH	71% CD.CE.CF.CH	9%	12%	36% CI.CK	9%
Don't know	12%	5%	6%	6%	5%	66% CD.CE.CF.CG	5%	5%	66% CI.CJ
Net: Protected	20%	65% CE.CF.CG.CH	39% CF.CG.CH	13% CG.CH	3%	6% CG	42% CJ.CK	10% CK	6%
Net: Not protected	68%	31%	56% CD.CH	82% CD.CE.CH	92% CD.CE.CF.CH	27%	53% CK	85% CI.CK	27%
Mean	1.97	2.93 CE.CF.CG.CH	2.33 CF.CG.CH	1.90 CG	1.29	1.95 CG	2.39 CJ.CK	1.73	1.95 CJ
Std. dev	0.79	0.92	0.76	0.63	0.54	0.72	0.80	0.67	0.72

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Very well informed [4]	3%	20% CE.CF.CG.CH	4% CF.CH	2%	4% CF.CH	1%	6% CJ.CK	3% CK	1%
Fairly well informed [3]	29%	51% CF.CG.CH	43% CF.CG.CH	24% CH	24% CH	11%	44% CJ.CK	24% CK	11%
Not very well informed [2]	46%	15%	44% CD.CG	55% CD.CE.CG.CH	36% CD	42% CD.CG	41%	50% CI.CK	42%
Not at all informed [1]	15%	7%	5%	15% CD.CE	32% CD.CE.CF.CH	19% CD.CE.CF	6%	20% CI	19% CI
Don't know	6%	6%	4%	4%	4%	26% CD.CE.CF.CG	4%	4%	26% CI.CJ
Net: Informed	33%	72% CE.CF.CG.CH	46% CF.CG.CH	27% CH	28% CH	12%	49% CJ.CK	27% CK	12%
Net: Not informed	61%	22%	50% CD	70% CD.CE.CH	68% CD.CE.CH	62% CD.CE	47%	69% CI.CK	62% CI
Mean	2.22	2.92 CE.CF.CG.CH	2.47 CF.CG.CH	2.14 CG.CH	2.01	1.92	2.51 CJ.CK	2.10 CK	1.92
Std. dev	0.75	0.81	0.66	0.69	0.87	0.68	0.70	0.75	0.68

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Strongly support [5]	4%	11% CE.CF.CG.CH	4% CH	3% CH	4% CH	1%	5% CK	4% CK	1%
Tend to support [4]	18%	27% CF.CG.CH	23% CF.CG.CH	18% CG.CH	12% CH	8%	24% CJ.CK	16% CK	8%
Neither support nor oppose [3]	28%	24%	32% CG.CH	30% CG.CH	20%	22%	31% CJ.CK	27% CK	22%
Tend to oppose [2]	20%	19%	24% CG.CH	22% CG.CH	14%	14%	23% CJ.CK	20% CK	14%
Strongly oppose [1]	23%	18%	13%	22% CE	45% CD.CE.CF.CH	21% CE	14%	28% CI.CK	21% CI
Don't know	8%	1%	4%	6% CD	4%	34% CD.CE.CF.CG	4%	5% CI	34% CI.CJ
Net: Support	21%	37% CE.CF.CG.CH	27% CF.CG.CH	21% CG.CH	17% CH	9%	28% CJ.CK	20% CK	9%
Net: Oppose	43%	38%	37%	43% CE.CH	59% CD.CE.CF.CH	35%	37%	48% CI.CK	35%
Mean	2.56	2.92 CF.CG.CH	2.80 CF.CG.CH	2.57 CG.CH	2.13	2.31 CG	2.81 CJ.CK	2.44 CK	2.31
Std. dev	1.17	1.28	1.08	1.13	1.26	1.09	1.10	1.19	1.09

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.									
Unweighted base	6352	200	1804	2630	1062	656	2004	3692	656
Base	6352	225	1849	2547	995	736	2074	3542	736
Higher taxes	13%	26% CF.CG.CH	20% CF.CG.CH	12% CG.CH	7%	5%	20% CJ.CK	11% CK	5%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	27% CH	28% CH	28% CH	32% CH	13%	28% CK	29% CK	13%
Increased government borrowing	13%	19% CF.CG.CH	19% CF.CG.CH	12% CG.CH	8%	6%	19% CJ.CK	11% CK	6%
I would not be willing to accept any of these	38%	28%	31%	40% CD.CE	49% CD.CE.CF.CH	39% CD.CE	31%	42% CI	39% CI
Don't know	17%	17% CG	14% CG	15% CG	9%	39% CD.CE.CF.CG	15%	13%	39% CI.CJ
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?									
Unweighted base: : respondents in full-time or part-time employment only	3366	111	982	1376	545	352	1093	1921	352
Base: : respondents in full-time or part-time employment only	3362	121	1038	1313	521	369	1159	1834	369
Very well prepared [4]	7%	19% CE.CF.CG.CH*	9% CF.CH	4%	7%	4%	10% CJ.CK	5%	4%
Fairly well prepared [3]	31%	36% CG.CH*	43% CF.CG.CH	28% CG.CH	20%	18%	42% CJ.CK	26% CK	18%
Not very well prepared [2]	27%	21% *	24% CH	34% CD.CE.CG.CH	22% CH	15%	24% CK	31% CI.CK	15%
Not at all prepared [1]	15%	15% CE*	7%	14% CE.CH	33% CD.CE.CF.CH	9%	8%	20% CI.CK	9%
Don't know	22%	10% *	17%	19%	19%	54% CD.CE.CF.CG	16%	19%	54% CI.CJ
Net: Prepared	37%	54% CF.CG.CH*	52% CF.CG.CH	32% CG.CH	26%	22%	52% CJ.CK	31% CK	22%
Net: Not prepared	41%	36% CH*	31% CH	49% CD.CE.CH	55% CD.CE.CH	24%	32% CK	51% CI.CK	24%
Mean	2.37	2.64 CF.CG*	2.64 CF.CG.CH	2.27 CG	2.00	2.36 CG	2.64 CJ.CK	2.19	2.36 CJ
Std. dev	0.88	0.99	0.79	0.81	0.99	0.90	0.82	0.87	0.90

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: : respondents in full-time or part-time employment only	3366	111	982	1376	545	352	1093	1921	352
Base: : respondents in full-time or part-time employment only	3362	121	1038	1313	521	369	1159	1834	369
Very well informed [4]	8%	26% CE.CF.CG.CH*	10% CF.CH	6%	9% CF.CH	4%	11% CJ.CK	7%	4%
Fairly well informed [3]	30%	35% CG.CH*	40% CF.CG.CH	30% CG.CH	22%	17%	39% CJ.CK	28% CK	17%
Not very well informed [2]	29%	19% *	28% CH	34% CD.CE.CG.CH	26% CH	18%	27% CK	32% CI.CK	18%
Not at all informed [1]	16%	13% *	9%	16% CE	30% CD.CE.CF.CH	13% CE	9%	20% CI.CK	13%
Don't know	17%	7% *	14%	14%	13% CD.CE.CF.CG	49% CI.CJ	13%	14%	49% CI.CJ
Net: Informed	38%	61% CF.CG.CH*	50% CF.CG.CH	35% CH	32% CH	20%	51% CJ.CK	34% CK	20%
Net: Not informed	44%	32% *	37%	50% CD.CE.CH	56% CD.CE.CH	31%	36%	52% CI.CK	31%
Mean	2.37	2.79 CF.CG.CH*	2.58 CF.CG.CH	2.29 CG	2.13	2.21	2.61 CJ.CK	2.24	2.21
Std. dev	0.90	1.00	0.82	0.85	1.01	0.91	0.84	0.90	0.91

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: : respondents in full-time or part-time employment only	3366	111	982	1376	545	352	1093	1921	352
Base: : respondents in full-time or part-time employment only	3362	121	1038	1313	521	369	1159	1834	369
Very confident [4]	8%	28% CE.CF.CG.CH*	11% CF.CH	5%	7%	5%	13% CJ.CK	6%	5%
Fairly confident [3]	31%	35% CG.CH*	41% CF.CG.CH	30% CG.CH	21%	21%	40% CJ.CK	28% CK	21%
Not very confident [2]	23%	17% *	22% CH	29% CD.CE.CG.CH	20% CH	11%	21% CK	26% CI.CK	11%
Not at all confident [1]	14%	11% *	8%	15% CE.CH	32% CD.CE.CF.CH	8%	8%	20% CI.CK	8%
Don't know	23%	9% *	18%	21% CD	19%	55% CD.CE.CF.CG	17%	21%	55% CI.CJ
Net: Confident	39%	63% CF.CG.CH*	52% CF.CG.CH	35% CG.CH	29%	26%	53% CJ.CK	33% CK	26%
Net: Not confident	37%	28% *	30% CH	43% CD.CE.CH	52% CD.CE.CF.CH	19%	29% CK	46% CI.CK	19%
Mean	2.43	2.88 CF.CG.CH*	2.68 CF.CG	2.33 CG	2.05	2.52 CF.CG	2.70 CJ.CK	2.25	2.52 CJ
Std. dev	0.91	0.99	0.83	0.85	1.01	0.90	0.85	0.91	0.90

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YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very optimistic [5]	1%	9% CE.CF.CG.CH*	2%	1%	2%	1%	2% CJ	1%	1%
Fairly optimistic [4]	12%	26% CF.CG.CH*	21% CF.CG.CH	8%	6%	7%	22% CJ.CK	7%	7%
Neither optimistic nor pessimistic [3]	24%	24% CG*	32% CF.CG.CH	24% CG	8%	24% CG	31% CJ.CK	20%	24%
Fairly pessimistic [2]	36%	24% *	34% CG	43% CD.CE.CG.CH	26%	32%	33%	38% CI	32%
Very pessimistic [1]	21%	12% *	8%	21% CE.CH	55% CD.CE.CF.CH	14% CE	8%	31% CI.CK	14% CI
Don't know	6%	5% *	3%	4%	3%	22% CD.CE.CF.CG	3%	3%	22% CI.CJ
Net: Optimistic	13%	35% CF.CG.CH*	23% CF.CG.CH	8%	8%	7%	24% CJ.CK	8%	7%
Net: Pessimistic	56%	36% *	42%	64% CD.CE.CH	81% CD.CE.CF.CH	46%	41%	69% CI.CK	46%
Mean	2.34	2.96 CF.CG.CH*	2.74 CF.CG.CH	2.21 CG	1.70	2.33 CG	2.76 CJ.CK	2.07	2.33 CJ
Std. dev	1.01	1.20	0.95	0.90	0.99	0.90	0.97	0.95	0.90

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?									
brunswick9_UK_1. Jobs and employment									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	1%	10% CE.CF.CG.CH*	2% CF.CH	1%	1%	-	3% CJ.CK	1%	-
Fairly confident [3]	14%	35% CF.CG.CH*	25% CF.CG.CH	9% CG	5%	6%	26% CJ.CK	8%	6%
Not very confident [2]	46%	32% *	49% CD.CG.CH	55% CD.CE.CG.CH	30%	36%	47% CK	48% CK	36%
Not at all confident [1]	29%	20% *	19%	29% CE	61% CD.CE.CF.CH	23%	19%	38% CI.CK	23%
Don't know	10%	3% *	6%	6%	3%	36% CD.CE.CF.CG	6%	5%	36% CI.CJ
Net: Confident	15%	45% CE.CF.CG.CH*	27% CF.CG.CH	10% CH	6%	6%	28% CJ.CK	9%	6%
Net: Not confident	75%	52% *	68% CD.CH	84% CD.CE.CH	91% CD.CE.CF.CH	59%	66% CK	86% CI.CK	59%
Mean	1.86	2.37 CE.CF.CG.CH*	2.11 CF.CG.CH	1.80 CG	1.44	1.73 CG	2.13 CJ.CK	1.70	1.73
Std. dev	0.72	0.93	0.73	0.63	0.65	0.61	0.76	0.65	0.61

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	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick9_UK_2. People's living standards									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	1%	12% CE.CF.CG.CH*	1%	1%	1%	-	2% CJ.CK	1%	-
Fairly confident [3]	10%	24% CF.CG.CH*	19% CF.CG.CH	7% CG	3%	5%	20% CJ.CK	6%	5%
Not very confident [2]	44%	34% *	50% CD.CG.CH	52% CD.CG.CH	25%	35% CG	49% CK	44% CK	35%
Not at all confident [1]	35%	27% *	24%	36% CE.CH	67% CD.CE.CF.CH	29%	25%	45% CI.CK	29%
Don't know	9%	3% *	5%	5%	4%	32% CD.CE.CF.CG	5%	4%	32% CI.CJ
Net: Confident	12%	35% CE.CF.CG.CH*	21% CF.CG.CH	8% CG	4%	5%	22% CJ.CK	7%	5%
Net: Not confident	80%	62% *	75% CH	88% CD.CE.CH	92% CD.CE.CF.CH	64%	73% CK	89% CI.CK	64%
Mean	1.75	2.20 CF.CG.CH*	1.98 CF.CG.CH	1.71 CG	1.35	1.64 CG	2.00 CJ.CK	1.61	1.64
Std. dev	0.70	0.99	0.72	0.63	0.58	0.60	0.75	0.64	0.60

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick9_UK_3. Business activity and investment									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	2%	12% CE.CF.CG.CH*	3% CF.CH	1%	1%	-	4% CJ.CK	1%	-
Fairly confident [3]	18%	43% CF.CG.CH*	30% CF.CG.CH	13% CG.CH	5%	8%	32% CJ.CK	11%	8%
Not very confident [2]	45%	23% *	46% CD.CG.CH	55% CD.CE.CG.CH	33%	33%	44% CK	49% CK	33%
Not at all confident [1]	23%	19% *	12%	22% CE.CH	55% CD.CE.CF.CH	15%	13%	32% CI.CK	15%
Don't know	13%	4% *	8%	9%	5%	44% CD.CE.CF.CG	8%	8%	44% CI.CJ
Net: Confident	19%	55% CE.CF.CG.CH*	33% CF.CG.CH	14% CG.CH	6%	8%	35% CJ.CK	12%	8%
Net: Not confident	67%	41% *	58% CD.CH	77% CD.CE.CH	89% CD.CE.CF.CH	48%	57% CK	80% CI.CK	48%
Mean	1.98	2.51 CE.CF.CG.CH*	2.27 CF.CG.CH	1.92 CG	1.49	1.88 CG	2.29 CJ.CK	1.80	1.88
Std. dev	0.74	0.95	0.72	0.66	0.65	0.64	0.75	0.68	0.64

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	3%	21% CE.CF.CG.CH*	5% CF.CG.CH	1%	1%	0%	6% CJ.CK	1%	0%
Fairly confident [3]	27%	37% CF.CG.CH*	47% CF.CG.CH	21% CG.CH	8%	13%	46% CJ.CK	18%	13%
Not very confident [2]	39%	26% *	35%	51% CD.CE.CG.CH	30%	31%	34%	45% CI.CK	31%
Not at all confident [1]	21%	14% *	8%	22% CE	57% CD.CE.CF.CH	17% CE	8%	31% CI.CK	17% CI
Don't know	10%	2% *	5%	6%	4%	39% CD.CE.CF.CG	5%	5%	39% CI.CJ
Net: Confident	29%	58% CF.CG.CH*	52% CF.CG.CH	22% CG.CH	9%	13%	52% CJ.CK	19% CK	13%
Net: Not confident	61%	39% *	43%	72% CD.CE.CH	87% CD.CE.CF.CH	48%	43%	76% CI.CK	48%
Mean	2.12	2.67 CF.CG.CH*	2.51 CF.CG.CH	2.01 CG	1.52	1.93 CG	2.53 CJ.CK	1.87	1.93
Std. dev	0.80	0.97	0.72	0.70	0.70	0.71	0.75	0.73	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	1%	10% CE.CF.CG.CH*	2% CF	0%	1%	0%	2% CJ.CK	0%	0%
Fairly prepared [3]	14%	33% CF.CG.CH*	26% CF.CG.CH	9% CG	5%	6%	26% CJ.CK	8%	6%
Not very prepared [2]	48%	31% *	55% CD.CG.CH	57% CD.CG.CH	25%	37% CG	53% CJ.CK	48% CK	37%
Not at all prepared [1]	29%	22% *	13%	30% CE	68% CD.CE.CF.CH	26% CE	13%	41% CI.CK	26% CI
Don't know	8%	4% *	5% CG	4%	1%	31% CD.CE.CF.CG	5%	3%	31% CI.CJ
Net: Prepared	15%	43% CE.CF.CG.CH*	27% CF.CG.CH	9%	6%	7%	29% CJ.CK	8%	7%
Net: Not prepared	77%	53% *	68% CD	87% CD.CE.CH	93% CD.CE.CF.CH	62%	66%	89% CI.CK	62%
Mean	1.86	2.32 CF.CG.CH*	2.18 CF.CG.CH	1.79 CG	1.37	1.73 CG	2.19 CJ.CK	1.67	1.73
Std. dev	0.70	0.94	0.67	0.61	0.62	0.65	0.70	0.64	0.65

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick10_UK_2. A major public health crisis									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	3%	22% CE.CF.CG.CH*	5% CF.CG.CH	2%	2%	1%	6% CJ.CK	2%	1%
Fairly prepared [3]	27%	35% CG.CH*	43% CF.CG.CH	25% CG.CH	9%	17% CG	42% CJ.CK	20%	17%
Not very prepared [2]	40%	28% *	41% CG.CH	49% CD.CE.CG.CH	26%	32%	40% CK	42% CK	32%
Not at all prepared [1]	25%	12% *	10%	22% CE	62% CD.CE.CF.CH	28% CD.CE	10%	33% CI	28% CI
Don't know	5%	3% *	1%	3%	1%	23% CD.CE.CF.CG	2%	2%	23% CI.CJ
Net: Prepared	30%	58% CF.CG.CH*	48% CF.CG.CH	26% CG.CH	11%	18% CG	48% CJ.CK	22%	18%
Net: Not prepared	65%	40% *	51%	71% CD.CE.CH	88% CD.CE.CF.CH	59% CD.CE	50%	76% CI.CK	59% CI
Mean	2.09	2.70 CE.CF.CG.CH*	2.43 CF.CG.CH	2.06 CG.CH	1.50	1.88 CG	2.46 CJ.CK	1.90	1.88
Std. dev	0.82	0.96	0.74	0.74	0.74	0.77	0.76	0.78	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick10_UK_3. An extreme weather event									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	1%	14% CE.CF.CG.CH*	1% CF	0%	0%	0%	2% CJ.CK	0%	0%
Fairly prepared [3]	19%	26% CG.CH*	30% CF.CG.CH	16% CG	9%	12%	29% CJ.CK	14%	12%
Not very prepared [2]	45%	29% *	49% CD.CG.CH	53% CD.CG.CH	28%	35%	48% CK	46% CK	35%
Not at all prepared [1]	30%	25% *	18%	28% CE	61% CD.CE.CF.CH	28% CE	18%	37% CI.CK	28% CI
Don't know	5%	6% *	2%	2%	2%	24% CD.CE.CF.CG	2%	2%	24% CI.CJ
Net: Prepared	20%	40% CF.CG.CH*	31% CF.CG.CH	17% CG	10%	12%	32% CJ.CK	15%	12%
Net: Not prepared	75%	54% *	67%	81% CD.CE.CH	89% CD.CE.CF.CH	63%	66%	84% CI.CK	63%
Mean	1.91	2.30 CF.CG.CH*	2.15 CF.CG.CH	1.88 CG	1.48	1.80 CG	2.16 CJ.CK	1.77	1.80
Std. dev	0.74	1.03	0.72	0.67	0.67	0.71	0.75	0.70	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	11%	31% CE.CF.CG.CH*	15% CF.CG.CH	9% CH	8%	5%	16% CJ.CK	9% CK	5%
Fairly confident [3]	44%	34% *	52% CD.CF.CG.CH	44% CG	34%	39%	51% CJ.CK	41%	39%
Not very confident [2]	26%	17% *	24%	29% CH	28% CH	20%	24%	29% CI.CK	20%
Not at all confident [1]	12%	16% CE*	5%	12% CE	25% CE.CF.CH	13% CE	6%	16% CI	13% CI
Don't know	7%	2% *	4%	6%	4%	23% CD.CE.CF.CG	4%	6%	23% CI.CJ
Net: Confident	55%	65% CG.CH*	67% CF.CG.CH	53% CG.CH	42%	44%	67% CJ.CK	50%	44%
Net: Not confident	38%	33% *	29%	41% CE.CH	54% CD.CE.CF.CH	33%	30%	44% CI.CK	33%
Mean	2.58	2.82 CF.CG.CH*	2.79 CF.CG.CH	2.54 CG	2.26	2.47 CG	2.80 CJ.CK	2.46	2.47
Std. dev	0.86	1.06	0.75	0.83	0.95	0.84	0.79	0.88	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	13%	35% CE.CF.CG.CH*	18% CF.CG.CH	11% CH	12% CH	6%	19% CJ.CK	12% CK	6%
Fairly confident [3]	45%	33% *	53% CD.CG.CH	48% CD.CG.CH	31%	40% CG	51% CJ.CK	43%	40%
Not very confident [2]	22%	12% *	20%	25% CD.CE	27% CD.CE	20%	19%	25% CI	20%
Not at all confident [1]	10%	19% CE.CF*	6%	9% CE	23% CE.CF.CH	11% CE	7%	13% CI	11% CI
Don't know	8%	2% *	4%	7% CE	8% CE	23% CD.CE.CF.CG	4%	7% CI	23% CI.CJ
Net: Confident	59%	68% CG.CH*	71% CF.CG.CH	59% CG.CH	43%	46%	71% CJ.CK	55% CK	46%
Net: Not confident	33%	31% *	25%	34% CE	50% CD.CE.CF.CH	31%	26%	38% CI.CK	31%
Mean	2.67	2.86 CG.CH*	2.87 CF.CG.CH	2.66 CG	2.34	2.53 CG	2.87 CJ.CK	2.57	2.53
Std. dev	0.86	1.11	0.78	0.81	0.99	0.83	0.81	0.88	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick11_UK_3. Your housing situation									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	30%	46% CF.CG.CH*	34% CH	31% CH	28% CH	20%	35% CJ.CK	30% CK	20%
Fairly confident [3]	45%	29% *	50% CD.CG.CH	46% CD.CG	36%	42%	48%	43%	42%
Not very confident [2]	11%	10% *	9%	13% CE	14% CE	11%	9%	13% CI	11%
Not at all confident [1]	7%	14% CE.CF.CH*	4%	5%	16% CE.CF.CH	5%	5%	8% CI	5%
Don't know	7%	2% *	3%	5% CE	6% CE	22% CD.CE.CF.CG	2%	5% CI	22% CI.CJ
Net: Confident	75%	74% *	85% CF.CG.CH	77% CG.CH	64%	62%	84% CJ.CK	74% CK	62%
Net: Not confident	18%	24% CE*	13%	18% CE	30% CE.CF.CH	16%	14%	21% CI.CK	16%
Mean	3.06	3.08 *	3.18 CF.CG.CH	3.09 CG	2.81	2.99 CG	3.17 CJ.CK	3.01	2.99
Std. dev	0.85	1.07	0.76	0.82	1.05	0.81	0.79	0.89	0.81

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?

brunswick12_UK_1. A large unexpected expense

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	9%	20% CE.CF.CH*	10% CH	9% CH	10% CH	4%	11% CK	9% CK	4%
Fairly confident [3]	38%	42% *	46% CF.CG.CH	37%	31%	31%	46% CJ.CK	35%	31%
Not very confident [2]	27%	12% *	27% CD	30% CD.CG	22%	26% CD	26%	28%	26%
Not at all confident [1]	19%	16% *	14%	20% CE	32% CD.CE.CF.CH	18%	14%	23% CI	18%
Don't know	7%	9% CE*	3%	5%	5%	20% CE.CF.CG	4%	5%	20% CI.CJ
Net: Confident	47%	63% CF.CG.CH*	56% CF.CG.CH	45% CH	41%	35%	56% CJ.CK	44% CK	35%
Net: Not confident	46%	28% *	41%	50% CD.CE	54% CD.CE.CH	44% CD	40%	51% CI	44%
Mean	2.39	2.73 CF.CG.CH*	2.54 CF.CG.CH	2.36 CG	2.20	2.27	2.55 CJ.CK	2.32	2.27
Std. dev	0.92	1.01	0.86	0.91	1.03	0.87	0.87	0.95	0.87

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	5%	13% CE.CF.CH*	5%	4%	7% CF.CH	2%	5% CK	5%	2%
Fairly confident [3]	25%	30% CH*	31% CF.CG.CH	23%	21%	17%	31% CJ.CK	22%	17%
Not very confident [2]	38%	22% *	43% CD.CG.CH	42% CD.CG.CH	28%	30%	41% CK	39% CK	30%
Not at all confident [1]	25%	22% *	18%	26% CE	39% CD.CE.CF.CH	25% CE	18%	29% CI	25% CI
Don't know	8%	13% CE.CF*	4%	5%	6%	25% CE.CF.CG	4%	5%	25% CI.CJ
Net: Confident	29%	43% CF.CG.CH*	35% CF.CG.CH	27% CH	27% CH	20%	36% CJ.CK	27% CK	20%
Net: Not confident	63%	44% *	61% CD	68% CD.CE.CH	67% CD.CH	55%	59%	68% CI.CK	55%
Mean	2.09	2.38 CF.CG.CH*	2.23 CF.CG.CH	2.05	1.96	1.96	2.24 CJ.CK	2.02	1.96
Std. dev	0.85	1.03	0.81	0.82	0.96	0.83	0.83	0.86	0.83

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick12_UK_3. A significant increase in essential living costs									
Unweighted base: UK only	2260	67	687	875	319	312	754	1194	312
Base: UK only	2260	69	701	829	322	339	769	1151	339
Very confident [4]	6%	13% CF.CH*	7% CH	5%	9% CF.CH	3%	7% CK	6%	3%
Fairly confident [3]	37%	49% CG.CH*	44% CF.CG.CH	37% CG.CH	27%	26%	45% CJ.CK	34% CK	26%
Not very confident [2]	34%	15% *	35% CD	37% CD.CG	28%	32% CD	33%	34%	32%
Not at all confident [1]	17%	14% *	10%	17% CE	32% CD.CE.CF.CH	17% CE	10%	21% CI	17% CI
Don't know	7%	9% *	4%	4%	4%	22% CE.CF.CG	5%	4%	22% CI.CJ
Net: Confident	43%	62% CF.CG.CH*	51% CF.CG.CH	42% CH	36%	29%	52% CJ.CK	40% CK	29%
Net: Not confident	51%	28% *	45% CD	54% CD.CE	60% CD.CE.CH	49% CD	43%	56% CI	49%
Mean	2.34	2.68 CF.CG.CH*	2.50 CF.CG.CH	2.31 CG	2.13	2.19	2.52 CJ.CK	2.26	2.19
Std. dev	0.85	0.91	0.77	0.83	0.98	0.82	0.78	0.88	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only	2017	78	506	888	394	151	584	1282	151
Base: France only	2017	100	568	865	333	151	668	1198	151
Geopolitical tensions	37%	31% *	40% CH	38% CH	35% CH	23% *	38% CK	37% CK	23% *
Political instability in France	41%	29% *	44% CH	43% CD.CH	44% CH	21% *	41% CK	43% CK	21% *
Artificial Intelligence (AI)	36%	32% *	31% CE	37% CH	43% CH	34% *	31% CI	38% CK	34% *
An ageing workforce	12%	20% *	12%	12%	12%	9% *	13%	12%	9% *
Economic or financial shock	44%	35% *	43%	45% CH	48% CH	32% *	42%	46% CK	32% *
Climate change and extreme weather	31%	40% CG*	33% CG	31%	25%	30% *	34%	29%	30% *
Supply-chain disruption	16%	14% *	23% CF.CG.CH	15%	13%	9% *	22% CJ.CK	14%	9% *
Other [see Sheet1]	1%	4% CE*	0%	1%	2% CE	1% *	1%	2%	1% *
None of the above	2%	3% *	1%	2%	5% CE.CF	5% CE.CF*	1%	3%	5% CI*
Don't know	10%	4% *	10%	9%	5%	29% CD.CE.CF.CG*	9%	8%	29% CI.CJ*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.									
Unweighted base: France only	2017	78	506	888	394	151	584	1282	151
Base: France only	2017	100	568	865	333	151	668	1198	151
Energy	35%	29% CH*	43% CG.CH	38% CG.CH	27% CH	11% *	41% CK	35% CK	11% *
Defence	29%	29% CH*	34% CH	29% CH	28% CH	13% *	33% CK	29% CK	13% *
Healthcare	25%	27% *	23%	27%	26%	18% *	24%	27%	18% *
Financial services	14%	30% CE.CF.CG.CH*	14% CH	14% CH	14% CH	4% *	16% CK	14% CK	4% *
Technology (e.g. software and electronic devices)	16%	14% *	19%	16%	16%	10% *	19%	16%	10% *
Telecommunications	7%	6% *	7%	8%	5%	4% *	7%	7%	4% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	8% *	20% CD	16%	16%	12% *	18%	16%	12% *
Transport	8%	13% *	9%	8%	6%	6% *	9%	7%	6% *
Physical infrastructure and construction	6%	8% *	9% CF.CG.CH	5%	4%	3% *	9% CJ.CK	5%	3% *
Manufacturing	12%	8% *	11%	13%	12%	12% *	10%	13%	12% *
Food and agriculture	29%	31% CH*	29% CH	31% CH	27% CH	15% *	30% CK	30% CK	15% *
Media and communications	9%	14% CH*	10% CH	10% CH	7%	3% *	11% CK	9% CK	3% *
Retail and luxury	2%	7% CE.CF.CG*	2%	2%	2%	4% *	3%	2%	4% *
Other [see Sheet2]	1%	0% *	0%	1%	1%	1% *	0%	1%	1% *
None of the above	2%	- *	1%	2%	5% CE.CF	5% CE*	1%	3% CI	5% CI*
Don't know	18%	13% *	15%	15%	20%	50% CD.CE.CF.CG*	15%	16%	50% CI.CJ*

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted Base: France only - respondents who selected that sector previously	731	*24*	214	351	117	*25*	238	468	*25*
Base: France only - respondents who selected that sector previously	706	*29*	243	330	89	*17*	271	418	*17*
To a great extent [4]	22%	*69%* **	24%	16%	22% *	*22%* **	28% CJ	17%	*22%* **
To some extent [3]	40%	*22%* **	42%	43%	34% *	*40%* **	39%	41%	*40%* **
To a small extent [2]	25%	*8%* **	27%	28% CG	16% *	*23%* **	25%	25%	*23%* **
Not at all [1]	11%	*2%* **	7%	10%	25% CE.CF*	*9%* **	7%	14%	*9%* **
Don't know	2%	- **	0%	3%	3% *	*6%* **	0%	3%	*6%* **
Net: Higher autonomy	62%	*90%* **	65%	58%	56% *	*62%* **	68%	58%	*62%* **
Net: Lower autonomy	36%	*10%* **	34%	39%	41% *	*32%* **	32%	39%	*32%* **
Mean	2.74	*3.57* **	2.82	2.66	2.55 *	*2.80* **	2.90 CJ	2.63	*2.80* **
Std. dev	0.93	*0.73*	0.88	0.88	1.12	*0.94*	0.90	0.93	*0.94*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_2_France. Defence

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted Base: France only - respondents who selected that sector previously	632	*21*	185	279	129	*18*	206	408	*18*
Base: France only - respondents who selected that sector previously	587	*29*	194	252	93	*20*	223	345	*20*
To a great extent [4]	20%	*61%* **	22% *	17%	15% *	*1%* **	27% CJ	16%	*1%* **
To some extent [3]	48%	*22%* **	55% *	48%	40% *	*72%* **	51%	46%	*72%* **
To a small extent [2]	23%	*4%* **	18% *	28%	27% *	*3%* **	16%	28% CI	*3%* **
Not at all [1]	5%	*2%* **	2% *	4%	13% CE.CF*	*5%* **	2%	6%	*5%* **
Don't know	5%	*11%* **	4% *	4%	5% *	*18%* **	5%	4%	*18%* **
Net: Higher autonomy	68%	*83%* **	76% CG*	64%	55% *	*73%* **	77% CJ	62%	*73%* **
Net: Lower autonomy	27%	*6%* **	20% *	32% CE	40% CE*	*8%* **	18%	34% CI	*8%* **
Mean	2.87	*3.59* **	2.99 CG*	2.80	2.60 *	*2.85* **	3.07 CJ*	2.75	*2.85* **
Std. dev	0.79	*0.68*	0.71	0.76	0.92	*0.56*	0.73	0.81	*0.56*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	503	*21*	119	239	99	*25*	140	338	*25*
Base: France only - respondents who selected that sector previously	506	*27*	131	234	86	*27*	158	320	*27*
To a great extent [4]	23%	*61%* **	28% *	18%	25% *	*6%* **	34% CJ*	20%	*6%* **
To some extent [3]	39%	*35%* **	43% CG*	44% CG	22% *	*40%* **	42% *	38%	*40%* **
To a small extent [2]	23%	*3%* **	27% *	24%	23% *	*13%* **	23% *	24%	*13%* **
Not at all [1]	9%	- **	1% *	9% CE	22% CE.CF*	*21%* **	1% *	13% CI	*21%* **
Don't know	5%	- **	1% *	6%	7% *	*20%* **	1% *	6% CI	*20%* **
Net: Higher autonomy	63%	*97%* **	71% CG*	62%	48% *	*46%* **	76% CJ*	58%	*46%* **
Net: Lower autonomy	32%	*3%* **	28% *	33%	46% CE*	*34%* **	24% *	36%	*34%* **
Mean	2.81	*3.58* **	2.99 CG*	2.75	2.54 *	*2.39* **	3.09 CJ*	2.69	*2.39* **
Std. dev	0.92	*0.57*	0.77	0.87	1.13	*0.98*	0.77	0.95	*0.98*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	265	*16*	59	126	57	*7*	75	183	*7*
Base: France only - respondents who selected that sector previously	280	*30*	79	119	45	*6*	109	164	*6*
To a great extent [4]	14%	*28%* **	27% CF*	4% *	10% *	*18%* **	27% CJ*	5%	*18%* **
To some extent [3]	39%	*44%* **	49% CG*	40% CG*	20% *	*29%* **	47% *	34%	*29%* **
To a small extent [2]	30%	*18%* **	21% *	39% *	32% *	*37%* **	20% *	37% CI	*37%* **
Not at all [1]	13%	*10%* **	3% *	14% *	27% CE*	*15%* **	5% *	18% CI	*15%* **
Don't know	3%	- **	0% *	4% *	11% CE*	- **	0% *	6%	- **
Net: Higher autonomy	54%	*72%* **	75% CF,CG*	44% *	30% *	*48%* **	75% CJ*	40%	*48%* **
Net: Lower autonomy	43%	*28%* **	24% *	53% CE*	60% CE*	*52%* **	25% *	55% CI	*52%* **
Mean	2.57	*2.90* **	2.99 CF*	2.34 *	2.14 **	*2.51* **	2.97 CJ*	2.29 *	*2.51* **
Std. dev	0.90	*0.94*	0.78	0.78	0.99	*1.05*	0.83	0.84	*1.05*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_5_France. Technology (e.g. software and electronic devices)

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	328	*12*	112	128	56	*20*	124	184	*20*
Base: France only - respondents who selected that sector previously	326	*14*	110	134	52	*16*	124	186	*16*
To a great extent [4]	12%	*65%* **	12% *	9% *	6% **	*3%* **	18% *	9%	*3%* **
To some extent [3]	34%	*11%* **	44% CF*	27% *	40% **	*28%* **	40% *	30%	*28%* **
To a small extent [2]	37%	*13%* **	32% *	45% *	30% **	*50%* **	30% *	41%	*50%* **
Not at all [1]	14%	*11%* **	10% *	17% *	15% **	*14%* **	10% *	17%	*14%* **
Don't know	3%	- **	1% *	2% *	9% **	*5%* **	1% *	4%	*5%* **
Net: Higher autonomy	46%	*76%* **	56% CF*	36% *	46% **	*31%* **	58% CJ*	39%	*31%* **
Net: Lower autonomy	51%	*24%* **	43% *	62% CE*	45% **	*64%* **	41% *	57% CI	*64%* **
Mean	2.45	*3.31* **	2.58 *	2.29 *	2.40 **	*2.21* **	2.66 CJ*	2.32 *	*2.21* **
Std. dev	0.89	*1.10*	0.84	0.87	0.86	*0.74*	0.90	0.87	*0.74*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	133	*4*	*35*	62	*26*	*6*	*39*	88	*6*
Base: France only - respondents who selected that sector previously	142	*6*	*42*	71	*17*	*6*	*48*	88	*6*
To a great extent [4]	17%	*36%* **	*34%* **	10% **	*6%* **	- **	*34%* **	9% *	- **
To some extent [3]	45%	*10%* **	*50%* **	45% **	*51%* **	*23%* **	*45%* **	46% *	*23%* **
To a small extent [2]	29%	- **	*10%* **	43% **	*33%* **	*10%* **	*9%* **	41% *	*10%* **
Not at all [1]	2%	- **	*4%* **	1% **	*4%* **	- **	*3%* **	2% *	- **
Don't know	7%	*54%* **	*3%* **	1% **	*6%* **	*67%* **	*9%* **	2% *	*67%* **
Net: Higher autonomy	62%	*46%* **	*84%* **	55% **	*57%* **	*23%* **	*79%* **	55% *	*23%* **
Net: Lower autonomy	31%	- **	*14%* **	44% **	*37%* **	*10%* **	*12%* **	42% *	*10%* **
Mean	2.83	*3.79* **	*3.17* **	2.65 **	*2.63* **	*2.70* **	*3.21* **	2.65 *	*2.70* **
Std. dev	0.75	*0.52*	*0.77*	0.68	*0.68*	*0.65*	*0.77*	0.68	*0.65*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	367	*10*	106	166	66	*19*	116	232	*19*
Base: France only - respondents who selected that sector previously	331	*8*	113	138	54	*19*	121	192	*19*
To a great extent [4]	13%	*19%* **	25% CF.CG*	7%	7% *	- **	24% CJ*	7%	- **
To some extent [3]	33%	*28%* **	37% *	35%	20% *	*35%* **	37% *	31%	*35%* **
To a small extent [2]	34%	*53%* **	26% *	41% CE	33% *	*31%* **	27% *	39%	*31%* **
Not at all [1]	15%	- **	11% *	15%	28% CE*	*14%* **	10% *	19%	*14%* **
Don't know	5%	- **	2% *	2%	12% CE.CF*	*20%* **	1% *	5%	*20%* **
Net: Higher autonomy	46%	*47%* **	62% CF.CG*	41%	27% *	*35%* **	61% CJ*	37%	*35%* **
Net: Lower autonomy	49%	*53%* **	36% *	56% CE	61% CE*	*44%* **	38% *	57% CI	*44%* **
Mean	2.46	*2.66* **	2.77 CF.CG*	2.34	2.07 *	*2.27* **	2.76 CJ*	2.27	*2.27* **
Std. dev	0.91	*0.83*	0.95	0.82	0.94	*0.76*	0.94	0.86	*0.76*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	133	*8*	*34*	64	*18*	*9*	*42*	82	*9*
Base: France only - respondents who selected that sector previously	159	*12*	*50*	67	*20*	*10*	*62*	87	*10*
To a great extent [4]	24%	*56%* **	*41%* **	10% *	*16%* **	- **	*44%* **	11% *	- **
To some extent [3]	44%	*44%* **	*34%* **	53% *	*50%* **	*28%* **	*36%* **	52% *	*28%* **
To a small extent [2]	19%	- **	*17%* **	24% *	*23%* **	*8%* **	*14%* **	24% *	*8%* **
Not at all [1]	8%	- **	*4%* **	12% *	*11%* **	*6%* **	*4%* **	11% *	*6%* **
Don't know	5%	- **	*3%* **	1% *	- **	*57%* **	*2%* **	1% *	*57%* **
Net: Higher autonomy	68%	*100%* **	*75%* **	63% *	*66%* **	*28%* **	*80%* **	64% *	*28%* **
Net: Lower autonomy	27%	- **	*22%* **	36% *	*34%* **	*14%* **	*17%* **	35% *	*14%* **
Mean	2.88	*3.56* **	*3.16* **	2.62 **	*2.71* **	*2.53* **	*3.24* **	2.64 *	*2.53* **
Std. dev	0.88	*0.52*	*0.88*	0.83	*0.89*	*0.83*	*0.83*	0.84	*0.83*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_9_France. Physical infrastructure and construction	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	133	*9*	*48*	*50*	*20*	*6*	57	70	*6*
Base: France only - respondents who selected that sector previously	121	*8*	*52*	*44*	*13*	*4*	60	57	*4*
To a great extent [4]	20%	*66%* **	*8%* **	*27%* *	*20%* **	- **	16% *	25% *	- **
To some extent [3]	53%	*11%* **	*74%* **	*41%* *	*38%* **	*59%* **	65% CJ*	41% *	*59%* **
To a small extent [2]	19%	*23%* **	*15%* **	*22%* *	*21%* **	*14%* **	16% *	22% *	*14%* **
Not at all [1]	4%	- **	- **	*9%* *	*8%* **	- **	- *	9% *	- **
Don't know	4%	- **	*4%* **	*1%* *	*13%* **	*28%* **	3% *	4% *	*28%* **
Net: Higher autonomy	73%	*77%* **	*81%* **	*68%* *	*58%* **	*59%* **	81% *	66% *	*59%* **
Net: Lower autonomy	23%	*23%* **	*15%* **	*31%* *	*29%* **	*14%* **	16% *	30% *	*14%* **
Mean	2.92	*3.43* **	*2.92* **	*2.87* *	*2.80* **	*2.81* **	2.99 **	2.85 *	*2.81* **
Std. dev	0.75	*0.90*	*0.49*	*0.92*	*0.94*	*0.49*	0.58	0.92	*0.49*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	223	*8*	54	102	*42*	*17*	62	144	*17*
Base: France only - respondents who selected that sector previously	237	*8*	60	112	*39*	*18*	68	151	*18*
To a great extent [4]	15%	*33%* **	23% **	8% *	*22%* **	*8%* **	24% **	12% *	*8%* **
To some extent [3]	26%	*18%* **	36% **	28% *	*14%* **	*6%* **	34% **	25% *	*6%* **
To a small extent [2]	34%	*33%* **	30% **	39% *	*33%* **	*18%* **	31% **	38% *	*18%* **
Not at all [1]	20%	*16%* **	9% **	22% *	*31%* **	*21%* **	10% **	24% *	*21%* **
Don't know	5%	- **	1% **	2% *	- **	*46%* **	1% **	2% *	*46%* **
Net: Higher autonomy	41%	*51%* **	59% **	37% *	*36%* **	*14%* **	58% **	37% *	*14%* **
Net: Lower autonomy	54%	*49%* **	39% **	61% *	*64%* **	*40%* **	40% **	62% *	*40%* **
Mean	2.38	*2.69* **	2.74 **	2.24 *	*2.27* **	*2.01* **	2.74 **	2.25 *	*2.01* **
Std. dev	0.99	*1.17*	0.92	0.90	*1.14*	*1.11*	0.95	0.96	*1.11*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	635	22	167	308	113	25	189	421	25
Base: France only - respondents who selected that sector previously	578	31	167	270	88	23	198	358	23
To a great extent [4]	16%	*55%* **	10% *	14%	18% *	*14%* **	17%	15%	*14%* **
To some extent [3]	40%	*28%* **	55% CF.CG*	39% CG	24% *	*26%* **	51% CJ	35%	*26%* **
To a small extent [2]	32%	*4%* **	30% *	37% CG	24% *	*46%* **	26%	34%	*46%* **
Not at all [1]	9%	*2%* **	4% *	7%	29% CE.CF*	*11%* **	4%	13% CI	*11%* **
Don't know	3%	*10%* **	1% *	2%	5% *	*4%* **	2%	3%	*4%* **
Net: Higher autonomy	56%	*84%* **	65% CG*	53%	43% *	*40%* **	68% CJ	51%	*40%* **
Net: Lower autonomy	41%	*6%* **	34% *	44%	53% CE*	*57%* **	30%	46% CI	*57%* **
Mean	2.64	*3.53* **	2.71 CG*	2.62 CG	2.33 *	*2.45* **	2.83 CJ	2.55	*2.45* **
Std. dev	0.87	*0.68*	0.70	0.82	1.11	*0.89*	0.75	0.91	*0.89*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	180	*10*	53	84	*28*	*5*	63	112	*5*
Base: France only - respondents who selected that sector previously	189	*14*	58	90	*23*	*5*	*72*	112	*5*
To a great extent [4]	26%	*68%* **	26% *	21% *	*19%* **	*23%* **	34% *	20% *	*23%* **
To some extent [3]	39%	*32%* **	43% *	40% *	*33%* **	*37%* **	41% *	38% *	*37%* **
To a small extent [2]	21%	- **	17% *	27% *	*24%* **	- **	14% *	26% *	- **
Not at all [1]	6%	- **	8% *	4% *	*14%* **	- **	7% *	6% *	- **
Don't know	8%	- **	5% *	8% *	*10%* **	*40%* **	4% *	9% *	*40%* **
Net: Higher autonomy	65%	*100%* **	69% *	61% *	*52%* **	*60%* **	75% *	59% *	*60%* **
Net: Lower autonomy	27%	- **	26% *	31% *	*38%* **	- **	21% *	32% *	- **
Mean	2.92	*3.68* **	2.91 *	2.84 *	*2.64* **	*3.39* **	3.07 *	2.80 *	*3.39* **
Std. dev	0.88	*0.48*	0.90	0.82	*1.01*	*0.59*	0.89	0.86	*0.59*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	45	4	11	19	7	4	15	26	4
Base: France only - respondents who selected that sector previously	44	7	10	15	5	6	17	20	6
To a great extent [4]	24%	36% **	20% **	29% **	- **	27% **	27% **	22% **	27% **
To some extent [3]	60%	64% **	72% **	37% **	80% **	73% **	69% **	49% **	73% **
To a small extent [2]	12%	- **	8% **	25% **	12% **	- **	5% **	21% **	- **
Not at all [1]	1%	- **	- **	- **	9% **	- **	- **	2% **	- **
Don't know	3%	- **	- **	9% **	- **	- **	- **	6% **	- **
Net: Higher autonomy	85%	100% **	92% **	67% **	80% **	100% **	95% **	70% **	100% **
Net: Lower autonomy	13%	- **	8% **	25% **	20% **	- **	5% **	23% **	- **
Mean	3.11	3.36 **	3.12 **	3.05 **	2.71 **	3.27 **	3.22 **	2.96 **	3.27 **
Std. dev	0.64	0.52	0.54	0.80	0.68	0.48	0.53	0.76	0.48

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only - respondents who selected that sector previously	*14*	*1*	*1*	*6*	*4*	*2*	*2*	*10*	*2*
Base: France only - respondents who selected that sector previously	*10*	*0*	*1*	*5*	*3*	*1*	*2*	*8*	*1*
To a great extent [4]	*41%*	*100%* **	*-* **	*32%* **	*86%* **	*-* **	*16%* **	*52%* **	*-* **
To some extent [3]	*10%*	*-* **	*-* **	*10%* **	*4%* **	*43%* **	*-* **	*8%* **	*43%* **
To a small extent [2]	*21%*	*-* **	*100%* **	*17%* **	*-* **	*-* **	*84%* **	*11%* **	*-* **
Not at all [1]	*18%*	*-* **	*-* **	*27%* **	*-* **	*57%* **	*-* **	*17%* **	*57%* **
Don't know	*9%*	*-* **	*-* **	*14%* **	*10%* **	*-* **	*-* **	*12%* **	*-* **
Net: Higher autonomy	*51%*	*100%* **	*-* **	*42%* **	*90%* **	*43%* **	*16%* **	*60%* **	*43%* **
Net: Lower autonomy	*39%*	*-* **	*100%* **	*44%* **	*-* **	*57%* **	*84%* **	*28%* **	*57%* **
Mean	*2.82*	*4.00* **	*2.00* **	*2.55* **	*3.96* **	*1.85* **	*2.33* **	*3.08* **	*1.85* **
Std. dev	*1.28*	*-*	*-*	*1.46*	*0.27*	*-*	*1.24*	*1.32*	*-*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: France only	2017	78	506	888	394	151	584	1282	151
Base: France only	2017	100	568	865	333	151	668	1198	151
A very positive impact [5]	5%	20% CE.CF.CG.CH*	6%	4%	6%	1% *	8% CJ.CK	4%	1% *
A fairly positive impact [4]	21%	34% CF.CG.CH*	27% CF.CG.CH	19% CH	17%	9% *	28% CJ.CK	19% CK	9% *
No impact [3]	25%	27% *	24% CG	29% CG.CH	16%	16% *	25%	26% CK	16% *
A fairly negative impact [2]	19%	2% *	23% CD.CG.CH	22% CD.CG.CH	15% CD	12% CD*	20%	20%	12% *
A very negative impact [1]	8%	8% CE*	2%	6% CE	25% CD.CE.CF.CH	3% *	3%	11% CI.CK	3% *
Don't know	22%	9% *	18%	20%	20%	59% CD.CE.CF.CG*	17%	20%	59% CI.CJ*
Net: Positive impact	26%	53% CE.CF.CG.CH*	32% CF.CG.CH	23% CH	23% CH	10% *	36% CJ.CK	23% CK	10% *
Net: Negative impact	27%	10% *	25% CD.CH	28% CD.CH	40% CD.CE.CF.CH	15% *	23%	32% CI.CK	15% *
Mean	2.95	3.61 CE.CF.CG.CH*	3.13 CF.CG	2.90 CG	2.55	2.85 *	3.21 CJ.CK	2.80	2.85 *
Std. dev	1.09	1.12	0.99	1.00	1.33	0.96	1.03	1.11	0.96

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick12_France_2. France's attractiveness as a place to invest and do business									
Unweighted base: France only	2017	78	506	888	394	151	584	1282	151
Base: France only	2017	100	568	865	333	151	668	1198	151
A very positive impact [5]	7%	34% CE.CF.CG.CH*	8%	4%	6%	4% *	11% CJ.CK	5%	4% *
A fairly positive impact [4]	22%	31% CG.CH*	29% CF.CG.CH	21% CH	18% CH	7% *	29% CJ.CK	20% CK	7% *
No impact [3]	27%	21% *	27% CH	31% CG.CH	20%	17% *	26%	28% CK	17% *
A fairly negative impact [2]	17%	12% *	15%	21% CH	16% CH	8% *	15%	19% CK	8% *
A very negative impact [1]	7%	1% *	4%	5%	20% CD.CE.CF.CH	7% *	4%	9% CI	7% *
Don't know	20%	1% *	17% CD	18% CD	21% CD	57% CD.CE.CF.CG*	14%	19%	57% CI.CJ*
Net: Positive impact	29%	65% CE.CF.CG.CH*	36% CF.CG.CH	25% CH	24% CH	11% *	41% CJ.CK	25% CK	11% *
Net: Negative impact	24%	13% *	20%	26% CD.CH	36% CD.CE.CF.CH	15% *	19%	29% CI.CK	15% *
Mean	3.05	3.87 CE.CF.CG.CH*	3.24 CF.CG.CH	2.98 CG	2.68	2.85 *	3.34 CJ.CK	2.90	2.85 *
Std. dev	1.09	1.05	1.02	0.98	1.28	1.17	1.06	1.08	1.17

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick13_France. How worried are you, if at all, about the level of France's national debt?									
Unweighted base: France only	2017	78	506	888	394	151	584	1282	151
Base: France only	2017	100	568	865	333	151	668	1198	151
Very worried [4]	31%	32% *	21%	29% CE	55% CD.CE.CF.CH	21% *	23%	36% CI.CK	21% *
Fairly worried [3]	45%	38% *	50% CG.CH	52% CG.CH	28%	37% *	48%	45%	37% *
Not very worried [2]	15%	19% CG*	21% CF.CG	14% CG	8%	17% CG*	20% CJ	12%	17% *
Not at all worried [1]	5%	10% CF*	6% CF	3%	6% CF	7% CF*	7% CJ	4%	7% *
Don't know	4%	1% *	2%	2%	3%	18% CD.CE.CF.CG*	2%	3%	18% CI.CJ*
Net: Worried	76%	69% *	71% CH	81% CE.CH	83% CD.CE.CH	59% *	71% CK	81% CI.CK	59% *
Net: Not worried	20%	29% CF.CG*	27% CF.CG	17%	14%	24% CG*	27% CJ	16%	24% *
Mean	3.05	2.92 *	2.87	3.10 CE.CH	3.35 CD.CE.CF.CH	2.89 *	2.88	3.17 CI.CK	2.89 *
Std. dev	0.83	0.97	0.82	0.74	0.88	0.89	0.84	0.79	0.89

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CD	CE	CF	CG	CH	CI	CJ	CK	
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
Much more resilient [5]	3%	21% **	3%	2%	5% CF	2%	5%	3%	2%
Somewhat more resilient [4]	11%	25% **	15% CG.CH	11% CH	9% CH	3%	16% CJ.CK	11% CK	3%
About as resilient [3]	40%	37% **	53% CF.CG.CH	42% CG.CH	25%	28%	52% CJ.CK	37%	28%
Somewhat less resilient [2]	18%	7% **	17%	22% CG.CH	14%	12%	16%	19%	12%
Much less resilient [1]	12%	6% **	4%	13% CE.CH	33% CE.CF.CH	5%	4%	19% CI.CK	5%
Don't know	15%	4% **	7%	11%	14% CE	50% CE.CF.CG	7%	12% CI	50% CI.CJ
Net: More resilient	15%	47% **	19% CF.CH	13% CH	14% CH	6%	21% CJ.CK	13% CK	6%
Net: Less resilient	30%	13% **	21%	34% CE.CH	47% CE.CF.CH	17%	20%	38% CI.CK	17%
Mean	2.71	3.50 **	2.97 CF.CG.CH	2.63 CG	2.31	2.73 CG*	3.02 CJ.CK	2.54	2.73 *
Std. dev	1.00	1.11	0.81	0.94	1.24	0.90	0.85	1.04	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
A very positive impact [5]	4%	33% **	4%	2%	4%	1%	7% CJ.CK	3%	1%
A fairly positive impact [4]	20%	28% **	29% CF.CG.CH	19% CG.CH	13%	6%	29% CJ.CK	17% CK	6%
No impact [3]	28%	24% **	33% CG.CH	31% CG.CH	23%	14%	32% CK	29% CK	14%
A fairly negative impact [2]	17%	1% **	13%	21% CE.CH	18%	11%	12%	20% CI.CK	11%
A very negative impact [1]	8%	8% **	5%	6%	22% CE.CF.CH	2%	6%	11% CI.CK	2%
Don't know	24%	6% **	16%	20%	19%	65% CE.CF.CG	15%	20% CI	65% CI.CJ
Net: Positive impact	23%	61% **	33% CF.CG.CH	21% CH	17% CH	8%	35% CJ.CK	20% CK	8%
Net: Negative impact	25%	9% **	18%	27% CE.CH	40% CE.CF.CH	13%	18%	31% CI.CK	13%
Mean	2.93	3.83 **	3.15 CF.CG.CH	2.88 CG	2.48	2.83 *	3.22 CJ.CK	2.77	2.83 *
Std. dev	1.04	1.18	0.96	0.95	1.20	0.90	1.00	1.04	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
A very positive impact [5]	5%	41% **	5%	3%	5%	1%	8% CJ.CK	4%	1%
A fairly positive impact [4]	22%	39% **	33% CF.CG.CH	20% CG.CH	13%	10%	34% CJ.CK	18% CK	10%
No impact [3]	25%	7% **	31% CG.CH	27% CH	22%	16%	29% CK	26% CK	16%
A fairly negative impact [2]	16%	3% **	12%	22% CE.CH	18% CH	8%	11%	21% CI.CK	8%
A very negative impact [1]	8%	3% **	3%	7% CE.CH	23% CE.CF.CH	2%	3%	12% CI.CK	2%
Don't know	24%	6% **	16%	21%	19%	63% CE.CF.CG	15%	20% CI	63% CI.CJ
Net: Positive impact	27%	80% **	38% CF.CG.CH	23% CH	19%	11%	42% CJ.CK	22% CK	11%
Net: Negative impact	24%	6% **	15%	29% CE.CH	41% CE.CF.CH	10%	14%	32% CI.CK	10%
Mean	3.00	4.19 **	3.30 CF.CG	2.88 CG	2.51	3.03 CG*	3.39 CJ.CK	2.77	3.03 *
Std. dev	1.08	0.98	0.91	1.01	1.25	0.90	0.95	1.10	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.									
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
Energy	23%	30% **	29% CG.CH	24% CH	20% CH	8%	29% CJ.CK	23% CK	8%
Defence	17%	31% **	19% CH	19% CG.CH	13%	10%	20% CK	17%	10%
Healthcare	27%	29% **	29% CH	25%	32% CH	18%	29% CK	27%	18%
Financial services	7%	8% **	7%	7%	4%	7%	7%	6%	7%
Technology (e.g. software and electronic devices)	14%	6% **	18% CH	13%	13%	8%	17% CK	13%	8%
Telecommunications	8%	16% **	11% CG.CH	9% CG.CH	5%	2%	11% CK	8% CK	2%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	22% **	14% CH	11% CH	9%	4%	15% CJ.CK	10% CK	4%
Transport	10%	18% **	10%	11% CH	9%	5%	10%	10%	5%
Physical infrastructure and construction	9%	12% **	12% CG.CH	11% CG.CH	5%	4%	12% CK	9%	4%
Manufacturing	18%	19% **	25% CF.CG.CH	18% CH	16% CH	7%	24% CJ.CK	17% CK	7%
Food and agriculture	28%	33% **	29% CH	29% CH	30% CH	18%	29% CK	29% CK	18%
Media and communications	7%	3% **	7%	7%	6%	4%	7%	7%	4%
Retail and luxury	9%	11% **	10%	10% CG	5%	5%	10%	9%	5%
Other [see Sheet3]	1%	- **	0%	1%	1%	-	0%	1%	-
None of the above	5%	3% **	3%	5%	12% CE.CF	5%	3%	7% CI	5%
Don't know	21%	14% **	12%	18% CE	20% CE	54% CE.CF.CG	12%	18% CI	54% CI.CJ

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
The national government	12%	30% **	17% CF.CG.CH	12%	7%	7%	18% CJ.CK	10%	7%
Regional and local authorities	5%	3% **	6%	5%	5%	3%	6%	5%	3%
European Union institutions	11%	11% **	12%	12%	10%	7%	12%	11%	7%
The Armed Forces	20%	25% **	23% CH	21% CH	18%	11%	23% CK	20% CK	11%
Civil Protection (e.g., national and regional civil protection authorities)	30%	40% **	37% CG.CH	32% CG.CH	21%	20%	37% CJ.CK	29%	20%
Emergency services (e.g., police, fire and ambulance services)	30%	39% **	38% CF.CG.CH	30% CG.CH	23%	17%	38% CJ.CK	28% CK	17%
Private companies	6%	4% **	8% CH	7% CH	6%	1%	7% CK	6% CK	1%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	15% **	14%	18%	19%	12%	14%	18%	12%
Other [see Sheet4]	0%	- **	0%	0%	0%	0%	0%	0%	0%
None of the above	5%	3% **	1%	4% CE	17% CE.CF.CH	2%	1%	8% CI.CK	2%
Don't know	19%	6% **	13%	16%	17%	52% CE.CF.CG	12%	17%	52% CI.CJ

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?									
brunswick13_Italy_1. Newspapers and periodicals									
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
Trust a great deal [4]	4%	16% **	5% CG	4%	1%	2%	6% CJ	3%	2%
Trust a fair amount [3]	37%	49% **	44% CG.CH	39% CG	23%	32%	45% CJ.CK	35%	32%
Don't trust very much [2]	32%	19% **	34% CH	34% CH	30% CH	20%	33% CK	33% CK	20%
Don't trust at all [1]	18%	13% **	11%	17% CE	38% CE.CF.CH	10%	11%	23% CI.CK	10%
Don't know	9%	4% **	6%	5%	7%	35% CE.CF.CG	5%	6%	35% CI.CJ
Net: Trust	41%	65% **	49% CG.CH	43% CG	25%	34%	51% CJ.CK	38%	34%
Net: Do not trust	49%	32% **	45% CH	51% CH	69% CE.CF.CH	31%	44% CK	56% CI.CK	31%
Mean	2.30	2.70 **	2.46 CF.CG	2.32 CG	1.87	2.40 CG*	2.49 CJ	2.19	2.40 CJ*
Std. dev	0.83	0.91	0.77	0.81	0.84	0.79	0.78	0.84	0.79

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_2. News channels on television/ Television news broadcasts

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
Trust a great deal [4]	6%	28% **	7% CH	6%	6%	2%	9% CK	6%	2%
Trust a fair amount [3]	40%	47% **	49% CF.CG.CH	39% CG	26%	37% CG	49% CJ.CK	35%	37%
Don't trust very much [2]	30%	16% **	31% CH	35% CG.CH	24%	18%	30% CK	32% CK	18%
Don't trust at all [1]	17%	6% **	9%	16% CE	39% CE.CF.CH	10%	9%	23% CI.CK	10%
Don't know	8%	3% **	4%	4%	6%	34% CE.CF.CG	4%	4%	34% CI.CJ
Net: Trust	46%	75% **	56% CF.CG.CH	45% CG	31%	39%	58% CJ.CK	41%	39%
Net: Do not trust	46%	22% **	40% CH	51% CE.CH	63% CE.CF.CH	28%	38%	55% CI.CK	28%
Mean	2.39	3.01 **	2.57 CF.CG	2.37 CG	1.98	2.46 CG*	2.61 CJ	2.26	2.46 CJ*
Std. dev	0.86	0.85	0.76	0.83	0.97	0.77	0.78	0.89	0.77

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Acts of sabotage					Protection by govt from: Acts of sabotage (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CD	CE	CF	CG	CH	CI	CJ	CK
brunswick13_Italy_3. Social media									
Unweighted base: Italy only	2075	55	611	867	349	193	666	1216	193
Base: Italy only	2075	57	580	852	340	246	637	1192	246
Trust a great deal [4]	5%	20% **	6% CH	4%	6% CH	1%	7% CK	5%	1%
Trust a fair amount [3]	25%	25% **	25%	30% CG	20%	20%	25%	27%	20%
Don't trust very much [2]	35%	22% **	41% CF.CG	34%	28%	31%	40% CJ	32%	31%
Don't trust at all [1]	28%	32% **	25% CH	28% CH	40% CE.CF.CH	15%	26% CK	31% CK	15%
Don't know	7%	1% **	3%	4%	6%	32% CE.CF.CG	3%	5%	32% CI.CJ
Net: Trust	31%	45% **	31%	34% CG.CH	26%	21%	32% CK	32% CK	21%
Net: Do not trust	62%	55% **	67% CH	62% CH	68% CH	46%	66% CK	64% CK	46%
Mean	2.09	2.33 **	2.11 CG	2.11 CG	1.92	2.10 *	2.13	2.06	2.10 *
Std. dev	0.88	1.14	0.86	0.87	0.95	0.75	0.89	0.90	0.75

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	3%	23% CM.CN.CO.CP	3% CN.CO.CP	1%	1%	0%	7% CR.CS	1%	0%
Fairly well protected [3]	34%	54% CN.CO.CP	57% CN.CO.CP	19% CO	4%	17% CO	57% CR.CS	15%	17%
Not very well protected [2]	40%	19%	31% CL	65% CL.CM.CO.CP	28% CL	26% CL	29%	55% CQ.CS	26%
Not at all protected [1]	15%	3%	5%	13% CL.CM.CP	66% CL.CM.CN.CP	6%	4%	28% CQ.CS	6%
Don't know	8%	1%	4%	3%	2%	51%	3%	2%	51%
			CL.CO	CL		CL.CM.CN.CO			CQ.CR
Net: Protected	38%	77% CM.CN.CO.CP	60% CN.CO.CP	19% CO	4%	17% CO	63% CR.CS	15%	17%
Net: Not protected	54%	22%	36% CL	78% CL.CM.CP	94% CL.CM.CN.CP	33% CL	33%	82% CQ.CS	33%
Mean	2.29	2.98 CM.CN.CO.CP	2.61 CN.CO.CP	2.08 CO	1.38	2.21 CN.CO	2.68 CR.CS	1.88	2.21 CR
Std. dev	0.77	0.75	0.63	0.59	0.60	0.66	0.67	0.67	0.66

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CL	CM	CN	CO	CP	CQ	CR	CS	
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	7%	44% CM.CN.CO.CP	6% CN.CO.CP	2% CO	0%	1%	13% CR.CS	1%	1%
Fairly well protected [3]	40%	43% CN.CO.CP	68% CL.CN.CO.CP	26% CO.CP	6%	14% CO	63% CR.CS	20% CS	14%
Not very well protected [2]	31%	10%	21% CL.CP	59% CL.CM.CO.CP	20% CL	15%	19%	48% CQ.CS	15%
Not at all protected [1]	15%	2%	3%	12% CL.CM.CP	74% CL.CM.CN.CP	4%	3%	29% CQ.CS	4%
Don't know	8%	0%	2% CO	2% CO	0%	66% CL.CM.CN.CO	2%	1%	66% CQ.CR
Net: Protected	46%	87% CM.CN.CO.CP	74% CN.CO.CP	28% CO.CP	6%	15% CO	76% CR.CS	22% CS	15%
Net: Not protected	46%	12%	24% CL	71% CL.CM.CP	93% CL.CM.CN.CP	19% CL	22%	77% CQ.CS	19%
Mean	2.42	3.30 CM.CN.CO.CP	2.79 CN.CO.CP	2.18 CO	1.32	2.34 CN.CO	2.88 CR.CS	1.93	2.34 CR
Std. dev	0.84	0.74	0.60	0.65	0.59	0.74	0.66	0.74	0.74

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	3%	15% CM.CN.CO.CP	3% CN.CO.CP	1%	0%	1%	5% CR.CS	0%	1%
Fairly well protected [3]	21%	42% CM.CN.CO.CP	34% CN.CO.CP	13% CO.CP	3%	5%	35% CR.CS	10% CS	5%
Not very well protected [2]	45%	31% CO	46% CL.CO.CP	61% CL.CM.CO.CP	23%	26%	44% CS	50% CQ.CS	26%
Not at all protected [1]	22%	10%	13% CP	23% CL.CM.CP	73% CL.CM.CN.CP	7%	12% CS	37% CQ.CS	7%
Don't know	9%	2%	4% CN.CO	2%	1%	62% CL.CM.CN.CO	4% CR	2%	62% CQ.CR
Net: Protected	24%	57% CM.CN.CO.CP	37% CN.CO.CP	14% CO.CP	3%	6%	41% CR.CS	11% CS	6%
Net: Not protected	67%	41% CP	59% CL.CP	84% CL.CM.CP	95% CL.CM.CN.CP	33%	56% CS	87% CQ.CS	33%
Mean	2.05	2.63 CM.CN.CO.CP	2.29 CN.CO.CP	1.91 CO	1.30	1.99 CO	2.35 CR.CS	1.74	1.99 CR
Std. dev	0.78	0.86	0.73	0.62	0.53	0.65	0.77	0.66	0.65

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	4%	23% CM.CN.CO.CP	3% CN.CO.CP	1%	0%	1%	7% CR.CS	1%	1%
Fairly well protected [3]	29%	51% CN.CO.CP	50% CN.CO.CP	15% CO.CP	3%	5%	50% CR.CS	12% CS	5%
Not very well protected [2]	40%	17%	36% CL.CO.CP	67% CL.CM.CO.CP	22% CP	15%	32% CS	54% CQ.CS	15%
Not at all protected [1]	16%	4%	5%	13% CL.CM.CP	73% CL.CM.CN.CP	4%	5%	30% CQ.CS	4%
Don't know	12%	5% CO	6% CN.CO	4% CO	1%	75% CL.CM.CN.CO	6% CR	3%	75% CQ.CR
Net: Protected	33%	74% CM.CN.CO.CP	53% CN.CO.CP	16% CO.CP	4%	6%	57% CR.CS	13% CS	6%
Net: Not protected	56%	20%	41% CL.CP	80% CL.CM.CP	95% CL.CM.CN.CP	19%	37% CS	84% CQ.CS	19%
Mean	2.23	2.99 CM.CN.CO.CP	2.55 CN.CO.CP	2.04 CO	1.30	2.12 CO*	2.63 CR.CS	1.83	2.12 CR*
Std. dev	0.78	0.76	0.65	0.57	0.54	0.67	0.69	0.66	0.67

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	8%	100% CM.CN.CO.CP	-	-	-	-	17% CR.CS	-	-
Fairly well protected [3]	39%	-	100% CL.CN.CO.CP	-	-	-	83% CR.CS	-	-
Not very well protected [2]	31%	-	-	100% CL.CM.CO.CP	-	-	-	72% CQ.CS	-
Not at all protected [1]	12%	-	-	-	100% CL.CM.CN.CP	-	-	28% CQ.CS	-
Don't know	10%	-	-	-	-	100% CL.CM.CN.CO	-	-	100% CQ.CR
Net: Protected	47%	100% CN.CO.CP	100% CN.CO.CP	-	-	-	100% CR.CS	-	-
Net: Not protected	43%	-	-	100% CL.CM.CP	100% CL.CM.CP	-	-	100% CQ.CS	-
Mean	2.47	4.00 CM	3.00 CN.CO	2.00	1.00	-	3.17 CR	1.72	-
Std. dev	0.84	-	0.00	-	-	-	0.38	0.45	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_5. Disinformation campaigns

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well protected [4]	3%	17% CM.CN.CO.CP	3% CN.CO.CP	1%	0%	0%	6% CR.CS	1%	0%
Fairly well protected [3]	17%	26% CN.CO.CP	27% CN.CO.CP	12% CO.CP	2%	5% CO	27% CR.CS	9% CS	5%
Not very well protected [2]	42%	35% CO.CP	45% CL.CO.CP	57% CL.CM.CO.CP	21%	17%	43% CS	47% CQ.CS	17%
Not at all protected [1]	25%	16% CP	17% CP	24% CL.CM.CP	73% CL.CM.CN.CP	10%	17% CS	38% CQ.CS	10%
Don't know	12%	6%	8% CN.CO	6%	4%	68% CL.CM.CN.CO	7% CR	5%	68% CQ.CR
Net: Protected	20%	43% CM.CN.CO.CP	30% CN.CO.CP	13% CO.CP	2%	6% CO	32% CR.CS	10% CS	6%
Net: Not protected	68%	51% CP	62% CL.CP	81% CL.CM.CP	94% CL.CM.CN.CP	27%	60% CS	85% CQ.CS	27%
Mean	1.97	2.47 CM.CN.CO.CP	2.18 CN.CO.CP	1.89 CO	1.27	1.88 CO	2.23 CR.CS	1.71	1.88 CR
Std. dev	0.79	0.97	0.76	0.64	0.50	0.69	0.81	0.67	0.69

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CL	CM	CN	CO	CP	CQ	CR	CS	
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Very well informed [4]	3%	13% CM.CN.CO.CP	3% CP	2%	5% CN.CP	1%	5% CR.CS	3%	1%
Fairly well informed [3]	29%	45% CM.CN.CO.CP	36% CN.CO.CP	24% CP	24% CP	8%	38% CR.CS	24% CS	8%
Not very well informed [2]	46%	33%	47% CL.CO.CP	56% CL.CM.CO.CP	32%	39% CO	45%	49% CQ.CS	39%
Not at all informed [1]	15%	5%	9% CL	15% CL.CM	36% CL.CM.CN.CP	21% CL.CM.CN	8%	21% CQ	21% CQ
Don't know	6%	4%	4%	3%	3%	30% CL.CM.CN.CO	4%	3%	30% CQ.CR
Net: Informed	33%	58% CM.CN.CO.CP	39% CN.CO.CP	26% CP	29% CP	9%	43% CR.CS	27% CS	9%
Net: Not informed	61%	38%	56% CL	71% CL.CM.CP	68% CL.CM.CP	61% CL	53%	70% CQ.CS	61% CQ
Mean	2.22	2.68 CM.CN.CO.CP	2.35 CN.CO.CP	2.14 CO.CP	1.98 CP	1.84	2.41 CR.CS	2.09 CS	1.84
Std. dev	0.75	0.77	0.69	0.68	0.90	0.68	0.72	0.75	0.68

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Strongly support [5]	4%	8% CM.CN.CP	3% CP	4% CP	5% CM.CP	0%	4% CS	4% CS	0%
Tend to support [4]	18%	21% CO.CP	20% CO.CP	19% CO.CP	11%	7%	20% CR.CS	17% CS	7%
Neither support nor oppose [3]	28%	28% CO	32% CN.CO.CP	28% CO.CP	20%	23%	31% CR.CS	26%	23%
Tend to oppose [2]	20%	23% CO.CP	23% CO.CP	22% CO.CP	13%	12%	23% CR.CS	19% CS	12%
Strongly oppose [1]	23%	17% CM	18%	22%	46% CL.CM.CN.CP	22%	18%	29% CQ.CS	22%
Don't know	8%	4%	5%	5%	4%	36% CL.CM.CN.CO	5%	5%	36% CQ.CR
Net: Support	21%	29% CM.CO.CP	23% CO.CP	23% CO.CP	17% CP	8%	24% CS	21% CS	8%
Net: Oppose	43%	40%	40% CP	43% CP	59% CL.CM.CN.CP	34%	40% CS	48% CQ.CS	34%
Mean	2.56	2.79 CN.CO.CP	2.66 CO.CP	2.60 CO.CP	2.13	2.27	2.68 CR.CS	2.47 CS	2.27
Std. dev	1.17	1.20	1.09	1.17	1.28	1.07	1.11	1.22	1.07

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.									
Unweighted base	6352	475	2432	2062	809	574	2907	2871	574
Base	6352	513	2452	1981	776	631	2964	2757	631
Higher taxes	13%	22% CM.CN.CO.CP	15% CO.CP	13% CO.CP	7%	4%	17% CR.CS	12% CS	4%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	28% CP	27% CP	29% CP	33% CM.CP	10%	27% CS	30% CQ.CS	10%
Increased government borrowing	13%	17% CN.CO.CP	17% CN.CO.CP	12% CO.CP	8% CP	4%	17% CR.CS	11% CS	4%
I would not be willing to accept any of these	38%	33%	35%	40% CL.CM	47% CL.CM.CN.CP	39%	34%	42% CQ	39%
Don't know	17%	12%	15% CO	13%	10%	44% CL.CM.CN.CO	15% CR	12%	44% CQ.CR
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?									
Unweighted base: : respondents in full-time or part-time employment only	3366	246	1351	1081	393	295	1597	1474	295
Base: : respondents in full-time or part-time employment only	3362	274	1358	1028	395	306	1633	1423	306
Very well prepared [4]	7%	17% CM.CN.CO.CP	8% CN.CP	3%	6% CN	4%	9% CR.CS	4%	4%
Fairly well prepared [3]	31%	44% CN.CO.CP	38% CN.CO.CP	27% CO.CP	17%	15%	39% CR.CS	24% CS	15%
Not very well prepared [2]	27%	20%	25% CP	35% CL.CM.CO.CP	24% CP	17%	24% CS	32% CQ.CS	17%
Not at all prepared [1]	15%	9%	10%	15% CL.CM	35% CL.CM.CN.CP	12%	9%	21% CQ.CS	12%
Don't know	22%	10%	20% CL	19% CL	17%	53% CL.CM.CN.CO	18%	19%	53% CQ.CR
Net: Prepared	37%	60% CM.CN.CO.CP	46% CN.CO.CP	30% CO.CP	23%	18%	48% CR.CS	28% CS	18%
Net: Not prepared	41%	30%	34%	51% CL.CM.CP	60% CL.CM.CN.CP	29%	33%	53% CQ.CS	29%
Mean	2.37	2.75 CM.CN.CO.CP	2.56 CN.CO.CP	2.22 CO	1.93	2.21 CO*	2.59 CR.CS	2.14	2.21 *
Std. dev	0.88	0.87	0.83	0.79	0.96	0.92	0.84	0.85	0.92

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: : respondents in full-time or part-time employment only	3366	246	1351	1081	393	295	1597	1474	295
Base: : respondents in full-time or part-time employment only	3362	274	1358	1028	395	306	1633	1423	306
Very well informed [4]	8%	20% CM.CN.CO.CP	8% CN.CP	6%	9% CN.CP	3%	10% CR.CS	7%	3%
Fairly well informed [3]	30%	44% CN.CO.CP	36% CN.CO.CP	28% CO.CP	20%	15%	38% CR.CS	26% CS	15%
Not very well informed [2]	29%	18%	29% CL.CP	35% CL.CM.CO.CP	26%	19%	27% CS	32% CQ.CS	19%
Not at all informed [1]	16%	8%	12%	16% CL.CM	31% CL.CM.CN.CP	15% CL	12%	20% CQ	15%
Don't know	17%	10%	14%	16%	13%	47% CL.CM.CN.CO	14%	15%	47% CQ.CR
Net: Informed	38%	64% CM.CN.CO.CP	44% CN.CO.CP	33% CP	29% CP	18%	48% CR.CS	32% CS	18%
Net: Not informed	44%	26%	41% CL	51% CL.CM.CP	57% CL.CM.CP	34%	39%	53% CQ.CS	34%
Mean	2.37	2.85 CM.CN.CO.CP	2.47 CN.CO.CP	2.27 CO	2.09	2.12 *	2.54 CR.CS	2.22	2.12 *
Std. dev	0.90	0.87	0.85	0.84	1.01	0.89	0.87	0.90	0.89

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: : respondents in full-time or part-time employment only	3366	246	1351	1081	393	295	1597	1474	295
Base: : respondents in full-time or part-time employment only	3362	274	1358	1028	395	306	1633	1423	306
Very confident [4]	8%	24% CM.CN.CO.CP	9% CN.CP	5%	6%	4%	12% CR.CS	5%	4%
Fairly confident [3]	31%	38% CN.CO.CP	37% CN.CO.CP	28% CO	21%	21%	37% CR.CS	26%	21%
Not very confident [2]	23%	19% CP	23% CP	29% CL.CM.CO.CP	19% CP	11%	22% CS	26% CQ.CS	11%
Not at all confident [1]	14%	6%	10%	16% CL.CM.CP	36% CL.CM.CN.CP	10%	9%	21% CQ.CS	10%
Don't know	23%	13%	21% CL	22% CL	18%	54% CL.CM.CN.CO	20%	21%	54% CQ.CR
Net: Confident	39%	61% CM.CN.CO.CP	47% CN.CO.CP	33%	27%	26%	49% CR.CS	31%	26%
Net: Not confident	37%	25%	32% CP	45% CL.CM.CP	55% CL.CM.CN.CP	21%	31% CS	48% CQ.CS	21%
Mean	2.43	2.91 CM.CN.CO.CP	2.59 CN.CO	2.28 CO	1.96	2.44 CO*	2.64 CR	2.19	2.44 CR*
Std. dev	0.91	0.87	0.85	0.85	0.98	0.92	0.86	0.90	0.92

Brunswick Group

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YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very optimistic [5]	1%	3% CN	2% CN	1%	2%	1%	2%	1%	1%
Fairly optimistic [4]	12%	30% CM.CN.CO.CP	18% CN.CO.CP	7% CO	3%	6%	20% CR.CS	6%	6%
Neither optimistic nor pessimistic [3]	24%	20% CO	32% CL.CN.CO	23% CO	6%	29% CO	30% CR	18%	29% CR
Fairly pessimistic [2]	36%	30%	35% CO.CP	46% CL.CM.CO.CP	22%	24%	34% CS	40% CQ.CS	24%
Very pessimistic [1]	21%	11%	10%	20% CL.CM.CP	64% CL.CM.CN.CP	13%	10%	32% CQ.CS	13%
Don't know	6%	5%	4%	3%	2%	27% CL.CM.CN.CO	4%	3%	27% CQ.CR
Net: Optimistic	13%	34% CM.CN.CO.CP	20% CN.CO.CP	8%	5%	7%	22% CR.CS	7%	7%
Net: Pessimistic	56%	41%	45%	67% CL.CM.CP	87% CL.CM.CN.CP	37%	44%	72% CQ.CS	37%
Mean	2.34	2.83 CN.CO.CP	2.66 CN.CO.CP	2.19 CO	1.52	2.41 CN.CO	2.69 CR.CS	2.00	2.41 CR
Std. dev	1.01	1.11	0.96	0.87	0.90	0.92	0.98	0.92	0.92

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?									
brunswick9_UK_1. Jobs and employment									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	1%	6% CM.CN.CO.CP	2% CN	0%	0%	-	3% CR.CS	0%	-
Fairly confident [3]	14%	26% CN.CO.CP	21% CN.CO.CP	10% CO	2%	5% CO	22% CR.CS	8%	5%
Not very confident [2]	46%	39%	50% CL.CO.CP	53% CL.CO.CP	29%	37%	48% CS	46% CS	37%
Not at all confident [1]	29%	23%	20%	31% CM.CP	66% CL.CM.CN.CP	16%	20%	41% CQ.CS	16%
Don't know	10%	5%	7% CO	6%	3%	41% CL.CM.CN.CO	7%	5%	41% CQ.CR
Net: Confident	15%	32% CN.CO.CP	23% CN.CO.CP	10% CO	2%	5%	25% CR.CS	8%	5%
Net: Not confident	75%	63%	69% CP	84% CL.CM.CP	95% CL.CM.CN.CP	54%	68% CS	87% CQ.CS	54%
Mean	1.86	2.16 CN.CO.CP	2.06 CN.CO.CP	1.78 CO	1.35	1.82 CO	2.08 CR.CS	1.66	1.82 CR
Std. dev	0.72	0.87	0.73	0.64	0.53	0.58	0.75	0.64	0.58

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick9_UK_2. People's living standards									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	1%	7% CM.CN.CO.CP	1%	1%	-	-	2% CR	0%	-
Fairly confident [3]	10%	19% CN.CO.CP	17% CN.CO.CP	6% CO	2%	5%	17% CR.CS	5%	5%
Not very confident [2]	44%	43% CO	50% CO.CP	51% CO.CP	24%	32%	49% CR.CS	43% CS	32%
Not at all confident [1]	35%	27%	26%	38% CL.CM.CP	70% CL.CM.CN.CP	24%	27%	47% CQ.CS	24%
Don't know	9%	4%	6%	5%	3%	38% CL.CM.CN.CO	6%	4%	38% CQ.CR
Net: Confident	12%	26% CN.CO.CP	18% CN.CO.CP	7% CO	2%	5%	19% CR.CS	6%	5%
Net: Not confident	80%	70% CP	76% CP	88% CL.CM.CP	95% CL.CM.CN.CP	57%	75% CS	90% CQ.CS	57%
Mean	1.75	2.05 CN.CO.CP	1.92 CN.CO.CP	1.68 CO	1.30	1.69 CO	1.95 CR.CS	1.57	1.69
Std. dev	0.70	0.87	0.71	0.62	0.50	0.62	0.74	0.62	0.62

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick9_UK_3. Business activity and investment									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	2%	12% CM.CN.CO.CP	2% CO	1%	-	-	3% CR.CS	1%	-
Fairly confident [3]	18%	33% CN.CO.CP	28% CN.CO.CP	12% CO	2%	8% CO	29% CR.CS	9%	8%
Not very confident [2]	45%	33%	47% CL.CO.CP	55% CL.CM.CO.CP	31%	30%	45% CS	48% CS	30%
Not at all confident [1]	23%	13%	12%	24% CL.CM.CP	62% CL.CM.CN.CP	14%	12%	35% CQ.CS	14%
Don't know	13%	9%	11% CO	8% CO	4%	48% CL.CM.CN.CO	11% CR	7%	48% CQ.CR
Net: Confident	19%	45% CM.CN.CO.CP	29% CN.CO.CP	13% CO	2%	8% CO	32% CR.CS	10%	8%
Net: Not confident	67%	47%	59% CL.CP	79% CL.CM.CP	93% CL.CM.CN.CP	44%	57% CS	83% CQ.CS	44%
Mean	1.98	2.47 CM.CN.CO.CP	2.22 CN.CO.CP	1.89 CO	1.38	1.89 CO*	2.26 CR.CS	1.75	1.89 *
Std. dev	0.74	0.90	0.69	0.65	0.54	0.65	0.74	0.66	0.65

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	3%	15% CM.CN.CO.CP	4% CN.CO.CP	0%	1%	-	5% CR.CS	1%	-
Fairly confident [3]	27%	33% CN.CO.CP	43% CL.CN.CO.CP	21% CO.CP	5%	12% CO	41% CR.CS	16%	12%
Not very confident [2]	39%	34%	35% CO.CP	54% CL.CM.CO.CP	27%	26%	35% CS	46% CQ.CS	26%
Not at all confident [1]	21%	13%	11%	20% CM	64% CL.CM.CN.CP	17% CM	11%	32% CQ.CS	17%
Don't know	10%	5%	8% CN.CO	5%	4%	45% CL.CM.CN.CO	7% CR	5%	45% CQ.CR
Net: Confident	29%	48% CN.CO.CP	46% CN.CO.CP	21% CO.CP	5%	12% CO	46% CR.CS	17%	12%
Net: Not confident	61%	47%	46%	74% CL.CM.CP	91% CL.CM.CN.CP	42%	46%	79% CQ.CS	42%
Mean	2.12	2.54 CN.CO.CP	2.42 CN.CO.CP	2.01 CO	1.40	1.92 CO*	2.44 CR.CS	1.84	1.92 *
Std. dev	0.80	0.92	0.75	0.67	0.61	0.73	0.78	0.71	0.73

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Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	1%	6% CM.CN.CO.CP	1% CN	0%	1%	1%	2% CR	0%	1%
Fairly prepared [3]	14%	27% CN.CO.CP	23% CN.CO.CP	9% CO	2%	6%	23% CR.CS	7%	6%
Not very prepared [2]	48%	43% CO	54% CL.CO.CP	57% CL.CO.CP	22%	32% CO	53% CR.CS	47% CS	32%
Not at all prepared [1]	29%	21%	16%	31% CL.CM	74% CL.CM.CN.CP	24% CM	17%	43% CQ.CS	24% CQ
Don't know	8%	3%	6% CN.CO	3%	1%	38% CL.CM.CN.CO	5% CR	3%	38% CQ.CR
Net: Prepared	15%	33% CM.CN.CO.CP	24% CN.CO.CP	9% CO	3%	6%	25% CR.CS	7%	6%
Net: Not prepared	77%	64%	70% CP	88% CL.CM.CP	96% CL.CM.CN.CP	56%	69% CS	90% CQ.CS	56%
Mean	1.86	2.18 CN.CO.CP	2.10 CN.CO.CP	1.78 CO	1.29	1.73 CO	2.12 CR.CS	1.64	1.73
Std. dev	0.70	0.84	0.67	0.61	0.53	0.67	0.70	0.63	0.67

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick10_UK_2. A major public health crisis									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	3%	15% CM.CN.CO.CP	4% CN.CO.CP	2%	1%	1%	6% CR.CS	1%	1%
Fairly prepared [3]	27%	31% CO.CP	41% CL.CN.CO.CP	23% CO.CP	7%	14% CO	39% CR.CS	19%	14%
Not very prepared [2]	40%	35%	39% CO.CP	51% CL.CM.CO.CP	26%	30%	38% CS	44% CQ.CS	30%
Not at all prepared [1]	25%	16%	14%	22% CM	65% CL.CM.CN.CP	25% CM	14%	34% CQ.CS	25% CQ
Don't know	5%	3%	2%	2%	1%	31% CL.CM.CN.CO	2%	2%	31% CQ.CR
Net: Prepared	30%	46% CN.CO.CP	45% CN.CO.CP	25% CO.CP	8%	14% CO	45% CR.CS	20%	14%
Net: Not prepared	65%	51%	53%	73% CL.CM.CP	91% CL.CM.CN.CP	55%	53%	78% CQ.CS	55%
Mean	2.09	2.47 CN.CO.CP	2.36 CN.CO.CP	2.04 CO.CP	1.43	1.85 CO	2.37 CR.CS	1.87	1.85
Std. dev	0.82	0.95	0.77	0.73	0.65	0.76	0.80	0.76	0.76

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick10_UK_3. An extreme weather event									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	1%	8% CM.CN.CO.CP	1%	0%	0%	1%	2% CR	0%	1%
Fairly prepared [3]	19%	24% CO.CP	28% CN.CO.CP	17% CO.CP	6%	8%	27% CR.CS	14% CS	8%
Not very prepared [2]	45%	38%	49% CL.CO.CP	53% CL.CO.CP	29%	32%	47% CS	46% CS	32%
Not at all prepared [1]	30%	26%	21%	28% CM	63% CL.CM.CN.CP	27%	22%	38% CQ.CS	27%
Don't know	5%	3%	2%	2%	2%	32% CL.CM.CN.CO	2%	2%	32% CQ.CR
Net: Prepared	20%	32% CN.CO.CP	29% CN.CO.CP	17% CO.CP	6%	8%	29% CR.CS	14% CS	8%
Net: Not prepared	75%	64%	69% CP	81% CL.CM.CP	92% CL.CM.CN.CP	60%	68% CS	84% CQ.CS	60%
Mean	1.91	2.15 CN.CO.CP	2.09 CN.CO.CP	1.90 CO.CP	1.42	1.73 CO	2.10 CR.CS	1.77	1.73
Std. dev	0.74	0.92	0.72	0.67	0.62	0.70	0.76	0.69	0.70

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	11%	24% CM.CN.CO.CP	12% CO.CP	11% CP	7%	4%	14% CR.CS	9% CS	4%
Fairly confident [3]	44%	41% CO	52% CL.CN.CO.CP	43% CO	30%	40% CO	50% CR.CS	39%	40%
Not very confident [2]	26%	23%	24% CP	30% CM.CP	30% CP	17%	24% CS	30% CQ.CS	17%
Not at all confident [1]	12%	8%	8%	10%	29% CL.CM.CN.CP	11%	8%	16% CQ	11%
Don't know	7%	3%	4%	6%	5%	29% CL.CM.CN.CO	4%	6%	29% CQ.CR
Net: Confident	55%	65% CN.CO.CP	64% CN.CO.CP	54% CO.CP	36%	43%	64% CR.CS	49%	43%
Net: Not confident	38%	31%	33%	40% CM.CP	59% CL.CM.CN.CP	28%	32%	45% CQ.CS	28%
Mean	2.58	2.85 CN.CO.CP	2.70 CN.CO.CP	2.58 CO	2.14	2.51 CO	2.72 CR.CS	2.46	2.51
Std. dev	0.86	0.90	0.79	0.83	0.94	0.82	0.81	0.88	0.82

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	13%	28% CM.CN.CO.CP	15% CO.CP	13% CP	9%	5%	17% CR.CS	12% CS	5%
Fairly confident [3]	45%	42% CO	53% CL.CN.CO.CP	45% CO	30%	40% CO	52% CR.CS	41%	40%
Not very confident [2]	22%	16%	19%	27% CL.CM.CP	27% CL.CM.CP	17%	19%	27% CQ.CS	17%
Not at all confident [1]	10%	8%	8%	8%	28% CL.CM.CN.CP	9%	8%	13% CQ	9%
Don't know	8%	6%	4%	7% CM	7%	30% CL.CM.CN.CO	4%	7% CQ	30% CQ.CR
Net: Confident	59%	70% CN.CO.CP	69% CN.CO.CP	58% CO.CP	38%	45%	69% CR.CS	53%	45%
Net: Not confident	33%	25%	27%	35% CL.CM.CP	55% CL.CM.CN.CP	26%	27%	40% CQ.CS	26%
Mean	2.67	2.95 CN.CO.CP	2.79 CN.CO.CP	2.68 CO	2.21	2.58 CO	2.82 CR.CS	2.55	2.58
Std. dev	0.86	0.91	0.80	0.81	0.97	0.80	0.82	0.89	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick11_UK_3. Your housing situation									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	30%	42% CM.CO.CP	31% CP	34% CO.CP	25% CP	17%	33% CS	32% CS	17%
Fairly confident [3]	45%	32%	51% CL.CN.CO.CP	45% CL	38%	40%	48%	43%	40%
Not very confident [2]	11%	11%	11%	13%	11%	10%	11%	13%	10%
Not at all confident [1]	7%	12% CM.CN	4%	4%	18% CM.CN.CP	7%	5%	8% CQ	7%
Don't know	7%	2%	4%	4%	7%	26% CL.CM.CN.CO	4%	5%	26% CQ.CR
Net: Confident	75%	74% CO.CP	82% CO.CP	79% CO.CP	63%	57%	81% CR.CS	75% CS	57%
Net: Not confident	18%	23% CM	14%	17%	30% CM.CN.CP	17%	16%	20% CQ	17%
Mean	3.06	3.07 CO	3.13 CO.CP	3.14 CO.CP	2.76	2.91	3.12 CS	3.04	2.91
Std. dev	0.85	1.02	0.76	0.79	1.06	0.85	0.81	0.89	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?									
brunswick12_UK_1. A large unexpected expense									
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	9%	17% CM.CN.CP	9% CP	8%	10% CP	4%	10% CS	9% CS	4%
Fairly confident [3]	38%	41% CO	42% CO.CP	41% CO.CP	24%	31%	41% CR.CS	36%	31%
Not very confident [2]	27%	23%	29% CP	28%	26%	21%	28%	27%	21%
Not at all confident [1]	19%	18%	16%	18%	33% CL.CM.CN.CP	18%	16%	22% CQ	18%
Don't know	7%	2%	4%	5%	6%	26% CL.CM.CN.CO	4%	5%	26% CQ.CR
Net: Confident	47%	57% CO.CP	51% CO.CP	49% CO.CP	35%	36%	52% CR.CS	45% CS	36%
Net: Not confident	46%	41%	45%	46%	59% CL.CM.CN.CP	39%	45%	50% CQ.CS	39%
Mean	2.39	2.58 CO.CP	2.45 CO	2.42 CO	2.12	2.30	2.47 CR.CS	2.34	2.30
Std. dev	0.92	0.98	0.88	0.89	1.02	0.89	0.90	0.94	0.89

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	5%	11% CM.CN.CP	4%	4%	7% CP	2%	5%	5%	2%
Fairly confident [3]	25%	37% CM.CN.CO.CP	27% CO.CP	24% CP	19%	16%	29% CR.CS	23% CS	16%
Not very confident [2]	38%	28%	41% CL.CO.CP	45% CL.CO.CP	27%	25%	39% CS	40% CS	25%
Not at all confident [1]	25%	21%	23%	22%	42% CL.CM.CN.CP	26%	23%	27% CQ	26%
Don't know	8%	4%	5%	5%	6%	32% CL.CM.CN.CO	5%	5%	32% CQ.CR
Net: Confident	29%	47% CM.CN.CO.CP	31% CP	28% CP	25%	18%	34% CR.CS	27% CS	18%
Net: Not confident	63%	49%	64% CL.CP	67% CL.CP	69% CL.CP	50%	62% CS	68% CQ.CS	50%
Mean	2.09	2.39 CM.CN.CO.CP	2.12 CO.CP	2.11 CO.CP	1.89	1.91	2.17 CR.CS	2.05	1.91
Std. dev	0.85	0.95	0.82	0.80	0.95	0.85	0.85	0.85	0.85

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: UK only	2260	142	834	770	295	219	976	1065	219
Base: UK only	2260	160	823	746	285	245	983	1032	245
Very confident [4]	6%	12% CM.CN.CP	6%	5%	7% CP	3%	7% CS	6%	3%
Fairly confident [3]	37%	49% CO.CP	40% CO.CP	40% CO.CP	23%	25%	41% CR.CS	35% CS	25%
Not very confident [2]	34%	22%	37% CL.CP	35% CL	31%	28%	35%	34%	28%
Not at all confident [1]	17%	15%	12%	16% CM	34% CL.CM.CN.CP	17%	13%	21% CQ	17%
Don't know	7%	3%	5%	4%	5%	27% CL.CM.CN.CO	4%	4%	27% CQ.CR
Net: Confident	43%	60% CM.CN.CO.CP	46% CO.CP	45% CO.CP	30%	28%	48% CR.CS	41% CS	28%
Net: Not confident	51%	37%	49% CL	51% CL	65% CL.CM.CN.CP	45%	47%	55% CQ.CS	45%
Mean	2.34	2.59 CN.CO.CP	2.42 CO.CP	2.36 CO.CP	2.03	2.18	2.45 CR.CS	2.27	2.18
Std. dev	0.85	0.89	0.79	0.82	0.95	0.84	0.81	0.87	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only	2017	202	780	610	261	164	982	871	164
Base: France only	2017	226	830	566	233	162	1056	799	162
Geopolitical tensions	37%	39%	38% CP	39% CP	31%	26% *	38% CS	36%	26% *
Political instability in France	41%	37%	42%	44% CP	40%	31% *	41%	43% CS	31% *
Artificial Intelligence (AI)	36%	33%	30%	43% CM	41% CM	34% *	31%	42% CQ	34% *
An ageing workforce	12%	17% CN	12%	9%	16% CN	15% *	13%	11%	15% *
Economic or financial shock	44%	51% CN.CP	46%	40%	44%	35% *	47%	41%	35% *
Climate change and extreme weather	31%	34% CO	35% CO	28%	21%	31% *	34% CR	26%	31% *
Supply-chain disruption	16%	20% CO	20% CN.CO.CP	14%	11%	10% *	20% CR.CS	13%	10% *
Other [see Sheet1]	1%	2%	1%	2%	1%	0% *	1%	2%	0% *
None of the above	2%	2%	1%	1%	7% CM.CN	5% CM.CN*	2%	3%	5% CQ*
Don't know	10%	6%	9%	10%	7%	24% CL.CM.CN.CO*	9%	9%	24% CQ.CR*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.									
Unweighted base: France only	2017	202	780	610	261	164	982	871	164
Base: France only	2017	226	830	566	233	162	1056	799	162
Energy	35%	33% CP	42% CN.CO.CP	34% CO.CP	25%	20% *	40% CR.CS	32% CS	20% *
Defence	29%	34% CP	31% CP	30% CP	29% CP	13% *	31% CS	30% CS	13% *
Healthcare	25%	26%	24%	28%	29%	18% *	24%	28%	18% *
Financial services	14%	22% CM.CO.CP	13%	17% CO.CP	9%	6% *	15% CS	14% CS	6% *
Technology (e.g. software and electronic devices)	16%	27% CM.CN.CO.CP	16% CP	16% CP	15%	7% *	18% CS	15% CS	7% *
Telecommunications	7%	10%	7%	6%	5%	9% *	7%	6%	9% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	21% CP	18%	15%	12%	10% *	19% CS	14%	10% *
Transport	8%	7%	9%	7%	7%	8% *	9%	7%	8% *
Physical infrastructure and construction	6%	9% CN	7%	4%	4%	3% *	8% CR	4%	3% *
Manufacturing	12%	12%	12%	10%	10%	18% CN*	12%	10%	18% CR*
Food and agriculture	29%	32%	31% CP	28%	28%	20% *	31% CS	28%	20% *
Media and communications	9%	14% CO.CP	9%	11% CP	7%	3% *	10% CS	9%	3% *
Retail and luxury	2%	5% CM	2%	2%	1%	5% *	2%	1%	5% CR*
Other [see Sheet2]	1%	-	0%	0%	1%	2% CM*	0%	1%	2% CQ*
None of the above	2%	1%	1%	3%	6% CL.CM	5% CM*	1%	4% CQ	5% CQ*
Don't know	18%	10%	16%	17%	19% CL	41% CL.CM.CN.CO*	15%	18%	41% CQ.CR*

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_1_France. Energy	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	731	77	320	226	73	*35*	397	299	*35*
Base: France only - respondents who selected that sector previously	706	74	348	193	58	*32*	422	252	*32*
To a great extent [4]	22%	36% CN*	23%	16%	21% *	*9%* **	25%	17%	*9%* **
To some extent [3]	40%	35% *	41%	39%	34% *	*60%* **	40%	38%	*60%* **
To a small extent [2]	25%	26% *	28% CO	26%	12% *	*14%* **	27%	23%	*14%* **
Not at all [1]	11%	2% *	8%	14% CL	32% CL.CM.CN*	*8%* **	7%	18% CQ	*8%* **
Don't know	2%	1% *	0%	5% CM	1% *	*8%* **	0%	4% CQ	*8%* **
Net: Higher autonomy	62%	71% *	64%	55%	55% *	*70%* **	65% CR	55%	*70%* **
Net: Lower autonomy	36%	28% *	36%	40%	44% *	*23%* **	34%	41%	*23%* **
Mean	2.74	3.06 CN.CO*	2.79 CO	2.61	2.44 *	*2.77* **	2.84 CR	2.57	*2.77* **
Std. dev	0.93	0.85	0.88	0.93	1.15	*0.76*	0.88	0.99	*0.76*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_2_France. Defence

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	632	62	263	199	84	*24*	325	283	*24*
Base: France only - respondents who selected that sector previously	587	77	253	169	67	*21*	330	236	*21*
To a great extent [4]	20%	43% CM.CN.CO*	21%	13% *	10% *	- **	26% CR	12%	- **
To some extent [3]	48%	38% *	58% CL.CN.CO	41% *	35% *	*67%* **	54% CR	39%	*67%* **
To a small extent [2]	23%	10% *	15%	39% CL.CM*	32% CL.CM*	*7%* **	13%	37% CQ	*7%* **
Not at all [1]	5%	1% *	2%	4% *	19% CL.CM.CN*	*5%* **	2%	8% CQ	*5%* **
Don't know	5%	8% *	4%	3% *	4% *	*21%* **	5%	3%	*21%* **
Net: Higher autonomy	68%	81% CN.CO*	80% CN.CO	54% *	46% *	*67%* **	80% CR	51%	*67%* **
Net: Lower autonomy	27%	11% *	16%	43% CL.CM*	51% CL.CM*	*13%* **	15%	45% CQ	*13%* **
Mean	2.87	3.33 CM.CN.CO*	3.03 CN.CO	2.64 *	2.38 *	*2.78* **	3.10 CR	2.57	*2.78* **
Std. dev	0.79	0.73	0.67	0.76	0.93	*0.57*	0.70	0.82	*0.57*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	503	51	187	162	72	*31*	238	234	*31*
Base: France only - respondents who selected that sector previously	506	58	195	157	67	*29*	253	224	*29*
To a great extent [4]	23%	38% CN*	28% CN	13% *	31% CN*	*4%* **	30% CR	18%	*4%* **
To some extent [3]	39%	47% CO*	43% CO	45% CO*	13% *	*31%* **	44%	35%	*31%* **
To a small extent [2]	23%	10% *	24%	26% *	21% *	*27%* **	21%	24%	*27%* **
Not at all [1]	9%	4% *	2%	12% CM*	27% CL.CM.CN*	*16%* **	2%	16% CQ	*16%* **
Don't know	5%	1% *	3%	5% *	8% *	*22%* **	2%	6%	*22%* **
Net: Higher autonomy	63%	85% CN.CO*	71% CO	58% *	44% *	*35%* **	74% CR	54%	*35%* **
Net: Lower autonomy	32%	14% *	26%	37% CL*	48% CL.CM*	*43%* **	24%	40% CQ	*43%* **
Mean	2.81	3.20 CN.CO*	2.99 CN.CO*	2.62 *	2.53 *	*2.29* **	3.04 CR	2.59	*2.29* **
Std. dev	0.92	0.78	0.79	0.87	1.24	*0.87*	0.79	0.99	*0.87*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	265	*38*	94	91	*31*	*11*	132	122	*11*
Base: France only - respondents who selected that sector previously	280	*49*	106	95	*20*	*10*	155	115	*10*
To a great extent [4]	14%	*36%* **	7% *	11% *	*10%* **	*11%* **	17% *	11% *	*11%* **
To some extent [3]	39%	*40%* **	52% CN*	27% *	*26%* **	*36%* **	48% CR*	27% *	*36%* **
To a small extent [2]	30%	*17%* **	29% *	41% *	*16%* **	*40%* **	26% *	36% *	*40%* **
Not at all [1]	13%	*5%* **	9% *	17% *	*28%* **	*13%* **	8% *	19% *	*13%* **
Don't know	3%	*1%* **	1% *	4% *	*19%* **	- **	1% *	6% *	- **
Net: Higher autonomy	54%	*76%* **	60% CN*	39% *	*37%* **	*47%* **	65% CR*	38% *	*47%* **
Net: Lower autonomy	43%	*22%* **	39% *	58% *	*44%* **	*53%* **	34% *	55% CQ*	*53%* **
Mean	2.57	*3.09* **	2.59 *	2.34 *	*2.24* **	*2.46* **	2.75 CR*	2.32 *	*2.46* **
Std. dev	0.90	*0.87*	0.77	0.91	*1.10*	*0.90*	0.83	0.93	*0.90*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_5_France. Technology (e.g. software and electronic devices)	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	328	*50*	142	93	*29*	*14*	192	122	*14*
Base: France only - respondents who selected that sector previously	326	*60*	133	88	*34*	*11*	193	122	*11*
To a great extent [4]	12%	*30%* **	13% CN*	2% *	*2%* **	- **	18% CR	2% *	- **
To some extent [3]	34%	*37%* **	37% *	29% *	*38%* **	*14%* **	37%	31% *	*14%* **
To a small extent [2]	37%	*26%* **	38% *	43% *	*37%* **	*49%* **	34%	41% *	*49%* **
Not at all [1]	14%	*5%* **	11% *	22% *	*14%* **	*37%* **	10%	20% *	*37%* **
Don't know	3%	*2%* **	1% *	4% *	*9%* **	- **	1%	5% *	- **
Net: Higher autonomy	46%	*67%* **	50% CN*	31% *	*40%* **	*14%* **	55% CR	34% *	*14%* **
Net: Lower autonomy	51%	*31%* **	49% *	65% *	*51%* **	*86%* **	43%	61% CQ*	*86%* **
Mean	2.45	*2.94* **	2.52 CN*	2.12 *	*2.32* **	*1.77* **	2.65 CR	2.18 *	*1.77* **
Std. dev	0.89	*0.89*	0.87	0.79	*0.77*	*0.71*	0.89	0.78	*0.71*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	133	*16*	60	*33*	*18*	*6*	76	51	*6*
Base: France only - respondents who selected that sector previously	142	*23*	55	*37*	*13*	*15*	78	49	*15*
To a great extent [4]	17%	*52%* **	13% *	*16%* **	- **	- **	24% *	11% *	- **
To some extent [3]	45%	*23%* **	57% *	*57%* **	*39%* **	*6%* **	47% *	52% *	*6%* **
To a small extent [2]	29%	*5%* **	28% *	*27%* **	*40%* **	*63%* **	21% *	30% *	*63%* **
Not at all [1]	2%	- **	1% *	*1%* **	*12%* **	*4%* **	1% *	4% *	*4%* **
Don't know	7%	*20%* **	1% *	*0%* **	*9%* **	*28%* **	6% *	3% *	*28%* **
Net: Higher autonomy	62%	*75%* **	70% *	*72%* **	*39%* **	*6%* **	71% *	64% *	*6%* **
Net: Lower autonomy	31%	*5%* **	29% *	*27%* **	*52%* **	*67%* **	22% *	34% *	*67%* **
Mean	2.83	*3.60* **	2.82 *	*2.88* **	*2.29* **	*2.03* **	3.01 *	2.74 *	*2.03* **
Std. dev	0.75	*0.61*	0.66	*0.66*	*0.72*	*0.38*	0.73	0.72	*0.38*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	367	*41*	162	109	*38*	*17*	203	147	*17*
Base: France only - respondents who selected that sector previously	331	*47*	153	87	*28*	*16*	200	116	*16*
To a great extent [4]	13%	*26%* **	18% CN	2% *	*5%* **	- **	20% CR	3% *	- **
To some extent [3]	33%	*43%* **	38%	25% *	*20%* **	*25%* **	39% CR	24% *	*25%* **
To a small extent [2]	34%	*17%* **	32%	50% CM*	*30%* **	*25%* **	29%	45% CQ*	*25%* **
Not at all [1]	15%	*14%* **	10%	20% *	*27%* **	*16%* **	11%	22% CQ*	*16%* **
Don't know	5%	- **	2%	3% *	*18%* **	*34%* **	1%	6% CQ*	*34%* **
Net: Higher autonomy	46%	*69%* **	56% CN	27% *	*25%* **	*25%* **	59% CR	27% *	*25%* **
Net: Lower autonomy	49%	*31%* **	43%	70% CM*	*57%* **	*41%* **	40%	67% CQ*	*41%* **
Mean	2.46	*2.81* **	2.64 CN	2.10 *	*2.04* **	*2.14* **	2.68 CR	2.08 *	*2.14* **
Std. dev	0.91	*0.99*	0.90	0.74	*0.92*	*0.81*	0.92	0.78	*0.81*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	133	*12*	52	*41*	*15*	*13*	64	56	*13*
Base: France only - respondents who selected that sector previously	159	*15*	76	*38*	*17*	*13*	91	55	*13*
To a great extent [4]	24%	*41%* **	31% **	*2%* **	*39%* **	*2%* **	33% *	13% *	*2%* **
To some extent [3]	44%	*56%* **	41% **	*61%* **	*32%* **	*20%* **	44% *	52% *	*20%* **
To a small extent [2]	19%	*3%* **	18% **	*23%* **	*16%* **	*37%* **	16% *	21% *	*37%* **
Not at all [1]	8%	- **	9% **	*9%* **	*12%* **	- **	8% *	10% *	- **
Don't know	5%	- **	- **	*6%* **	- **	*42%* **	- *	4% *	*42%* **
Net: Higher autonomy	68%	*97%* **	72% **	*63%* **	*71%* **	*21%* **	77% *	65% *	*21%* **
Net: Lower autonomy	27%	*3%* **	28% **	*32%* **	*29%* **	*37%* **	23% *	31% *	*37%* **
Mean	2.88	*3.38* **	2.94 **	*2.58* **	*2.98* **	*2.39* **	3.02 *	2.71 *	*2.39* **
Std. dev	0.88	*0.56*	0.94	*0.69*	*1.06*	*0.58*	0.90	0.84	*0.58*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_9_France. Physical infrastructure and construction

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	133	*20*	63	*30*	*12*	*8*	83	*42*	*8*
Base: France only - respondents who selected that sector previously	121	*21*	62	*23*	*9*	*5*	83	*33*	*5*
To a great extent [4]	20%	*23%* **	16% *	*21%* **	*32%* **	*17%* **	18% *	*24%* **	*17%* **
To some extent [3]	53%	*52%* **	54% *	*62%* **	*29%* **	*53%* **	54% *	*52%* **	*53%* **
To a small extent [2]	19%	*25%* **	20% *	*11%* **	*22%* **	*10%* **	21% *	*14%* **	*10%* **
Not at all [1]	4%	- **	5% *	*7%* **	- **	- **	4% *	*5%* **	- **
Don't know	4%	- **	4% *	- **	*17%* **	*20%* **	3% *	*5%* **	*20%* **
Net: Higher autonomy	73%	*75%* **	71% *	*83%* **	*61%* **	*70%* **	72% *	*76%* **	*70%* **
Net: Lower autonomy	23%	*25%* **	25% *	*17%* **	*22%* **	*10%* **	25% *	*19%* **	*10%* **
Mean	2.92	*2.98* **	2.85 *	*2.97* **	*3.12* **	*3.09* **	2.88 *	*3.00* **	*3.09* **
Std. dev	0.75	*0.71*	0.77	*0.78*	*0.85*	*0.65*	0.75	*0.79*	*0.65*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	223	*23*	94	61	*25*	*20*	117	86	*20*
Base: France only - respondents who selected that sector previously	237	*27*	103	54	*24*	*28*	130	78	*28*
To a great extent [4]	15%	*25%* **	14% *	8% **	*26%* **	*11%* **	17% *	14% *	*11%* **
To some extent [3]	26%	*37%* **	33% *	30% **	*5%* **	*2%* **	34% *	22% *	*2%* **
To a small extent [2]	34%	*33%* **	32% *	27% **	*39%* **	*53%* **	32% *	31% *	*53%* **
Not at all [1]	20%	*5%* **	17% *	34% **	*30%* **	*7%* **	15% *	32% CQ*	*7%* **
Don't know	5%	- **	4% *	2% **	- **	*26%* **	3% *	1% *	*26%* **
Net: Higher autonomy	41%	*62%* **	47% *	38% **	*31%* **	*13%* **	50% *	36% *	*13%* **
Net: Lower autonomy	54%	*38%* **	49% *	60% **	*69%* **	*61%* **	47% *	63% *	*61%* **
Mean	2.38	*2.81* **	2.46 *	2.13 **	*2.27* **	*2.22* **	2.54 *	2.17 *	*2.22* **
Std. dev	0.99	*0.89*	0.96	0.99	*1.17*	*0.84*	0.95	1.05	*0.84*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	635	63	260	190	83	*39*	323	273	*39*
Base: France only - respondents who selected that sector previously	578	71	253	156	66	*32*	324	222	*32*
To a great extent [4]	16%	38% CM.CN*	13%	10%	21% *	*10%* **	18%	13%	*10%* **
To some extent [3]	40%	37% CO*	50% CO	40% CO	13% *	*28%* **	47% CR	32%	*28%* **
To a small extent [2]	32%	20% *	30%	37% CL	28% *	*51%* **	28%	34%	*51%* **
Not at all [1]	9%	1% *	5%	12% CL.CM	32% CL.CM.CN*	*3%* **	4%	18% CQ	*3%* **
Don't know	3%	4% *	1%	1%	6% *	*9%* **	2%	3%	*9%* **
Net: Higher autonomy	56%	75% CN.CO*	63% CN.CO	50%	34% *	*38%* **	66% CR	45%	*38%* **
Net: Lower autonomy	41%	21% *	36%	49% CL.CM	60% CL.CM*	*53%* **	32%	52% CQ	*53%* **
Mean	2.64	3.17 CM.CN.CO*	2.72 CN.CO	2.48	2.24 *	*2.49* **	2.81 CR	2.41	*2.49* **
Std. dev	0.87	0.79	0.76	0.83	1.15	*0.73*	0.79	0.94	*0.73*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	180	*25*	80	53	*16*	*6*	105	69	*6*
Base: France only - respondents who selected that sector previously	189	*32*	76	60	*15*	*5*	109	76	*5*
To a great extent [4]	26%	*41%* **	31% *	12% **	*23%* **	*22%* **	34% CR*	14% *	*22%* **
To some extent [3]	39%	*35%* **	41% *	38% **	*46%* **	*35%* **	39% *	40% *	*35%* **
To a small extent [2]	21%	*8%* **	21% *	33% **	*10%* **	- **	17% *	28% *	- **
Not at all [1]	6%	*7%* **	7% *	4% **	*8%* **	- **	7% *	5% *	- **
Don't know	8%	*10%* **	- *	13% **	*14%* **	*43%* **	3% *	13% *	*43%* **
Net: Higher autonomy	65%	*76%* **	72% *	50% **	*68%* **	*57%* **	73% CR*	54% *	*57%* **
Net: Lower autonomy	27%	*14%* **	28% *	37% **	*18%* **	- **	24% *	33% *	- **
Mean	2.92	*3.22* **	2.96 *	2.66 *	*2.96* **	*3.39* **	3.03 *	2.72 *	*3.39* **
Std. dev	0.88	*0.90*	0.90	0.78	*0.91*	*0.59*	0.91	0.81	*0.59*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	45	10	15	13	2	5	25	15	5
Base: France only - respondents who selected that sector previously	44	11	13	9	2	8	24	12	8
To a great extent [4]	24%	47% **	16% **	23% **	- **	15% **	30% **	18% **	15% **
To some extent [3]	60%	53% **	62% **	65% **	100% **	51% **	57% **	72% **	51% **
To a small extent [2]	12%	- **	10% **	12% **	- **	34% **	5% **	10% **	34% **
Not at all [1]	1%	- **	4% **	- **	- **	- **	2% **	- **	- **
Don't know	3%	- **	10% **	- **	- **	- **	5% **	- **	- **
Net: Higher autonomy	85%	100% **	77% **	88% **	100% **	66% **	88% **	90% **	66% **
Net: Lower autonomy	13%	- **	13% **	12% **	- **	34% **	7% **	10% **	34% **
Mean	3.11	3.47 **	2.99 **	3.11 **	3.00 **	2.81 **	3.23 **	3.09 **	2.81 **
Std. dev	0.64	0.52	0.69	0.62	0.00	0.72	0.65	0.55	0.72

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only - respondents who selected that sector previously	*14*	-	*3*	*5*	*3*	*3*	*3*	*8*	*3*
Base: France only - respondents who selected that sector previously	*10*	-	*2*	*2*	*3*	*3*	*2*	*5*	*3*
To a great extent [4]	*41%*	-	*66%* **	*25%* **	*89%* **	- **	*66%* **	*58%* **	- **
To some extent [3]	*10%*	-	*34%* **	*16%* **	- **	- **	*34%* **	*8%* **	- **
To a small extent [2]	*21%*	-	- **	*33%* **	- **	*41%* **	- **	*16%* **	*41%* **
Not at all [1]	*18%*	-	- **	- **	- **	*59%* **	- **	- **	*59%* **
Don't know	*9%*	-	- **	*26%* **	*11%* **	- **	- **	*18%* **	- **
Net: Higher autonomy	*51%*	-	*100%* **	*41%* **	*89%* **	- **	*100%* **	*66%* **	- **
Net: Lower autonomy	*39%*	-	- **	*33%* **	- **	*100%* **	- **	*16%* **	*100%* **
Mean	*2.82*	-	*3.66* **	*2.89* **	*4.00* **	*1.41* **	*3.66* **	*3.52* **	*1.41* **
Std. dev	*1.28*	-	*0.71*	*1.31*	-	*0.60*	*0.71*	*0.91*	*0.60*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: France only	2017	202	780	610	261	164	982	871	164
Base: France only	2017	226	830	566	233	162	1056	799	162
A very positive impact [5]	5%	10% CM.CN.CP	5%	3%	10% CM.CN.CP	1% *	6% CS	5%	1% *
A fairly positive impact [4]	21%	34% CM.CN.CO.CP	24% CN.CO.CP	17%	13%	9% *	27% CR.CS	16%	9% *
No impact [3]	25%	22%	29% CO.CP	23%	20%	16% *	28% CR.CS	22%	16% *
A fairly negative impact [2]	19%	14%	19%	27% CL.CM.CO.CP	12%	13% *	18%	22%	13% *
A very negative impact [1]	8%	4%	5%	9% CM	26% CL.CM.CN.CP	4% *	4%	14% CQ.CS	4% *
Don't know	22%	16%	18%	21%	19%	57% CL.CM.CN.CO*	17%	21%	57% CQ.CR*
Net: Positive impact	26%	44% CM.CN.CO.CP	29% CN.CP	20% CP	23% CP	9% *	33% CR.CS	21% CS	9% *
Net: Negative impact	27%	18%	24%	35% CL.CM.CP	38% CL.CM.CP	17% *	22%	36% CQ.CS	17% *
Mean	2.95	3.39 CM.CN.CO.CP	3.07 CN.CO.CP	2.74	2.63	2.74 *	3.14 CR.CS	2.71	2.74 *
Std. dev	1.09	1.04	1.00	1.04	1.40	0.94	1.01	1.16	0.94

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick12_France_2. France's attractiveness as a place to invest and do business									
Unweighted base: France only	2017	202	780	610	261	164	982	871	164
Base: France only	2017	226	830	566	233	162	1056	799	162
A very positive impact [5]	7%	18% CM.CN.CO.CP	8% CN	4%	4%	3% *	10% CR.CS	4%	3% *
A fairly positive impact [4]	22%	34% CM.CN.CO.CP	25% CN.CP	19% CP	19%	9% *	27% CR.CS	19% CS	9% *
No impact [3]	27%	22%	30%	27%	22%	22% *	28%	25%	22% *
A fairly negative impact [2]	17%	11%	16%	25% CL.CM.CO.CP	13%	9% *	15%	21% CQ.CS	9% *
A very negative impact [1]	7%	1%	5%	6%	26% CL.CM.CN.CP	4% *	4%	12% CQ.CS	4% *
Don't know	20%	13%	16%	21%	17%	53% CL.CM.CN.CO*	15%	20%	53% CQ.CR*
Net: Positive impact	29%	52% CM.CN.CO.CP	33% CN.CO.CP	23% CP	22% CP	12% *	37% CR.CS	22% CS	12% *
Net: Negative impact	24%	12%	22% CL	30% CL.CM.CP	39% CL.CM.CP	13% *	20%	33% CQ.CS	13% *
Mean	3.05	3.65 CM.CN.CO.CP	3.16 CN.CO	2.88 CO	2.53	2.92 *	3.27 CR	2.78	2.92 *
Std. dev	1.09	1.00	1.04	1.01	1.27	0.99	1.05	1.10	0.99

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick13_France. How worried are you, if at all, about the level of France's national debt?									
Unweighted base: France only	2017	202	780	610	261	164	982	871	164
Base: France only	2017	226	830	566	233	162	1056	799	162
Very worried [4]	31%	28%	23%	37% CM.CP	51% CL.CM.CN.CP	21% *	24%	41% CQ.CS	21% *
Fairly worried [3]	45%	45% CO	52% CO.CP	46% CO	28%	37% *	50% CR.CS	41%	37% *
Not very worried [2]	15%	19% CN	18% CN	11%	12%	18% *	18% CR	11%	18% *
Not at all worried [1]	5%	5%	5%	4%	7%	7% *	5%	5%	7% *
Don't know	4%	1%	3%	2%	3%	17% CL.CM.CN.CO*	2%	2%	17% CQ.CR*
Net: Worried	76%	74% CP	75% CP	83% CL.CM.CP	79% CP	58% *	74% CS	82% CQ.CS	58% *
Net: Not worried	20%	25% CN	23% CN	15%	19%	25% CN*	23% CR	16%	25% *
Mean	3.05	2.98	2.95	3.19 CL.CM.CP	3.26 CL.CM.CP	2.87 *	2.96	3.21 CQ.CS	2.87 *
Std. dev	0.83	0.84	0.78	0.79	0.93	0.89	0.79	0.83	0.89

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

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We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
Much more resilient [5]	3%	11% CM.CN.CO.CP*	4% CN	2%	3%	1%	5% CR.CS	2%	1%
Somewhat more resilient [4]	11%	17% CO.CP*	15% CO.CP	12% CO.CP	5%	2%	15% CR.CS	10% CS	2%
About as resilient [3]	40%	41% CO*	48% CN.CO.CP	40% CO	26%	31%	47% CR.CS	36%	31%
Somewhat less resilient [2]	18%	20% CP*	18% CP	20% CP	16%	8%	18% CS	19% CS	8%
Much less resilient [1]	12%	5% *	5%	15% CL.CM.CP	39% CL.CM.CN.CP	4%	5%	22% CQ.CS	4%
Don't know	15%	5% *	10%	11%	11%	53% CL.CM.CN.CO	9%	11%	53% CQ.CR
Net: More resilient	15%	28% CN.CO.CP*	19% CN.CO.CP	13% CP	8%	3%	20% CR.CS	12% CS	3%
Net: Less resilient	30%	25% CP*	23% CP	35% CM.CP	55% CL.CM.CN.CP	13%	23% CS	41% CQ.CS	13%
Mean	2.71	3.09 CN.CO.CP*	2.95 CN.CO	2.60 CO	2.07	2.72 CO*	2.97 CR.CS	2.46	2.72 CR*
Std. dev	1.00	1.03	0.88	0.98	1.12	0.78	0.91	1.05	0.78

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Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
	CL	CM	CN	CO	CP	CQ	CR	CS	
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
A very positive impact [5]	4%	17% CM.CN.CO.CP*	3%	2%	2%	4%	5% CR	2%	4%
A fairly positive impact [4]	20%	18% CP*	27% CN.CO.CP	20% CO.CP	10%	5%	25% CR.CS	17% CS	5%
No impact [3]	28%	20% *	32% CL.CO.CP	32% CO.CP	21%	16%	31% CS	29% CS	16%
A fairly negative impact [2]	17%	17% CP*	16% CP	22% CM.CP	17% CP	4%	16% CS	21% CQ.CS	4%
A very negative impact [1]	8%	13% CM.CN.CP*	4%	6%	28% CL.CM.CN.CP	4%	5%	12% CQ.CS	4%
Don't know	24%	14% *	19%	18%	22%	67% CL.CM.CN.CO	18%	19%	67% CQ.CR
Net: Positive impact	23%	35% CN.CO.CP*	30% CN.CO.CP	22% CO.CP	12%	9%	30% CR.CS	20% CS	9%
Net: Negative impact	25%	30% CM.CP*	19% CP	28% CM.CP	45% CL.CM.CN.CP	7%	21% CS	33% CQ.CS	7%
Mean	2.93	3.09 CO*	3.12 CN.CO	2.89 CO	2.26	3.08 CO*	3.12 CR	2.72	3.08 CR*
Std. dev	1.04	1.35	0.92	0.95	1.16	1.11	0.99	1.05	1.11

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brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
A very positive impact [5]	5%	15% CM.CN.CO.CP*	5%	4%	6%	1%	6%	4%	1%
A fairly positive impact [4]	22%	33% CN.CO.CP*	30% CN.CO.CP	20% CO.CP	7%	11%	31% CR.CS	16%	11%
No impact [3]	25%	13% *	29% CL.CO.CP	29% CL.CO.CP	20%	15%	27% CS	27% CS	15%
A fairly negative impact [2]	16%	16% CP*	15% CP	21% CM.CP	20% CP	2%	15% CS	21% CQ.CS	2%
A very negative impact [1]	8%	9% CM.CP*	4%	8% CM.CP	25% CL.CM.CN.CP	2%	4%	13% CQ.CS	2%
Don't know	24%	14% *	18%	18%	21% CL.CM.CN.CO	70% CL.CM.CN.CO	17%	19%	70% CQ.CR
Net: Positive impact	27%	48% CM.CN.CO.CP*	35% CN.CO.CP	24% CO.CP	13%	12%	37% CR.CS	21% CS	12%
Net: Negative impact	24%	25% CP*	19% CP	29% CM.CP	45% CL.CM.CN.CP	4%	20% CS	33% CQ.CS	4%
Mean	3.00	3.33 CN.CO*	3.20 CN.CO	2.89 CO	2.35	3.25 CN.CO*	3.22 CR	2.74	3.25 CR*
Std. dev	1.08	1.26	0.96	1.03	1.23	0.89	1.00	1.11	0.89

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	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.									
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
Energy	23%	25% CP*	26% CP	24% CP	21% CP	10%	26% CS	23% CS	10%
Defence	17%	14% *	18% CP	19% CP	20% CP	6%	17% CS	19% CS	6%
Healthcare	27%	26% *	29%	26%	29%	20%	29%	27%	20%
Financial services	7%	16% CM.CN.CP*	6% CP	7% CP	8% CP	1%	8% CS	7% CS	1%
Technology (e.g. software and electronic devices)	14%	16% *	15% CP	15% CP	11%	7%	15% CS	14%	7%
Telecommunications	8%	12% *	9%	8%	6%	6%	10%	8%	6%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	10% *	14% CP	10%	11% CP	4%	13% CS	10% CS	4%
Transport	10%	16% CP*	9%	11%	11%	5%	10%	11%	5%
Physical infrastructure and construction	9%	13% CP*	11% CP	9%	7%	4%	11% CS	9%	4%
Manufacturing	18%	29% CN.CO.CP*	22% CO.CP	17% CP	13%	8%	23% CR.CS	16% CS	8%
Food and agriculture	28%	43% CM.CN.CO.CP*	30% CO.CP	29% CO	20%	20%	32% CS	26%	20%
Media and communications	7%	3% *	7%	7%	7%	4%	7%	7%	4%
Retail and luxury	9%	13% *	10%	9%	5%	5%	10%	8%	5%
Other [see Sheet3]	1%	1% *	1%	0%	1%	0%	1%	0%	0%
None of the above	5%	4% *	3%	6% CM	14% CL.CM.CN.CP	5%	3%	8% CQ	5%
Don't know	21%	9% *	17%	17%	20% CL	55% CL.CM.CN.CO	15%	18%	55% CQ.CR

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brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
The national government	12%	20% CN.CO.CP*	15% CN.CO	10%	8%	8%	16% CR.CS	10%	8%
Regional and local authorities	5%	4% *	6% CN	3%	6%	3%	6%	4%	3%
European Union institutions	11%	15% CP*	11% CP	11% CP	14% CP	4%	12% CS	12% CS	4%
The Armed Forces	20%	22% CP*	22% CP	20% CP	21% CP	11%	22% CS	20% CS	11%
Civil Protection (e.g., national and regional civil protection authorities)	30%	39% CO.CP*	36% CO.CP	31% CO.CP	19%	18%	36% CR.CS	28% CS	18%
Emergency services (e.g., police, fire and ambulance services)	30%	33% CO.CP*	35% CO.CP	33% CO.CP	17%	15%	35% CR.CS	29% CS	15%
Private companies	6%	6% *	6% CO	8% CO	2%	3%	6%	7%	3%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	18% *	16%	19%	15%	13%	16%	18%	13%
Other [see Sheet4]	0%	- *	0%	0%	0%	0%	0%	0%	0%
None of the above	5%	2% *	2%	4%	20% CL.CM.CN.CP	3%	2%	9% CQ.CS	3%
Don't know	19%	11% *	14%	16%	19%	52% CL.CM.CN.CO	14%	17%	52% CQ.CR

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	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?									
brunswick13_Italy_1. Newspapers and periodicals									
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
Trust a great deal [4]	4%	13% CM.CN.CO.CP*	4%	3%	2%	2%	6% CR	3%	2%
Trust a fair amount [3]	37%	45% CO.CP*	45% CN.CO.CP	38% CO.CP	22%	20%	45% CR.CS	34% CS	20%
Don't trust very much [2]	32%	24% *	32%	34% CM.CP	32% CL.CM.CN.CP	27%	31%	33% CQ.CS	27%
Don't trust at all [1]	18%	13% *	13%	20% CM.CP	36% CL.CM.CN.CP	11%	13%	24% CQ.CS	11%
Don't know	9%	5% *	5%	5%	7%	40% CL.CM.CN.CO	5%	6%	40% CQ.CR
Net: Trust	41%	58% CN.CO.CP*	50% CN.CO.CP	42% CO.CP	25%	22%	51% CR.CS	37% CS	22%
Net: Do not trust	49%	37% *	45%	53% CL.CM.CP	69% CL.CM.CN.CP	38%	44%	58% CQ.CS	38%
Mean	2.30	2.60 CN.CO.CP*	2.43 CN.CO.CP	2.26 CO	1.90	2.22 CO*	2.46 CR.CS	2.16	2.22 *
Std. dev	0.83	0.90	0.78	0.82	0.85	0.79	0.80	0.84	0.79

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	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick13_Italy_2. News channels on television/ Television news broadcasts									
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
Trust a great deal [4]	6%	20% CM.CN.CO.CP*	7%	6%	4%	2%	9% CR.CS	5%	2%
Trust a fair amount [3]	40%	46% CO.CP*	47% CN.CO.CP	40% CO.CP	27%	24%	47% CR.CS	36% CS	24%
Don't trust very much [2]	30%	19% *	31% CL	33% CL.CP	28%	22%	30%	31%	22%
Don't trust at all [1]	17%	12% *	11%	18% CM	36% CL.CM.CN.CP	14%	11%	23% CQ.CS	14%
Don't know	8%	2% *	4%	4%	5%	38% CL.CM.CN.CO	4%	4%	38% CQ.CR
Net: Trust	46%	67% CM.CN.CO.CP*	54% CN.CO.CP	45% CO.CP	31%	26%	56% CR.CS	41% CS	26%
Net: Do not trust	46%	31% *	42%	51% CL.CM.CP	64% CL.CM.CN.CP	37%	41%	54% CQ.CS	37%
Mean	2.39	2.76 CM.CN.CO.CP*	2.52 CN.CO.CP	2.34 CO	1.99	2.22 *	2.55 CR.CS	2.25	2.22 *
Std. dev	0.86	0.92	0.79	0.85	0.92	0.83	0.81	0.88	0.83

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	Total	Protection by govt from: Military threats					Protection by govt from: Military threats (regrouped)		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know
		CL	CM	CN	CO	CP	CQ	CR	CS
brunswick13_Italy_3. Social media									
Unweighted base: Italy only	2075	131	818	682	253	191	949	935	191
Base: Italy only	2075	127	799	669	258	223	926	926	223
Trust a great deal [4]	5%	7% *	5%	4%	9% CN.CP	2%	5%	6%	2%
Trust a fair amount [3]	25%	22% *	27% CO	28% CO	18%	24%	26%	25%	24%
Don't trust very much [2]	35%	45% CO.CP*	38% CO.CP	35% CP	27%	20%	39% CR.CS	33% CS	20%
Don't trust at all [1]	28%	25% *	26%	28%	40% CL.CM.CN.CP	20%	26%	31% CS	20%
Don't know	7%	1% *	4%	5%	5%	34% CL.CM.CN.CO	3%	5%	34% CQ.CR
Net: Trust	31%	29% *	31%	32%	27%	26%	31%	31%	26%
Net: Do not trust	62%	70% CP*	65% CP	63% CP	67% CP	40%	66% CS	64% CS	40%
Mean	2.09	2.12 *	2.10	2.09	1.96	2.14 *	2.10	2.06	2.14 *
Std. dev	0.88	0.87	0.86	0.87	1.00	0.89	0.86	0.91	0.89

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

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YouGov

brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	3%	33% CU.CV.CW.CX*	8% CV.CW.CX	2%	1%	1%	11% CZ.DA	2%	1%	7% DC.DD	2%	2%
Fairly well protected [3]	34%	42% CW.CX*	63% CT.CV.CW.CX	34% CW.CX	17%	28% CW	60% CZ.DA	28%	28%	48% DC.DD	27%	31%
Not very well protected [2]	40%	17% *	24%	51% CT.CU.CW.CX	42% CT.CU.CX	25%	23%	48% CY.DA	25%	31%	48% DB.DD	38% DB
Not at all protected [1]	15%	6% *	3%	9% CU	36% CT.CU.CV.CX	8% CU	3%	19% CY.DA	8% CY	9%	18% DB.DD	12%
Don't know	8%	1% *	3%	4%	4%	37% CT.CU.CV.CW	2%	4%	37% CY.CZ	4%	5%	17% DB.DC
Net: Protected	38%	75% CV.CW.CX*	71% CV.CW.CX	36% CW.CX	18%	29% CW	71% CZ.DA	30%	29%	55% DC.DD	29%	34%
Net: Not protected	54%	24% *	27%	60% CT.CU.CX	78% CT.CU.CV.CX	33% CU	26%	67% CY.DA	33% CY	41%	66% DB.DD	49% DB
Mean	2.29	3.03 CU.CV.CW.CX*	2.77 CV.CW.CX	2.30 CW	1.82	2.36 CW	2.81 CZ.DA	2.12	2.36 CZ	2.56 DC.DD	2.13	2.29 DC
Std. dev	0.77	0.87	0.63	0.66	0.75	0.72	0.68	0.73	0.72	0.77	0.74	0.74

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	7%	49% CU.CV.CW.CX*	12% CV.CW.CX	5% CW	3%	3%	18% CZ.DA	4%	3%	12% DC.DD	4%	3%
Fairly well protected [3]	40%	34% *	64% CT.CV.CW.CX	43% CW.CX	26%	25%	60% CZ.DA	37% DA	25%	50% DC.DD	35%	37%
Not very well protected [2]	31%	12% *	20%	42% CT.CU.CW.CX	29% CT.CU.CX	19%	18%	37% CY.DA	19%	25%	37% DB.DD	29%
Not at all protected [1]	15%	2% *	3%	8% CT.CU	39% CT.CU.CV.CX	6% CU	2%	20% CY.DA	6% CY	9%	19% DB.DD	10%
Don't know	8%	3% *	1%	2%	3% CU	47% CT.CU.CV.CW	2%	3%	47% CY.CZ	4%	5%	20% DB.DC
Net: Protected	46%	83% CV.CW.CX*	77% CV.CW.CX	48% CW.CX	29%	28%	78% CZ.DA	41% DA	28%	62% DC.DD	39%	41%
Net: Not protected	46%	14% *	22%	50% CT.CU.CX	68% CT.CU.CV.CX	26% CT	21%	57% CY.DA	26%	34%	57% DB.DD	40%
Mean	2.42	3.34 CU.CV.CW.CX*	2.87 CV.CW.CX	2.45 CW	1.93	2.45 CW	2.94 CZ.DA	2.26	2.45 CZ	2.67 DC.DD	2.24	2.42 DC
Std. dev	0.84	0.78	0.64	0.71	0.89	0.77	0.68	0.82	0.77	0.82	0.82	0.77

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick2_2. Cyberattacks

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	3%	39% CU.CV.CW.CX*	7% CV.CW.CX	1%	0%	0%	11% CZ.DA	1%	0%	4% DC.DD	1%	1%
Fairly well protected [3]	21%	31% CV.CW.CX*	50% CT.CV.CW.CX	19% CW.CX	9%	14% CW	47% CZ.DA	15%	14%	35% DC.DD	16%	19%
Not very well protected [2]	45%	16% *	36% CT.CX	61% CT.CU.CW.CX	36% CT.CX	27% CT	33% DA	52% CY.DA	27%	41%	49% DB.DD	40%
Not at all protected [1]	22%	10% *	5%	16% CU.CX	53% CT.CU.CV.CX	9% CU	6%	30% CY.DA	9%	16%	29% DB.DD	18%
Don't know	9%	4% *	2%	3%	2%	50% CT.CU.CV.CW	3%	3%	50% CY.CZ	4%	4%	21% DB.DC
Net: Protected	24%	70% CU.CV.CW.CX*	57% CV.CW.CX	20% CW.CX	9%	14% CW	59% CZ.DA	16%	14%	40% DC.DD	17%	20%
Net: Not protected	67%	26% *	41% CT	77% CT.CU.CX	88% CT.CU.CV.CX	36%	39%	81% CY.DA	36%	56%	78% DB.DD	58%
Mean	2.05	3.03 CU.CV.CW.CX*	2.59 CV.CW.CX	2.05 CW	1.56	2.12 CW	2.66 CZ.DA	1.86	2.12 CZ	2.30 DC.DD	1.89	2.04 DC
Std. dev	0.78	1.00	0.69	0.63	0.67	0.69	0.76	0.69	0.69	0.79	0.71	0.73

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick2_3. Acts of sabotage (e.g. against infrastructure)												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	4%	36% CU.CV.CW.CX*	7% CV.CW.CX	2% CW	1%	1%	11% CZ.DA	2%	1%	5% DC.DD	3%	2%
Fairly well protected [3]	29%	45% CV.CW.CX*	58% CT.CV.CW.CX	30% CW.CX	14%	13%	57% CZ.DA	24% DA	13%	43% DC.DD	24%	24%
Not very well protected [2]	40%	13% *	28% CT.CX	56% CT.CU.CW.CX	36% CT.CU.CX	18%	26% DA	48% CY.DA	18%	34%	46% DB.DD	34%
Not at all protected [1]	16%	2% *	2%	8% CU	44% CT.CU.CV.CX	6% CU	2%	21% CY.DA	6% CY	11%	21% DB.DD	13%
Don't know	12%	3% *	4%	5%	4%	62% CT.CU.CV.CW	4%	5%	62% CY.CZ	6%	6%	27% DB.DC
Net: Protected	33%	82% CU.CV.CW.CX*	66% CV.CW.CX	32% CW.CX	15%	14%	68% CZ.DA	26% DA	14%	48% DC.DD	27%	25%
Net: Not protected	56%	16% *	30% CT.CX	63% CT.CU.CX	80% CT.CU.CV.CX	24%	28%	70% CY.DA	24%	45%	67% DB.DD	47%
Mean	2.23	3.19 CU.CV.CW.CX*	2.73 CV.CW.CX	2.27 CW	1.71	2.25 CW	2.80 CZ.DA	2.06	2.25 CZ	2.46 DC.DD	2.10	2.19
Std. dev	0.78	0.76	0.63	0.64	0.75	0.76	0.67	0.73	0.76	0.77	0.77	0.75

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick2_4. Military threats / armed conflict												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	8%	46% CU.CV.CW.CX*	12% CV.CW.CX	7% CX	5%	4%	17% CZ.DA	6%	4%	13% DC.DD	6%	4%
Fairly well protected [3]	39%	42% CW.CX*	61% CT.CV.CW.CX	41% CW.CX	26%	24%	58% CZ.DA	35% DA	24%	50% DC.DD	33%	37%
Not very well protected [2]	31%	11% *	22% CT.CX	42% CT.CU.CW.CX	30% CT.CU.CX	14%	20% DA	38% CY.DA	14%	25%	38% DB.DD	27%
Not at all protected [1]	12%	1% *	1%	6% CT.CU	35% CT.CU.CV.CX	4% CU	1%	17% CY.DA	4% CY	7%	17% DB.DD	9%
Don't know	10%	1% *	3%	4%	4%	54% CT.CU.CV.CW	3%	4%	54% CY.CZ	4%	6%	22% DB.DC
Net: Protected	47%	88% CU.CV.CW.CX*	74% CV.CW.CX	48% CW.CX	31%	28%	76% CZ.DA	42% DA	28%	63% DC.DD	39%	41%
Net: Not protected	43%	12% *	23% CT	48% CT.CU.CX	65% CT.CU.CV.CX	19%	21%	55% CY.DA	19%	32%	54% DB.DD	37%
Mean	2.47	3.33 CU.CV.CW.CX*	2.88 CV.CW.CX	2.50 CW	2.01	2.60 CW	2.94 CZ.DA	2.32	2.60 CZ	2.72 DC.DD	2.30	2.46 DC
Std. dev	0.84	0.71	0.63	0.72	0.92	0.77	0.66	0.84	0.77	0.79	0.83	0.77

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick2_5. Disinformation campaigns												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well protected [4]	3%	100% CU.CV.CW.CX*	-	-	-	-	15% CZ.DA	-	-	5% DC.DD	2%	1%
Fairly well protected [3]	17%	- *	100% CT.CV.CW.CX	-	-	-	85% CZ.DA	-	-	26% DC.DD	13%	12%
Not very well protected [2]	42%	- *	-	100% CT.CU.CW.CX	-	-	-	63% CY.DA	-	39%	47% DB	43%
Not at all protected [1]	25%	- *	-	-	100% CT.CU.CV.CX	-	-	37% CY.DA	-	21% DD	31% DB.DD	17%
Don't know	12%	- *	-	-	-	100% CT.CU.CV.CW	-	-	100% CY.CZ	8%	8%	27% DB.DC
Net: Protected	20%	100% CV.CW.CX*	100% CV.CW.CX	-	-	-	100% CZ.DA	-	-	31% DC.DD	15%	13%
Net: Not protected	68%	- *	-	100% CT.CU.CX	100% CT.CU.CX	-	-	100% CY.DA	-	60%	78% DB.DD	60%
Mean	1.97	4.00 CU*	3.00 CV.CW	2.00	1.00	-	3.15 CZ	1.63	-	2.17 DC.DD	1.85	1.98 DC
Std. dev	0.79	-	0.00	-	-	-	0.36	0.48	-	0.85	0.73	0.68

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Very well informed [4]	3%	22% CU.CV.CW.CX*	6% CV.CX	2%	4% CV.CX	1%	8% CZ.DA	3% DA	1%	6% DC.DD	3%	2%
Fairly well informed [3]	29%	46% CV.CW.CX*	41% CV.CW.CX	28% CX	28% CX	14%	42% CZ.DA	28% DA	14%	42% DC.DD	28% DD	19%
Not very well informed [2]	46%	26% *	43% CT	54% CT.CU.CW.CX	39% CT	40% CT	40%	49% CY.DA	40%	40%	49% DB	44%
Not at all informed [1]	15%	4% *	7%	12% CT.CU	25% CT.CU.CV.CX	19% CT.CU.CV	6%	17% CY	19% CY	8%	17% DB	17% DB
Don't know	6%	2% *	4%	4%	4%	25% CT.CU.CV.CW	3%	4%	25% CY.CZ	4%	3%	18% DB.DC
Net: Informed	33%	68% CU.CV.CW.CX*	47% CV.CW.CX	30% CX	32% CX	15%	50% CZ.DA	31% DA	15%	48% DC.DD	31% DD	21%
Net: Not informed	61%	30% *	49% CT	66% CT.CU.CX	64% CT.CU	60% CT.CU	46%	66% CY.DA	60% CY	48%	66% DB	61% DB
Mean	2.22	2.88 CU.CV.CW.CX*	2.48 CV.CW.CX	2.20 CW.CX	2.11 CX	1.96	2.54 CZ.DA	2.17 DA	1.96	2.49 DC.DD	2.17 DD	2.07
Std. dev	0.75	0.80	0.71	0.67	0.83	0.71	0.74	0.74	0.71	0.73	0.74	0.73

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brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Strongly support [5]	4%	8% CV.CX*	5% CV.CX	3% CX	4% CX	1%	6% CZ.DA	3% DA	1%	4%	3%	3%
Tend to support [4]	18%	34% CU.CV.CW.CX*	23% CV.CW.CX	18% CW.CX	15% CX	10%	25% CZ.DA	17% DA	10%	19% DD	15%	12%
Neither support nor oppose [3]	28%	27% *	33% CW.CX	29% CW	23%	25%	32% CZ.DA	27%	25%	29% DD	26%	24%
Tend to oppose [2]	20%	12% *	23% CT.CW.CX	24% CT.CW.CX	16%	14%	21% DA	21% DA	14%	24% DD	25% DD	18%
Strongly oppose [1]	23%	19% *	13%	19% CU	37% CT.CU.CV.CX	22% CU	13%	26% CY	22% CY	20%	27% DB	25% DB
Don't know	8%	1% *	4%	6% CT.CU	5%	28% CT.CU.CV.CW	3%	6% CY	28% CY.CZ	4%	5%	18% DB.DC
Net: Support	21%	42% CU.CV.CW.CX*	28% CV.CW.CX	21% CX	19% CX	11%	30% CZ.DA	21% DA	11%	23% DC.DD	18%	15%
Net: Oppose	43%	30% *	35%	43% CT.CU.CX	53% CT.CU.CV.CX	36%	34%	47% CY.DA	36%	44%	52% DB.DD	43%
Mean	2.56	3.00 CV.CW.CX*	2.86 CV.CW.CX	2.60 CW.CX	2.30	2.35	2.88 CZ.DA	2.49 DA	2.35	2.62 DC.DD	2.39	2.40
Std. dev	1.17	1.24	1.10	1.11	1.25	1.09	1.12	1.17	1.09	1.14	1.14	1.17

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.												
Unweighted base	6352	151	1025	2787	1683	706	1176	4470	706	1268	1413	685
Base	6352	189	1080	2693	1598	793	1268	4291	793	1246	1388	728
Higher taxes	13%	31% CU.CV.CW.CX*	19% CV.CW.CX	14% CX	11% CX	5%	20% CZ.DA	13% DA	5%	16% DC.DD	10%	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	34% CX*	29% CX	27% CX	29% CX	16%	30% DA	28% DA	16%	38% DC.DD	28% DD	19%
Increased government borrowing	13%	16% CX*	18% CV.CW.CX	13% CX	12% CX	6%	18% CZ.DA	13% DA	6%	19% DC.DD	12% DD	9%
I would not be willing to accept any of these	38%	19% *	30% CT	39% CT.CU	45% CT.CU.CV.CX	37% CT.CU	28%	41% CY	37% CY	30%	43% DB	40% DB
Don't know	17%	19% CW*	15% CW	15% CW	10%	38% CT.CU.CV.CW	16%	13%	38% CY.CZ	9%	12%	27% DB.DC
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?												
Unweighted base: : respondents in full-time or part-time employment only	3366	85	569	1490	858	364	654	2348	364	1268	1413	685
Base: : respondents in full-time or part-time employment only	3362	98	598	1449	815	402	696	2263	402	1246	1388	728
Very well prepared [4]	7%	23% CU.CV.CW.CX*	8% CV.CX	5%	7%	4%	11% CZ.DA	6%	4%	18% DC.DD	-	-
Fairly well prepared [3]	31%	42% CV.CW.CX*	46% CV.CW.CX	28% CX	26%	21%	46% CZ.DA	28% DA	21%	82% DC.DD	-	-
Not very well prepared [2]	27%	14% *	24% CX	33% CT.CU.CW.CX	25% CX	15%	22% DA	30% CY.DA	15%	-	65% DB.DD	-
Not at all prepared [1]	15%	11% *	7%	12% CU	27% CT.CU.CV.CX	11%	7%	17% CY.DA	11%	-	35% DB.DD	-
Don't know	22%	10% *	15%	22% CT.CU.CW	15%	49% CT.CU.CV.CW	14%	19% CY	49% CY.CZ	-	-	100% DB.DC
Net: Prepared	37%	65% CV.CW.CX*	55% CV.CW.CX	34% CX	33% CX	25%	56% CZ.DA	33% DA	25%	100% DC.DD	-	-
Net: Not prepared	41%	25% *	31%	45% CT.CU.CX	52% CT.CU.CV.CX	26%	30%	48% CY.DA	26%	-	100% DB.DD	-
Mean	2.37	2.86 CV.CW.CX*	2.66 CV.CW.CX	2.34 CW	2.14	2.36 CW	2.69 CZ.DA	2.27	2.36	3.18 DC	1.65	-
Std. dev	0.88	0.95	0.76	0.81	0.96	0.90	0.80	0.88	0.90	0.38	0.48	-

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brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	
Unweighted base: : respondents in full-time or part-time employment only	3366	85	569	1490	858	364	654	2348	364	1268	1413	685
Base: : respondents in full-time or part-time employment only	3362	98	598	1449	815	402	696	2263	402	1246	1388	728
Very well informed [4]	8%	30% CU.CV.CW.CX*	10% CV.CX	6%	10% CV.CX	4%	13% CZ.DA	7%	4%	17% DC.DD	3%	2%
Fairly well informed [3]	30%	37% CX*	42% CV.CW.CX	30% CX	27% CX	20%	41% CZ.DA	29% DA	20%	58% DC.DD	18% DD	7%
Not very well informed [2]	29%	15% *	26% CX	34% CT.CU.CW.CX	28% CT.CX	17%	25% DA	32% CY.DA	17%	19% DD	47% DB.DD	11%
Not at all informed [1]	16%	8% *	9%	15% CU	24% CT.CU.CV.CX	13%	9%	18% CY.DA	13%	3%	28% DB.DD	13% DB
Don't know	17%	11% *	12%	15%	12%	46% CT.CU.CV.CW	12%	14%	46% CY.CZ	3%	4%	68% DB.DC
Net: Informed	38%	66% CV.CW.CX*	52% CV.CW.CX	36% CX	36% CX	24%	54% CZ.DA	36% DA	24%	75% DC.DD	21% DD	8%
Net: Not informed	44%	23% *	36%	49% CT.CU.CX	52% CT.CU.CX	30%	34%	50% CY.DA	30%	22%	75% DB.DD	24%
Mean	2.37	2.99 CU.CV.CW.CX*	2.60 CV.CW.CX	2.32	2.24	2.29	2.66 CZ.DA	2.29	2.29	2.93 DC.DD	1.96	1.89
Std. dev	0.90	0.92	0.82	0.84	0.98	0.91	0.85	0.89	0.91	0.69	0.79	0.90

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: : respondents in full-time or part-time employment only	3366	85	569	1490	858	364	654	2348	364	1268	1413	685
Base: : respondents in full-time or part-time employment only	3362	98	598	1449	815	402	696	2263	402	1246	1388	728
Very confident [4]	8%	37% CU.CV.CW.CX*	12% CV.CW.CX	5%	7%	7%	16% CZ.DA	6%	7%	19% DC.DD	2%	2%
Fairly confident [3]	31%	37% CX*	43% CV.CW.CX	31% CW.CX	26%	23%	42% CZ.DA	29% DA	23%	60% DC.DD	16%	12%
Not very confident [2]	23%	12% *	19% CX	28% CT.CU.CX	24% CX	12%	18% DA	26% CY.DA	12%	12%	41% DB.DD	8%
Not at all confident [1]	14%	2% *	8%	13% CT.CU	26% CT.CU.CV.CX	9%	7%	18% CY.DA	9%	2%	31% DB.DD	5% DB
Don't know	23%	12% *	17%	22% CW	18%	49% CT.CU.CV.CW	17%	21%	49% CY.CZ	8%	11% DB	73% DB.DC
Net: Confident	39%	74% CU.CV.CW.CX*	55% CV.CW.CX	37%	33%	30%	58% CZ.DA	35%	30%	79% DC.DD	18%	14%
Net: Not confident	37%	14% *	27% CT	41% CT.CU.CX	49% CT.CU.CV.CX	20%	25%	44% CY.DA	20%	13%	71% DB.DD	13%
Mean	2.43	3.23 CU.CV.CW.CX*	2.73 CV.CW	2.37 CW	2.18	2.56 CV.CW	2.80 CZ.DA	2.30	2.56 CZ	3.04 DC.DD	1.88	2.39 DC
Std. dev	0.91	0.79	0.84	0.84	0.97	0.93	0.85	0.90	0.93	0.64	0.76	0.86

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very optimistic [5]	1%	*9%* **	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Fairly optimistic [4]	12%	*26%* **	24% CV.CW.CX	13% CW.CX	8%	5%	24% CZ.DA	11% DA	5%	21% DC.DD	10%	10%
Neither optimistic nor pessimistic [3]	24%	*22%* **	32% CW	27% CW	16%	26% CW	31% CZ	22%	26%	28% DC.DD	19%	21%
Fairly pessimistic [2]	36%	*32%* **	31%	40% CU.CX	36%	29%	31%	38% CY.DA	29%	35%	39%	33%
Very pessimistic [1]	21%	*6%* **	10%	16% CU	37% CU.CV.CX	17% CU	10%	24% CY.DA	17% CY	11%	25% DB	19% DB
Don't know	6%	*6%* **	2%	4%	2%	22% CU.CV.CW	3%	3%	22% CY.CZ	3%	6%	15% DB.DC
Net: Optimistic	13%	*35%* **	24% CV.CW.CX	14% CW.CX	10%	6%	26% CZ.DA	12% DA	6%	23% DC.DD	12%	12%
Net: Pessimistic	56%	*37%* **	41%	55% CU.CX	72% CU.CV.CX	46%	41%	62% CY.DA	46%	46%	63% DB.DD	52%
Mean	2.34	*3.00* **	2.73 CV.CW.CX	2.42 CW	2.00	2.29 CW	2.76 CZ.DA	2.26	2.29	2.67 DC.DD	2.20	2.31
Std. dev	1.01	*1.13*	0.97	0.96	1.01	0.92	0.99	1.00	0.92	1.00	1.00	1.01

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following? **brunswick9_UK_1. Jobs and employment**												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	1%	*10%* **	4% CV.CW.CX	1%	1%	0%	5% CZ.DA	1%	0%	3%	1%	1%
Fairly confident [3]	14%	*38%* **	28% CV.CW.CX	14% CW	7%	10%	29% CZ.DA	11%	10%	23% DC.DD	9%	8%
Not very confident [2]	46%	*21%* **	45% CX	57% CU.CW.CX	39%	35%	42%	50% CY.DA	35%	47%	50%	42%
Not at all confident [1]	29%	*27%* **	17%	23%	50% CU.CV.CX	22%	18%	33% CY.DA	22%	20%	34% DB.DD	25%
Don't know	10%	*5%* **	6%	6%	3%	33% CU.CV.CW	6%	5%	33% CY.CZ	7%	5%	24% DB.DC
Net: Confident	15%	*48%* **	32% CV.CW.CX	15% CW	8%	10%	34% CZ.DA	12%	10%	26% DC.DD	11%	9%
Net: Not confident	75%	*47%* **	62%	80% CU.CX	89% CU.CV.CX	57%	60%	83% CY.DA	57%	67%	84% DB.DD	67%
Mean	1.86	*2.33* **	2.20 CV.CW.CX	1.92 CW	1.57	1.83 CW	2.22 CZ.DA	1.78	1.83	2.09 DC.DD	1.77	1.80
Std. dev	0.72	*1.01*	0.78	0.65	0.66	0.68	0.81	0.67	0.68	0.76	0.68	0.66

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick9_UK_2. People's living standards												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	1%	*20%* **	2% CV	1%	1%	1%	4% CZ.DA	1%	1%	3%	1%	1%
Fairly confident [3]	10%	*26%* **	21% CV.CW.CX	11% CW.CX	6%	6%	21% CZ.DA	9%	6%	16% DC.DD	7%	8%
Not very confident [2]	44%	*29%* **	49% CW.CX	55% CW.CX	34%	34%	47% DA	46% DA	34%	46%	45%	41%
Not at all confident [1]	35%	*21%* **	23%	29%	57% CU.CV.CX	29%	23%	40% CY.DA	29%	29%	43% DB.DD	29%
Don't know	9%	*5%* **	5%	5%	3%	30% CU.CV.CW	5%	4%	30% CY.CZ	6%	5%	22% DB.DC
Net: Confident	12%	*46%* **	23% CV.CW.CX	12% CW.CX	6%	7%	25% CZ.DA	10%	7%	19% DC.DD	8%	8%
Net: Not confident	80%	*50%* **	72% CX	84% CU.CX	91% CU.CV.CX	63%	70%	86% CY.DA	63%	75%	87% DB.DD	70%
Mean	1.75	*2.47* **	2.02 CV.CW.CX	1.82 CW.CX	1.48	1.69 CW	2.07 CZ.DA	1.69	1.69	1.92 DC.DD	1.65	1.75
Std. dev	0.70	*1.06*	0.74	0.64	0.63	0.67	0.79	0.66	0.67	0.77	0.66	0.67

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick9_UK_3. Business activity and investment												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	2%	*25%* **	3% CW	2%	1%	1%	5% CZ.DA	1%	1%	4% DC.DD	1%	1%
Fairly confident [3]	18%	*30%* **	34% CV.CW.CX	20% CW.CX	10%	9%	34% CZ.DA	16% DA	9%	25% DC.DD	16%	14%
Not very confident [2]	45%	*26%* **	44% CX	53% CU.CW.CX	42% CX	32%	42% DA	49% CY.DA	32%	46% DD	47% DD	38%
Not at all confident [1]	23%	*15%* **	10%	17% CU	41% CU.CV.CX	18% CU	11%	26% CY.DA	18% CY	15%	28% DB.DD	19%
Don't know	13%	*5%* **	9%	9% CW	6%	40% CU.CV.CW	8%	8%	40% CY.CZ	10%	8%	29% DB.DC
Net: Confident	19%	*54%* **	37% CV.CW.CX	21% CW.CX	11%	10%	39% CZ.DA	17% DA	10%	29% DC.DD	17%	15%
Net: Not confident	67%	*41%* **	54%	70% CU.CX	83% CU.CV.CX	51%	52%	75% CY.DA	51%	61%	75% DB.DD	57%
Mean	1.98	*2.67* **	2.33 CV.CW.CX	2.07 CW.CX	1.69	1.87 CW	2.37 CZ.DA	1.92	1.87	2.20 DC.DD	1.89	1.95
Std. dev	0.74	*1.04*	0.71	0.69	0.69	0.70	0.77	0.71	0.70	0.76	0.72	0.71

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick9_UK_4. Delivery of critical services												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	3%	*20%* **	6% CV.CW.CX	2%	1%	1%	8% CZ.DA	2%	1%	5% DD	2%	1%
Fairly confident [3]	27%	*47%* **	43% CV.CW.CX	30% CW.CX	19%	16%	43% CZ.DA	25% DA	16%	38% DC.DD	26%	21%
Not very confident [2]	39%	*15%* **	35%	46% CU.CW.CX	37%	31%	32%	43% CY.DA	31%	37%	41%	35%
Not at all confident [1]	21%	*13%* **	9%	16% CU	38% CU.CV.CX	18% CU	10%	25% CY.DA	18% CY	13%	25% DB.DD	17%
Don't know	10%	*5%* **	7%	6%	4%	35% CU.CV.CW	7%	5%	35% CY.CZ	7%	6%	26% DB.DC
Net: Confident	29%	*67%* **	49% CV.CW.CX	32% CW.CX	20%	16%	51% CZ.DA	27% DA	16%	43% DC.DD	28%	22%
Net: Not confident	61%	*29%* **	44%	62% CU.CX	76% CU.CV.CX	49%	42%	68% CY.DA	49%	51%	66% DB.DD	52%
Mean	2.12	*2.77* **	2.50 CV.CW.CX	2.19 CW.CX	1.82	1.98 CW	2.54 CZ.DA	2.04	1.98	2.37 DC.DD	2.06	2.08
Std. dev	0.80	*0.95*	0.76	0.74	0.79	0.75	0.79	0.78	0.75	0.79	0.80	0.75

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	1%	*24%* **	3% CV.CW.CX	1%	0%	0%	5% CZ.DA	0%	0%	2% DC	0%	1%
Fairly prepared [3]	14%	*21%* **	32% CV.CW.CX	15% CW.CX	6%	10%	30% CZ.DA	11%	10%	19% DC	11%	14%
Not very prepared [2]	48%	*33%* **	48% CW.CX	60% CU.CW.CX	37%	38%	46% DA	51% DA	38%	53% DD	50% DD	39%
Not at all prepared [1]	29%	*19%* **	12%	22% CU	54% CU.CV.CX	24% CU	13%	34% CY.DA	24% CY	20%	36% DB.DD	26%
Don't know	8%	*4%* **	5%	4%	3%	28% CU.CV.CW	5%	3%	28% CY.CZ	6% DC	2%	20% DB.DC
Net: Prepared	15%	*45%* **	34% CV.CW.CX	15% CW.CX	6%	10% CW	35% CZ.DA	12%	10%	22% DC	11%	15%
Net: Not prepared	77%	*51%* **	60%	81% CU.CX	91% CU.CV.CX	62%	59%	85% CY.DA	62%	72% DD	86% DB.DD	64%
Mean	1.86	*2.52* **	2.26 CV.CW.CX	1.94 CW.CX	1.51	1.81 CW	2.29 CZ.DA	1.77	1.81	2.05 DC.DD	1.75	1.88 DC
Std. dev	0.70	*1.08*	0.71	0.63	0.62	0.68	0.77	0.66	0.68	0.72	0.66	0.74

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick10_UK_2. A major public health crisis												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	3%	*24%* **	7% CV.CW.CX	3%	1%	2%	9% CZ.DA	2%	2%	6% DC.DD	3%	2%
Fairly prepared [3]	27%	*41%* **	42% CV.CW.CX	30% CW.CX	17%	23%	42% CZ.DA	25%	23%	35% DC	19%	28% DC
Not very prepared [2]	40%	*26%* **	37%	48% CU.CW.CX	35%	32%	35%	43% CY.DA	32%	38%	44% DD	35%
Not at all prepared [1]	25%	*10%* **	11%	18% CU	45% CU.CV.CX	22% CU	11%	28% CY.DA	22% CY	17%	34% DB.DD	22%
Don't know	5%	- **	3%	2%	2%	21% CU.CV.CW	3%	2%	21% CY.CZ	3% DC	1%	14% DB.DC
Net: Prepared	30%	*64%* **	49% CV.CW.CX	32% CW.CX	19%	25% CW	51% CZ.DA	27%	25%	41% DC.DD	22%	29% DC
Net: Not prepared	65%	*36%* **	47%	66% CU.CX	80% CU.CV.CX	54%	46%	71% CY.DA	54%	55%	77% DB.DD	56%
Mean	2.09	*2.78* **	2.48 CV.CW.CX	2.17 CW	1.75	2.06 CW	2.51 CZ.DA	2.01	2.06	2.32 DC.DD	1.91	2.10 DC
Std. dev	0.82	*0.92*	0.79	0.75	0.78	0.83	0.81	0.79	0.83	0.84	0.80	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick10_UK_3. An extreme weather event												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	1%	*10%* **	2% CV	0%	1%	1%	3% CZ	0%	1%	2%	1%	1%
Fairly prepared [3]	19%	*28%* **	37% CV.CW.CX	21% CW.CX	11%	11%	36% CZ.DA	17% DA	11%	27% DC.DD	14%	15%
Not very prepared [2]	45%	*37%* **	43%	52% CU.CW.CX	37%	43%	42%	46%	43%	46%	47%	39%
Not at all prepared [1]	30%	*20%* **	15%	24% CU	49% CU.CV.CX	24% CU	15%	34% CY.DA	24% CY	22%	37% DB.DD	27%
Don't know	5%	*4%* **	3%	2%	2%	20% CU.CV.CW	3%	2%	20% CY.CZ	3%	1%	17% DB.DC
Net: Prepared	20%	*38%* **	40% CV.CW.CX	21% CW.CX	12%	12%	40% CZ.DA	18% DA	12%	29% DC.DD	15%	16%
Net: Not prepared	75%	*57%* **	57%	76% CU.CX	86% CU.CV.CX	67% CU	57%	80% CY.DA	67% CY	68%	84% DB.DD	67%
Mean	1.91	*2.30* **	2.29 CV.CW.CX	1.98 CW.CX	1.62	1.86 CW	2.29 CZ.DA	1.84	1.86	2.10 DC.DD	1.79	1.87
Std. dev	0.74	*0.94*	0.75	0.69	0.71	0.69	0.77	0.72	0.69	0.77	0.72	0.73

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable? brunswick11_UK_1. Your household's financial situation												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	11%	*28%* **	12%	11%	10%	8%	14% DA	11%	8%	13% DC.DD	8%	7%
Fairly confident [3]	44%	*49%* **	52% CW.CX	47% CW	37%	41%	51% CZ.DA	43%	41%	54% DC.DD	42%	45%
Not very confident [2]	26%	*13%* **	25%	27% CX	29% CX	19%	23%	28% DA	19%	24%	30% DD	19%
Not at all confident [1]	12%	*8%* **	9%	8%	19% CU.CV.CX	13% CV	9%	12%	13%	6%	15% DB	13% DB
Don't know	7%	*2%* **	3%	6% CU	5%	19% CU.CV.CW	3%	6% CY	19% CY.CZ	2%	5% DB	16% DB.DC
Net: Confident	55%	*77%* **	64% CW.CX	58% CW.CX	47%	49%	65% CZ.DA	54%	49%	67% DC.DD	50%	53%
Net: Not confident	38%	*21%* **	34%	35%	49% CU.CV.CX	31%	32%	41% CY.DA	31%	31%	45% DB.DD	31%
Mean	2.58	*3.00* **	2.69 CW	2.66 CW	2.39	2.55 CW	2.72 CZ.DA	2.55	2.55	2.76 DC.DD	2.45	2.56
Std. dev	0.86	*0.87*	0.80	0.80	0.92	0.87	0.81	0.86	0.87	0.77	0.87	0.85

Brunswick Group

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_UK_2. Your household's income or employment situation												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	13%	*37%* **	14%	14%	12%	10%	17% DA	13%	10%	17% DC.DD	9%	7%
Fairly confident [3]	45%	*36%* **	56% CV.CW.CX	48% CW	38%	44%	54% CZ.DA	44%	44%	58% DC.DD	48%	47%
Not very confident [2]	22%	*16%* **	19%	25% CU.CX	25% CX	15%	18%	25% CY.DA	15%	16%	27% DB.DD	18%
Not at all confident [1]	10%	*7%* **	8%	7%	19% CU.CV.CX	9%	8%	11%	9%	7%	13% DB	9%
Don't know	8%	*3%* **	3%	6% CU	6%	22% CU.CV.CW	3%	6% CY	22% CY.CZ	2%	3%	19% DB.DC
Net: Confident	59%	*73%* **	70% CV.CW.CX	62% CW.CX	50%	54%	71% CZ.DA	57%	54%	75% DC.DD	57%	54%
Net: Not confident	33%	*23%* **	27%	32% CX	44% CU.CV.CX	24%	26%	36% CY.DA	24%	23%	40% DB.DD	27%
Mean	2.67	*3.07* **	2.78 CW	2.74 CW	2.46	2.71 CW	2.82 CZ	2.63	2.71	2.87 DC.DD	2.54	2.64
Std. dev	0.86	*0.93*	0.79	0.80	0.95	0.84	0.81	0.87	0.84	0.78	0.83	0.79

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_UK_3. Your housing situation												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	30%	*53%* **	30%	32%	29%	26%	33%	31%	26%	33% DC.DD	24%	24%
Fairly confident [3]	45%	*33%* **	52% CW.CX	47% CW	41%	41%	50% DA	45%	41%	53% DC	46%	46%
Not very confident [2]	11%	*8%* **	11%	12%	11%	10%	11%	12%	10%	9%	18% DB.DD	7%
Not at all confident [1]	7%	*2%* **	3%	4%	13% CU.CV.CX	5%	3%	8% CY	5%	4%	9% DB	7%
Don't know	7%	*4%* **	3%	5%	5%	18% CU.CV.CW	3%	5%	18% CY.CZ	1%	3%	15% DB.DC
Net: Confident	75%	*86%* **	82% CW.CX	79% CW.CX	71%	67%	83% CZ.DA	76% DA	67%	86% DC.DD	70%	70%
Net: Not confident	18%	*10%* **	15%	16%	24% CU.CV.CX	15%	14%	20% CY	15%	13%	27% DB.DD	14%
Mean	3.06	*3.42* **	3.13 CW	3.12 CW	2.91	3.07 CW	3.17 CZ	3.04	3.07	3.17 DC	2.88	3.03
Std. dev	0.85	*0.76*	0.74	0.78	0.99	0.83	0.75	0.88	0.83	0.74	0.89	0.84

Brunswick Group

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?												
brunswick12_UK_1. A large unexpected expense												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	9%	*23%* **	10%	8%	11% CV.CX	6%	12% DA	9%	6%	14% DC.DD	8%	5%
Fairly confident [3]	38%	*36%* **	43% CW.CX	44% CW.CX	32%	31%	42% DA	39% DA	31%	45% DC.DD	36%	31%
Not very confident [2]	27%	*21%* **	28%	28%	27%	23%	27%	28%	23%	26%	30%	29%
Not at all confident [1]	19%	*17%* **	13%	16%	26% CU.CV	22% CU.CV	14%	20% CY	22% CY	13%	24% DB	19% DB
Don't know	7%	*3%* **	5%	5%	4%	18% CU.CV.CW	5%	4%	18% CY.CZ	3%	3%	16% DB.DC
Net: Confident	47%	*59%* **	53% CW.CX	51% CW.CX	43%	37%	54% DA	48% DA	37%	58% DC.DD	43%	36%
Net: Not confident	46%	*38%* **	42%	44%	53% CU.CV.CX	45%	41%	48%	45%	39%	54% DB	48% DB
Mean	2.39	*2.66* **	2.52 CW.CX	2.45 CW.CX	2.30	2.25	2.54 CZ.DA	2.39 DA	2.25	2.61 DC.DD	2.28	2.25
Std. dev	0.92	*1.04*	0.87	0.86	0.99	0.93	0.89	0.92	0.93	0.89	0.92	0.87

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick12_UK_2. A significant reduction in household income												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	5%	*15%* **	4%	4%	6%	3%	5%	5%	3%	6%	4%	3%
Fairly confident [3]	25%	*28%* **	34% CW.CX	27% CW.CX	20%	18%	33% CZ.DA	24% DA	18%	29% DD	23%	21%
Not very confident [2]	38%	*36%* **	39% CW	45% CW.CX	30%	31%	39%	40% DA	31%	40% DD	40% DD	31%
Not at all confident [1]	25%	*14%* **	19%	18%	38% CU.CV.CX	27% CU.CV	18%	26% CY	27% CY	20%	29% DB	26%
Don't know	8%	*8%* **	4%	5%	6%	21% CU.CV.CW	5%	6%	21% CY.CZ	5%	4%	19% DB.DC
Net: Confident	29%	*42%* **	38% CW.CX	31% CW.CX	26%	21%	38% CZ.DA	29% DA	21%	35% DC.DD	27%	24%
Net: Not confident	63%	*50%* **	58%	64%	69% CU.CX	58%	57%	66% CY.DA	58%	60%	70% DB.DD	57%
Mean	2.09	*2.47* **	2.24 CW.CX	2.18 CW.CX	1.93	1.96	2.27 CZ.DA	2.08	1.96	2.23 DC.DD	2.01	2.01
Std. dev	0.85	*0.94*	0.81	0.78	0.93	0.85	0.83	0.85	0.85	0.85	0.84	0.85

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick12_UK_3. A significant increase in essential living costs												
Unweighted base: UK only	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base: UK only	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	6%	*9%* **	5%	6%	8%	5%	5%	7%	5%	8%	5%	4%
Fairly confident [3]	37%	*59%* **	44% CW.CX	41% CW.CX	31%	27%	46% CZ.DA	37% DA	27%	42% DC.DD	33%	32%
Not very confident [2]	34%	*14%* **	34%	35%	34%	31%	32%	35%	31%	36%	39% DD	30%
Not at all confident [1]	17%	*12%* **	12%	14%	24% CU.CV.CX	18%	12%	18% CY	18%	11%	20% DB	16%
Don't know	7%	*5%* **	5%	4%	4%	19% CU.CV.CW	5%	4%	19% CY.CZ	3%	4%	17% DB.DC
Net: Confident	43%	*68%* **	49% CW.CX	47% CW.CX	38%	32%	51% CZ.DA	43% DA	32%	50% DC.DD	38%	36%
Net: Not confident	51%	*26%* **	46%	49%	58% CU.CV.CX	48%	44%	53% CY	48%	47%	59% DB.DD	46%
Mean	2.34	*2.68* **	2.44 CW.CX	2.41 CW.CX	2.22	2.24	2.47 CZ.DA	2.33	2.24	2.48 DC.DD	2.23	2.29
Std. dev	0.85	*0.82*	0.78	0.81	0.91	0.86	0.79	0.86	0.86	0.80	0.83	0.84

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YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only	2017	68	351	919	496	183	419	1415	183	306	479	186
Base: France only	2017	104	404	871	439	200	508	1310	200	364	517	203
Geopolitical tensions	37%	25% *	39% CX	39% CX	36%	27% *	36%	38% DA	27% *	40%	35%	40%
Political instability in France	41%	43% *	37%	44% CX	42%	32% *	39%	43% DA	32% *	40%	37%	40%
Artificial Intelligence (AI)	36%	44% *	31%	37%	38%	31%	33%	37%	31%	30%	41% DB	37%
An ageing workforce	12%	17% *	12%	11%	13%	13% *	13%	12%	13% *	11%	14%	10%
Economic or financial shock	44%	28% *	48% CT.CX	44% CT	47% CT.CX	35% *	44%	45%	35% *	43%	43%	42%
Climate change and extreme weather	31%	39% CX*	36% CX	30%	29%	23% *	37% DA	30%	23% *	37% DD	29% DD	18%
Supply-chain disruption	16%	12% *	20% CW.CX	18% CW	13%	11% *	19%	16%	11% *	21%	15%	13%
Other [see Sheet1]	1%	5% CV*	1%	1%	1%	2% *	2%	1%	2% *	1%	2%	3%
None of the above	2%	2% *	2%	1%	4% CV	5% CV*	2%	2%	5% *	2%	4%	3%
Don't know	10%	10% *	7%	9%	7%	26% CT.CU.CV.CW*	7%	9%	26% CY.CZ*	7%	8%	18% DB.DC

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.												
Unweighted base: France only	2017	68	351	919	496	183	419	1415	183	306	479	186
Base: France only	2017	104	404	871	439	200	508	1310	200	364	517	203
Energy	35%	35% *	37% CX	39% CW.CX	30%	24% *	36% DA	36% DA	24% *	42% DD	34% DD	20%
Defence	29%	26% *	33% CX	32% CX	27% CX	15% *	31% DA	30% DA	15% *	31%	29%	23%
Healthcare	25%	24% *	27% CX	26% CX	27% CX	15% *	26% DA	26% DA	15% *	19%	25%	21%
Financial services	14%	19% CW*	19% CW	14% CW	9%	12% *	19% CZ	12%	12% *	12%	18% DD	8%
Technology (e.g. software and electronic devices)	16%	20% CX*	19% CX	16% CX	17% CX	7% *	19% DA	16% DA	7% *	15%	17% DD	9%
Telecommunications	7%	8% *	7%	8%	5%	8% *	7%	7%	8% *	8% DD	8% DD	2%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	20% CX*	16% CX	18% CX	18% CX	7% *	17% DA	18% DA	7% *	24% DD	16%	13%
Transport	8%	20% CU.CV.CW.CX*	9%	7%	7%	6% *	11% CZ	7%	6% *	13%	8%	9%
Physical infrastructure and construction	6%	12% *	6%	6%	6%	3% *	8%	6%	3% *	8%	5%	3%
Manufacturing	12%	10% *	13%	11%	12%	14% *	13%	11%	14% *	13%	12%	16%
Food and agriculture	29%	29% *	26% CX	32% CX	30% CX	15% *	27% DA	32% DA	15% *	22%	28%	24%
Media and communications	9%	11% *	12% CX	10%	8%	4% *	12% DA	9%	4% *	10% DD	9% DD	3%
Retail and luxury	2%	12% CU.CV.CW*	2%	1%	1%	4% CV.CW*	4% CZ	1%	4% CZ*	2%	2%	3%
Other [see Sheet2]	1%	1% *	0%	1%	1%	0% *	0%	1%	0% *	0%	0%	1%
None of the above	2%	2% *	1%	3%	3%	3% *	1%	3%	3% *	2%	2%	2%
Don't know	18%	11% *	11%	16%	19% CU	44% CT.CU.CV.CW*	11%	17% CY	44% CY.CZ*	13%	15%	41% DB.DC

To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?

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brunswick11_1_France. Energy	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	731	*18*	136	370	161	*46*	154	531	*46*	122	150	*46*
Base: France only - respondents who selected that sector previously	706	*36*	148	342	132	*48*	184	474	*48*	152	177	*40*
To a great extent [4]	22%	*43%* **	27% *	19%	19% *	*17%* **	30% CZ*	19%	*17%* **	24% *	28% DD*	*8%* *
To some extent [3]	40%	*35%* **	46% CW*	43% CW	28% *	*45%* **	44% *	38%	*45%* **	46% *	44% *	*38%* *
To a small extent [2]	25%	*20%* **	17% *	27%	32% CU*	*24%* **	18% *	28%	*24%* **	25% *	18% *	*27%* *
Not at all [1]	11%	*2%* **	9% *	9%	21% CU.CV*	*10%* **	8% *	12%	*10%* **	5% *	9% *	*17%* *DB**
Don't know	2%	- **	1% *	3%	0% *	*4%* **	1% *	2%	*4%* **	- *	1% *	*10%* *DB.DC**
Net: Higher autonomy	62%	*78%* **	72% CW*	61% CW	47% *	*62%* **	73% CZ*	57%	*62%* **	70% DD*	72% DD*	*46%* *
Net: Lower autonomy	36%	*22%* **	26% *	36%	53% CU.CV*	*34%* **	26% *	40% CY	*34%* **	30% *	28% *	*44%* *
Mean	2.74	*3.19* **	2.91 CW*	2.74 CW	2.46 *	*2.71* **	2.96 CZ*	2.66	*2.71* **	2.88 DD*	2.91 DD*	*2.41* *
Std. dev	0.93	*0.84*	0.90	0.87	1.03	*0.89*	0.89	0.93	*0.89*	0.83	0.91	*0.91*

Brunswick Group

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YouGov

brunswick11_2_France. Defence	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	632	*16*	115	329	147	*25*	131	476	*25*	93	141	51
Base: France only - respondents who selected that sector previously	587	*27*	131	282	117	*30*	159	399	*30*	111	148	47
To a great extent [4]	20%	*22%* **	25% CW*	21% CW	8% *	*26%* **	24% *	17%	*26%* **	27% *	17% *	10% *
To some extent [3]	48%	*64%* **	42% *	49%	50% *	*49%* **	46% *	49%	*49%* **	44% *	51% *	38% *
To a small extent [2]	23%	*2%* **	29% *	23%	25% *	*2%* **	24% *	23%	*2%* **	21% *	28% *	29% *
Not at all [1]	5%	- **	2% *	3%	11% CU.CV*	*9%* **	1% *	6%	*9%* **	3% *	4% *	6% *
Don't know	5%	*11%* **	3% *	3%	7% *	*14%* **	4% *	4%	*14%* **	5% *	1% *	17% DC*
Net: Higher autonomy	68%	*87%* **	67% *	71% CW	58% *	*75%* **	70% *	67%	*75%* **	71% DD*	68% DD*	47% *
Net: Lower autonomy	27%	*2%* **	31% *	26%	36% *	*11%* **	26% *	29%	*11%* **	24% *	32% *	35% *
Mean	2.87	*3.23* **	2.92 CW*	2.92 CW	2.58 *	*3.07* **	2.97 *	2.82	*3.07* **	3.01 DD*	2.81 *	2.61 *
Std. dev	0.79	*0.48*	0.78	0.77	0.81	*0.87*	0.75	0.79	*0.87*	0.79	0.76	0.80

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	503	*12*	95	229	137	*30*	107	366	*30*	65	112	*42*
Base: France only - respondents who selected that sector previously	506	*25*	108	224	117	*31*	133	342	*31*	69	130	*43*
To a great extent [4]	23%	*55%* **	34% CV*	15%	25% *	*15%* **	38% CZ*	19%	*15%* **	23% *	24% *	*15%* *
To some extent [3]	39%	*33%* **	39% *	47% CW	27% *	*41%* **	37% *	40%	*41%* **	45% *	43% *	*31%* *
To a small extent [2]	23%	*12%* **	24% *	24%	25% *	*11%* **	22% *	24%	*11%* **	29% *	18% *	*15%* *
Not at all [1]	9%	- **	2% *	10%	16% CU*	*12%* **	2% *	12% CY	*12%* **	3% *	12% *	*24%* *DB**
Don't know	5%	- **	2% *	4%	7% *	*21%* **	1% *	5%	*21%* **	- *	3% *	*16%* *DB.DC**
Net: Higher autonomy	63%	*88%* **	72% CW*	62%	52% *	*56%* **	75% CZ*	58%	*56%* **	68% *	67% DD*	*46%* *
Net: Lower autonomy	32%	*12%* **	26% *	34%	41% *	*23%* **	23% *	36%	*23%* **	32% *	30% *	*38%* *
Mean	2.81	*3.43* **	3.06 CV.CW*	2.70	2.65 *	*2.74* **	3.13 CZ*	2.68	*2.74* **	2.87 *	2.81 *	*2.44* **
Std. dev	0.92	*0.71*	0.82	0.86	1.05	*0.95*	0.81	0.93	*0.95*	0.80	0.95	*1.09*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	265	*12*	60	120	55	*18*	*72*	175	*18*	*42*	71	*17*
Base: France only - respondents who selected that sector previously	280	*20*	79	119	39	*23*	99	158	*23*	*44*	91	*16*
To a great extent [4]	14%	*48%* **	20% *	7% *	11% *	*7%* **	26% CZ*	8% *	*7%* **	*21%* **	10% *	*31%* **
To some extent [3]	39%	*45%* **	47% *	39% *	27% *	*29%* **	47% *	36% *	*29%* **	*54%* **	41% *	*22%* **
To a small extent [2]	30%	*5%* **	31% *	30% *	34% *	*46%* **	26% *	31% *	*46%* **	*16%* **	34% *	*31%* **
Not at all [1]	13%	*1%* **	2% *	20% CU*	17% CU*	*14%* **	2% *	20% CY*	*14%* **	*8%* **	11% *	*16%* **
Don't know	3%	- **	0% *	3% *	11% CU*	*5%* **	0% *	5% *	*5%* **	*1%* **	4% *	- **
Net: Higher autonomy	54%	*93%* **	67% CV.CW*	46% *	38% *	*36%* **	72% CZ*	44% *	*36%* **	*75%* **	52% *	*54%* **
Net: Lower autonomy	43%	*7%* **	33% *	50% *	51% *	*60%* **	27% *	51% CY*	*60%* **	*24%* **	45% *	*46%* **
Mean	2.57	*3.40* **	2.86 CV.CW*	2.35 *	2.36 *	*2.30* **	2.97 CZ*	2.35 *	*2.30* **	*2.90* **	2.54 *	*2.70* **
Std. dev	0.90	*0.67*	0.75	0.90	0.94	*0.81*	0.76	0.90	*0.81*	*0.84*	0.83	*1.11*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_5_France. Technology (e.g. software and electronic devices)												
Unweighted base: France only - respondents who selected that sector previously	328	*16*	66	153	77	*16*	82	230	*16*	*50*	80	*15*
Base: France only - respondents who selected that sector previously	326	*20*	76	141	75	*14*	97	216	*14*	*56*	90	*18*
To a great extent [4]	12%	*45%* **	9% *	12% *	4% *	*22%* **	16% *	9%	*22%* **	*3%* **	14% *	*9%* **
To some extent [3]	34%	*27%* **	49% CV*	25% *	38% *	*30%* **	44% *	30%	*30%* **	*41%* **	31% *	*46%* **
To a small extent [2]	37%	*4%* **	28% *	50% CU*	33% *	*34%* **	23% *	44% CY	*34%* **	*38%* **	38% *	*23%* **
Not at all [1]	14%	*25%* **	13% *	11% *	20% *	*6%* **	16% *	14%	*6%* **	*17%* **	14% *	*21%* **
Don't know	3%	- **	2% *	3% *	4% *	*9%* **	1% *	3%	*9%* **	*1%* **	3% *	- **
Net: Higher autonomy	46%	*71%* **	57% CV*	37% *	43% *	*52%* **	60% CZ*	39%	*52%* **	*44%* **	46% *	*56%* **
Net: Lower autonomy	51%	*29%* **	41% *	61% *	53% *	*39%* **	38% *	58% CY	*39%* **	*55%* **	51% *	*44%* **
Mean	2.45	*2.91* **	2.54 *	2.39 *	2.28 *	*2.75* **	2.62 *	2.35	*2.75* **	*2.30* **	2.48 *	*2.44* **
Std. dev	0.89	*1.24*	0.84	0.84	0.85	*0.93*	0.95	0.84	*0.93*	*0.79*	0.92	*0.95*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	133	5	25	66	30	7	30	96	7	23	33	6
Base: France only - respondents who selected that sector previously	142	8	29	67	22	17	37	88	17	28	44	4
To a great extent [4]	17%	13% **	21% **	18% *	12% **	16% **	19% **	17% *	16% **	32% **	12% **	8% **
To some extent [3]	45%	50% **	63% **	46% *	45% **	5% **	60% **	46% *	5% **	36% **	49% **	9% **
To a small extent [2]	29%	- **	8% **	34% *	25% **	61% **	6% **	32% *	61% **	32% **	31% **	34% **
Not at all [1]	2%	- **	2% **	1% *	8% **	- **	1% **	3% *	- **	- **	5% **	- **
Don't know	7%	37% **	6% **	1% *	10% **	18% **	13% **	3% *	18% **	- **	3% **	48% **
Net: Higher autonomy	62%	63% **	84% **	64% *	57% **	21% **	79% **	62% *	21% **	68% **	62% **	17% **
Net: Lower autonomy	31%	- **	10% **	35% *	33% **	61% **	8% **	35% *	61% **	32% **	35% **	34% **
Mean	2.83	3.20 **	3.09 **	2.82 *	2.67 **	2.45 **	3.11 **	2.79 *	2.45 **	3.00 **	2.72 **	2.50 **
Std. dev	0.75	0.45	0.63	0.74	0.84	0.83	0.60	0.76	0.83	0.81	0.75	1.03

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	367	*16*	58	181	97	*15*	74	278	*15*	78	85	*26*
Base: France only - respondents who selected that sector previously	331	*21*	65	152	79	*15*	86	231	*15*	86	83	*25*
To a great extent [4]	13%	*56%* **	30% CV.CW*	5%	3% *	*12%* **	36% CZ*	4%	*12%* **	25% DC*	8% *	*8%* **
To some extent [3]	33%	*29%* **	46% CW*	35%	22% *	*25%* **	42% *	30%	*25%* **	37% *	29% *	*14%* **
To a small extent [2]	34%	*14%* **	19% *	43% CU	37% *	*27%* **	18% *	41% CY	*27%* **	30% *	41% *	*23%* **
Not at all [1]	15%	*2%* **	4% *	13%	31% CU.CV*	*18%* **	4% *	19% CY	*18%* **	6% *	13% *	*48%* **
Don't know	5%	- **	0% *	4%	8% *	*18%* **	0% *	5%	*18%* **	2% *	9% *	*7%* **
Net: Higher autonomy	46%	*84%* **	76% CV.CW*	40% CW	24% *	*37%* **	78% CZ*	35%	*37%* **	62% DC*	37% *	*22%* **
Net: Lower autonomy	49%	*16%* **	24% *	56% CU	68% CU*	*45%* **	22% *	60% CY	*45%* **	36% *	54% *	*71%* **
Mean	2.46	*3.38* **	3.02 CV.CW*	2.33 CW	1.96 *	*2.37* **	3.11 CZ*	2.21	*2.37* **	2.82 DC*	2.35 *	*1.81* **
Std. dev	0.91	*0.81*	0.82	0.77	0.84	*1.02*	0.83	0.81	*1.02*	0.89	0.84	*1.01*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	133	12	26	52	32	11	38	84	11	31	37	12
Base: France only - respondents who selected that sector previously	159	21	36	59	30	12	57	90	12	47	39	19
To a great extent [4]	24%	46% **	16% **	21% **	31% **	- **	27% **	24% *	- **	42% **	16% **	2% **
To some extent [3]	44%	51% **	60% **	33% **	50% **	29% **	56% **	39% *	29% **	50% **	49% **	18% **
To a small extent [2]	19%	- **	18% **	26% **	18% **	25% **	11% **	23% *	25% **	8% **	21% **	4% **
Not at all [1]	8%	3% **	6% **	16% **	1% **	- **	5% **	11% *	- **	- **	7% **	46% **
Don't know	5%	- **	- **	4% **	- **	47% **	- **	2% *	47% **	- **	6% **	30% **
Net: Higher autonomy	68%	97% **	76% **	54% **	81% **	29% **	84% **	63% *	29% **	92% **	66% **	20% **
Net: Lower autonomy	27%	3% **	24% **	42% **	19% **	25% **	16% **	34% *	25% **	8% **	29% **	50% **
Mean	2.88	3.41 **	2.86 **	2.62 **	3.10 **	2.54 **	3.06 **	2.79 *	2.54 **	3.35 **	2.79 **	1.65 **
Std. dev	0.88	0.65	0.77	1.01	0.74	0.54	0.77	0.95	0.54	0.62	0.83	0.99

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_9_France. Physical infrastructure and construction												
Unweighted base: France only - respondents who selected that sector previously	133	*7*	*27*	63	*28*	*8*	*34*	91	*8*	*24*	*32*	*9*
Base: France only - respondents who selected that sector previously	121	*13*	*26*	50	*25*	*7*	*39*	75	*7*	*29*	*28*	*6*
To a great extent [4]	20%	*45%* **	*14%* **	15% *	*21%* **	*20%* **	*24%* **	17% *	*20%* **	*24%* **	*27%* **	*16%* **
To some extent [3]	53%	*48%* **	*57%* **	61% *	*33%* **	*67%* **	*54%* **	52% *	*67%* **	*51%* **	*43%* **	*45%* **
To a small extent [2]	19%	*6%* **	*27%* **	17% *	*22%* **	*13%* **	*20%* **	19% *	*13%* **	*17%* **	*25%* **	*9%* **
Not at all [1]	4%	- **	- **	3% *	*13%* **	- **	- **	7% *	- **	*4%* **	*2%* **	- **
Don't know	4%	- **	*2%* **	4% *	*11%* **	- **	*1%* **	6% *	- **	*5%* **	*3%* **	*30%* **
Net: Higher autonomy	73%	*94%* **	*71%* **	76% *	*54%* **	*87%* **	*78%* **	69% *	*87%* **	*75%* **	*70%* **	*61%* **
Net: Lower autonomy	23%	*6%* **	*27%* **	20% *	*35%* **	*13%* **	*20%* **	25% *	*13%* **	*21%* **	*27%* **	*9%* **
Mean	2.92	*3.39* **	*2.87* **	2.91 *	*2.70* **	*3.08* **	*3.04* **	2.85 *	*3.08* **	*2.99* **	*2.97* **	*3.10* **
Std. dev	0.75	*0.63*	*0.64*	0.68	*1.02*	*0.62*	*0.68*	0.80	*0.62*	*0.78*	*0.80*	*0.68*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_10_France. Manufacturing												
Unweighted base: France only - respondents who selected that sector previously	223	*7*	*41*	102	54	*19*	*48*	156	*19*	*30*	*44*	*23*
Base: France only - respondents who selected that sector previously	237	*10*	*54*	94	50	*29*	*64*	144	*29*	*47*	*60*	*32*
To a great extent [4]	15%	*44%* **	*25%* **	10% *	13% *	*6%* **	*28%* **	11% *	*6%* **	*33%* **	*18%* **	*12%* **
To some extent [3]	26%	*53%* **	*42%* **	20% *	24% *	*9%* **	*44%* **	22% *	*9%* **	*35%* **	*13%* **	*9%* **
To a small extent [2]	34%	*3%* **	*19%* **	42% *	34% *	*47%* **	*16%* **	39% *	*47%* **	*26%* **	*35%* **	*39%* **
Not at all [1]	20%	- **	*13%* **	27% *	22% *	*12%* **	*11%* **	25% *	*12%* **	*6%* **	*32%* **	*12%* **
Don't know	5%	- **	*2%* **	1% *	6% *	*25%* **	*1%* **	3% *	*25%* **	- **	*1%* **	*27%* **
Net: Higher autonomy	41%	*97%* **	*67%* **	30% *	37% *	*16%* **	*72%* **	33% *	*16%* **	*67%* **	*32%* **	*22%* **
Net: Lower autonomy	54%	*3%* **	*31%* **	69% *	56% *	*59%* **	*27%* **	65% *	*59%* **	*33%* **	*67%* **	*52%* **
Mean	2.38	*3.40* **	*2.80* **	2.14 *	2.30 *	*2.13* **	*2.90* **	2.19 *	*2.13* **	*2.94* **	*2.19* **	*2.29* **
Std. dev	0.99	*0.58*	*0.97*	0.93	0.99	*0.80*	*0.94*	0.95	*0.80*	*0.93*	*1.09*	*0.96*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_11_France. Food and agriculture	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	635	*16*	108	308	172	*31*	124	480	*31*	77	138	*45*
Base: France only - respondents who selected that sector previously	578	*30*	104	281	131	*31*	135	413	*31*	79	143	*49*
To a great extent [4]	16%	*29%* **	15% *	17%	13%	*11%* **	18% *	16%	*11%* **	18% *	19% *	*19%* **
To some extent [3]	40%	*41%* **	53% CW*	45% CW	21%	*42%* **	50% CZ*	37%	*42%* **	54% *	38% *	*36%* **
To a small extent [2]	32%	*20%* **	27% *	30%	39%	*40%* **	25% *	33%	*40%* **	23% *	30% *	*24%* **
Not at all [1]	9%	- **	3% *	7%	22% CU.CV	*6%* **	3% *	12% CY	*6%* **	6% *	12% *	*17%* **
Don't know	3%	*10%* **	2% *	1%	5% CV	*2%* **	4% *	2%	*2%* **	- *	1% *	*4%* **
Net: Higher autonomy	56%	*70%* **	68% CW*	61% CW	34%	*52%* **	68% CZ*	53%	*52%* **	71% *	57% *	*55%* **
Net: Lower autonomy	41%	*20%* **	30% *	37%	61% CU.CV	*46%* **	28% *	45% CY	*46%* **	29% *	42% *	*41%* **
Mean	2.64	*3.10* **	2.80 CW*	2.72 CW	2.26 *	*2.57* **	2.87 CZ*	2.58	*2.57* **	2.83 *	2.64 *	*2.59* **
Std. dev	0.87	*0.74*	0.73	0.83	0.96	*0.78*	0.74	0.90	*0.78*	0.78	0.93	*1.01*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	180	7	40	87	40	6	47	127	6	38	46	6
Base: France only - respondents who selected that sector previously	189	11	48	86	35	9	59	122	9	37	47	6
To a great extent [4]	26%	81% **	30% **	18% *	12% **	58% **	40% CZ*	16% *	58% **	28% **	20% *	- **
To some extent [3]	39%	19% **	39% **	46% *	30% **	36% **	35% *	41% *	36% **	54% **	45% *	29% **
To a small extent [2]	21%	- **	24% **	22% *	25% **	6% **	19% *	23% *	6% **	18% **	26% *	18% **
Not at all [1]	6%	- **	6% **	5% *	12% **	- **	5% *	7% *	- **	1% **	2% *	21% **
Don't know	8%	- **	0% **	9% *	21% **	- **	0% *	12% CY*	- **	- **	7% *	32% **
Net: Higher autonomy	65%	100% **	70% **	64% *	42% **	94% **	76% *	58% *	94% **	81% **	65% *	29% **
Net: Lower autonomy	27%	- **	30% **	27% *	37% **	6% **	24% *	30% *	6% **	19% **	28% *	39% **
Mean	2.92	3.81 **	2.94 **	2.85 *	2.54 **	3.52 **	3.11 *	2.77 *	3.52 **	3.08 **	2.89 **	2.11 **
Std. dev	0.88	0.41	0.90	0.81	0.94	0.65	0.89	0.85	0.65	0.70	0.77	0.97

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	45	8	10	16	6	5	18	22	5	10	11	3
Base: France only - respondents who selected that sector previously	44	12	9	11	4	9	21	15	9	9	9	6
To a great extent [4]	24%	44% **	14% **	17% **	30% **	14% **	32% **	20% **	14% **	40% **	12% **	11% **
To some extent [3]	60%	56% **	80% **	60% **	60% **	47% **	66% **	60% **	47% **	46% **	69% **	89% **
To a small extent [2]	12%	- **	6% **	18% **	10% **	25% **	3% **	16% **	25% **	15% **	14% **	- **
Not at all [1]	1%	- **	- **	4% **	- **	- **	- **	3% **	- **	- **	5% **	- **
Don't know	3%	- **	- **	- **	- **	15% **	- **	- **	15% **	- **	- **	- **
Net: Higher autonomy	85%	100% **	94% **	77% **	90% **	61% **	97% **	81% **	61% **	85% **	81% **	100% **
Net: Lower autonomy	13%	- **	6% **	23% **	10% **	25% **	3% **	19% **	25% **	15% **	19% **	- **
Mean	3.11	3.44 **	3.08 **	2.90 **	3.19 **	2.87 **	3.29 **	2.98 **	2.87 **	3.25 **	2.87 **	3.11 **
Std. dev	0.64	0.52	0.47	0.75	0.69	0.71	0.52	0.72	0.71	0.74	0.72	0.34

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_14_France. $brunswick10Franceother	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only - respondents who selected that sector previously	*14*	*1*	*1*	*6*	*5*	*1*	*2*	*11*	*1*	*1*	*2*	*2*
Base: France only - respondents who selected that sector previously	*10*	*1*	*0*	*5*	*3*	*1*	*1*	*8*	*1*	*1*	*2*	*2*
To a great extent [4]	*41%*	*100%* **	*100%* **	*-* **	*80%* **	*-* **	*100%* **	*34%* **	*-* **	*100%* **	*77%* **	*-* **
To some extent [3]	*10%*	*-* **	*-* **	*13%* **	*12%* **	*-* **	*-* **	*12%* **	*-* **	*-* **	*23%* **	*-* **
To a small extent [2]	*21%*	*-* **	*-* **	*45%* **	*-* **	*-* **	*-* **	*26%* **	*-* **	*-* **	*-* **	*-* **
Not at all [1]	*18%*	*-* **	*-* **	*28%* **	*-* **	*100%* **	*-* **	*16%* **	*100%* **	*-* **	*-* **	*100%* **
Don't know	*9%*	*-* **	*-* **	*14%* **	*8%* **	*-* **	*-* **	*12%* **	*-* **	*-* **	*-* **	*-* **
Net: Higher autonomy	*51%*	*100%* **	*100%* **	*13%* **	*92%* **	*-* **	*100%* **	*46%* **	*-* **	*100%* **	*100%* **	*-* **
Net: Lower autonomy	*39%*	*-* **	*-* **	*73%* **	*-* **	*100%* **	*-* **	*42%* **	*100%* **	*-* **	*-* **	*100%* **
Mean	*2.82*	*4.00* **	*4.00* **	*1.83* **	*3.87* **	*1.00* **	*4.00* **	*2.73* **	*1.00* **	*4.00* **	*3.77* **	*1.00* **
Std. dev	*1.28*	*-*	*-*	*0.77*	*0.40*	*-*	*-*	*1.24*	*-*	*-*	*0.57*	*-*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: France only	2017	68	351	919	496	183	419	1415	183	306	479	186
Base: France only	2017	104	404	871	439	200	508	1310	200	364	517	203
A very positive impact [5]	5%	16% CU.CV.CX*	6% CV	3%	8% CV	3% *	8% CZ	5%	3% *	7% DD	5%	1%
A fairly positive impact [4]	21%	36% CV.CW.CX*	31% CV.CW.CX	20% CX	16% CX	7% *	32% CZ.DA	19% DA	7% *	30% DC.DD	16%	13%
No impact [3]	25%	20% *	30% CW.CX	27% CW.CX	20%	16% *	28% DA	25%	16% *	27% DD	28% DD	17%
A fairly negative impact [2]	19%	13% *	18%	23%	18%	17% *	17%	21%	17% *	16%	19%	14%
A very negative impact [1]	8%	4% *	5%	6%	18% CT.CU.CV.CX	5% *	5%	10% CY	5% *	9%	8%	10%
Don't know	22%	11% *	11%	22% CU	20% CU	53% CT.CU.CV.CW*	11%	21% CY	53% CY.CZ*	11%	24% DB	46% DB.DC
Net: Positive impact	26%	52% CV.CW.CX*	37% CV.CW.CX	22% CX	25% CX	10% *	40% CZ.DA	23% DA	10% *	37% DC.DD	21%	14%
Net: Negative impact	27%	17% *	22%	28%	36% CT.CU.CV.CX	21% *	21%	31% CY	21% *	25%	27%	23%
Mean	2.95	3.54 CU.CV.CW.CX*	3.18 CV.CW.CX	2.88	2.74	2.72 *	3.25 CZ.DA	2.83	2.72 *	3.13 DC.DD	2.88	2.65 *
Std. dev	1.09	1.09	1.01	0.98	1.30	1.03	1.03	1.10	1.03	1.11	1.07	1.08

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick12_France_2. France's attractiveness as a place to invest and do business												
Unweighted base: France only	2017	68	351	919	496	183	419	1415	183	306	479	186
Base: France only	2017	104	404	871	439	200	508	1310	200	364	517	203
A very positive impact [5]	7%	36% CU.CV.CW.CX*	7%	5%	5%	4% *	13% CZ.DA	5%	4% *	10% DD	6%	3%
A fairly positive impact [4]	22%	25% CX*	34% CV.CW.CX	20% CX	20% CX	10% *	32% CZ.DA	20% DA	10% *	33% DC.DD	17%	13%
No impact [3]	27%	10% *	31% CT.CW	29% CT.CW	22%	23% *	27%	27%	23% *	26%	28%	19%
A fairly negative impact [2]	17%	9% *	15%	20%	17%	13% *	14%	19%	13% *	15%	20%	15%
A very negative impact [1]	7%	11% CU*	3%	5%	17% CU.CV.CX	5% *	5%	9% CY	5% *	7%	10% DD	3%
Don't know	20%	9% *	11% CU	21% CU	19% CU	45% CT.CU.CV.CW*	10%	20% CY	45% CY.CZ*	9%	20% DB	47% DB.DC
Net: Positive impact	29%	60% CU.CV.CW.CX*	40% CV.CW.CX	25% CX	25% CX	14% *	44% CZ.DA	25% DA	14% *	43% DC.DD	22%	16%
Net: Negative impact	24%	20% *	18%	25% CU	33% CU.CV.CX	18% *	18%	28% CY.DA	18% *	22%	29% DD	18%
Mean	3.05	3.71 CU.CV.CW.CX*	3.30 CV.CW.CX	3.01 CW	2.76	2.94 *	3.38 CZ.DA	2.92	2.94 *	3.27 DC	2.86	2.96 *
Std. dev	1.09	1.39	0.94	1.00	1.22	1.03	1.06	1.08	1.03	1.09	1.10	1.01

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick13_France. How worried are you, if at all, about the level of France's national debt?												
Unweighted base: France only	2017	68	351	919	496	183	419	1415	183	306	479	186
Base: France only	2017	104	404	871	439	200	508	1310	200	364	517	203
Very worried [4]	31%	32% *	21%	31% CU	42% CU.CV.CX	24% *	23%	35% CY.DA	24% *	27%	30%	30%
Fairly worried [3]	45%	44% *	57% CV.CW.CX	46% CW	35%	41% *	55% CZ.DA	43%	41% *	50%	45%	44%
Not very worried [2]	15%	11% *	16%	17%	13%	15% *	15%	16%	15% *	13%	19%	14%
Not at all worried [1]	5%	12% CU.CV*	4%	3%	7% CV	7% *	5%	5%	7% *	7%	5%	4%
Don't know	4%	1% *	2%	3%	2%	13% CT.CU.CV.CW*	2%	3%	13% CY.CZ*	3%	1%	7% DC
Net: Worried	76%	76% *	78% CX	77% CX	77% CX	65% *	78% DA	77% DA	65% *	77%	75%	74%
Net: Not worried	20%	23% *	20%	20%	20%	21% *	21%	20%	21% *	20%	24%	19%
Mean	3.05	2.97 *	2.97	3.07	3.15 CU	2.95 *	2.97	3.10 CY	2.95 *	2.99	3.01	3.08
Std. dev	0.83	0.95	0.73	0.79	0.92	0.87	0.78	0.83	0.87	0.85	0.84	0.81

Brunswick Group

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YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
Much more resilient [5]	3%	*22%* **	5% CV	2%	4%	2% *	7% CZ	2%	2% *	5%	3%	3%
Somewhat more resilient [4]	11%	*11%* **	19% CV.CW.CX	12% CW.CX	8%	4% *	18% CZ.DA	11% DA	4% *	16%	11%	9%
About as resilient [3]	40%	*44%* **	53% CV.CW.CX	43% CW	29%	38% *	52% CZ.DA	38%	38% *	41%	40%	35%
Somewhat less resilient [2]	18%	*6%* **	12% CX	21% CU.CX	22% CU.CX	4% *	11% DA	21% CY.DA	4% *	19%	20%	12%
Much less resilient [1]	12%	*7%* **	2%	10% CU.CX	27% CU.CV.CX	4% *	3%	16% CY.DA	4% *	12%	17% DD	7%
Don't know	15%	*10%* **	9%	12%	10%	48% CU.CV.CW*	9%	11%	48% CY.CZ*	7%	10%	34% DB.DC
Net: More resilient	15%	*33%* **	24% CV.CW.CX	14% CX	12%	6% *	25% CZ.DA	13% DA	6% *	21% DC.DD	13%	12%
Net: Less resilient	30%	*13%* **	14%	31% CU.CX	49% CU.CV.CX	8% *	14%	38% CY.DA	8% *	30% DD	37% DD	19%
Mean	2.71	*3.40* **	3.15 CV.CW	2.71 CW	2.33	2.94 CW*	3.17 CZ.DA	2.56	2.94 CZ*	2.83 DC	2.58	2.82 DC
Std. dev	1.00	*1.16*	0.81	0.91	1.11	0.78	0.85	1.01	0.78	1.04	1.02	0.95

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YouGov

Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
A very positive impact [5]	4%	*28%* **	7% CV.CX	2%	4%	0% *	9% CZ.DA	3%	0% *	4%	3%	3%
A fairly positive impact [4]	20%	*44%* **	35% CV.CW.CX	20% CW.CX	11%	8% *	36% CZ.DA	17% DA	8% *	25% DC.DD	16%	13%
No impact [3]	28%	*7%* **	31% CX	34% CW.CX	24%	17% *	28% DA	30% DA	17% *	30%	34% DD	20%
A fairly negative impact [2]	17%	*8%* **	10%	19% CU.CX	23% CU.CX	5% *	10%	20% CY.DA	5% *	20%	19%	15%
A very negative impact [1]	8%	*6%* **	3%	5% 	19% CU.CV.CX	1% *	3%	10% CY.DA	1% *	6%	12% DB.DD	4%
Don't know	24%	*7%* **	14%	21% CU	19%	69% CU.CV.CW*	14%	20% CY	69% CY.CZ*	15%	17%	46% DB.DC
Net: Positive impact	23%	*72%* **	42% CV.CW.CX	22% CW.CX	15%	9% *	45% CZ.DA	19% DA	9% *	30% DC.DD	19%	16%
Net: Negative impact	25%	*14%* **	13% CX	24% CU.CX	42% CU.CV.CX	6% *	13% DA	31% CY.DA	6% *	26%	31% DD	18%
Mean	2.93	*3.86* **	3.38 CV.CW	2.95 CW	2.47	3.08 CW*	3.44 CZ.DA	2.76	3.08 *	3.03 DC	2.75	2.93 *
Std. dev	1.04	*1.16*	0.92	0.92	1.12	0.77	0.96	1.03	0.77	1.01	1.03	0.99

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
A very positive impact [5]	5%	*32%* **	8% CV.CX	3%	4%	1% *	10% CZ.DA	4%	1% *	6%	5%	3%
A fairly positive impact [4]	22%	*26%* **	39% CV.CW.CX	22% CW.CX	15%	11% *	38% CZ.DA	19%	11% *	27% DC	18%	21%
No impact [3]	25%	*14%* **	25%	31% CW.CX	22%	15% *	24%	27% DA	15% *	28%	32%	23%
A fairly negative impact [2]	16%	*11%* **	9%	19% CU.CX	22% CU.CX	4% *	9%	20% CY.DA	4% *	18% DD	19% DD	10%
A very negative impact [1]	8%	*5%* **	3%	6% CX	17% CU.CV.CX	1% *	3%	10% CY.DA	1% *	9%	11% DD	5%
Don't know	24%	*13%* **	16%	19%	19%	67% CU.CV.CW*	16%	19%	67% CY.CZ*	12%	15%	38% DB.DC
Net: Positive impact	27%	*58%* **	47% CV.CW.CX	25% CX	20%	13% *	48% CZ.DA	23% DA	13% *	33% DC	22%	24%
Net: Negative impact	24%	*15%* **	12%	25% CU.CX	39% CU.CV.CX	5% *	13% DA	30% CY.DA	5% *	27% DD	30% DD	14%
Mean	3.00	*3.81* **	3.47 CV.CW	2.98 CW	2.60	3.23 CW*	3.51 CZ	2.83	3.23 CZ*	3.04 DC	2.82	3.13 DC*
Std. dev	1.08	*1.22*	0.93	0.98	1.17	0.84	0.97	1.07	0.84	1.09	1.08	1.00

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
Energy	23%	*40%* **	23% CX	24% CX	26% CX	7% *	25% DA	25% DA	7% *	25%	26%	19%
Defence	17%	*21%* **	21% CX	18%	16%	10% *	21% DA	17%	10% *	21% DD	18% DD	7%
Healthcare	27%	*9%* **	25%	27%	32% CX	20% *	24%	29%	20% *	25%	27%	30%
Financial services	7%	*4%* **	5%	8%	7%	3% *	5%	8%	3% *	6%	8%	5%
Technology (e.g. software and electronic devices)	14%	*8%* **	15%	15% CX	13%	7% *	14%	14%	7% *	15%	12%	14%
Telecommunications	8%	*14%* **	15% CV.CW.CX	8% CX	6%	2% *	14% CZ.DA	8% DA	2% *	12% DC.DD	6%	3%
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	*4%* **	14% CX	12% CX	10%	5% *	13% DA	11%	5% *	12%	12%	7%
Transport	10%	*21%* **	10%	11% CX	8%	4% *	11% DA	10%	4% *	10%	13%	8%
Physical infrastructure and construction	9%	*21%* **	12% CX	10% CX	8% CX	1% *	13% DA	10% DA	1% *	10%	9%	6%
Manufacturing	18%	*14%* **	22% CX	20% CX	16%	9% *	21% DA	19% DA	9% *	20%	17%	26% DC
Food and agriculture	28%	*37%* **	28%	28% CX	31% CX	18% *	29% DA	29% DA	18% *	26%	27%	32%
Media and communications	7%	*8%* **	7%	7%	6%	3% *	7%	7%	3% *	7%	7%	5%
Retail and luxury	9%	*18%* **	10%	9%	8%	5% *	11%	9%	5% *	10%	10%	7%
Other [see Sheet3]	1%	- **	-	0%	2% CV	- *	-	1%	- *	1%	0%	0%
None of the above	5%	*5%* **	2%	5%	8% CU.CV	5% *	3%	6% CY	5% *	2%	6% DB	3%
Don't know	21%	*11%* **	15%	17%	18%	56% CU.CV.CW*	15%	17%	56% CY.CZ*	14%	16%	28% DB.DC

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
The national government	12%	*26%* **	23% CV.CW.CX	12% CW	7%	8% *	23% CZ.DA	10%	8% *	15% DC	9%	11%
Regional and local authorities	5%	*6%* **	5%	4%	6%	4% *	5%	5%	4% *	8%	5%	2%
European Union institutions	11%	*9%* **	10%	12%	13% CX	5% *	10%	12% DA	5% *	12%	11%	7%
The Armed Forces	20%	*36%* **	25% CX	20% CX	19%	11% *	26% CZ.DA	20% DA	11% *	21%	24%	17%
Civil Protection (e.g., national and regional civil protection authorities)	30%	*25%* **	34% CX	34% CX	28% CX	18% *	33% DA	32% DA	18% *	30%	35%	25%
Emergency services (e.g., police, fire and ambulance services)	30%	*32%* **	38% CW.CX	31% CX	27%	18% *	37% CZ.DA	30% DA	18% *	31%	25%	26%
Private companies	6%	*14%* **	7%	7%	6%	2% *	7% DA	6%	2% *	11%	8%	5%
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	*8%* **	14% CX	18% CX	21% CU.CX	5% *	13% DA	19% CY.DA	5% *	17%	19% DD	10%
Other [see Sheet4]	0%	- **	-	0%	0%	0% *	-	0%	0% *	0%	0%	0%
None of the above	5%	*3%* **	1%	4% CU	11% CU.CV	4% CU*	1%	6% CY	4% CY*	1%	7% DB	5% DB
Don't know	19%	*8%* **	10%	18% CU	16%	55% CU.CV.CW*	10%	17% CY	55% CY.CZ*	14%	14%	38% DB.DC

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?												
brunswick13_Italy_1. Newspapers and periodicals												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
Trust a great deal [4]	4%	*24%* **	8% CV.CW.CX	3%	2%	2% *	9% CZ.DA	3%	2% *	6%	4%	2%
Trust a fair amount [3]	37%	*49%* **	48% CW.CX	44% CW.CX	24%	27% *	48% CZ.DA	36%	27% *	42% DC	34%	36%
Don't trust very much [2]	32%	*14%* **	31% CX	33% CX	35% CX	20% *	29%	34% DA	20% *	31%	37%	35%
Don't trust at all [1]	18%	*13%* **	9%	14% CU	33% CU.CV.CX	11% *	9%	21% CY.DA	11% *	16%	19%	11%
Don't know	9%	*0%* **	4%	6%	5%	40% CU.CV.CW*	4%	6%	40% CY.CZ*	5%	6%	16% DB.DC
Net: Trust	41%	*73%* **	56% CV.CW.CX	47% CW.CX	26%	28% *	58% CZ.DA	39% DA	28% *	48% DC	38%	38%
Net: Do not trust	49%	*27%* **	39%	47% CX	69% CU.CV.CX	31% *	38%	55% CY.DA	31% *	47%	55% DB	46%
Mean	2.30	*2.84* **	2.58 CV.CW.CX	2.38 CW	1.95	2.31 CW*	2.61 CZ.DA	2.21	2.31 *	2.40 DC	2.25	2.34 *
Std. dev	0.83	*0.94*	0.77	0.77	0.84	0.81	0.79	0.83	0.81	0.83	0.83	0.74

Brunswick Group

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	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick13_Italy_2. News channels on television/ Television news broadcasts												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
Trust a great deal [4]	6%	*26%* **	11% CV.CW.CX	6%	5%	3% *	12% CZ.DA	5%	3% *	5%	6%	8%
Trust a fair amount [3]	40%	*56%* **	55% CV.CW.CX	45% CW.CX	22%	32% *	55% CZ.DA	36%	32% *	45% DC.DD	36%	33%
Don't trust very much [2]	30%	*6%* **	24%	34% CU.CX	33% CU.CX	15% *	22%	34% CY.DA	15% *	31%	36%	32%
Don't trust at all [1]	17%	*11%* **	6%	11% CU	36% CU.CV.CX	10% *	6%	21% CY.DA	10% *	14%	18%	13%
Don't know	8%	- **	5%	4%	4%	41% CU.CV.CW*	4%	4%	41% CY.CZ*	4%	4%	14% DB.DC
Net: Trust	46%	*82%* **	66% CV.CW.CX	51% CW.CX	27%	35% *	67% CZ.DA	42%	35% *	51% DC	41%	41%
Net: Do not trust	46%	*18%* **	30%	46% CU.CX	69% CU.CV.CX	25% *	28%	55% CY.DA	25% *	45%	55% DB	45%
Mean	2.39	*2.98* **	2.74 CV.CW.CX	2.47 CW	1.96	2.48 CW*	2.76 CZ.DA	2.27	2.48 CZ*	2.44 DC	2.30	2.42 *
Std. dev	0.86	*0.89*	0.73	0.78	0.89	0.83	0.75	0.86	0.83	0.80	0.84	0.86

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YouGov

	Total	Protection by govt from: Disinformation campaigns					Protection by govt from: Disinformation campaigns (regrouped)			Preparedness of employer to protect from security threats		
		Very well protected [4]	Fairly well protected [3]	Not very well protected [2]	Not at all protected [1]	Don't know	Protected = Very well protected + Fairly well protected	Not protected = Not very well protected + Not at all protected	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD
brunswick13_Italy_3. Social media												
Unweighted base: Italy only	2075	*44*	376	890	592	173	420	1482	173	433	499	203
Base: Italy only	2075	*43*	369	888	559	215	413	1447	215	359	428	190
Trust a great deal [4]	5%	*18%* **	5% CX	4%	7% CX	1% *	7% DA	5% DA	1% *	4%	5%	1%
Trust a fair amount [3]	25%	*34%* **	32% CW	28% CW	18%	22% *	32% CZ	24%	22% *	30%	24%	20%
Don't trust very much [2]	35%	*26%* **	40% CW.CX	38% CW.CX	28%	27% *	39% DA	34%	27% *	37%	33%	30%
Don't trust at all [1]	28%	*21%* **	18%	26% CU.CX	44% CU.CV.CX	13% *	18%	33% CY.DA	13% *	24%	34% DB	36% DB
Don't know	7%	*0%* **	5%	4%	3%	38% CU.CV.CW*	4%	4%	38% CY.CZ*	5%	4%	13% DB.DC
Net: Trust	31%	*52%* **	37% CW.CX	32% CW	25%	22% *	39% CZ.DA	29%	22% *	34% DD	29%	21%
Net: Do not trust	62%	*48%* **	58% CX	64% CX	72% CU.CV.CX	40% *	57% DA	67% CY.DA	40% *	61%	68%	65%
Mean	2.09	*2.49* **	2.26 CV.CW	2.11 CW	1.88	2.16 CW*	2.28 CZ	2.02	2.16 *	2.15 DC.DD	1.99	1.85 *
Std. dev	0.88	*1.04*	0.82	0.85	0.95	0.75	0.85	0.90	0.75	0.85	0.90	0.83

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*

Brunswick Group

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick1. Overall, how well, if at all, do you think COUNTRY is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?				
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	3%	7% DF.DG	2%	2%
Fairly well protected [3]	34%	44% DF.DG	30%	33%
Not very well protected [2]	40%	35%	45% DE.DG	36%
Not at all protected [1]	15%	11%	17% DE.DG	10%
Don't know	8%	4%	5%	20% DE.DF
Net: Protected	38%	51% DF.DG	32%	35%
Net: Not protected	54%	46%	62% DE.DG	46%
Mean	2.29	2.49 DF.DG	2.18	2.34 DF
Std. dev	0.77	0.79	0.75	0.72

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YouGov

How well, if at all, do you think COUNTRY is protected by the government from each of the following types of security threat?

brunswick2_1. Terrorism

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	7%	12% DF.DG	4%	3%
Fairly well protected [3]	40%	47% DF.DG	38%	37%
Not very well protected [2]	31%	27%	36% DE.DG	29%
Not at all protected [1]	15%	11%	18% DE.DG	10%
Don't know	8%	4%	5%	22% DE.DF
Net: Protected	46%	59% DF.DG	41%	39%
Net: Not protected	46%	38%	53% DE.DG	39%
Mean	2.42	2.62 DF.DG	2.29	2.41 DF
Std. dev	0.84	0.84	0.81	0.75

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YouGov

brunswick2_2. Cyberattacks

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	3%	4% DF.DG	1%	1%
Fairly well protected [3]	21%	32% DF.DG	18%	20%
Not very well protected [2]	45%	42%	48% DE.DG	39%
Not at all protected [1]	22%	18%	27% DE.DG	17%
Don't know	9%	4%	6%	24% DE.DF
Net: Protected	24%	36% DF.DG	19%	21%
Net: Not protected	67%	60%	75% DE.DG	56%
Mean	2.05	2.24 DF.DG	1.93	2.07 DF
Std. dev	0.78	0.80	0.72	0.73

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YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	4%	6% DF.DG	3%	1%
Fairly well protected [3]	29%	40% DF.DG	26%	24%
Not very well protected [2]	40%	36%	44% DE.DG	32%
Not at all protected [1]	16%	13%	19% DE.DG	12%
Don't know	12%	6%	8%	31% DE.DF
Net: Protected	33%	45% DF.DG	28%	26%
Net: Not protected	56%	49%	64% DE.DG	44%
Mean	2.23	2.41 DF.DG	2.13	2.23
Std. dev	0.78	0.80	0.77	0.74

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick2_4. Military threats / armed conflict				
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	8%	14% DF.DG	5%	5%
Fairly well protected [3]	39%	47% DF.DG	38%	33%
Not very well protected [2]	31%	26%	35% DE.DG	28%
Not at all protected [1]	12%	9%	15% DE.DG	9%
Don't know	10%	4%	7% DE	25% DE.DF
Net: Protected	47%	60% DF.DG	42%	38%
Net: Not protected	43%	35%	51% DE.DG	37%
Mean	2.47	2.68 DF.DG	2.34	2.46 DF
Std. dev	0.84	0.83	0.81	0.78

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick2_5. Disinformation campaigns				
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well protected [4]	3%	5% DF.DG	1%	2%
Fairly well protected [3]	17%	24% DF.DG	14%	13%
Not very well protected [2]	42%	40%	48% DE.DG	37%
Not at all protected [1]	25%	23% DG	28% DE.DG	16%
Don't know	12%	8%	8%	31% DE.DF
Net: Protected	20%	29% DF.DG	16%	15%
Net: Not protected	68%	63% DG	76% DE.DG	54%
Mean	1.97	2.12 DF.DG	1.88	2.00 DF
Std. dev	0.79	0.84	0.72	0.73

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats COUNTRY could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Very well informed [4]	3%	7% DF.DG	2%	2%
Fairly well informed [3]	29%	45% DF.DG	25% DG	18%
Not very well informed [2]	46%	38%	51% DE.DG	43%
Not at all informed [1]	15%	7%	19% DE.DG	14% DE
Don't know	6%	3%	3%	23% DE.DF
Net: Informed	33%	52% DF.DG	27% DG	20%
Net: Not informed	61%	45%	70% DE.DG	57% DE
Mean	2.22	2.54 DF.DG	2.10	2.11
Std. dev	0.75	0.74	0.71	0.72

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YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen COUNTRY'S security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Strongly support [5]	4%	5% DF	2%	3%
Tend to support [4]	18%	20% DF.DG	15%	11%
Neither support nor oppose [3]	28%	27%	28%	24%
Tend to oppose [2]	20%	25% DG	24% DG	15%
Strongly oppose [1]	23%	20%	27% DE	24%
Don't know	8%	4%	5%	23% DE.DF
Net: Support	21%	24% DF.DG	17%	15%
Net: Oppose	43%	45% DG	51% DE.DG	39%
Mean	2.56	2.63 DF.DG	2.37	2.43
Std. dev	1.17	1.16	1.12	1.19

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick5. If COUNTRY government wanted to increase spending on security and resilience, which of the following, if any, would you be willing to accept? Please select all that apply.				
Unweighted base	6352	1349	1466	551
Base	6352	1292	1486	584
Higher taxes	13%	17% DF.DG	9%	9%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	27%	37% DF.DG	29% DG	18%
Increased government borrowing	13%	18% DF.DG	13% DG	8%
I would not be willing to accept any of these	38%	30%	43% DE	40% DE
Don't know	17%	10%	12%	30%
				DE.DF
brunswick6. How well prepared, if at all, do you think your employer is to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, physical incidents, or disruptions)?				
Unweighted base: : respondents in full-time or part-time employment only	3366	1349	1466	551
Base: : respondents in full-time or part-time employment only	3362	1292	1486	584
Very well prepared [4]	7%	15% DF.DG	2%	1%
Fairly well prepared [3]	31%	58% DF.DG	17% DG	5%
Not very well prepared [2]	27%	17% DG	43% DE.DG	6%
Not at all prepared [1]	15%	6%	27% DE.DG	4%
Don't know	22%	5%	12% DE	85% DE.DF
Net: Prepared	37%	73% DF.DG	18% DG	6%
Net: Not prepared	41%	23% DG	70% DE.DG	9%
Mean	2.37	2.86 DF.DG	1.92	2.24 DF*
Std. dev	0.88	0.74	0.75	0.90

Brunswick Group

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brunswick7. How well informed, if at all, do you feel about the security measures your employer has in place to protect the company and its employees from security threats (e.g. terrorism, cyberattacks, security incidents affecting physical sites, or disruptions)?

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: : respondents in full-time or part-time employment only	3366	1349	1466	551
Base: : respondents in full-time or part-time employment only	3362	1292	1486	584
Very well informed [4]	8%	21% DF.DG	-	-
Fairly well informed [3]	30%	79% DF.DG	-	-
Not very well informed [2]	29%	-	65% DE.DG	-
Not at all informed [1]	16%	-	35% DE.DG	-
Don't know	17%	-	-	100% DE.DF
Net: Informed	38%	100% DF.DG	-	-
Net: Not informed	44%	-	100% DE.DG	-
Mean	2.37	3.21 DF	1.65	-
Std. dev	0.90	0.41	0.48	-

Brunswick Group

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brunswick8. How confident are you, if at all, that your employer is investing enough in security measures?

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: : respondents in full-time or part-time employment only	3366	1349	1466	551
Base: : respondents in full-time or part-time employment only	3362	1292	1486	584
Very confident [4]	8%	18% DF.DG	2%	1%
Fairly confident [3]	31%	57% DF.DG	18% DG	8%
Not very confident [2]	23%	14% DG	37% DE.DG	6%
Not at all confident [1]	14%	4%	27% DE.DG	5%
Don't know	23%	6%	16% DE	80% DE.DF
Net: Confident	39%	75% DF.DG	20% DG	9%
Net: Not confident	37%	18% DG	64% DE.DG	11%
Mean	2.43	2.95 DF.DG	1.95	2.28 DF*
Std. dev	0.91	0.72	0.80	0.92

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	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very optimistic [5]	1%	1%	2%	1%
Fairly optimistic [4]	12%	21% DF.DG	11%	9%
Neither optimistic nor pessimistic [3]	24%	26%	22%	21%
Fairly pessimistic [2]	36%	35%	36%	36%
Very pessimistic [1]	21%	12%	24% DE.DG	16% DE.DF
Don't know	6%	5%	4%	16% DE.DF
Net: Optimistic	13%	23% DF.DG	13%	10%
Net: Pessimistic	56%	47%	61% DE.DG	52%
Mean	2.34	2.63 DF.DG	2.28	2.31
Std. dev	1.01	1.01	1.05	0.94

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
How confident are you, if at all, that the UK economy could withstand a major global economic shock without significant disruption to each of the following?				
brunswick9_UK_1. Jobs and employment				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	1%	2%	2%	1%
Fairly confident [3]	14%	23% DF.DG	11%	7%
Not very confident [2]	46%	48%	48%	44%
Not at all confident [1]	29%	22%	33% DE.DG	22%
Don't know	10%	5%	6%	26% DE.DF
Net: Confident	15%	25% DF.DG	13%	8%
Net: Not confident	75%	70%	81% DE.DG	66%
Mean	1.86	2.06 DF.DG	1.80	1.82
Std. dev	0.72	0.76	0.71	0.64

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick9_UK_2. People's living standards				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	1%	3%	1%	1%
Fairly confident [3]	10%	15% DF.DG	10%	6%
Not very confident [2]	44%	46%	43%	43%
Not at all confident [1]	35%	32%	41% DE.DG	25%
Don't know	9%	5%	5%	25% DE.DF
Net: Confident	12%	18% DF.DG	11%	7%
Net: Not confident	80%	78% DG	84% DE.DG	68%
Mean	1.75	1.88 DF	1.70	1.76
Std. dev	0.70	0.77	0.71	0.62

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick9_UK_3. Business activity and investment				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	2%	4% DF.DG	1%	1%
Fairly confident [3]	18%	26% DF.DG	17%	11%
Not very confident [2]	45%	45%	46%	40%
Not at all confident [1]	23%	18%	26% DE.DG	16%
Don't know	13%	8%	9%	32% DE.DF
Net: Confident	19%	29% DF.DG	19% DG	12%
Net: Not confident	67%	63%	73% DE.DG	56%
Mean	1.98	2.17 DF.DG	1.93	1.95
Std. dev	0.74	0.78	0.73	0.67

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick9_UK_4. Delivery of critical services				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	3%	4% DG	3%	1%
Fairly confident [3]	27%	37% DF.DG	29% DG	17%
Not very confident [2]	39%	37%	39%	38%
Not at all confident [1]	21%	16%	23% DE.DG	14%
Don't know	10%	6%	6%	29% DE.DF
Net: Confident	29%	42% DF.DG	32% DG	18%
Net: Not confident	61%	53%	62% DE.DG	53%
Mean	2.12	2.32 DF.DG	2.12	2.07
Std. dev	0.80	0.80	0.82	0.71

Brunswick Group

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YouGov

How well prepared, if at all, do you think the UK is to respond effectively to each of the following types of crisis?

brunswick10_UK_1. A major economic crisis

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very prepared [4]	1%	2% DF	1%	1%
Fairly prepared [3]	14%	21% DF.DG	13%	10%
Not very prepared [2]	48%	51%	48%	43%
Not at all prepared [1]	29%	21%	34% DE.DG	24%
Don't know	8%	5%	4%	21% DE.DF
Net: Prepared	15%	23% DF.DG	14%	11%
Net: Not prepared	77%	72%	82% DE.DG	67%
Mean	1.86	2.04 DF.DG	1.79	1.85
Std. dev	0.70	0.74	0.69	0.69

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick10_UK_2. A major public health crisis				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very prepared [4]	3%	6% DG	4%	1%
Fairly prepared [3]	27%	31%	26%	25%
Not very prepared [2]	40%	40%	38%	39%
Not at all prepared [1]	25%	19%	30% DE.DG	22%
Don't know	5%	3%	2%	14% DE.DF
Net: Prepared	30%	37% DF.DG	29%	26%
Net: Not prepared	65%	60%	69% DE.DG	60%
Mean	2.09	2.24 DF.DG	2.02	2.07
Std. dev	0.82	0.84	0.85	0.77

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Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick10_UK_3. An extreme weather event				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very prepared [4]	1%	2%	2%	1%
Fairly prepared [3]	19%	24% DF.DG	18%	14%
Not very prepared [2]	45%	48%	43%	41%
Not at all prepared [1]	30%	23%	34% DE	28%
Don't know	5%	2%	3%	16% DE.DF
Net: Prepared	20%	26% DF.DG	20%	15%
Net: Not prepared	75%	72%	77% DG	69%
Mean	1.91	2.04 DF.DG	1.87	1.86
Std. dev	0.74	0.75	0.77	0.72

Brunswick Group

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YouGov

Thinking about the next 12 months, how confident are you, if at all, that each of the following will remain stable?

brunswick11_UK_1. Your household's financial situation

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	11%	12%	9%	8%
Fairly confident [3]	44%	55% DF.DG	41%	45%
Not very confident [2]	26%	23%	31% DE.DG	18%
Not at all confident [1]	12%	7%	15% DE	10%
Don't know	7%	2%	3%	20% DE.DF
Net: Confident	55%	67% DF.DG	51%	52%
Net: Not confident	38%	31%	46% DE.DG	28%
Mean	2.58	2.74 DF	2.46	2.62 DF
Std. dev	0.86	0.77	0.87	0.83

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YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	13%	16% DF.DG	9%	7%
Fairly confident [3]	45%	58% DF.DG	49%	46%
Not very confident [2]	22%	18%	25% DE.DG	17%
Not at all confident [1]	10%	6%	13% DE	8%
Don't know	8%	1%	3%	22% DE.DF
Net: Confident	59%	74% DF.DG	58%	53%
Net: Not confident	33%	25%	39% DE.DG	25%
Mean	2.67	2.85 DF.DG	2.56	2.67
Std. dev	0.86	0.77	0.85	0.78

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick11_UK_3. Your housing situation				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	30%	32% DG	26%	24%
Fairly confident [3]	45%	53%	47%	45%
Not very confident [2]	11%	11%	14%	10%
Not at all confident [1]	7%	4%	9% DE	5%
Don't know	7%	0%	4% DE	16% DE.DF
Net: Confident	75%	85% DF.DG	73%	69%
Net: Not confident	18%	15%	23% DE.DG	15%
Mean	3.06	3.13 DF	2.93	3.05
Std. dev	0.85	0.76	0.89	0.80

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Thinking about your household's current financial situation, how confident are you, if at all, that your household could cope financially with each of the following?				
brunswick12_UK_1. A large unexpected expense				
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	9%	13% DG	9%	5%
Fairly confident [3]	38%	44% DF.DG	35%	33%
Not very confident [2]	27%	24%	32% DE	28%
Not at all confident [1]	19%	15%	22% DE	18%
Don't know	7%	4%	3%	16% DE.DF
Net: Confident	47%	57% DF.DG	43%	38%
Net: Not confident	46%	39%	54% DE	46%
Mean	2.39	2.57 DF.DG	2.31	2.29
Std. dev	0.92	0.91	0.92	0.87

Brunswick Group

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YouGov

brunswick12_UK_2. A significant reduction in household income

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	5%	6% DF	3%	4%
Fairly confident [3]	25%	31% DF.DG	22%	20%
Not very confident [2]	38%	37%	44% DG	30%
Not at all confident [1]	25%	21%	28% DE	24%
Don't know	8%	4%	3%	21% DE.DF
Net: Confident	29%	37% DF.DG	25%	25%
Net: Not confident	63%	59%	72% DE.DG	55%
Mean	2.09	2.23 DF.DG	1.99	2.06
Std. dev	0.85	0.87	0.79	0.88

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YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: UK only	2260	519	455	286
Base: UK only	2260	503	478	319
Very confident [4]	6%	8% DF.DG	4%	4%
Fairly confident [3]	37%	42% DF.DG	33%	32%
Not very confident [2]	34%	35%	40% DG	30%
Not at all confident [1]	17%	11%	20% DE	15%
Don't know	7%	3%	3%	19% DE.DF
Net: Confident	43%	51% DF.DG	37%	36%
Net: Not confident	51%	46%	60% DE.DG	45%
Mean	2.34	2.49 DF.DG	2.22	2.31
Std. dev	0.85	0.81	0.82	0.83

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about France's resilience in a broader business, economic and political context. When a question in this section refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_France. Which of the following, if any, do you think present the greatest risks to the resilience of businesses in France? Please select up to three options.

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only	2017	342	514	115
Base: France only	2017	397	572	116
Geopolitical tensions	37%	42%	37%	29% *
Political instability in France	41%	44% DG	36%	30% *
Artificial Intelligence (AI)	36%	34%	39%	32% *
An ageing workforce	12%	12%	12%	11% *
Economic or financial shock	44%	43%	44%	33% *
Climate change and extreme weather	31%	34% DG	28%	20% *
Supply-chain disruption	16%	23% DF	13%	16% *
Other [see Sheet1]	1%	2%	1%	3% *
None of the above	2%	2%	3%	7% DE*
Don't know	10%	3%	12% DE	24% DE.DF*

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick10_France. Which business sectors, if any, do you think have the greatest role to play in strengthening France's resilience? Please select up to three options.				
Unweighted base: France only	2017	342	514	115
Base: France only	2017	397	572	116
Energy	35%	43% DF.DG	31% DG	17% *
Defence	29%	32%	27%	21% *
Healthcare	25%	22%	23%	21% *
Financial services	14%	13%	15%	10% *
Technology (e.g. software and electronic devices)	16%	20% DG	13%	8% *
Telecommunications	7%	7%	7%	3% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	16%	21% DG	17%	9% *
Transport	8%	10%	10%	5% *
Physical infrastructure and construction	6%	8%	5%	4% *
Manufacturing	12%	14%	13%	10% *
Food and agriculture	29%	25%	27%	16% *
Media and communications	9%	9%	9%	4% *
Retail and luxury	2%	4% DF	1%	4% DF*
Other [see Sheet2]	1%	0%	1%	0% *
None of the above	2%	2%	2%	5% *
Don't know	18%	12%	19% DE	46% DE.DF*
To what extent do you think each of the following French business sectors has the autonomy to operate without depending on other countries?				

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YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
brunswick11_1_France. Energy		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	731	136	157	*25*
Base: France only - respondents who selected that sector previously	706	170	180	*20*
To a great extent [4]	22%	27% *	23% *	*9%* **
To some extent [3]	40%	43% *	46% *	*40%* **
To a small extent [2]	25%	24% *	21% *	*19%* **
Not at all [1]	11%	7% *	9% *	*15%* **
Don't know	2%	- *	1% *	*17%* **
Net: Higher autonomy	62%	69% *	69% *	*49%* **
Net: Lower autonomy	36%	31% *	30% *	*34%* **
Mean	2.74	2.89 *	2.83 *	*2.52* **
Std. dev	0.93	0.88	0.89	*0.93*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_2_France. Defence

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	632	106	153	*26*
Base: France only - respondents who selected that sector previously	587	126	157	*25*
To a great extent [4]	20%	27% *	16% *	*7%* **
To some extent [3]	48%	46% *	47% *	*44%* **
To a small extent [2]	23%	21% *	27% *	*36%* **
Not at all [1]	5%	2% *	5% *	*4%* **
Don't know	5%	4% *	4% *	*9%* **
Net: Higher autonomy	68%	72% *	63% *	*51%* **
Net: Lower autonomy	27%	23% *	33% *	*41%* **
Mean	2.87	3.01 *	2.77 *	*2.59* **
Std. dev	0.79	0.77	0.79	*0.72*

Brunswick Group

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Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_3_France. Healthcare

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	503	76	119	*24*
Base: France only - respondents who selected that sector previously	506	89	129	*24*
To a great extent [4]	23%	19% *	23% *	*28%* **
To some extent [3]	39%	44% *	45% *	*13%* **
To a small extent [2]	23%	25% *	18% *	*23%* **
Not at all [1]	9%	11% *	12% *	*13%* **
Don't know	5%	1% *	3% *	*23%* **
Net: Higher autonomy	63%	63% *	67% *	*41%* **
Net: Lower autonomy	32%	35% *	29% *	*36%* **
Mean	2.81	2.73 *	2.81 *	*2.73* **
Std. dev	0.92	0.90	0.93	*1.15*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_4_France. Financial services

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	265	*46*	73	*11*
Base: France only - respondents who selected that sector previously	280	*53*	87	*12*
To a great extent [4]	14%	*22%* **	11% *	*23%* **
To some extent [3]	39%	*53%* **	40% *	*25%* **
To a small extent [2]	30%	*13%* **	35% *	*49%* **
Not at all [1]	13%	*13%* **	10% *	*4%* **
Don't know	3%	- **	5% *	- **
Net: Higher autonomy	54%	*75%* **	51% *	*47%* **
Net: Lower autonomy	43%	*25%* **	45% *	*53%* **
Mean	2.57	*2.84* **	2.55 *	*2.66* **
Std. dev	0.90	*0.92*	0.83	*0.91*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
brunswick11_5_France. Technology (e.g. software and electronic devices)		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	328	63	73	*9*
Base: France only - respondents who selected that sector previously	326	77	77	*10*
To a great extent [4]	12%	13% *	6% *	*17%* **
To some extent [3]	34%	39% *	35% *	*27%* **
To a small extent [2]	37%	27% *	44% *	*49%* **
Not at all [1]	14%	21% *	11% *	*7%* **
Don't know	3%	- *	4% *	- **
Net: Higher autonomy	46%	52% *	41% *	*44%* **
Net: Lower autonomy	51%	48% *	55% *	*56%* **
Mean	2.45	2.44 *	2.37 *	*2.54* **
Std. dev	0.89	0.97	0.77	*0.90*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_6_France. Telecommunications

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	133	*24*	*33*	*5*
Base: France only - respondents who selected that sector previously	142	*29*	*43*	*4*
To a great extent [4]	17%	*33%* **	*10%* **	*9%* **
To some extent [3]	45%	*33%* **	*49%* **	*38%* **
To a small extent [2]	29%	*31%* **	*34%* **	- **
Not at all [1]	2%	- **	*5%* **	- **
Don't know	7%	*2%* **	*2%* **	*53%* **
Net: Higher autonomy	62%	*67%* **	*59%* **	*47%* **
Net: Lower autonomy	31%	*31%* **	*39%* **	- **
Mean	2.83	*3.02* **	*2.66* **	*3.19* **
Std. dev	0.75	*0.83*	*0.74*	*0.59*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_7_France. Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	367	77	99	*13*
Base: France only - respondents who selected that sector previously	331	85	100	*10*
To a great extent [4]	13%	25% DF*	8% *	*17%* **
To some extent [3]	33%	29% *	31% *	*36%* **
To a small extent [2]	34%	31% *	38% *	*10%* **
Not at all [1]	15%	13% *	16% *	*19%* **
Don't know	5%	2% *	7% *	*18%* **
Net: Higher autonomy	46%	54%	39%	*53%*
Net: Lower autonomy	49%	44% *	54% *	*29%* **
Mean	2.46	2.67 *	2.33 *	*2.62* **
Std. dev	0.91	1.00	0.86	*1.12*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_8_France. Transport

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	133	*34*	*41*	*5*
Base: France only - respondents who selected that sector previously	159	*41*	*58*	*6*
To a great extent [4]	24%	*28%* **	*25%* **	*6%* **
To some extent [3]	44%	*54%* **	*40%* **	*11%* **
To a small extent [2]	19%	*11%* **	*14%* **	- **
Not at all [1]	8%	*5%* **	*15%* **	*10%* **
Don't know	5%	*2%* **	*5%* **	*73%* **
Net: Higher autonomy	68%	*82%* **	*66%* **	*17%* **
Net: Lower autonomy	27%	*16%* **	*29%* **	*10%* **
Mean	2.88	*3.07* **	*2.80* **	*2.47* **
Std. dev	0.88	*0.79*	*1.01*	*2.04*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_9_France. Physical infrastructure and construction

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	133	*25*	*32*	*8*
Base: France only - respondents who selected that sector previously	121	*30*	*28*	*4*
To a great extent [4]	20%	*20%* **	*29%* **	*27%* **
To some extent [3]	53%	*59%* **	*36%* **	*35%* **
To a small extent [2]	19%	*14%* **	*28%* **	*12%* **
Not at all [1]	4%	*3%* **	*2%* **	- **
Don't know	4%	*4%* **	*5%* **	*26%* **
Net: Higher autonomy	73%	*78%* **	*65%* **	*62%* **
Net: Lower autonomy	23%	*17%* **	*30%* **	*12%* **
Mean	2.92	*2.99* **	*2.97* **	*3.19* **
Std. dev	0.75	*0.71*	*0.84*	*0.85*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_10_France. Manufacturing

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	223	*35*	52	*10*
Base: France only - respondents who selected that sector previously	237	*54*	72	*12*
To a great extent [4]	15%	*31%* **	16% **	*12%* **
To some extent [3]	26%	*38%* **	9% **	*4%* **
To a small extent [2]	34%	*24%* **	43% **	*11%* **
Not at all [1]	20%	*7%* **	28% **	*18%* **
Don't know	5%	*1%* **	4% **	*54%* **
Net: Higher autonomy	41%	*69%* **	25% **	*17%* **
Net: Lower autonomy	54%	*31%* **	71% **	*29%* **
Mean	2.38	*2.94* **	2.14 **	*2.25* **
Std. dev	0.99	*0.92*	1.03	*1.36*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
brunswick11_11_France. Food and agriculture		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	635	90	151	*19*
Base: France only - respondents who selected that sector previously	578	100	153	*18*
To a great extent [4]	16%	17% *	20% *	*6%* **
To some extent [3]	40%	45% *	42% *	*35%* **
To a small extent [2]	32%	27% *	26% *	*32%* **
Not at all [1]	9%	10% *	11% *	*23%* **
Don't know	3%	0% *	1% *	*5%* **
Net: Higher autonomy	56%	63% *	62% *	*40%* **
Net: Lower autonomy	41%	37% *	37% *	*55%* **
Mean	2.64	2.71 *	2.73 *	*2.24* **
Std. dev	0.87	0.87	0.91	*0.91*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_12_France. Media and communications

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	180	*33*	51	*6*
Base: France only - respondents who selected that sector previously	189	*36*	49	*5*
To a great extent [4]	26%	*33%* **	12% *	*39%* **
To some extent [3]	39%	*44%* **	51% *	*37%* **
To a small extent [2]	21%	*20%* **	23% *	*23%* **
Not at all [1]	6%	*3%* **	3% *	- **
Don't know	8%	- **	11% *	- **
Net: Higher autonomy	65%	*77%* **	62% *	*77%* **
Net: Lower autonomy	27%	*23%* **	27% *	*23%* **
Mean	2.92	*3.07* **	2.79 *	*3.16* **
Std. dev	0.88	*0.81*	0.72	*0.87*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick11_13_France. Retail and luxury

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	45	17	5	2
Base: France only - respondents who selected that sector previously	44	14	4	5
To a great extent [4]	24%	24% **	24% **	14% **
To some extent [3]	60%	59% **	64% **	86% **
To a small extent [2]	12%	14% **	12% **	- **
Not at all [1]	1%	3% **	- **	- **
Don't know	3%	- **	- **	- **
Net: Higher autonomy	85%	83% **	88% **	100% **
Net: Lower autonomy	13%	17% **	12% **	- **
Mean	3.11	3.04 **	3.11 **	3.14 **
Std. dev	0.64	0.74	0.67	0.39

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
brunswick11_14_France. $brunswick10Franceother		DE	DF	DG
Unweighted base: France only - respondents who selected that sector previously	*14*	*1*	*3*	*1*
Base: France only - respondents who selected that sector previously	*10*	*1*	*3*	*1*
To a great extent [4]	*41%*	*100%* **	*48%* **	- **
To some extent [3]	*10%*	- **	*14%* **	- **
To a small extent [2]	*21%*	- **	- **	- **
Not at all [1]	*18%*	- **	*37%* **	*100%* **
Don't know	*9%*	- **	- **	- **
Net: Higher autonomy	*51%*	*100%* **	*63%* **	- **
Net: Lower autonomy	*39%*	- **	*37%* **	*100%* **
Mean	*2.82*	*4.00* **	*2.74* **	*1.00* **
Std. dev	*1.28*	-	*1.63*	-

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

As a reminder, we're asking about France's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

Thinking about the likely outcome of the 2027 French presidential election, what impact, if any, do you expect it to have on each of the following in the years that follow?
brunswick12_France_1. The resilience of the French economy as a whole

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only	2017	342	514	115
Base: France only	2017	397	572	116
A very positive impact [5]	5%	7%	4%	1% *
A fairly positive impact [4]	21%	27% DF.DG	17%	11% *
No impact [3]	25%	24%	29% DG	14% *
A fairly negative impact [2]	19%	17%	17%	14% *
A very negative impact [1]	8%	10%	8%	11% *
Don't know	22%	15%	25% DE	49% DE.DF*
Net: Positive impact	26%	34% DF.DG	21%	12% *
Net: Negative impact	27%	26%	25%	25% *
Mean	2.95	3.07 DG	2.90	2.57 *
Std. dev	1.09	1.15	1.04	1.13

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_France_2. France's attractiveness as a place to invest and do business	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: France only	2017	342	514	115
Base: France only	2017	397	572	116
A very positive impact [5]	7%	10% DF	5%	3% *
A fairly positive impact [4]	22%	27% DG	20% DG	10% *
No impact [3]	27%	28% DG	27% DG	13% *
A fairly negative impact [2]	17%	14%	20%	15% *
A very negative impact [1]	7%	9%	7%	4% *
Don't know	20%	13%	21% DE	54% DE.DF*
Net: Positive impact	29%	37% DF.DG	25% DG	14% *
Net: Negative impact	24%	23%	27%	20% *
Mean	3.05	3.17	2.95	2.84 *
Std. dev	1.09	1.15	1.05	1.10

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick13_France. How worried are you, if at all, about the level of France's national debt?				
Unweighted base: France only	2017	342	514	115
Base: France only	2017	397	572	116
Very worried [4]	31%	28%	30%	29% *
Fairly worried [3]	45%	50%	45%	41% *
Not very worried [2]	15%	16%	17%	12% *
Not at all worried [1]	5%	4%	6%	10% *
Don't know	4%	2%	3%	8% DE*
Net: Worried	76%	78%	74%	70% *
Net: Not worried	20%	20%	23%	22% *
Mean	3.05	3.04	3.01	2.97 *
Std. dev	0.83	0.78	0.85	0.93

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

We would now like to ask about Italy's resilience in a broader business, economic and political context. When a question refers to "resilience", it means the ability to prepare for, respond to, and recover from major threats, crises and disruptions.

brunswick9_Italy. Overall, how resilient do you think Italy is compared with the average European country?

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
Much more resilient [5]	3%	4%	4%	3% *
Somewhat more resilient [4]	11%	14%	12%	8% *
About as resilient [3]	40%	42%	40%	34% *
Somewhat less resilient [2]	18%	19%	20% DG	10% *
Much less resilient [1]	12%	15%	14%	7% *
Don't know	15%	7%	11%	38% DE.DF*
Net: More resilient	15%	18%	16%	11% *
Net: Less resilient	30%	34% DG	34% DG	17% *
Mean	2.71	2.71	2.69	2.85 *
Std. dev	1.00	1.04	1.02	0.97

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Thinking about the likely outcome of the next Italian general election, what impact, if any, do you expect it to have on each of the following in the years that follow? brunswick10_Italy_1. The resilience of the Italian economy as a whole				
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
A very positive impact [5]	4%	6% DF	1%	3% *
A fairly positive impact [4]	20%	21%	19%	13% *
No impact [3]	28%	31% DG	33% DG	18% *
A fairly negative impact [2]	17%	21% DG	19%	10% *
A very negative impact [1]	8%	8%	9%	4% *
Don't know	24%	13%	19% DE	52% DE.DF*
Net: Positive impact	23%	27% DF	20%	16% *
Net: Negative impact	25%	29% DG	28% DG	14% *
Mean	2.93	2.94	2.81	3.03 *
Std. dev	1.04	1.06	0.98	1.05

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick10_Italy_2. Italy's attractiveness as a place to invest and do business	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
A very positive impact [5]	5%	7% DF	3%	4% *
A fairly positive impact [4]	22%	25%	20%	19% *
No impact [3]	25%	27%	32%	23% *
A fairly negative impact [2]	16%	19% DG	18% DG	7% *
A very negative impact [1]	8%	10%	10%	4% *
Don't know	24%	12%	17%	43% DE.DF*
Net: Positive impact	27%	32% DF	23%	23% *
Net: Negative impact	24%	29% DG	28% DG	11% *
Mean	3.00	3.00	2.84	3.22 DF*
Std. dev	1.08	1.13	1.03	0.99

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
brunswick11_Italy. Which business sectors, if any, do you think have the greatest role to play in strengthening Italy's resilience? Please select up to three options.				
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
Energy	23%	25%	26%	17% *
Defence	17%	20% DG	19% DG	4% *
Healthcare	27%	26%	27%	29% *
Financial services	7%	6%	8%	3% *
Technology (e.g. software and electronic devices)	14%	14%	13%	12% *
Telecommunications	8%	10% DG	7%	3% *
Digital infrastructure (e.g. data centres, cloud infrastructure, data storage)	11%	11%	13%	7% *
Transport	10%	11%	11%	8% *
Physical infrastructure and construction	9%	11%	8%	4% *
Manufacturing	18%	23% DF	14%	27% DF*
Food and agriculture	28%	30%	25%	29% *
Media and communications	7%	7%	8%	3% *
Retail and luxury	9%	13% DF	7%	8% *
Other [see Sheet3]	1%	1%	1%	- *
None of the above	5%	4%	5%	2% *
Don't know	21%	13%	18%	33% DE.DF*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick12_Italy. Which one or two, if any, of the following institutions would you trust most to respond effectively in a national crisis, regardless of the type of crisis? Please select two options

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
The national government	12%	13%	11%	8% *
Regional and local authorities	5%	7%	4%	3% *
European Union institutions	11%	12% DG	11%	4% *
The Armed Forces	20%	24%	22%	15% *
Civil Protection (e.g., national and regional civil protection authorities)	30%	35%	31%	22%
Emergency services (e.g., police, fire and ambulance services)	30%	28%	26%	28% *
Private companies	6%	10% DG	9%	3% *
Non-profit and humanitarian organisations (e.g., the Italian Red Cross or Médecins Sans Frontières)	16%	18% DG	18% DG	8% *
Other [see Sheet4]	0%	0%	0%	1% *
None of the above	5%	3%	5%	6% *
Don't know	19%	12%	16%	44% DE.DF*

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

Thinking about the different security threats facing Italy, (e.g., cyberattacks, disinformation, terrorism, espionage or attacks on critical infrastructure) how much, if at all, would you trust each of the following news sources to provide accurate and reliable information during such an incident?

brunswick13_Italy_1. Newspapers and periodicals

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
Trust a great deal [4]	4%	5%	4%	3% *
Trust a fair amount [3]	37%	42% DF	34%	35% *
Don't trust very much [2]	32%	32%	36%	34% *
Don't trust at all [1]	18%	16%	19% DG	9% *
Don't know	9%	5%	6%	20% DE.DF*
Net: Trust	41%	47% DF	38%	37% *
Net: Do not trust	49%	48%	55% DE.DG	43% *
Mean	2.30	2.38 DF	2.25	2.39 *
Std. dev	0.83	0.82	0.83	0.73

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_2. News channels on television/ Television news broadcasts

	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
Trust a great deal [4]	6%	5%	7%	7% *
Trust a fair amount [3]	40%	44% DF	36%	34% *
Don't trust very much [2]	30%	34%	34%	31% *
Don't trust at all [1]	17%	14%	18%	12% *
Don't know	8%	3%	5%	16% DE.DF*
Net: Trust	46%	49%	42%	41% *
Net: Do not trust	46%	48%	53%	43% *
Mean	2.39	2.41	2.32	2.42 *
Std. dev	0.86	0.79	0.87	0.84

Brunswick Group

Fieldwork Dates: 10th - 24th September 2026

Sample Size: 6352 adults in UK, France and Italy

YouGov

brunswick13_Italy_3. Social media	Total	Informed of employer security measures		
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know
		DE	DF	DG
Unweighted base: Italy only	2075	488	497	150
Base: Italy only	2075	392	436	149
Trust a great deal [4]	5%	3%	5%	2% *
Trust a fair amount [3]	25%	28%	24%	22% *
Don't trust very much [2]	35%	38%	32%	30% *
Don't trust at all [1]	28%	28%	34%	29% *
Don't know	7%	4%	5%	18% DE.DF*
Net: Trust	31%	31%	29%	23% *
Net: Do not trust	62%	65%	66%	59% *
Mean	2.09	2.07	2.00	1.95 *
Std. dev	0.88	0.84	0.90	0.84

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK, France and Italy (aged 18+).*

**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.*

**This survey was commissioned by Brunswick Group.*