Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	3%	1%	4% A	2%	2%	1%	2%	3%	3%	2%
Fairly well protected [3]	37%	32%	45% A.D	44% A.D	25%	38% D	46% G	27%	40% I	35%
Not very well protected [2]	38%	42% B	34%	38%	37%	38%	37%	38%	37%	38%
Not at all protected [1]	12%	18% B.C.E	8%	7%	30% A.B.C.E	8%	6%	23% F	12%	12%
Don't know	10%	7%	10%	9%	6%	14% A.D	9%	8%	8%	13% H
Net: Protected	40%	34%	49% A.D	46% A.D	27%	39% D	48% G	30%	43% I	37%
Net: Not protected	50%	60% B.C.E	42%	46%	67% B.C.E	47%	43%	61% F	49%	51%
Mean	2.34	2.18 D	2.50 A.D	2.45 A.D	1.98	2.37 A.D	2.48 G	2.11	2.37	2.31
Std. dev	0.75	0.75	0.71	0.68	0.81	0.68	0.65	0.82	0.75	0.74

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?										
brunswick2_1. Terrorism										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	6%	3%	8% A	7%	5%	5%	6%	4%	7% I	5%
Fairly well protected [3]	42%	40% D	51% A.D	54% A.D	24%	56% A.D	53% G	32%	44% I	39%
Not very well protected [2]	29%	32% B	24%	27%	30%	23%	26%	34% F	28%	30%
Not at all protected [1]	13%	18% B.C.E	8%	6%	34% A.B.C.E	7%	6%	22% F	14%	13%
Don't know	10%	7%	9%	6%	7%	9%	8%	8%	6%	13% H
Net: Protected	48%	43% D	59% A.D	61% A.D	28%	61% A.D	59% G	36%	51% I	44%
Net: Not protected	43%	50% B.C.E	32%	33%	65% A.B.C.E	30%	33%	56% F	42%	43%
Mean	2.45	2.31 D	2.65 A.D	2.66 A.D	1.99	2.64 A.D	2.64 G	2.19	2.47	2.42
Std. dev	0.82	0.82	0.76	0.70	0.91	0.71	0.71	0.86	0.84	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	2%	1%	2%	0%	1%	2%	1%	1%	2%	2%
Fairly well protected [3]	24%	20%	29% A.D	30% A.D	17%	22%	29% G	17%	26%	23%
Not very well protected [2]	47%	52% B	43%	49%	49%	48%	48%	48%	48%	46%
Not at all protected [1]	16%	19% B	13%	12%	28% A.B.C.E	15%	11%	24% F	15%	16%
Don't know	12%	8%	12% D	8%	5%	12% D	10%	10%	9%	14% H
Net: Protected	26%	21%	31% A.D	31% A.D	18%	24%	31% G	19%	28% I	24%
Net: Not protected	62%	71% B.C	57%	61%	77% B.C.E	64%	59%	71% F	63%	61%
Mean	2.14	2.04	2.23 A.D	2.21 A.D	1.91	2.12 D	2.23 G	1.96	2.17	2.11
Std. dev	0.72	0.69	0.72	0.66	0.73	0.71	0.68	0.72	0.72	0.71

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	3%	1%	4% A.D	3%	1%	4% A	3%	2%	4% I	2%
Fairly well protected [3]	31%	30% D	38% A.D	38% D	21%	31% D	39% G	22%	34% I	28%
Not very well protected [2]	37%	41% B	33%	41%	40%	37%	36%	43% F	36%	37%
Not at all protected [1]	14%	19% B.C.E	9%	9%	28% A.B.C.E	10%	9%	22% F	16%	13%
Don't know	15%	9%	15% A.C	9%	11%	18% A.C	13%	11%	10%	20% H
Net: Protected	34%	31% D	42% A.D	40% A.D	21%	35% D	42% G	24%	39% I	30%
Net: Not protected	51%	60% B.C.E	43%	51%	67% B.C.E	47%	45%	65% F	51%	50%
Mean	2.27	2.14 D	2.43 A.D	2.37 A.D	1.94	2.36 A.D	2.42 G	2.03	2.31	2.23
Std. dev	0.78	0.75	0.75	0.71	0.76	0.75	0.71	0.76	0.81	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick2_4. Military threats / armed conflict										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	7%	5%	7%	8%	6%	10%	6% G	4%	9% I	5%
Fairly well protected [3]	36%	29% D	48% A.C.D	38% A.D	18%	52% A.C.D	47% G	26%	38%	35%
Not very well protected [2]	33%	40% B.E	26%	41% B.E	42% B.E	22%	31%	40% F	34%	32%
Not at all protected [1]	13%	20% B.C.E	7%	7%	28% A.B.C.E	8%	7%	22% F	13%	12%
Don't know	11%	7%	11% A.C	6%	7%	8%	9%	8%	6%	15% H
Net: Protected	43%	34% D	56% A.C.D	46% A.D	23%	62% A.C.D	53% G	30%	47% I	41%
Net: Not protected	46%	60% B.C.E	33%	48% B.E	70% A.B.C.E	30%	38%	62% F	47%	45%
Mean	2.43	2.21 D	2.63 A.D	2.50 A.D	2.01	2.69 A.D	2.58 G	2.12	2.45	2.40
Std. dev	0.83	0.83	0.75	0.77	0.86	0.79	0.73	0.82	0.84	0.81

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Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick2_5. Disinformation campaigns										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well protected [4]	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%
Fairly well protected [3]	14%	16%	16% D	14%	10%	10%	15% G	11%	15%	12%
Not very well protected [2]	41%	43%	42%	44%	42%	43%	45%	41%	40%	42%
Not at all protected [1]	27%	25%	26%	26%	31%	33%	26%	27%	31% I	23%
Don't know	17%	14%	15%	16%	14%	11%	13%	20% F	12%	21% H
Net: Protected	15%	17%	17%	15%	13%	13%	16% G	12%	17% I	14%
Net: Not protected	68%	69%	68%	70%	73%	76%	71%	68%	71% I	65%
Mean	1.89	1.92	1.92	1.88	1.81	1.79	1.90	1.84	1.87	1.90
Std. dev	0.75	0.73	0.73	0.71	0.76	0.75	0.73	0.72	0.78	0.72

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very well informed [4]	3%	4%	3%	3%	4%	2%	3%	3%	4%	2%
Fairly well informed [3]	32%	30%	38% A.D.E	38% D.E	25%	24%	36% G	26%	36% I	27%
Not very well informed [2]	43%	45%	41%	48%	48%	45%	45%	47%	40%	47% H
Not at all informed [1]	13%	14% B	9%	8%	19% B.C	15%	9%	18% F	12%	14%
Don't know	9%	6%	8% C.D	3%	4%	14% A.B.C.D	8%	7%	8%	9%
Net: Informed	35%	34%	41% A.D.E	41% D.E	29%	26%	39% G	29%	40% I	30%
Net: Not informed	57%	60% B	51%	56%	68% B.C	60%	53%	65% F	52%	61% H
Mean	2.27	2.25	2.38 A.D.E	2.37 D.E	2.13	2.14	2.36 G	2.14	2.34 I	2.20
Std. dev	0.74	0.76	0.72	0.68	0.77	0.72	0.70	0.76	0.76	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK's security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Strongly support [5]	4%	5%	4%	7% E	4%	1%	5%	4%	5%	3%
Tend to support [4]	24%	27%	27%	33% D	20%	27%	29%	25%	27% I	22%
Neither support nor oppose [3]	29%	29%	31%	25%	27%	30%	31%	26%	27%	31%
Tend to oppose [2]	19%	23% E	19%	16%	20%	13%	18%	18%	18%	19%
Strongly oppose [1]	15%	13%	12%	15%	22% A.B	13%	9%	19% F	17% I	12%
Don't know	10%	4%	7%	5%	7%	14% A.B.C.D	7%	8%	6%	13% H
Net: Support	28%	31%	31%	40% B.D.E	24%	29%	34% G	28%	31% I	25%
Net: Oppose	33%	36%	31%	30%	42% B.C.E	27%	27%	37% F	35%	31%
Mean	2.82	2.87 D	2.92 D	3.01 D	2.61	2.88	3.04 G	2.73	2.83	2.82
Std. dev	1.12	1.11	1.09	1.19	1.18	1.08	1.06	1.18	1.17	1.07

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick5. If the UK 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	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Higher taxes	20%	17%	29% A.D	34% A.D.E	12%	23% D	28% G	16%	23% I	18%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	61% B.C.E	30% E	46% B.E	56% B.C.E	21%	34%	51% F	50% I	32%
Increased government borrowing	15%	9%	23% A.D	20% A.D	6%	17% A.D	19% G	11%	16%	13%
I would not be willing to accept any of these	23%	15%	22% A	15%	24% A.C	35% A.B.C	21%	21%	19%	27% H
Don't know	15%	10%	14% C.D	6%	6%	19% A.C.D	13%	12%	9%	20% H
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	1260	147	404	119	113	89	562	371	580	680
Base: : respondents in full-time or part-time employment only	1300	191	386	114	129	75	533	400	653	647
Very well prepared [4]	7%	10%	7%	8% *	5% *	2% *	7%	6%	8%	6%
Fairly well prepared [3]	33%	31%	35%	39% *	31% *	38% *	35% G	28%	34%	33%
Not very well prepared [2]	23%	19%	24%	24% *	22% *	24% *	26%	20%	24%	22%
Not at all prepared [1]	11%	12%	11%	13% *	16% *	15% *	11%	13%	12%	10%
Don't know	26%	28% C	23%	16% *	26% *	21% *	21%	33% F	22%	30% H
Net: Prepared	40%	41%	42%	47% *	36% *	40% *	42% G	34%	42%	39%
Net: Not prepared	34%	31%	35%	37% *	38% *	39% *	37%	34%	36%	32%
Mean	2.49	2.55 *	2.49	2.49 *	2.33 *	2.35 *	2.48	2.39	2.47	2.50
Std. dev	0.86	0.93	0.86	0.87	0.88	0.82	0.84	0.90	0.87	0.84

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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	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base: : respondents in full-time or part-time employment only	1260	147	404	119	113	89	562	371	580	680
Base: : respondents in full-time or part-time employment only	1300	191	386	114	129	75	533	400	653	647
Very well informed [4]	8%	13%	8%	12% *	11% *	5% *	8%	8%	9%	7%
Fairly well informed [3]	30%	29%	34%	39% D*	23% *	36% *	33% G	24%	31%	30%
Not very well informed [2]	23%	21%	24%	20% *	26% *	21% *	24%	22%	25%	22%
Not at all informed [1]	14%	13%	13%	14% *	16% *	17% *	11%	20% F	14%	13%
Don't know	25%	24%	22%	15% *	23% *	20% *	23%	27% H	22%	28%
Net: Informed	39%	42%	42%	51% D*	34% *	41% *	41% G	32%	40%	37%
Net: Not informed	37%	34%	36%	34% *	42% *	39% *	35%	41%	39%	35%
Mean	2.44	2.56 *	2.47	2.58 *	2.38 *	2.36 *	2.50 G	2.28	2.45	2.43
Std. dev	0.91	0.97	0.88	0.93	0.97	0.90	0.88	0.98	0.91	0.90

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Sample Size: 2260 adults in the UK

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)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base: : respondents in full-time or part-time employment only	1260	147	404	119	113	89	562	371	580	680
Base: : respondents in full-time or part-time employment only	1300	191	386	114	129	75	533	400	653	647
Very confident [4]	8%	8%	9%	13% *	8% *	4% *	8%	9%	9%	8%
Fairly confident [3]	30%	29%	35%	41% D*	26% *	35% *	31%	26%	30%	31%
Not very confident [2]	19%	17%	20%	19% *	19% *	19% *	22% G	14%	21%	18%
Not at all confident [1]	13%	15%	12%	10% *	17% *	16% *	12%	15%	13%	12%
Don't know	29%	32% C	24%	18% *	30% *	26% *	27%	36% F	27%	32%
Net: Confident	39%	37%	44%	54% A.D*	34% *	39% *	40%	36%	39%	38%
Net: Not confident	32%	31%	32%	29% *	36% *	35% *	34%	28%	34%	30%
Mean	2.49	2.45 *	2.54	2.69 D*	2.37 *	2.37 *	2.49	2.48	2.48	2.49
Std. dev	0.92	0.96	0.91	0.88	0.98	0.89	0.90	1.00	0.93	0.91

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		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	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very optimistic [5]	1%	1%	3% A	2%	1%	1%	1%	2%	2%	1%
Fairly optimistic [4]	12%	8%	20% A.D.E	17% A.D	7%	9%	13% G	7%	14% I	10%
Neither optimistic nor pessimistic [3]	24%	22% D	28% D	32% A.D	14%	28% D	31% G	17%	24%	25%
Fairly pessimistic [2]	36%	39%	33%	31%	35%	39%	38%	34%	36%	36%
Very pessimistic [1]	21%	27% B.C	13%	17%	41% A.B.C.E	18%	13%	35% F	21%	20%
Don't know	6%	4%	4%	2%	2%	4%	4%	6%	4%	9% H
Net: Optimistic	13%	9%	22% A.D.E	19% A.D.E	8%	10%	14% G	9%	16% I	11%
Net: Pessimistic	56%	66% B.C	46%	48%	76% A.B.C.E	57% B	51%	68% F	56%	56%
Mean	2.34	2.14 D	2.65 A.D.E	2.56 A.D	1.90	2.33 D	2.50 G	2.02	2.39 I	2.29
Std. dev	1.01	0.94	1.04	1.03	0.97	0.92	0.93	1.01	1.04	0.97

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YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		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	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	1%	1%	2%	1%	2%	-	1%	1%	1%	1%
Fairly confident [3]	14%	12%	17% D	19% A.D.E	8%	11%	18% G	9%	15%	12%
Not very confident [2]	46%	47%	49%	49%	43%	45%	50%	45%	47%	45%
Not at all confident [1]	29%	32% B	22%	24%	42% A.B.C	35% B	22%	36% F	28%	30%
Don't know	10%	8%	10%	6%	6%	10%	9%	9%	8%	11%
Net: Confident	15%	13%	19% A.D.E	21% A.D.E	9%	11%	20% G	10%	16%	14%
Net: Not confident	75%	79% B	71%	74%	85% B.C	80% B	72%	81% F	75%	75%
Mean	1.86	1.81	1.99 A.D.E	1.97 A.D.E	1.67	1.73	1.99 G	1.72	1.88	1.83
Std. dev	0.72	0.70	0.73	0.72	0.71	0.66	0.71	0.68	0.72	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick9_UK_2. People's living standards										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%
Fairly confident [3]	10%	10% D	15% D.E	12% D	5%	7%	13% G	6%	12% I	9%
Not very confident [2]	44%	46%	45%	53%	44%	42%	49% G	41%	46%	43%
Not at all confident [1]	35%	36%	31%	29%	46% A.B.C	41% B.C	29%	45% F	33%	38% H
Don't know	9%	7%	9% D	5%	3%	9% D	8%	7%	8%	9%
Net: Confident	12%	11%	16% D.E	13%	7%	8%	14% G	7%	14% I	10%
Net: Not confident	80%	82% B	75%	82%	89% A.B.C	83%	78%	86% F	79%	81%
Mean	1.75	1.74	1.85 A.D.E	1.84 D.E	1.62	1.63	1.86 G	1.60	1.81 I	1.69
Std. dev	0.70	0.68	0.73	0.66	0.68	0.65	0.69	0.65	0.71	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	2%	1%	3%	2%	2%	1%	2%	1%	3% I	1%
Fairly confident [3]	18%	18% D	25% A.D.E	22% D	9%	14%	21% G	13%	19%	16%
Not very confident [2]	45%	45%	43%	50%	47%	48%	48%	43%	45%	45%
Not at all confident [1]	23%	27% B	17%	19%	33% B.C.E	21%	18%	32% F	23%	22%
Don't know	13%	10%	12%	8%	10%	17% A.C	11%	11%	11%	16% H
Net: Confident	19%	19% D	28% A.D.E	23% D	11%	14%	23% G	14%	22% I	17%
Net: Not confident	67%	71% B	60%	69% B	79% A.B.C.E	68%	65%	75% F	68%	67%
Mean	1.98	1.93 D	2.15 A.D.E	2.06 D	1.77	1.93	2.09 G	1.81	2.02	1.95
Std. dev	0.74	0.74	0.77	0.72	0.70	0.66	0.72	0.72	0.77	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick9_UK_4. Delivery of critical services										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	3%	2%	4%	4%	3%	1%	2%	2%	3%	2%
Fairly confident [3]	27%	26% D	34% A.D.E	32% D	15%	25% D	36% G	18%	31% I	23%
Not very confident [2]	39%	40%	37%	42%	45% B	36%	38%	40%	39%	39%
Not at all confident [1]	21%	24% B	16%	17%	32% B.C	25% B	15%	31% F	19%	24% H
Don't know	10%	8%	10%	6%	5%	13% C.D	9%	8%	8%	12% H
Net: Confident	29%	28% D	38% A.D.E	35% D	18%	26%	38% G	20%	34% I	25%
Net: Not confident	61%	64% B	52%	59%	77% A.B.C.E	61%	53%	72% F	58%	63% H
Mean	2.12	2.07 D	2.29 A.D.E	2.23 A.D.E	1.89	2.03	2.28 G	1.91	2.19 I	2.04
Std. dev	0.80	0.79	0.79	0.79	0.78	0.80	0.76	0.79	0.79	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very prepared [4]	1%	1%	1%	1%	-	-	1%	1%	1%	1%
Fairly prepared [3]	14%	15%	23% A.D.E	18% D.E	9%	8%	19% G	10%	15%	13%
Not very prepared [2]	48%	45%	46%	53%	46%	54%	52% G	43%	48%	48%
Not at all prepared [1]	29%	33% B	23%	25%	41% B.C.E	29%	22%	40% F	30%	29%
Don't know	8%	7%	6%	3%	4%	9% C.D	6%	7%	6%	9% H
Net: Prepared	15%	16% E	25% A.D.E	19% D.E	9%	8%	20% G	11%	16%	14%
Net: Not prepared	77%	78% B	69%	78% B	87% A.B.C	83% B	74%	82% F	78%	77%
Mean	1.86	1.83 D	2.04 A.D.E	1.95 D.E	1.67	1.77	1.99 G	1.70	1.87	1.85
Std. dev	0.70	0.73	0.74	0.69	0.65	0.60	0.69	0.69	0.71	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_2. A major public health crisis

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very prepared [4]	3%	3%	2%	5%	3%	2%	3%	2%	4%	3%
Fairly prepared [3]	27%	31% D	33% D	35% D	14%	26% D	34% G	23%	28%	27%
Not very prepared [2]	40%	35%	39%	39%	48% A	40%	40%	39%	40%	40%
Not at all prepared [1]	25%	27% C	21%	18%	32% B.C	25%	18%	33% F	24%	25%
Don't know	5%	3%	5%	3%	3%	7%	4%	4%	4%	6%
Net: Prepared	30%	34% D	35% D	40% D.E	18%	28% D	37% G	25%	31%	30%
Net: Not prepared	65%	62%	60%	57%	79% A.B.C.E	65%	58%	71% F	64%	65%
Mean	2.09	2.11 D	2.18 D	2.29 A.D.E	1.89	2.06	2.23 G	1.94	2.11	2.08
Std. dev	0.82	0.85	0.80	0.82	0.77	0.80	0.80	0.81	0.82	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick10_UK_3. An extreme weather event										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very prepared [4]	1%	1%	1%	1%	1%	-	0%	1%	1%	1%
Fairly prepared [3]	19%	22% E	23% E	18%	16%	12%	24% G	15%	21%	17%
Not very prepared [2]	45%	49%	45%	51%	42%	42%	48%	44%	46%	44%
Not at all prepared [1]	30%	26%	27%	28%	37% A.B	40% A.B.C	24%	36% F	28%	31%
Don't know	5%	3%	4%	2%	4%	6%	4%	4%	4%	6%
Net: Prepared	20%	22% E	24% E	19%	17%	12%	24% G	16%	22% I	18%
Net: Not prepared	75%	74%	72%	79%	79%	82% B	72%	80% F	74%	75%
Mean	1.91	1.97 D.E	1.98 D.E	1.92 E	1.81	1.70	2.00 G	1.80	1.96 I	1.87
Std. dev	0.74	0.72	0.75	0.71	0.75	0.68	0.71	0.73	0.75	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
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	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	11%	17% D.E	12%	10%	9%	7%	12%	11%	12% I	9%
Fairly confident [3]	44%	41%	50% A.D	53% A.D	35%	47% D	50% G	38%	43%	45%
Not very confident [2]	26%	27% B	21%	25%	35% B.C	26%	23%	30% F	29% I	23%
Not at all confident [1]	12%	10%	10%	9%	14%	14%	9%	16% F	10%	14% H
Don't know	7%	5%	7%	3%	6%	6%	6%	6%	6%	9% H
Net: Confident	55%	58% D	62% D	63% D	44%	54%	62% G	49%	55%	54%
Net: Not confident	38%	37%	31%	34%	49% A.B.C	40%	32%	46% F	39%	37%
Mean	2.58	2.69 D	2.69 D.E	2.67 D	2.42	2.50	2.70 G	2.46	2.61	2.55
Std. dev	0.86	0.88	0.84	0.79	0.86	0.84	0.81	0.90	0.84	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	13%	18% D.E	15%	15%	11%	9%	16%	13%	16% I	11%
Fairly confident [3]	45%	42%	48%	52% A	43%	45%	50% G	41%	44%	47%
Not very confident [2]	22%	24%	20%	22%	28%	26%	21%	24%	24%	21%
Not at all confident [1]	10%	10%	9%	6%	14% B.C	15% B.C	7%	15% F	10%	11%
Don't know	8%	6%	8%	5%	5%	5%	6%	7%	8%	9%
Net: Confident	59%	60%	63% D	68% D.E	54%	54%	66% G	54%	59%	59%
Net: Not confident	33%	34%	29%	28%	41% B.C	41% B.C	28%	39% F	33%	32%
Mean	2.67	2.73 D.E	2.76 D.E	2.81 D.E	2.54	2.51	2.80 G	2.56	2.70	2.65
Std. dev	0.86	0.90	0.84	0.78	0.88	0.87	0.80	0.92	0.87	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
brunswick11_UK_3. Your housing situation										
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	30%	39% B.D.E	31%	39% E	30%	23%	35%	33%	30%	31%
Fairly confident [3]	45%	44%	43%	47%	45%	47%	44%	45%	45%	45%
Not very confident [2]	11%	8%	12%	10%	10%	11%	11%	10%	13%	10%
Not at all confident [1]	7%	4%	7%	4%	9% A	11% A.C	4%	7% F	7%	6%
Don't know	7%	5% C	7% C	-	6% C	7% C	6%	5%	5%	8% H
Net: Confident	75%	83% B.D.E	74%	86% B.D.E	75%	71%	79%	79%	75%	76%
Net: Not confident	18%	12%	18% A	14%	19% A	22% A	15%	17%	20% I	16%
Mean	3.06	3.25 B.D.E	3.06	3.21 B.D.E	3.02	2.89	3.17	3.10	3.03	3.09
Std. dev	0.85	0.78	0.87	0.78	0.90	0.92	0.79	0.86	0.87	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	9%	14% E	11% E	10%	10%	5%	10%	9%	11% I	7%
Fairly confident [3]	38%	39%	42% D	47% D	32%	40%	45% G	33%	39%	37%
Not very confident [2]	27%	24%	24%	31%	33% A.B.E	22%	25%	28%	25%	28%
Not at all confident [1]	19%	17% C	17% C	9%	21% C	27% A.B.C	14%	24% F	19%	20%
Don't know	7%	6%	6%	3%	4%	7%	5%	5%	6%	8%
Net: Confident	47%	53% D	52% D	57% D.E	41%	44%	55% G	42%	50% I	44%
Net: Not confident	46%	41%	41%	40%	55% A.B.C	49%	40%	52% F	44%	48%
Mean	2.39	2.53 D.E	2.48 D.E	2.59 D.E	2.31	2.24	2.54 G	2.28	2.45 I	2.34
Std. dev	0.92	0.96	0.92	0.79	0.93	0.93	0.88	0.95	0.94	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	5%	7% C	5%	3%	8% C.E	2%	5%	5%	6% I	3%
Fairly confident [3]	25%	28% D	27%	27%	20%	26%	27% G	22%	26%	23%
Not very confident [2]	38%	37%	37%	46% B	40%	35%	38%	40%	38%	38%
Not at all confident [1]	25%	23%	23%	20%	26%	29%	22%	28% F	23%	27%
Don't know	8%	5%	8% C	4%	6%	8%	8%	6%	7%	9%
Net: Confident	29%	35%	32%	30%	28%	28%	32% G	27%	32% I	26%
Net: Not confident	63%	60%	60%	66%	66%	63%	60%	68% F	61%	65%
Mean	2.09	2.20	2.16	2.13	2.11	2.02	2.16 G	2.04	2.16 I	2.02
Std. dev	0.85	0.89	0.86	0.77	0.91	0.84	0.84	0.86	0.87	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Vote in 2024 GE (UK)					EU Ref 2016 (UK)		Gender	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
		A	B	C	D	E	F	G	H	I
Unweighted base	2260	332	607	213	236	156	882	792	1009	1251
Base	2260	393	560	203	238	137	800	805	1094	1166
Very confident [4]	6%	9% E	7%	7% E	8% E	2%	7%	5%	8% I	4%
Fairly confident [3]	37%	41% D	39% D	44% D	28%	35%	41% G	32%	37%	36%
Not very confident [2]	34%	31%	33%	37%	38%	34%	33%	37%	32%	35%
Not at all confident [1]	17%	14%	14%	9%	22% A.B.C	19% C	12%	21% F	15%	18%
Don't know	7%	5%	7%	3%	4%	9% C.D	7%	5%	7%	7%
Net: Confident	43%	50% D.E	46% D	51% D.E	36%	37%	48% G	37%	45% I	40%
Net: Not confident	51%	45%	47%	46%	60% A.B.C	54%	45%	58% F	47%	53% H
Mean	2.34	2.48 D.E	2.41 D.E	2.50 D.E	2.22	2.22	2.47 G	2.22	2.41 I	2.27
Std. dev	0.85	0.86	0.83	0.77	0.89	0.81	0.81	0.85	0.87	0.82

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/

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
		J	K	L	M	N	O	P	Q	R	S
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?											
Unweighted base	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	3%	2%	3%	3%	2%	3%	3%	3%	4% S	2%	1%
Fairly well protected [3]	37%	50% K.L.M	39% M	38% M	28%	44% R.S	36% S	44% O.R.S	40% S	34% S	26%
Not very well protected [2]	38%	35%	35%	37%	44% J.K.L	37%	36%	31%	35%	41% P	47% N.O.P.Q
Not at all protected [1]	12%	5%	10%	13% J.K	19% J.K.L	8%	8%	10%	12%	15% N.O.P	22% N.O.P.Q.R
Don't know	10%	8% L.M	14%	8%	7%	9% S	16% N.Q.R.S	13% R.S	10% S	8% S	4%
Net: Protected	40%	52% K.L.M	42% M	41% M	30%	47% R.S	39% S	47% R.S	43% R.S	36% S	27%
Net: Not protected	50%	40%	44%	51% J.K	63% J.K.L	44%	45%	40%	47%	56% N.O.P.Q	69% N.O.P.Q.R
Mean	2.34	2.54 L.M	2.41 M	2.34 M	2.13	2.46 R.S	2.40 R.S	2.46 R.S	2.39 R.S	2.25 S	2.06
Std. dev	0.75	0.64	0.73	0.77	0.75	0.70	0.72	0.73	0.76	0.76	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

brunswick2_1. Terrorism

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	6%	11% K.L.M	6% M	6%	3%	11% P.R.S	6% S	5%	6% S	5% S	2%
Fairly well protected [3]	42%	46%	43% M	42%	37%	43%	42%	47% S	43%	40%	36%
Not very well protected [2]	29%	24%	26%	31%	36% J.K	25%	27%	24%	29%	31% P	40% N.O.P.Q.R
Not at all protected [1]	13%	9%	12%	14%	17% J.K	13%	10%	11%	13%	14%	19% O.P.Q
Don't know	10%	10% L.M	13% M	8%	6%	8% S	14% N.Q.R.S	13% S	9% S	9% S	3%
Net: Protected	48%	57% M	50% M	48% M	41%	54% R.S	49% S	52% S	49% S	45%	38%
Net: Not protected	43%	33%	38%	44% J.K	53% J.K.L	38%	37%	35%	42%	46% O.P	60% N.O.P.Q.R
Mean	2.45	2.65 L.M	2.50 M	2.43 M	2.29	2.56 R.S	2.52 S	2.52 S	2.45 S	2.40 S	2.21
Std. dev	0.82	0.83	0.82	0.82	0.80	0.88	0.80	0.79	0.82	0.82	0.78

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	2%	3% M	2%	2% M	1%	2%	2%	3% S	2% S	1%	0%
Fairly well protected [3]	24%	32% M	28% M	24% M	16%	33% Q.R.S	25% S	28% R.S	25% S	20% S	14%
Not very well protected [2]	47%	44%	43%	48%	53% K	44%	44%	42%	45%	50% P	56% N.O.P.Q
Not at all protected [1]	16%	8%	13%	16% J	22% J.K.L	11%	14%	12%	15%	18% N.P	24% N.O.P.Q.R
Don't know	12%	13%	14% M	10%	9%	10% S	15% S	15% S	12% S	11% S	5%
Net: Protected	26%	35% L.M	30% M	26% M	16%	35% R.S	27% S	31% R.S	27% S	21% S	14%
Net: Not protected	62%	52%	56%	63% J.K	75% J.K.L	54%	58%	54%	60%	68% N.O.P.Q	80% N.O.P.Q.R
Mean	2.14	2.34 L.M	2.21 M	2.14 M	1.94	2.30 Q.R.S	2.18 R.S	2.25 R.S	2.17 R.S	2.05 S	1.90
Std. dev	0.72	0.70	0.72	0.72	0.66	0.71	0.72	0.73	0.73	0.70	0.64

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	3%	6% M	3% M	3% M	1%	6% S	3% S	3% S	3% S	3% S	0%
Fairly well protected [3]	31%	40% L.M	33% M	30%	26%	34% S	34% R.S	34% R.S	31%	27%	24%
Not very well protected [2]	37%	27%	32%	39% J.K	46% J.K.L	28%	32%	32%	37% N	43% N.O.P	48% N.O.P.Q
Not at all protected [1]	14%	9%	13%	14%	19% J.K.L	12%	12%	12%	13%	16%	21% N.O.P.Q
Don't know	15%	18% M	19% L.M	14% M	8%	19% R.S	19% R.S	18% R.S	16% R.S	11% S	6%
Net: Protected	34%	46% K.L.M	36% M	33% M	27%	40% R.S	38% R.S	37% R.S	34% S	30%	25%
Net: Not protected	51%	36%	45%	54% J.K	65% J.K.L	41%	44%	45%	50% N	59% N.O.P.Q	70% N.O.P.Q.R
Mean	2.27	2.52 K.L.M	2.33 M	2.25 M	2.09	2.42 R.S	2.36 R.S	2.34 R.S	2.28 S	2.18 S	2.04
Std. dev	0.78	0.79	0.79	0.77	0.72	0.84	0.77	0.77	0.76	0.76	0.71

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	7%	20% K.L.M	7% M	6% M	3%	15% P.Q.R.S	9% R.S	6%	6% S	4%	2%
Fairly well protected [3]	36%	39% M	42% L.M	35% M	26%	42% R.S	41% R.S	43% R.S	37% S	30%	25%
Not very well protected [2]	33%	23%	28%	38% J.K	41% J.K	23%	29%	29%	36% N.O.P	40% N.O.P	43% N.O.P
Not at all protected [1]	13%	3%	9% J	13% J.K	22% J.K.L	8%	7%	9%	12% O	16% N.O.P	26% N.O.P.Q.R
Don't know	11%	14% M	13% L.M	8%	8%	13% S	14% S	14% S	9% S	10% S	4%
Net: Protected	43%	59% K.L.M	49% L.M	40% M	29%	56% Q.R.S	50% R.S	48% R.S	42% R.S	34%	28%
Net: Not protected	46%	27%	37% J	51% J.K	63% J.K.L	31%	36%	38%	48% N.O.P	56% N.O.P.Q	68% N.O.P.Q.R
Mean	2.43	2.88 K.L.M	2.55 L.M	2.36 M	2.11	2.73 P.Q.R.S	2.60 Q.R.S	2.52 R.S	2.40 R.S	2.24 S	2.05
Std. dev	0.83	0.80	0.79	0.80	0.80	0.84	0.79	0.77	0.80	0.80	0.80

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well protected [4]	2%	3%	2%	1%	2%	3%	2%	2%	1%	2%	2%
Fairly well protected [3]	14%	18% M	14%	13%	11%	17%	12%	17% R.S	14%	11%	11%
Not very well protected [2]	41%	35%	38%	46% J.K	44% K	35%	42%	35%	43%	47% N.P	46% N.P
Not at all protected [1]	27%	30%	27%	23%	28%	32% R	27%	25%	24%	23%	29%
Don't know	17%	13%	19%	16%	15%	14%	17%	21% N.S	18% S	17% S	12%
Net: Protected	15%	21% M	16%	15%	13%	20% R.S	14%	19% R.S	15%	13%	12%
Net: Not protected	68%	66%	65%	69%	72% K	67%	69% P	59%	67%	70% P	76% N.P.Q
Mean	1.89	1.92	1.89	1.92	1.84	1.89	1.85	1.95	1.91	1.90	1.83
Std. dev	0.75	0.83	0.77	0.70	0.72	0.83	0.73	0.79	0.72	0.70	0.71

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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 the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?											
Unweighted base	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very well informed [4]	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%
Fairly well informed [3]	32%	46% K.L.M	31%	32% M	26%	42% O.P.Q.R.S	30%	31%	31%	31%	25%
Not very well informed [2]	43%	31%	42% J	46% J	49% J.K	34%	42%	42% N	44% N	49% N	49% N
Not at all informed [1]	13%	9%	12%	12%	18% J.K.L	9%	12%	13%	13%	12%	21% N.O.P.Q.R
Don't know	9%	12% M	12% L.M	7% M	4%	12% R.S	13% R.S	9% R.S	9% S	5%	2%
Net: Informed	35%	49% K.L.M	34%	35%	29%	45% O.P.Q.R.S	33%	35%	34%	34%	28%
Net: Not informed	57%	40%	54% J	58% J	67% J.K.L	43%	54% N	56% N	57% N	61% N	70% N.O.P.Q.R
Mean	2.27	2.48 K.L.M	2.28 M	2.27 M	2.15	2.44 O.P.Q.R.S	2.27 S	2.28 S	2.27 S	2.25 S	2.10
Std. dev	0.74	0.72	0.75	0.72	0.75	0.73	0.74	0.76	0.74	0.70	0.76

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Strongly support [5]	4%	3%	3%	3%	7% K.L	3%	3%	4%	3%	4%	6% O
Tend to support [4]	24%	20%	20%	24%	33% J.K.L	19%	20%	20%	25%	28% N.O.P	34% N.O.P.Q
Neither support nor oppose [3]	29%	30%	28%	31%	29%	28%	27%	29%	31%	28%	32%
Tend to oppose [2]	19%	20%	23% L.M	17%	14%	21% S	22% Q.S	23% Q.S	15%	18%	13%
Strongly oppose [1]	15%	15%	13%	19% K.M	13%	15%	11%	15%	19% O	15%	13%
Don't know	10%	13% L.M	13% L.M	7%	5%	13% Q.R.S	17% P.Q.R.S	9% S	7% S	7% S	2%
Net: Support	28%	23%	23%	27%	40% J.K.L	22%	23%	24%	28%	32% N.O.P	40% N.O.P.Q.R
Net: Oppose	33%	35%	36% M	35% M	26%	37% S	33%	37% S	34% S	33%	26%
Mean	2.82	2.72	2.75	2.73	3.08 J.K.L	2.70	2.79	2.73	2.78	2.88	3.07 N.O.P.Q.R
Std. dev	1.12	1.09	1.09	1.14	1.14	1.11	1.06	1.10	1.16	1.15	1.13

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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 the UK 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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Higher taxes	20%	19%	15%	20% K	30% J.K.L	18%	16%	14%	22% O.P	25% O.P	29% N.O.P.Q
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	34%	38%	41%	48% J.K.L	38%	34%	41%	38%	44% O	51% N.O.P.Q
Increased government borrowing	15%	22% K.L.M	15% M	14%	11%	18% R.S	15% R	16% R	16% R	10%	11%
I would not be willing to accept any of these	23%	26% M	25% M	23% M	18%	24%	28% S	22%	22%	22%	17%
Don't know	15%	16% M	19% L.M	12% M	8%	18% R.S	21% Q.R.S	17% R.S	13% S	11%	7%
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	1260	61	688	436	75	133	298	318	314	182	*15*
Base: : respondents in full-time or part-time employment only	1300	88	749	387	76	170	364	303	283	166	*15*
Very well prepared [4]	7%	12% *	8%	6%	2% *	13% O.Q.R*	6%	8%	6%	3%	- **
Fairly well prepared [3]	33%	51% K.L.M*	33%	32%	23% *	40% R*	33% R	34% R	35% R	24%	*12%* **
Not very well prepared [2]	23%	11% *	26% J	22%	20% *	17% *	29% N.Q	22%	19%	25%	*24%* **
Not at all prepared [1]	11%	12% *	11%	11%	12% *	12% *	9%	13%	10%	11%	*26%* **
Don't know	26%	15% *	23%	30% J.K	43% J.K.L*	18% *	23%	23%	30% N	36% N.O.P	*38%* **
Net: Prepared	40%	62% K.L.M*	41% M	37%	25% *	53% O.R*	39% R	42% R	41% R	27%	*12%* **
Net: Not prepared	34%	23% *	36%	32%	32% *	29% *	38% Q	35%	29%	37%	*50%* **
Mean	2.49	2.73 M*	2.49	2.46	2.26 *	2.66 R*	2.46	2.49	2.53 R	2.30	*1.76* **
Std. dev	0.86	0.88	0.85	0.85	0.84	0.92	0.80	0.89	0.85	0.82	*0.79*

Brunswick Group

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Sample Size: 2260 adults in the UK

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				Age 2					
		18-24	25-49	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	1260	61	688	436	75	133	298	318	314	182	*15*
Base: : respondents in full-time or part-time employment only	1300	88	749	387	76	170	364	303	283	166	*15*
Very well informed [4]	8%	14% *	9%	6%	8% *	13% Q*	7%	10%	6%	7%	*4%* **
Fairly well informed [3]	30%	36% *	32% M	28%	19% *	34% *	32%	33%	29%	24%	*7%* **
Not very well informed [2]	23%	26% *	24%	22%	20% *	25% *	25%	23%	21%	21%	*22%* **
Not at all informed [1]	14%	11% *	13%	16%	10% *	11% *	13%	13%	15%	16%	*13%* **
Don't know	25%	12% *	22%	28% J.K	43% J.K.L*	17% *	23%	22%	28% N	32% N.O.P	*54%* **
Net: Informed	39%	50% L.M*	41% L.M	34%	27% *	47% Q.R*	39%	42% R	35%	31%	*11%* **
Net: Not informed	37%	38% *	37%	38%	30% *	36% *	38%	36%	36%	37%	*35%* **
Mean	2.44	2.61 *	2.47 L	2.33	2.43 *	2.60 *	2.42	2.50	2.37	2.32	*2.06* **
Std. dev	0.91	0.91	0.89	0.92	0.93	0.91	0.87	0.91	0.91	0.95	*0.96*

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

	Total	Age				Age 2					
		18-24	25-49	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	1260	61	688	436	75	133	298	318	314	182	*15*
Base: : respondents in full-time or part-time employment only	1300	88	749	387	76	170	364	303	283	166	*15*
Very confident [4]	8%	16% L.M*	9%	7%	3% *	11% R*	8%	11% R	8%	3%	*4%* **
Fairly confident [3]	30%	38% *	30%	30%	25% *	36% *	28%	32%	31%	28%	*7%* **
Not very confident [2]	19%	26% *	20%	17%	16% *	22% *	22%	18%	16%	17%	*14%* **
Not at all confident [1]	13%	4% *	13%	13%	11% *	9% *	13%	14%	12%	13%	*26%* **
Don't know	29%	15% *	28%	33% J	46% J.K*	22% *	29%	25%	33%	38% N.P	*49%* **
Net: Confident	39%	54% K.L.M*	39%	37%	28% *	47% R*	36%	43% R	39%	31%	*12%* **
Net: Not confident	32%	31% *	33%	30%	26% *	30% *	35%	33%	29%	30%	*40%* **
Mean	2.49	2.77 L*	2.47	2.45	2.38 *	2.64 R*	2.44	2.52	2.51	2.35	*1.80* **
Std. dev	0.92	0.81	0.93	0.92	0.88	0.86	0.91	0.96	0.92	0.87	*1.04*

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YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very optimistic [5]	1%	1%	2%	1%	2%	3%	2%	1%	1%	1%	1%
Fairly optimistic [4]	12%	26% 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%	24%	23%	23%	27%	22%	26%	21%	22%	27%	26%
Fairly pessimistic [2]	36%	32%	36%	40% M	33%	34%	36%	34%	41% P.R	33%	35%
Very pessimistic [1]	21%	10%	17% J	22% J.K	29% J.K.L	12%	17%	19% N	21% N	25% N.O	32% N.O.P.Q.R
Don't know	6%	6% 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%	27% K.L.M	14%	11%	10%	25% O.P.Q.R.S	11%	15% S	11%	13% S	7%
Net: Pessimistic	56%	42%	53% J	62% J.K	61% J.K	46%	53%	53%	62% N.O.P	58% N	67% N.O.P.R
Mean	2.34	2.75 K.L.M	2.39 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	1.03	1.00	0.95	1.00	1.07	0.96	1.01	0.95	1.02	0.95

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	1%	3% M	2%	1%	0%	3% S	2%	1%	1%	1%	0%
Fairly confident [3]	14%	14%	14%	12%	14%	15%	14%	15%	12%	15%	12%
Not very confident [2]	46%	39%	45%	48%	48%	36%	48% N	47% N	47% N	50% N	48% N
Not at all confident [1]	29%	35% K	27%	29%	31%	36% O.P.R	26%	25%	30%	27%	34% O.P
Don't know	10%	8%	12% M	9%	7%	11%	11% S	12% S	10% S	8%	6%
Net: Confident	15%	18%	16%	13%	14%	18%	15%	16%	12%	15%	12%
Net: Not confident	75%	74%	72%	78% K	79% K	72%	74%	72%	77%	77%	82% N.O.P
Mean	1.86	1.84	1.90	1.83	1.83	1.83	1.90 S	1.91 S	1.81	1.88	1.78
Std. dev	0.72	0.81	0.73	0.69	0.68	0.82	0.71	0.71	0.69	0.69	0.68

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	1%	2% L	2% L.M	0%	0%	3% Q.R.S	1%	2% Q.R	0%	0%	0%
Fairly confident [3]	10%	17% K.L.M	10%	9%	9%	16% O.Q.R.S	8%	11%	10%	10%	8%
Not very confident [2]	44%	41%	40%	47% K	50% K	35%	43%	42%	46% N	50% N.O.P	50% N
Not at all confident [1]	35%	32%	37%	36%	35%	35%	38%	33%	36%	33%	38%
Don't know	9%	9%	11% L.M	7%	6%	11% S	10% S	12% R.S	8% S	7%	4%
Net: Confident	12%	18% K.L.M	12%	10%	10%	19% O.Q.R.S	9%	13%	10%	10%	9%
Net: Not confident	80%	73%	77%	83% J.K	85% J.K	70%	81% N	75%	82% N.P	83% N.P	88% N.O.P
Mean	1.75	1.87 L	1.75	1.72	1.74	1.85 O.Q.S	1.69	1.80	1.71	1.76	1.70
Std. dev	0.70	0.78	0.74	0.65	0.64	0.82	0.69	0.74	0.65	0.64	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	2%	5% L.M	2% L.M	1%	1%	5% Q.R.S	2%	2%	0%	1%	1%
Fairly confident [3]	18%	23% M	18%	17%	15%	21% S	17%	19%	17%	18%	14%
Not very confident [2]	45%	40%	43%	45%	49% K	37%	46% N	43%	44%	50% N	48% N
Not at all confident [1]	23%	18%	21%	24%	27% J.K	20%	20%	20%	25%	21%	31% N.O.P.R
Don't know	13%	14% M	16% M	13% M	8%	18% R.S	14% S	16% S	14% S	11% S	6%
Net: Confident	19%	28% K.L.M	20%	18%	16%	25% Q.S	19%	21% S	17%	19%	14%
Net: Not confident	67%	58%	64%	69% J	76% J.K.L	57%	66% N	63%	69% N	71% N.P	80% N.O.P.Q.R
Mean	1.98	2.18 K.L.M	2.02 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	0.83	0.75	0.71	0.69	0.84	0.73	0.75	0.71	0.69	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	3%	6% L.M	3% M	2%	1%	5% S	3%	3%	2%	2%	1%
Fairly confident [3]	27%	27%	28%	26%	24%	27%	28% S	30% S	26%	27% S	20%
Not very confident [2]	39%	36%	36%	39%	45% K.L	35%	36%	38%	37%	43%	47% N.O.P.Q
Not at all confident [1]	21%	18%	19%	24% K	25% K	20%	19%	16%	25% P	21%	28% N.O.P.R
Don't know	10%	12% M	13% L.M	9% M	5%	13% R.S	13% R.S	13% R.S	10% S	7%	4%
Net: Confident	29%	33% M	31% 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	2.24 M	2.18 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	0.86	0.80	0.80	0.75	0.85	0.81	0.78	0.81	0.77	0.73

Brunswick Group

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Sample Size: 2260 adults in the UK

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				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very prepared [4]	1%	4% K.L.M	1%	1%	1%	3% O.R.S	1%	1%	1%	1%	0%
Fairly prepared [3]	14%	16%	12%	15%	16%	15%	11%	13%	14%	17% O	14%
Not very prepared [2]	48%	49%	49%	48%	46%	46%	50%	50%	45%	50%	45%
Not at all prepared [1]	29%	25%	29%	29%	32%	27%	30%	27%	30%	27%	36% N.P.R
Don't know	8%	7%	9% M	8%	5%	9% S	9% S	9% S	10% S	6%	4%
Net: Prepared	15%	19%	13%	16%	16%	18% O	12%	14%	15%	18% O	15%
Net: Not prepared	77%	74%	78%	76%	78%	73%	80%	77%	75%	77%	81% N
Mean	1.86	1.97	1.84	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	0.69	0.70	0.71	0.77	0.66	0.69	0.71	0.69	0.71

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YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very prepared [4]	3%	6% L.M	4%	2%	2%	6% R.S	4%	2%	2%	2%	2%
Fairly prepared [3]	27%	28%	26%	28%	29%	26%	27%	25%	27%	31%	28%
Not very prepared [2]	40%	47%	38%	40%	40%	43%	37%	40%	39%	40%	42%
Not at all prepared [1]	25%	15%	26% J	25% J	25% J	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%	34%	29%	30%	32%	32%	31%	27%	29%	32%	30%
Net: Not prepared	65%	63%	64%	65%	65%	64%	62%	66%	65%	64%	68%
Mean	2.09	2.25 K.L.M	2.07	2.07	2.09	2.18	2.10	2.04	2.07	2.11	2.05
Std. dev	0.82	0.80	0.84	0.80	0.81	0.84	0.85	0.80	0.81	0.79	0.80

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very prepared [4]	1%	2%	1%	1%	1%	3% S	1%	1%	1%	1%	0%
Fairly prepared [3]	19%	23%	18%	20%	19%	23%	16%	18%	19%	21%	18%
Not very prepared [2]	45%	39%	44%	48%	48%	39%	44%	45%	47%	47%	49% N
Not at all prepared [1]	30%	33%	30%	27%	30%	30%	32%	29%	28%	27%	31%
Don't know	5%	4%	7% M	5%	3%	5%	7% S	8% R.S	5% S	4%	2%
Net: Prepared	20%	25%	19%	20%	20%	25% O	17%	18%	20%	22%	18%
Net: Not prepared	75%	71%	74%	75%	77%	69%	76%	73%	75%	74%	80% N
Mean	1.91	1.94	1.89	1.94	1.90	1.98	1.85	1.90	1.93	1.95	1.87
Std. dev	0.74	0.82	0.75	0.72	0.72	0.82	0.74	0.73	0.73	0.72	0.70

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Sample Size: 2260 adults in the UK

YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	11%	10%	8%	12% K	15% K	10%	8%	6%	11% P	13% O.P	16% O.P
Fairly confident [3]	44%	49%	43%	43%	44%	48%	43%	42%	45%	44%	42%
Not very confident [2]	26%	22%	27%	25%	26%	22%	27%	29%	26%	25%	27%
Not at all confident [1]	12%	7%	12%	14% J	11%	7%	13% N	13% N	14% N	12%	11%
Don't know	7%	11% L.M	10% L.M	5%	4%	13% Q.R.S	8% Q.S	10% Q.S	4%	6% S	3%
Net: Confident	55%	60%	51%	56%	59% K	58% P	52%	48%	56% P	57% P	59% P
Net: Not confident	38%	29%	40% J	40% J	36%	29%	40% N	41% N	40% N	36%	38% N
Mean	2.58	2.71 K	2.51	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	0.77	0.83	0.90	0.87	0.78	0.85	0.82	0.88	0.88	0.89

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YouGov

	Total	Age				Age 2					
		18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+
brunswick11_UK_2. Your household's income or employment situation		J	K	L	M	N	O	P	Q	R	S
Unweighted base	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	13%	12%	11%	13%	19% K.L	13%	12%	8%	12%	16% P	20% N.O.P.Q
Fairly confident [3]	45%	48%	46%	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%	11%	13% J.M	9%	6%	12% N	11% N	13% N	11% N	9%
Don't know	8%	13% L.M	10% L.M	6%	6%	15% O.Q.R.S	8%	10% R.S	6%	6%	5%
Net: Confident	59%	61%	57%	60%	61%	59%	58%	55%	60%	62%	59%
Net: Not confident	33%	27%	33%	34%	33%	26%	35%	34%	34%	32%	36% N
Mean	2.67	2.77	2.63	2.64	2.75 K	2.77 P	2.62	2.58	2.63	2.72 P	2.74 P
Std. dev	0.86	0.77	0.84	0.89	0.88	0.78	0.86	0.83	0.87	0.89	0.90

Brunswick Group

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YouGov

brunswick11_UK_3. Your housing situation

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	30%	19%	22%	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%	48%	46%	45%	41%	46%	45%	49%	46%	42%	41%
Not very confident [2]	11%	13% M	15% L.M	8%	7%	13% R.S	17% Q.R.S	14% Q.R.S	9%	7%	7%
Not at all confident [1]	7%	8%	8% M	5%	5%	7%	9% R.S	8% S	6%	5%	4%
Don't know	7%	11% L.M	9% L.M	5%	4%	12% O.Q.R.S	7%	9% Q.R.S	5%	4%	4%
Net: Confident	75%	67%	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%	22% L.M	23% L.M	14%	12%	20% R.S	26% Q.R.S	22% Q.R.S	15%	12%	11%
Mean	3.06	2.88	2.90	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	0.86	0.87	0.81	0.79	0.85	0.89	0.84	0.83	0.79	0.78

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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	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	9%	7%	7%	11% K	11% K	9%	7%	5%	11% P	9% P	14% O.P
Fairly confident [3]	38%	41%	33%	38%	45% K.L	39%	35%	31%	36%	46% O.P.Q	42% P
Not very confident [2]	27%	29%	28%	26%	24%	28%	25%	34% O.R.S	29% R	22%	26%
Not at all confident [1]	19%	13%	23% J.M	19%	15%	14%	25% N.R.S	23% N.S	19%	17%	16%
Don't know	7%	9% M	8% M	6% M	4%	11% Q.R.S	8% S	7% S	6%	6%	3%
Net: Confident	47%	48%	40%	48% K	57% K.L	47% P	42%	36%	46% P	55% O.P.Q	56% O.P.Q
Net: Not confident	46%	43%	51% L.M	45%	40%	42%	50% R.S	57% N.Q.R.S	48% R	39%	41%
Mean	2.39	2.46 K	2.27	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	0.84	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: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	560	533	351	456	359	359	417	318
Very confident [4]	5%	3%	3%	6% K	5%	5%	4%	2%	7% P	4%	6% P
Fairly confident [3]	25%	29% K	20%	26% K	29% K	27% P	20%	19%	24%	31% O.P.Q	27% O.P
Not very confident [2]	38%	40%	38%	35%	41%	37%	38%	39%	35%	36%	44% Q.R
Not at all confident [1]	25%	20%	28% J.M	25%	21%	19%	30% N.R.S	30% N.R.S	26%	23%	20%
Don't know	8%	8%	10% M	8% M	4%	12% R.S	8% S	10% S	8% S	6% S	3%
Net: Confident	29%	32% K	23%	32% K	35% K	32% O.P	24%	21%	30% P	35% O.P	33% O.P
Net: Not confident	63%	60%	66% L	60%	62%	56%	68% N.R	69% N.Q.R	61%	59%	64%
Mean	2.09	2.17 K	1.98	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	0.80	0.83	0.89	0.84	0.84	0.84	0.79	0.91	0.85	0.84

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YouGov

	Total	Age				Age 2					
		18-24	25-49	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	2260	171	862	663	564	273	377	383	411	478	338
Base	2260	237	929	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%	42% K	31%	37% K	43% K.L	41% O.P	32%	27%	34%	45% O.P.Q	41% O.P
Not very confident [2]	34%	29%	37%	33%	31%	27%	38% N.R	40% N.R.S	35%	30%	31%
Not at all confident [1]	17%	15%	19% M	17%	14%	16%	18%	19%	17%	14%	16%
Don't know	7%	9% M	9% L.M	5%	3%	11% Q.R.S	8% R.S	9% R.S	6%	4%	3%
Net: Confident	43%	47% K	35%	45% K	51% K	46% O.P	36%	32%	42% P	51% O.P.Q	51% O.P.Q
Net: Not confident	51%	43%	56% J.L.M	50%	45%	44%	56% N.R.S	59% N.R.S	52% R	45%	47%
Mean	2.34	2.41 K	2.23	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	0.83	0.83	0.87	0.84	0.85	0.82	0.83	0.88	0.82	0.88

Cell Contents (CZ, 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 (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: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	3%	3%	3%	2%	3%	2% *	1%	1% *	3%	2%	5%	3%
Fairly well protected [3]	37%	41% U	34%	36%	37%	43% *	38%	36% *	39%	40%	34%	35%
Not very well protected [2]	38%	37%	41%	37%	37%	36% *	40%	41% *	34%	36%	38%	40% AA
Not at all protected [1]	12%	11%	14%	14%	13%	8% *	11%	13% *	15%	12%	11%	12%
Don't know	10%	9%	8%	10%	10%	12% *	10%	9% *	10%	10%	12%	10%
Net: Protected	40%	43%	37%	38%	40%	45% *	39%	37% *	41%	43%	39%	38%
Net: Not protected	50%	48%	55% T	52%	50%	44% *	51%	54% *	49%	48%	49%	52%
Mean	2.34	2.38	2.29	2.29	2.34	2.44 *	2.32	2.28 *	2.32	2.37	2.37	2.32
Std. dev	0.75	0.73	0.76	0.76	0.75	0.69	0.71	0.73	0.78	0.74	0.77	0.74

Brunswick Group

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	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?												
brunswick2_1. Terrorism												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	6%	7%	5%	6%	6%	6% *	4%	3% *	5%	6%	11% AA.AB.AD	6%
Fairly well protected [3]	42%	45%	40%	40%	42%	38% *	37%	44% *	45%	44%	40%	41%
Not very well protected [2]	29%	29%	31%	28%	28%	35% *	40% W	31% *	26%	26%	23%	31% AC
Not at all protected [1]	13%	12%	16%	15%	14%	13% *	11%	15% *	13%	15%	14%	13%
Don't know	10%	7%	8%	11% T	10%	8% *	8%	8% *	11%	10%	11%	9%
Net: Protected	48%	52% U.V	45%	46%	49%	43% *	42%	46% *	49%	50%	52%	47%
Net: Not protected	43%	41%	47%	43%	41%	48% *	51% W	46% *	40%	40%	37%	44%
Mean	2.45	2.51 U.V	2.38	2.41	2.46	2.39 *	2.38	2.37 *	2.45	2.46	2.56	2.43
Std. dev	0.82	0.81	0.83	0.84	0.83	0.81	0.75	0.79	0.81	0.84	0.91	0.81

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brunswick2_2. Cyberattacks

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	2%	2%	2%	1%	2%	1% *	1%	3% *	2%	3%	1%	2%
Fairly well protected [3]	24%	27% U	21%	24%	25%	25% *	23%	16% *	27%	23%	26%	24%
Not very well protected [2]	47%	46%	49%	46%	45%	51% *	51%	60% *	42%	47%	41%	48% AA
Not at all protected [1]	16%	16%	17%	16%	16%	15% *	16%	11% *	14%	16%	20%	15%
Don't know	12%	9%	11%	13%	12%	9% *	10%	11% *	15%	11%	12%	11%
Net: Protected	26%	29%	24%	25%	27%	26% *	24%	19% *	29%	27%	27%	26%
Net: Not protected	62%	62%	66%	62%	61%	66% *	66%	70% *	57%	63%	61%	64% AA
Mean	2.14	2.16	2.10	2.12	2.15	2.13 *	2.10	2.12 *	2.19	2.16	2.08	2.14
Std. dev	0.72	0.73	0.73	0.71	0.73	0.68	0.68	0.64	0.73	0.75	0.74	0.71

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	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick2_3. Acts of sabotage (e.g. against infrastructure)												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	3%	3%	3%	3%	3%	2% *	2%	1% *	3%	3%	6% AD	3%
Fairly well protected [3]	31%	34%	29%	30%	31%	36% *	32%	22% *	34%	30%	31%	29%
Not very well protected [2]	37%	38%	40%	35%	37%	37% *	34%	44% *	33%	40% AC	31%	40% AA.AC
Not at all protected [1]	14%	14%	15%	16%	14%	14% *	14%	18% *	14%	14%	17%	14%
Don't know	15%	11%	13%	16% T	15%	12% *	18%	14% *	17%	13%	15%	14%
Net: Protected	34%	38%	32%	32%	34%	38%	34%	24%	37%	33%	37%	32%
Net: Not protected	51%	51%	55%	51%	51%	51% *	48%	63% *	47%	53%	48%	54% AA
Mean	2.27	2.31	2.23	2.22	2.27	2.29 *	2.27	2.08 *	2.31	2.26	2.31	2.24
Std. dev	0.78	0.77	0.76	0.79	0.78	0.75	0.77	0.73	0.78	0.76	0.87	0.76

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YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick2_4. Military threats / armed conflict												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	7%	8%	5%	6%	7%	3% *	5%	9% *	7%	8%	12% AA.AD	6%
Fairly well protected [3]	36%	38%	34%	35%	36%	42% *	38%	38% *	35%	39%	36%	35%
Not very well protected [2]	33%	36%	36%	31%	33%	31% *	36%	26% *	33%	30%	27%	37% AB.AC
Not at all protected [1]	13%	11%	15%	14%	13%	13% *	11%	15% *	12%	13%	13%	13%
Don't know	11%	7%	10%	13% T	11%	11% *	9%	12% *	13%	11%	11%	9%
Net: Protected	43%	46% U	39%	42%	43%	45% *	43%	47% *	42%	47%	49%	41%
Net: Not protected	46%	47%	51%	46%	46%	44% *	47%	41% *	45%	42%	40%	50% AB.AC
Mean	2.43	2.46 U	2.32	2.38	2.43	2.39 *	2.42	2.45 *	2.42	2.48	2.54 AD	2.37
Std. dev	0.83	0.81	0.82	0.84	0.84	0.77	0.78	0.90	0.83	0.85	0.90	0.81

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Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick2_5. Disinformation campaigns												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well protected [4]	2%	1%	2%	2%	2%	1% *	1%	1% *	1%	4% AA.AD	3%	1%
Fairly well protected [3]	14%	15%	14%	13%	14%	19% *	11%	10% *	15%	14%	12%	13%
Not very well protected [2]	41%	46% V	42%	36%	41%	38% *	48%	45% *	42%	40%	40%	40%
Not at all protected [1]	27%	26%	27%	28%	27%	23% *	22%	25% *	25%	26%	32%	28%
Don't know	17%	12%	16% T	21% T	16%	20% *	18%	18% *	16%	16%	13%	18%
Net: Protected	15%	16%	15%	15%	16%	20% *	12%	12% *	16%	18%	15%	14%
Net: Not protected	68%	72% V	68%	64%	68%	61% *	70%	71% *	67%	66%	72%	68%
Mean	1.89	1.90	1.88	1.87	1.88	1.97 *	1.89	1.85 *	1.91	1.96	1.83	1.85
Std. dev	0.75	0.72	0.74	0.79	0.76	0.74	0.66	0.69	0.73	0.82	0.78	0.74

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YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very well informed [4]	3%	4%	2%	3%	3%	5% *	1%	- *	3%	3%	5%	3%
Fairly well informed [3]	32%	35%	30%	31%	32%	25% *	35%	33% *	34%	29%	31%	32%
Not very well informed [2]	43%	45%	46%	42%	43%	45% *	44%	44% *	43%	42%	39%	46%
Not at all informed [1]	13%	9%	14% T	15% T	13%	14% *	12%	12% *	12%	16%	15%	13%
Don't know	9%	7%	8%	9%	8%	10% *	9%	11% *	8%	10%	11%	7%
Net: Informed	35%	39% U	32%	34%	35%	30% *	36%	33% *	37%	32%	36%	34%
Net: Not informed	57%	54%	60% T	57%	57%	60% *	56%	56% *	55%	57%	53%	59%
Mean	2.27	2.37 U.V	2.22	2.24	2.27	2.23 *	2.27	2.24 *	2.31	2.22	2.29	2.26
Std. dev	0.74	0.72	0.72	0.76	0.75	0.78	0.69	0.68	0.74	0.77	0.80	0.73

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

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Strongly support [5]	4%	5% V	5%	3%	4%	4% *	4%	2% *	4%	2%	6%	4%
Tend to support [4]	24%	29% U.V	20%	22%	24%	30% *	20%	22% *	26%	23%	26%	23%
Neither support nor oppose [3]	29%	27%	28%	33% T	29%	29% *	35% Z	19% *	26%	30%	29%	30%
Tend to oppose [2]	19%	19%	22%	17%	19%	15% *	22%	20% *	18%	19%	16%	20%
Strongly oppose [1]	15%	14%	15%	17%	15%	11% *	15%	20% *	16%	14%	15%	14%
Don't know	10%	6%	10% T	8%	10% Y	11% Y*	3%	16% Y*	11%	13% AD	9%	8%
Net: Support	28%	34% U.V	25%	25%	28%	34% *	24%	24% *	30%	25%	32%	27%
Net: Oppose	33%	32%	37%	34%	33%	26% *	37%	40% *	33%	32%	31%	34%
Mean	2.82	2.92 U.V	2.75	2.75	2.83	3.03 *	2.76	2.60 *	2.83	2.79	2.91	2.81
Std. dev	1.12	1.14	1.14	1.10	1.12	1.10	1.09	1.19	1.15	1.08	1.17	1.11

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	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick5. If the UK 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	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Higher taxes	20%	26% U.V	17%	16%	21%	22% *	18%	14% *	22% AB	14%	22% AB	22% AB
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	44%	40%	43%	42% X	30% *	37%	33% *	38%	47% AA.AC	36%	44% AA.AC
Increased government borrowing	15%	16%	12%	12%	15%	13% *	18% Z	5% *	16%	12%	21% AB.AD	13%
I would not be willing to accept any of these	23%	21%	24%	23%	22%	25% *	24%	45% W.X.Y*	22%	23%	25%	20%
Don't know	15%	10%	17% T	17% T	14%	19% *	19%	9% *	16%	15%	14%	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	1260	607	301	336	1045	65	116	*34*	282	187	141	435
Base: : respondents in full-time or part-time employment only	1300	528	325	433	1076	66	115	*43*	276	210	166	424
Very well prepared [4]	7%	8%	5%	7%	7%	6% *	9% *	*11%* **	7%	5%	6%	7%
Fairly well prepared [3]	33%	40% V	33%	25%	32%	40% *	35% *	*40%* **	37%	31%	32%	31%
Not very well prepared [2]	23%	26% U	18%	22%	23%	23% *	27% *	*15%* **	23%	20%	23%	25%
Not at all prepared [1]	11%	9%	7%	16% T.U	11%	10% *	7% *	*14%* **	8%	13%	13%	12%
Don't know	26%	16%	37% T	30% T	27%	21% *	22% *	*20%* **	26%	31%	26%	25%
Net: Prepared	40%	49% U.V	38%	32%	39%	46% *	44% *	*51%* **	44%	36%	38%	38%
Net: Not prepared	34%	35% U	25%	38% U	34%	33% *	34% *	*29%* **	30%	33%	36%	37%
Mean	2.49	2.57 V	2.57 V	2.32	2.47	2.54 *	2.59 *	*2.61* **	2.58	2.39	2.41 *	2.45
Std. dev	0.86	0.81	0.80	0.93	0.86	0.82	0.81	*0.95*	0.81	0.88	0.88	0.88

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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	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base: : respondents in full-time or part-time employment only	1260	607	301	336	1045	65	116	*34*	282	187	141	435
Base: : respondents in full-time or part-time employment only	1300	528	325	433	1076	66	115	*43*	276	210	166	424
Very well informed [4]	8%	10%	7%	7%	8%	9% *	8% *	*12%* **	6%	7%	11%	8%
Fairly well informed [3]	30%	39% U.V	31% V	19%	31%	27% *	28% *	*28%* **	32%	28%	35%	30%
Not very well informed [2]	23%	23%	17%	27% U	22%	28% *	32% W*	*16%* **	23%	21%	17%	24%
Not at all informed [1]	14%	10%	10%	21% T.U	14%	15% *	9% *	*23%* **	12%	17%	12%	13%
Don't know	25%	18%	34% T.V	26% T	25%	21% *	23% *	*21%* **	25%	28%	25%	24%
Net: Informed	39%	49% U.V	38% V	26%	39%	36% *	36% *	*40%* **	39%	35%	47%	38%
Net: Not informed	37%	33%	27%	48% T.U	36%	42% *	41% *	*40%* **	36%	38%	29%	38%
Mean	2.44	2.60 V	2.54 V	2.16	2.45	2.39 *	2.46 *	*2.35* **	2.44	2.34	2.61 AB*	2.44
Std. dev	0.91	0.85	0.88	0.94	0.91	0.93	0.85	*1.07*	0.87	0.94	0.93	0.90

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

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base: : respondents in full-time or part-time employment only	1260	607	301	336	1045	65	116	*34*	282	187	141	435
Base: : respondents in full-time or part-time employment only	1300	528	325	433	1076	66	115	*43*	276	210	166	424
Very confident [4]	8%	11% V	8%	5%	8%	10% *	13% *	*10%* **	7%	7%	11%	7%
Fairly confident [3]	30%	36% V	32% V	23%	30%	29% *	32% *	*27%* **	32%	29%	30%	31%
Not very confident [2]	19%	21% U	13%	21% U	19%	15% *	24% *	*11%* **	20%	15%	22%	20%
Not at all confident [1]	13%	10%	11%	18% T.U	13% Y	17% Y*	6% *	*11%* **	10%	15%	16%	13%
Don't know	29%	23%	36% T	33% T	30%	29% *	25% *	*41%* **	31%	35% AC	22%	29%
Net: Confident	39%	47% V	40% V	28%	38%	39% *	45% *	*37%* **	39%	36%	41%	38%
Net: Not confident	32%	31% U	24%	39% T.U	32%	32% *	30% *	*22%* **	30%	29%	38%	33%
Mean	2.49	2.62 V	2.58 V	2.23	2.46	2.45 *	2.69 W*	*2.61* **	2.52	2.43 *	2.45 *	2.44
Std. dev	0.92	0.88	0.91	0.93	0.92	1.02	0.85	*0.99*	0.87	0.95	0.97	0.91

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Sample Size: 2260 adults in the UK

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	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very optimistic [5]	1%	1%	1%	2% T	2%	1% *	-	- *	2%	0%	4% AB	2%
Fairly optimistic [4]	12%	14%	10%	12%	13% Z	11% *	10%	2% *	16% AB.AD	9%	16% AB	11%
Neither optimistic nor pessimistic [3]	24%	25%	22%	24%	24%	30% *	21%	29% *	22%	26%	27%	24%
Fairly pessimistic [2]	36%	37%	37%	34%	35%	30% *	42%	49% X*	35% AC	38% AC	27%	36% AC
Very pessimistic [1]	21%	18%	24% T	21%	21%	21% *	20%	16% *	19%	18%	21%	23%
Don't know	6%	5%	6%	7%	6%	7% *	8%	4% *	6%	9% AD	5%	5%
Net: Optimistic	13%	15%	12%	15%	14% Z	11% *	10%	2% *	18% AB.AD	9%	19% AB.AD	13%
Net: Pessimistic	56%	55%	61%	55%	56%	52% *	62%	65% *	54%	56%	48%	59% AC
Mean	2.34	2.40 U	2.24	2.38	2.36	2.35 *	2.23	2.18 *	2.43 AD	2.29	2.51 AB.AD	2.29
Std. dev	1.01	0.99	0.99	1.05	1.02	0.98	0.90	0.73	1.05	0.90	1.13	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
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	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	1%	2%	2%	1%	1%	1% *	1%	- *	2%	2%	1%	1%
Fairly confident [3]	14%	15%	14%	14%	13%	20% W*	16%	10% *	16% AB	10%	17% AB	12%
Not very confident [2]	46%	49%	47%	44%	46%	38% *	49%	52% *	45%	53% AA.AC.AD	41%	45%
Not at all confident [1]	29%	26%	28%	31%	30%	31% *	25%	28% *	27%	25%	33%	32% AB
Don't know	10%	8%	9%	11%	10%	10% *	9%	11% *	10%	10%	8%	10%
Net: Confident	15%	17%	16%	15%	15%	21% *	17%	10% *	17% AB	12%	18%	13%
Net: Not confident	75%	75%	75%	74%	76%	69% *	75%	79% *	72%	78%	74%	78%
Mean	1.86	1.93 V	1.88	1.83	1.85	1.90 *	1.91	1.81 *	1.91 AD	1.87	1.85	1.80
Std. dev	0.72	0.72	0.73	0.71	0.72	0.77	0.70	0.63	0.74	0.67	0.76	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick9_UK_2. People's living standards												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	1%	1%	1%	2%	1%	1% *	-	- *	1%	2%	2%	1%
Fairly confident [3]	10%	10%	9%	12%	11%	8% *	11%	6% *	11%	9%	12%	10%
Not very confident [2]	44%	49% V	44%	42%	44%	45% *	49%	48% *	43%	46%	40%	44%
Not at all confident [1]	35%	33%	37%	34%	36%	38% *	33%	38% *	35%	32%	38%	37%
Don't know	9%	7%	9%	9%	9%	8% *	7%	8% *	10%	10%	8%	8%
Net: Confident	12%	11%	10%	14%	12%	9% *	11%	6% *	13%	11%	14%	11%
Net: Not confident	80%	82% V	81%	77%	79%	83% *	82%	86% *	78%	79%	78%	81%
Mean	1.75	1.78	1.71	1.80	1.75	1.70 *	1.77	1.65 *	1.78	1.78	1.76	1.73
Std. dev	0.70	0.68	0.68	0.74	0.71	0.67	0.65	0.60	0.72	0.71	0.75	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick9_UK_3. Business activity and investment												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	2%	1%	2%	2%	2%	2% *	2%	- *	2%	2%	3%	2%
Fairly confident [3]	18%	21% V	18%	15%	18%	11% *	16%	10% *	19%	14%	24% AB	18%
Not very confident [2]	45%	46%	45%	45%	44%	48% *	47%	59% *	45% AC	52% AC.AD	32%	43% AC
Not at all confident [1]	23%	21%	23%	24%	23%	23% *	23%	23% *	21%	18%	25%	25% AB
Don't know	13%	11%	12%	13%	13%	16% *	12%	8% *	13%	14%	16%	12%
Net: Confident	19%	22%	20%	17%	20%	13% *	17%	10% *	21%	16%	27% AB.AD	20%
Net: Not confident	67%	67%	68%	70%	66%	71% *	71%	82% W*	66%	70% AC	58%	68% AC
Mean	1.98	2.03	1.98	1.95	2.00	1.92 *	1.95	1.85 *	2.02	2.00	2.05	1.96
Std. dev	0.74	0.73	0.74	0.75	0.75	0.72	0.72	0.59	0.74	0.69	0.84	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	3%	3%	4%	2%	3%	3% *	2%	1% *	3%	1%	2%	3%
Fairly confident [3]	27%	33% U.V	24%	23%	27% Z	27% *	27% Z	12% *	28%	27%	32% AD	25%
Not very confident [2]	39%	38%	41%	41%	39%	37% *	39%	56% W.X*	40%	41% AC	31%	40% AC
Not at all confident [1]	21%	19%	22%	22%	21%	24% *	24%	17% *	18%	20%	23%	24% AA
Don't know	10%	8%	9%	12% T	10%	9% *	8%	13% *	12%	11%	11%	9%
Net: Confident	29%	36% U.V	28%	25%	30% Z	30% Z*	29% Z	14% *	31%	28%	35%	28%
Net: Not confident	61%	56%	63% T	63% T	60%	61% *	63%	73% *	57%	61%	55%	63% AC
Mean	2.12	2.22 U.V	2.10	2.06	2.12	2.10 *	2.08	1.97 *	2.18	2.11	2.15	2.08
Std. dev	0.80	0.80	0.82	0.78	0.80	0.83	0.80	0.64	0.79	0.76	0.84	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very prepared [4]	1%	1%	1%	1%	1%	- *	1%	- *	1%	1%	2%	1%
Fairly prepared [3]	14%	18% U.V	13%	13%	15% Z	13% Z*	12% Z	1% *	16%	14%	17%	13%
Not very prepared [2]	48%	49%	49%	46%	47%	50% *	50%	69% W.X.Y*	46%	51% AC	40%	47%
Not at all prepared [1]	29%	26%	31%	30%	29%	26% *	31%	25% *	28%	25%	31%	32% AB
Don't know	8%	6%	6%	9%	8%	11% *	5%	5% *	9%	8%	10%	7%
Net: Prepared	15%	19% U.V	14%	14%	16% Z	13% Z*	14% Z	1% *	17%	15%	19%	14%
Net: Not prepared	77%	75%	80% T	77%	76%	76% *	81%	94% W.X.Y*	74%	77%	71%	79% AC
Mean	1.86	1.94 U.V	1.83	1.84	1.87	1.86 *	1.83	1.75 *	1.89	1.90	1.89	1.82
Std. dev	0.70	0.71	0.69	0.71	0.72	0.65	0.70	0.47	0.72	0.68	0.79	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick10_UK_2. A major public health crisis												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very prepared [4]	3%	4%	4%	2%	3%	2% *	2%	- *	4%	3%	4%	3%
Fairly prepared [3]	27%	31% V	27%	25%	27%	26% *	29%	22% *	29%	26%	27%	27%
Not very prepared [2]	40%	39%	43%	38%	40%	47% *	36%	48% *	40%	43%	35%	39%
Not at all prepared [1]	25%	21%	24%	29% T	24%	19% *	30%	27% *	22%	21%	28%	27%
Don't know	5%	5%	3%	6%	5%	6% *	3%	4% *	5%	7%	6%	5%
Net: Prepared	30%	35% V	30%	27%	31%	28% *	31%	22% *	33%	30%	31%	30%
Net: Not prepared	65%	60%	67% T	67% T	64%	66% *	67%	75% *	62%	64%	63%	66%
Mean	2.09	2.19 V	2.10	2.01	2.11	2.12 *	2.02	1.95 *	2.17 AD	2.13	2.08	2.06
Std. dev	0.82	0.82	0.82	0.82	0.82	0.75	0.83	0.71	0.83	0.79	0.87	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick10_UK_3. An extreme weather event												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very prepared [4]	1%	1%	2%	1%	1%	1% *	0%	1% *	2%	1%	0%	1%
Fairly prepared [3]	19%	23% V	18%	17%	19% Z	20% Z*	24% Z	6% *	21%	21%	19%	17%
Not very prepared [2]	45%	47%	47%	43%	44%	50% *	46%	58% *	44%	42%	38%	47% AC
Not at all prepared [1]	30%	25%	31% T	33% T	30%	25% *	26%	27% *	28%	28%	36%	30%
Don't know	5%	5%	3%	6% U	6%	3% *	4%	8% *	5%	7%	7%	5%
Net: Prepared	20%	24% V	19%	18%	20% Z	22% Z*	24% Z	7% *	23%	22%	19%	18%
Net: Not prepared	75%	72%	77% T	76%	74%	75% *	72%	85% *	72%	70%	74%	78% AA.AB
Mean	1.91	2.00 U.V	1.90	1.85	1.90	1.98 *	1.99	1.80 *	1.95	1.95	1.82	1.87
Std. dev	0.74	0.73	0.75	0.74	0.75	0.72	0.73	0.62	0.76	0.77	0.75	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	11%	14% V	11%	9%	11%	10% *	11%	8% *	11%	14% AD	9%	10%
Fairly confident [3]	44%	48% V	45%	41%	44%	47% *	48%	43% *	45%	43%	44%	43%
Not very confident [2]	26%	24%	23%	29%	25%	30% *	28%	29% *	26%	23%	22%	26%
Not at all confident [1]	12%	9%	14% T	12%	13%	7% *	8%	15% *	9%	9%	17% AA.AB	15% AA.AB
Don't know	7%	5%	7%	8% T	8%	7% *	5%	5% *	8%	10%	9%	6%
Net: Confident	55%	62% U.V	56%	50%	54%	56% *	59%	51% *	57%	57%	53%	52%
Net: Not confident	38%	33%	37%	41% T	38%	37% *	36%	44% *	35%	33%	39%	42% AA.AB
Mean	2.58	2.71 U.V	2.56	2.52	2.57	2.64 *	2.65	2.47 *	2.64 AD	2.70 AC.AD	2.49	2.50
Std. dev	0.86	0.83	0.89	0.85	0.87	0.77	0.78	0.87	0.82	0.86	0.90	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick11_UK_2. Your household's income or employment situation												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	13%	16%	13%	13%	13%	14% *	12%	17% *	12%	18% AD	13%	12%
Fairly confident [3]	45%	51% V	46%	44%	45%	50% *	51%	42% *	49%	44%	43%	43%
Not very confident [2]	22%	21%	22%	22%	23%	19% *	21%	23% *	22%	20%	23%	24%
Not at all confident [1]	10%	7%	12% T	11% T	11%	7% *	8%	13% *	9%	10%	12%	13% AA
Don't know	8%	5%	8% T	10% T	8%	9% *	7%	5% *	8%	9%	10%	8%
Net: Confident	59%	67% U.V	58%	57%	58%	64% *	64%	59% *	61%	62%	55%	55%
Net: Not confident	33%	29%	34%	33%	33%	27% *	29%	36% *	31%	29%	34%	37% AA.AB
Mean	2.67	2.79 U.V	2.64	2.66	2.66	2.78 *	2.74	2.66 *	2.70 AD	2.77 AD	2.63	2.59
Std. dev	0.86	0.81	0.88	0.87	0.87	0.81	0.80	0.94	0.82	0.88	0.88	0.88

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick11_UK_3. Your housing situation												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	30%	36% U.V	29%	29%	31%	30% *	30%	23% *	31%	35%	26%	30%
Fairly confident [3]	45%	44%	50% T	46%	44%	48% *	52% W	56% *	45%	43%	39%	45%
Not very confident [2]	11%	11%	8%	11%	11%	13% *	10%	15% *	11%	11%	12%	12%
Not at all confident [1]	7%	4%	7%	8% T	7%	3% *	3%	6% *	5%	5%	12% AA.AB	8% AA
Don't know	7%	5%	5%	7%	7%	6% *	6%	1% *	8% AD	7%	11% AD	5%
Net: Confident	75%	80% V	80%	74%	74%	78% *	82% W	78% *	76% AC	77% AC	65%	75% AC
Net: Not confident	18%	16%	15%	19%	18%	16% *	13%	21% *	15%	16%	24% AA.AB	20%
Mean	3.06	3.17 V	3.08	3.02	3.06	3.12 *	3.15	2.96 *	3.13 AC	3.14 AC	2.88	3.02
Std. dev	0.85	0.81	0.83	0.87	0.87	0.76	0.73	0.80	0.80	0.83	0.98	0.88

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Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
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	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	9%	13% U.V	8%	7%	9%	11% *	8%	3% *	9%	9%	9%	9%
Fairly confident [3]	38%	48% U.V	36%	33%	38%	29% *	41%	35% *	39%	38%	35%	39%
Not very confident [2]	27%	25%	27%	28%	26%	34% *	31%	36% *	25%	24%	25%	28%
Not at all confident [1]	19%	11%	22% T	23% T	20%	17% *	15%	22% *	21%	19%	20%	19%
Don't know	7%	4%	7% T	8% T	7%	8% *	5%	4% *	6%	9% AD	10% AD	5%
Net: Confident	47%	60% U.V	44%	41%	47%	40% *	50%	38% *	48%	48%	45%	48%
Net: Not confident	46%	36%	49% T	51% T	46%	52% *	45%	58% *	45%	43%	46%	47%
Mean	2.39	2.64 U.V	2.32	2.27	2.40	2.37 *	2.46	2.20 *	2.38	2.43	2.37	2.40
Std. dev	0.92	0.86	0.93	0.93	0.93	0.92	0.86	0.84	0.93	0.93	0.94	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick12_UK_2. A significant reduction in household income												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	5%	5%	4%	5%	4%	8% *	4%	2% *	4%	6%	6%	4%
Fairly confident [3]	25%	29% V	26%	21%	25%	20% *	26%	17% *	26%	26%	24%	24%
Not very confident [2]	38%	41%	38%	36%	37%	40% *	42%	42% *	38%	34%	31%	41% AC
Not at all confident [1]	25%	19%	25% T	30% T	25%	25% *	21%	30% *	24%	24%	28%	26%
Don't know	8%	6%	7%	9%	8%	7% *	7%	8% *	8%	11% AD	11% AD	5%
Net: Confident	29%	34% V	30%	26%	29%	28% *	30%	19% *	30%	31%	30%	28%
Net: Not confident	63%	60%	63%	66%	63%	66% *	63%	73% *	62%	58%	59%	67% AB
Mean	2.09	2.22 U.V	2.09	2.01	2.09	2.11 *	2.15	1.90 *	2.10	2.15	2.09	2.07
Std. dev	0.85	0.83	0.84	0.87	0.85	0.90	0.82	0.78	0.83	0.89	0.92	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Socio-economic classification (NS-SEC) (UK)			Country (UK)				Region in England (UK)			
		Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
		T	U	V	W	X	Y	Z	AA	AB	AC	AD
brunswick12_UK_3. A significant increase in essential living costs												
Unweighted base	2260	912	470	540	1880	131	197	52	536	344	219	781
Base	2260	764	506	676	1892	118	188	63	520	359	260	753
Very confident [4]	6%	8%	5%	6%	6%	10% *	5%	4% *	6%	7%	6%	5%
Fairly confident [3]	37%	44% U.V	36%	32%	37% X	27% *	37%	44% X*	37%	36%	40%	36%
Not very confident [2]	34%	33%	35%	34%	33%	42% *	38%	30% *	31%	30%	30%	36%
Not at all confident [1]	17%	10%	19% T	20% T	17%	13% *	14%	17% *	19%	16%	15%	18%
Don't know	7%	5%	6%	8% T	7%	8% *	5%	4% *	8% AD	10% AD	9% AD	4%
Net: Confident	43%	52% U.V	41%	37%	43%	37% *	43%	48% *	43%	44%	46%	41%
Net: Not confident	51%	44%	53% T	55% T	50%	55% *	52%	48% *	50%	46%	45%	54% AB.AC
Mean	2.34	2.52 U.V	2.29	2.24	2.34	2.36 *	2.36	2.36 *	2.32	2.39	2.41	2.30
Std. dev	0.85	0.80	0.85	0.86	0.85	0.86	0.80	0.83	0.87	0.87	0.84	0.83

Cell Contents (C3R, 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/DH, DI/DJ/DK/DL/DI

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	3%	3%	2%	3%	2%	2% *	7% AK.AL	-	-
Fairly well protected [3]	37%	40% AF	33%	41%	43% AI	31% *	93% AK.AL	-	-
Not very well protected [2]	38%	35%	41% AE	34%	35%	48% AG.AH*	-	75% AJ.AL	-
Not at all protected [1]	12%	10%	15% AE	12%	8%	7% *	-	25% AJ.AL	-
Don't know	10%	11%	9%	10%	13%	12% *	-	-	100% AJ.AK
Net: Protected	40%	43% AF	35%	44%	44%	33% *	100% AK.AL	-	-
Net: Not protected	50%	46%	56% AE	46%	43%	55% AH*	-	100% AJ.AL	-
Mean	2.34	2.40 AF	2.25	2.39	2.44	2.32 *	3.07 AK	1.75	-
Std. dev	0.75	0.74	0.75	0.75	0.68	0.66	0.25	0.43	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	6%	7%	5%	7%	6%	6% *	13% AK.AL	1%	2%
Fairly well protected [3]	42%	43%	40%	43%	48%	38% *	69% AK.AL	24%	24%
Not very well protected [2]	29%	27%	32% AE	26%	26%	34% *	12%	46% AJ.AL	13%
Not at all protected [1]	13%	13%	14%	15% AH	10%	11% *	2%	24% AJ.AL	4%
Don't know	10%	10%	9%	10%	10%	12% *	4%	4%	57% AJ.AK
Net: Protected	48%	50% AF	45%	49%	54%	44% *	82% AK.AL	25%	26%
Net: Not protected	43%	40%	46% AE	41%	36%	45% *	14%	71% AJ.AL	17%
Mean	2.45	2.49 AF	2.39	2.46	2.55	2.44 *	2.97 AK.AL	2.02	2.56 AK*
Std. dev	0.82	0.83	0.81	0.85	0.77	0.80	0.59	0.75	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	2%	2%	1%	1%	3% AG	2% *	4% AK.AL	0%	0%
Fairly well protected [3]	24%	27% AF	21%	29% AI	27% AI	16% *	50% AK.AL	7%	8%
Not very well protected [2]	47%	43%	51% AE	43%	41%	60% AG.AH*	35% AL	61% AJ.AL	22%
Not at all protected [1]	16%	15%	17%	16%	15%	11% *	4%	27% AJ.AL	4%
Don't know	12%	12%	11%	11%	14%	12% *	7% AK	4%	65% AJ.AK
Net: Protected	26%	29% AF	22%	30% AI	30% AI	17% *	54% AK.AL	7%	8%
Net: Not protected	62%	58%	67% AE	59%	56%	71% AG.AH*	39% AL	88% AJ.AL	27%
Mean	2.14	2.19 AF	2.08	2.18	2.22	2.09 *	2.59 AK.AL	1.80	2.13 AK*
Std. dev	0.72	0.73	0.69	0.73	0.77	0.61	0.64	0.58	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	3%	3%	3%	3%	3%	4% *	7% AK.AL	1%	1%
Fairly well protected [3]	31%	33% AF	28%	34%	34%	30% *	59% AK.AL	12%	15%
Not very well protected [2]	37%	34%	40% AE	34%	36%	42% *	21% AL	54% AJ.AL	14%
Not at all protected [1]	14%	13%	16%	15%	11%	9% *	3%	25% AJ.AL	5%
Don't know	15%	16%	14%	15%	17%	17% *	11%	8%	64% AJ.AK
Net: Protected	34%	37% AF	31%	37%	37%	33% *	66% AK.AL	12%	16%
Net: Not protected	51%	48%	56% AE	48%	47%	50% *	24%	79% AJ.AL	20%
Mean	2.27	2.32 AF	2.20	2.29	2.34	2.34 *	2.78 AK.AL	1.87	2.34 AK*
Std. dev	0.78	0.78	0.77	0.79	0.75	0.73	0.62	0.64	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	7%	8%	6%	7%	6%	8% *	13% AK.AL	4%	1%
Fairly well protected [3]	36%	39% AF	32%	39%	46% AG.AI	32% *	59% AK.AL	21%	21%
Not very well protected [2]	33%	31%	35%	32%	28%	41% AH*	21%	47% AJ.AL	14%
Not at all protected [1]	13%	11%	16% AE	12%	8%	7% *	1%	24% AJ.AL	3%
Don't know	11%	11%	11%	10%	12%	12% *	5%	5%	61% AJ.AK
Net: Protected	43%	47% AF	39%	45%	52% AI	40% *	72% AK.AL	25%	22%
Net: Not protected	46%	42%	51% AE	44% AH	36%	48% AH*	22%	70% AJ.AL	17%
Mean	2.43	2.49 AF	2.33	2.44	2.57 AG	2.47 *	2.89 AK.AL	2.05	2.52 AK*
Std. dev	0.83	0.81	0.85	0.82	0.75	0.77	0.63	0.79	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well protected [4]	2%	2%	2%	2%	1%	- *	3% AK	1%	1%
Fairly well protected [3]	14%	16% AF	10%	16%	20%	15% *	24% AK.AL	6%	7%
Not very well protected [2]	41%	39%	44% AE	40%	37%	41% *	42% AL	45% AL	21%
Not at all protected [1]	27%	25%	28%	27%	24%	23% *	16%	38% AJ.AL	11%
Don't know	17%	17%	16%	15%	18%	22% *	14% AK	10%	60% AJ.AK
Net: Protected	15%	18% AF	12%	17%	21%	15% *	28% AK.AL	7%	8%
Net: Not protected	68%	65%	72% AE	68%	61%	63% *	59% AL	83% AJ.AL	32%
Mean	1.89	1.94 AF	1.83	1.91	1.97	1.91 *	2.17 AK.AL	1.67	1.94 AK*
Std. dev	0.75	0.77	0.71	0.76	0.77	0.69	0.77	0.65	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very well informed [4]	3%	3%	3%	4%	2%	- *	4% AL	3%	1%
Fairly well informed [3]	32%	34% AF	29%	36%	30%	33% *	42% AK.AL	28% AL	9%
Not very well informed [2]	43%	42%	45%	40%	45%	54% AG*	41%	47% AJ.AL	34%
Not at all informed [1]	13%	12%	15% AE	12%	12%	6% *	7%	17% AJ	18% AJ
Don't know	9%	9%	8%	8%	11%	7% *	5%	5%	38% AJ.AK
Net: Informed	35%	37% AF	32%	40% AH	32%	33% *	46% AK.AL	30% AL	10%
Net: Not informed	57%	54%	60% AE	52%	57%	61% *	48%	64% AJ.AL	52%
Mean	2.27	2.31 AF	2.20	2.35	2.25	2.28 *	2.46 AK.AL	2.17 AL	1.89
Std. dev	0.74	0.74	0.74	0.76	0.70	0.59	0.69	0.75	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK'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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Strongly support [5]	4%	4%	4%	4%	3%	1% *	5% AL	4% AL	1%
Tend to support [4]	24%	21%	29% AE	22%	19%	23% *	28% AK.AL	24% AL	9%
Neither support nor oppose [3]	29%	29%	29%	28%	31%	30% *	33% AK.AL	28%	22%
Tend to oppose [2]	19%	21% AF	15%	22%	22%	16% *	19%	19%	15%
Strongly oppose [1]	15%	16% AF	12%	17%	14%	18% *	10%	18% AJ	15%
Don't know	10%	9%	10%	7%	11%	11% *	5%	7%	38% AJ.AK
Net: Support	28%	25%	33% AE	25%	22%	25% *	33% AK.AL	28% AL	10%
Net: Oppose	33%	37% AF	28%	39%	36%	34% *	29%	37% AJ	30%
Mean	2.82	2.72	2.97 AE	2.71	2.73	2.70 *	2.99 AK.AL	2.74 AL	2.46
Std. dev	1.12	1.12	1.11	1.13	1.08	1.13	1.05	1.16	1.06

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick5. If the UK 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	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Higher taxes	20%	17%	24% AE	18%	16%	19% *	27% AK.AL	17% AL	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	41%	40%	46% AH.AI	36%	34% *	38% AL	47% AJ.AL	20%
Increased government borrowing	15%	16%	13%	15%	17%	19% *	20% AK.AL	12% AL	6%
I would not be willing to accept any of these	23%	24%	21%	21%	27% AG	19% *	22%	23%	26%
Don't know	15%	15%	14%	13%	16%	21% *	11%	12%	42% AJ.AK
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	1260	1260	-	670	402	101	543	586	131
Base: : respondents in full-time or part-time employment only	1300	1300	-	757	359	84	564	592	143
Very well prepared [4]	7%	7%	-	8%	6%	3% *	11% AK	4%	6%
Fairly well prepared [3]	33%	33%	-	31%	39% AG	41% *	42% AK.AL	28% AL	18%
Not very well prepared [2]	23%	23%	-	22%	28% AG	29% *	19%	28% AJ.AL	17%
Not at all prepared [1]	11%	11%	-	14% AH.AI	9%	5% *	6%	16% AJ.AL	7%
Don't know	26%	26%	-	25% AH	19%	22% *	22%	23%	52% AJ.AK
Net: Prepared	40%	40%	-	39%	45%	44% *	53% AK.AL	32%	24%
Net: Not prepared	34%	34%	-	36%	36%	34% *	25%	45% AJ.AL	24%
Mean	2.49	2.49	-	2.45	2.52	2.53 *	2.74 AK.AL	2.25	2.47 *
Std. dev	0.86	0.86	-	0.92	0.77	0.68	0.79	0.84	0.90

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
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	1260	1260	-	670	402	101	543	586	131
Base: : respondents in full-time or part-time employment only	1300	1300	-	757	359	84	564	592	143
Very well informed [4]	8%	8%	-	9%	9%	5% *	11% AK	6%	7%
Fairly well informed [3]	30%	30%	-	30%	34%	33% *	38% AK.AL	27% AL	15%
Not very well informed [2]	23%	23%	-	21%	29% AG	34% AG*	22% AL	26% AL	13%
Not at all informed [1]	14%	14%	-	16% AI	14% AI	4% *	9%	19% AJ	11%
Don't know	25%	25%	-	25% AH	15%	24% *	19%	22%	54% AJ.AK
Net: Informed	39%	39%	-	39%	43%	38% *	49% AK.AL	33% AL	22%
Net: Not informed	37%	37%	-	37%	42%	38% *	31%	45% AJ.AL	24%
Mean	2.44	2.44	-	2.43	2.45	2.52 *	2.64 AK	2.25	2.39 *
Std. dev	0.91	0.91	-	0.95	0.88	0.70	0.85	0.91	1.01

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base: : respondents in full-time or part-time employment only	1260	1260	-	670	402	101	543	586	131
Base: : respondents in full-time or part-time employment only	1300	1300	-	757	359	84	564	592	143
Very confident [4]	8%	8%	-	10%	6%	4% *	12% AK.AL	6%	3%
Fairly confident [3]	30%	30%	-	28%	35% AG	41% AG*	40% AK.AL	26% AL	14%
Not very confident [2]	19%	19%	-	19%	23%	27% *	18%	22% AL	13%
Not at all confident [1]	13%	13%	-	15% AI	11%	5% *	8%	18% AJ.AL	9%
Don't know	29%	29%	-	29%	25%	23% *	23%	28%	60% AJ.AK
Net: Confident	39%	39%	-	38%	42%	45% *	52% AK.AL	31% AL	17%
Net: Not confident	32%	32%	-	34%	33%	32% *	25%	40% AJ.AL	22%
Mean	2.49	2.49	-	2.45	2.50	2.58 *	2.74 AK.AL	2.26	2.29 *
Std. dev	0.92	0.92	-	0.98	0.84	0.69	0.84	0.93	0.93

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	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% AF	9%	15%	14%	12% *	22% AK.AL	5%	5%
Neither optimistic nor pessimistic [3]	24%	23%	26%	23%	25%	27% *	30% AK	20%	25%
Fairly pessimistic [2]	36%	36%	35%	35%	36%	32% *	34%	39% AJ.AL	28%
Very pessimistic [1]	21%	18%	24% AE	19%	16%	16% *	9%	31% AJ.AL	13%
Don't know	6%	7% AF	5%	6%	8%	13% AG*	4%	3%	29% AJ.AK
Net: Optimistic	13%	16% AF	10%	17%	15%	12% *	24% AK.AL	6%	5%
Net: Pessimistic	56%	54%	60% AE	54%	52%	48% *	43%	70% AJ.AL	41%
Mean	2.34	2.42 AF	2.23	2.42	2.45	2.41 *	2.74 AK.AL	2.03	2.32 AK
Std. dev	1.01	1.02	0.97	1.03	1.00	0.96	0.98	0.92	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
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	2260	1260	1000	670	402	101	901	1145	214
Base	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% AK.AL	7%	6%
Not very confident [2]	46%	47%	45%	47%	46%	54% *	48% AL	47% AL	37%
Not at all confident [1]	29%	26%	34% AE	26%	24%	24% *	19%	39% AJ.AL	21%
Don't know	10%	11%	9%	9%	14% AG	11% *	7%	6%	36% AJ.AK
Net: Confident	15%	16%	13%	17%	16%	12% *	26% AK.AL	8%	6%
Net: Not confident	75%	73%	78% AE	74%	70%	77% *	67% AL	86% AJ.AL	58%
Mean	1.86	1.91 AF	1.79	1.92	1.92	1.87 *	2.10 AK.AL	1.68	1.77
Std. dev	0.72	0.72	0.70	0.73	0.71	0.62	0.74	0.66	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	1%	2% AF	0%	1%	1%	- *	2% AK	1%	-
Fairly confident [3]	10%	11%	10%	12%	9%	11% *	18% AK.AL	6%	4%
Not very confident [2]	44%	44%	45%	46%	43%	39% *	48% AL	43% AL	35%
Not at all confident [1]	35%	34%	38%	33%	34%	44% AG*	26%	45% AJ.AL	27%
Don't know	9%	10% AF	7%	8%	13% AG	7% *	6%	5%	34% AJ.AK
Net: Confident	12%	13%	10%	13%	10%	11% *	20% AK.AL	7%	4%
Net: Not confident	80%	78%	83% AE	79%	77%	83% *	74% AL	88% AJ.AL	62%
Mean	1.75	1.78 AF	1.70	1.80	1.75	1.64 *	1.95 AK.AL	1.60	1.65
Std. dev	0.70	0.72	0.67	0.71	0.70	0.68	0.74	0.64	0.59

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	2%	2%	2%	2%	1%	- *	3% AK	1%	2%
Fairly confident [3]	18%	19%	16%	19%	18%	19% *	30% AK.AL	11% AL	4%
Not very confident [2]	45%	44%	46%	43%	45%	49% *	45% AL	48% AL	31%
Not at all confident [1]	23%	21%	25% AE	22%	18%	19% *	13%	32% AJ.AL	17%
Don't know	13%	14%	12%	12%	18% AG	13% *	10%	9%	46% AJ.AK
Net: Confident	19%	21% AF	17%	22%	19%	19% *	33% AK.AL	12% AL	6%
Net: Not confident	67%	65%	71% AE	66%	63%	68% *	58% AL	79% AJ.AL	48%
Mean	1.98	2.03 AF	1.92	2.02	2.03	2.00 *	2.26 AK.AL	1.79	1.82 *
Std. dev	0.74	0.75	0.73	0.77	0.70	0.66	0.74	0.67	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	3%	3%	2%	3%	3%	- *	5% AK.AL	1%	1%
Fairly confident [3]	27%	29% AF	23%	31%	30%	24% *	42% AK.AL	17%	11%
Not very confident [2]	39%	38%	40%	38%	36%	46% *	35%	43% AJ.AL	32%
Not at all confident [1]	21%	18%	26% AE	19%	16%	19% *	10%	32% AJ.AL	16% AJ
Don't know	10%	11%	9%	9%	15% AG	11% *	7%	7%	39% AJ.AK
Net: Confident	29%	32% AF	25%	34%	33%	24% *	48% AK.AL	18% AL	12%
Net: Not confident	61%	56%	66% AE	57%	52%	65% AH*	46%	75% AJ.AL	49%
Mean	2.12	2.19 AF	2.01	2.19	2.23	2.06 *	2.46 AK.AL	1.86	1.93
Std. dev	0.80	0.80	0.79	0.80	0.79	0.70	0.76	0.74	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	1%	1%	1%	1%	1%	- *	2% AK	0%	1%
Fairly prepared [3]	14%	15%	12%	16%	13%	15% *	25% AK.AL	7%	5%
Not very prepared [2]	48%	48%	48%	47%	51%	49% *	52% AL	47% AL	36%
Not at all prepared [1]	29%	27%	33% AE	29%	24%	26% *	15%	42% AJ.AL	23% AJ
Don't know	8%	8%	7%	7%	11%	9% *	7% AK	3%	35% AJ.AK
Net: Prepared	15%	17% AF	13%	17%	14%	15% *	27% AK.AL	7%	5%
Net: Not prepared	77%	75%	80% AE	76%	75%	75% *	66%	89% AJ.AL	60%
Mean	1.86	1.90 AF	1.80	1.89	1.90	1.88 *	2.16 AK.AL	1.64	1.73
Std. dev	0.70	0.71	0.69	0.73	0.67	0.67	0.70	0.63	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	3%	4% AF	2%	4%	3%	2% *	5% AK.AL	2%	1%
Fairly prepared [3]	27%	28%	27%	27%	28%	28% *	41% AK.AL	19%	13%
Not very prepared [2]	40%	39%	41%	38%	41%	43% *	37%	44% AJ.AL	33%
Not at all prepared [1]	25%	24%	25%	26%	21%	21% *	12%	34% AJ.AL	24% AJ
Don't know	5%	5%	5%	5%	7%	7% *	4% AK	1%	28% AJ.AK
Net: Prepared	30%	32%	29%	32%	32%	29% *	47% AK.AL	21%	14%
Net: Not prepared	65%	63%	66%	64%	62%	64% *	50%	78% AJ.AL	58%
Mean	2.09	2.12	2.06	2.10	2.15	2.11 *	2.41 AK.AL	1.88	1.87
Std. dev	0.82	0.83	0.79	0.85	0.80	0.77	0.78	0.77	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very prepared [4]	1%	1%	1%	1%	2%	- *	2% AK	0%	1%
Fairly prepared [3]	19%	20%	18%	20%	20%	16% *	27% AK.AL	15% AL	8%
Not very prepared [2]	45%	45%	46%	43%	45%	51% *	47% AL	45% AL	37%
Not at all prepared [1]	30%	28%	31%	31%	27%	26% *	21%	37% AJ.AL	25%
Don't know	5%	6%	5%	5%	6%	7% *	3%	2%	30% AJ.AK
Net: Prepared	20%	21%	19%	21%	22%	16% *	29% AK.AL	16% AL	8%
Net: Not prepared	75%	73%	77%	74%	72%	77% *	68%	83% AJ.AL	62%
Mean	1.91	1.94	1.88	1.91	1.97	1.89 *	2.10 AK.AL	1.78	1.77
Std. dev	0.74	0.75	0.72	0.75	0.77	0.67	0.75	0.71	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
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	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	11%	10%	12%	10%	10%	7% *	15% AK.AL	9% AL	4%
Fairly confident [3]	44%	47% AF	40%	47%	49%	49% *	52% AK.AL	38%	41%
Not very confident [2]	26%	25%	27%	24%	27%	24% *	22%	31% AJ.AL	17%
Not at all confident [1]	12%	11%	13%	12%	8%	12% *	8%	15% AJ	12%
Don't know	7%	7%	9%	7%	6%	8% *	3%	7% AJ	27% AJ.AK
Net: Confident	55%	58% AF	51%	57%	59%	56% *	67% AK.AL	47%	45%
Net: Not confident	38%	36%	40% AE	36%	35%	36% *	30%	46% AJ.AL	29%
Mean	2.58	2.61	2.54	2.58	2.64	2.55 *	2.76 AK.AL	2.45	2.50
Std. dev	0.86	0.83	0.89	0.85	0.78	0.82	0.81	0.87	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	13%	12%	16% AE	10%	14%	7% *	18% AK.AL	11%	7%
Fairly confident [3]	45%	52% AF	37%	51%	53%	51% *	53% AK.AL	41%	40%
Not very confident [2]	22%	21%	25% AE	21%	21%	23% *	17%	28% AJ.AL	16%
Not at all confident [1]	10%	9%	12%	11% AH	6%	12% *	8%	12% AJ	11%
Don't know	8%	7%	10% AE	7%	6%	7% *	4%	8% AJ	26% AJ.AK
Net: Confident	59%	63% AF	53%	61%	67%	58% *	71% AK.AL	52%	47%
Net: Not confident	33%	30%	37% AE	31%	27%	35% *	25%	40% AJ.AL	27%
Mean	2.67	2.70	2.63	2.66	2.79 AG.AI	2.57 *	2.85 AK.AL	2.54	2.59
Std. dev	0.86	0.81	0.92	0.82	0.77	0.81	0.82	0.87	0.86

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing 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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	30%	28%	34% AE	26%	29%	26% *	35% AK.AL	29%	22%
Fairly confident [3]	45%	49% AF	40%	49%	49%	50% *	46% AL	45% AL	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% AJ	5%
Don't know	7%	5%	8% AE	5%	6%	6% *	3%	6% AJ	23% AJ.AK
Net: Confident	75%	77%	74%	75%	78%	76% *	81% AK.AL	74% AL	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 AK.AL	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
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	2260	1260	1000	670	402	101	901	1145	214
Base	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% AK.AL	34%	30%
Not very confident [2]	27%	28%	26%	27%	29%	34% *	27%	29% AL	21%
Not at all confident [1]	19%	18%	21%	20%	16%	16% *	14%	22% AJ	23% AJ
Don't know	7%	6%	7%	7%	5%	7% *	3%	7% AJ	20% AJ.AK
Net: Confident	47%	47%	47%	47%	50%	44% *	56% AK.AL	42%	37%
Net: Not confident	46%	46%	46%	46%	45%	50% *	41%	51% AJ	44%
Mean	2.39	2.41	2.37	2.39	2.47	2.35 *	2.54 AK.AL	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
brunswick12_UK_2. A significant reduction in household income		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	5%	4%	5%	5% AI	4% AI	- *	6% AL	4%	2%
Fairly confident [3]	25%	25%	24%	26%	25%	25% *	29% AK.AL	22%	19%
Not very confident [2]	38%	38%	38%	37%	40%	42% *	39% AL	39% AL	27%
Not at all confident [1]	25%	25%	26%	25%	24%	24% *	20%	28% AJ	30% AJ
Don't know	8%	8%	8%	8%	7%	8% *	5%	7%	22% AJ.AK
Net: Confident	29%	29%	29%	30%	29%	25%	35% AK.AL	26%	21%
Net: Not confident	63%	63%	64%	62%	64%	66% *	60%	67% AJ.AL	57%
Mean	2.09	2.10	2.08	2.11	2.10	2.01 *	2.22 AK.AL	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AE	AF	AG	AH	AI	AJ	AK	AL
Unweighted base	2260	1260	1000	670	402	101	901	1145	214
Base	2260	1300	960	757	359	84	902	1127	231
Very confident [4]	6%	6%	6%	6% AI	5% AI	- *	7% AL	6%	3%
Fairly confident [3]	37%	36%	37%	37%	36%	37% *	45% AK.AL	32%	26%
Not very confident [2]	34%	36%	31%	33%	41% AG	37% *	31%	36% AJ	30%
Not at all confident [1]	17%	15%	19%	18% AH	11%	17% *	12%	20% AJ	19% AJ
Don't know	7%	7%	7%	7%	6%	9% *	4%	6%	22% AJ.AK
Net: Confident	43%	42%	43%	43%	42%	37%	52%	38%	29%
Net: Not confident	51%	51%	50%	50%	52%	53% *	44%	57% AJ	48%
Mean	2.34	2.35	2.33	2.34	2.38	2.23 *	2.49 AK.AL	2.24	2.18
Std. dev	0.85	0.83	0.87	0.86	0.77	0.74	0.81	0.86	0.84

Cell Contents (CM, DN/DO/DP, DQ/DR/DS/DT/DU/DV/DW/DX, DY/DZ/EA/EB/EC/ED/EE/EF, EG/EH/EI/EJ/EK/EL/EM/EN, EO/EP/EQ/ER/ES, ET/EU/E

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	3%	29% AN.AO.AP.AQ*	1%	1%	1%	0%	5% AS.AT	1%	0%
Fairly well protected [3]	37%	57% AO.AP.AQ*	64% AO.AP.AQ	16% AP	5%	17% AP	64% AS.AT	12%	17%
Not very well protected [2]	38%	8% *	27% AM	69% AM.AN.AP.AQ	28% AM	21% AM	24%	56% AR.AT	21%
Not at all protected [1]	12%	3% *	2%	10% AM.AN.AQ	63% AM.AN.AO.AQ	2%	2%	27% AR.AT	2%
Don't know	10%	3% *	6%	5%	3%	60% AM.AN.AO.AP	6%	4%	60% AR.AS
Net: Protected	40%	86% AN.AO.AP.AQ*	66% AO.AP.AQ	16% AP	6%	17% AP	68% AS.AT	13%	17%
Net: Not protected	50%	10% *	28% AM	79% AM.AN.AQ	91% AM.AN.AO.AQ	23% AM	26%	83% AR.AT	23%
Mean	2.34	3.17 AN.AO.AP.AQ*	2.70 AO.AP.AQ	2.08 AP	1.42	2.40 AO.AP*	2.76 AS.AT	1.87	2.40 AS*
Std. dev	0.75	0.68	0.53	0.54	0.64	0.58	0.57	0.65	0.58

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

How well, if at all, do you think the UK 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
	AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	6%	100% AN.AO.AP.AQ*	-	-	-	-	12% AS.AT	-	-
Fairly well protected [3]	42%	- *	100% AM.AO.AP.AQ	-	-	-	88% AS.AT	-	-
Not very well protected [2]	29%	- *	-	100% AM.AN.AP.AQ	-	-	-	69% AR.AT	-
Not at all protected [1]	13%	- *	-	-	100% AM.AN.AO.AQ	-	-	31% AR.AT	-
Don't know	10%	- *	-	-	-	100% AM.AN.AO.AP	-	-	100% AR.AS
Net: Protected	48%	100% AO.AP.AQ*	100% AO.AP.AQ	-	-	-	100% AS.AT	-	-
Net: Not protected	43%	- *	-	100% AM.AN.AQ	100% AM.AN.AQ	-	-	100% AR.AT	-
Mean	2.45	4.00 AN*	3.00 AO.AP	2.00	1.00	-	3.12 AS	1.69	-
Std. dev	0.82	-	0.00	-	-	-	0.33	0.46	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	2%	19% AN.AO.AP.AQ*	1%	0%	-	-	4% AS.AT	0%	-
Fairly well protected [3]	24%	50% AO.AP.AQ*	42% AO.AP.AQ	10% AP.AQ	5%	4%	43% AS.AT	9% AT	4%
Not very well protected [2]	47%	25% AQ*	46% AM.AP.AQ	73% AM.AN.AP.AQ	27% AQ	12%	43% AT	59% AR.AT	12%
Not at all protected [1]	16%	3% *	5%	14% AM.AN.AQ	66% AM.AN.AO.AQ	3%	5%	31% AR.AT	3%
Don't know	12%	3% *	6% AO.AP	2%	1%	82% AM.AN.AO.AP	6% AS	2%	82% AR.AS
Net: Protected	26%	69% AN.AO.AP.AQ*	43% AO.AP.AQ	11% AP.AQ	5%	4%	46% AS.AT	9% AT	4%
Net: Not protected	62%	27% AQ*	51% AM.AQ	87% AM.AN.AQ	94% AM.AN.AO.AQ	14%	48% AT	89% AR.AT	14%
Mean	2.14	2.89 AN.AO.AP*	2.42 AO.AP	1.97 AP	1.38	2.05 **	2.48 AS	1.78	2.05 **
Std. dev	0.72	0.75	0.62	0.51	0.58	0.60	0.65	0.60	0.60

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

	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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	3%	32% AN.AO.AP.AQ*	2% AP	1%	-	1%	6% AS.AT	1%	1%
Fairly well protected [3]	31%	54% AO.AP.AQ*	57% AO.AP.AQ	12% AP.AQ	1%	4%	56% AS.AT	9%	4%
Not very well protected [2]	37%	12% AQ*	29% AM.AQ	70% AM.AN.AP.AQ	23% AM.AQ	5%	26% AT	55% AR.AT	5%
Not at all protected [1]	14%	1% *	4%	11% AM.AN.AQ	71% AM.AN.AO.AQ	1%	3%	30% AR.AT	1%
Don't know	15%	2% *	9% AM.AP	6%	4%	89% AM.AN.AO.AP	8% AS	6%	89% AR.AS
Net: Protected	34%	85% AN.AO.AP.AQ*	59% AO.AP.AQ	13% AP.AQ	1%	6% AP	62% AS.AT	9%	6%
Net: Not protected	51%	13% AQ*	32% AM.AQ	81% AM.AN.AQ	95% AM.AN.AO.AQ	5%	30% AT	85% AR.AT	5%
Mean	2.27	3.18 AN.AO.AP*	2.63 AO.AP	2.03 AP	1.27	2.56 **	2.70 AS	1.79	2.56 **
Std. dev	0.78	0.68	0.60	0.53	0.47	0.80	0.63	0.62	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	7%	50% AN.AO.AP.AQ*	6% AP.AQ	4% AQ	2%	0%	12% AS.AT	3% AT	0%
Fairly well protected [3]	36%	39% AO.AP.AQ*	61% AM.AO.AP.AQ	23% AP.AQ	5%	10%	59% AS.AT	18% AT	10%
Not very well protected [2]	33%	9% *	27% AM.AQ	61% AM.AN.AP.AQ	21% AM.AQ	6%	25% AT	49% AR.AT	6%
Not at all protected [1]	13%	- *	1%	8% AM.AN.AQ	72% AM.AN.AO.AQ	-	1%	28% AR.AT	-
Don't know	11%	3% *	4% AP	3%	1%	84% AM.AN.AO.AP	4%	2%	84% AR.AS
Net: Protected	43%	89% AN.AO.AP.AQ*	68% AO.AP.AQ	27% AP.AQ	7%	10%	70% AS.AT	21% AT	10%
Net: Not protected	46%	9% *	28% AM.AQ	70% AM.AN.AQ	93% AM.AN.AO.AQ	6%	26% AT	77% AR.AT	6%
Mean	2.43	3.43 AN.AO.AP*	2.76 AO.AP	2.24 AP	1.37	2.65 **	2.84 AS	1.96	2.65 **
Std. dev	0.83	0.65	0.59	0.66	0.66	0.51	0.64	0.78	0.51

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well protected [4]	2%	17% AN.AO.AP.AQ*	1%	1%	0%	0%	3% AS.AT	1%	0%
Fairly well protected [3]	14%	20% AO.AP.AQ*	23% AO.AP.AQ	8% AP.AQ	3%	2%	22% AS.AT	6% AT	2%
Not very well protected [2]	41%	42% AP.AQ*	44% AP.AQ	57% AM.AN.AP.AQ	19%	13%	44% AT	45% AT	13%
Not at all protected [1]	27%	13% *	21% AQ	24% AM.AQ	71% AM.AN.AO.AQ	8%	20% AT	39% AR.AT	8%
Don't know	17%	8% *	11% AP	11%	7%	77% AM.AN.AO.AP	11%	9%	77% AR.AS
Net: Protected	15%	37% AN.AO.AP.AQ*	24% AO.AP.AQ	9% AP.AQ	3%	3%	26% AS.AT	7% AT	3%
Net: Not protected	68%	55% AQ*	65% AQ	81% AM.AN.AQ	90% AM.AN.AO.AQ	21%	63% AT	84% AR.AT	21%
Mean	1.89	2.45 AN.AO.AP.AQ*	2.05 AO.AP.AQ	1.84 AP	1.28	1.81 AP*	2.10 AS.AT	1.66	1.81 *
Std. dev	0.75	0.95	0.74	0.60	0.54	0.69	0.78	0.63	0.69

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very well informed [4]	3%	13% AN.AO.AP.AQ*	2%	2%	6% AN.AO.AQ	1%	3%	3%	1%
Fairly well informed [3]	32%	50% AO.AP.AQ*	40% AO.AP.AQ	26% AQ	27% AQ	8%	41% AS.AT	26% AT	8%
Not very well informed [2]	43%	26% *	44% AM.AP	53% AM.AN.AP.AQ	30%	41% AM.AP	42%	46%	41%
Not at all informed [1]	13%	4% *	7%	13% AM.AN	34% AM.AN.AO.AQ	16% AM.AN	7%	20% AR	16% AR
Don't know	9%	7% *	7% AP	6%	3%	34% AM.AN.AO.AP	7%	5%	34% AR.AS
Net: Informed	35%	62% AN.AO.AP.AQ*	42% AO.AP.AQ	28% AQ	33% AQ	8%	45% AS.AT	30% AT	8%
Net: Not informed	57%	31% *	51% AM	66% AM.AN.AQ	64% AM.AN	57% AM	49%	66% AR.AT	57% AR
Mean	2.27	2.76 AN.AO.AP.AQ	2.40 AO.AP.AQ	2.18 AP.AQ	2.04	1.89	2.44 AS.AT	2.14 AT	1.89
Std. dev	0.74	0.74	0.65	0.69	0.93	0.64	0.68	0.78	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Strongly support [5]	4%	7% AQ*	4% AQ	4% AQ	5% AQ	-	4% AT	4% AT	-
Tend to support [4]	24%	37% AO.AP.AQ*	30% AO.AP.AQ	20% AQ	17%	11%	31% AS.AT	19% AT	11%
Neither support nor oppose [3]	29%	31% AQ*	31% AP.AQ	33% AP.AQ	23%	17%	31% AT	30% AT	17%
Tend to oppose [2]	19%	11% *	20% AM	21% AM	16%	16%	19%	19%	16%
Strongly oppose [1]	15%	13% *	9%	14% AN	33% AM.AN.AO.AQ	14% AN	10%	20% AR	14%
Don't know	10%	1% *	6%	8% AM	6%	42% AM.AN.AO.AP	5%	7%	42% AR.AS
Net: Support	28%	44% AO.AP.AQ*	34% AO.AP.AQ	24% AQ	22% AQ	11%	35% AS.AT	24% AT	11%
Net: Oppose	33%	24% *	29%	35% AM.AN	49% AM.AN.AO.AQ	30%	28%	39% AR.AT	30%
Mean	2.82	3.13 AO.AP.AQ*	3.00 AO.AP.AQ	2.78 AP.AQ	2.41	2.43	3.02 AS.AT	2.66	2.43
Std. dev	1.12	1.14	1.04	1.09	1.27	1.07	1.06	1.16	1.07

Brunswick Group

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Sample Size: 2260 adults in the UK

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
	AM	AN	AO	AP	AQ	AR	AS	AT
brunswick5. If the UK 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	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Higher taxes	20%	35% AO.AP.AQ*	27% AO.AP.AQ	16% AP.AQ	9%	9%	28% AS.AT	14%	9%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	32% AQ*	39% AQ	44% AM.AQ	58% AM.AN.AO.AQ	17%	38% AT	49% AR.AT	17%
Increased government borrowing	15%	23% AO.AP.AQ*	19% AO.AP.AQ	13% AP.AQ	7%	7%	19% AS.AT	11%	7%
I would not be willing to accept any of these	23%	21% *	21%	26% AN	22%	27%	21%	24%	27%
Don't know	15%	11% *	11%	14%	9% AM.AN.AO.AP	44%	11%	12% AR.AS	44%
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	1260	82	565	342	149	122	647	491	122
Base: : respondents in full-time or part-time employment only	1300	87	563	348	168	134	650	516	134
Very well prepared [4]	7%	15% AO.AQ*	9% AO	3%	7%	3% *	10% AS.AT	4%	3% *
Fairly well prepared [3]	33%	44% AP.AQ*	39% AP.AQ	33% AQ	23%	18% *	39% AS.AT	29% AT	18% *
Not very well prepared [2]	23%	18% *	20%	34% AM.AN.AP.AQ	21%	13% *	20%	30% AR.AT	13% *
Not at all prepared [1]	11%	7% *	9%	10%	26% AM.AN.AO.AQ	6% *	9%	15% AR.AT	6% *
Don't know	26%	16% *	23%	21%	23%	59% AM.AN.AO.AP*	22%	21%	59% AR.AS*
Net: Prepared	40%	59% AO.AP.AQ*	48% AO.AP.AQ	36% AQ	29%	22% *	49% AS.AT	34% AT	22% *
Net: Not prepared	34%	25% *	29%	44% AM.AN.AQ	47% AM.AN.AQ	19% *	28%	45% AR.AT	19% *
Mean	2.49	2.79 AO.AP*	2.63 AO.AP	2.36 AP	2.13 *	2.46 *	2.65 AS	2.29	2.46 *
Std. dev	0.86	0.83	0.84	0.75	0.99	0.85	0.84	0.84	0.85

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base: : respondents in full-time or part-time employment only	1260	82	565	342	149	122	647	491	122
Base: : respondents in full-time or part-time employment only	1300	87	563	348	168	134	650	516	134
Very well informed [4]	8%	20% AN.AO.AQ*	9% AO	5%	9%	3% *	11% AS.AT	6%	3% *
Fairly well informed [3]	30%	39% AP.AQ*	36% AO.AP.AQ	29% AQ	22%	17% *	37% AS.AT	26% AT	17% *
Not very well informed [2]	23%	20% *	21% AQ	31% AN.AQ	25% AQ	11% *	21% AT	29% AR.AT	11% *
Not at all informed [1]	14%	7% *	12%	13%	25% AM.AN.AO.AQ	12% *	11%	17% AR	12% *
Don't know	25%	14% *	21%	23%	20%	57% AM.AN.AO.AP*	20%	22%	57% AR.AS*
Net: Informed	39%	59% AO.AP.AQ*	46% AO.AP.AQ	33% AQ	31%	20% *	47% AS.AT	33% AT	20% *
Net: Not informed	37%	27% *	33%	44% AM.AN.AQ	49% AM.AN.AQ	23% *	32%	46% AR.AT	23% *
Mean	2.44	2.84 AN.AO.AP.AQ*	2.54 AO.AP	2.32	2.20 *	2.27 *	2.59 AS.AT	2.28	2.27 *
Std. dev	0.91	0.87	0.89	0.83	1.01	0.96	0.89	0.89	0.96

Brunswick Group

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Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base: : respondents in full-time or part-time employment only	1260	82	565	342	149	122	647	491	122
Base: : respondents in full-time or part-time employment only	1300	87	563	348	168	134	650	516	134
Very confident [4]	8%	19% AO.AP.AQ*	11% AO.AQ	3%	7%	3% *	12% AS.AT	5%	3% *
Fairly confident [3]	30%	36% AQ*	35% AP.AQ	30% AQ	24%	18% *	35% AS.AT	28%	18% *
Not very confident [2]	19%	21% AQ*	19% AQ	27% AN.AP.AQ	15%	7% *	19% AT	23% AT	7% *
Not at all confident [1]	13%	5% *	9%	13%	28% AM.AN.AO.AQ	10% *	9%	18% AR	10% *
Don't know	29%	19% *	26%	27%	26%	61% AM.AN.AO.AP*	25%	27%	61% AR.AS*
Net: Confident	39%	55% AO.AP.AQ*	46% AO.AP.AQ	33% AQ	31%	22% *	47% AS.AT	32% AT	22% *
Net: Not confident	32%	26% *	28% AQ	40% AN.AQ	43% AM.AN.AQ	17% *	28% AT	41% AR.AT	17% *
Mean	2.49	2.85 AO.AP.AQ*	2.64 AO.AP	2.32	2.14 *	2.38 *	2.67 AS	2.26	2.38 *
Std. dev	0.92	0.86	0.89	0.82	1.04	0.97	0.88	0.90	0.97

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Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very optimistic [5]	1%	7% AN.AO.AQ*	1%	1%	3% AN	1%	2%	1%	1%
Fairly optimistic [4]	12%	34% AN.AO.AP.AQ*	18% AO.AP.AQ	6%	3%	4%	20% AS.AT	5%	4%
Neither optimistic nor pessimistic [3]	24%	17% AP*	31% AM.AO.AP	22% AP	8%	28% AM.AP	29% AS	18%	28% AS
Fairly pessimistic [2]	36%	28% *	37% AP.AQ	44% AM.AN.AP.AQ	26%	25%	36% AT	38% AT	25%
Very pessimistic [1]	21%	9% *	10%	23% AM.AN.AQ	57% AM.AN.AO.AQ	14%	10%	34% AR.AT	14%
Don't know	6%	5% *	3%	4%	3%	28% AM.AN.AO.AP	4%	4%	28% AR.AS
Net: Optimistic	13%	41% AN.AO.AP.AQ*	19% AO.AP.AQ	6%	6%	5%	22% AS.AT	6%	5%
Net: Pessimistic	56%	38% *	47%	67% AM.AN.AQ	83% AM.AN.AO.AQ	39%	46%	72% AR.AT	39%
Mean	2.34	3.01 AN.AO.AP.AQ*	2.61 AO.AP.AQ	2.14 AP	1.64	2.34 AO.AP	2.66 AS.AT	1.98	2.34 AS
Std. dev	1.01	1.15	0.93	0.88	0.97	0.89	0.97	0.94	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
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	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	1%	8% AN.AO.AP.AQ*	1%	1%	1%	-	2%	1%	-
Fairly confident [3]	14%	34% AN.AO.AP.AQ*	19% AO.AP.AQ	9% AP	4%	6%	21% AS.AT	7%	6%
Not very confident [2]	46%	36% *	52% AM.AP.AQ	54% AM.AP.AQ	28%	30%	50% AT	46% AT	30%
Not at all confident [1]	29%	19% *	22%	30% AM.AN.AQ	63% AM.AN.AO.AQ	20%	21%	40% AR.AT	20%
Don't know	10%	3% *	6%	7%	4%	45% AM.AN.AO.AP	6%	6%	45% AR.AS
Net: Confident	15%	42% AN.AO.AP.AQ*	20% AO.AP.AQ	10%	5%	6%	23% AS.AT	8%	6%
Net: Not confident	75%	55% *	73% AM.AQ	84% AM.AN.AQ	91% AM.AN.AO.AQ	49%	71% AT	86% AR.AT	49%
Mean	1.86	2.32 AN.AO.AP.AQ*	1.99 AO.AP.AQ	1.79 AP	1.42	1.74 AP*	2.04 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	1%	8% AN.AO.AP.AQ*	1%	0%	1%	-	2% AS	1%	-
Fairly confident [3]	10%	19% AO.AP.AQ*	16% AO.AP.AQ	6% AP	2%	5%	16% AS.AT	5%	5%
Not very confident [2]	44%	46% AP.AQ*	50% AP.AQ	50% AP.AQ	26%	29%	49% AS.AT	42% AT	29%
Not at all confident [1]	35%	25% *	28%	37% AM.AN.AQ	68% AM.AN.AO.AQ	24%	28%	47% AR.AT	24%
Don't know	9%	2% *	5%	6%	3%	42% AM.AN.AO.AP	5%	5%	42% AR.AS
Net: Confident	12%	28% AN.AO.AP.AQ*	17% AO.AP.AQ	6%	4%	5%	18% AS.AT	5%	5%
Net: Not confident	80%	70% AQ*	78% AQ	88% AM.AN.AQ	93% AM.AN.AO.AQ	53%	77% AT	89% AR.AT	53%
Mean	1.75	2.12 AN.AO.AP.AQ*	1.89 AO.AP.AQ	1.67 AP	1.35	1.67 AP	1.92 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	2%	15% AN.AO.AP.AQ*	1%	1%	1%	-	3% AS.AT	1%	-
Fairly confident [3]	18%	40% AN.AO.AP.AQ*	24% AO.AP.AQ	12% AP	5%	9%	26% AS.AT	10%	9%
Not very confident [2]	45%	28% *	50% AM.AP.AQ	53% AM.AP.AQ	33%	25%	47% AT	47% AT	25%
Not at all confident [1]	23%	13% *	15%	22% AM.AN.AQ	56% AM.AN.AO.AQ	15%	15%	33% AR.AT	15%
Don't know	13%	4% *	10%	11% AM.AP	6%	51% AM.AN.AO.AP	9%	9%	51% AR.AS
Net: Confident	19%	55% AN.AO.AP.AQ*	26% AO.AP.AQ	13% AP	6%	9%	29% AS.AT	11%	9%
Net: Not confident	67%	41% *	65% AM.AQ	76% AM.AN.AQ	89% AM.AN.AO.AQ	40%	62% AT	80% AR.AT	40%
Mean	1.98	2.60 AN.AO.AP.AQ*	2.13 AO.AP.AQ	1.91 AP	1.47	1.87 AP*	2.19 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	3%	19% AN.AO.AP.AQ*	2% AO.AQ	1%	2%	-	4% AS.AT	1%	-
Fairly confident [3]	27%	47% AO.AP.AQ*	40% AO.AP.AQ	18% AP.AQ	6%	11%	41% AS.AT	14%	11%
Not very confident [2]	39%	25% *	38% AM.AP.AQ	51% AM.AN.AP.AQ	30%	26%	37% AT	45% AR.AT	26%
Not at all confident [1]	21%	7% *	12%	23% AM.AN.AQ	59% AM.AN.AO.AQ	16% AM	11%	34% AR.AT	16%
Don't know	10%	2% *	7% AM.AP	7% AM.AP	3%	48% AM.AN.AO.AP	7%	6%	48% AR.AS
Net: Confident	29%	66% AN.AO.AP.AQ*	43% AO.AP.AQ	18% AP.AQ	8%	11%	45% AS.AT	15%	11%
Net: Not confident	61%	32% *	50% AM.AQ	74% AM.AN.AQ	89% AM.AN.AO.AQ	42%	48%	79% AR.AT	42%
Mean	2.12	2.80 AN.AO.AP.AQ*	2.36 AO.AP.AQ	1.96 AP	1.49	1.91 AP*	2.41 AS.AT	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	1%	9% AN.AO.AP.AQ*	1%	0%	1%	1%	2% AS	0%	1%
Fairly prepared [3]	14%	35% AN.AO.AP.AQ*	21% AO.AP.AQ	7%	4%	6%	22% AS.AT	6%	6%
Not very prepared [2]	48%	39% AP*	56% AM.AP.AQ	56% AM.AP.AQ	21%	30% AP	54% AS.AT	45% AT	30%
Not at all prepared [1]	29%	17% *	17%	33% AM.AN	70% AM.AN.AO.AQ	25% AN	17%	44% AR.AT	25% AR
Don't know	8%	1% *	6%	4%	3%	38% AM.AN.AO.AP	5%	4%	38% AR.AS
Net: Prepared	15%	43% AN.AO.AP.AQ*	21% AO.AP.AQ	8%	5%	7%	24% AS.AT	7%	7%
Net: Not prepared	77%	55% *	73% AM.AQ	88% AM.AN.AQ	91% AM.AN.AQ	55%	71% AT	89% AR.AT	55%
Mean	1.86	2.36 AN.AO.AP.AQ*	2.06 AO.AP.AQ	1.74 AP	1.33	1.72 AP	2.10 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	3%	21% AN.AO.AP.AQ*	3%	1%	2%	1%	5% AS.AT	1%	1%
Fairly prepared [3]	27%	38% AO.AP.AQ*	41% AO.AP.AQ	20% AP.AQ	7%	12%	40% AS.AT	16%	12%
Not very prepared [2]	40%	30% *	41% AM.AP.AQ	51% AM.AN.AP.AQ	26%	28%	40% AT	43% AT	28%
Not at all prepared [1]	25%	10% *	13%	25% AM.AN	64% AM.AN.AO.AQ	26% AM.AN	13%	38% AR.AT	26% AR
Don't know	5%	1% *	2%	2%	1%	34% AM.AN.AO.AP	2%	2%	34% AR.AS
Net: Prepared	30%	60% AN.AO.AP.AQ*	44% AO.AP.AQ	21% AP.AQ	9%	13%	46% AS.AT	17%	13%
Net: Not prepared	65%	39% *	54% AM	77% AM.AN.AQ	90% AM.AN.AO.AQ	54% AM	52%	81% AR.AT	54%
Mean	2.09	2.72 AN.AO.AP.AQ*	2.34 AO.AP.AQ	1.97 AP.AQ	1.46	1.82 AP	2.39 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick10_UK_3. An extreme weather event									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very prepared [4]	1%	12% AN.AO.AP.AQ*	0%	0%	0%	1%	2% AS	0%	1%
Fairly prepared [3]	19%	29% AO.AP.AQ*	27% AO.AP.AQ	15% AP.AQ	7%	7%	28% AS.AT	12% AT	7%
Not very prepared [2]	45%	33% *	49% AM.AP.AQ	55% AM.AN.AP.AQ	27%	31%	47% AT	46% AT	31%
Not at all prepared [1]	30%	25% *	21%	28% AN	64% AM.AN.AO.AQ	27%	22%	39% AR.AT	27%
Don't know	5%	1% *	2%	2%	2%	34% AM.AN.AO.AP	2%	2%	34% AR.AS
Net: Prepared	20%	40% AN.AO.AP.AQ*	28% AO.AP.AQ	15% AP.AQ	8%	7%	29% AS.AT	13%	7%
Net: Not prepared	75%	58% *	70% AM.AQ	83% AM.AN.AQ	90% AM.AN.AO.AQ	58%	68% AT	85% AR.AT	58%
Mean	1.91	2.28 AN.AO.AP.AQ*	2.07 AO.AP.AQ	1.87 AP.AQ	1.44	1.71 AP	2.10 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
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	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	11%	24% AN.AO.AP.AQ*	14% AO.AP.AQ	7%	8%	4%	15% AS.AT	7%	4%
Fairly confident [3]	44%	48% AP*	52% AO.AP.AQ	41% AP	29%	36%	52% AS.AT	38%	36%
Not very confident [2]	26%	17% *	23%	32% AM.AN.AQ	31% AM.AN.AQ	18%	22%	32% AR.AT	18%
Not at all confident [1]	12%	9% *	7%	13% AN	25% AM.AN.AO.AQ	12% AN	7%	17% AR	12% AR
Don't know	7%	2% *	4%	6%	6%	30% AM.AN.AO.AP	4%	6%	30% AR.AS
Net: Confident	55%	72% AO.AP.AQ*	66% AO.AP.AQ	48% AP	38%	40%	67% AS.AT	45%	40%
Net: Not confident	38%	26% *	30%	46% AM.AN.AQ	56% AM.AN.AO.AQ	31%	29%	49% AR.AT	31%
Mean	2.58	2.89 AO.AP.AQ*	2.76 AO.AP.AQ	2.44 AP	2.22	2.45 AP	2.78 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	13%	29% AN.AO.AP.AQ*	17% AO.AP.AQ	9%	11% AQ	5%	19% AS.AT	9%	5%
Fairly confident [3]	45%	47% AP*	51% AP.AQ	46% AP	30%	39%	50% AS.AT	41%	39%
Not very confident [2]	22%	16% *	21%	25% AM.AQ	28% AM.AN.AQ	16%	20%	26% AR.AT	16%
Not at all confident [1]	10%	6% *	6%	12% AN	24% AM.AN.AO.AQ	10% AN	6%	16% AR	10% AR
Don't know	8%	2% *	5%	8% AM.AN	8% AM	29% AM.AN.AO.AP	4%	8% AR	29% AR.AS
Net: Confident	59%	76% AO.AP.AQ*	68% AO.AP.AQ	55% AP.AQ	41%	44%	69% AS.AT	51% AR.AT	44%
Net: Not confident	33%	22% *	27%	37% AM.AN.AQ	51% AM.AN.AO.AQ	27%	26%	41%	27%
Mean	2.67	3.01 AN.AO.AP.AQ*	2.83 AO.AP.AQ	2.57 AP	2.30	2.55 AP	2.86 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
brunswick11_UK_3. Your housing situation									
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	30%	44% AO.AP.AQ*	36% AO.AP.AQ	28% AQ	24% AQ	16%	37% AS.AT	27% AT	16%
Fairly confident [3]	45%	42% *	46% AP	49% AP	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% AM.AN.AO.AQ	6%	4%	9% AR	6%
Don't know	7%	2% *	3%	5%	9% AM.AN.AO	26% AM.AN.AO.AP	3%	6% AR	26% AR.AS
Net: Confident	75%	86% AO.AP.AQ*	81% AO.AP.AQ	77% AP.AQ	61%	58%	82% AS.AT	72% AT	58%
Net: Not confident	18%	12% *	15%	18%	30% AM.AN.AO.AQ	16%	15%	22% AR	16%
Mean	3.06	3.28 AO.AP.AQ*	3.17 AO.AP.AQ	3.04 AP	2.75	2.91	3.18 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	9%	16% AO.AQ*	11% AO.AQ	6%	10%	5%	12% AS.AT	7%	5%
Fairly confident [3]	38%	49% AO.AP.AQ*	44% AO.AP.AQ	36% AP	25%	29%	45% AS.AT	33%	29%
Not very confident [2]	27%	16% *	29% AM	28% AM	27% AM	24%	27%	28%	24%
Not at all confident [1]	19%	11% *	13%	25% AM.AN	31% AM.AN.AQ	18%	13%	27% AR.AT	18%
Don't know	7%	7% *	4%	5%	7% AN	25% AM.AN.AO.AP	4%	6%	25% AR.AS
Net: Confident	47%	66% AN.AO.AP.AQ*	55% AO.AP.AQ	42% AP	34%	34%	56% AS.AT	40%	34%
Net: Not confident	46%	28% *	41% AM	53% AM.AN.AQ	59% AM.AN.AQ	42% AM	40%	55% AR.AT	42%
Mean	2.39	2.76 AN.AO.AP.AQ	2.55 AO.AP.AQ	2.24	2.14	2.27	2.57 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	5%	10% AN.AO.AQ*	4%	4%	7% AN.AQ	2%	5%	5% AT	2%
Fairly confident [3]	25%	32% AO.AP.AQ*	30% AO.AP.AQ	21%	18%	17%	30% AS.AT	20%	17%
Not very confident [2]	38%	32% *	42% AP.AQ	43% AM.AP.AQ	27%	27%	40% AT	38% AT	27%
Not at all confident [1]	25%	19% *	20%	27% AN	40% AM.AN.AO.AQ	25%	20%	31% AR	25%
Don't know	8%	7% *	5%	5%	8%	29% AM.AN.AO.AP	5%	6%	29% AR.AS
Net: Confident	29%	42% AO.AP.AQ*	34% AO.AP.AQ	25%	25%	18%	35% AS.AT	25%	18%
Net: Not confident	63%	51% *	61% AM.AQ	70% AM.AN.AQ	67% AM.AQ	52%	60%	69% AR.AT	52%
Mean	2.09	2.36 AN.AO.AP.AQ*	2.19 AO.AP.AQ	2.02	1.92	1.93	2.21 AS.AT	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AM	AN	AO	AP	AQ	AR	AS	AT
Unweighted base	2260	131	964	672	291	202	1095	963	202
Base	2260	134	946	659	302	219	1080	961	219
Very confident [4]	6%	14% AN.AO.AP.AQ*	6%	5%	7% AQ	3%	7% AT	5%	3%
Fairly confident [3]	37%	52% AO.AP.AQ*	44% AO.AP.AQ	32% AP	23%	27%	45% AS.AT	29%	27%
Not very confident [2]	34%	17% *	35% AM.AQ	39% AM.AP.AQ	29% AM	27%	33%	36% AT	27%
Not at all confident [1]	17%	12% *	10%	20% AN	35% AM.AN.AO.AQ	17% AN	10%	24% AR.AT	17% AR
Don't know	7%	5% *	4%	5%	6%	27% AM.AN.AO.AP	4%	5%	27% AR.AS
Net: Confident	43%	66% AN.AO.AP.AQ*	50% AO.AP.AQ	37%	30%	30%	52% AS.AT	35%	30%
Net: Not confident	51%	29% *	46% AM	59% AM.AN.AQ	64% AM.AN.AQ	43% AM	43%	60% AR.AT	43%
Mean	2.34	2.72 AN.AO.AP.AQ	2.49 AO.AP.AQ	2.23 AP	2.03	2.21	2.52 AS.AT	2.17	2.21
Std. dev	0.85	0.87	0.77	0.83	0.96	0.84	0.79	0.88	0.84

Cell Contents (CV, EW/EX/EY/EZ/FA, FB/FC/FD, FE/FF/FG/FH/FI, FJ/FK/FL, FM/FN/FO/FP/FQ, FR/FS/FT, FU/FV/FW/FX/FY, FZ/GA/GB, GC/GD/GE/

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	3%	*45%* *AV.AW.AX.AY**	4% AW.AX	1%	1%	2%	7% BA.BB	1%	2%
Fairly well protected [3]	37%	*44%* *AX.AY**	78% AU.AW.AX.AY	29% AX	9%	22% AX	76% BA.BB	24%	22%
Not very well protected [2]	38%	*7%* *	12%	57% AU.AV.AX.AY	38% AU.AV.AY	17%	12%	52% AZ.BB	17%
Not at all protected [1]	12%	*2%* *	2%	8% AV.AY	50% AU.AV.AW.AY	2%	2%	18% AZ.BB	2%
Don't know	10%	*3%* *	3%	5%	3%	57% AU.AV.AW.AX	3%	4%	57% AZ.BA
Net: Protected	40%	*88%* *AW.AX.AY**	82% AW.AX.AY	30% AX	10%	24% AX	83% BA.BB	25%	24%
Net: Not protected	50%	*9%* *	15%	65% AU.AV.AY	87% AU.AV.AW.AY	19%	14%	71% AZ.BB	19%
Mean	2.34	*3.35* *AV.AW.AX.AY**	2.87 AW.AX.AY	2.24 AX	1.60	2.55 AW.AX*	2.90 BA.BB	2.08	2.55 BA*
Std. dev	0.75	*0.71*	0.49	0.62	0.69	0.68	0.52	0.70	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	6%	*64%* *AV.AW.AX.AY**	12% AW.AX.AY	3%	1%	2%	16% BA.BB	3%	2%
Fairly well protected [3]	42%	*30%* *AX**	72% AU.AW.AX.AY	41% AX.AY	14%	23% AX	69% BA.BB	34% BB	23%
Not very well protected [2]	29%	*6%* *	12% AY	46% AU.AV.AX.AY	27% AU.AV.AY	6%	12% BB	41% AZ.BB	6%
Not at all protected [1]	13%	- *	3%	8% AV.AY	57% AU.AV.AW.AY	2%	2%	20% AZ.BB	2%
Don't know	10%	- *	1%	2%	2%	68% AU.AV.AW.AX	1%	2%	68% AZ.BA
Net: Protected	48%	*94%* *AW.AX.AY**	84% AW.AX.AY	44% AX.AY	15%	25% AX	84% BA.BB	37% BB	25%
Net: Not protected	43%	*6%* *	15% AY	54% AU.AV.AY	84% AU.AV.AW.AY	7%	14% BB	61% AZ.BB	7%
Mean	2.45	*3.58* *AV.AW.AX.AY**	2.94 AW.AX.AY	2.40 AX	1.58	2.77 AW.AX*	2.99 BA.BB	2.20	2.77 BA*
Std. dev	0.82	*0.60*	0.59	0.68	0.76	0.63	0.62	0.79	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	2%	*100%* *AV.AW.AX.AY**	-	-	-	-	7% BA.BB	-	-
Fairly well protected [3]	24%	- *	100% AU.AW.AX.AY	-	-	-	93% BA.BB	-	-
Not very well protected [2]	47%	- *	-	100% AU.AV.AX.AY	-	-	-	75% AZ.BB	-
Not at all protected [1]	16%	- *	-	-	100% AU.AV.AW.AY	-	-	25% AZ.BB	-
Don't know	12%	- *	-	-	-	100% AU.AV.AW.AX	-	-	100% AZ.BA
Net: Protected	26%	*100%* *AW.AX.AY**	100% AW.AX.AY	-	-	-	100% BA.BB	-	-
Net: Not protected	62%	- *	-	100% AU.AV.AY	100% AU.AV.AY	-	-	100% AZ.BB	-
Mean	2.14	*4.00* *AV**	3.00 AW.AX	2.00	1.00	-	3.07 BA	1.75	-
Std. dev	0.72	-	0.00	-	-	-	0.25	0.43	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	3%	*47%* *AV.AW.AX.AY**	5% AW.AX.AY	1%	0%	2%	8% BA.BB	1%	2%
Fairly well protected [3]	31%	*42%* *AW.AX.AY**	68% AU.AW.AX.AY	25% AX.AY	6%	10%	66% BA.BB	20% BB	10%
Not very well protected [2]	37%	*7%* *	15% AY	59% AU.AV.AX.AY	29% AU.AV.AY	8%	15% BB	51% AZ.BB	8%
Not at all protected [1]	14%	*4%* *	3%	8% AV.AY	61% AU.AV.AW.AY	1%	3%	22% AZ.BB	1%
Don't know	15%	- *	9% AX	7% AX	3%	80% AU.AV.AW.AX	8%	6%	80% AZ.BA
Net: Protected	34%	*88%* *AV.AW.AX.AY**	73% AW.AX.AY	26% AX.AY	7%	12%	74% BA.BB	21% BB	12%
Net: Not protected	51%	*12%* *	18% AY	67% AU.AV.AY	90% AU.AV.AW.AY	9%	18% BB	73% AZ.BB	9%
Mean	2.27	*3.31* *AV.AW.AX.AY**	2.83 AW.AX.AY	2.21 AX	1.44	2.61 AW.AX*	2.86 BA.BB	2.01	2.61 BA*
Std. dev	0.78	*0.80*	0.57	0.61	0.63	0.72	0.60	0.70	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	7%	*51%* *AV.AW.AX.AY**	13% AW.AX.AY	6% AX.AY	2%	1%	16% BA.BB	5% BB	1%
Fairly well protected [3]	36%	*37%* *AX.AY**	58% AU.AW.AX.AY	36% AX.AY	14%	21%	57% BA.BB	31% BB	21%
Not very well protected [2]	33%	*10%* *	23% AY	47% AU.AV.AX.AY	27% AU.AY	9%	22% BB	42% AZ.BB	9%
Not at all protected [1]	13%	*2%* *	2%	7% AV.AY	54% AU.AV.AW.AY	2%	2%	19% AZ.BB	2%
Don't know	11%	- *	3%	4%	3%	67% AU.AV.AW.AX	3%	4%	67% AZ.BA
Net: Protected	43%	*88%* *AV.AW.AX.AY**	71% AW.AX.AY	42% AX.AY	16%	22%	73% BA.BB	35% BB	22%
Net: Not protected	46%	*12%* *	26% AY	54% AU.AV.AY	81% AU.AV.AW.AY	11%	25% BB	61% AZ.BB	11%
Mean	2.43	*3.38* *AV.AW.AX.AY**	2.85 AW.AX.AY	2.42 AX	1.63	2.63 AW.AX*	2.88 BA.BB	2.22	2.63 BA*
Std. dev	0.83	*0.75*	0.67	0.71	0.80	0.66	0.69	0.81	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well protected [4]	2%	*35%* *AV.AW.AX.AY**	3% AW.AX	1%	0%	1%	5% BA.BB	1%	1%
Fairly well protected [3]	14%	*34%* *AW.AX.AY**	30% AW.AX.AY	10% AX.AY	3%	3%	30% BA.BB	9% BB	3%
Not very well protected [2]	41%	*25%* *	39% AX.AY	56% AU.AV.AX.AY	20%	19%	38% BB	47% AZ.BB	19%
Not at all protected [1]	27%	*5%* *	15% AY	24% AU.AV.AY	70% AU.AV.AW.AY	6%	14% BB	36% AZ.BB	6%
Don't know	17%	*1%* *	14% AU.AW.AX	9%	7%	72% AU.AV.AW.AX	13% BA	8%	72% AZ.BA
Net: Protected	15%	*69%* *AV.AW.AX.AY**	33% AW.AX.AY	11% AX.AY	3%	4%	35% BA.BB	9% BB	4%
Net: Not protected	68%	*30%* *	54% AU.AY	80% AU.AV.AY	90% AU.AV.AW.AY	25%	52% BB	83% AZ.BB	25%
Mean	1.89	*3.01* *AV.AW.AX.AY**	2.24 AW.AX.AY	1.86 AX	1.29	1.94 AX*	2.30 BA.BB	1.72	1.94 BA*
Std. dev	0.75	*0.91*	0.77	0.63	0.54	0.64	0.81	0.66	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK 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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very well informed [4]	3%	*23%* *AV.AW.AX.AY**	3%	2%	5% AW.AY	1%	4% BB	3%	1%
Fairly well informed [3]	32%	*31%* *AY**	46% AW.AX.AY	32% AY	26% AY	11%	45% BA.BB	30% BB	11%
Not very well informed [2]	43%	*29%* *	40%	49% AU.AV.AX	35%	42%	39%	46% AZ	42%
Not at all informed [1]	13%	*8%* *	5%	12% AV	32% AU.AV.AW.AY	14% AV	5%	17% AZ	14% AZ
Don't know	9%	*9%* *AX**	7% AX	5%	3%	33% AU.AV.AW.AX	7%	5%	33% AZ.BA
Net: Informed	35%	*54%* *AW.AX.AY**	49% AW.AX.AY	34% AY	30% AY	12%	49% BA.BB	33% BB	12%
Net: Not informed	57%	*36%* *	45%	61% AU.AV	67% AU.AV.AY	55% AU.AV	44%	62% AZ	55% AZ
Mean	2.27	*2.77* *AV.AW.AX.AY**	2.50 AW.AX.AY	2.26 AX.AY	2.03	1.99	2.52 BA.BB	2.20 BB	1.99
Std. dev	0.74	*0.94*	0.64	0.70	0.88	0.66	0.67	0.75	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK'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
	AU	AV	AW	AX	AY	AZ	BA	BB	
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Strongly support [5]	4%	*9%* *AY**	4%	4%	4%	2%	4%	4%	2%
Tend to support [4]	24%	*29%* *AY**	31% AW.AX.AY	25% AY	21% AY	9%	31% BA.BB	24% BB	9%
Neither support nor oppose [3]	29%	*24%* *	32% AX.AY	31% AX.AY	23%	24%	32%	29%	24%
Tend to oppose [2]	19%	*17%* *	18%	21% AY	19%	13%	18%	20% BB	13%
Strongly oppose [1]	15%	*17%* *	11%	12%	28% AV.AW.AY	14%	11%	16% AZ	14%
Don't know	10%	*5%* *	5%	7%	6%	37% AU.AV.AW.AX	5%	6%	37% AZ.BA
Net: Support	28%	*38%* *AY**	35% AX.AY	29% AY	25% AY	11%	35% BA.BB	28% BB	11%
Net: Oppose	33%	*33%* *	28%	33%	46% AV.AW.AY	28%	29%	36% AZ.BB	28%
Mean	2.82	*2.97* *AY**	2.99 AX.AY	2.88 AX.AY	2.53	2.53	2.99 BA.BB	2.79 BB	2.53
Std. dev	1.12	*1.26*	1.06	1.08	1.25	1.08	1.08	1.14	1.08

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB	
brunswick5. If the UK 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	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Higher taxes	20%	*25%* *AY**	26% AW.AX.AY	21% AX.AY	15%	10%	26% BA.BB	20% BB	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*41%* *AY**	38% AY	44% AY	48% AV.AY	24%	38% BB	45% AZ.BB	24%
Increased government borrowing	15%	*2%* *	21% AU.AW.AX.AY	15% AU.AX.AY	9%	8%	20% BA.BB	13%	8%
I would not be willing to accept any of these	23%	*26%* *	21%	22%	27%	23%	21%	24%	23%
Don't know	15%	*7%* *	13%	11%	9%	40% AU.AV.AW.AX	13%	11%	40% AZ.BA
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	1260	27	331	571	182	149	358	753	149
Base: : respondents in full-time or part-time employment only	1300	*26*	355	565	192	162	381	757	162
Very well prepared [4]	7%	*31%* **	8%	6%	6%	5%	10% BA	6%	5%
Fairly well prepared [3]	33%	*33%* **	49% AW.AX.AY	31% AY	24%	17%	48% BA.BB	29% BB	17%
Not very well prepared [2]	23%	*7%* **	16%	31% AV.AY	24% AY	12%	16%	29% AZ.BB	12%
Not at all prepared [1]	11%	*11%* **	5%	11% AV.AY	26% AV.AW.AY	4%	6%	15% AZ.BB	4%
Don't know	26%	*18%* **	21%	21%	20%	62% AV.AW.AX	21%	21%	62% AZ.BA
Net: Prepared	40%	*64%* **	58% AW.AX.AY	37% AY	30%	22%	58% BA.BB	35% BB	22%
Net: Not prepared	34%	*18%* **	21%	42% AV.AY	50% AV.AY	16%	21%	44% AZ.BB	16%
Mean	2.49	*3.02* **	2.77 AW.AX	2.39 AX	2.12	2.60 AX*	2.79 BA	2.32	2.60 BA*
Std. dev	0.86	*1.02*	0.72	0.82	0.96	0.86	0.75	0.87	0.86

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base: : respondents in full-time or part-time employment only	1260	27	331	571	182	149	358	753	149
Base: : respondents in full-time or part-time employment only	1300	26	355	565	192	162	381	757	162
Very well informed [4]	8%	*31%* **	11%	7%	8%	5%	12% BA.BB	7%	5%
Fairly well informed [3]	30%	*32%* **	43% AW.AX.AY	30% AY	22%	14%	43% BA.BB	28% BB	14%
Not very well informed [2]	23%	*12%* **	22% AY	27% AY	24% AY	13%	21%	26% BB	13%
Not at all informed [1]	14%	*11%* **	6%	15% AV	27% AV.AW.AY	11%	7%	18% AZ	11%
Don't know	25%	*14%* **	18%	22%	19% AV.AW.AX	57% AZ.BA	18%	21%	57% AZ.BA
Net: Informed	39%	*63%* **	54% AW.AX.AY	36% AY	31% AY	19%	55% BA.BB	35% BB	19%
Net: Not informed	37%	*23%* **	28%	42% AV.AY	50% AV.AY	24%	28%	44% AZ.BB	24%
Mean	2.44	*2.97* **	2.71 AW.AX.AY	2.36 AX	2.16	2.29 *	2.73 BA.BB	2.31	2.29 *
Std. dev	0.91	*1.02*	0.79	0.88	1.00	0.98	0.81	0.92	0.98

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base: : respondents in full-time or part-time employment only	1260	27	331	571	182	149	358	753	149
Base: : respondents in full-time or part-time employment only	1300	*26*	355	565	192	162	381	757	162
Very confident [4]	8%	*23%* **	11%	8%	6%	5%	11%	7%	5%
Fairly confident [3]	30%	*25%* **	44% AW.AX.AY	29% AY	23%	17%	43% BA.BB	27% BB	17%
Not very confident [2]	19%	*21%* **	17% AY	24% AV.AY	19% AY	5%	17% BB	23% BB	5%
Not at all confident [1]	13%	*8%* **	6%	12% AV	31% AV.AW.AY	9%	6%	17% AZ.BB	9%
Don't know	29%	*24%* **	22%	28%	20%	63% AV.AW.AX	23%	26%	63% AZ.BA
Net: Confident	39%	*47%* **	54% AW.AX.AY	36% AY	29%	23%	54% BA.BB	34% BB	23%
Net: Not confident	32%	*29%* **	23% AY	36% AV.AY	50% AV.AW.AY	14%	24% BB	40% AZ.BB	14%
Mean	2.49	*2.81* **	2.76 AW.AX	2.44 AX	2.05	2.53 AX*	2.76 BA	2.34	2.53 *
Std. dev	0.92	*1.01*	0.78	0.89	1.00	1.02	0.80	0.93	1.02

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very optimistic [5]	1%	*6%* *AV.AW.AY**	1%	1%	3%	1%	2%	2%	1%
Fairly optimistic [4]	12%	*22%* *AW.AX.AY**	25% AW.AX.AY	9% AX	5%	7%	25% BA.BB	8%	7%
Neither optimistic nor pessimistic [3]	24%	*24%* *AX**	29% AX	26% AX	9%	25% AX	29% BA	22%	25%
Fairly pessimistic [2]	36%	*37%* *	32%	41% AV.AX.AY	31%	28%	33%	38% AZ.BB	28%
Very pessimistic [1]	21%	*11%* *	8%	20% AV	49% AU.AV.AW.AY	14% AV	8%	27% AZ.BB	14% AZ
Don't know	6%	*1%* *	5%	3%	4%	25% AU.AV.AW.AX	5%	3%	25% AZ.BA
Net: Optimistic	13%	*28%* *AW.AX.AY**	26% AW.AX.AY	10%	7%	7%	26% BA.BB	9%	7%
Net: Pessimistic	56%	*48%* *	40%	61% AV.AY	80% AU.AV.AW.AY	43%	40%	65% AZ.BB	43%
Mean	2.34	*2.75* *AW.AX.AY**	2.79 AW.AX.AY	2.28 AX	1.77	2.35 AX	2.79 BA.BB	2.15	2.35 BA
Std. dev	1.01	*1.11*	0.96	0.93	1.00	0.92	0.97	0.97	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
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	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	1%	*8%* *AV.AW.AX.AY**	2%	1%	0%	1%	2% BA	1%	1%
Fairly confident [3]	14%	*42%* *AV.AW.AX.AY**	26% AW.AX.AY	11% AX.AY	4%	6%	27% BA.BB	9%	6%
Not very confident [2]	46%	*36%* *	44% AX.AY	54% AU.AV.AX.AY	35%	35%	43%	49% AZ.BB	35%
Not at all confident [1]	29%	*14%* *	20%	29% AV.AY	56% AU.AV.AW.AY	18%	20%	35% AZ.BB	18%
Don't know	10%	*1%* *	8%	5%	4%	40% AU.AV.AW.AX	7%	5%	40% AZ.BA
Net: Confident	15%	*50%* *AV.AW.AX.AY**	28% AW.AX.AY	12% AX.AY	5%	7%	29% BA.BB	10%	7%
Net: Not confident	75%	*49%* *	64% AY	82% AU.AV.AY	91% AU.AV.AW.AY	53%	63% BB	85% AZ.BB	53%
Mean	1.86	*2.44* *AV.AW.AX.AY**	2.11 AW.AX.AY	1.84 AX	1.47	1.84 AX	2.13 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	1%	*7%* *AV.AW.AX.AY**	1%	1%	-	1%	2%	1%	1%
Fairly confident [3]	10%	*21%* *AW.AX.AY**	22% AW.AX.AY	8% AX	3%	5%	22% BA.BB	7%	5%
Not very confident [2]	44%	*40%* *	48% AX.AY	50% AX.AY	30%	33%	48% BB	45% BB	33%
Not at all confident [1]	35%	*31%* *	21%	36% AV.AY	63% AU.AV.AW.AY	25%	22%	43% AZ.BB	25%
Don't know	9%	*1%* *	7% AX	5%	3%	36% AU.AV.AW.AX	7% BA	4%	36% AZ.BA
Net: Confident	12%	*28%* *AW.AX.AY**	23% AW.AX.AY	9% AX	3%	6%	24% BA.BB	7%	6%
Net: Not confident	80%	*71%* *	70% AY	87% AU.AV.AY	93% AU.AV.AW.AY	58%	70% BB	88% AZ.BB	58%
Mean	1.75	*2.05* *AW.AX.AY**	2.04 AW.AX.AY	1.72 AX	1.38	1.71 AX	2.04 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	2%	*18%* *AV.AW.AX.AY**	2%	2%	1%	1%	3% BA	1%	1%
Fairly confident [3]	18%	*40%* *AW.AX.AY**	30% AW.AX.AY	16% AX.AY	7%	8%	31% BA.BB	14% BB	8%
Not very confident [2]	45%	*26%* *	46% AU.AX.AY	53% AU.AV.AX.AY	34%	29%	44% BB	48% BB	29%
Not at all confident [1]	23%	*15%* *	12%	20% AV	53% AU.AV.AW.AY	15%	12%	29% AZ.BB	15%
Don't know	13%	*1%* *	10% AX	10% AX	6%	46% AU.AV.AW.AX	9%	9%	46% AZ.BA
Net: Confident	19%	*59%* *AV.AW.AX.AY**	33% AW.AX.AY	17% AX.AY	7%	10%	34% BA.BB	15%	10%
Net: Not confident	67%	*41%* *	57% AY	73% AU.AV.AY	87% AU.AV.AW.AY	44%	56% BB	77% AZ.BB	44%
Mean	1.98	*2.63* *AV.AW.AX.AY**	2.26 AW.AX.AY	1.99 AX	1.52	1.93 AX	2.29 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	3%	*33%* *AV.AW.AX.AY**	5% AW.AX.AY	1%	1%	1%	7% BA.BB	1%	1%
Fairly confident [3]	27%	*37%* *AX.AY**	43% AW.AX.AY	25% AX.AY	11%	16%	43% BA.BB	22%	16%
Not very confident [2]	39%	*21%* *	33%	49% AU.AV.AX.AY	31%	26%	32%	44% AZ.BB	26%
Not at all confident [1]	21%	*8%* *	10%	19% AV	53% AU.AV.AW.AY	15%	10%	28% AZ.BB	15%
Don't know	10%	*1%* *	9% AW.AX	5%	4%	43% AU.AV.AW.AX	8% BA	5%	43% AZ.BA
Net: Confident	29%	*70%* *AV.AW.AX.AY**	48% AW.AX.AY	27% AX.AY	12%	17%	50% BA.BB	23%	17%
Net: Not confident	61%	*29%* *	43%	68% AU.AV.AY	84% AU.AV.AW.AY	40%	42%	72% AZ.BB	40%
Mean	2.12	*2.95* *AV.AW.AX.AY**	2.48 AW.AX.AY	2.09 AX	1.58	2.05 AX	2.51 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB	
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	1%	*18%* *AV.AW.AX.AY**	1%	1%	0%	1%	2% BA	1%	1%
Fairly prepared [3]	14%	*27%* *AW.AX.AY**	29% AW.AX.AY	11% AX	4%	8%	28% BA.BB	9%	8%
Not very prepared [2]	48%	*36%* *	51% AX.AY	57% AU.AX.AY	28%	33%	50% BB	50% BB	33%
Not at all prepared [1]	29%	*15%* *	13%	28% AV	65% AU.AV.AW.AY	22% AV	13%	37% AZ.BB	22% AZ
Don't know	8%	*4%* *	6% AW.AX	4%	2%	36% AU.AV.AW.AX	6% BA	3%	36% AZ.BA
Net: Prepared	15%	*44%* *AW.AX.AY**	30% AW.AX.AY	11% AX	4%	9%	31% BA.BB	10%	9%
Net: Not prepared	77%	*52%* *	64% AY	85% AU.AV.AY	93% AU.AV.AW.AY	55%	63%	87% AZ.BB	55%
Mean	1.86	*2.49* *AV.AW.AX.AY**	2.20 AW.AX.AY	1.83 AX	1.38	1.81 AX	2.22 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_2. A major public health 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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	3%	*32%* *AV.AW.AX.AY**	7% AW.AX.AY	2%	0%	1%	9% BA.BB	1%	1%
Fairly prepared [3]	27%	*35%* *AX.AY**	44% AW.AX.AY	26% AX.AY	11%	17% AX	43% BA.BB	22%	17%
Not very prepared [2]	40%	*20%* *	35%	49% AU.AV.AX.AY	30%	31%	34%	44% AZ.BB	31%
Not at all prepared [1]	25%	*11%* *	12%	21% AV	57% AU.AV.AW.AY	23% AV	12%	30% AZ.BB	23% AZ
Don't know	5%	*2%* *	3%	2%	1%	28% AU.AV.AW.AX	3%	2%	28% AZ.BA
Net: Prepared	30%	*67%* *AW.AX.AY**	50% AW.AX.AY	28% AX.AY	11%	18% AX	51% BA.BB	24%	18%
Net: Not prepared	65%	*31%* *	46%	70% AU.AV.AY	87% AU.AV.AW.AY	54% AU	45%	75% AZ.BB	54% AZ
Mean	2.09	*2.90* *AV.AW.AX.AY**	2.47 AW.AX.AY	2.08 AX.AY	1.54	1.94 AX	2.50 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very prepared [4]	1%	*28%* *AV.AW.AX.AY**	1% AW	0%	1%	1%	3% BA.BB	0%	1%
Fairly prepared [3]	19%	*24%* *AX.AY**	34% AW.AX.AY	17% AX.AY	9%	9%	33% BA.BB	15% BB	9%
Not very prepared [2]	45%	*25%* *	44% AU.AX.AY	55% AU.AV.AX.AY	30%	31%	43% BB	49% BB	31%
Not at all prepared [1]	30%	*23%* *	18%	27% AV	59% AU.AV.AW.AY	28% AV	18%	35% AZ	28% AZ
Don't know	5%	- *	3%	2%	2%	32% AU.AV.AW.AX	2%	2%	32% AZ.BA
Net: Prepared	20%	*52%* *AV.AW.AX.AY**	35% AW.AX.AY	17% AX.AY	10%	9%	36% BA.BB	15% BB	9%
Net: Not prepared	75%	*48%* *	62%	81% AU.AV.AY	88% AU.AV.AW.AY	59%	61%	83% AZ.BB	59%
Mean	1.91	*2.57* *AV.AW.AX.AY**	2.19 AW.AX.AY	1.90 AX.AY	1.51	1.74 AX	2.22 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB
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	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	11%	*33%* *AV.AW.AX.AY**	14% AW.AX.AY	10%	8%	7%	16% BA.BB	9%	7%
Fairly confident [3]	44%	*37%* *	52% AW.AX.AY	44% AX	36%	41%	51% BA.BB	42%	41%
Not very confident [2]	26%	*11%* *	24% AY	30% AU.AV.AY	28% AU.AY	15%	23% BB	29% AZ.BB	15%
Not at all confident [1]	12%	*18%* *AV**	6%	11% AV	24% AV.AW.AY	11% AV	7%	14% AZ	11% AZ
Don't know	7%	*2%* *	4%	6%	5%	26% AU.AV.AW.AX	4%	6%	26% AZ.BA
Net: Confident	55%	*69%* *AX.AY**	66% AW.AX.AY	54% AX	43%	47%	66% BA.BB	51%	47%
Net: Not confident	38%	*29%* *	30%	40% AV.AY	52% AU.AV.AW.AY	26%	30%	43% AZ.BB	26%
Mean	2.58	*2.86* *AW.AX**	2.78 AW.AX.AY	2.56 AX	2.28	2.58 AX	2.78 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	13%	*35%* *AV.AW.AX.AY**	18% AW.AX.AY	12%	10%	8%	19% BA.BB	12%	8%
Fairly confident [3]	45%	*34%* *	51% AX.AY	48% AX.AY	34%	40%	50% BB	45%	40%
Not very confident [2]	22%	*18%* *	20%	25% AY	26% AY	15%	20%	25% AZ.BB	15%
Not at all confident [1]	10%	*13%* *	6%	9%	22% AV.AW.AY	10%	7%	12% AZ	10%
Don't know	8%	- *	4%	6%	8% AV	27% AU.AV.AW.AX	4%	7% AZ	27% AZ.BA
Net: Confident	59%	*69%* *AX.AY**	69% AW.AX.AY	61% AX.AY	44%	48%	69% BA.BB	56% BB	48%
Net: Not confident	33%	*31%* *	26%	33% AV.AY	48% AV.AW.AY	25%	27%	37% AZ.BB	25%
Mean	2.67	*2.91* *AX**	2.85 AW.AX.AY	2.69 AX	2.34	2.63 AX	2.85 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing 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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	30%	*47%* *AX.AY**	34% AX.AY	32% AY	26%	20%	35% BB	30% BB	20%
Fairly confident [3]	45%	*32%* *	46%	48% AY	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% AV.AW.AY	5%	5%	7%	5%
Don't know	7%	- *	4%	4%	5%	26% AU.AV.AW.AX	4%	4%	26% AZ.BA
Net: Confident	75%	*79%* *AY**	80% AX.AY	79% AX.AY	68% AY	59%	80% BB	76% BB	59%
Net: Not confident	18%	*21%* *	16%	17%	27% AV.AW.AY	15%	17%	19%	15%
Mean	3.06	*3.16* *	3.14 AX	3.11 AX	2.83	3.01	3.14 BA	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	AU	AV	AW	AX	AY	AZ	BA	BB	
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	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	9%	*23%* *AV.AW.AX.AY**	11% AY	8%	10% AY	5%	11% BB	9%	5%
Fairly confident [3]	38%	*35%* *	44% AX.AY	39% AX	30%	33%	43% BA.BB	37%	33%
Not very confident [2]	27%	*18%* *	28% AY	30% AX.AY	23%	19%	27% BB	28% BB	19%
Not at all confident [1]	19%	*24%* *	13%	18% AV	32% AV.AW.AY	20% AV	14%	21% AZ	20%
Don't know	7%	- *	4%	5%	6%	23% AU.AV.AW.AX	4%	5%	23% AZ.BA
Net: Confident	47%	*58%* *AX.AY**	55% AW.AX.AY	47% AX.AY	40%	38%	55% BA.BB	45%	38%
Net: Not confident	46%	*42%* *	41%	48% AV.AY	55% AV.AW.AY	39%	41%	50% AZ.BB	39%
Mean	2.39	*2.57* *AX**	2.54 AW.AX.AY	2.40 AX	2.18	2.30	2.54 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	5%	*15%* *AV.AW.AX.AY**	5% AY	5% AY	5% AY	1%	6% BB	5% BB	1%
Fairly confident [3]	25%	*27%* *	30% AW.AX.AY	24%	22%	18%	30% BA.BB	23%	18%
Not very confident [2]	38%	*29%* *	41% AX.AY	42% AX.AY	30%	29%	40% BB	39% BB	29%
Not at all confident [1]	25%	*30%* *	18%	24% AV	37% AV.AW.AY	25%	19%	27% AZ	25%
Don't know	8%	- *	6%	5%	6%	27% AU.AV.AW.AX	5%	5%	27% AZ.BA
Net: Confident	29%	*41%* *AY**	35% AW.AX.AY	28% AY	27%	20%	36% BA.BB	28% BB	20%
Net: Not confident	63%	*59%* *	59%	66% AV.AY	67% AV.AY	54%	59%	67% AZ.BB	54%
Mean	2.09	*2.26* *AY**	2.23 AW.AX.AY	2.09 AX.AY	1.94	1.94	2.24 BA.BB	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		AU	AV	AW	AX	AY	AZ	BA	BB
Unweighted base	2260	*43*	538	1075	360	244	581	1435	244
Base	2260	*40*	552	1052	351	264	593	1403	264
Very confident [4]	6%	*15%* *AW.AY**	9% AW.AY	5% AY	8% AY	2%	9% BA.BB	6% BB	2%
Fairly confident [3]	37%	*50%* *AX.AY**	41% AX.AY	38% AX	26%	31%	42% BA.BB	35%	31%
Not very confident [2]	34%	*15%* *	35% AU.AY	36% AU.AY	31%	26%	34%	35% BB	26%
Not at all confident [1]	17%	*20%* *	11%	16% AV	30% AV.AW.AY	17% AV	11%	19% AZ	17%
Don't know	7%	- *	5%	4%	5%	24% AU.AV.AW.AX	5%	5%	24% AZ.BA
Net: Confident	43%	*65%* *AW.AX.AY**	49% AW.AX.AY	43% AX.AY	34%	33%	50% BA.BB	41% BB	33%
Net: Not confident	51%	*35%* *	46%	52% AU.AV.AY	61% AU.AV.AW.AY	43%	45%	54% AZ.BB	43%
Mean	2.34	*2.60* *AX.AY**	2.50 AW.AX.AY	2.34 AX	2.13	2.23	2.50 BA.BB	2.29	2.23
Std. dev	0.85	*0.98*	0.81	0.81	0.95	0.82	0.82	0.85	0.82

Cell Contents (CGF/GG, GH/GI/GJ, Minimum Base: 30 (**), Small Base: 100 (*))

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	3%	37% BD.BE.BF.BG*	3% BE.BG	1%	1%	1%	6% BI.BJ	1%	1%
Fairly well protected [3]	37%	49% BE.BF.BG*	73% BC.BE.BF.BG	22% BF	7%	28% BF	71% BI.BJ	17%	28% BI
Not very well protected [2]	38%	8% *	18%	65% BC.BD.BF.BG	30% BC.BD	24% BC.BD	17%	55% BH.BJ	24% BH
Not at all protected [1]	12%	1% *	1%	8% BD.BG	59% BC.BD.BE.BG	3% BD	1%	22% BH.BJ	3% BH
Don't know	10%	5% *	5%	4%	4%	44% BC.BD.BE.BF	5%	4%	44% BH.BI
Net: Protected	40%	86% BE.BF.BG*	76% BE.BF.BG	23% BF	7%	29% BF	77% BI.BJ	18%	29% BI
Net: Not protected	50%	9% *	19%	73% BC.BD.BG	89% BC.BD.BE.BG	28% BC.BD	18%	78% BH.BJ	28% BH
Mean	2.34	3.28 BD.BE.BF.BG*	2.82 BE.BF.BG	2.16 BF	1.48	2.47 BE.BF	2.86 BI.BJ	1.97	2.47 BI
Std. dev	0.75	0.67	0.48	0.58	0.66	0.63	0.52	0.68	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

How well, if at all, do you think the UK 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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	6%	61% BD.BE.BF.BG*	10% BE.BF.BG	2%	0%	1%	15% BI.BJ	2%	1%
Fairly well protected [3]	42%	26% BF*	77% BC.BE.BF.BG	33% BF	10%	26% BF	72% BI.BJ	26%	26%
Not very well protected [2]	29%	8% *	11%	56% BC.BD.BF.BG	22% BC.BD.BG	12%	11%	46% BH.BJ	12%
Not at all protected [1]	13%	- *	1%	8% BC.BD.BG	67% BC.BD.BE.BG	4% BD	0%	25% BH.BJ	4% BH
Don't know	10%	4% BF*	1%	1%	0%	57% BC.BD.BE.BF	2%	1%	57% BH.BI
Net: Protected	48%	88% BE.BF.BG*	87% BE.BF.BG	34% BF.BG	11%	27% BF	87% BI.BJ	28%	27%
Net: Not protected	43%	8% *	12%	64% BC.BD.BG	89% BC.BD.BE.BG	16%	12%	71% BH.BJ	16%
Mean	2.45	3.55 BD.BE.BF.BG*	2.98 BE.BF.BG	2.28 BF	1.44	2.56 BE.BF	3.03 BI.BJ	2.05	2.56 BI
Std. dev	0.82	0.65	0.49	0.64	0.70	0.68	0.53	0.76	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	2%	28% BD.BE.BF.BG*	2% BE.BG	0%	1%	-	5% BI.BJ	0%	-
Fairly well protected [3]	24%	44% BE.BF.BG*	53% BE.BF.BG	10% BF	5%	14% BF	52% BI.BJ	9%	14% BI
Not very well protected [2]	47%	20% *	38% BC.BF.BG	75% BC.BD.BF.BG	27%	21%	36% BJ	61% BH.BJ	21%
Not at all protected [1]	16%	2% *	3%	12% BC.BD.BG	67% BC.BD.BE.BG	3%	3%	28% BH.BJ	3%
Don't know	12%	7% BF*	4% BF	3%	1%	62% BC.BD.BE.BF	4% BI	2%	62% BH.BI
Net: Protected	26%	71% BD.BE.BF.BG*	56% BE.BF.BG	11% BF	6%	14% BF	57% BI.BJ	9%	14% BI
Net: Not protected	62%	22% *	41% BC.BG	87% BC.BD.BG	94% BC.BD.BE.BG	24%	39% BJ	89% BH.BJ	24%
Mean	2.14	3.04 BD.BE.BF.BG*	2.57 BE.BF.BG	1.99 BF	1.39	2.28 BE.BF*	2.61 BI.BJ	1.82	2.28 BI*
Std. dev	0.72	0.77	0.60	0.50	0.61	0.62	0.63	0.60	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	3%	100% BD.BE.BF.BG*	-	-	-	-	9% BI.BJ	-	-
Fairly well protected [3]	31%	- *	100% BC.BE.BF.BG	-	-	-	91% BI.BJ	-	-
Not very well protected [2]	37%	- *	-	100% BC.BD.BF.BG	-	-	-	72% BH.BJ	-
Not at all protected [1]	14%	- *	-	-	100% BC.BD.BE.BG	-	-	28% BH.BJ	-
Don't know	15%	- *	-	-	-	100% BC.BD.BE.BF	-	-	100% BH.BI
Net: Protected	34%	100% BE.BF.BG*	100% BE.BF.BG	-	-	-	100% BI.BJ	-	-
Net: Not protected	51%	- *	-	100% BC.BD.BG	100% BC.BD.BG	-	- -	100% BH.BJ	-
Mean	2.27	4.00 BD*	3.00 BE.BF	2.00	1.00	-	3.09 BI	1.72	-
Std. dev	0.78	-	0.00	-	-	-	0.29	0.45	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	7%	56% BD.BE.BF.BG*	11% BE.BF.BG	4%	2%	2%	15% BI.BJ	3%	2%
Fairly well protected [3]	36%	32% BF*	63% BC.BE.BF.BG	29% BF	10%	24% BF	61% BI.BJ	24%	24%
Not very well protected [2]	33%	9% *	22% BC.BG	57% BC.BD.BF.BG	23% BC.BG	11%	21% BJ	48% BH.BJ	11%
Not at all protected [1]	13%	- *	1%	7% BD.BG	65% BC.BD.BE.BG	3%	1%	23% BH.BJ	3%
Don't know	11%	3% *	3%	2%	1%	61% BC.BD.BE.BF	3%	2%	61% BH.BI
Net: Protected	43%	88% BD.BE.BF.BG*	75% BE.BF.BG	33% BF.BG	11%	26% BF	76% BI.BJ	27%	26%
Net: Not protected	46%	9% *	23% BC.BG	65% BC.BD.BG	88% BC.BD.BE.BG	13%	22% BJ	71% BH.BJ	13%
Mean	2.43	3.49 BD.BE.BF.BG*	2.87 BE.BF.BG	2.31 BF	1.48	2.63 BE.BF	2.92 BI.BJ	2.07	2.63 BI
Std. dev	0.83	0.66	0.60	0.67	0.74	0.68	0.63	0.78	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well protected [4]	2%	20% BD.BE.BF.BG*	3% BE.BG	1%	1%	-	4% BI.BJ	1%	-
Fairly well protected [3]	14%	22% BE.BF.BG*	30% BE.BF.BG	7% BF	3%	5%	29% BI.BJ	6%	5%
Not very well protected [2]	41%	37% BF.BG*	44% BF.BG	58% BC.BD.BF.BG	16%	20%	43% BJ	46% BJ	20%
Not at all protected [1]	27%	11% *	16% BG	26% BC.BD.BG	74% BC.BD.BE.BG	8%	15% BJ	39% BH.BJ	8%
Don't know	17%	9% *	8%	8%	5%	67% BC.BD.BE.BF	8%	8%	67% BH.BI
Net: Protected	15%	42% BE.BF.BG*	32% BE.BF.BG	8%	4%	5%	33% BI.BJ	7%	5%
Net: Not protected	68%	49% BG*	59% BG	84% BC.BD.BG	90% BC.BD.BE.BG	28%	59% BJ	86% BH.BJ	28%
Mean	1.89	2.56 BD.BE.BF.BG*	2.21 BE.BF.BG	1.81 BF	1.27	1.89 BF*	2.24 BI.BJ	1.65	1.89 BI*
Std. dev	0.75	0.98	0.76	0.59	0.56	0.62	0.78	0.63	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK 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
	BC	BD	BE	BF	BG	BH	BI	BJ	
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very well informed [4]	3%	17% BD.BE.BF.BG*	2%	2%	6% BD.BE.BG	1%	4% BJ	3% BJ	1%
Fairly well informed [3]	32%	52% BE.BF.BG*	43% BE.BF.BG	29% BG	30% BG	13%	44% BI.BJ	29% BJ	13%
Not very well informed [2]	43%	13% *	43% BC.BF	51% BC.BD.BF.BG	32% BC	42% BC.BF	41%	46%	42%
Not at all informed [1]	13%	2% *	6%	13% BC.BD	30% BC.BD.BE.BG	16% BC.BD	6%	18% BH	16% BH
Don't know	9%	15% BD.BE.BF*	5%	5%	2%	29% BD.BE.BF	6%	5%	29% BH.BI
Net: Informed	35%	69% BD.BE.BF.BG*	46% BE.BF.BG	31% BG	36% BG	14%	48% BI.BJ	32% BJ	14%
Net: Not informed	57%	16% *	49% BC	64% BC.BD	62% BC.BD	58% BC.BD	46%	63% BH	58% BH
Mean	2.27	3.00 BD.BE.BF.BG*	2.44 BE.BF.BG	2.21 BG	2.13	1.98	2.49 BI.BJ	2.18 BJ	1.98
Std. dev	0.74	0.69	0.65	0.69	0.92	0.67	0.67	0.77	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK'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
	BC	BD	BE	BF	BG	BH	BI	BJ	
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Strongly support [5]	4%	13% BD.BE.BG*	4% BG	4% BG	6% BG	1%	5% BJ	4% BJ	1%
Tend to support [4]	24%	31% BG*	30% BF.BG	25% BG	21% BG	10%	30% BI.BJ	24% BJ	10%
Neither support nor oppose [3]	29%	22% *	34% BF.BG	31% BF.BG	21%	23%	33% BJ	28%	23%
Tend to oppose [2]	19%	17% *	19%	21%	16%	17%	19%	19%	17%
Strongly oppose [1]	15%	17% *	9%	12% BD	31% BC.BD.BE.BG	16% BD	9%	18% BH	16% BH
Don't know	10%	1% *	4%	7%	5%	33% BC.BD.BE.BF	4%	6%	33% BH.BI
Net: Support	28%	43% BE.BF.BG*	34% BG	29% BG	27% BG	11%	35% BI.BJ	28% BJ	11%
Net: Oppose	33%	34% *	27%	33% BD	47% BD.BE.BG	33%	28%	37% BH	33%
Mean	2.82	3.06 BF.BG*	3.02 BE.BF.BG	2.86 BF.BG	2.53	2.44	3.02 BI.BJ	2.77 BJ	2.44
Std. dev	1.12	1.30	1.02	1.08	1.31	1.06	1.04	1.16	1.06

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick5. If the UK 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	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Higher taxes	20%	30% BF.BG*	28% BE.BF.BG	21% BF.BG	12%	8%	28% BI.BJ	18% BJ	8%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	39% BG*	37% BG	45% BD.BG	59% BC.BD.BE.BG	21%	37% BJ	49% BH.BJ	21%
Increased government borrowing	15%	15% *	21% BE.BF.BG	14% BF.BG	8%	9%	20% BI.BJ	12%	9%
I would not be willing to accept any of these	23%	22% *	21%	23%	23%	29% BD	21%	23%	29% BH
Don't know	15%	13% *	12%	11%	8%	37% BC.BD.BE.BF	12%	10%	37% BH.BI
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	1260	*42*	400	469	157	192	442	626	192
Base: : respondents in full-time or part-time employment only	1300	*44*	431	447	171	208	475	618	208
Very well prepared [4]	7%	*20%* **	9% BE	5%	6%	5%	10% BI.BJ	5%	5%
Fairly well prepared [3]	33%	*32%* **	47% BE.BF.BG	31% BG	23%	20%	45% BI.BJ	28% BJ	20%
Not very well prepared [2]	23%	*17%* **	19%	32% BD.BF.BG	21%	16%	19%	29% BH.BJ	16%
Not at all prepared [1]	11%	*9%* **	6%	11% BD	30% BD.BE.BG	6%	7%	16% BH.BJ	6%
Don't know	26%	*21%* **	19%	22%	20%	54% BD.BE.BF	19%	22%	54% BH.BI
Net: Prepared	40%	*52%* **	56% BE.BF.BG	36% BG	29%	25%	55% BI.BJ	34% BJ	25%
Net: Not prepared	34%	*27%* **	26%	42% BD.BG	51% BD.BG	21%	26%	45% BH.BJ	21%
Mean	2.49	*2.80* **	2.72 BE.BF	2.38 BF	2.06 *	2.52 BF*	2.73 BI.BJ	2.29	2.52 BI*
Std. dev	0.86	*0.97*	0.76	0.80	0.99	0.84	0.78	0.87	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base: : respondents in full-time or part-time employment only	1260	*42*	400	469	157	192	442	626	192
Base: : respondents in full-time or part-time employment only	1300	*44*	431	447	171	208	475	618	208
Very well informed [4]	8%	*19%* **	10%	6%	10%	5%	11% BJ	8%	5%
Fairly well informed [3]	30%	*36%* **	41% BE.BF.BG	29% BG	21%	18%	41% BI.BJ	27% BJ	18%
Not very well informed [2]	23%	*17%* **	24% BG	30% BF.BG	20%	12%	23% BJ	27% BJ	12%
Not at all informed [1]	14%	*10%* **	10%	13%	31% BD.BE.BG	10%	10%	18% BH.BJ	10%
Don't know	25%	*18%* **	16%	22%	18%	55% BD.BE.BF	16%	21%	55% BH.BI
Net: Informed	39%	*56%* **	51% BE.BF.BG	35% BG	32%	23%	51% BI.BJ	34% BJ	23%
Net: Not informed	37%	*26%* **	33% BG	43% BD.BG	51% BD.BG	22%	33% BJ	45% BH.BJ	22%
Mean	2.44	*2.80* **	2.60 BE.BF	2.37 BF	2.14 *	2.40 *	2.62 BI.BJ	2.30	2.40 *
Std. dev	0.91	*0.94*	0.84	0.85	1.06	0.94	0.85	0.92	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base: : respondents in full-time or part-time employment only	1260	*42*	400	469	157	192	442	626	192
Base: : respondents in full-time or part-time employment only	1300	*44*	431	447	171	208	475	618	208
Very confident [4]	8%	*27%* **	11% BG	7%	5%	5%	12% BI.BJ	6%	5%
Fairly confident [3]	30%	*33%* **	39% BE.BF.BG	29%	25%	20%	39% BI.BJ	27%	20%
Not very confident [2]	19%	*14%* **	19% BG	24% BG	20% BG	10%	19% BJ	23% BJ	10%
Not at all confident [1]	13%	*8%* **	9%	12%	30% BD.BE.BG	8%	9%	17% BH.BJ	8%
Don't know	29%	*17%* **	22%	29% BD	20%	57% BD.BE.BF	21%	27%	57% BH.BI
Net: Confident	39%	*60%* **	50% BE.BF.BG	35% BG	30%	25%	51% BI.BJ	34% BJ	25%
Net: Not confident	32%	*23%* **	28% BG	36% BD.BG	50% BD.BE.BG	18%	28% BJ	40% BH.BJ	18%
Mean	2.49	*2.95* **	2.66 BE.BF	2.43 BF	2.06 *	2.51 BF*	2.69 BI	2.32	2.51 *
Std. dev	0.92	*0.96*	0.86	0.88	0.97	0.93	0.87	0.92	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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: 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
	BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very optimistic [5]	1%	9% BD.BE.BF.BG*	2%	1%	2%	1%	2% BI	1%	1%
Fairly optimistic [4]	12%	26% BE.BF.BG*	21% BE.BF.BG	8%	6%	7%	22% BI.BJ	7%	7%
Neither optimistic nor pessimistic [3]	24%	24% BF*	32% BE.BF.BG	24% BF	8%	24% BF	31% BI.BJ	20%	24%
Fairly pessimistic [2]	36%	24% *	34% BF	43% BC.BD.BF.BG	26%	32%	33%	38% BH	32%
Very pessimistic [1]	21%	12% *	8%	21% BD.BG	55% BC.BD.BE.BG	14% BD	8%	31% BH.BJ	14% BH
Don't know	6%	5% *	3%	4%	3%	22% BC.BD.BE.BF	3%	3%	22% BH.BI
Net: Optimistic	13%	35% BE.BF.BG*	23% BE.BF.BG	8%	8%	7%	24% BI.BJ	8%	7%
Net: Pessimistic	56%	36% *	42%	64% BC.BD.BG	81% BC.BD.BE.BG	46%	41%	69% BH.BJ	46%
Mean	2.34	2.96 BE.BF.BG*	2.74 BE.BF.BG	2.21 BF	1.70	2.33 BF	2.76 BI.BJ	2.07	2.33 BI
Std. dev	1.01	1.20	0.95	0.90	0.99	0.90	0.97	0.95	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
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	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	1%	10% BD.BE.BF.BG*	2% BE.BG	1%	1%	-	3% BI.BJ	1%	-
Fairly confident [3]	14%	35% BE.BF.BG*	25% BE.BF.BG	9% BF	5%	6%	26% BI.BJ	8%	6%
Not very confident [2]	46%	32% *	49% BC.BF.BG	55% BC.BD.BF.BG	30%	36%	47% BJ	48% BJ	36%
Not at all confident [1]	29%	20% *	19%	29% BD	61% BC.BD.BE.BG	23%	19%	38% BH.BJ	23%
Don't know	10%	3% *	6%	6%	3% BC.BD.BE.BF	36% BC.BD.BE.BF	6%	5%	36% BH.BI
Net: Confident	15%	45% BD.BE.BF.BG*	27% BE.BF.BG	10% BG	6%	6%	28% BI.BJ	9%	6%
Net: Not confident	75%	52% *	68% BC.BG	84% BC.BD.BG	91% BC.BD.BE.BG	59%	66% BJ	86% BH.BJ	59%
Mean	1.86	2.37 BD.BE.BF.BG*	2.11 BE.BF.BG	1.80 BF	1.44	1.73 BF	2.13 BI.BJ	1.70	1.73
Std. dev	0.72	0.93	0.73	0.63	0.65	0.61	0.76	0.65	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	1%	12% BD.BE.BF.BG*	1%	1%	1%	-	2% BI.BJ	1%	-
Fairly confident [3]	10%	24% BE.BF.BG*	19% BE.BF.BG	7% BF	3%	5%	20% BI.BJ	6%	5%
Not very confident [2]	44%	34% *	50% BC.BF.BG	52% BC.BF.BG	25%	35% BF	49% BJ	44% BJ	35%
Not at all confident [1]	35%	27% *	24%	36% BD.BG	67% BC.BD.BE.BG	29%	25%	45% BH.BJ	29%
Don't know	9%	3% *	5%	5%	4%	32% BC.BD.BE.BF	5%	4%	32% BH.BI
Net: Confident	12%	35% BD.BE.BF.BG*	21% BE.BF.BG	8% BF	4%	5%	22% BI.BJ	7%	5%
Net: Not confident	80%	62% *	75% BG	88% BC.BD.BG	92% BC.BD.BE.BG	64%	73% BJ	89% BH.BJ	64%
Mean	1.75	2.20 BE.BF.BG*	1.98 BE.BF.BG	1.71 BF	1.35	1.64 BF	2.00 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	2%	12% BD.BE.BF.BG*	3% BE.BG	1%	1%	-	4% BI.BJ	1%	-
Fairly confident [3]	18%	43% BE.BF.BG*	30% BE.BF.BG	13% BF.BG	5%	8%	32% BI.BJ	11%	8%
Not very confident [2]	45%	23% *	46% BC.BF.BG	55% BC.BD.BF.BG	33%	33%	44% BJ	49% BJ	33%
Not at all confident [1]	23%	19% *	12%	22% BD.BG	55% BC.BD.BE.BG	15%	13%	32% BH.BJ	15%
Don't know	13%	4% *	8%	9%	5%	44% BC.BD.BE.BF	8%	8%	44% BH.BI
Net: Confident	19%	55% BD.BE.BF.BG*	33% BE.BF.BG	14% BF.BG	6%	8%	35% BI.BJ	12%	8%
Net: Not confident	67%	41% *	58% BC.BG	77% BC.BD.BG	89% BC.BD.BE.BG	48%	57% BJ	80% BH.BJ	48%
Mean	1.98	2.51 BD.BE.BF.BG*	2.27 BE.BF.BG	1.92 BF	1.49	1.88 BF	2.29 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	3%	21% BD.BE.BF.BG*	5% BE.BF.BG	1%	1%	0%	6% BI.BJ	1%	0%
Fairly confident [3]	27%	37% BE.BF.BG*	47% BE.BF.BG	21% BF.BG	8%	13%	46% BI.BJ	18%	13%
Not very confident [2]	39%	26% *	35%	51% BC.BD.BF.BG	30%	31%	34%	45% BH.BJ	31%
Not at all confident [1]	21%	14% *	8%	22% BD	57% BC.BD.BE.BG	17% BD	8%	31% BH.BJ	17% BH
Don't know	10%	2% *	5%	6%	4%	39% BC.BD.BE.BF	5%	5%	39% BH.BI
Net: Confident	29%	58% BE.BF.BG*	52% BE.BF.BG	22% BF.BG	9%	13%	52% BI.BJ	19% BJ	13%
Net: Not confident	61%	39% *	43%	72% BC.BD.BG	87% BC.BD.BE.BG	48%	43%	76% BH.BJ	48%
Mean	2.12	2.67 BE.BF.BG*	2.51 BE.BF.BG	2.01 BF	1.52	1.93 BF	2.53 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	1%	10% BD.BE.BF.BG*	2% BE	0%	1%	0%	2% BI.BJ	0%	0%
Fairly prepared [3]	14%	33% BE.BF.BG*	26% BE.BF.BG	9% BF	5%	6%	26% BI.BJ	8%	6%
Not very prepared [2]	48%	31% *	55% BC.BF.BG	57% BC.BF.BG	25%	37% BF	53% BI.BJ	48% BJ	37%
Not at all prepared [1]	29%	22% *	13%	30% BD	68% BC.BD.BE.BG	26% BD	13%	41% BH.BJ	26% BH
Don't know	8%	4% *	5% BF	4%	1%	31% BC.BD.BE.BF	5%	3%	31% BH.BI
Net: Prepared	15%	43% BD.BE.BF.BG*	27% BE.BF.BG	9%	6%	7%	29% BI.BJ	8%	7%
Net: Not prepared	77%	53% *	68% BC	87% BC.BD.BG	93% BC.BD.BE.BG	62%	66%	89% BH.BJ	62%
Mean	1.86	2.32 BE.BF.BG*	2.18 BE.BF.BG	1.79 BF	1.37	1.73 BF	2.19 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	3%	22% BD.BE.BF.BG*	5% BE.BF.BG	2%	2%	1%	6% BI.BJ	2%	1%
Fairly prepared [3]	27%	35% BF.BG*	43% BE.BF.BG	25% BF.BG	9%	17% BF	42% BI.BJ	20%	17%
Not very prepared [2]	40%	28% *	41% BF.BG	49% BC.BD.BF.BG	26%	32%	40% BJ	42% BJ	32%
Not at all prepared [1]	25%	12% *	10%	22% BD	62% BC.BD.BE.BG	28% BC.BD	10%	33% BH	28% BH
Don't know	5%	3% *	1%	3%	1%	23% BC.BD.BE.BF	2%	2%	23% BH.BI
Net: Prepared	30%	58% BE.BF.BG*	48% BE.BF.BG	26% BF.BG	11%	18% BF	48% BI.BJ	22%	18%
Net: Not prepared	65%	40% *	51%	71% BC.BD.BG	88% BC.BD.BE.BG	59% BC.BD	50%	76% BH.BJ	59% BH
Mean	2.09	2.70 BD.BE.BF.BG*	2.43 BE.BF.BG	2.06 BF.BG	1.50	1.88 BF	2.46 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very prepared [4]	1%	14% BD.BE.BF.BG*	1% BE	0%	0%	0%	2% BI.BJ	0%	0%
Fairly prepared [3]	19%	26% BF.BG*	30% BE.BF.BG	16% BF	9%	12%	29% BI.BJ	14%	12%
Not very prepared [2]	45%	29% *	49% BC.BF.BG	53% BC.BF.BG	28%	35%	48% BJ	46% BJ	35%
Not at all prepared [1]	30%	25% *	18%	28% BD	61% BC.BD.BE.BG	28% BD	18%	37% BH.BJ	28% BH
Don't know	5%	6% *	2%	2%	2%	24% BC.BD.BE.BF	2%	2%	24% BH.BI
Net: Prepared	20%	40% BE.BF.BG*	31% BE.BF.BG	17% BF	10%	12%	32% BI.BJ	15%	12%
Net: Not prepared	75%	54% *	67%	81% BC.BD.BG	89% BC.BD.BE.BG	63%	66%	84% BH.BJ	63%
Mean	1.91	2.30 BE.BF.BG*	2.15 BE.BF.BG	1.88 BF	1.48	1.80 BF	2.16 BI.BJ	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

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Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
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	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	11%	31% BD.BE.BF.BG*	15% BE.BF.BG	9% BG	8%	5%	16% BI.BJ	9% BJ	5%
Fairly confident [3]	44%	34% *	52% BC.BE.BF.BG	44% BF	34%	39%	51% BI.BJ	41%	39%
Not very confident [2]	26%	17% *	24%	29% BG	28% BG	20%	24%	29% BH.BJ	20%
Not at all confident [1]	12%	16% BD*	5%	12% BD	25% BD.BE.BG	13% BD	6%	16% BH	13% BH
Don't know	7%	2% *	4%	6%	4%	23% BC.BD.BE.BF	4%	6%	23% BH.BI
Net: Confident	55%	65% BF.BG*	67% BE.BF.BG	53% BF.BG	42%	44%	67% BI.BJ	50%	44%
Net: Not confident	38%	33% *	29%	41% BD.BG	54% BC.BD.BE.BG	33%	30%	44% BH.BJ	33%
Mean	2.58	2.82 BE.BF.BG*	2.79 BE.BF.BG	2.54 BF	2.26	2.47 BF	2.80 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	13%	35% BD.BE.BF.BG*	18% BE.BF.BG	11% BG	12% BG	6%	19% BI.BJ	12% BJ	6%
Fairly confident [3]	45%	33% *	53% BC.BF.BG	48% BC.BF.BG	31%	40% BF	51% BI.BJ	43%	40%
Not very confident [2]	22%	12% *	20%	25% BC.BD	27% BC.BD	20%	19%	25% BH	20%
Not at all confident [1]	10%	19% BD.BE*	6%	9% BD	23% BD.BE.BG	11% BD	7%	13% BH	11% BH
Don't know	8%	2% *	4%	7% BD	8% BD	23% BC.BD.BE.BF	4%	7% BH	23% BH.BI
Net: Confident	59%	68% BF.BG*	71% BE.BF.BG	59% BF.BG	43%	46%	71% BI.BJ	55% BJ	46%
Net: Not confident	33%	31% *	25%	34% BD	50% BC.BD.BE.BG	31%	26%	38% BH.BJ	31%
Mean	2.67	2.86 BF.BG*	2.87 BE.BF.BG	2.66 BF	2.34	2.53 BF	2.87 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing 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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	30%	46% BE.BF.BG*	34% BG	31% BG	28% BG	20%	35% BI.BJ	30% BJ	20%
Fairly confident [3]	45%	29% *	50% BC.BF.BG	46% BC.BF	36%	42%	48%	43%	42%
Not very confident [2]	11%	10% *	9%	13% BD	14% BD	11%	9%	13% BH	11%
Not at all confident [1]	7%	14% BD.BE.BG*	4%	5%	16% BD.BE.BG	5%	5%	8% BH	5%
Don't know	7%	2% *	3%	5% BD	6% BD	22% BC.BD.BE.BF	2%	5% BH	22% BH.BI
Net: Confident	75%	74% *	85% BE.BF.BG	77% BF.BG	64%	62%	84% BI.BJ	74% BJ	62%
Net: Not confident	18%	24% BD*	13%	18% BD	30% BD.BE.BG	16%	14%	21% BH.BJ	16%
Mean	3.06	3.08 *	3.18 BE.BF.BG	3.09 BF	2.81	2.99 BF	3.17 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BC	BD	BE	BF	BG	BH	BI	BJ	
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	9%	20% BD.BE.BG*	10% BG	9% BG	10% BG	4%	11% BJ	9% BJ	4%
Fairly confident [3]	38%	42% *	46% BE.BF.BG	37%	31%	31%	46% BI.BJ	35%	31%
Not very confident [2]	27%	12% *	27% BC	30% BC.BF	22%	26% BC	26%	28%	26%
Not at all confident [1]	19%	16% *	14%	20% BD	32% BC.BD.BE.BG	18%	14%	23% BH	18%
Don't know	7%	9% BD*	3%	5%	5%	20% BD.BE.BF	4%	5%	20% BH.BI
Net: Confident	47%	63% BE.BF.BG*	56% BE.BF.BG	45% BG	41%	35%	56% BI.BJ	44% BJ	35%
Net: Not confident	46%	28% *	41%	50% BC.BD	54% BC.BD.BG	44% BC	40%	51% BH	44%
Mean	2.39	2.73 BE.BF.BG*	2.54 BE.BF.BG	2.36 BF	2.20	2.27	2.55 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	5%	13% BD.BE.BG*	5%	4%	7% BE.BG	2%	5% BJ	5%	2%
Fairly confident [3]	25%	30% BG*	31% BE.BF.BG	23%	21%	17%	31% BI.BJ	22%	17%
Not very confident [2]	38%	22% *	43% BC.BF.BG	42% BC.BF.BG	28%	30%	41% BJ	39% BJ	30%
Not at all confident [1]	25%	22% *	18%	26% BD	39% BC.BD.BE.BG	25% BD	18%	29% BH	25% BH
Don't know	8%	13% BD.BE*	4%	5%	6%	25% BD.BE.BF	4%	5%	25% BH.BI
Net: Confident	29%	43% BE.BF.BG*	35% BE.BF.BG	27% BG	27% BG	20%	36% BI.BJ	27% BJ	20%
Net: Not confident	63%	44% *	61% BC	68% BC.BD.BG	67% BC.BG	55%	59%	68% BH.BJ	55%
Mean	2.09	2.38 BE.BF.BG*	2.23 BE.BF.BG	2.05	1.96	1.96	2.24 BI.BJ	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
brunswick12_UK_3. A significant increase in essential living costs		BC	BD	BE	BF	BG	BH	BI	BJ
Unweighted base	2260	67	687	875	319	312	754	1194	312
Base	2260	69	701	829	322	339	769	1151	339
Very confident [4]	6%	13% BE.BG*	7% BG	5%	9% BE.BG	3%	7% BJ	6%	3%
Fairly confident [3]	37%	49% BF.BG*	44% BE.BF.BG	37% BF.BG	27%	26%	45% BI.BJ	34% BJ	26%
Not very confident [2]	34%	15% *	35% BC	37% BC.BF	28%	32% BC	33%	34%	32%
Not at all confident [1]	17%	14% *	10%	17% BD	32% BC.BD.BE.BG	17% BD	10%	21% BH	17% BH
Don't know	7%	9% *	4%	4%	4%	22% BD.BE.BF	5%	4%	22% BH.BI
Net: Confident	43%	62% BE.BF.BG*	51% BE.BF.BG	42% BG	36%	29%	52% BI.BJ	40% BJ	29%
Net: Not confident	51%	28% *	45% BC	54% BC.BD	60% BC.BD.BG	49% BC	43%	56% BH	49%
Mean	2.34	2.68 BE.BF.BG*	2.50 BE.BF.BG	2.31 BF	2.13	2.19	2.52 BI.BJ	2.26	2.19
Std. dev	0.85	0.91	0.77	0.83	0.98	0.82	0.78	0.88	0.82

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	3%	17% BL.BM.BN.BO	3% BM.BN.BO	1%	1%	0%	5% BQ.BR	1%	0%
Fairly well protected [3]	37%	56% BM.BN.BO	62% BM.BN.BO	25% BN	4%	19% BN	61% BQ.BR	19%	19%
Not very well protected [2]	38%	23%	27%	62% BK.BL.BN.BO	25%	23%	26%	52% BP.BR	23%
Not at all protected [1]	12%	2%	2%	8% BK.BL.BO	69% BK.BL.BM.BO	1%	2%	25% BP.BR	1%
Don't know	10%	2%	6% BN	4%	2%	57% BK.BL.BM.BN	5%	4%	57% BP.BQ
Net: Protected	40%	73% BM.BN.BO	65% BM.BN.BO	25% BN	4%	20% BN	67% BQ.BR	19%	20%
Net: Not protected	50%	25%	29%	70% BK.BL.BO	93% BK.BL.BM.BO	23%	28%	77% BP.BR	23%
Mean	2.34	2.91 BL.BM.BN.BO	2.70 BM.BN.BO	2.19 BN	1.35	2.45 BM.BN*	2.74 BQ.BR	1.95	2.45 BQ*
Std. dev	0.75	0.69	0.56	0.58	0.58	0.54	0.59	0.69	0.54

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	6%	42% BL.BM.BN.BO	6% BM.BN.BO	2%	-	2%	12% BQ.BR	1%	2%
Fairly well protected [3]	42%	38% BN.BO	71% BK.BM.BN.BO	34% BN.BO	5%	15% BN	65% BQ.BR	26% BR	15%
Not very well protected [2]	29%	17% BO	19% BO	54% BK.BL.BN.BO	19% BO	8%	18% BR	45% BP.BR	8%
Not at all protected [1]	13%	3%	2%	8% BK.BL.BO	76% BK.BL.BM.BO	1%	2%	27% BP.BR	1%
Don't know	10%	0%	3% BN	2% BN	-	75% BK.BL.BM.BN	2%	1%	75% BP.BQ
Net: Protected	48%	80% BM.BN.BO	77% BM.BN.BO	36% BN.BO	5%	16% BN	77% BQ.BR	27% BR	16%
Net: Not protected	43%	20% BO	21% BO	63% BK.BL.BO	95% BK.BL.BM.BO	8%	20% BR	72% BP.BR	8%
Mean	2.45	3.19 BL.BM.BN.BO	2.83 BM.BN	2.29 BN	1.29	2.69 BM.BN*	2.89 BQ.BR	2.01	2.69 BQ*
Std. dev	0.82	0.82	0.56	0.64	0.55	0.64	0.62	0.76	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	2%	13% BL.BM.BN.BO	2% BM	1%	0%	-	4% BQ.BR	0%	-
Fairly well protected [3]	24%	45% BM.BN.BO	39% BM.BN.BO	17% BN.BO	5%	7%	40% BQ.BR	14% BR	7%
Not very well protected [2]	47%	37% BO	46% BN.BO	66% BK.BL.BN.BO	27% BO	17%	45% BR	55% BP.BR	17%
Not at all protected [1]	16%	4%	6%	13% BK.BL.BO	67% BK.BL.BM.BO	4%	6%	28% BP.BR	4%
Don't know	12%	2%	7% BK.BM.BN	3%	2%	72% BK.BL.BM.BN	6% BQ	3%	72% BP.BQ
Net: Protected	26%	58% BL.BM.BN.BO	41% BM.BN.BO	18% BN.BO	5%	7%	44% BQ.BR	14% BR	7%
Net: Not protected	62%	40% BO	52% BK.BO	79% BK.BL.BO	93% BK.BL.BM.BO	21%	50% BR	83% BP.BR	21%
Mean	2.14	2.68 BL.BM.BN.BO	2.39 BM.BN.BO	2.06 BN	1.37	2.11 BN*	2.44 BQ.BR	1.87	2.11 BQ*
Std. dev	0.72	0.75	0.64	0.57	0.59	0.61	0.67	0.65	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	3%	24% BL.BM.BN.BO	3% BM.BN	1%	-	1%	6% BQ.BR	1%	1%
Fairly well protected [3]	31%	48% BM.BN.BO	54% BM.BN.BO	21% BN.BO	3%	7% BN	53% BQ.BR	16% BR	7%
Not very well protected [2]	37%	21% BO	30% BN.BO	64% BK.BL.BN.BO	21% BO	7%	28% BR	52% BP.BR	7%
Not at all protected [1]	14%	3%	4%	10% BK.BL.BO	73% BK.BL.BM.BO	1%	4%	27% BP.BR	1%
Don't know	15%	4%	10% BK.BM.BN	5%	3%	84% BK.BL.BM.BN	9% BQ	4%	84% BP.BQ
Net: Protected	34%	73% BL.BM.BN.BO	57% BM.BN.BO	21% BN.BO	3%	8% BN	59% BQ.BR	16% BR	8%
Net: Not protected	51%	24% BO	33% BK.BO	74% BK.BL.BO	94% BK.BL.BM.BO	8%	32% BR	79% BP.BR	8%
Mean	2.27	2.97 BL.BM.BN	2.62 BM.BN	2.13 BN	1.27	2.49 **	2.68 BQ	1.89	2.49 **
Std. dev	0.78	0.77	0.62	0.58	0.50	0.73	0.66	0.68	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	7%	100% BL.BM.BN.BO	-	-	-	-	16% BQ.BR	-	-
Fairly well protected [3]	36%	-	100% BK.BM.BN.BO	-	-	-	84% BQ.BR	-	-
Not very well protected [2]	33%	-	-	100% BK.BL.BN.BO	-	-	-	72% BP.BR	-
Not at all protected [1]	13%	-	-	-	100% BK.BL.BM.BO	-	-	28% BP.BR	-
Don't know	11%	-	-	-	-	100% BK.BL.BM.BN	-	-	100% BP.BQ
Net: Protected	43%	100% BM.BN.BO	100% BM.BN.BO	-	-	-	100% BQ.BR	-	-
Net: Not protected	46%	-	-	100% BK.BL.BO	100% BK.BL.BO	-	-	100% BP.BR	-
Mean	2.43	4.00 BL	3.00 BM.BN	2.00	1.00	-	3.16 BQ	1.72	-
Std. dev	0.83	-	0.00	-	-	-	0.37	0.45	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well protected [4]	2%	11% BL.BM.BN.BO	2% BM	1%	1%	-	4% BQ.BR	1%	-
Fairly well protected [3]	14%	17% BM.BN.BO	23% BM.BN.BO	10% BN.BO	2%	3%	22% BQ.BR	8% BR	3%
Not very well protected [2]	41%	43% BN.BO	41% BN.BO	56% BK.BL.BN.BO	22%	17%	42% BR	47% BP.BR	17%
Not at all protected [1]	27%	23% BO	21% BO	23% BO	69% BK.BL.BM.BO	8%	22% BR	36% BP.BR	8%
Don't know	17%	6%	12% BN	10% BN	6%	73% BK.BL.BM.BN	11%	9%	73% BP.BQ
Net: Protected	15%	28% BM.BN.BO	25% BM.BN.BO	11% BN.BO	3%	3%	26% BQ.BR	9% BR	3%
Net: Not protected	68%	66% BO	63% BO	79% BK.BL.BO	91% BK.BL.BM.BO	24%	63% BR	83% BP.BR	24%
Mean	1.89	2.18 BM.BN.BO	2.07 BM.BN.BO	1.87 BN	1.30	1.82 BN*	2.09 BQ.BR	1.71	1.82 *
Std. dev	0.75	0.94	0.77	0.62	0.55	0.59	0.80	0.65	0.59

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK 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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very well informed [4]	3%	10% BL.BM.BO	2%	2%	6% BL.BM.BO	0%	4% BR	3%	0%
Fairly well informed [3]	32%	44% BM.BN.BO	40% BM.BN.BO	31% BN.BO	23% BO	9%	41% BQ.BR	29% BR	9%
Not very well informed [2]	43%	35%	43% BN	52% BK.BL.BN.BO	33%	37%	42%	47% BR	37%
Not at all informed [1]	13%	3%	8% BK	12% BK.BL	35% BK.BL.BM.BO	17% BK.BL	7%	18% BP	17% BP
Don't know	9%	8% BN	6% BN	4%	2%	37% BK.BL.BM.BN	7% BQ	4%	37% BP.BQ
Net: Informed	35%	54% BL.BM.BN.BO	42% BM.BN.BO	32% BO	30% BO	10%	44% BQ.BR	32% BR	10%
Net: Not informed	57%	38%	51% BK	64% BK.BL.BO	68% BK.BL.BO	54% BK	49%	65% BP.BR	54%
Mean	2.27	2.67 BL.BM.BN.BO	2.39 BM.BN.BO	2.23 BN.BO	2.01	1.89	2.44 BQ.BR	2.17 BR	1.89
Std. dev	0.74	0.71	0.68	0.68	0.92	0.66	0.69	0.76	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK'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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Strongly support [5]	4%	5% BO	3% BO	5% BO	6% BO	-	4% BR	5% BR	-
Tend to support [4]	24%	26% BO	27% BN.BO	27% BN.BO	20% BO	9%	27% BR	25% BR	9%
Neither support nor oppose [3]	29%	30%	33% BN	29%	24%	25%	32% BQ	27%	25%
Tend to oppose [2]	19%	20%	21% BN.BO	20% BO	14%	13%	21% BR	18%	13%
Strongly oppose [1]	15%	16% BL	9%	14% BL	31% BK.BL.BM.BO	14%	10%	19% BP	14%
Don't know	10%	3%	6%	7%	6%	39% BK.BL.BM.BN	6%	6%	39% BP.BQ
Net: Support	28%	32% BO	31% BO	31% BO	25% BO	9%	31% BR	30% BR	9%
Net: Oppose	33%	36%	30%	34%	45% BL.BM.BO	27%	31%	37% BP.BR	27%
Mean	2.82	2.85 BN.BO	2.94 BN.BO	2.88 BN.BO	2.52	2.48	2.93 BQ.BR	2.78 BR	2.48
Std. dev	1.12	1.16	1.03	1.13	1.30	1.01	1.05	1.19	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BK	BL	BM	BN	BO	BP	BQ	BR
brunswick5. If the UK 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	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Higher taxes	20%	25% BN.BO	25% BN.BO	21% BN.BO	12%	7%	25% BQ.BR	19% BR	7%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	33% BO	35% BO	50% BK.BL.BO	58% BK.BL.BM.BO	17%	34% BR	52% BP.BR	17%
Increased government borrowing	15%	19% BN.BO	20% BM.BN.BO	12% BN.BO	7%	7%	20% BQ.BR	11%	7%
I would not be willing to accept any of these	23%	28%	23%	20%	22%	27%	24%	21%	27%
Don't know	15%	8% *	13% BN	11%	8% *	45% BK.BL.BM.BN	12%	10%	45% BP.BQ

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	1260	86	508	409	127	130	594	536	130
Base: : respondents in full-time or part-time employment only	1300	98	514	409	137	144	611	546	144
Very well prepared [4]	7%	13% BM.BN*	9% BM	5%	4% *	5%	10% BQ	5%	5%
Fairly well prepared [3]	33%	46% BM.BN.BO*	40% BM.BN.BO	30% BO	25% *	17%	41% BQ.BR	29% BR	17%
Not very well prepared [2]	23%	23% *	22% BO	30% BL.BN.BO	17% *	13%	22% BR	27% BR	13%
Not at all prepared [1]	11%	6% *	7%	12% BL	30% BK.BL.BM.BO*	6%	7%	17% BP.BR	6%
Don't know	26%	13% *	22%	23%	24% *	60% BK.BL.BM.BN	20%	23%	60% BP.BQ
Net: Prepared	40%	59% BM.BN.BO*	49% BM.BN.BO	35% BO	29% *	21%	51% BQ.BR	34% BR	21%
Net: Not prepared	34%	29% *	29% BO	42% BK.BL.BO	47% BK.BL.BO*	19%	29% BR	43% BP.BR	19%
Mean	2.49	2.75 BM.BN*	2.65 BM.BN	2.36 BN	2.04 *	2.48 BN*	2.66 BQ	2.28	2.48 *
Std. dev	0.86	0.79	0.80	0.82	0.97	0.90	0.80	0.87	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BK	BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base: : respondents in full-time or part-time employment only	1260	86	508	409	127	130	594	536	130
Base: : respondents in full-time or part-time employment only	1300	98	514	409	137	144	611	546	144
Very well informed [4]	8%	16% BM.BO*	9%	7%	10% *	4%	10%	7%	4%
Fairly well informed [3]	30%	42% BM.BN.BO*	37% BM.BN.BO	27% BO	21% *	16%	38% BQ.BR	26% BR	16%
Not very well informed [2]	23%	22% *	23% BO	29% BL.BO	21% *	11%	23% BR	27% BR	11%
Not at all informed [1]	14%	6% *	13%	13%	28% BK.BL.BM.BO*	8%	12%	17% BP.BR	8%
Don't know	25%	14% *	18%	24%	20% *	60% BK.BL.BM.BN	18%	23% BP	60% BP.BQ
Net: Informed	39%	58% BM.BN.BO*	46% BM.BN.BO	34% BO	31% *	21%	48% BQ.BR	33% BR	21%
Net: Not informed	37%	28% *	36% BO	42% BK.BO	49% BK.BL.BO*	19%	35% BR	44% BP.BR	19%
Mean	2.44	2.78 BL.BM.BN.BO*	2.51 BM.BN	2.36	2.17 *	2.42 *	2.56 BQ	2.31	2.42 *
Std. dev	0.91	0.83	0.88	0.87	1.05	0.94	0.88	0.92	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base: : respondents in full-time or part-time employment only	1260	86	508	409	127	130	594	536	130
Base: : respondents in full-time or part-time employment only	1300	98	514	409	137	144	611	546	144
Very confident [4]	8%	16% BM.BN.BO*	10%	7%	5% *	4%	11% BQ.BR	7%	4%
Fairly confident [3]	30%	38% BN.BO*	37% BM.BN.BO	29% BO	23% *	15%	37% BQ.BR	27% BR	15%
Not very confident [2]	19%	25% BO*	20% BO	20% BO	18% *	10%	21% BR	19% BR	10%
Not at all confident [1]	13%	5% *	10%	14% BK	29% BK.BL.BM.BO*	9%	9%	18% BP.BR	9%
Don't know	29%	16% *	23%	30% BK.BL	25% *	62% BK.BL.BM.BN	22%	29% BP	62% BP.BQ
Net: Confident	39%	54% BM.BN.BO*	47% BM.BN.BO	36% BO	28% *	19%	48% BQ.BR	34% BR	19%
Net: Not confident	32%	30% *	30% BO	34% BO	47% BK.BL.BM.BO*	19%	30% BR	37% BP.BR	19%
Mean	2.49	2.77 BM.BN.BO*	2.61 BM.BN	2.41 BN	2.05 *	2.36 *	2.64 BQ.BR	2.32	2.36 *
Std. dev	0.92	0.82	0.86	0.92	0.98	0.97	0.86	0.95	0.97

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very optimistic [5]	1%	3% BM	2% BM	1%	2%	1%	2%	1%	1%
Fairly optimistic [4]	12%	30% BL.BM.BN.BO	18% BM.BN.BO	7% BN	3%	6%	20% BQ.BR	6%	6%
Neither optimistic nor pessimistic [3]	24%	20% BN	32% BK.BM.BN	23% BN	6%	29% BN	30% BQ	18%	29% BQ
Fairly pessimistic [2]	36%	30%	35% BN.BO	46% BK.BL.BN.BO	22%	24%	34% BR	40% BP.BR	24%
Very pessimistic [1]	21%	11%	10%	20% BK.BL.BO	64% BK.BL.BM.BO	13%	10%	32% BP.BR	13%
Don't know	6%	5%	4%	3%	2%	27% BK.BL.BM.BN	4%	3%	27% BP.BQ
Net: Optimistic	13%	34% BL.BM.BN.BO	20% BM.BN.BO	8%	5%	7%	22% BQ.BR	7%	7%
Net: Pessimistic	56%	41%	45%	67% BK.BL.BO	87% BK.BL.BM.BO	37%	44%	72% BP.BR	37%
Mean	2.34	2.83 BM.BN.BO	2.66 BM.BN.BO	2.19 BN	1.52	2.41 BM.BN	2.69 BQ.BR	2.00	2.41 BQ
Std. dev	1.01	1.11	0.96	0.87	0.90	0.92	0.98	0.92	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
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	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	1%	6% BL.BM.BN.BO	2% BM	0%	0%	-	3% BQ.BR	0%	-
Fairly confident [3]	14%	26% BM.BN.BO	21% BM.BN.BO	10% BN	2%	5% BN	22% BQ.BR	8%	5%
Not very confident [2]	46%	39%	50% BK.BN.BO	53% BK.BN.BO	29%	37%	48% BR	46% BR	37%
Not at all confident [1]	29%	23%	20%	31% BL.BO	66% BK.BL.BM.BO	16%	20%	41% BP.BR	16%
Don't know	10%	5%	7% BN	6%	3%	41% BK.BL.BM.BN	7%	5%	41% BP.BQ
Net: Confident	15%	32% BM.BN.BO	23% BM.BN.BO	10% BN	2%	5%	25% BQ.BR	8%	5%
Net: Not confident	75%	63%	69% BO	84% BK.BL.BO	95% BK.BL.BM.BO	54%	68% BR	87% BP.BR	54%
Mean	1.86	2.16 BM.BN.BO	2.06 BM.BN.BO	1.78 BN	1.35	1.82 BN	2.08 BQ.BR	1.66	1.82 BQ
Std. dev	0.72	0.87	0.73	0.64	0.53	0.58	0.75	0.64	0.58

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	1%	7% BL.BM.BN.BO	1%	1%	-	-	2% BQ	0%	-
Fairly confident [3]	10%	19% BM.BN.BO	17% BM.BN.BO	6% BN	2%	5%	17% BQ.BR	5%	5%
Not very confident [2]	44%	43% BN	50% BN.BO	51% BN.BO	24%	32%	49% BQ.BR	43% BR	32%
Not at all confident [1]	35%	27%	26%	38% BK.BL.BO	70% BK.BL.BM.BO	24%	27%	47% BP.BR	24%
Don't know	9%	4%	6%	5%	3%	38% BK.BL.BM.BN	6%	4%	38% BP.BQ
Net: Confident	12%	26% BM.BN.BO	18% BM.BN.BO	7% BN	2%	5%	19% BQ.BR	6%	5%
Net: Not confident	80%	70% BO	76% BO	88% BK.BL.BO	95% BK.BL.BM.BO	57%	75% BR	90% BP.BR	57%
Mean	1.75	2.05 BM.BN.BO	1.92 BM.BN.BO	1.68 BN	1.30	1.69 BN	1.95 BQ.BR	1.57	1.69
Std. dev	0.70	0.87	0.71	0.62	0.50	0.62	0.74	0.62	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	2%	12% BL.BM.BN.BO	2% BN	1%	-	-	3% BQ.BR	1%	-
Fairly confident [3]	18%	33% BM.BN.BO	28% BM.BN.BO	12% BN	2%	8% BN	29% BQ.BR	9%	8%
Not very confident [2]	45%	33%	47% BK.BN.BO	55% BK.BL.BN.BO	31%	30%	45% BR	48% BR	30%
Not at all confident [1]	23%	13%	12%	24% BK.BL.BO	62% BK.BL.BM.BO	14%	12%	35% BP.BR	14%
Don't know	13%	9%	11% BN	8% BN	4%	48% BK.BL.BM.BN	11% BQ	7%	48% BP.BQ
Net: Confident	19%	45% BL.BM.BN.BO	29% BM.BN.BO	13% BN	2%	8% BN	32% BQ.BR	10%	8%
Net: Not confident	67%	47%	59% BK.BO	79% BK.BL.BO	93% BK.BL.BM.BO	44%	57% BR	83% BP.BR	44%
Mean	1.98	2.47 BL.BM.BN.BO	2.22 BM.BN.BO	1.89 BN	1.38	1.89 BN*	2.26 BQ.BR	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	3%	15% BL.BM.BN.BO	4% BM.BN.BO	0%	1%	-	5% BQ.BR	1%	-
Fairly confident [3]	27%	33% BM.BN.BO	43% BK.BM.BN.BO	21% BN.BO	5%	12% BN	41% BQ.BR	16%	12%
Not very confident [2]	39%	34%	35% BN.BO	54% BK.BL.BN.BO	27%	26%	35% BR	46% BP.BR	26%
Not at all confident [1]	21%	13%	11%	20% BL	64% BK.BL.BM.BO	17% BL	11%	32% BP.BR	17%
Don't know	10%	5%	8% BM.BN	5%	4%	45% BK.BL.BM.BN	7% BQ	5%	45% BP.BQ
Net: Confident	29%	48% BM.BN.BO	46% BM.BN.BO	21% BN.BO	5%	12% BN	46% BQ.BR	17%	12%
Net: Not confident	61%	47%	46%	74% BK.BL.BO	91% BK.BL.BM.BO	42%	46%	79% BP.BR	42%
Mean	2.12	2.54 BM.BN.BO	2.42 BM.BN.BO	2.01 BN	1.40	1.92 BN*	2.44 BQ.BR	1.84	1.92 *
Std. dev	0.80	0.92	0.75	0.67	0.61	0.73	0.78	0.71	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BK	BL	BM	BN	BO	BP	BQ	BR	
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	1%	6% BL.BM.BN.BO	1% BM	0%	1%	1%	2% BQ	0%	1%
Fairly prepared [3]	14%	27% BM.BN.BO	23% BM.BN.BO	9% BN	2%	6%	23% BQ.BR	7%	6%
Not very prepared [2]	48%	43% BN	54% BK.BN.BO	57% BK.BN.BO	22%	32% BN	53% BQ.BR	47% BR	32%
Not at all prepared [1]	29%	21%	16%	31% BK.BL	74% BK.BL.BM.BO	24% BL	17%	43% BP.BR	24% BP
Don't know	8%	3%	6% BM.BN	3%	1%	38% BK.BL.BM.BN	5% BQ	3%	38% BP.BQ
Net: Prepared	15%	33% BL.BM.BN.BO	24% BM.BN.BO	9% BN	3%	6%	25% BQ.BR	7%	6%
Net: Not prepared	77%	64%	70% BO	88% BK.BL.BO	96% BK.BL.BM.BO	56%	69% BR	90% BP.BR	56%
Mean	1.86	2.18 BM.BN.BO	2.10 BM.BN.BO	1.78 BN	1.29	1.73 BN	2.12 BQ.BR	1.64	1.73
Std. dev	0.70	0.84	0.67	0.61	0.53	0.67	0.70	0.63	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	3%	15% BL.BM.BN.BO	4% BM.BN.BO	2%	1%	1%	6% BQ.BR	1%	1%
Fairly prepared [3]	27%	31% BN.BO	41% BK.BM.BN.BO	23% BN.BO	7%	14% BN	39% BQ.BR	19%	14%
Not very prepared [2]	40%	35%	39% BN.BO	51% BK.BL.BN.BO	26%	30%	38% BR	44% BP.BR	30%
Not at all prepared [1]	25%	16%	14%	22% BL	65% BK.BL.BM.BO	25% BL	14%	34% BP.BR	25% BP
Don't know	5%	3%	2%	2%	1%	31% BK.BL.BM.BN	2%	2%	31% BP.BQ
Net: Prepared	30%	46% BM.BN.BO	45% BM.BN.BO	25% BN.BO	8%	14% BN	45% BQ.BR	20%	14%
Net: Not prepared	65%	51%	53%	73% BK.BL.BO	91% BK.BL.BM.BO	55%	53%	78% BP.BR	55%
Mean	2.09	2.47 BM.BN.BO	2.36 BM.BN.BO	2.04 BN.BO	1.43	1.85 BN	2.37 BQ.BR	1.87	1.85
Std. dev	0.82	0.95	0.77	0.73	0.65	0.76	0.80	0.76	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very prepared [4]	1%	8% BL.BM.BN.BO	1%	0%	0%	1%	2% BQ	0%	1%
Fairly prepared [3]	19%	24% BN.BO	28% BM.BN.BO	17% BN.BO	6%	8%	27% BQ.BR	14% BR	8%
Not very prepared [2]	45%	38%	49% BK.BN.BO	53% BK.BN.BO	29%	32%	47% BR	46% BR	32%
Not at all prepared [1]	30%	26%	21%	28% BL	63% BK.BL.BM.BO	27%	22%	38% BP.BR	27%
Don't know	5%	3%	2%	2%	2%	32% BK.BL.BM.BN	2%	2%	32% BP.BQ
Net: Prepared	20%	32% BM.BN.BO	29% BM.BN.BO	17% BN.BO	6%	8%	29% BQ.BR	14% BR	8%
Net: Not prepared	75%	64%	69% BO	81% BK.BL.BO	92% BK.BL.BM.BO	60%	68% BR	84% BP.BR	60%
Mean	1.91	2.15 BM.BN.BO	2.09 BM.BN.BO	1.90 BN.BO	1.42	1.73 BN	2.10 BQ.BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
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	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	11%	24% BL.BM.BN.BO	12% BN.BO	11% BO	7%	4%	14% BQ.BR	9% BR	4%
Fairly confident [3]	44%	41% BN	52% BK.BM.BN.BO	43% BN	30%	40% BN	50% BQ.BR	39%	40%
Not very confident [2]	26%	23%	24% BO	30% BL.BO	30% BO	17%	24% BR	30% BP.BR	17%
Not at all confident [1]	12%	8%	8%	10%	29% BK.BL.BM.BO	11%	8%	16% BP	11%
Don't know	7%	3%	4%	6%	5%	29% BK.BL.BM.BN	4%	6%	29% BP.BQ
Net: Confident	55%	65% BM.BN.BO	64% BM.BN.BO	54% BN.BO	36%	43%	64% BQ.BR	49%	43%
Net: Not confident	38%	31%	33%	40% BL.BO	59% BK.BL.BM.BO	28%	32%	45% BP.BR	28%
Mean	2.58	2.85 BM.BN.BO	2.70 BM.BN.BO	2.58 BN	2.14	2.51 BN	2.72 BQ.BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	13%	28% BL.BM.BN.BO	15% BN.BO	13% BO	9%	5%	17% BQ.BR	12% BR	5%
Fairly confident [3]	45%	42% BN	53% BK.BM.BN.BO	45% BN	30%	40% BN	52% BQ.BR	41%	40%
Not very confident [2]	22%	16%	19%	27% BK.BL.BO	27% BK.BL.BO	17%	19%	27% BP.BR	17%
Not at all confident [1]	10%	8%	8%	8%	28% BK.BL.BM.BO	9%	8%	13% BP	9%
Don't know	8%	6%	4%	7% BL	7%	30% BK.BL.BM.BN	4%	7% BP	30% BP.BQ
Net: Confident	59%	70% BM.BN.BO	69% BM.BN.BO	58% BN.BO	38%	45%	69% BQ.BR	53%	45%
Net: Not confident	33%	25%	27%	35% BK.BL.BO	55% BK.BL.BM.BO	26%	27%	40% BP.BR	26%
Mean	2.67	2.95 BM.BN.BO	2.79 BM.BN.BO	2.68 BN	2.21	2.58 BN	2.82 BQ.BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing 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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	30%	42% BL.BN.BO	31% BO	34% BN.BO	25% BO	17%	33% BR	32% BR	17%
Fairly confident [3]	45%	32%	51% BK.BM.BN.BO	45% BK	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% BL.BM	4%	4%	18% BL.BM.BO	7%	5%	8% BP	7%
Don't know	7%	2%	4%	4%	7%	26% BK.BL.BM.BN	4%	5%	26% BP.BQ
Net: Confident	75%	74% BN.BO	82% BN.BO	79% BN.BO	63%	57%	81% BQ.BR	75% BR	57%
Net: Not confident	18%	23% BL	14%	17%	30% BL.BM.BO	17%	16%	20% BP	17%
Mean	3.06	3.07 BN	3.13 BN.BO	3.14 BN.BO	2.76	2.91	3.12 BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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: 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
	BK	BL	BM	BN	BO	BP	BQ	BR	
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	9%	17% BL.BM.BO	9% BO	8%	10% BO	4%	10% BR	9% BR	4%
Fairly confident [3]	38%	41% BN	42% BN.BO	41% BN.BO	24%	31%	41% BQ.BR	36%	31%
Not very confident [2]	27%	23%	29% BO	28%	26%	21%	28%	27%	21%
Not at all confident [1]	19%	18%	16%	18%	33% BK.BL.BM.BO	18%	16%	22% BP	18%
Don't know	7%	2%	4%	5%	6%	26% BK.BL.BM.BN	4%	5%	26% BP.BQ
Net: Confident	47%	57% BN.BO	51% BN.BO	49% BN.BO	35%	36%	52% BQ.BR	45% BR	36%
Net: Not confident	46%	41%	45%	46%	59% BK.BL.BM.BO	39%	45%	50% BP.BR	39%
Mean	2.39	2.58 BN.BO	2.45 BN	2.42 BN	2.12	2.30	2.47 BQ.BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	5%	11% BL.BM.BO	4%	4%	7% BO	2%	5%	5%	2%
Fairly confident [3]	25%	37% BL.BM.BN.BO	27% BN.BO	24% BO	19%	16%	29% BQ.BR	23% BR	16%
Not very confident [2]	38%	28%	41% BK.BN.BO	45% BK.BN.BO	27%	25%	39% BR	40% BR	25%
Not at all confident [1]	25%	21%	23%	22%	42% BK.BL.BM.BO	26%	23%	27% BP	26%
Don't know	8%	4%	5%	5%	6%	32% BK.BL.BM.BN	5%	5%	32% BP.BQ
Net: Confident	29%	47% BL.BM.BN.BO	31% BO	28% BO	25%	18%	34% BQ.BR	27% BR	18%
Net: Not confident	63%	49%	64% BK.BO	67% BK.BO	69% BK.BO	50%	62% BR	68% BP.BR	50%
Mean	2.09	2.39 BL.BM.BN.BO	2.12 BN.BO	2.11 BN.BO	1.89	1.91	2.17 BQ.BR	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BK	BL	BM	BN	BO	BP	BQ	BR
Unweighted base	2260	142	834	770	295	219	976	1065	219
Base	2260	160	823	746	285	245	983	1032	245
Very confident [4]	6%	12% BL.BM.BO	6%	5%	7% BO	3%	7% BR	6%	3%
Fairly confident [3]	37%	49% BN.BO	40% BN.BO	40% BN.BO	23%	25%	41% BQ.BR	35% BR	25%
Not very confident [2]	34%	22%	37% BK.BO	35% BK	31%	28%	35%	34%	28%
Not at all confident [1]	17%	15%	12%	16% BL	34% BK.BL.BM.BO	17%	13%	21% BP	17%
Don't know	7%	3%	5%	4%	5%	27% BK.BL.BM.BN	4%	4%	27% BP.BQ
Net: Confident	43%	60% BL.BM.BN.BO	46% BN.BO	45% BN.BO	30%	28%	48% BQ.BR	41% BR	28%
Net: Not confident	51%	37%	49% BK	51% BK	65% BK.BL.BM.BO	45%	47%	55% BP.BR	45%
Mean	2.34	2.59 BM.BN.BO	2.42 BN.BO	2.36 BN.BO	2.03	2.18	2.45 BQ.BR	2.27	2.18
Std. dev	0.85	0.89	0.79	0.82	0.95	0.84	0.81	0.87	0.84

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	3%	*30%* **	5% BU.BV	2%	1%	2%	8% BY.BZ	2%	2%	4% CB	1%	4%
Fairly well protected [3]	37%	*42%* **	66% BU.BV.BW	39% BV.BW	23%	31% BV	63% BY.BZ	33%	31%	53% CB.CC	31%	33%
Not very well protected [2]	38%	*15%* **	21%	48% BT.BV.BW	40% BT.BW	25%	20%	45% BX.BZ	25%	29%	45% CA.CC	32%
Not at all protected [1]	12%	*8%* **	3%	6% BT	31% BT.BU.BW	6%	3%	16% BX.BZ	6%	7%	15% CA.CC	9%
Don't know	10%	*5%* **	5%	5%	4%	36% BT.BU.BV	5%	5%	36% BX.BY	7%	8%	22% CA.CB
Net: Protected	40%	*72%* **	71% BU.BV.BW	41% BV.BW	25%	33% BV	71% BY.BZ	35%	33%	57% CB.CC	32%	37%
Net: Not protected	50%	*22%* **	23%	54% BT.BW	71% BT.BU.BW	31%	23%	61% BX.BZ	31%	36%	60% CA.CC	41%
Mean	2.34	*3.00* **	2.77 BU.BV.BW	2.39 BV	1.95	2.46 BV	2.80 BY.BZ	2.21	2.46 BY	2.58 CB.CC	2.20	2.40 CB
Std. dev	0.75	*0.90*	0.58	0.64	0.79	0.71	0.63	0.73	0.71	0.70	0.72	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?												
brunswick2_1. Terrorism												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	6%	*56%* **	9% BV.BW	6% BV.BW	3%	3%	14% BY.BZ	5%	3%	10% CB.CC	5%	4%
Fairly well protected [3]	42%	*30%* **	69% BU.BV.BW	45% BV.BW	33%	29%	65% BY.BZ	40% BZ	29%	51% CB.CC	37%	39%
Not very well protected [2]	29%	*10%* **	17%	40% BT.BV.BW	26% BT.BW	19%	16%	35% BX.BZ	19%	24%	34% CA.CC	21%
Not at all protected [1]	13%	*2%* **	3%	6%	36% BT.BU.BW	5%	3%	18% BX.BZ	5%	9%	18% CA.CC	12%
Don't know	10%	*2%* **	2%	3%	3%	44% BT.BU.BV	2%	3%	44% BX.BY	6%	6%	24% CA.CB
Net: Protected	48%	*85%* **	78% BU.BV.BW	51% BV.BW	35%	32%	79% BY.BZ	45% BZ	32%	61% CB.CC	42%	43%
Net: Not protected	43%	*12%* **	20%	46% BT.BW	62% BT.BU.BW	24%	19%	52% BX.BZ	24%	33%	52% CA.CC	33%
Mean	2.45	*3.42* **	2.85 BU.BV.BW	2.52 BV	2.03	2.52 BV	2.92 BY.BZ	2.33	2.52 BY	2.65 CB.CC	2.30	2.47 CB
Std. dev	0.82	*0.77*	0.61	0.71	0.91	0.74	0.65	0.83	0.74	0.80	0.84	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	2%	*34%* **	4% BU.BV.BW	1%	0%	0%	8% BY.BZ	1%	0%	3%	1%	1%
Fairly well protected [3]	24%	*39%* **	54% BU.BV.BW	23% BV	14%	20% BV	52% BY.BZ	19%	20%	39% CB.CC	17%	22%
Not very well protected [2]	47%	*20%* **	36% BW	63% BT.BV.BW	43% BW	24%	34% BZ	55% BX.BZ	24%	40%	54% CA.CC	35%
Not at all protected [1]	16%	*3%* **	3%	8% BT	41% BT.BU.BW	6%	3%	21% BX.BZ	6%	11%	22% CA.CC	12%
Don't know	12%	*4%* **	2%	5% BV	3%	50% BT.BU.BV	3%	4%	50% BX.BY	7%	6%	30% CA.CB
Net: Protected	26%	*73%* **	58% BU.BV.BW	24% BV	14%	20% BV	60% BY.BZ	20%	20%	43% CB.CC	18%	23%
Net: Not protected	62%	*22%* **	39% BW	71% BT.BW	83% BT.BU.BW	30%	37%	76% BX.BZ	30%	51%	76% CA.CC	47%
Mean	2.14	*3.10* **	2.61 BU.BV.BW	2.18 BV	1.73	2.28 BV	2.67 BY.BZ	2.00	2.28 BY	2.37 CB.CC	1.97	2.19 CB
Std. dev	0.72	*0.83*	0.63	0.58	0.71	0.67	0.68	0.67	0.67	0.73	0.68	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	3%	*33%* **	5% BV.BW	3%	1%	2%	8% BY.BZ	2%	2%	4%	3%	3%
Fairly well protected [3]	31%	*47%* **	68% BU.BV.BW	33% BV.BW	18%	15%	65% BY.BZ	27% BZ	15%	46% CB.CC	25%	24%
Not very well protected [2]	37%	*14%* **	19%	52% BT.BV.BW	36% BT.BW	18%	18%	45% BX.BZ	18%	30%	43% CA.CC	29%
Not at all protected [1]	14%	*6%* **	3%	6%	40% BT.BU.BW	5%	4%	19% BX.BZ	5%	9%	20% CA.CC	10%
Don't know	15%	- **	5%	7%	5%	61% BT.BU.BV	4%	6%	61% BX.BY	10%	10%	33% CA.CB
Net: Protected	34%	*80%* **	73% BU.BV.BW	36% BV.BW	20%	17%	74% BY.BZ	29% BZ	17%	50% CB.CC	28%	27%
Net: Not protected	51%	*20%* **	22%	57% BT.BW	76% BT.BU.BW	23%	22%	64% BX.BZ	23%	40%	63% CA.CC	40%
Mean	2.27	*3.07* **	2.78 BU.BV.BW	2.35 BV	1.80	2.35 BV	2.82 BY.BZ	2.13	2.35 BY	2.50 CB.CC	2.12	2.29 CB
Std. dev	0.78	*0.86*	0.59	0.64	0.79	0.74	0.63	0.75	0.74	0.75	0.77	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick2_4. Military threats / armed conflict												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	7%	*44%* **	9% BW	7% BW	6% BW	2%	13% BY.BZ	7% BZ	2%	11% CB.CC	6%	4%
Fairly well protected [3]	36%	*41%* **	62% BU.BV.BW	37% BV.BW	29%	26%	60% BY.BZ	34% BZ	26%	48% CB.CC	34%	33%
Not very well protected [2]	33%	*11%* **	25%	45% BT.BV.BW	29% BW	20%	23%	39% BX.BZ	20%	27%	39% CA.CC	28%
Not at all protected [1]	13%	*4%* **	2%	7% BT	33% BT.BU.BW	4%	2%	17% BX.BZ	4%	8%	14% CA	10%
Don't know	11%	- **	2%	4%	3%	47% BT.BU.BV	2%	4%	47% BX.BY	6%	6%	26% CA.CB
Net: Protected	43%	*85%* **	71% BU.BV.BW	44% BV.BW	35%	29%	73% BY.BZ	41% BZ	29%	59% CB.CC	40%	37%
Net: Not protected	46%	*15%* **	27%	52% BT.BW	62% BT.BU.BW	24%	26%	56% BX.BZ	24%	35%	53% CA.CC	38%
Mean	2.43	*3.25* **	2.79 BU.BV.BW	2.47 BV	2.09	2.51 BV	2.85 BY.BZ	2.32	2.51 BY	2.66 CB.CC	2.34	2.41
Std. dev	0.83	*0.81*	0.63	0.74	0.94	0.71	0.67	0.84	0.71	0.79	0.82	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick2_5. Disinformation campaigns												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well protected [4]	2%	*100%* **	-	-	-	-	12% BY.BZ	-	-	3%	1%	2%
Fairly well protected [3]	14%	- **	100% BU.BV.BW	-	-	-	88% BY.BZ	-	-	22% CB.CC	11%	12%
Not very well protected [2]	41%	- **	-	100% BT.BV.BW	-	-	-	61% BX.BZ	-	37%	43%	37%
Not at all protected [1]	27%	- **	-	-	100% BT.BU.BW	-	-	39% BX.BZ	-	24% CC	35% CA.CC	14%
Don't know	17%	- **	-	-	-	100% BT.BU.BV	-	-	100% BX.BY	13%	9%	35% CA.CB
Net: Protected	15%	*100%* **	100% BU.BV.BW	-	-	-	100% BY.BZ	-	-	25% CB.CC	12%	14%
Net: Not protected	68%	- **	-	100% BT.BW	100% BT.BW	-	-	100% BX.BZ	-	62% CC	79% CA.CC	51%
Mean	1.89	*4.00* **	3.00 BU.BV	2.00	1.00	-	3.12 BY	1.61	-	2.04 CB	1.76	2.03 CB
Std. dev	0.75	-	0.00	-	-	-	0.32	0.49	-	0.82	0.71	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very well informed [4]	3%	*22%* **	4% BW	2%	5% BU.BW	0%	6% BY.BZ	3% BZ	0%	4%	4%	2%
Fairly well informed [3]	32%	*43%* **	41% BU.BW	33% BW	34% BW	15%	42% BY.BZ	33% BZ	15%	42% CB.CC	33% CC	21%
Not very well informed [2]	43%	*27%* **	38%	51% BT.BV.BW	36%	43%	37%	45% BX	43%	42%	43%	43%
Not at all informed [1]	13%	*3%* **	9%	9%	21% BT.BU	16% BT.BU	8%	14% BX	16% BX	7%	15% CA	14% CA
Don't know	9%	*6%* **	7%	6%	4%	25% BT.BU.BV	7%	5%	25% BX.BY	5%	6%	21% CA.CB
Net: Informed	35%	*65%* **	45% BU.BW	35% BW	39% BW	16%	48% BY.BZ	36% BZ	16%	46% CB.CC	37% CC	22%
Net: Not informed	57%	*29%* **	47%	60% BT	57% BT	59% BT	45%	59% BX	59% BX	49%	57% CA	57%
Mean	2.27	*2.89* **	2.43 BU.BV.BW	2.30 BW	2.23 BW	2.00	2.49 BY.BZ	2.27 BZ	2.00	2.45 CB.CC	2.28 CC	2.12
Std. dev	0.74	*0.79*	0.73	0.66	0.85	0.67	0.75	0.74	0.67	0.70	0.77	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK'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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Strongly support [5]	4%	*4%* **	4% BW	4% BW	5% BW	1%	4% BZ	4% BZ	1%	3%	4%	4%
Tend to support [4]	24%	*30%* **	32% BV.BW	26% BW	24% BW	12%	32% BY.BZ	25% BZ	12%	22%	23% CC	16%
Neither support nor oppose [3]	29%	*40%* **	29%	33% BV	25%	27%	30%	29%	27%	33% CB	25%	28%
Tend to oppose [2]	19%	*10%* **	23% BV.BW	20%	17%	16%	22%	19%	16%	22% CC	24% CC	16%
Strongly oppose [1]	15%	*13%* **	8%	9%	24% BT.BU.BW	17% BT.BU	8%	15% BX	17% BX	15%	18%	15%
Don't know	10%	*3%* **	4%	7%	6%	26% BT.BU.BV	4%	7%	26% BX.BY	4%	6%	21% CA.CB
Net: Support	28%	*34%* **	37% BV.BW	30% BW	29% BW	13%	36% BY.BZ	30% BZ	13%	26%	27%	20%
Net: Oppose	33%	*23%* **	31%	30%	41% BT.BU.BW	33%	30%	34%	33%	37%	42% CC	31%
Mean	2.82	*3.03* **	3.03 BV.BW	2.95 BV.BW	2.67	2.51	3.03 BY.BZ	2.84 BZ	2.51	2.76	2.68	2.71
Std. dev	1.12	*1.07*	1.04	1.04	1.25	1.07	1.04	1.14	1.07	1.08	1.16	1.14

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick5. If the UK 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	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Higher taxes	20%	*33%* **	27% BV.BW	25% BV.BW	18% BW	7%	27% BZ	22% BZ	7%	19%	18%	15%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*43%* **	40% BW	42% BW	47% BW	28%	40% BZ	44% BZ	28%	48% CC	41% CC	30%
Increased government borrowing	15%	*17%* **	17% BW	16% BW	15% BW	7%	17% BZ	16% BZ	7%	17%	16%	13%
I would not be willing to accept any of these	23%	*22%* **	18%	21%	26% BT	27% BT.BU	19%	23%	27% BX	23%	28%	21%
Don't know	15%	*6%* **	13% BV	12% BV	8%	34% BT.BU.BV	12%	10%	34% BX.BY	9%	9%	32% 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	1260	22	195	525	317	201	217	842	201	529	435	296
Base: : respondents in full-time or part-time employment only	1300	*26*	208	512	328	227	233	840	227	523	442	335
Very well prepared [4]	7%	*28%* **	9%	6%	6%	5%	11% BY.BZ	6%	5%	17% CB.CC	-	-
Fairly well prepared [3]	33%	*31%* **	47% BU.BV.BW	32%	32%	25%	45% BY.BZ	32%	25%	83% CB.CC	-	-
Not very well prepared [2]	23%	*3%* **	17%	30% BT.BW	26% BT.BW	10%	15%	29% BX.BZ	10%	-	68% CA.CC	-
Not at all prepared [1]	11%	*15%* **	7%	7%	22% BT.BU.BW	8%	8%	13%	8%	-	32% CA.CC	-
Don't know	26%	*23%* **	20%	24% BV	14%	52% BT.BU.BV	20%	20%	52% BX.BY	-	-	100% CA.CB
Net: Prepared	40%	*58%* **	56% BU.BV.BW	38%	39%	30%	56% BY.BZ	38%	30%	100% CB.CC	-	-
Net: Not prepared	34%	*18%* **	24%	37% BT.BW	48% BT.BU.BW	17%	24%	41% BX.BZ	17%	-	100% CA.CC	-
Mean	2.49	*2.92* **	2.72 BU.BV	2.50 BV	2.27	2.58 BV*	2.74 BY	2.40	2.58 *	3.17 CB	1.68	-
Std. dev	0.86	*1.12*	0.78	0.77	0.92	0.88	0.82	0.85	0.88	0.38	0.47	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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: 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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base: : respondents in full-time or part-time employment only	1260	22	195	525	317	201	217	842	201	529	435	296
Base: : respondents in full-time or part-time employment only	1300	*26*	208	512	328	227	233	840	227	523	442	335
Very well informed [4]	8%	*30%* **	12% BU	6%	10%	6%	14% BY.BZ	7%	6%	17% CB.CC	2%	2%
Fairly well informed [3]	30%	*33%* **	38% BV.BW	33% BW	26%	22%	38% BZ	31% BZ	22%	59% CB.CC	17% CC	4%
Not very well informed [2]	23%	*3%* **	21% BW	28% BW	28% BW	10%	19% BZ	28% BX.BZ	10%	16% CC	45% CA.CC	6%
Not at all informed [1]	14%	*10%* **	11%	12%	21% BT.BU.BW	10%	11%	15%	10%	3%	29% CA.CC	9% CA
Don't know	25%	*23%* **	18%	21% BV	15%	53% BT.BU.BV	19%	19%	53% BX.BY	4%	7%	80% CA.CB
Net: Informed	39%	*63%* **	50% BU.BV.BW	39% BW	36%	28%	52% BY.BZ	38% BZ	28%	77% CB.CC	19% CC	5%
Net: Not informed	37%	*14%* **	32% BW	40% BW	49% BT.BU.BW	19%	30% BZ	43% BX.BZ	19%	19%	74% CA.CC	15%
Mean	2.44	*3.08* **	2.62 BU.BV	2.42	2.29	2.51 *	2.67 BY	2.37	2.51 *	2.95 CB.CC	1.92	1.89 *
Std. dev	0.91	*1.01*	0.89	0.83	0.96	0.95	0.91	0.89	0.95	0.69	0.77	0.97

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
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	1260	22	195	525	317	201	217	842	201	529	435	296
Base: : respondents in full-time or part-time employment only	1300	26	208	512	328	227	233	840	227	523	442	335
Very confident [4]	8%	*41%* **	12% BU	6%	7%	8%	15% BY.BZ	6%	8%	19% CB.CC	1%	2%
Fairly confident [3]	30%	*24%* **	37% BW	34% BW	28%	21%	35% BZ	32% BZ	21%	59% CB.CC	12%	9%
Not very confident [2]	19%	*12%* **	16% BW	22% BW	25% BT.BW	9%	16%	23% BX.BZ	9%	9%	41% CA.CC	6%
Not at all confident [1]	13%	*3%* **	11%	10%	21% BT.BU.BW	8%	10%	14% BZ	8%	2%	31% CA.CC	6% CA
Don't know	29%	*19%* **	24%	27% BV	20%	54% BT.BU.BV	24%	24%	54% BX.BY	11%	15%	77% CA.CB
Net: Confident	39%	*66%* **	49% BV.BW	40% BW	34%	29%	51% BY.BZ	38% BZ	29%	78% CB.CC	13%	11%
Net: Not confident	32%	*15%* **	27% BW	32% BW	46% BT.BU.BW	17%	26%	38% BX.BZ	17%	11%	72% CA.CC	12%
Mean	2.49	*3.28* **	2.66 BV	2.50 BV	2.25	2.62 BV*	2.73 BY	2.40	2.62 BY*	3.07 CB.CC	1.80	2.31 CB*
Std. dev	0.92	*0.89*	0.92	0.84	0.94	0.98	0.93	0.89	0.98	0.62	0.71	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	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% BU.BV.BW	13% BV.BW	8%	5%	24% BY.BZ	11% BZ	5%	21% CB.CC	10%	10%
Neither optimistic nor pessimistic [3]	24%	*22%* **	32% BV	27% BV	16%	26% BV	31% BY	22%	26%	28% CB.CC	19%	21%
Fairly pessimistic [2]	36%	*32%* **	31%	40% BT.BW	36%	29%	31%	38% BX.BZ	29%	35%	39%	33%
Very pessimistic [1]	21%	*6%* **	10%	16% BT	37% BT.BU.BW	17% BT	10%	24% BX.BZ	17% BX	11%	25% CA	19% CA
Don't know	6%	*6%* **	2%	4%	2%	22% BT.BU.BV	3%	3%	22% BX.BY	3%	6%	15% CA.CB
Net: Optimistic	13%	*35%* **	24% BU.BV.BW	14% BV.BW	10%	6%	26% BY.BZ	12% BZ	6%	23% CB.CC	12%	12%
Net: Pessimistic	56%	*37%* **	41%	55% BT.BW	72% BT.BU.BW	46%	41%	62% BX.BZ	46%	46%	63% CA.CC	52%
Mean	2.34	*3.00* **	2.73 BU.BV.BW	2.42 BV	2.00	2.29 BV	2.76 BY.BZ	2.26	2.29	2.67 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	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	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	1%	*10%* **	4% BU.BV.BW	1%	1%	0%	5% BY.BZ	1%	0%	3%	1%	1%
Fairly confident [3]	14%	*38%* **	28% BU.BV.BW	14% BV	7%	10%	29% BY.BZ	11%	10%	23% CB.CC	9%	8%
Not very confident [2]	46%	*21%* **	45% BW	57% BT.BV.BW	39%	35%	42%	50% BX.BZ	35%	47%	50%	42%
Not at all confident [1]	29%	*27%* **	17%	23%	50% BT.BU.BW	22%	18%	33% BX.BZ	22%	20%	34% CA.CC	25%
Don't know	10%	*5%* **	6%	6%	3% BT.BU.BV	33%	6%	5% BX.BY	33%	7%	5% CA.CB	24%
Net: Confident	15%	*48%* **	32% BU.BV.BW	15% BV	8%	10%	34% BY.BZ	12%	10%	26% CB.CC	11%	9%
Net: Not confident	75%	*47%* **	62%	80% BT.BW	89% BT.BU.BW	57%	60%	83% BX.BZ	57%	67%	84% CA.CC	67%
Mean	1.86	*2.33* **	2.20 BU.BV.BW	1.92 BV	1.57	1.83 BV	2.22 BY.BZ	1.78	1.83	2.09 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick9_UK_2. People's living standards												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	1%	*20%* **	2% BU	1%	1%	1%	4% BY.BZ	1%	1%	3%	1%	1%
Fairly confident [3]	10%	*26%* **	21% BU.BV.BW	11% BV.BW	6%	6%	21% BY.BZ	9%	6%	16% CB.CC	7%	8%
Not very confident [2]	44%	*29%* **	49% BV.BW	55% BV.BW	34%	34%	47% BZ	46% BZ	34%	46%	45%	41%
Not at all confident [1]	35%	*21%* **	23%	29%	57% BT.BU.BW	29%	23%	40% BX.BZ	29%	29%	43% CA.CC	29%
Don't know	9%	*5%* **	5%	5%	3%	30% BT.BU.BV	5%	4%	30% BX.BY	6%	5%	22% CA.CB
Net: Confident	12%	*46%* **	23% BU.BV.BW	12% BV.BW	6%	7%	25% BY.BZ	10%	7%	19% CB.CC	8%	8%
Net: Not confident	80%	*50%* **	72% BW	84% BT.BW	91% BT.BU.BW	63%	70%	86% BX.BZ	63%	75%	87% CA.CC	70%
Mean	1.75	*2.47* **	2.02 BU.BV.BW	1.82 BV.BW	1.48	1.69 BV	2.07 BY.BZ	1.69	1.69	1.92 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick9_UK_3. Business activity and investment												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	2%	*25%* **	3% BV	2%	1%	1%	5% BY.BZ	1%	1%	4% CB.CC	1%	1%
Fairly confident [3]	18%	*30%* **	34% BU.BV.BW	20% BV.BW	10%	9%	34% BY.BZ	16% BZ	9%	25% CB.CC	16%	14%
Not very confident [2]	45%	*26%* **	44% BW	53% BT.BV.BW	42% BW	32%	42% BZ	49% BX.BZ	32%	46% CC	47% CC	38%
Not at all confident [1]	23%	*15%* **	10%	17% BT	41% BT.BU.BW	18% BT	11%	26% BX.BZ	18% BX	15%	28% CA.CC	19%
Don't know	13%	*5%* **	9%	9% BV	6%	40% BT.BU.BV	8%	8%	40% BX.BY	10%	8%	29% CA.CB
Net: Confident	19%	*54%* **	37% BU.BV.BW	21% BV.BW	11%	10%	39% BY.BZ	17% BZ	10%	29% CB.CC	17%	15%
Net: Not confident	67%	*41%* **	54%	70% BT.BW	83% BT.BU.BW	51%	52%	75% BX.BZ	51%	61%	75% CA.CC	57%
Mean	1.98	*2.67* **	2.33 BU.BV.BW	2.07 BV.BW	1.69	1.87 BV	2.37 BY.BZ	1.92	1.87	2.20 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick9_UK_4. Delivery of critical services												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	3%	*20%* **	6% BU.BV.BW	2%	1%	1%	8% BY.BZ	2%	1%	5% CC	2%	1%
Fairly confident [3]	27%	*47%* **	43% BU.BV.BW	30% BV.BW	19%	16%	43% BY.BZ	25% BZ	16%	38% CB.CC	26%	21%
Not very confident [2]	39%	*15%* **	35%	46% BT.BV.BW	37%	31%	32%	43% BX.BZ	31%	37%	41%	35%
Not at all confident [1]	21%	*13%* **	9%	16% BT	38% BT.BU.BW	18% BT	10%	25% BX.BZ	18% BX	13%	25% CA.CC	17%
Don't know	10%	*5%* **	7%	6%	4%	35% BT.BU.BV	7%	5%	35% BX.BY	7%	6%	26% CA.CB
Net: Confident	29%	*67%* **	49% BU.BV.BW	32% BV.BW	20%	16%	51% BY.BZ	27% BZ	16%	43% CB.CC	28%	22%
Net: Not confident	61%	*29%* **	44%	62% BT.BW	76% BT.BU.BW	49%	42%	68% BX.BZ	49%	51%	66% CA.CC	52%
Mean	2.12	2.77 **	2.50 BU.BV.BW	2.19 BV.BW	1.82	1.98 BV	2.54 BY.BZ	2.04	1.98	2.37 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	1%	*24%* **	3% BU.BV.BW	1%	0%	0%	5% BY.BZ	0%	0%	2% CB	0%	1%
Fairly prepared [3]	14%	*21%* **	32% BU.BV.BW	15% BV.BW	6%	10%	30% BY.BZ	11%	10%	19% CB	11%	14%
Not very prepared [2]	48%	*33%* **	48% BV.BW	60% BT.BV.BW	37%	38%	46% BZ	51% BZ	38%	53% CC	50% CC	39%
Not at all prepared [1]	29%	*19%* **	12%	22% BT	54% BT.BU.BW	24% BT	13%	34% BX.BZ	24% BX	20%	36% CA.CC	26%
Don't know	8%	*4%* **	5%	4%	3%	28% BT.BU.BV	5%	3%	28% BX.BY	6% CB	2%	20% CA.CB
Net: Prepared	15%	*45%* **	34% BU.BV.BW	15% BV.BW	6%	10% BV	35% BY.BZ	12%	10%	22% CB	11%	15%
Net: Not prepared	77%	*51%* **	60%	81% BT.BW	91% BT.BU.BW	62%	59%	85% BX.BZ	62%	72% CC	86% CA.CC	64%
Mean	1.86	*2.52* **	2.26 BU.BV.BW	1.94 BV.BW	1.51	1.81 BV	2.29 BY.BZ	1.77	1.81	2.05 CB.CC	1.75	1.88 CB
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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick10_UK_2. A major public health crisis												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	3%	*24%* **	7% BU.BV.BW	3%	1%	2%	9% BY.BZ	2%	2%	6% CB.CC	3%	2%
Fairly prepared [3]	27%	*41%* **	42% BU.BV.BW	30% BV.BW	17%	23%	42% BY.BZ	25%	23%	35% CB	19%	28% CB
Not very prepared [2]	40%	*26%* **	37%	48% BT.BV.BW	35%	32%	35%	43% BX.BZ	32%	38%	44% CC	35%
Not at all prepared [1]	25%	*10%* **	11%	18% BT	45% BT.BU.BW	22% BT	11%	28% BX.BZ	22% BX	17%	34% CA.CC	22%
Don't know	5%	- **	3%	2%	2%	21% BT.BU.BV	3%	2%	21% BX.BY	3% CB	1%	14% CA.CB
Net: Prepared	30%	*64%* **	49% BU.BV.BW	32% BV.BW	19%	25% BV	51% BY.BZ	27%	25%	41% CB.CC	22%	29% CB
Net: Not prepared	65%	*36%* **	47%	66% BT.BW	80% BT.BU.BW	54%	46%	71% BX.BZ	54%	55%	77% CA.CC	56%
Mean	2.09	*2.78* **	2.48 BU.BV.BW	2.17 BV	1.75	2.06 BV	2.51 BY.BZ	2.01	2.06	2.32 CB.CC	1.91	2.10 CB
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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick10_UK_3. An extreme weather event												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very prepared [4]	1%	*10%* **	2% BU	0%	1%	1%	3% BY	0%	1%	2%	1%	1%
Fairly prepared [3]	19%	*28%* **	37% BU.BV.BW	21% BV.BW	11%	11%	36% BY.BZ	17% BZ	11%	27% CB.CC	14%	15%
Not very prepared [2]	45%	*37%* **	43%	52% BT.BV.BW	37%	43%	42%	46%	43%	46%	47%	39%
Not at all prepared [1]	30%	*20%* **	15%	24% BT	49% BT.BU.BW	24% BT	15%	34% BX.BZ	24% BX	22%	37% CA.CC	27%
Don't know	5%	*4%* **	3%	2%	2%	20% BT.BU.BV	3%	2%	20% BX.BY	3%	1%	17% CA.CB
Net: Prepared	20%	*38%* **	40% BU.BV.BW	21% BV.BW	12%	12%	40% BY.BZ	18% BZ	12%	29% CB.CC	15%	16%
Net: Not prepared	75%	*57%* **	57%	76% BT.BW	86% BT.BU.BW	67% BT	57%	80% BX.BZ	67% BX	68%	84% CA.CC	67%
Mean	1.91	*2.30* **	2.29 BU.BV.BW	1.98 BV.BW	1.62	1.86 BV	2.29 BY.BZ	1.84	1.86	2.10 CB.CC	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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	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	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	11%	*28%* **	12%	11%	10%	8%	14% BZ	11%	8%	13% CB.CC	8%	7%
Fairly confident [3]	44%	*49%* **	52% BV.BW	47% BV	37%	41%	51% BY.BZ	43%	41%	54% CB.CC	42%	45%
Not very confident [2]	26%	*13%* **	25%	27% BW	29% BW	19%	23%	28% BZ	19%	24%	30% CC	19%
Not at all confident [1]	12%	*8%* **	9%	8%	19% BT.BU.BW	13% BU	9%	12%	13%	6%	15% CA	13% CA
Don't know	7%	*2%* **	3%	6% BT	5%	19% BT.BU.BV	3%	6% BX	19% BX.BY	2%	5% CA	16% CA.CB
Net: Confident	55%	*77%* **	64% BV.BW	58% BV.BW	47%	49%	65% BY.BZ	54%	49%	67% CB.CC	50%	53%
Net: Not confident	38%	*21%* **	34%	35%	49% BT.BU.BW	31%	32%	41% BX.BZ	31%	31%	45% CA.CC	31%
Mean	2.58	*3.00* **	2.69 BV	2.66 BV	2.39	2.55 BV	2.72 BY.BZ	2.55	2.55	2.76 CB.CC	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick11_UK_2. Your household's income or employment situation												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	13%	*37%* **	14%	14%	12%	10%	17% BZ	13%	10%	17% CB.CC	9%	7%
Fairly confident [3]	45%	*36%* **	56% BU.BV.BW	48% BV	38%	44%	54% BY.BZ	44%	44%	58% CB.CC	48%	47%
Not very confident [2]	22%	*16%* **	19%	25% BT.BW	25% BW	15%	18%	25% BX.BZ	15%	16%	27% CA.CC	18%
Not at all confident [1]	10%	*7%* **	8%	7%	19% BT.BU.BW	9%	8%	11%	9%	7%	13% CA	9%
Don't know	8%	*3%* **	3%	6% BT	6%	22% BT.BU.BV	3%	6% BX	22% BX.BY	2%	3%	19% CA.CB
Net: Confident	59%	*73%* **	70% BU.BV.BW	62% BV.BW	50%	54%	71% BY.BZ	57%	54%	75% CB.CC	57%	54%
Net: Not confident	33%	*23%* **	27%	32% BW	44% BT.BU.BW	24%	26%	36% BX.BZ	24%	23%	40% CA.CC	27%
Mean	2.67	*3.07* **	2.78 BV	2.74 BV	2.46	2.71 BV	2.82 BY	2.63	2.71	2.87 CB.CC	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

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick11_UK_3. Your housing situation												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	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% CB.CC	24%	24%
Fairly confident [3]	45%	*33%* **	52% BV.BW	47% BV	41%	41%	50% BZ	45%	41%	53% CB	46%	46%
Not very confident [2]	11%	*8%* **	11%	12%	11%	10%	11%	12%	10%	9%	18% CA.CC	7%
Not at all confident [1]	7%	*2%* **	3%	4%	13% BT.BU.BW	5%	3%	8% BX	5%	4%	9% CA	7%
Don't know	7%	*4%* **	3%	5%	5%	18% BT.BU.BV	3%	5%	18% BX.BY	1%	3%	15% CA.CB
Net: Confident	75%	*86%* **	82% BV.BW	79% BV.BW	71%	67%	83% BY.BZ	76% BZ	67%	86% CB.CC	70%	70%
Net: Not confident	18%	*10%* **	15%	16%	24% BT.BU.BW	15%	14%	20% BX	15%	13%	27% CA.CC	14%
Mean	3.06	*3.42* **	3.13 BV	3.12 BV	2.91	3.07 BV	3.17 BY	3.04	3.07	3.17 CB	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

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
	BS	BT	BU	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	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	2260	*41*	307	934	600	378	348	1534	378	523	442	335
Very confident [4]	9%	*23%* **	10%	8%	11% BU.BW	6%	12% BZ	9%	6%	14% CB.CC	8%	5%
Fairly confident [3]	38%	*36%* **	43% BV.BW	44% BV.BW	32%	31%	42% BZ	39% BZ	31%	45% CB.CC	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% BT.BU	22% BT.BU	14%	20% BX	22% BX	13%	24% CA	19% CA
Don't know	7%	*3%* **	5%	5%	4%	18% BT.BU.BV	5%	4%	18% BX.BY	3%	3%	16% CA.CB
Net: Confident	47%	*59%* **	53% BV.BW	51% BV.BW	43%	37%	54% BZ	48% BZ	37%	58% CB.CC	43%	36%
Net: Not confident	46%	*38%* **	42%	44%	53% BT.BU.BW	45%	41%	48%	45%	39%	54% CA	48% CA
Mean	2.39	*2.66* **	2.52 BV.BW	2.45 BV.BW	2.30	2.25	2.54 BY.BZ	2.39 BZ	2.25	2.61 CB.CC	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

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick12_UK_2. A significant reduction in household income												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	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% BV.BW	27% BV.BW	20%	18%	33% BY.BZ	24% BZ	18%	29% CC	23%	21%
Not very confident [2]	38%	*36%* **	39% BV	45% BV.BW	30%	31%	39%	40% BZ	31%	40% CC	40% CC	31%
Not at all confident [1]	25%	*14%* **	19%	18%	38% BT.BU.BW	27% BT.BU	18%	26% BX	27% BX	20%	29% CA	26%
Don't know	8%	*8%* **	4%	5%	6%	21% BT.BU.BV	5%	6%	21% BX.BY	5%	4%	19% CA.CB
Net: Confident	29%	*42%* **	38% BV.BW	31% BV.BW	26%	21%	38% BY.BZ	29% BZ	21%	35% CB.CC	27%	24%
Net: Not confident	63%	*50%* **	58%	64%	69% BT.BW	58%	57%	66% BX.BZ	58%	60%	70% CA.CC	57%
Mean	2.09	*2.47* **	2.24 BV.BW	2.18 BV.BW	1.93	1.96	2.27 BY.BZ	2.08	1.96	2.23 CB.CC	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

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC
brunswick12_UK_3. A significant increase in essential living costs												
Unweighted base	2260	*39*	298	978	595	350	337	1573	350	529	435	296
Base	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% BV.BW	41% BV.BW	31%	27%	46% BY.BZ	37% BZ	27%	42% CB.CC	33%	32%
Not very confident [2]	34%	*14%* **	34%	35%	34%	31%	32%	35%	31%	36%	39% CC	30%
Not at all confident [1]	17%	*12%* **	12%	14%	24% BT.BU.BW	18%	12%	18% BX	18%	11%	20% CA	16%
Don't know	7%	*5%* **	5%	4%	4%	19% BT.BU.BV	5%	4%	19% BX.BY	3%	4%	17% CA.CB
Net: Confident	43%	*68%* **	49% BV.BW	47% BV.BW	38%	32%	51% BY.BZ	43% BZ	32%	50% CB.CC	38%	36%
Net: Not confident	51%	*26%* **	46%	49%	58% BT.BU.BW	48%	44%	53% BX	48%	47%	59% CA.CC	46%
Mean	2.34	*2.68* **	2.44 BV.BW	2.41 BV.BW	2.22	2.24	2.47 BY.BZ	2.33	2.24	2.48 CB.CC	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

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	3%	4%	2%	4%	8% CH.CI	2%	2%	4% *
Fairly well protected [3]	37%	52% CE.CF	35%	31%	64% CH.CI.CJ	47% CI.CJ	29% CJ	19% *
Not very well protected [2]	38%	32%	39% CD	34%	20%	38% CG.CJ	44% CG.CH.CJ	22% *
Not at all protected [1]	12%	7%	17% CD.CF	7%	4%	3%	19% CG.CH.CJ	6% *
Don't know	10%	6%	7%	24% CD.CE	4%	10% CG	7%	49% CG.CH.CI*
Net: Protected	40%	55% CE.CF	37%	34%	72% CH.CI.CJ	49% CI.CJ	30%	23% *
Net: Not protected	50%	38%	56% CD.CF	42%	24%	41% CG.CJ	62% CG.CH.CJ	28% *
Mean	2.34	2.56 CE.CF	2.24	2.40 CE	2.80 CH.CI.CJ	2.53 CI	2.14	2.41 CI*
Std. dev	0.75	0.68	0.76	0.73	0.64	0.61	0.75	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?								
brunswick2_1. Terrorism								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	6%	10% CE.CF	5%	4%	18% CH.CI.CJ	4%	4%	4% *
Fairly well protected [3]	42%	51% CE.CF	39%	37%	58% CI.CJ	53% CI.CJ	35% CJ	23% *
Not very well protected [2]	29%	23%	32% CD	25%	14%	27% CG	35% CG.CH.CJ	21% *
Not at all protected [1]	13%	10%	17% CD.CF	10%	6%	4%	20% CG.CH.CJ	7% *
Don't know	10%	5%	7% CD.CE	24% CD.CE	4%	11% CG.CI	7%	45% CG.CH.CI*
Net: Protected	48%	61% CE.CF	44%	41%	76% CH.CI.CJ	57% CI.CJ	39% CJ	27% *
Net: Not protected	43%	34%	49% CD.CF	35%	20%	31% CG	54% CG.CH.CJ	28% *
Mean	2.45	2.64 CE.CF	2.34	2.46	2.92 CH.CI.CJ	2.64 CI.CJ	2.25	2.44 *
Std. dev	0.82	0.82	0.84	0.79	0.76	0.65	0.83	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	2%	3%	1%	1%	4% CI	2%	2%	0% *
Fairly well protected [3]	24%	38% CE.CF	21%	20%	48% CH.CI.CJ	29% CI.CJ	17%	19% *
Not very well protected [2]	47%	41%	50% CD.CF	39%	34%	51% CG.CJ	50% CG.CJ	25% *
Not at all protected [1]	16%	12%	20% CD.CF	11%	9%	6%	22% CG.CH.CJ	9% *
Don't know	12%	6%	8%	29% CD.CE	6%	12% CG.CI	9%	47% CG.CH.CI*
Net: Protected	26%	41% CE.CF	22%	21%	51% CH.CI.CJ	31% CI.CJ	19%	19% *
Net: Not protected	62%	52%	70% CD.CF	50%	42%	57% CG.CJ	72% CG.CH.CJ	34% *
Mean	2.14	2.35 CE.CF	2.03	2.15	2.50 CH.CI.CJ	2.31 CI	1.98	2.20 CI*
Std. dev	0.72	0.74	0.71	0.70	0.72	0.62	0.71	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick2_3. Acts of sabotage (e.g. against infrastructure)								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	3%	5%	2%	2%	8% CH.CI	3%	2%	2% *
Fairly well protected [3]	31%	43% CE.CF	30% CF	22%	53% CH.CI.CJ	41% CI.CJ	23%	16% *
Not very well protected [2]	37%	32%	40% CD.CF	30%	23%	36% CG.CJ	42% CG.CH.CJ	21% *
Not at all protected [1]	14%	11%	18% CD.CF	9%	8%	5%	21% CG.CH.CJ	6% *
Don't know	15%	9%	10%	36% CD.CE	8%	15% CG	12%	54% CG.CH.CI*
Net: Protected	34%	48% CE.CF	32% CF	24%	61% CH.CI.CJ	44% CI.CJ	25%	18% *
Net: Not protected	51%	42%	58% CD.CF	40%	31%	41% CG.CJ	63% CG.CH.CJ	27% *
Mean	2.27	2.47 CE.CF	2.18	2.27	2.66 CH.CI.CJ	2.50 CI	2.07	2.32 CI*
Std. dev	0.78	0.77	0.78	0.76	0.76	0.66	0.76	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick2_4. Military threats / armed conflict								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	7%	11% CE.CF	6%	4%	18% CH.CI.CJ	6%	5%	6% *
Fairly well protected [3]	36%	47% CE.CF	38% CF	29%	54% CI.CJ	47% CI.CJ	29%	23% *
Not very well protected [2]	33%	27%	36% CD	31%	19%	31% CG.CJ	39% CG.CH.CJ	18% *
Not at all protected [1]	13%	8%	14% CD	9%	5%	3%	20% CG.CH.CJ	5% *
Don't know	11%	6%	6%	27% CD.CE	6%	13% CG.CI	7%	48% CG.CH.CI*
Net: Protected	43%	58% CE.CF	44% CF	34%	71% CH.CI.CJ	53% CI.CJ	34%	29% *
Net: Not protected	46%	36%	50% CD.CF	39%	23%	34% CG.CJ	59% CG.CH.CJ	23% *
Mean	2.43	2.65 CE.CF	2.38	2.40	2.89 CH.CI.CJ	2.64 CI	2.21	2.56 CI*
Std. dev	0.83	0.80	0.81	0.77	0.75	0.66	0.84	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick2_5. Disinformation campaigns								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well protected [4]	2%	3% CE	1%	2%	5% CH.CI	2%	1%	2% *
Fairly well protected [3]	14%	21% CE.CF	14%	12%	25% CI.CJ	18% CI.CJ	10%	5% *
Not very well protected [2]	41%	40%	42% CF	34%	44% CJ	45% CJ	41% CJ	25% *
Not at all protected [1]	27%	24% CF	34% CD.CF	15%	19% CJ	17% CJ	34% CG.CH.CJ	8% *
Don't know	17%	13%	9%	37% CD.CE	8%	18% CG	14% CG	60% CG.CH.CI*
Net: Protected	15%	24% CE.CF	15%	14%	29% CH.CI.CJ	20% CI.CJ	11%	7% *
Net: Not protected	68%	63% CF	76% CD.CF	49%	63% CJ	63% CJ	75% CG.CH.CJ	34% *
Mean	1.89	2.04 CE	1.79	2.01 CE	2.16 CI	2.05 CI	1.75	2.01 CI*
Std. dev	0.75	0.81	0.72	0.74	0.81	0.71	0.71	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very well informed [4]	3%	4%	3%	2%	7% CH.CI.CJ	2%	3%	- *
Fairly well informed [3]	32%	46% CE.CF	29% CF	21%	47% CH.CI.CJ	31% CJ	30% CJ	14% *
Not very well informed [2]	43%	39%	46% CD	41%	36%	47% CG.CJ	45% CG.CJ	32% *
Not at all informed [1]	13%	6%	17% CD	12% CD	6%	10%	17% CG.CH	10% *
Don't know	9%	5%	4%	23% CD.CE	4%	9% CG.CI	6%	44% CG.CH.CI*
Net: Informed	35%	50% CE.CF	32% CF	23%	55% CH.CI.CJ	33% CJ	33% CJ	14% *
Net: Not informed	57%	45%	64% CD.CF	54% CD	42%	58% CG.CJ	62% CG.CJ	42% *
Mean	2.27	2.51 CE.CF	2.19	2.16	2.58 CH.CI.CJ	2.28 CJ	2.20	2.08 *
Std. dev	0.74	0.68	0.76	0.71	0.72	0.69	0.75	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK's security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Strongly support [5]	4%	4%	3%	5%	7% CI.CJ	5%	3%	2% *
Tend to support [4]	24%	24% CF	21%	15%	35% CI.CJ	28% CI.CJ	21% CJ	9% *
Neither support nor oppose [3]	29%	31%	28%	27%	30%	38% CI.CJ	26%	21% *
Tend to oppose [2]	19%	23% CF	24% CF	14%	17%	14%	22% CH	14% *
Strongly oppose [1]	15%	14%	19%	16%	7%	7%	20% CG.CH.CJ	9% *
Don't know	10%	4%	5%	23% CD.CE	3%	9% CG	7% CG	45% CG.CH.CI*
Net: Support	28%	28% CF	24%	20%	43% CH.CI.CJ	33% CI.CJ	24% CJ	11% *
Net: Oppose	33%	37%	43% CF	30%	24%	20%	42% CG.CH.CJ	23% *
Mean	2.82	2.80	2.64	2.72	3.21 CI.CJ	3.11 CI.CJ	2.62	2.63 *
Std. dev	1.12	1.08	1.13	1.18	1.04	0.98	1.15	1.04

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick5. If the UK 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	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Higher taxes	20%	21% CF	16%	14%	28% CI.CJ	33% CI.CJ	14%	7% *
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	46% CF	44% CF	29%	43% CH.CJ	34% CJ	46% CH.CJ	14% *
Increased government borrowing	15%	17% CF	18% CF	9%	26% CH.CI.CJ	16% CJ	12% CJ	5% *
I would not be willing to accept any of these	23%	23%	26%	24%	18%	21%	26% CG.CH.CJ	13% *
Don't know	15%	9%	10%	32% CD.CE	8%	16% CG.CI	11%	64% CG.CH.CI*
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	1260	519	455	286	181	302	693	84
Base: : respondents in full-time or part-time employment only	1300	503	478	319	209	300	696	95
Very well prepared [4]	7%	16% CE.CF	2%	0%	15% CH.CI.CJ	6%	5%	3% *
Fairly well prepared [3]	33%	64% CE.CF	19% CF	6%	42% CI.CJ	42% CI.CJ	29% CJ	15% *
Not very well prepared [2]	23%	14% CF	43% CD.CF	6%	17%	22%	25% CG	21% *
Not at all prepared [1]	11%	3%	25% CD.CF	3%	8%	5%	15% CG.CH	6% *
Don't know	26%	3%	10% CD	84% CD.CE	19%	23%	25%	54% CG.CH.CI*
Net: Prepared	40%	80% CE.CF	21% CF	7%	57% CI.CJ	49% CI.CJ	35% CJ	18% *
Net: Not prepared	34%	17% CF	69% CD.CF	9%	25%	28%	40% CG.CH	28% *
Mean	2.49	2.96 CE.CF	1.98	2.26 CE*	2.78 CI	2.65 CI	2.33	2.32 **
Std. dev	0.86	0.65	0.76	0.79	0.86	0.73	0.88	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base: : respondents in full-time or part-time employment only	1260	519	455	286	181	302	693	84
Base: : respondents in full-time or part-time employment only	1300	503	478	319	209	300	696	95
Very well informed [4]	8%	21% CE.CF	-	-	16% CH.CI.CJ	7%	7%	4% *
Fairly well informed [3]	30%	79% CE.CF	-	-	38% CI.CJ	36% CI.CJ	28%	20% *
Not very well informed [2]	23%	-	63% CD.CF	-	21%	25% CJ	24% CJ	12% *
Not at all informed [1]	14%	-	37% CD.CF	-	10%	9%	17% CG.CH	8% *
Don't know	25%	-	-	100% CD.CE	15%	23%	24% CG	55% CG.CH.CI*
Net: Informed	39%	100% CE.CF	-	-	54% CH.CI.CJ	43% CI.CJ	34%	24% *
Net: Not informed	37%	-	100% CD.CF	-	31%	34% CJ	42% CG.CJ	21% *
Mean	2.44	3.21 CE	1.63	-	2.72 CI	2.53 CI	2.31	2.46 **
Std. dev	0.91	0.41	0.48	-	0.91	0.82	0.92	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base: : respondents in full-time or part-time employment only	1260	519	455	286	181	302	693	84
Base: : respondents in full-time or part-time employment only	1300	503	478	319	209	300	696	95
Very confident [4]	8%	19% CE.CF	2%	2%	16% CH.CI.CJ	8%	6%	5% *
Fairly confident [3]	30%	58% CE.CF	16% CF	8%	41% CI.CJ	35% CI.CJ	27%	19% *
Not very confident [2]	19%	12% CF	36% CD.CF	5%	18%	19%	21%	11% *
Not at all confident [1]	13%	2%	29% CD.CF	5%	10%	9%	16% CH	9% *
Don't know	29%	9%	18% CD	80% CD.CE	15%	29% CG	30% CG	56% CG.CH.CI*
Net: Confident	39%	77% CE.CF	18% CF	10%	57% CH.CI.CJ	43% CI.CJ	33%	24% *
Net: Not confident	32%	14%	65% CD.CF	10%	28%	27%	37% CH.CJ	20% *
Mean	2.49	3.02 CE.CF	1.89	2.32 CE*	2.75 CI	2.60 CI	2.35	2.45 **
Std. dev	0.92	0.66	0.79	0.95	0.90	0.84	0.93	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very optimistic [5]	1%	1%	2%	1%	11% CH.CI.CJ	-	-	- *
Fairly optimistic [4]	12%	21% CE.CF	11%	9%	89% CH.CI.CJ	-	-	- *
Neither optimistic nor pessimistic [3]	24%	26%	22%	21%	-	100% CG.CI.CJ	-	- *
Fairly pessimistic [2]	36%	35%	36%	36%	-	-	63% CG.CH.CJ	- *
Very pessimistic [1]	21%	12%	24% CD.CF	16%	-	-	37% CG.CH.CJ	- *
Don't know	6%	5%	4%	16% CD.CE	-	-	-	100% CG.CH.CI*
Net: Optimistic	13%	23% CE.CF	13%	10%	100% CH.CI.CJ	-	-	- *
Net: Pessimistic	56%	47%	61% CD.CF	52%	-	-	100% CG.CH.CJ	- *
Mean	2.34	2.63 CE.CF	2.28	2.31	4.11 CH.CI	3.00 CI	1.63	-
Std. dev	1.01	1.01	1.05	0.94	0.31	0.00	0.48	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
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	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	1%	2%	2%	1%	5% CH.CI.CJ	1%	1%	- *
Fairly confident [3]	14%	23% CE.CF	11%	7%	38% CH.CI.CJ	19% CI.CJ	6%	6% *
Not very confident [2]	46%	48%	48%	44%	41% CJ	56% CG.CI.CJ	45% CJ	28% *
Not at all confident [1]	29%	22%	33% CD.CF	22%	13%	12%	43% CG.CH.CJ	11% *
Don't know	10%	5%	6%	26% CD.CE	3%	12% CG.CI	5%	55% CG.CH.CI*
Net: Confident	15%	25% CE.CF	13%	8%	43% CH.CI.CJ	20% CI.CJ	7%	6% *
Net: Not confident	75%	70%	81% CD.CF	66%	54% CJ	68% CG.CJ	88% CG.CH.CJ	39% *
Mean	1.86	2.06 CE.CF	1.80	1.82	2.36 CH.CI.CJ	2.11 CI.CJ	1.63	1.90 CI*
Std. dev	0.72	0.76	0.71	0.64	0.77	0.63	0.64	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick9_UK_2. People's living standards								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	1%	3%	1%	1%	4% CH.CI	1%	1%	2% *
Fairly confident [3]	10%	15% CE.CF	10%	6%	35% CH.CI.CJ	15% CI.CJ	3%	4% *
Not very confident [2]	44%	46%	43%	43%	43% CJ	59% CG.CI.CJ	41% CJ	23% *
Not at all confident [1]	35%	32%	41% CD.CF	25%	15%	15%	51% CG.CH.CJ	17% *
Don't know	9%	5%	5%	25% CD.CE	3%	10% CG.CI	4%	55% CG.CH.CI*
Net: Confident	12%	18% CE.CF	11%	7%	39% CH.CI.CJ	16% CI.CJ	4%	6% *
Net: Not confident	80%	78% CF	84% CD.CF	68%	58% CJ	74% CG.CJ	92% CG.CH.CJ	40% *
Mean	1.75	1.88 CE	1.70	1.76	2.28 CH.CI.CJ	2.01 CI.CJ	1.51	1.79 CI*
Std. dev	0.70	0.77	0.71	0.62	0.77	0.61	0.60	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick9_UK_3. Business activity and investment								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	2%	4% CE.CF	1%	1%	7% CH.CI.CJ	2%	1%	1% *
Fairly confident [3]	18%	26% CE.CF	17%	11%	44% CH.CI.CJ	22% CI.CJ	10%	7% *
Not very confident [2]	45%	45%	46%	40%	37% CJ	52% CG.CI.CJ	46% CG.CJ	22% *
Not at all confident [1]	23%	18%	26% CD.CF	16%	6%	10%	34% CG.CH.CJ	9% *
Don't know	13%	8%	9%	32% CD.CE	5%	15% CG.CI	9%	62% CG.CH.CI*
Net: Confident	19%	29% CE.CF	19% CF	12%	52% CH.CI.CJ	24% CI.CJ	11%	8% *
Net: Not confident	67%	63%	73% CD.CF	56%	43% CJ	61% CG.CJ	80% CG.CH.CJ	30% *
Mean	1.98	2.17 CE.CF	1.93	1.95	2.55 CH.CI.CJ	2.19 CI	1.76	2.00 CI*
Std. dev	0.74	0.78	0.73	0.67	0.73	0.65	0.68	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick9_UK_4. Delivery of critical services								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	3%	4% CF	3%	1%	12% CH.CI.CJ	2% CI	1%	2% *
Fairly confident [3]	27%	37% CE.CF	29% CF	17%	50% CH.CI.CJ	38% CI.CJ	18%	10% *
Not very confident [2]	39%	37%	39%	38%	29%	40% CG.CJ	43% CG.CJ	20% *
Not at all confident [1]	21%	16%	23% CD.CF	14%	6%	7%	32% CG.CH.CJ	13% CG*
Don't know	10%	6%	6%	29% CD.CE	3%	13% CG.CI	6%	55% CG.CH.CI*
Net: Confident	29%	42% CE.CF	32% CF	18%	62% CH.CI.CJ	40% CI.CJ	19%	12% *
Net: Not confident	61%	53%	62% CD.CF	53%	35%	47% CG.CJ	75% CG.CH.CJ	33% *
Mean	2.12	2.32 CE.CF	2.12	2.07	2.71 CH.CI.CJ	2.40 CI.CJ	1.86	2.01 *
Std. dev	0.80	0.80	0.82	0.71	0.76	0.68	0.73	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very prepared [4]	1%	2% CE	1%	1%	6% CH.CI.CJ	0%	0%	- *
Fairly prepared [3]	14%	21% CE.CF	13%	10%	39% CH.CI.CJ	20% CI.CJ	6%	8% *
Not very prepared [2]	48%	51%	48%	43%	44% CJ	56% CG.CI.CJ	47% CJ	31% *
Not at all prepared [1]	29%	21%	34% CD.CF	24%	7%	13% CG	43% CG.CH.CJ	16% CG*
Don't know	8%	5%	4%	21% CD.CE	4%	10% CG.CI	4%	45% CG.CH.CI*
Net: Prepared	15%	23% CE.CF	14%	11%	45% CH.CI.CJ	21% CI.CJ	6%	8% *
Net: Not prepared	77%	72%	82% CD.CF	67%	51%	70% CG.CJ	90% CG.CH.CJ	47% *
Mean	1.86	2.04 CE.CF	1.79	1.85	2.46 CH.CI.CJ	2.09 CI.CJ	1.62	1.87 CI*
Std. dev	0.70	0.74	0.69	0.69	0.71	0.62	0.62	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick10_UK_2. A major public health crisis								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very prepared [4]	3%	6% CF	4%	1%	10% CH.CI.CJ	4% CI	1%	3% *
Fairly prepared [3]	27%	31%	26%	25%	45% CH.CI.CJ	35% CI.CJ	20%	20% *
Not very prepared [2]	40%	40%	38%	39%	34%	43% CG.CJ	42% CG.CJ	26% *
Not at all prepared [1]	25%	19%	30% CD.CF	22%	8%	13% CG	35% CG.CH.CJ	14% *
Don't know	5%	3%	2%	14% CD.CE	2%	5% CI	2%	38% CG.CH.CI*
Net: Prepared	30%	37% CE.CF	29%	26%	56% CH.CI.CJ	38% CI.CJ	22%	23% *
Net: Not prepared	65%	60%	69% CD.CF	60%	42%	57% CG.CJ	76% CG.CH.CJ	40% *
Mean	2.09	2.24 CE.CF	2.02	2.07	2.59 CH.CI.CJ	2.30 CI	1.88	2.19 CI*
Std. dev	0.82	0.84	0.85	0.77	0.79	0.76	0.77	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick10_UK_3. An extreme weather event								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very prepared [4]	1%	2%	2%	1%	4% CH.CI	1%	0%	2% CI*
Fairly prepared [3]	19%	24% CE.CF	18%	14%	37% CH.CI.CJ	20% CI	15%	13% *
Not very prepared [2]	45%	48%	43%	41%	41% CJ	53% CG.CI.CJ	45% CJ	27% *
Not at all prepared [1]	30%	23%	34% CD	28%	16%	22%	37% CG.CH.CJ	20% *
Don't know	5%	2%	3%	16% CD.CE	2%	4%	3%	38% CG.CH.CI*
Net: Prepared	20%	26% CE.CF	20%	15%	41% CH.CI.CJ	21% CI	15%	15% *
Net: Not prepared	75%	72%	77% CF	69%	57%	75% CG.CJ	82% CG.CH.CJ	47% *
Mean	1.91	2.04 CE.CF	1.87	1.86	2.29 CH.CI.CJ	1.99 CI	1.78	1.95 *
Std. dev	0.74	0.75	0.77	0.72	0.78	0.69	0.71	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
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	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	11%	12%	9%	8%	21% CH.CI.CJ	12% CI	8%	10% *
Fairly confident [3]	44%	55% CE.CF	41%	45%	52% CI.CJ	56% CI.CJ	39%	31% *
Not very confident [2]	26%	23%	31% CD.CF	18%	18%	21%	31% CG.CH.CJ	15% *
Not at all confident [1]	12%	7%	15% CD	10%	5%	5%	17% CG.CH.CJ	9% *
Don't know	7%	2%	3%	20% CD.CE	4%	7%	6%	35% CG.CH.CI*
Net: Confident	55%	67% CE.CF	51%	52%	74% CI.CJ	68% CI.CJ	46%	42% *
Net: Not confident	38%	31%	46% CD.CF	28%	23%	25%	48% CG.CH.CJ	24% *
Mean	2.58	2.74 CE	2.46	2.62 CE	2.93 CH.CI.CJ	2.81 CI	2.39	2.65 CI*
Std. dev	0.86	0.77	0.87	0.83	0.78	0.71	0.87	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	13%	16% CE.CF	9%	7%	25% CH.CI.CJ	14%	11%	12% *
Fairly confident [3]	45%	58% CE.CF	49%	46%	48% CJ	56% CI.CJ	41%	34% *
Not very confident [2]	22%	18%	25% CD.CF	17%	17%	19%	26% CG.CH.CJ	13% *
Not at all confident [1]	10%	6%	13% CD	8%	6%	4%	15% CG.CH	8% CH*
Don't know	8%	1%	3%	22% CD.CE	5%	8%	7%	33% CG.CH.CI*
Net: Confident	59%	74% CE.CF	58%	53%	73% CI.CJ	70% CI.CJ	52%	46% *
Net: Not confident	33%	25%	39% CD.CF	25%	22%	22%	41% CG.CH.CJ	21% *
Mean	2.67	2.85 CE.CF	2.56	2.67	2.97 CI	2.87 CI	2.51	2.75 *
Std. dev	0.86	0.77	0.85	0.78	0.82	0.70	0.89	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick11_UK_3. Your housing situation								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	30%	32% CF	26%	24%	37% CI.CJ	32% CJ	29% CJ	19% *
Fairly confident [3]	45%	53%	47%	45%	44%	48% CJ	45%	36% *
Not very confident [2]	11%	11%	14%	10%	11%	10%	12%	12% *
Not at all confident [1]	7%	4%	9% CD	5%	4%	3%	9% CG.CH.CJ	3% *
Don't know	7%	0%	4% CD	16% CD.CE	3%	6%	5%	30% CG.CH.CI*
Net: Confident	75%	85% CE.CF	73%	69%	82% CI.CJ	81% CI.CJ	74% CJ	54% *
Net: Not confident	18%	15%	23% CD.CF	15%	15%	13%	21% CG.CH	15% *
Mean	3.06	3.13 CE	2.93	3.05	3.19 CI	3.18 CI	2.99	3.00 *
Std. dev	0.85	0.76	0.89	0.80	0.79	0.74	0.91	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
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	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	9%	13% CF	9%	5%	14% CI	10%	7%	10% *
Fairly confident [3]	38%	44% CE.CF	35%	33%	45% CI.CJ	47% CI.CJ	35% CJ	20% *
Not very confident [2]	27%	24%	32% CD	28%	23%	27% CJ	29% CJ	17% *
Not at all confident [1]	19%	15%	22% CD	18%	13%	11%	24% CG.CH	23% CG.CH*
Don't know	7%	4%	3%	16% CD.CE	5%	5%	5%	29% CG.CH.CI*
Net: Confident	47%	57% CE.CF	43%	38%	59% CI.CJ	57% CI.CJ	42% CJ	30% *
Net: Not confident	46%	39%	54% CD	46%	35%	38%	53% CG.CH.CJ	40% *
Mean	2.39	2.57 CE.CF	2.31	2.29	2.64 CI.CJ	2.58 CI.CJ	2.26	2.25 *
Std. dev	0.92	0.91	0.92	0.87	0.89	0.83	0.92	1.06

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	5%	6% CE	3%	4%	9% CH.CI	3%	4%	7% *
Fairly confident [3]	25%	31% CE.CF	22%	20%	39% CI.CJ	33% CI.CJ	19% CJ	8% *
Not very confident [2]	38%	37%	44% CF	30%	34% CJ	40% CJ	41% CJ	18% *
Not at all confident [1]	25%	21%	28% CD	24%	12%	17%	31% CG.CH	30% CG.CH*
Don't know	8%	4%	3%	21% CD.CE	6%	7%	6%	37% CG.CH.CI*
Net: Confident	29%	37% CE.CF	25%	25%	48% CH.CI.CJ	36% CI.CJ	23%	15% *
Net: Not confident	63%	59%	72% CD.CF	55%	46%	57% CG	71% CG.CH.CJ	48% *
Mean	2.09	2.23 CE.CF	1.99	2.06	2.47 CH.CI.CJ	2.24 CI.CJ	1.96	1.87 *
Std. dev	0.85	0.87	0.79	0.88	0.84	0.78	0.83	1.03

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Informed of employer security measures			Optimism/ pessimism of UK's economic prospects in next 12 months			
		Informed = Very well informed + Fairly well informed	Not informed = Not very well informed + Not at all informed	Don't know	Optimistic = Very optimistic + Fairly optimistic	Neither optimistic nor pessimistic	Pessimistic = Fairly pessimistic + Very pessimistic	Don't know
		CD	CE	CF	CG	CH	CI	CJ
brunswick12_UK_3. A significant increase in essential living costs								
Unweighted base	2260	519	455	286	277	565	1295	123
Base	2260	503	478	319	304	547	1269	139
Very confident [4]	6%	8% CE.CF	4%	4%	12% CH.CI	5%	5%	8% *
Fairly confident [3]	37%	42% CE.CF	33%	32%	52% CI.CJ	48% CI.CJ	30% CJ	19% *
Not very confident [2]	34%	35%	40% CF	30%	26%	30%	38% CG.CH.CJ	23% *
Not at all confident [1]	17%	11%	20% CD	15%	6%	10%	22% CG.CH	20% CG.CH*
Don't know	7%	3%	3%	19% CD.CE	4%	7% CI	5%	30% CG.CH.CI*
Net: Confident	43%	51% CE.CF	37%	36%	64% CH.CI.CJ	53% CI.CJ	35%	27% *
Net: Not confident	51%	46%	60% CD.CF	45%	32%	40%	61% CG.CH.CJ	43% *
Mean	2.34	2.49 CE.CF	2.22	2.31	2.73 CH.CI.CJ	2.52 CI.CJ	2.18	2.22 *
Std. dev	0.85	0.81	0.82	0.83	0.75	0.76	0.85	0.99

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	3%	*20%* **	9% CM.CN.CO	2%	1%	1%	10% CQ.CR	1%	1%
Fairly well protected [3]	37%	*45%* **	61% CM.CN.CO	39% CN.CO	25%	28%	60% CQ.CR	34%	28%
Not very well protected [2]	38%	*32%* **	24%	43% CL.CO	38% CL.CO	28%	24%	41% CP.CR	28%
Not at all protected [1]	12%	*3%* **	2%	7% CL	28% CL.CM.CO	4%	2%	15% CP.CR	4%
Don't know	10%	- **	4%	8%	7%	38% CL.CM.CN	4%	8% CP	38% CP.CQ
Net: Protected	40%	*64%* **	70% CM.CN.CO	41% CN.CO	26%	30%	69% CQ.CR	35%	30%
Net: Not protected	50%	*36%* **	26%	50% CL.CO	67% CL.CM.CO	32%	27%	57% CP.CR	32%
Mean	2.34	*2.81* **	2.80 CM.CN.CO	2.39 CN	1.99	2.44 CN*	2.80 CQ.CR	2.23	2.44 CQ*
Std. dev	0.75	*0.80*	0.63	0.66	0.78	0.65	0.64	0.74	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	6%	*34%* **	15% CM.CN.CO	5%	4%	2%	17% CQ.CR	4%	2%
Fairly well protected [3]	42%	*36%* **	58% CM.CN.CO	47% CN.CO	31%	28%	56% CQ.CR	41% CR	28%
Not very well protected [2]	29%	*15%* **	19%	34% CL.CO	30% CL.CO	20%	19%	32% CP.CR	20%
Not at all protected [1]	13%	*15%* **	4%	8% CL	29% CL.CM.CO	5%	5%	16% CP.CR	5%
Don't know	10%	-	4%	6%	7%	45% CL.CM.CN	4%	6%	45% CP.CQ
Net: Protected	48%	*70%* **	73% CM.CN.CO	51% CN.CO	35%	30%	73% CQ.CR	45% CR	30%
Net: Not protected	43%	*30%* **	23%	42% CL.CO	58% CL.CM.CO	25%	23%	49% CP.CR	25%
Mean	2.45	*2.89* **	2.88 CM.CN.CO	2.51 CN	2.11	2.48 CN*	2.88 CQ.CR	2.36	2.48 *
Std. dev	0.82	*1.05*	0.71	0.72	0.89	0.72	0.74	0.82	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	2%	*11%* **	5% CM.CN.CO	1%	1%	0%	6% CQ.CR	1%	0%
Fairly well protected [3]	24%	*38%* **	46% CM.CN.CO	23% CN	17%	20%	46% CQ.CR	21%	20%
Not very well protected [2]	47%	*37%* **	38% CO	54% CL.CN.CO	46% CO	25%	38% CR	51% CP.CR	25%
Not at all protected [1]	16%	*5%* **	5%	12% CL	30% CL.CM.CO	7%	5%	19% CP.CR	7%
Don't know	12%	*9%* **	5%	9%	7%	48% CL.CM.CN	6%	8%	48% CP.CQ
Net: Protected	26%	*49%* **	52% CM.CN.CO	25% CN	18%	20%	52% CQ.CR	22%	20%
Net: Not protected	62%	*42%* **	43% CO	66% CL.CO	75% CL.CM.CO	32%	43% CR	70% CP.CR	32%
Mean	2.14	*2.61* **	2.55 CM.CN.CO	2.16 CN	1.88	2.26 CN*	2.56 CQ.CR	2.05	2.26 CQ*
Std. dev	0.72	*0.77*	0.68	0.65	0.72	0.68	0.69	0.69	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	3%	*24%* **	8% CM.CN.CO	2%	2%	1%	9% CQ.CR	2%	1%
Fairly well protected [3]	31%	*48%* **	56% CM.CN.CO	33% CN.CO	20%	18%	55% CQ.CR	28% CR	18%
Not very well protected [2]	37%	*16%* **	25%	44% CL.CN.CO	37% CL.CO	21%	24%	41% CP.CR	21%
Not at all protected [1]	14%	*13%* **	5%	9% CL.CO	30% CL.CM.CO	4%	6%	17% CP.CR	4%
Don't know	15%	- **	6%	12% CL	12% CL	55% CL.CM.CN	6%	12% CP	55% CP.CQ
Net: Protected	34%	*71%* **	64% CM.CN.CO	35% CN.CO	22%	19%	64% CQ.CR	30% CR	19%
Net: Not protected	51%	*29%* **	30%	53% CL.CO	66% CL.CM.CO	25%	30%	58% CP.CR	25%
Mean	2.27	*2.82* **	2.71 CM.CN.CO	2.32 CN	1.93	2.36 CN*	2.72 CQ.CR	2.17	2.36 CQ*
Std. dev	0.78	*0.95*	0.69	0.69	0.81	0.68	0.72	0.76	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	7%	*33%* **	13% CM.CN.CO	6%	6%	4%	15% CQ.CR	6%	4%
Fairly well protected [3]	36%	*55%* **	57% CM.CN.CO	39% CN.CO	25%	27%	57% CQ.CR	34%	27%
Not very well protected [2]	33%	*10%* **	24%	38% CL.CO	36% CL.CO	19%	22%	37% CP.CR	19%
Not at all protected [1]	13%	*3%* **	2%	8% CL	28% CL.CM.CO	4%	2%	16% CP.CR	4%
Don't know	11%	- **	4%	9% CL	6%	46% CL.CM.CN	4%	8% CP	46% CP.CQ
Net: Protected	43%	*88%* **	70% CM.CN.CO	45% CN.CO	30%	31%	72% CQ.CR	39% CR	31%
Net: Not protected	46%	*12%* **	25%	46% CL.CO	64% CL.CM.CO	23%	24%	53% CP.CR	23%
Mean	2.43	*3.18* **	2.86 CM.CN.CO	2.48 CN	2.08	2.56 CN*	2.89 CQ.CR	2.32	2.56 CQ*
Std. dev	0.83	*0.72*	0.66	0.75	0.89	0.74	0.67	0.83	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well protected [4]	2%	*14%* **	5% CM.CN.CO	1%	2%	1%	6% CQ.CR	1%	1%
Fairly well protected [3]	14%	*41%* **	28% CM.CN.CO	13% CN	8%	8%	29% CQ.CR	11%	8%
Not very well protected [2]	41%	*25%* **	42% CN.CO	51% CL.CN.CO	32%	25%	40% CR	44% CR	25%
Not at all protected [1]	27%	*17%* **	13%	23% CL.CO	45% CL.CM.CO	9%	13%	31% CP.CR	9%
Don't know	17%	*3%* **	12%	13%	13%	57% CL.CM.CN	11%	13%	57% CP.CQ
Net: Protected	15%	*55%* **	33% CM.CN.CO	14% CN	10%	9%	35% CQ.CR	12%	9%
Net: Not protected	68%	*41%* **	55% CO	73% CL.CO	78% CL.CO	34%	54% CR	75% CP.CR	34%
Mean	1.89	*2.54* **	2.29 CM.CN.CO	1.91 CN	1.61	2.02 CN*	2.31 CQ.CR	1.79	2.02 CQ*
Std. dev	0.75	*0.96*	0.79	0.66	0.73	0.70	0.81	0.71	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very well informed [4]	3%	*22%* **	5% CM	2%	3%	2%	6% CQ	2%	2%
Fairly well informed [3]	32%	*51%* **	47% CM.CN.CO	33% CN.CO	28% CO	14%	47% CQ.CR	31% CR	14%
Not very well informed [2]	43%	*15%* **	39%	50% CL.CN.CO	40%	34%	37%	46% CP.CR	34%
Not at all informed [1]	13%	*8%* **	4%	10% CL	23% CL.CM.CO	16% CL.CM	4%	15% CP	16% CP
Don't know	9%	*4%* **	6%	6%	6%	34% CL.CM.CN	6%	6%	34% CP.CQ
Net: Informed	35%	*73%* **	51% CM.CN.CO	35% CO	31% CO	16%	53% CQ.CR	33% CR	16%
Net: Not informed	57%	*22%* **	42%	59% CL.CO	63% CL.CO	50%	40%	61% CP.CR	50%
Mean	2.27	*2.92* **	2.56 CM.CN.CO	2.29 CN.CO	2.12	2.04	2.59 CQ.CR	2.22 CR	2.04
Std. dev	0.74	*0.85*	0.65	0.67	0.81	0.77	0.68	0.73	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Strongly support [5]	4%	*39%* **	5% CO	4%	3%	1%	8% CQ.CR	4%	1%
Tend to support [4]	24%	*23%* **	30% CN.CO	28% CN.CO	20% CO	12%	29% CR	25% CR	12%
Neither support nor oppose [3]	29%	*25%* **	34% CN.CO	33% CN.CO	25%	20%	33% CR	30% CR	20%
Tend to oppose [2]	19%	*8%* **	19%	19% CO	21% CO	12%	18%	20% CR	12%
Strongly oppose [1]	15%	*5%* **	7%	10%	26% CL.CM.CO	12%	7%	16% CP	12%
Don't know	10%	- **	5%	6%	6%	43% CL.CM.CN	5%	6%	43% CP.CQ
Net: Support	28%	*62%* **	35% CN.CO	32% CN.CO	23% CO	13%	37% CQ.CR	28% CR	13%
Net: Oppose	33%	*13%* **	26%	29%	47% CL.CM.CO	24%	25%	36% CP.CR	24%
Mean	2.82	*3.83* **	3.06 CN.CO	2.96 CN.CO	2.50	2.61 *	3.13 CQ.CR	2.78	2.61 *
Std. dev	1.12	*1.19*	1.01	1.06	1.18	1.09	1.05	1.13	1.09

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
brunswick5. If the UK 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	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Higher taxes	20%	*45%* **	29% CN.CO	23% CN.CO	14%	11%	30% CQ.CR	19% CR	11%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*41%* **	45% CO	42% CO	44% CO	17%	44% CR	43% CR	17%
Increased government borrowing	15%	*28%* **	20% CM.CN.CO	14% CO	14% CO	7%	21% CQ.CR	14% CR	7%
I would not be willing to accept any of these	23%	*12%* **	16%	24% CL	27% CL	20%	16%	25% CP	20%
Don't know	15%	*8%* **	10%	12%	10% CL.CM.CN	51%	10%	11%	51% CP.CQ
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	1260	*20*	171	614	328	127	191	942	127
Base: : respondents in full-time or part-time employment only	1300	*22*	190	611	340	137	213	951	137
Very well prepared [4]	7%	*17%* **	14% CM.CN.CO	6%	5%	4% *	14% CQ.CR	6%	4% *
Fairly well prepared [3]	33%	*45%* **	50% CM.CN.CO	35% CN.CO	25%	22% *	49% CQ.CR	31%	22% *
Not very well prepared [2]	23%	*26%* **	15%	29% CL.CN.CO	21% CO	10% *	16%	26% CP.CR	10% *
Not at all prepared [1]	11%	- **	6%	7%	23% CL.CM.CO	7% *	6%	13% CP	7% *
Don't know	26%	*11%* **	15%	23% CL	25% CL	58% CL.CM.CN*	15%	24% CP	58% CP.CQ*
Net: Prepared	40%	*63%* **	64% CM.CN.CO	40% CN.CO	31%	26% *	64% CQ.CR	37% CR	26% *
Net: Not prepared	34%	*26%* **	21%	36% CL.CO	44% CL.CM.CO	16% *	22%	39% CP.CR	16% *
Mean	2.49	*2.90* **	2.84 CM.CN	2.51 CN	2.17	2.56 CN*	2.84 CQ.CR	2.39	2.56 *
Std. dev	0.86	*0.71*	0.79	0.77	0.95	0.87	0.78	0.85	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
Unweighted base: : respondents in full-time or part-time employment only	1260	*20*	171	614	328	127	191	942	127
Base: : respondents in full-time or part-time employment only	1300	*22*	190	611	340	137	213	951	137
Very well informed [4]	8%	*38%* **	15% CM.CN.CO	6%	8%	5% *	18% CQ.CR	7%	5% *
Fairly well informed [3]	30%	*15%* **	46% CM.CN.CO	33% CN.CO	25% CO	13% *	43% CQ.CR	30% CR	13% *
Not very well informed [2]	23%	*30%* **	19%	28% CO	22% CO	12% *	21%	25% CR	12% *
Not at all informed [1]	14%	*6%* **	8%	10%	25% CL.CM.CO	9% *	8%	16% CP	9% *
Don't know	25%	*11%* **	12%	23% CL	21% CL	61% CL.CM.CN*	12%	22% CP	61% CP.CQ*
Net: Informed	39%	*53%* **	61% CM.CN.CO	39% CO	33% CO	18% *	60% CQ.CR	37% CR	18% *
Net: Not informed	37%	*36%* **	27%	38% CL.CO	47% CL.CM.CO	21% *	28%	41% CP.CR	21% *
Mean	2.44	*2.95* **	2.78 CM.CN.CO	2.45 CN	2.19	2.36 *	2.79 CQ.CR	2.36	2.36 *
Std. dev	0.91	*1.04*	0.83	0.82	1.00	0.98	0.86	0.89	0.98

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base: : respondents in full-time or part-time employment only	1260	*20*	171	614	328	127	191	942	127
Base: : respondents in full-time or part-time employment only	1300	*22*	190	611	340	137	213	951	137
Very confident [4]	8%	*40%* **	17% CM.CN.CO	6%	7%	6% *	20% CQ.CR	6%	6% *
Fairly confident [3]	30%	*25%* **	41% CN.CO	34% CN.CO	23%	17% *	40% CQ.CR	30% CR	17% *
Not very confident [2]	19%	*23%* **	17% CO	24% CO	18% CO	7% *	17% CR	21% CR	7% *
Not at all confident [1]	13%	*4%* **	7%	9%	25% CL.CM.CO	8% *	7%	15% CP	8% *
Don't know	29%	*9%* **	17%	28% CL	28% CL	61% CL.CM.CN*	17%	28% CP	61% CP.CQ*
Net: Confident	39%	*65%* **	59% CM.CN.CO	40% CN.CO	30%	24% *	59% CQ.CR	36% CP.CR	24% *
Net: Not confident	32%	*26%* **	24%	32% CO	43% CL.CM.CO	16% *	24%	36% CP.CR	16% *
Mean	2.49	*3.11* **	2.84 CM.CN	2.51 CN	2.16	2.55 CN*	2.87 CQ	2.38	2.55 *
Std. dev	0.92	*0.93*	0.86	0.81	1.00	1.01	0.87	0.90	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very optimistic [5]	1%	*18%* **	2%	1%	1%	1%	4% CQ	1%	1%
Fairly optimistic [4]	12%	*30%* **	35% CM.CN.CO	11% CN.CO	4%	4%	35% CQ.CR	9% CR	4%
Neither optimistic nor pessimistic [3]	24%	*24%* **	34% CN	30% CN	10%	30% CN	33% CQ	22%	30% CQ
Fairly pessimistic [2]	36%	*15%* **	22%	43% CL.CN.CO	36% CL.CO	21%	22%	40% CP.CR	21%
Very pessimistic [1]	21%	*13%* **	4%	12% CL	46% CL.CM.CO	10% CL	4%	25% CP.CR	10% CP
Don't know	6%	- **	3%	4%	2%	35% CL.CM.CN	2%	3%	35% CP.CQ
Net: Optimistic	13%	*48%* **	38% CM.CN.CO	12% CN.CO	6%	5%	39% CQ.CR	10% CR	5%
Net: Pessimistic	56%	*28%* **	26%	55% CL.CO	82% CL.CM.CO	30%	26%	65% CP.CR	30%
Mean	2.34	*3.26* **	3.11 CM.CN.CO	2.44 CN	1.76	2.46 CN	3.12 CQ.CR	2.17	2.46 CQ
Std. dev	1.01	*1.29*	0.91	0.88	0.91	0.86	0.95	0.95	0.86

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
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	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	1%	*100%* **	-	-	-	-	9% CQ.CR	-	-
Fairly confident [3]	14%	- **	100% CM.CN.CO	-	-	-	91% CQ.CR	-	-
Not very confident [2]	46%	- **	-	100% CL.CN.CO	-	-	-	61% CP.CR	-
Not at all confident [1]	29%	- **	-	-	100% CL.CM.CO	-	-	39% CP.CR	-
Don't know	10%	- **	-	-	-	100% CL.CM.CN	-	-	100% CP.CQ
Net: Confident	15%	*100%* **	100% CM.CN.CO	-	-	-	100% CQ.CR	-	-
Net: Not confident	75%	- **	-	100% CL.CO	100% CL.CO	-	-	100% CP.CR	-
Mean	1.86	*4.00* **	3.00 CM.CN	2.00	1.00	-	3.09 CQ	1.61	-
Std. dev	0.72	-	0.00	-	-	-	0.29	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	1%	*42%* **	3% CM.CN.CO	0%	0%	-	7% CQ.CR	0%	-
Fairly confident [3]	10%	*42%* **	49% CM.CN.CO	5% CN	2%	3%	48% CQ.CR	4%	3%
Not very confident [2]	44%	*12%* **	41% CN.CO	72% CL.CN.CO	15%	10%	38% CR	50% CP.CR	10%
Not at all confident [1]	35%	*4%* **	7%	21% CL.CO	83% CL.CM.CO	4%	7%	45% CP.CR	4%
Don't know	9%	- **	0%	1%	0%	82% CL.CM.CN	0%	1%	82% CP.CQ
Net: Confident	12%	*84%* **	52% CM.CN.CO	5% CN	2%	3%	55% CQ.CR	4%	3%
Net: Not confident	80%	*16%* **	48% CO	94% CL.CO	98% CL.CM.CO	14%	45% CR	95% CP.CR	14%
Mean	1.75	*3.23* **	2.48 CM.CN.CO	1.84 CN	1.19	1.94 CN*	2.55 CQ.CR	1.59	1.94 CQ*
Std. dev	0.70	*0.81*	0.68	0.50	0.45	0.65	0.72	0.57	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	2%	*37%* **	5% CM.CN.CO	1%	1%	-	8% CQ.CR	1%	-
Fairly confident [3]	18%	*47%* **	61% CM.CN.CO	15% CN.CO	6%	3%	60% CQ.CR	11% CR	3%
Not very confident [2]	45%	*16%* **	27% CO	72% CL.CN.CO	25% CO	5%	26% CR	54% CP.CR	5%
Not at all confident [1]	23%	- **	2%	7% CL.CO	65% CL.CM.CO	1%	2%	29% CP.CR	1%
Don't know	13%	- **	4%	6%	4%	91% CL.CM.CN	4%	5%	91% CP.CQ
Net: Confident	19%	*84%* **	66% CM.CN.CO	15% CN.CO	7% CO	3%	68% CQ.CR	12% CR	3%
Net: Not confident	67%	*16%* **	29% CO	79% CL.CO	90% CL.CM.CO	7%	28% CR	83% CP.CR	7%
Mean	1.98	*3.21* **	2.73 CM.CN	2.09 CN	1.41	2.12 **	2.78 CQ	1.82	2.12 **
Std. dev	0.74	*0.71*	0.60	0.50	0.65	0.67	0.62	0.66	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
brunswick9_UK_4. Delivery of critical services									
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	3%	*56%* **	9% CM.CN.CO	1%	1%	-	13% CQ.CR	1%	-
Fairly confident [3]	27%	*29%* **	65% CM.CN.CO	30% CN.CO	11%	6%	61% CQ.CR	22% CR	6%
Not very confident [2]	39%	*15%* **	23% CO	59% CL.CN.CO	27% CO	7%	22% CR	46% CP.CR	7%
Not at all confident [1]	21%	- **	2%	7% CL.CO	61% CL.CM.CO	1%	1%	28% CP.CR	1%
Don't know	10%	- **	2%	3% CN	1%	86% CL.CM.CN	2%	2%	86% CP.CQ
Net: Confident	29%	*85%* **	73% CM.CN.CO	30% CN.CO	12% CO	6%	74% CQ.CR	23% CR	6%
Net: Not confident	61%	*15%* **	25% CO	67% CL.CO	87% CL.CM.CO	8%	24% CR	75% CP.CR	8%
Mean	2.12	*3.41* **	2.82 CM.CN	2.25 CN	1.52	2.35 **	2.88 CQ	1.96	2.35 **
Std. dev	0.80	*0.75*	0.60	0.60	0.72	0.63	0.64	0.74	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very prepared [4]	1%	*30%* **	3% CM.CN	0%	0%	1%	5% CQ.CR	0%	1%
Fairly prepared [3]	14%	*50%* **	49% CM.CN.CO	11% CN	3%	7% CN	49% CQ.CR	8%	7%
Not very prepared [2]	48%	*5%* **	39%	66% CL.CN.CO	32%	29%	36%	53% CP.CR	29%
Not at all prepared [1]	29%	*14%* **	6%	18% CL	63% CL.CM.CO	14% CL	6%	36% CP.CR	14% CP
Don't know	8%	- **	4%	4% CN	2%	49% CL.CM.CN	4%	3%	49% CP.CQ
Net: Prepared	15%	*80%* **	51% CM.CN.CO	12% CN	3%	8% CN	54% CQ.CR	8%	8%
Net: Not prepared	77%	*20%* **	44%	84% CL.CO	95% CL.CM.CO	43%	42%	88% CP.CR	43%
Mean	1.86	*2.96* **	2.51 CM.CN.CO	1.93 CN	1.39	1.90 CN*	2.55 CQ.CR	1.72	1.90 CQ*
Std. dev	0.70	*0.98*	0.66	0.56	0.57	0.69	0.70	0.62	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very prepared [4]	3%	*31%* **	12% CM.CN.CO	1%	1%	3% CN	14% CQ.CR	1%	3%
Fairly prepared [3]	27%	*34%* **	54% CM.CN.CO	28% CN.CO	16%	18%	52% CQ.CR	23%	18%
Not very prepared [2]	40%	*22%* **	28%	52% CL.CN.CO	32%	25%	28%	44% CP.CR	25%
Not at all prepared [1]	25%	*12%* **	4%	17% CL	51% CL.CM.CO	15% CL	4%	30% CP.CR	15% CP
Don't know	5%	- **	2%	2%	1%	39% CL.CM.CN	2%	1%	39% CP.CQ
Net: Prepared	30%	*66%* **	66% CM.CN.CO	30% CN.CO	16%	21%	66% CQ.CR	24%	21%
Net: Not prepared	65%	*34%* **	32%	68% CL.CO	83% CL.CM.CO	40%	32%	74% CP.CR	40%
Mean	2.09	*2.85* **	2.76 CM.CN.CO	2.15 CN	1.66	2.14 CN*	2.77 CQ.CR	1.96	2.14 CQ*
Std. dev	0.82	*1.02*	0.71	0.70	0.76	0.85	0.74	0.76	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very prepared [4]	1%	*7%* **	4% CM.CN	0%	1%	1%	4% CQ.CR	0%	1%
Fairly prepared [3]	19%	*53%* **	41% CM.CN.CO	18% CN	11%	13%	42% CQ.CR	15%	13%
Not very prepared [2]	45%	*18%* **	42% CO	56% CL.CN.CO	37% CO	25%	40% CR	49% CP.CR	25%
Not at all prepared [1]	30%	*16%* **	12%	23% CL	51% CL.CM.CO	22% CL	12%	34% CP.CR	22% CP
Don't know	5%	*6%* **	1%	2% CN	1%	40% CL.CM.CN	2%	2%	40% CP.CQ
Net: Prepared	20%	*60%* **	45% CM.CN.CO	19% CN	11%	13%	46% CQ.CR	16%	13%
Net: Not prepared	75%	*34%* **	54%	79% CL.CO	88% CL.CM.CO	47%	52%	83% CP.CR	47%
Mean	1.91	*2.55* **	2.37 CM.CN.CO	1.96 CN	1.60	1.87 CN*	2.39 CQ.CR	1.82	1.87 *
Std. dev	0.74	*0.87*	0.74	0.66	0.70	0.77	0.76	0.70	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
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	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	11%	*39%* **	18% CM.CN.CO	11%	8%	6%	20% CQ.CR	10%	6%
Fairly confident [3]	44%	*33%* **	57% CM.CN.CO	49% CN.CO	33%	36%	55% CQ.CR	43%	36%
Not very confident [2]	26%	*12%* **	19%	28% CL.CO	30% CL.CO	13%	19%	29% CP.CR	13%
Not at all confident [1]	12%	*10%* **	5%	7%	25% CL.CM.CO	7%	5%	14% CP.CR	7%
Don't know	7%	*6%* **	1%	5% CL	5% CL	38% CL.CM.CN	2%	5% CP	38% CP.CQ
Net: Confident	55%	*72%* **	75% CM.CN.CO	60% CN.CO	41%	42%	75% CQ.CR	53% CR	42%
Net: Not confident	38%	*22%* **	24%	35% CL.CO	55% CL.CM.CO	21%	24%	43% CP.CR	21%
Mean	2.58	*3.07* **	2.89 CM.CN.CO	2.68 CN	2.24	2.65 CN	2.90 CQ.CR	2.51	2.65
Std. dev	0.86	*1.00*	0.74	0.76	0.94	0.81	0.77	0.86	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CK	CL	CM	CN	CO	CP	CQ	CR	
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	13%	*29%* **	23% CM.CN.CO	13% CO	11%	7%	24% CQ.CR	12%	7%
Fairly confident [3]	45%	*52%* **	54% CN.CO	52% CN.CO	34%	36%	54% CQ.CR	45% CR	36%
Not very confident [2]	22%	*2%* **	18% CO	25% CL.CO	26% CL.CO	9%	17% CR	25% CP.CR	9%
Not at all confident [1]	10%	*10%* **	3%	5%	24% CL.CM.CO	7%	4%	12% CP	7%
Don't know	8%	*6%* **	1%	6% CL	5% CL	40% CL.CM.CN	2%	6% CP	40% CP.CQ
Net: Confident	59%	*81%* **	77% CM.CN.CO	65% CN.CO	45%	44%	78% CQ.CR	57% CR	44%
Net: Not confident	33%	*12%* **	21%	29% CL.CO	50% CL.CM.CO	17%	20%	37% CP.CR	17%
Mean	2.67	*3.07* **	2.99 CM.CN.CO	2.77 CN	2.33	2.72 CN*	2.99 CQ.CR	2.60	2.72 *
Std. dev	0.86	*0.89*	0.74	0.74	0.98	0.83	0.75	0.87	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	30%	*34%* **	39% CM.CN.CO	32% CO	27%	22%	39% CQ.CR	30%	22%
Fairly confident [3]	45%	*42%* **	45%	50% CN.CO	39%	36%	45%	46% CR	36%
Not very confident [2]	11%	*8%* **	13% CO	11% CO	14% CO	5%	12% CR	12% CR	5%
Not at all confident [1]	7%	*10%* **	2%	3%	15% CL.CM.CO	4%	3%	8% CP	4%
Don't know	7%	*6%* **	0%	4% CL	5% CL	32% CL.CM.CN	1%	5% CP	32% CP.CQ
Net: Confident	75%	*76%* **	84% CN.CO	82% CN.CO	66%	59%	84% CQ.CR	76% CR	59%
Net: Not confident	18%	*18%* **	15%	14%	29% CL.CM.CO	9%	15%	20% CR	9%
Mean	3.06	*3.06* **	3.22 CN	3.16 CN	2.82	3.13 CN	3.20 CQ	3.03	3.13
Std. dev	0.85	*0.95*	0.76	0.73	1.01	0.81	0.77	0.87	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
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	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	9%	*21%* **	14% CM.CN.CO	8%	8%	7%	15% CQ.CR	8%	7%
Fairly confident [3]	38%	*30%* **	49% CN.CO	44% CN.CO	28%	23%	48% CQ.CR	38% CR	23%
Not very confident [2]	27%	*12%* **	24%	29% CO	29% CO	20%	23%	29% CR	20%
Not at all confident [1]	19%	*34%* **	9%	14% CL	32% CL.CM.CO	20% CL.CM	11%	21% CP	20% CP
Don't know	7%	*3%* **	3%	5% CN	3%	30% CL.CM.CN	3%	5%	30% CP.CQ
Net: Confident	47%	*51%* **	64% CM.CN.CO	52% CN.CO	36%	31%	63% CQ.CR	46% CR	31%
Net: Not confident	46%	*46%* **	33%	42% CL	61% CL.CM.CO	40%	34%	49% CP.CR	40%
Mean	2.39	*2.40* **	2.72 CM.CN.CO	2.49 CN.CO	2.13	2.26	2.69 CQ.CR	2.35	2.26
Std. dev	0.92	*1.19*	0.83	0.84	0.97	0.99	0.87	0.91	0.99

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	29	294	1081	654	202	323	1735	202
Base	2260	30	309	1041	661	219	339	1702	219
Very confident [4]	5%	24% **	8% CM	3%	5% CM	5%	9% CQ	4%	5%
Fairly confident [3]	25%	36% **	33% CN.CO	28% CN.CO	18%	14%	33% CQ.CR	24% CR	14%
Not very confident [2]	38%	7% **	42% CN.CO	46% CN.CO	31% CO	22%	39% CR	40% CR	22%
Not at all confident [1]	25%	23% **	13%	18%	43% CL.CM.CO	22% CL	14%	28% CP	22% CP
Don't know	8%	9% **	4%	6% CN	3%	37% CL.CM.CN	5%	5%	37% CP.CQ
Net: Confident	29%	60% **	41% CM.CN.CO	31% CN.CO	23%	19%	42% CQ.CR	28% CR	19%
Net: Not confident	63%	30% **	55% CO	64% CL.CO	74% CL.CM.CO	44%	53%	68% CP.CR	44%
Mean	2.09	2.68 **	2.37 CM.CN.CO	2.16 CN	1.84	2.02 *	2.40 CQ.CR	2.04	2.02 *
Std. dev	0.85	1.14	0.81	0.76	0.90	0.95	0.85	0.83	0.95

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Jobs and employment					Confidence in UK economy to withstand shocks to: Jobs and employment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick12_UK_3. A significant increase in essential living costs		CK	CL	CM	CN	CO	CP	CQ	CR
Unweighted base	2260	*29*	294	1081	654	202	323	1735	202
Base	2260	*30*	309	1041	661	219	339	1702	219
Very confident [4]	6%	*27%* **	7%	5%	6%	6%	9% CQ	5%	6%
Fairly confident [3]	37%	*33%* **	50% CM.CN.CO	43% CN.CO	27% CO	19%	49% CQ.CR	36% CR	19%
Not very confident [2]	34%	*27%* **	32%	37% CO	33% CO	23%	31%	36% CR	23%
Not at all confident [1]	17%	*7%* **	7%	10%	32% CL.CM.CO	19% CL.CM	7%	19% CP	19% CP
Don't know	7%	*6%* **	4%	5% CN	2%	34% CL.CM.CN	4%	4%	34% CP.CQ
Net: Confident	43%	*60%* **	58% CM.CN.CO	48% CN.CO	33% CO	25%	58% CQ.CR	42% CR	25%
Net: Not confident	51%	*34%* **	39%	47% CL	65% CL.CM.CO	42%	38%	54% CP.CR	42%
Mean	2.34	*2.86* **	2.60 CM.CN.CO	2.44 CN.CO	2.08	2.18	2.62 CQ.CR	2.30	2.18
Std. dev	0.85	*0.94*	0.74	0.75	0.92	0.95	0.76	0.84	0.95

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	3%	*37%* **	4%	3%	2%	1%	7% CY.CZ	2%	1%
Fairly well protected [3]	37%	*32%* **	64% CU.CV.CW	41% CV.CW	28%	28%	61% CY.CZ	35%	28%
Not very well protected [2]	38%	*26%* **	27%	41% CT.CW	39% CT.CW	27%	27%	40% CX.CZ	27%
Not at all protected [1]	12%	*4%* **	1%	8% CT	24% CT.CU.CW	4%	1%	15% CX.CZ	4%
Don't know	10%	- **	4%	8%	8%	40% CT.CU.CV	3%	8% CX	40% CX.CY
Net: Protected	40%	*70%* **	68% CU.CV.CW	43% CV.CW	29%	29%	68% CY.CZ	37%	29%
Net: Not protected	50%	*30%* **	28%	49% CT.CW	63% CT.CU.CW	31%	28%	55% CX.CZ	31%
Mean	2.34	*3.03* **	2.74 CU.CV.CW	2.42 CV	2.08	2.43 CV*	2.77 CY.CZ	2.27	2.43 *
Std. dev	0.75	*0.91*	0.54	0.68	0.79	0.66	0.59	0.75	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?									
brunswick2_1. Terrorism									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	6%	*45%* **	11% CU.CV.CW	6% CW	4%	2%	14% CY.CZ	5%	2%
Fairly well protected [3]	42%	*32%* **	64% CU.CV.CW	47% CV.CW	33%	27%	61% CY.CZ	41% CZ	27%
Not very well protected [2]	29%	*8%* **	17%	33% CT.CW	31% CT.CW	20%	16%	32% CX.CZ	20%
Not at all protected [1]	13%	*15%* **	3%	8% CT	26% CT.CU.CW	5%	4%	16% CX.CZ	5%
Don't know	10%	- **	5%	6%	7%	47% CT.CU.CV	4%	6%	47% CX.CY
Net: Protected	48%	*77%* **	75% CU.CV.CW	53% CV.CW	37%	28%	75% CY.CZ	46% CZ	28%
Net: Not protected	43%	*23%* **	20%	41% CT.CW	56% CT.CU.CW	25%	20%	48% CX.CZ	25%
Mean	2.45	*3.07* **	2.87 CU.CV.CW	2.55 CV	2.17	2.47 CV*	2.89 CY.CZ	2.38	2.47 *
Std. dev	0.82	*1.08*	0.64	0.74	0.88	0.70	0.69	0.83	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	2%	*12%* **	4% CW	2%	2%	0%	4% CY.CZ	2%	0%
Fairly well protected [3]	24%	*30%* **	52% CU.CV.CW	26% CV	15%	20%	50% CY.CZ	21%	20%
Not very well protected [2]	47%	*51%* **	34%	53% CT.CW	48% CT.CW	25%	36% CZ	50% CX.CZ	25%
Not at all protected [1]	16%	- **	5%	10% CT	28% CT.CU.CW	6%	4%	18% CX.CZ	6%
Don't know	12%	*7%* **	6%	9%	8%	49% CT.CU.CV	6%	9%	49% CX.CY
Net: Protected	26%	*42%* **	55% CU.CV.CW	28% CV	16%	20%	54% CY.CZ	23%	20%
Net: Not protected	62%	*51%* **	39%	63% CT.CW	75% CT.CU.CW	31%	40%	69% CX.CZ	31%
Mean	2.14	*2.58* **	2.57 CU.CV.CW	2.21 CV	1.89	2.29 CV*	2.57 CY.CZ	2.07	2.29 CY*
Std. dev	0.72	*0.72*	0.65	0.66	0.72	0.67	0.66	0.70	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	3%	*32%* **	7% CU.CV.CW	2%	2%	1%	9% CY.CZ	2%	1%
Fairly well protected [3]	31%	*39%* **	57% CU.CV.CW	35% CV.CW	21%	17%	55% CY.CZ	29% CZ	17%
Not very well protected [2]	37%	*20%* **	25%	43% CT.CV.CW	37% CT.CW	20%	25%	40% CX.CZ	20%
Not at all protected [1]	14%	*9%* **	4%	8%	27% CT.CU.CW	6%	5%	16% CX.CZ	6%
Don't know	15%	- **	7%	12%	12% CT	56% CT.CU.CV	6%	12% CX	56% CX.CY
Net: Protected	34%	*71%* **	64% CU.CV.CW	38% CV.CW	24% CT.CU.CW	18% CW*	65% CY.CZ	31% CZ	18% *
Net: Not protected	51%	*29%* **	29%	51% CT.CW	64% CT.CU.CW	26%	29%	57% CX.CZ	26%
Mean	2.27	*2.93* **	2.72 CU.CV.CW	2.36 CV	1.99	2.30 CV*	2.74 CY.CZ	2.20	2.30 *
Std. dev	0.78	*0.96*	0.66	0.68	0.81	0.74	0.70	0.77	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	7%	*42%* **	13% CU.CV.CW	7%	5%	3%	16% CY.CZ	6%	3%
Fairly well protected [3]	36%	*40%* **	59% CU.CV.CW	41% CV.CW	27%	25%	57% CY.CZ	35% CZ	25%
Not very well protected [2]	33%	*18%* **	20%	38% CT.CW	35% CT.CW	19%	20%	36% CX.CZ	19%
Not at all protected [1]	13%	- **	3%	7% CT	25% CT.CU.CW	5%	2%	15% CX.CZ	5%
Don't know	11%	- **	6%	8%	7%	48% CT.CU.CV	5%	8%	48% CX.CY
Net: Protected	43%	*82%* **	72% CU.CV.CW	48% CV.CW	33%	28%	73% CY.CZ	41% CZ	28%
Net: Not protected	46%	*18%* **	23%	45% CT.CW	60% CT.CU.CW	24%	22%	51% CX.CZ	24%
Mean	2.43	*3.24* **	2.87 CU.CV.CW	2.52 CV	2.14	2.51 CV*	2.91 CY.CZ	2.35	2.51 *
Std. dev	0.83	*0.75*	0.66	0.74	0.88	0.75	0.68	0.83	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well protected [4]	2%	*33%* **	5% CU.CV	1%	1%	1%	7% CY.CZ	1%	1%
Fairly well protected [3]	14%	*23%* **	27% CU.CV.CW	15% CV.CW	9%	8%	27% CY.CZ	12%	8%
Not very well protected [2]	41%	*18%* **	44% CV.CW	51% CV.CW	34% CW	22%	42% CZ	43% CZ	22%
Not at all protected [1]	27%	*15%* **	14%	20% CW	42% CT.CU.CW	10%	14%	30% CX.CZ	10%
Don't know	17%	*11%* **	10%	13%	14%	59% CT.CU.CV	10%	13%	59% CX.CY
Net: Protected	15%	*56%* **	32% CU.CV.CW	16% CV.CW	10%	9%	34% CY.CZ	13%	9%
Net: Not protected	68%	*33%* **	58% CW	71% CT.CW	76% CT.CU.CW	32%	56% CZ	73% CX.CZ	32%
Mean	1.89	*2.83* **	2.25 CU.CV.CW	1.97 CV	1.64	1.99 CV*	2.30 CY.CZ	1.82	1.99 *
Std. dev	0.75	*1.12*	0.78	0.68	0.71	0.73	0.83	0.71	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very well informed [4]	3%	*20%* **	4%	2%	4%	3%	6% CY	3%	3%
Fairly well informed [3]	32%	*49%* **	52% CU.CV.CW	31% CW	30% CW	14%	52% CY.CZ	31% CZ	14%
Not very well informed [2]	43%	*9%* **	33%	50% CT.CV.CW	42% CT.CW	30%	30%	47% CX.CZ	30%
Not at all informed [1]	13%	*16%* **	4%	11% CT	18% CT.CU	15% CT	5%	14% CX	15% CX
Don't know	9%	*5%* **	8%	5%	6%	38% CT.CU.CV	7%	6%	38% CX.CY
Net: Informed	35%	*69%* **	56% CU.CV.CW	33% CW	34% CW	17%	57% CY.CZ	33% CZ	17%
Net: Not informed	57%	*25%* **	36%	61% CT.CW	61% CT.CW	45%	35%	61% CX.CZ	45%
Mean	2.27	*2.78* **	2.61 CU.CV.CW	2.25 CW	2.20	2.08 *	2.63 CY.CZ	2.23	2.08 *
Std. dev	0.74	*0.99*	0.64	0.68	0.79	0.82	0.68	0.73	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Strongly support [5]	4%	*13%* **	7% CV.CW	4%	3%	1%	8% CY.CZ	4%	1%
Tend to support [4]	24%	*38%* **	32% CV.CW	28% CV.CW	20%	12%	32% CY.CZ	24% CZ	12%
Neither support nor oppose [3]	29%	*39%* **	33% CW	33% CV.CW	26%	20%	34% CZ	30% CZ	20%
Tend to oppose [2]	19%	*7%* **	15%	19% CW	22% CW	11%	14%	20% CZ	11%
Strongly oppose [1]	15%	*3%* **	7%	10%	23% CT.CU.CW	13%	6%	16% CX	13% CX
Don't know	10%	- **	6%	6%	7%	43% CT.CU.CV	6%	7%	43% CX.CY
Net: Support	28%	*51%* **	39% CV.CW	32% CV.CW	22% CW	14%	40% CY.CZ	28% CZ	14%
Net: Oppose	33%	*10%* **	22%	29%	45% CT.CU.CW	23%	21%	36% CX.CZ	23%
Mean	2.82	*3.51* **	3.19 CU.CV.CW	2.98 CV.CW	2.53	2.62 *	3.23 CY.CZ	2.78	2.62 *
Std. dev	1.12	*0.92*	1.03	1.05	1.16	1.13	1.02	1.12	1.13

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick5. If the UK 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	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Higher taxes	20%	*30%* **	29% CV.CW	25% CV.CW	14%	9%	29% CY.CZ	20% CZ	9%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*46%* **	46% CW	42% CW	43% CW	15%	46% CZ	43% CZ	15%
Increased government borrowing	15%	*35%* **	22% CU.CV.CW	15% CW	13% CW	6%	23% CY.CZ	14% CZ	6%
I would not be willing to accept any of these	23%	*11%* **	15%	21%	29% CT.CU	22%	15%	24% CX	22%
Don't know	15%	*15%* **	12%	11%	11% CT.CU.CV	53%	12%	11% CX.CY	53%
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	1260	*16*	131	561	441	111	147	1002	111
Base: : respondents in full-time or part-time employment only	1300	*21*	142	574	437	126	163	1011	126
Very well prepared [4]	7%	*23%* **	12% CU*	5%	8%	4% *	14% CY.CZ	6%	4% *
Fairly well prepared [3]	33%	*46%* **	47% CV.CW*	37% CV.CW	27%	20% *	47% CY.CZ	33% CZ	20% *
Not very well prepared [2]	23%	*17%* **	17% *	27% CT.CW	24% CW	10% *	17%	26% CX.CZ	10% *
Not at all prepared [1]	11%	- **	6% *	7%	19% CT.CU.CW	7% *	5%	12% CX	7% *
Don't know	26%	*14%* **	18% *	24%	22%	58% CT.CU.CV*	17%	23%	58% CX.CY*
Net: Prepared	40%	*69%* **	59% CU.CV.CW*	42% CV.CW	35%	25% *	61% CY.CZ	39% CZ	25% *
Net: Not prepared	34%	*17%* **	23% *	34% CT.CW	43% CT.CU.CW	17% *	22%	38% CX.CZ	17% *
Mean	2.49	*3.06* **	2.80 CU.CV*	2.52 CV	2.30	2.53 *	2.83 CY*	2.42	2.53 *
Std. dev	0.86	*0.70*	0.78	0.76	0.95	0.91	0.77	0.85	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base: : respondents in full-time or part-time employment only	1260	*16*	131	561	441	111	147	1002	111
Base: : respondents in full-time or part-time employment only	1300	*21*	142	574	437	126	163	1011	126
Very well informed [4]	8%	*45%* **	10% *	6%	10% CU	5% *	15% CY.CZ	7%	5% *
Fairly well informed [3]	30%	*17%* **	43% CV.CW*	34% CV.CW	27% CW	14% *	39% CZ	31% CZ	14% *
Not very well informed [2]	23%	*29%* **	25% CW*	26% CW	23% CW	9% *	25% CZ	25% CZ	9% *
Not at all informed [1]	14%	- **	9% *	10%	22% CT.CU.CW	8% *	8%	15% CX	8% *
Don't know	25%	*9%* **	14% *	24% CT	18%	63% CT.CU.CV*	13%	22% CX	63% CX.CY*
Net: Informed	39%	*62%* **	53% CU.CV.CW*	40% CW	37% CW	19% *	54% CY.CZ	39% CZ	19% *
Net: Not informed	37%	*29%* **	34% CW*	36% CW	45% CT.CU.CW	17% *	33% CZ	40% CZ	17% *
Mean	2.44	*3.18* **	2.63 CV*	2.47 CV	2.30	2.45 *	2.71 CY*	2.39	2.45 *
Std. dev	0.91	*0.91*	0.82	0.82	0.99	1.01	0.85	0.90	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base: : respondents in full-time or part-time employment only	1260	*16*	131	561	441	111	147	1002	111
Base: : respondents in full-time or part-time employment only	1300	*21*	142	574	437	126	163	1011	126
Very confident [4]	8%	*47%* **	15% CU*	6%	8%	7% *	19% CY.CZ	7%	7% *
Fairly confident [3]	30%	*22%* **	43% CV.CW*	35% CV.CW	25%	16% *	40% CY.CZ	31% CZ	16% *
Not very confident [2]	19%	*19%* **	22% CW*	20% CW	21% CW	8% *	21% CZ	20% CZ	8% *
Not at all confident [1]	13%	*5%* **	2% *	10% CT	20% CT.CU.CW	9% *	3%	15% CX	9% *
Don't know	29%	*6%* **	18% *	29% CT	25%	61% CT.CU.CV*	17%	28% CX	61% CX.CY*
Net: Confident	39%	*69%* **	57% CU.CV.CW*	41% CV.CW	33%	23% *	59% CY.CZ	37% CZ	23% *
Net: Not confident	32%	*25%* **	24% *	30% CW	42% CT.CU.CW	16% *	24%	35% CX.CZ	16% *
Mean	2.49	*3.18* **	2.85 CU.CV*	2.51 CV	2.28	2.54 *	2.90 CY.CZ*	2.41	2.54 *
Std. dev	0.92	*0.97*	0.74	0.84	0.98	1.03	0.78	0.91	1.03

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very optimistic [5]	1%	*20%* **	2%	1%	1%	1%	4% CY	1%	1%
Fairly optimistic [4]	12%	*28%* **	43% CU.CV.CW	12% CV.CW	5%	4%	41% CY.CZ	9%	4%
Neither optimistic nor pessimistic [3]	24%	*15%* **	35% CV	32% CV	10%	29% CV	33% CY	23%	29%
Fairly pessimistic [2]	36%	*15%* **	16%	42% CT.CW	39% CT.CW	17%	16%	41% CX.CZ	17%
Very pessimistic [1]	21%	*14%* **	3%	10% CT	42% CT.CU.CW	10% CT	4%	24% CX.CZ	10% CX
Don't know	6%	*9%* **	2%	3%	3%	39% CT.CU.CV	3%	3%	39% CX.CY
Net: Optimistic	13%	*48%* **	45% CU.CV.CW	13% CV.CW	6%	5%	45% CY.CZ	10%	5%
Net: Pessimistic	56%	*28%* **	18%	52% CT.CW	81% CT.CU.CW	27%	19%	65% CX.CZ	27%
Mean	2.34	*3.28* **	3.27 CU.CV.CW	2.52 CV	1.80	2.50 CV*	3.27 CY.CZ	2.20	2.50 CY*
Std. dev	1.01	*1.40*	0.85	0.88	0.89	0.89	0.91	0.95	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
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	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	1%	*51%* **	5% CU.CV.CW	0%	0%	-	10% CY.CZ	0%	-
Fairly confident [3]	14%	*40%* **	64% CU.CV.CW	12% CV.CW	3%	1%	62% CY.CZ	8% CZ	1%
Not very confident [2]	46%	*4%* **	23% CW	75% CT.CV.CW	28% CW	6%	21% CZ	54% CX.CZ	6%
Not at all confident [1]	29%	*5%* **	5% CW	10% CT.CW	68% CT.CU.CW	1%	5% CZ	36% CX.CZ	1%
Don't know	10%	-	3% **	2%	1%	93% CT.CU.CV	3%	2%	93% CX.CY
Net: Confident	15%	*91%* **	69% CU.CV.CW	13% CV.CW	3%	1%	71% CY.CZ	8% CZ	1%
Net: Not confident	75%	*9%* **	28% CW	85% CT.CW	96% CT.CU.CW	6%	26% CZ	90% CX.CZ	6%
Mean	1.86	*3.36* **	2.72 CU.CV	2.03 CV	1.34	1.99 **	2.78 CY	1.72	1.99 **
Std. dev	0.72	*0.80*	0.64	0.49	0.54	0.46	0.69	0.62	0.46

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	1%	*100%* **	-	-	-	-	10% CY.CZ	-	-
Fairly confident [3]	10%	- **	100% CU.CV.CW	-	-	-	90% CY.CZ	-	-
Not very confident [2]	44%	- **	-	100% CT.CV.CW	-	-	-	56% CX.CZ	-
Not at all confident [1]	35%	- **	-	-	100% CT.CU.CW	-	-	44% CX.CZ	-
Don't know	9%	- **	-	-	-	100% CT.CU.CV	-	-	100% CX.CY
Net: Confident	12%	*100%* **	100% CU.CV.CW	-	-	-	100% CY.CZ	-	-
Net: Not confident	80%	- **	-	100% CT.CW	100% CT.CW	-	-	100% CX.CZ	-
Mean	1.75	*4.00* **	3.00 CU.CV	2.00	1.00	-	3.10 CY	1.56	-
Std. dev	0.70	-	0.00	-	-	-	0.30	0.50	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	2%	*57%* **	5% CU.CV.CW	1%	1%	-	10% CY.CZ	1%	-
Fairly confident [3]	18%	*25%* **	64% CU.CV.CW	18% CV.CW	7% CW	1%	60% CY.CZ	13% CZ	1%
Not very confident [2]	45%	*18%* **	22% CW	67% CT.CV.CW	34% CT.CW	4%	22% CZ	53% CX.CZ	4%
Not at all confident [1]	23%	- **	2%	7% CT.CW	54% CT.CU.CW	1%	2%	28% CX.CZ	1%
Don't know	13%	- **	6%	7% CV	4%	94% CT.CU.CV	6%	6%	94% CX.CY
Net: Confident	19%	*82%* **	69% CU.CV.CW	19% CV.CW	8% CW	1%	70% CY.CZ	14% CZ	1%
Net: Not confident	67%	*18%* **	25% CW	74% CT.CW	88% CT.CU.CW	5%	24% CZ	80% CX.CZ	5%
Mean	1.98	*3.38* **	2.77 CU.CV	2.14 CV	1.53	2.02 **	2.83 CY	1.86	2.02 **
Std. dev	0.74	*0.79*	0.59	0.53	0.67	0.61	0.64	0.67	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	3%	*46%* **	10% CU.CV.CW	2%	1%	-	14% CY.CZ	1%	-
Fairly confident [3]	27%	*37%* **	67% CU.CV.CW	33% CV.CW	11% CW	5%	64% CY.CZ	23% CZ	5%
Not very confident [2]	39%	*17%* **	19% CW	56% CT.CV.CW	33% CT.CW	3%	19% CZ	46% CX.CZ	3%
Not at all confident [1]	21%	- **	-	5% CT.CW	54% CT.CU.CW	1%	-	27% CX.CZ	1%
Don't know	10%	- **	3%	3% CV	2%	92% CT.CU.CV	3%	3%	92% CX.CY
Net: Confident	29%	*83%* **	78% CU.CV.CW	35% CV.CW	12% CW	5%	78% CY.CZ	25% CZ	5%
Net: Not confident	61%	*17%* **	19% CW	62% CT.CW	87% CT.CU.CW	3%	19% CZ	73% CX.CZ	3%
Mean	2.12	*3.29* **	2.91 CU.CV	2.32 CV	1.58	2.55 **	2.94 CY	1.99	2.55 **
Std. dev	0.80	*0.75*	0.55	0.61	0.71	0.65	0.58	0.75	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very prepared [4]	1%	*33%* **	3% CU.CV	0%	0%	1%	6% CY.CZ	0%	1%
Fairly prepared [3]	14%	*49%* **	51% CU.CV.CW	14% CV.CW	4%	6%	51% CY.CZ	10%	6%
Not very prepared [2]	48%	*11%* **	36% CW	66% CT.CV.CW	35% CW	24%	33%	53% CX.CZ	24%
Not at all prepared [1]	29%	*7%* **	5%	15% CT	59% CT.CU.CW	15% CT	5%	34% CX.CZ	15% CX
Don't know	8%	- **	5%	4% CV	2%	54% CT.CU.CV	4%	3%	54% CX.CY
Net: Prepared	15%	*82%* **	54% CU.CV.CW	15% CV.CW	4%	7%	57% CY.CZ	10%	7%
Net: Not prepared	77%	*18%* **	41%	81% CT.CW	94% CT.CU.CW	39%	39%	87% CX.CZ	39%
Mean	1.86	*3.09* **	2.55 CU.CV.CW	2.00 CV.CW	1.45	1.84 CV*	2.60 CY.CZ	1.75	1.84 *
Std. dev	0.70	*0.86*	0.65	0.57	0.59	0.71	0.70	0.64	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very prepared [4]	3%	*48%* **	12% CU.CV.CW	2%	1%	2%	15% CY.CZ	2%	2%
Fairly prepared [3]	27%	*35%* **	55% CU.CV.CW	32% CV.CW	15%	17%	53% CY.CZ	25% CZ	17%
Not very prepared [2]	40%	*8%* **	27%	51% CT.CV.CW	35% CW	23%	26%	44% CX.CZ	23%
Not at all prepared [1]	25%	*9%* **	3%	13% CT	48% CT.CU.CW	15% CT	4%	29% CX.CZ	15% CX
Don't know	5%	- **	3% CV	2%	1%	42% CT.CU.CV	3%	1%	42% CX.CY
Net: Prepared	30%	*83%* **	66% CU.CV.CW	34% CV.CW	16%	19%	68% CY.CZ	26%	19%
Net: Not prepared	65%	*17%* **	30%	64% CT.CW	83% CT.CU.CW	38%	29%	72% CX.CZ	38%
Mean	2.09	*3.21* **	2.77 CU.CV.CW	2.23 CV	1.70	2.11 CV*	2.82 CY.CZ	1.99	2.11 *
Std. dev	0.82	*0.95*	0.69	0.70	0.77	0.84	0.73	0.78	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick10_UK_3. An extreme weather event									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very prepared [4]	1%	*23%* **	1%	1%	1%	1%	3% CY	1%	1%
Fairly prepared [3]	19%	*44%* **	49% CU.CV.CW	20% CV.CW	10%	12%	48% CY.CZ	16%	12%
Not very prepared [2]	45%	*14%* **	39% CW	55% CT.CV.CW	40% CW	24%	37% CZ	49% CX.CZ	24%
Not at all prepared [1]	30%	*13%* **	9%	22% CT	48% CT.CU.CW	21% CT	9%	33% CX.CZ	21% CX
Don't know	5%	*7%* **	2%	2%	2%	43% CT.CU.CV	2%	2%	43% CX.CY
Net: Prepared	20%	*66%* **	50% CU.CV.CW	21% CV.CW	10%	13%	52% CY.CZ	16%	13%
Net: Not prepared	75%	*26%* **	48%	77% CT.CW	88% CT.CU.CW	44%	46%	82% CX.CZ	44%
Mean	1.91	*2.82* **	2.43 CU.CV.CW	2.00 CV	1.63	1.88 CV*	2.47 CY.CZ	1.83	1.88 *
Std. dev	0.74	*0.97*	0.68	0.68	0.69	0.78	0.72	0.71	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
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	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	11%	*46%* **	19% CU.CV.CW	11% CV	7%	9%	22% CY.CZ	9%	9%
Fairly confident [3]	44%	*27%* **	58% CV.CW	50% CV.CW	35%	34%	55% CY.CZ	44% CZ	34%
Not very confident [2]	26%	*16%* **	19%	27% CT.CW	30% CT.CW	13%	19%	28% CX.CZ	13%
Not at all confident [1]	12%	*8%* **	3%	6%	24% CT.CU.CW	6%	3%	14% CX.CZ	6%
Don't know	7%	*4%* **	2%	5% CT	4%	39% CT.CU.CV	2%	5%	39% CX.CY
Net: Confident	55%	*73%* **	77% CU.CV.CW	62% CV.CW	42%	43%	76% CY.CZ	53% CZ	43%
Net: Not confident	38%	*24%* **	22%	33% CT.CW	54% CT.CU.CW	18%	22%	42% CX.CZ	18%
Mean	2.58	*3.15* **	2.94 CU.CV	2.71 CV	2.26	2.75 CV*	2.96 CY.CZ	2.51	2.75 CY*
Std. dev	0.86	*1.00*	0.70	0.75	0.91	0.82	0.74	0.86	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	13%	*46%* **	22% CU.CV.CW	14% CV	10%	9%	24% CY.CZ	12%	9%
Fairly confident [3]	45%	*34%* **	56% CV.CW	52% CV.CW	37%	34%	54% CY.CZ	45% CZ	34%
Not very confident [2]	22%	*12%* **	18% CW	23% CW	26% CT.CW	8%	17% CZ	25% CX.CZ	8%
Not at all confident [1]	10%	*4%* **	3%	4%	22% CT.CU.CW	6%	3%	12% CX.CZ	6%
Don't know	8%	*4%* **	2%	6% CT	5%	42% CT.CU.CV	2%	6% CX	42% CX.CY
Net: Confident	59%	*81%* **	78% CU.CV.CW	66% CV.CW	48% CT.CU.CW	43% CW	78% CY.CZ	58% CZ	43%
Net: Not confident	33%	*16%* **	21%	28% CW	48% CT.CU.CW	14%	20%	37% CX.CZ	14%
Mean	2.67	*3.27* **	2.98 CU.CV	2.81 CV	2.38	2.81 CV*	3.01 CY	2.61	2.81 *
Std. dev	0.86	*0.85*	0.72	0.74	0.95	0.83	0.74	0.87	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
brunswick11_UK_3. Your housing situation									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	30%	*67%* **	34%	32%	28%	25%	37% CZ	30%	25%
Fairly confident [3]	45%	*15%* **	50% CV.CW	50% CV.CW	41%	34%	47% CZ	46% CZ	34%
Not very confident [2]	11%	*10%* **	12% CW	11% CW	14% CW	4%	12% CZ	12% CZ	4%
Not at all confident [1]	7%	*4%* **	3%	3%	13% CT.CU.CW	3%	3%	7%	3%
Don't know	7%	*4%* **	1%	4%	5% CT	34% CT.CU.CV	2%	5%	34% CX.CY
Net: Confident	75%	*82%* **	84% CV.CW	82% CV.CW	68% CW	58%	83% CY.CZ	76% CZ	58%
Net: Not confident	18%	*14%* **	15% CW	13%	27% CT.CU.CW	8%	15% CZ	19% CZ	8%
Mean	3.06	*3.50* **	3.15 CV	3.17 CV	2.86	3.21 CV*	3.19 CY	3.03	3.21 *
Std. dev	0.85	*0.86*	0.76	0.73	0.99	0.77	0.77	0.87	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	9%	*46%* **	11%	9%	8%	9%	14% CY	8%	9%
Fairly confident [3]	38%	*22%* **	52% CU.CV.CW	44% CV.CW	30%	24%	49% CY.CZ	38% CZ	24%
Not very confident [2]	27%	*16%* **	22%	28% CW	29% CW	19%	22%	29% CX.CZ	19%
Not at all confident [1]	19%	*16%* **	11%	13%	30% CT.CU.CW	17%	11%	21% CX	17%
Don't know	7%	- **	4%	6% CV	2%	31% CT.CU.CV	4%	5%	31% CX.CY
Net: Confident	47%	*68%* **	63% CU.CV.CW	53% CV.CW	38%	33%	63% CY.CZ	46% CZ	33%
Net: Not confident	46%	*32%* **	33%	41%	59% CT.CU.CW	36%	33%	49% CX.CZ	36%
Mean	2.39	*2.97* **	2.65 CV.CW	2.52 CV	2.16	2.37 *	2.68 CY.CZ	2.35	2.37 *
Std. dev	0.92	*1.15*	0.82	0.84	0.96	1.01	0.86	0.91	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		CS	CT	CU	CV	CW	CX	CY	CZ
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	5%	*29%* **	6%	3%	5%	7%	8% CY	4%	7%
Fairly confident [3]	25%	*36%* **	45% CU.CV.CW	26% CV.CW	19%	14%	44% CY.CZ	23% CZ	14%
Not very confident [2]	38%	*6%* **	35% CW	47% CT.CV.CW	34% CW	20%	32% CZ	41% CX.CZ	20%
Not at all confident [1]	25%	*22%* **	10%	18% CT	40% CT.CU.CW	20% CT	11%	27% CX	20% CX
Don't know	8%	*7%* **	5%	7% CV	3%	39% CT.CU.CV	5%	5%	39% CX.CY
Net: Confident	29%	*64%* **	51% CU.CV.CW	29% CV.CW	24%	20%	52% CY.CZ	27%	20%
Net: Not confident	63%	*28%* **	44%	64% CT.CW	74% CT.CU.CW	40%	43%	68% CX.CZ	40%
Mean	2.09	*2.76* **	2.49 CU.CV.CW	2.16 CV	1.88	2.11 CV*	2.51 CY.CZ	2.03	2.11 *
Std. dev	0.85	*1.15*	0.76	0.76	0.88	1.00	0.81	0.83	1.00

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: People's living standards					Confidence in UK economy to withstand shocks to: People's living standards (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	CS	CT	CU	CV	CW	CX	CY	CZ
brunswick12_UK_3. A significant increase in essential living costs									
Unweighted base	2260	*21*	221	1025	820	173	242	1845	173
Base	2260	*25*	235	1003	802	194	260	1806	194
Very confident [4]	6%	*17%* **	9% CU	5%	6%	8%	10% CY	5%	8%
Fairly confident [3]	37%	*57%* **	53% CU.CV.CW	43% CV.CW	27%	19%	53% CY.CZ	36% CZ	19%
Not very confident [2]	34%	*13%* **	29%	36% CW	36% CW	21%	28%	36% CX.CZ	21%
Not at all confident [1]	17%	*13%* **	3%	10% CT	30% CT.CU.CW	16% CT.CU	4%	19% CX	16% CX
Don't know	7%	- **	6% CV	6% CV	1%	36% CT.CU.CV	5%	4%	36% CX.CY
Net: Confident	43%	*74%* **	62% CU.CV.CW	48% CV.CW	33%	27%	63% CY.CZ	41% CZ	27%
Net: Not confident	51%	*26%* **	32%	46% CT.CW	66% CT.CU.CW	37%	32%	55% CX.CZ	37%
Mean	2.34	*2.79* **	2.72 CU.CV.CW	2.46 CV	2.09	2.29 *	2.73 CY.CZ	2.29	2.29 *
Std. dev	0.85	*0.90*	0.68	0.76	0.89	0.98	0.71	0.84	0.98

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	3%	*30%* **	4% DD.DE	2%	1%	1%	7% DG.DH	2%	1%
Fairly well protected [3]	37%	*39%* **	63% DC.DD.DE	38% DD.DE	21%	29% DD	61% DG.DH	32%	29%
Not very well protected [2]	38%	*19%* **	27%	45% DB.DD.DE	36% DB	30%	27%	42% DF.DH	30%
Not at all protected [1]	12%	*2%* **	3%	8% DB	33% DB.DC.DE	4%	3%	17% DF.DH	4%
Don't know	10%	*9%* **	2%	7% DB	8% DB	36% DB.DC.DD	3%	7% DF	36% DF.DG
Net: Protected	40%	*70%* **	67% DC.DD.DE	40% DD.DE	23%	30%	67% DG.DH	34%	30%
Net: Not protected	50%	*21%* **	30%	53% DB.DE	70% DB.DC.DE	34%	30%	59% DF.DH	34%
Mean	2.34	*3.07* **	2.70 DC.DD.DE	2.37 DD	1.90	2.41 DD	2.73 DG.DH	2.21	2.41 DG
Std. dev	0.75	*0.81*	0.60	0.67	0.80	0.64	0.63	0.75	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

brunswick2_1. Terrorism

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	DA	DB	DC	DD	DE	DF	DG	DH	
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	6%	*48%* **	14% DC.DD.DE	4%	3%	2%	17% DG.DH	4%	2%
Fairly well protected [3]	42%	*26%* **	58% DC.DD.DE	46% DD.DE	28%	30%	55% DG.DH	40% DH	30%
Not very well protected [2]	29%	*21%* **	20%	35% DB.DD.DE	29% DB	24%	20%	33% DF.DH	24%
Not at all protected [1]	13%	*4%* **	4%	10% DB	33% DB.DC.DE	6%	4%	18% DF.DH	6%
Don't know	10%	- **	5%	5%	6%	38% DB.DC.DD	4%	6%	38% DF.DG
Net: Protected	48%	*74%* **	72% DC.DD.DE	50% DD.DE	32%	32%	72% DG.DH	44% DH	32%
Net: Not protected	43%	*26%* **	24%	45% DB.DE	62% DB.DC.DE	30%	24%	50% DF.DH	30%
Mean	2.45	*3.18* **	2.86 DC.DD.DE	2.46 DD	2.02	2.46 DD	2.89 DG.DH	2.32	2.46
Std. dev	0.82	*0.93*	0.70	0.73	0.89	0.70	0.73	0.82	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	2%	*18%* **	4% DC.DD.DE	1%	1%	0%	5% DG.DH	1%	0%
Fairly well protected [3]	24%	*30%* **	42% DC.DD.DE	25% DD	13%	19% DD	41% DG.DH	21%	19%
Not very well protected [2]	47%	*39%* **	42%	55% DB.DD.DE	42% DE	34%	42%	50% DF.DH	34%
Not at all protected [1]	16%	*4%* **	6%	12% DB.DE	36% DB.DC.DE	7%	6%	20% DF.DH	7%
Don't know	12%	*9%* **	6%	8%	8%	41% DB.DC.DD	6%	8%	41% DF.DG
Net: Protected	26%	*48%* **	46% DC.DD.DE	26% DD.DE	14%	19%	46% DG.DH	22%	19%
Net: Not protected	62%	*43%* **	48%	66% DB.DE	78% DB.DC.DE	40%	48%	70% DF.DH	40%
Mean	2.14	*2.67* **	2.47 DC.DD.DE	2.16 DD	1.77	2.21 DD	2.49 DG.DH	2.03	2.21 DG
Std. dev	0.72	*0.85*	0.68	0.64	0.73	0.63	0.70	0.70	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	3%	*20%* **	7% DC.DD.DE	2%	2%	1%	9% DG.DH	2%	1%
Fairly well protected [3]	31%	*51%* **	54% DC.DD.DE	32% DD.DE	16%	20%	53% DG.DH	27% DH	20%
Not very well protected [2]	37%	*21%* **	28%	45% DB.DD.DE	36% DB.DE	24%	27%	42% DF.DH	24%
Not at all protected [1]	14%	*8%* **	4%	11% DB.DE	35% DB.DC.DE	6%	4%	19% DF.DH	6%
Don't know	15%	- **	7%	11%	10%	50% DB.DC.DD	7%	11% DF	50% DF.DG
Net: Protected	34%	*71%* **	61% DC.DD.DE	34% DD.DE	19%	21%	62% DG.DH	29% DH	21%
Net: Not protected	51%	*29%* **	32%	56% DB.DE	71% DB.DC.DE	29%	31%	61% DF.DH	29%
Mean	2.27	*2.82* **	2.70 DC.DD.DE	2.27 DD	1.85	2.31 DD	2.71 DG.DH	2.13	2.31 DG
Std. dev	0.78	*0.85*	0.68	0.69	0.81	0.69	0.70	0.76	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	7%	*44%* **	13% DC.DD.DE	5%	4%	5%	16% DG.DH	5%	5%
Fairly well protected [3]	36%	*37%* **	57% DC.DD.DE	38% DD.DE	19%	31% DD	55% DG.DH	32%	31%
Not very well protected [2]	33%	*19%* **	23%	40% DB.DE	35% DB.DE	21%	22%	39% DF.DH	21%
Not at all protected [1]	13%	- **	2%	9% DB.DE	35% DB.DC.DE	4%	2%	17% DF.DH	4%
Don't know	11%	- **	5%	7%	7%	40% DB.DC.DD	5%	7%	40% DF.DG
Net: Protected	43%	*81%* **	71% DC.DD.DE	44% DD.DE	23%	36% DD	72% DG.DH	37%	36%
Net: Not protected	46%	*19%* **	24%	49% DB.DE	70% DB.DC.DE	25%	24%	56% DF.DH	25%
Mean	2.43	*3.25* **	2.87 DC.DD.DE	2.43 DD	1.92	2.60 DC.DD	2.90 DG.DH	2.26	2.60 DG
Std. dev	0.83	*0.76*	0.66	0.74	0.87	0.73	0.68	0.82	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well protected [4]	2%	*24%* **	3% DC.DE	1%	1%	1%	5% DG.DH	1%	1%
Fairly well protected [3]	14%	*21%* **	27% DC.DD.DE	13% DD	6%	9%	26% DG.DH	11%	9%
Not very well protected [2]	41%	*38%* **	46% DD.DE	49% DD.DE	31%	29%	45% DH	43% DH	29%
Not at all protected [1]	27%	*10%* **	16%	25% DB.DE	48% DB.DC.DE	11%	15%	33% DF.DH	11%
Don't know	17%	*6%* **	9%	12%	14% DB	50% DB.DC.DD	8%	13% DF	50% DF.DG
Net: Protected	15%	*46%* **	30% DC.DD.DE	14% DD	7%	10%	31% DG.DH	12%	10%
Net: Not protected	68%	*48%* **	62% DE	74% DB.DE	79% DB.DC.DE	40%	60% DH	75% DF.DH	40%
Mean	1.89	*2.64* **	2.19 DC.DD.DE	1.89 DD	1.54	1.98 DD	2.23 DG.DH	1.77	1.98 DG
Std. dev	0.75	*0.99*	0.75	0.69	0.69	0.68	0.79	0.71	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very well informed [4]	3%	*18%* **	4%	2%	3%	2%	5% DG	3%	2%
Fairly well informed [3]	32%	*49%* **	45% DC.DD.DE	32% DE	31% DE	13%	45% DG.DH	31% DH	13%
Not very well informed [2]	43%	*22%* **	40%	50% DB.DD.DE	37%	39%	38%	46% DF	39%
Not at all informed [1]	13%	*6%* **	7%	10%	23% DB.DC	16% DB.DC	7%	15% DF	16% DF
Don't know	9%	*5%* **	5%	5%	6%	29% DB.DC.DD	5%	6%	29% DF.DG
Net: Informed	35%	*67%* **	48% DC.DD.DE	34% DE	34% DE	15%	50% DG.DH	34% DH	15%
Net: Not informed	57%	*28%* **	46%	61% DB	60% DB	55% DB	45%	60% DF	55% DF
Mean	2.27	*2.83* **	2.48 DC.DD.DE	2.27 DD.DE	2.15	2.01	2.51 DG.DH	2.23 DH	2.01
Std. dev	0.74	*0.82*	0.69	0.68	0.83	0.73	0.71	0.74	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Strongly support [5]	4%	*12%* **	6% DE	4% DE	3%	1%	7% DG.DH	4% DH	1%
Tend to support [4]	24%	*41%* **	29% DD.DE	27% DD.DE	20% DE	13%	30% DG.DH	25% DH	13%
Neither support nor oppose [3]	29%	*29%* **	34% DD.DE	31% DE	26%	23%	33% DH	29%	23%
Tend to oppose [2]	19%	*6%* **	20% DE	21% DE	17%	13%	19% DH	20% DH	13%
Strongly oppose [1]	15%	*12%* **	7%	10%	28% DB.DC.DE	16% DB.DC	7%	16% DF	16% DF
Don't know	10%	- **	4%	7%	6%	34% DB.DC.DD	4%	6%	34% DF.DG
Net: Support	28%	*53%* **	35% DD.DE	31% DD.DE	23% DE	14%	37% DG.DH	28% DH	14%
Net: Oppose	33%	*18%* **	27%	32%	45% DB.DC.DE	28%	26%	36% DF.DH	28%
Mean	2.82	*3.35* **	3.07 DC.DD.DE	2.92 DD.DE	2.50	2.57	3.10 DG.DH	2.78 DH	2.57
Std. dev	1.12	*1.16*	1.03	1.06	1.21	1.11	1.04	1.13	1.11

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick5. If the UK 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	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Higher taxes	20%	*44%* **	29% DC.DD.DE	22% DD.DE	14%	10%	30% DG.DH	19% DH	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*26%* **	42% DE	44% DE	45% DE	21%	41% DH	44% DH	21%
Increased government borrowing	15%	*29%* **	19% DD.DE	15% DE	13%	8%	20% DG.DH	14% DH	8%
I would not be willing to accept any of these	23%	*28%* **	19%	23%	26% DB	24%	19%	24%	24%
Don't know	15%	- **	11%	10%	11% DB.DC.DD	43% DB.DC.DD	10%	11%	43% DF.DG
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	1260	*23*	238	564	261	174	261	825	174
Base: : respondents in full-time or part-time employment only	1300	*27*	248	576	267	182	275	843	182
Very well prepared [4]	7%	*26%* **	10%	6%	6%	4%	11% DG.DH	6%	4%
Fairly well prepared [3]	33%	*49%* **	43% DD.DE	36% DD.DE	24%	24%	43% DG.DH	32%	24%
Not very well prepared [2]	23%	*9%* **	23% DE	27% DE	23% DE	10%	22% DH	26% DH	10%
Not at all prepared [1]	11%	*7%* **	6%	8%	24% DB.DC.DE	8%	6%	13% DF	8%
Don't know	26%	*9%* **	19%	22%	24%	53% DB.DC.DD	18%	22%	53% DF.DG
Net: Prepared	40%	*75%* **	53% DC.DD.DE	42% DD.DE	29%	28%	55% DG.DH	38% DH	28%
Net: Not prepared	34%	*16%* **	29% DE	36% DE	47% DB.DC.DE	18%	28%	39% DF.DH	18%
Mean	2.49	*3.04* **	2.70 DC.DD	2.51 DD	2.15	2.53 DD*	2.73 DG	2.40	2.53 *
Std. dev	0.86	*0.86*	0.77	0.79	0.95	0.89	0.79	0.86	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base: : respondents in full-time or part-time employment only	1260	*23*	238	564	261	174	261	825	174
Base: : respondents in full-time or part-time employment only	1300	*27*	248	576	267	182	275	843	182
Very well informed [4]	8%	*34%* **	10%	7%	10%	5%	12% DG.DH	8%	5%
Fairly well informed [3]	30%	*34%* **	42% DC.DD.DE	33% DD.DE	24%	16%	41% DG.DH	30% DH	16%
Not very well informed [2]	23%	*12%* **	26% DE	27% DE	22% DE	13%	24% DH	25% DH	13%
Not at all informed [1]	14%	*11%* **	8%	12%	26% DB.DC.DE	10%	8%	16% DF	10%
Don't know	25%	*9%* **	15%	22% DB	19%	56% DB.DC.DD	14%	21% DF	56% DF.DG
Net: Informed	39%	*68%* **	52% DC.DD.DE	40% DE	34% DE	21%	54% DG.DH	38% DH	21%
Net: Not informed	37%	*22%* **	33% DE	39% DE	47% DB.DC.DE	23%	32%	41% DF.DH	23%
Mean	2.44	*3.02* **	2.64 DC.DD.DE	2.44 DD	2.22	2.35 *	2.68 DG.DH	2.37	2.35 *
Std. dev	0.91	*1.01*	0.80	0.85	1.03	0.96	0.83	0.91	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base: : respondents in full-time or part-time employment only	1260	23	238	564	261	174	261	825	174
Base: : respondents in full-time or part-time employment only	1300	27	248	576	267	182	275	843	182
Very confident [4]	8%	*42%* **	10%	7%	8%	7%	13% DG	7%	7%
Fairly confident [3]	30%	*32%* **	44% DC.DD.DE	32% DD.DE	22%	19%	43% DG.DH	29% DH	19%
Not very confident [2]	19%	*13%* **	20% DE	23% DE	18% DE	9%	19% DH	21% DH	9%
Not at all confident [1]	13%	*7%* **	7%	11%	24% DB.DC.DE	8%	7%	15% DF.DH	8%
Don't know	29%	*6%* **	19%	27% DB	28% DB	56% DB.DC.DD	18%	27% DF	56% DF.DG
Net: Confident	39%	*73%* **	54% DC.DD.DE	39% DD.DE	30%	26%	56% DG.DH	36% DH	26%
Net: Not confident	32%	*21%* **	27% DE	34% DE	42% DB.DE	17%	26%	37% DF.DH	17%
Mean	2.49	*3.15* **	2.70 DC.DD	2.46 DD	2.20	2.57 DD*	2.75 DG	2.38	2.57 *
Std. dev	0.92	*0.95*	0.80	0.86	1.02	0.98	0.83	0.92	0.98

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very optimistic [5]	1%	*15%* **	2%	1%	1%	0%	4% DG.DH	1%	0%
Fairly optimistic [4]	12%	*37%* **	32% DC.DD.DE	10% DD.DE	3%	5%	32% DG.DH	8%	5%
Neither optimistic nor pessimistic [3]	24%	*24%* **	30% DD	28% DD	10%	27% DD	30% DG	22%	27%
Fairly pessimistic [2]	36%	*15%* **	26%	45% DB.DD.DE	32%	27%	25%	40% DF.DH	27%
Very pessimistic [1]	21%	*8%* **	7%	13% DB	51% DB.DC.DE	12%	7%	26% DF.DH	12%
Don't know	6%	*2%* **	3%	3%	2%	29% DB.DC.DD	3%	3%	29% DF.DG
Net: Optimistic	13%	*52%* **	34% DC.DD.DE	11% DD.DE	4%	5%	36% DG.DH	9%	5%
Net: Pessimistic	56%	*22%* **	33%	58% DB.DE	84% DB.DC.DE	39%	32%	67% DF.DH	39%
Mean	2.34	*3.38* **	2.96 DC.DD.DE	2.39 DD	1.67	2.37 DD	3.00 DG.DH	2.15	2.37 DG
Std. dev	1.01	*1.16*	0.99	0.89	0.85	0.87	1.01	0.94	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
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	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	1%	*27%* **	4% DC.DD.DE	0%	-	-	6% DG.DH	0%	-
Fairly confident [3]	14%	*41%* **	47% DC.DD.DE	8% DD	1%	5% DD	47% DG.DH	6%	5%
Not very confident [2]	46%	*17%* **	38% DD.DE	74% DB.DD.DE	14%	21%	36% DH	54% DF.DH	21%
Not at all confident [1]	29%	*15%* **	10%	16% DB.DE	84% DB.DC.DE	8%	10%	39% DF.DH	8%
Don't know	10%	- **	1%	1%	1% DB.DC.DD	67% DB.DC.DD	1%	1%	67% DF.DG
Net: Confident	15%	*68%* **	51% DC.DD.DE	9% DD.DE	1%	5% DD	52% DG.DH	6%	5%
Net: Not confident	75%	*32%* **	48% DE	90% DB.DE	98% DB.DC.DE	28%	46% DH	93% DF.DH	28%
Mean	1.86	*2.79* **	2.46 DC.DD.DE	1.93 DD	1.17	1.90 DD*	2.49 DG.DH	1.67	1.90 DG*
Std. dev	0.72	*1.02*	0.72	0.51	0.41	0.61	0.76	0.60	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	1%	*34%* **	2% DD	0%	-	-	5% DG.DH	0%	-
Fairly confident [3]	10%	*30%* **	38% DC.DD.DE	5% DD	1%	5% DD	37% DG.DH	4%	5%
Not very confident [2]	44%	*19%* **	46% DD.DE	67% DB.DD.DE	13%	24% DD	43% DH	49% DH	24%
Not at all confident [1]	35%	*17%* **	14%	27% DB.DE	85% DB.DC.DE	10%	15%	47% DF.DH	10%
Don't know	9%	- **	1%	1%	0%	61% DB.DC.DD	0%	1%	61% DF.DG
Net: Confident	12%	*64%* **	39% DC.DD.DE	6% DD	1%	5% DD	42% DG.DH	4%	5%
Net: Not confident	80%	*36%* **	60% DE	94% DB.DE	98% DB.DC.DE	33%	58% DH	95% DF.DH	33%
Mean	1.75	*2.81* **	2.27 DC.DD.DE	1.79 DD	1.16	1.88 DD*	2.32 DG.DH	1.58	1.88 DG*
Std. dev	0.70	*1.10*	0.72	0.55	0.39	0.61	0.78	0.58	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	2%	*100%* **	-	-	-	-	9% DG.DH	-	-
Fairly confident [3]	18%	- **	100% DC.DD.DE	-	-	-	91% DG.DH	-	-
Not very confident [2]	45%	- **	-	100% DB.DD.DE	-	-	-	66% DF.DH	-
Not at all confident [1]	23%	- **	-	-	100% DB.DC.DE	-	-	34% DF.DH	-
Don't know	13%	- **	-	-	-	100% DB.DC.DD	-	-	100% DF.DG
Net: Confident	19%	*100%* **	100% DC.DD.DE	-	-	-	100% DG.DH	-	-
Net: Not confident	67%	- **	-	100% DB.DE	100% DB.DE	-	-	100% DF.DH	-
Mean	1.98	*4.00* **	3.00 DC.DD	2.00	1.00	-	3.09 DG	1.66	-
Std. dev	0.74	-	0.00	-	-	-	0.29	0.47	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	3%	*48%* **	8% DC.DD.DE	0%	0%	0%	12% DG.DH	0%	0%
Fairly confident [3]	27%	*25%* **	60% DC.DD.DE	26% DD.DE	10%	14%	57% DG.DH	20% DH	14%
Not very confident [2]	39%	*18%* **	26% DD.DE	63% DB.DD.DE	19%	14%	25% DH	48% DF.DH	14%
Not at all confident [1]	21%	*8%* **	3%	9% DB	70% DB.DC.DE	6%	4%	30% DF.DH	6%
Don't know	10%	- **	3% DD	2%	1%	66% DB.DC.DD	2%	2%	66% DF.DG
Net: Confident	29%	*74%* **	68% DC.DD.DE	26% DD.DE	10%	14%	69% DG.DH	21% DH	14%
Net: Not confident	61%	*26%* **	29% DE	72% DB.DE	89% DB.DC.DE	19%	29% DH	78% DF.DH	19%
Mean	2.12	*3.14* **	2.75 DC.DD.DE	2.18 DD	1.40	2.25 DD*	2.79 DG.DH	1.91	2.25 DG*
Std. dev	0.80	*1.00*	0.65	0.59	0.68	0.75	0.70	0.72	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very prepared [4]	1%	*24%* **	2% DC.DD	0%	0%	0%	4% DG.DH	0%	0%
Fairly prepared [3]	14%	*29%* **	43% DC.DD.DE	10% DD.DE	2%	6% DD	42% DG.DH	8%	6%
Not very prepared [2]	48%	*32%* **	43% DD	66% DB.DD.DE	25%	35% DD	42%	52% DF.DH	35%
Not at all prepared [1]	29%	*15%* **	9%	21% DB	70% DB.DC.DE	17% DB	10%	37% DF.DH	17% DF
Don't know	8%	-	3%	3%	2%	42% DB.DC.DD	3%	3%	42% DF.DG
Net: Prepared	15%	*53%* **	45% DC.DD.DE	11% DD	2%	6% DD	46% DG.DH	8%	6%
Net: Not prepared	77%	*47%* **	52%	87% DB.DE	95% DB.DC.DE	52%	51%	89% DF.DH	52%
Mean	1.86	*2.62* **	2.40 DC.DD.DE	1.90 DD	1.31	1.82 DD	2.42 DG.DH	1.70	1.82 DG
Std. dev	0.70	*1.02*	0.69	0.56	0.52	0.63	0.73	0.62	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very prepared [4]	3%	*26%* **	9% DC.DD.DE	2%	1%	2%	10% DG.DH	1%	2%
Fairly prepared [3]	27%	*27%* **	50% DC.DD.DE	29% DD.DE	12%	19% DD	48% DG.DH	23%	19%
Not very prepared [2]	40%	*32%* **	33%	52% DB.DD.DE	29%	30%	33%	44% DF.DH	30%
Not at all prepared [1]	25%	*13%* **	7%	17% DB	58% DB.DC.DE	18% DB	8%	31% DF.DH	18% DF
Don't know	5%	*2%* **	2%	1%	1%	31% DB.DC.DD	2%	1%	31% DF.DG
Net: Prepared	30%	*53%* **	58% DC.DD.DE	30% DD.DE	12%	21% DD	58% DG.DH	24%	21%
Net: Not prepared	65%	*45%* **	40%	69% DB.DE	87% DB.DC.DE	48%	40%	75% DF.DH	48%
Mean	2.09	*2.67* **	2.61 DC.DD.DE	2.15 DD	1.55	2.07 DD	2.61 DG.DH	1.95	2.07
Std. dev	0.82	*1.02*	0.75	0.71	0.73	0.81	0.78	0.77	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick10_UK_3. An extreme weather event									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very prepared [4]	1%	*9%* **	3% DC.DD.DE	0%	1%	0%	4% DG.DH	0%	0%
Fairly prepared [3]	19%	*37%* **	35% DC.DD.DE	18% DD	10%	13%	35% DG.DH	16%	13%
Not very prepared [2]	45%	*26%* **	42% DD.DE	58% DB.DD.DE	30%	33%	40%	49% DF.DH	33%
Not at all prepared [1]	30%	*24%* **	19%	22%	58% DB.DC.DE	22%	19%	34% DF.DH	22%
Don't know	5%	*4%* **	1%	2%	1%	31% DB.DC.DD	1%	1%	31% DF.DG
Net: Prepared	20%	*46%* **	38% DC.DD.DE	19% DD	11%	13%	39% DG.DH	16%	13%
Net: Not prepared	75%	*50%* **	61%	80% DB.DE	88% DB.DC.DE	55%	60%	83% DF.DH	55%
Mean	1.91	*2.32* **	2.23 DC.DD.DE	1.97 DD	1.53	1.87 DD	2.24 DG.DH	1.82	1.87
Std. dev	0.74	*0.96*	0.79	0.64	0.71	0.73	0.80	0.70	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	11%	*32%* **	16% DC.DD.DE	11%	8%	7%	17% DG.DH	10%	7%
Fairly confident [3]	44%	*42%* **	52% DD.DE	47% DD.DE	36%	37%	51% DG.DH	43%	37%
Not very confident [2]	26%	*10%* **	22%	31% DB.DE	26% DE	17%	21%	29% DF.DH	17%
Not at all confident [1]	12%	*13%* **	8%	7%	27% DB.DC.DE	9%	8%	14% DF.DH	9%
Don't know	7%	*2%* **	3%	5%	4%	31% DB.DC.DD	3%	4%	31% DF.DG
Net: Confident	55%	*75%* **	68% DC.DD.DE	58% DD.DE	43%	44%	69% DG.DH	53% DH	44%
Net: Not confident	38%	*23%* **	29%	37% DB.DE	53% DB.DC.DE	26%	29%	43% DF.DH	26%
Mean	2.58	*2.95* **	2.78 DC.DD.DE	2.65 DD	2.25	2.60 DD	2.80 DG.DH	2.51	2.60
Std. dev	0.86	*1.00*	0.81	0.77	0.95	0.83	0.83	0.86	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	13%	*23%* **	18% DD.DE	14%	11%	10%	18% DG.DH	13%	10%
Fairly confident [3]	45%	*50%* **	54% DD.DE	48% DD.DE	37%	38%	53% DG.DH	45%	38%
Not very confident [2]	22%	*12%* **	20% DE	26% DB.DE	24% DE	12%	19% DH	25% DF.DH	12%
Not at all confident [1]	10%	*11%* **	6%	6%	24% DB.DC.DE	7%	6%	12% DF.DH	7%
Don't know	8%	*4%* **	3%	5%	5%	33% DB.DC.DD	3%	5%	33% DF.DG
Net: Confident	59%	*73%* **	71% DC.DD.DE	62% DD.DE	48%	48%	72% DG.DH	57% DH	48%
Net: Not confident	33%	*23%* **	26%	32% DB.DE	48% DB.DC.DE	20%	25%	38% DF.DH	20%
Mean	2.67	*2.89* **	2.86 DC.DD	2.73 DD	2.36	2.74 DD	2.86 DG	2.61	2.74
Std. dev	0.86	*0.91*	0.78	0.79	0.98	0.84	0.79	0.87	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	30%	*37%* **	35% DD.DE	33% DD.DE	26%	24%	35% DH	30%	24%
Fairly confident [3]	45%	*36%* **	46% DE	48% DE	43%	37%	45%	46% DH	37%
Not very confident [2]	11%	*15%* **	12%	12% DE	11%	7%	12%	12% DH	7%
Not at all confident [1]	7%	*11%* **	5%	4%	15% DB.DC.DE	5%	5%	7%	5%
Don't know	7%	*2%* **	2%	4%	5% DB	27% DB.DC.DD	2%	4%	27% DF.DG
Net: Confident	75%	*72%* **	81% DD.DE	81% DD.DE	69%	61%	80% DH	77% DH	61%
Net: Not confident	18%	*26%* **	17%	16%	26% DB.DC.DE	12%	18%	19% DH	12%
Mean	3.06	*3.00* **	3.14 DD	3.14 DD	2.84	3.10 DD	3.13	3.04	3.10
Std. dev	0.85	*1.00*	0.81	0.77	1.00	0.82	0.83	0.86	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	DA	DB	DC	DD	DE	DF	DG	DH	
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	9%	*27%* **	10%	8%	10%	7%	12% DH	9%	7%
Fairly confident [3]	38%	*39%* **	46% DD.DE	44% DD.DE	28%	26%	45% DG.DH	38% DH	26%
Not very confident [2]	27%	*5%* **	26%	30% DE	27%	20%	24%	29% DH	20%
Not at all confident [1]	19%	*26%* **	15%	14%	32% DB.DC.DE	19%	16%	20%	19%
Don't know	7%	*2%* **	4%	4%	3%	27% DB.DC.DD	3%	4%	27% DF.DG
Net: Confident	47%	*67%* **	56% DD.DE	52% DD.DE	38%	33%	57% DG.DH	47% DH	33%
Net: Not confident	46%	*32%* **	41%	44%	59% DB.DC.DE	39%	40%	49% DF.DH	39%
Mean	2.39	*2.68* **	2.53 DD.DE	2.47 DD.DE	2.16	2.28	2.54 DG.DH	2.37	2.28
Std. dev	0.92	*1.16*	0.87	0.84	1.00	0.96	0.90	0.91	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick12_UK_2. A significant reduction in household income									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	5%	*15%* **	4%	4%	5%	5%	5%	4%	5%
Fairly confident [3]	25%	*49%* **	33% DC.DD.DE	26% DD.DE	19%	14%	34% DG.DH	24% DH	14%
Not very confident [2]	38%	*14%* **	40% DD.DE	45% DD.DE	32%	26%	38% DH	41% DH	26%
Not at all confident [1]	25%	*16%* **	18%	20%	41% DB.DC.DE	25% DB	18%	27% DF	25% DF
Don't know	8%	*6%* **	5%	5%	3%	30% DB.DC.DD	5%	4%	30% DF.DG
Net: Confident	29%	*64%* **	37% DC.DD.DE	30% DD.DE	24%	19%	40% DG.DH	28% DH	19%
Net: Not confident	63%	*30%* **	58%	65% DB.DE	73% DB.DC.DE	51%	55%	68% DF.DH	51%
Mean	2.09	*2.67* **	2.25 DD.DE	2.14 DD.DE	1.88	1.98	2.29 DG.DH	2.05	1.98
Std. dev	0.85	*0.95*	0.81	0.79	0.90	0.91	0.83	0.84	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Business activity and investment					Confidence in UK economy to withstand shocks to: Business activity and investment (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DA	DB	DC	DD	DE	DF	DG	DH
brunswick12_UK_3. A significant increase in essential living costs									
Unweighted base	2260	*36*	395	1035	511	283	431	1546	283
Base	2260	*42*	398	1013	511	297	439	1524	297
Very confident [4]	6%	*23%* **	9% DC.DE	5%	6%	4%	10% DG.DH	5%	4%
Fairly confident [3]	37%	*52%* **	46% DD.DE	41% DD.DE	25%	24%	47% DG.DH	36% DH	24%
Not very confident [2]	34%	*14%* **	31%	38% DB.DE	34% DE	25%	30%	37% DF.DH	25%
Not at all confident [1]	17%	*10%* **	10%	12%	33% DB.DC.DE	17% DB.DC	10%	19% DF	17% DF
Don't know	7%	*2%* **	4%	3%	3%	30% DB.DC.DD	4%	3%	30% DF.DG
Net: Confident	43%	*75%* **	55% DC.DD.DE	46% DD.DE	31%	29%	57% DG.DH	41% DH	29%
Net: Not confident	51%	*23%* **	41%	50% DB.DE	66% DB.DC.DE	42%	39%	55% DF.DH	42%
Mean	2.34	*2.89* **	2.56 DC.DD.DE	2.41 DD.DE	2.04	2.22 DD	2.59 DG.DH	2.28	2.22
Std. dev	0.85	*0.88*	0.80	0.77	0.91	0.89	0.81	0.84	0.89

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	3%	25% DJ.DK.DL.DM*	4% DK.DL	2%	1%	1%	6% DO.DP	1%	1%
Fairly well protected [3]	37%	55% DK.DL.DM*	59% DK.DL.DM	35% DL.DM	18%	25%	59% DO.DP	29%	25%
Not very well protected [2]	38%	16% *	30%	47% DI.DJ.DL.DM	37% DI.DJ	30%	28%	43% DN.DP	30%
Not at all protected [1]	12%	2% *	2%	9% DJ	36% DI.DJ.DK.DM	4%	2%	18% DN.DP	4%
Don't know	10%	2% *	4%	8% DJ	8% DJ	39% DI.DJ.DK.DL	4%	8% DN	39% DN.DO
Net: Protected	40%	80% DJ.DK.DL.DM*	64% DK.DL.DM	36% DL.DM	19%	27% DL	65% DO.DP	30%	27%
Net: Not protected	50%	18% *	32%	55% DI.DJ.DM	73% DI.DJ.DK.DM	34% DI	31%	62% DN.DP	34%
Mean	2.34	3.06 DJ.DK.DL.DM*	2.68 DK.DL.DM	2.32 DL	1.83	2.39 DL*	2.72 DO.DP	2.14	2.39 DO*
Std. dev	0.75	0.71	0.60	0.66	0.77	0.65	0.62	0.74	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	6%	43% DJ.DK.DL.DM*	11% DK.DL.DM	4%	2%	1%	13% DO.DP	3%	1%
Fairly well protected [3]	42%	39% DL*	63% DI.DK.DL.DM	41% DL.DM	23%	29%	61% DO.DP	35%	29%
Not very well protected [2]	29%	10% *	19%	38% DI.DJ.DL.DM	31% DI.DJ.DM	21%	18%	36% DN.DP	21%
Not at all protected [1]	13%	8% *	3%	10% DJ.DM	37% DI.DJ.DK.DM	4%	4%	20% DN.DP	4%
Don't know	10%	-	4%	7%	7%	45%	4%	7%	45%
		*			DJ	DI.DJ.DK.DL		DN	DN.DO
Net: Protected	48%	82% DK.DL.DM*	74% DK.DL.DM	45% DL.DM	25%	30%	74% DO.DP	38%	30%
Net: Not protected	43%	18% *	22%	49% DI.DJ.DM	68% DI.DJ.DK.DM	25%	22%	55% DN.DP	25%
Mean	2.45	3.17 DJ.DK.DL.DM*	2.84 DK.DL.DM	2.41 DL	1.90	2.49 DL*	2.87 DO.DP	2.23	2.49 DO*
Std. dev	0.82	0.91	0.64	0.74	0.85	0.67	0.68	0.82	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	2%	23% DJ.DK.DL.DM*	3% DK.DL	1%	1%	0%	4% DO.DP	1%	0%
Fairly well protected [3]	24%	47% DK.DL.DM*	40% DK.DL.DM	21% DL	11%	21% DL	40% DO.DP	17%	21%
Not very well protected [2]	47%	22% *	44% DI.DM	58% DI.DJ.DL.DM	42% DI.DM	24%	42% DP	52% DN.DP	24%
Not at all protected [1]	16%	5% *	6%	12% DJ.DM	38% DI.DJ.DK.DM	6%	6%	22% DN.DP	6%
Don't know	12%	4% *	7%	8%	8%	49% DI.DJ.DK.DL	7%	8%	49% DN.DO
Net: Protected	26%	69% DJ.DK.DL.DM*	42% DK.DL.DM	22% DL	12%	21% DL	45% DO.DP	18%	21%
Net: Not protected	62%	27% *	51% DI.DM	71% DI.DJ.DM	80% DI.DJ.DK.DM	30%	49% DP	74% DN.DP	30%
Mean	2.14	2.90 DJ.DK.DL.DM*	2.41 DK.DL	2.11 DL	1.72	2.30 DK.DL*	2.46 DO	1.97	2.30 DO*
Std. dev	0.72	0.82	0.66	0.62	0.70	0.68	0.69	0.68	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	3%	24% DJ.DK.DL.DM*	4% DK.DM	2%	2%	1%	6% DO.DP	2%	1%
Fairly well protected [3]	31%	58% DK.DL.DM*	55% DK.DL.DM	28% DL.DM	11%	16%	55% DO.DP	22%	16%
Not very well protected [2]	37%	10% *	30% DI.DM	47% DI.DJ.DL.DM	37% DI.DJ.DM	20%	28% DP	44% DN.DP	20%
Not at all protected [1]	14%	6% *	4%	11% DJ.DM	38% DI.DJ.DK.DM	6%	5%	20% DN.DP	6%
Don't know	15%	1% *	7%	12% DI.DJ	12% DI.DJ	57% DI.DJ.DK.DL	7%	12% DN	57% DN.DO
Net: Protected	34%	83% DJ.DK.DL.DM*	59% DK.DL.DM	30% DL.DM	13%	17%	61% DO.DP	24%	17%
Net: Not protected	51%	16% *	34% DI.DM	58% DI.DJ.DM	75% DI.DJ.DK.DM	26%	32%	64% DN.DP	26%
Mean	2.27	3.02 DJ.DK.DL.DM*	2.63 DK.DL.DM	2.24 DL	1.75	2.28 DL*	2.67 DO.DP	2.06	2.28 DO*
Std. dev	0.78	0.78	0.65	0.69	0.76	0.71	0.67	0.75	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	7%	42% DJ.DK.DL.DM*	9% DL.DM	6%	4%	4%	12% DO.DP	5%	4%
Fairly well protected [3]	36%	49% DK.DL.DM*	58% DK.DL.DM	33% DL	19%	28% DL	58% DO.DP	28%	28%
Not very well protected [2]	33%	6% *	26% DI.DM	46% DI.DJ.DL.DM	31% DI.DM	16%	24% DP	40% DN.DP	16%
Not at all protected [1]	13%	3% *	2%	9% DJ	38% DI.DJ.DK.DM	5%	2%	19% DN.DP	5%
Don't know	11%	- *	5%	7%	8% DJ	48% DI.DJ.DK.DL	5%	8% DN	48% DN.DO
Net: Protected	43%	91% DJ.DK.DL.DM*	67% DK.DL.DM	39% DL	23%	32% DL	69% DO.DP	33%	32%
Net: Not protected	46%	9% *	28% DI	54% DI.DJ.DM	69% DI.DJ.DK.DM	21%	26%	59% DN.DP	21%
Mean	2.43	3.30 DJ.DK.DL.DM*	2.77 DK.DL.DM	2.39 DL	1.89	2.58 DK.DL*	2.82 DO.DP	2.21	2.58 DO*
Std. dev	0.83	0.71	0.64	0.75	0.89	0.76	0.66	0.83	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well protected [4]	2%	14% DJ.DK.DL.DM*	3% DK.DL	1%	1%	1%	4% DO.DP	1%	1%
Fairly well protected [3]	14%	33% DK.DL.DM*	22% DK.DL.DM	12% DL	6%	9%	23% DO.DP	10%	9%
Not very well protected [2]	41%	36% *	46% DL.DM	49% DL.DM	31%	23%	45% DP	43% DP	23%
Not at all protected [1]	27%	12% *	19% DM	25% DJ.DM	48% DI.DJ.DK.DM	10%	18% DP	33% DN.DP	10%
Don't know	17%	4% *	10%	13%	14%	56% DI.DJ.DK.DL	9%	14% DN	56% DN.DO
Net: Protected	15%	47% DJ.DK.DL.DM*	25% DK.DL.DM	13% DL	7%	10%	27% DO.DP	11%	10%
Net: Not protected	68%	49% *	65% DI.DM	74% DI.DJ.DM	79% DI.DJ.DM	34%	63% DP	76% DN.DP	34%
Mean	1.89	2.51 DJ.DK.DL.DM*	2.11 DK.DL	1.86 DL	1.54	2.01 DL*	2.14 DO	1.75	2.01 DO*
Std. dev	0.75	0.91	0.77	0.67	0.68	0.73	0.79	0.69	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very well informed [4]	3%	20% DJ.DK.DL.DM*	3%	2%	4%	2%	4% DO	3%	2%
Fairly well informed [3]	32%	44% DL.DM*	41% DK.DL.DM	31% DM	27% DM	15%	42% DO.DP	30% DP	15%
Not very well informed [2]	43%	29% *	44% DM	51% DI.DJ.DL.DM	38%	31%	43% DP	46% DP	31%
Not at all informed [1]	13%	4% *	7%	12% DJ	25% DI.DJ.DK.DM	14% DJ	7%	16% DN	14% DN
Don't know	9%	3% *	4%	5%	7%	38% DI.DJ.DK.DL	4%	6%	38% DN.DO
Net: Informed	35%	64% DJ.DK.DL.DM*	44% DK.DL.DM	33% DM	31% DM	17%	46% DO.DP	32% DP	17%
Net: Not informed	57%	33% *	51% DI	62% DI.DJ.DM	63% DI.DJ.DM	45%	50%	62% DN.DP	45%
Mean	2.27	2.82 DJ.DK.DL.DM*	2.42 DK.DL.DM	2.24 DL.DM	2.11	2.07	2.46 DO.DP	2.20	2.07
Std. dev	0.74	0.81	0.68	0.68	0.84	0.76	0.70	0.74	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Strongly support [5]	4%	22% DJ.DK.DL.DM*	5% DM	3%	3%	1%	6% DO.DP	3%	1%
Tend to support [4]	24%	30% DL.DM*	33% DK.DL.DM	25% DL.DM	17% DM	10%	32% DO.DP	22% DP	10%
Neither support nor oppose [3]	29%	28% *	33% DL.DM	32% DL.DM	25%	19%	33% DP	29% DP	19%
Tend to oppose [2]	19%	13% *	18%	20%	19%	14%	18%	20%	14%
Strongly oppose [1]	15%	6% *	7%	12% DJ	30% DI.DJ.DK.DM	12% DJ	7%	19% DN	12% DN
Don't know	10%	- *	4%	7% DJ	6%	43% DI.DJ.DK.DL	4%	7% DN	43% DN.DO
Net: Support	28%	52% DK.DL.DM*	37% DK.DL.DM	29% DL.DM	20% DM	11%	39% DO.DP	26% DP	11%
Net: Oppose	33%	19% *	25%	33% DJ	49% DI.DJ.DK.DM	27%	25%	38% DN.DP	27%
Mean	2.82	3.49 DJ.DK.DL.DM*	3.10 DK.DL.DM	2.87 DL.DM	2.40	2.52 *	3.14 DO.DP	2.70	2.52 *
Std. dev	1.12	1.17	1.00	1.07	1.20	1.08	1.03	1.14	1.08

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick5. If the UK 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	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Higher taxes	20%	42% DK.DL.DM*	29% DK.DL.DM	20% DL.DM	14% DM	8%	30% DO.DP	18% DP	8%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	37% DM*	45% DM	42% DM	44% DM	17%	44% DP	43% DP	17%
Increased government borrowing	15%	15% DM*	21% DK.DL.DM	14% DM	12% DM	6%	21% DO.DP	13% DP	6%
I would not be willing to accept any of these	23%	14% *	16%	25% DJ	28% DI.DJ	24% DJ	16%	26% DN	24% DN
Don't know	15%	8% *	10%	11%	11% DI.DJ.DK.DL	51%	10%	11%	51% DN.DO
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	1260	*33*	379	483	233	132	412	716	132
Base: : respondents in full-time or part-time employment only	1300	*39*	382	495	236	148	421	731	148
Very well prepared [4]	7%	*25%* **	10% DK	5%	5%	4%	11% DO.DP	5%	4%
Fairly well prepared [3]	33%	*40%* **	42% DK.DL.DM	35% DL.DM	24%	20%	42% DO.DP	31% DP	20%
Not very well prepared [2]	23%	*23%* **	21% DM	30% DJ.DL.DM	19%	10%	22% DP	26% DP	10%
Not at all prepared [1]	11%	*3%* **	8%	7%	28% DJ.DK.DM	7%	8%	14% DN	7%
Don't know	26%	*9%* **	18%	24%	24%	59% DJ.DK.DL	17%	24% DN	59% DN.DO
Net: Prepared	40%	*65%* **	52% DK.DL.DM	39% DL.DM	29%	23%	53% DO.DP	36% DP	23%
Net: Not prepared	34%	*26%* **	30% DM	37% DJ.DM	47% DJ.DK.DM	17%	29% DP	40% DN.DP	17%
Mean	2.49	*2.96* **	2.66 DK.DL	2.49 DL	2.10	2.50 DL*	2.69 DO	2.36	2.50 *
Std. dev	0.86	*0.82*	0.82	0.75	0.98	0.89	0.83	0.85	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted Base: : respondents in full-time or part-time employment only	1260	*33*	379	483	233	132	412	716	132
Base: : respondents in full-time or part-time employment only	1300	*39*	382	495	236	148	421	731	148
Very well informed [4]	8%	*31%* **	8%	7%	10%	5%	10%	8%	5%
Fairly well informed [3]	30%	*25%* **	41% DK.DL.DM	31% DM	23%	14%	40% DO.DP	29% DP	14%
Not very well informed [2]	23%	*32%* **	23% DM	28% DL.DM	19%	11%	24% DP	25% DP	11%
Not at all informed [1]	14%	*3%* **	13%	9%	28% DJ.DK.DM	8%	12%	15% DP	8%
Don't know	25%	*9%* **	15%	25% DJ	19%	62% DJ.DK.DL	14%	23% DN	62% DN.DO
Net: Informed	39%	*56%* **	49% DK.DL.DM	38% DM	33% DM	19%	50% DO.DP	36% DP	19%
Net: Not informed	37%	*35%* **	36% DM	38% DM	48% DJ.DK.DM	19%	36% DP	41% DP	19%
Mean	2.44	*2.92* **	2.52 DL	2.47 DL	2.18	2.41 *	2.56 DO	2.37	2.41 *
Std. dev	0.91	*0.92*	0.87	0.82	1.05	0.96	0.88	0.91	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base: : respondents in full-time or part-time employment only	1260	*33*	379	483	233	132	412	716	132
Base: : respondents in full-time or part-time employment only	1300	*39*	382	495	236	148	421	731	148
Very confident [4]	8%	*30%* **	10% DK	6%	8%	5%	12% DO.DP	7%	5%
Fairly confident [3]	30%	*34%* **	39% DK.DL.DM	31% DL.DM	22%	20%	39% DO.DP	28%	20%
Not very confident [2]	19%	*20%* **	20% DM	23% DM	18% DM	6%	20% DP	22% DP	6%
Not at all confident [1]	13%	*6%* **	9%	11%	26% DJ.DK.DM	7%	9%	16% DN.DP	7%
Don't know	29%	*10%* **	21%	29% DJ	26%	61% DJ.DK.DL	20%	28% DN	61% DN.DO
Net: Confident	39%	*65%* **	50% DK.DL.DM	36% DM	30%	25%	51% DO.DP	34%	25%
Net: Not confident	32%	*25%* **	29% DM	34% DM	44% DJ.DK.DM	14%	29% DP	37% DN.DP	14%
Mean	2.49	*2.99* **	2.65 DK.DL	2.45 DL	2.16	2.58 DL*	2.68 DO	2.35	2.58 *
Std. dev	0.92	*0.91*	0.85	0.85	1.04	0.95	0.86	0.93	0.95

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very optimistic [5]	1%	15% DJ.DK.DL.DM*	1%	1%	1%	1%	2% DO	1%	1%
Fairly optimistic [4]	12%	48% DJ.DK.DL.DM*	24% DK.DL.DM	9% DL.DM	2%	3%	26% DO.DP	7%	3%
Neither optimistic nor pessimistic [3]	24%	22% DL*	34% DK.DL	25% DL	8%	30% DL	33% DO	19%	30% DO
Fairly pessimistic [2]	36%	6% *	32% DI.DM	46% DI.DJ.DL.DM	31% DI.DM	23% DI	30%	41% DN.DP	23%
Very pessimistic [1]	21%	5% *	6%	16% DJ	53% DI.DJ.DK.DM	10%	6%	29% DN.DP	10%
Don't know	6%	4% *	2%	3%	4%	33% DI.DJ.DK.DL	3%	3%	33% DN.DO
Net: Optimistic	13%	63% DJ.DK.DL.DM*	25% DK.DL.DM	10% DL.DM	4%	4%	29% DO.DP	8%	4%
Net: Pessimistic	56%	11% *	38% DI	62% DI.DJ.DM	84% DI.DJ.DK.DM	33% DI	36%	70% DN.DP	33%
Mean	2.34	3.63 DJ.DK.DL.DM*	2.82 DK.DL.DM	2.31 DL	1.62	2.42 DL	2.89 DO.DP	2.06	2.42 DO
Std. dev	1.01	1.01	0.92	0.89	0.84	0.84	0.95	0.93	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
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	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	1%	29% DJ.DK.DL.DM*	1% DL	1%	-	-	4% DO.DP	0%	-
Fairly confident [3]	14%	46% DK.DL.DM*	33% DK.DL.DM	8% DL.DM	1%	2%	34% DO.DP	6%	2%
Not very confident [2]	46%	14% *	51% DI.DL.DM	70% DI.DJ.DL.DM	16%	14%	48% DP	51% DP	14%
Not at all confident [1]	29%	11% DM*	12% DM	20% DJ.DM	82% DI.DJ.DK.DM	3%	12% DP	42% DN.DP	3%
Don't know	10%	- *	2% DL	2%	1%	81% DI.DJ.DK.DL	2%	1%	81% DN.DO
Net: Confident	15%	75% DJ.DK.DL.DM*	35% DK.DL.DM	9% DL.DM	1%	2%	38% DO.DP	6%	2%
Net: Not confident	75%	25% *	63% DI.DM	90% DI.DJ.DM	99% DI.DJ.DK.DM	17%	60% DP	93% DN.DP	17%
Mean	1.86	2.93 DJ.DK.DL*	2.25 DK.DL	1.89 DL	1.18	1.96 **	2.31 DO	1.64	1.96 **
Std. dev	0.72	0.93	0.68	0.54	0.41	0.55	0.73	0.60	0.55

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick9_UK_2. People's living standards									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	1%	20% DJ.DK.DL.DM*	2% DL	0%	-	-	3% DO.DP	0%	-
Fairly confident [3]	10%	41% DJ.DK.DL.DM*	26% DK.DL.DM	5% DL	-	3% DL	28% DO.DP	3%	3%
Not very confident [2]	44%	30% DL.DM*	56% DI.DL.DM	64% DI.DJ.DL.DM	11%	15%	53% DO.DP	45% DP	15%
Not at all confident [1]	35%	9% *	15% DM	30% DI.DJ.DM	88% DI.DJ.DK.DM	5%	14% DP	51% DN.DP	5%
Don't know	9%	- *	2% DL	1%	0%	77% DI.DJ.DK.DL	2% DO	0%	77% DN.DO
Net: Confident	12%	61% DJ.DK.DL.DM*	28% DK.DL.DM	6% DL	-	3% DL	31% DO.DP	4%	3%
Net: Not confident	80%	39% DM*	70% DI.DM	94% DI.DJ.DM	100% DI.DJ.DK.DM	20%	68% DP	96% DN.DP	20%
Mean	1.75	2.71 DJ.DK.DL.DM*	2.15 DK.DL.DM	1.76 DL	1.11	1.90 DL*	2.20 DO.DP	1.53	1.90 DO*
Std. dev	0.70	0.89	0.68	0.56	0.32	0.60	0.72	0.58	0.60

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	2%	34% DJ.DK.DL.DM*	2%	1%	1%	-	5% DO.DP	1%	-
Fairly confident [3]	18%	54% DK.DL.DM*	40% DK.DL.DM	12% DL.DM	3%	5%	41% DO.DP	8%	5%
Not very confident [2]	45%	7% *	43% DI.DL.DM	72% DI.DJ.DL.DM	19% DM	9%	40% DP	53% DN.DP	9%
Not at all confident [1]	23%	3% *	8% DM	11% DM	74% DI.DJ.DK.DM	2%	8% DP	33% DN.DP	2%
Don't know	13%	1% *	7% DL	5%	4%	85% DI.DJ.DK.DL	6%	4%	85% DN.DO
Net: Confident	19%	88% DJ.DK.DL.DM*	42% DK.DL.DM	13% DL.DM	3%	5%	46% DO.DP	9% DP	5%
Net: Not confident	67%	11% *	51% DI.DM	83% DI.DJ.DM	93% DI.DJ.DK.DM	11%	48% DP	87% DN.DP	11%
Mean	1.98	3.21 DJ.DK.DL*	2.38 DK.DL	2.02 DL	1.28	2.19 **	2.46 DO	1.76	2.19 **
Std. dev	0.74	0.72	0.67	0.52	0.55	0.62	0.72	0.64	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	3% -	100% DJ.DK.DL.DM*	-	-	-	-	9% DO.DP	-	-
Fairly confident [3]	27% -	- *	100% DI.DK.DL.DM	-	-	-	91% DO.DP	-	-
Not very confident [2]	39% -	- *	-	100% DI.DJ.DL.DM	-	-	-	65% DN.DP	-
Not at all confident [1]	21% -	- *	-	-	100% DI.DJ.DK.DM	-	-	35% DN.DP	-
Don't know	10% -	- *	-	-	-	100% DI.DJ.DK.DL	-	-	100% DN.DO
Net: Confident	29% -	100% DK.DL.DM*	100% DK.DL.DM	-	-	-	100% DO.DP	-	-
Net: Not confident	61% -	- *	-	100% DI.DJ.DM	100% DI.DJ.DM	-	-	100% DN.DP	-
Mean	2.12	4.00 DJ*	3.00 DK.DL	2.00	1.00	-	3.09 DO	1.65	-
Std. dev	0.80	-	0.00	-	-	-	0.29	0.48	-

Brunswick Group

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Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very prepared [4]	1%	17% DJ.DK.DL.DM*	2% DK.DL	-	0%	1% DK	3% DO	0%	1%
Fairly prepared [3]	14%	45% DK.DL.DM*	31% DK.DL.DM	8% DL	3%	8% DL	33% DO.DP	6%	8%
Not very prepared [2]	48%	25% *	53% DI.DL.DM	66% DI.DJ.DL.DM	21%	28%	50% DP	50% DP	28%
Not at all prepared [1]	29%	11% *	11%	22% DJ.DM	75% DI.DJ.DK.DM	14%	11%	41% DN.DP	14%
Don't know	8%	1% *	3%	4% DL	1%	49% DI.DJ.DK.DL	3%	3%	49% DN.DO
Net: Prepared	15%	63% DJ.DK.DL.DM*	34% DK.DL.DM	8% DL	3%	8% DL	36% DO.DP	6%	8%
Net: Not prepared	77%	36% *	63% DI.DM	88% DI.DJ.DM	96% DI.DJ.DK.DM	42%	61% DP	91% DN.DP	42%
Mean	1.86	2.69 DJ.DK.DL.DM*	2.26 DK.DL.DM	1.85 DL	1.27	1.89 DL*	2.30 DO.DP	1.64	1.89 DO*
Std. dev	0.70	0.90	0.68	0.54	0.51	0.69	0.71	0.60	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_2. A major public health crisis

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very prepared [4]	3%	29% DJ.DK.DL.DM*	5% DK.DL	2%	1%	2%	7% DO.DP	1%	2%
Fairly prepared [3]	27%	36% DK.DL.DM*	52% DK.DL.DM	23% DL	8%	20% DL	50% DO.DP	17%	20%
Not very prepared [2]	40%	25% *	34% DL	56% DI.DJ.DL.DM	26%	27%	33%	45% DN.DP	27%
Not at all prepared [1]	25%	10% *	7%	18% DJ	64% DI.DJ.DK.DM	14% DJ	8%	35% DN.DP	14% DN
Don't know	5%	- *	2%	2%	1%	37% DI.DJ.DK.DL	2%	1%	37% DN.DO
Net: Prepared	30%	65% DK.DL.DM*	57% DK.DL.DM	24% DL	9%	22% DL	57% DO.DP	19%	22%
Net: Not prepared	65%	35% *	41%	74% DI.DJ.DM	90% DI.DJ.DK.DM	41%	41%	80% DN.DP	41%
Mean	2.09	2.83 DJ.DK.DL.DM*	2.56 DK.DL.DM	2.08 DL	1.45	2.15 DL*	2.58 DO.DP	1.86	2.15 DO*
Std. dev	0.82	0.97	0.71	0.69	0.68	0.80	0.74	0.75	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very prepared [4]	1%	17% DJ.DK.DL.DM*	1%	0%	0%	1%	3% DO	0%	1%
Fairly prepared [3]	19%	43% DK.DL.DM*	36% DK.DL.DM	15% DL	8%	11%	36% DO.DP	12%	11%
Not very prepared [2]	45%	29% *	45% DI.DL.DM	59% DI.DJ.DL.DM	31%	27%	43% DP	49% DN.DP	27%
Not at all prepared [1]	30%	8% *	18%	24% DI.DJ	61% DI.DJ.DK.DM	22% DI	17%	37% DN.DP	22%
Don't know	5%	3% *	1%	2% DJ	1%	39% DI.DJ.DK.DL	1%	2%	39% DN.DO
Net: Prepared	20%	60% DJ.DK.DL.DM*	37% DK.DL.DM	15% DL	8%	12%	39% DO.DP	12%	12%
Net: Not prepared	75%	37% *	63% DI.DM	83% DI.DJ.DM	92% DI.DJ.DK.DM	48%	60% DP	86% DN.DP	48%
Mean	1.91	2.71 DJ.DK.DL.DM*	2.20 DK.DL.DM	1.92 DL	1.47	1.85 DL*	2.25 DO.DP	1.76	1.85 *
Std. dev	0.74	0.86	0.74	0.64	0.64	0.76	0.76	0.67	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
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	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	11%	44% DJ.DK.DL.DM*	14% DK.DL.DM	9%	7%	8%	17% DO.DP	8%	8%
Fairly confident [3]	44%	35% *	54% DI.DK.DL.DM	47% DL.DM	32%	34%	52% DO.DP	42%	34%
Not very confident [2]	26%	12% *	23%	29% DI.DJ.DM	29% DI.DJ.DM	17%	22%	29% DN.DP	17%
Not at all confident [1]	12%	6% *	5%	9% DJ	28% DI.DJ.DK.DM	7%	5%	16% DN.DP	7%
Don't know	7%	4% *	4%	5%	4%	35% DI.DJ.DK.DL	4%	5%	35% DN.DO
Net: Confident	55%	78% DK.DL.DM*	68% DK.DL.DM	57% DL.DM	39%	41%	69% DO.DP	50% DP	41%
Net: Not confident	38%	17% *	28%	38% DI.DJ.DM	58% DI.DJ.DK.DM	24%	27%	45% DN.DP	24%
Mean	2.58	3.21 DJ.DK.DL.DM*	2.80 DK.DL	2.60 DL	2.18	2.65 DL	2.83 DO.DP	2.45	2.65 DO
Std. dev	0.86	0.89	0.75	0.79	0.93	0.82	0.77	0.87	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick11_UK_2. Your household's income or employment situation									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	13%	42% DJ.DK.DL.DM*	16% DL.DM	13%	10%	8%	18% DO.DP	12%	8%
Fairly confident [3]	45%	40% *	55% DK.DL.DM	48% DL.DM	34%	35%	54% DO.DP	43% DP	35%
Not very confident [2]	22%	9% *	21%	25% DI.DM	24% DI.DM	14%	20%	25% DN.DP	14%
Not at all confident [1]	10%	5% *	4%	7% DJ	27% DI.DJ.DK.DM	6%	4%	14% DN.DP	6%
Don't know	8%	4% *	4%	6%	5%	37% DI.DJ.DK.DL	4%	6%	37% DN.DO
Net: Confident	59%	82% DK.DL.DM*	71% DK.DL.DM	61% DL.DM	44%	43%	72% DO.DP	55% DP	43%
Net: Not confident	33%	14% *	25%	33% DI.DJ.DM	51% DI.DJ.DK.DM	20%	24%	39% DN.DP	20%
Mean	2.67	3.24 DJ.DK.DL.DM*	2.86 DK.DL	2.71 DL	2.29	2.72 DL*	2.90 DO.DP	2.56	2.72 *
Std. dev	0.86	0.82	0.73	0.80	0.99	0.81	0.75	0.89	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick11_UK_3. Your housing situation									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	30%	53% DJ.DK.DL.DM*	35% DL.DM	31% DM	26%	22%	36% DO.DP	29%	22%
Fairly confident [3]	45%	30% *	49% DI.DL.DM	50% DI.DL.DM	38%	34%	47% DP	45% DP	34%
Not very confident [2]	11%	8% *	11%	12%	13%	8%	11%	12%	8%
Not at all confident [1]	7%	5% *	3%	4%	17% DI.DJ.DK.DM	4%	3%	9% DN.DP	4%
Don't know	7%	4% *	3%	4%	6% DJ	32% DI.DJ.DK.DL	3%	4%	32% DN.DO
Net: Confident	75%	83% DL.DM*	84% DL.DM	80% DL.DM	64%	56%	84% DO.DP	74% DP	56%
Net: Not confident	18%	13% *	13%	16%	30% DI.DJ.DK.DM	12%	13%	21% DN.DP	12%
Mean	3.06	3.37 DK.DL*	3.19 DL	3.11 DL	2.77	3.10 DL	3.21 DO	2.99	3.10
Std. dev	0.85	0.84	0.73	0.78	1.05	0.81	0.74	0.90	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	9%	25% DJ.DK.DL.DM*	11%	8%	8%	8%	12% DO	8%	8%
Fairly confident [3]	38%	45% DL.DM*	48% DK.DL.DM	42% DL.DM	26%	24%	48% DO.DP	36% DP	24%
Not very confident [2]	27%	5% *	26% DI	29% DI	30% DI	22% DI	24%	29% DN	22%
Not at all confident [1]	19%	25% DJ*	11%	17% DJ	34% DJ.DK.DM	17% DJ	12%	23% DN	17%
Don't know	7%	- *	5%	5%	3%	29% DI.DJ.DK.DL	4%	4%	29% DN.DO
Net: Confident	47%	70% DK.DL.DM*	59% DK.DL.DM	49% DL.DM	33%	31%	60% DO.DP	44% DP	31%
Net: Not confident	46%	30% *	37%	46% DJ	64% DI.DJ.DK.DM	40%	36%	52% DN.DP	40%
Mean	2.39	2.70 DL.DM*	2.61 DK.DL.DM	2.42 DL	2.07	2.30 DL	2.62 DO.DP	2.30	2.30
Std. dev	0.92	1.11	0.83	0.87	0.96	0.96	0.86	0.92	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	5%	14% DJ.DK.DM*	4%	3%	7% DJ.DK	4%	5%	5%	4%
Fairly confident [3]	25%	41% DK.DL.DM*	32% DK.DL.DM	26% DL.DM	16%	13%	33% DO.DP	22% DP	13%
Not very confident [2]	38%	13% *	43% DI.DL.DM	45% DI.DL.DM	29% DI	23%	41% DP	39% DP	23%
Not at all confident [1]	25%	27% *	16%	21%	44% DI.DJ.DK.DM	24% DJ	17%	29% DN	24%
Don't know	8%	5% *	5%	5%	5%	36% DI.DJ.DK.DL	5%	5%	36% DN.DO
Net: Confident	29%	55% DJ.DK.DL.DM*	36% DK.DL.DM	29% DL.DM	22%	18%	37% DO.DP	27% DP	18%
Net: Not confident	63%	40% *	60% DI.DM	66% DI.DJ.DM	73% DI.DJ.DK.DM	47%	58% DP	68% DN.DP	47%
Mean	2.09	2.45 DK.DL.DM*	2.24 DK.DL.DM	2.13 DL	1.84	1.97 *	2.26 DO.DP	2.03	1.97 *
Std. dev	0.85	1.06	0.78	0.79	0.94	0.92	0.81	0.85	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in UK economy to withstand shocks to: Delivery of critical services					Confidence in UK economy to withstand shocks to: Delivery of critical services (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		DI	DJ	DK	DL	DM	DN	DO	DP
brunswick12_UK_3. A significant increase in essential living costs									
Unweighted base	2260	54	618	896	486	206	672	1382	206
Base	2260	59	601	883	485	232	660	1368	232
Very confident [4]	6%	17% DJ.DK.DL.DM*	7%	5%	6%	5%	8% DO	5%	5%
Fairly confident [3]	37%	52% DL.DM*	47% DK.DL.DM	41% DL.DM	24%	18%	47% DO.DP	35% DP	18%
Not very confident [2]	34%	20% *	35% DM	36% DI.DM	33%	27%	34%	35% DP	27%
Not at all confident [1]	17%	10% *	7%	15% DJ	35% DI.DJ.DK.DM	16% DJ	7%	22% DN	16% DN
Don't know	7%	- *	4%	4%	2%	35% DI.DJ.DK.DL	4%	4%	35% DN.DO
Net: Confident	43%	70% DJ.DK.DL.DM*	54% DK.DL.DM	46% DL.DM	30%	23%	55% DO.DP	40% DP	23%
Net: Not confident	51%	30% *	42%	50% DI.DJ	68% DI.DJ.DK.DM	42%	41%	57% DN.DP	42%
Mean	2.34	2.77 DK.DL.DM*	2.56 DK.DL.DM	2.38 DL.DM	2.01	2.18	2.58 DO.DP	2.24	2.18
Std. dev	0.85	0.86	0.73	0.80	0.92	0.89	0.75	0.86	0.89

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	3%	*51%* **	5% DS.DT	2%	2%	2%	8% DW.DX	2%	2%
Fairly well protected [3]	37%	*26%* **	67% DS.DT.DU	41% DT.DU	18%	31% DT	64% DW.DX	33%	31%
Not very well protected [2]	38%	*18%* **	23%	44% DR.DU	41% DR.DU	18%	22%	43% DV.DX	18%
Not at all protected [1]	12%	- **	2%	5% DR	31% DR.DS.DU	3%	2%	15% DV.DX	3%
Don't know	10%	*6%* **	3%	8% DR	8% DR	46% DR.DS.DT	4%	8% DV	46% DV.DW
Net: Protected	40%	*77%* **	72% DS.DT.DU	43% DT.DU	20%	34% DT	72% DW.DX	34%	34%
Net: Not protected	50%	*18%* **	25%	49% DR.DU	72% DR.DS.DU	20%	24%	58% DV.DX	20%
Mean	2.34	*3.35* **	2.77 DS.DT.DU	2.43 DT	1.90	2.61 DS.DT*	2.81 DW.DX	2.22	2.61 DW*
Std. dev	0.75	*0.79*	0.56	0.63	0.78	0.66	0.60	0.74	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?									
brunswick2_1. Terrorism									
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	6%	*48%* **	15% DS.DT.DU	5% DU	3%	1%	17% DW.DX	4%	1%
Fairly well protected [3]	42%	*26%* **	62% DS.DT.DU	49% DT.DU	24%	31%	59% DW.DX	40% DX	31%
Not very well protected [2]	29%	*8%* **	15%	34% DR.DU	32% DR.DU	15%	15%	33% DV.DX	15%
Not at all protected [1]	13%	*10%* **	4%	6%	32% DR.DS.DU	6%	4%	16% DV.DX	6%
Don't know	10%	*8%* **	4%	6%	8% DR	47% DR.DS.DT	4%	7%	47% DV.DW
Net: Protected	48%	*74%* **	76% DS.DT.DU	54% DT.DU	27%	32%	76% DW.DX	44% DX	32%
Net: Not protected	43%	*19%* **	20%	40% DR.DU	65% DR.DS.DU	21%	19%	49% DV.DX	21%
Mean	2.45	*3.20* **	2.91 DS.DT.DU	2.56 DT	1.98	2.51 DT*	2.93 DW.DX	2.35	2.51 *
Std. dev	0.82	*1.03*	0.69	0.69	0.87	0.72	0.72	0.81	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	2%	*29%* **	3% DS.DT	1%	1%	1%	5% DW.DX	1%	1%
Fairly well protected [3]	24%	*30%* **	50% DS.DT.DU	26% DT	11%	19% DT	49% DW.DX	20%	19%
Not very well protected [2]	47%	*26%* **	36% DU	55% DR.DT.DU	45% DR.DU	21%	35% DX	51% DV.DX	21%
Not at all protected [1]	16%	*3%* **	5%	9% DR	35% DR.DS.DU	4%	4%	19% DV.DX	4%
Don't know	12%	*13%* **	6%	8%	9%	54% DR.DS.DT	7%	8%	54% DV.DW
Net: Protected	26%	*58%* **	54% DS.DT.DU	27% DT	12%	20% DT	54% DW.DX	21%	20%
Net: Not protected	62%	*29%* **	40% DU	64% DR.DU	80% DR.DS.DU	26%	39% DX	70% DV.DX	26%
Mean	2.14	*2.97* **	2.56 DS.DT.DU	2.21 DT	1.76	2.36 DT*	2.59 DW.DX	2.04	2.36 DW*
Std. dev	0.72	*0.89*	0.65	0.63	0.69	0.69	0.67	0.69	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	3%	*26%* **	7% DS.DT.DU	2%	2%	2%	9% DW.DX	2%	2%
Fairly well protected [3]	31%	*49%* **	57% DS.DT.DU	36% DT.DU	13%	19%	56% DW.DX	27% DX	19%
Not very well protected [2]	37%	*9%* **	24%	43% DR.DT.DU	38% DR.DU	18%	23%	41% DV.DX	18%
Not at all protected [1]	14%	*10%* **	5%	7% DU	33% DR.DS.DU	2%	5%	17% DV.DX	2%
Don't know	15%	*6%* **	7%	11% DR	13% DR	59% DR.DS.DT	7%	12% DV	59% DV.DW
Net: Protected	34%	*75%* **	64% DS.DT.DU	38% DT.DU	16%	21%	65% DW.DX	29% DX	21%
Net: Not protected	51%	*19%* **	29%	51% DR.DU	71% DR.DS.DU	20%	28%	59% DV.DX	20%
Mean	2.27	*2.97* **	2.72 DS.DT.DU	2.37 DT	1.82	2.49 DT*	2.73 DW.DX	2.16	2.49 DW*
Std. dev	0.78	*0.91*	0.68	0.67	0.78	0.68	0.70	0.76	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	7%	*38%* **	14% DS.DT.DU	6%	5%	3%	15% DW.DX	6%	3%
Fairly well protected [3]	36%	*44%* **	59% DS.DT.DU	41% DT.DU	19%	28% DT	58% DW.DX	33%	28%
Not very well protected [2]	33%	*7%* **	21%	39% DR.DU	35% DR.DU	15%	20%	38% DV.DX	15%
Not at all protected [1]	13%	*6%* **	2%	6% DR	32% DR.DS.DU	2%	2%	16% DV.DX	2%
Don't know	11%	*6%* **	5%	7%	9% DR	53% DR.DS.DT	5%	8%	53% DV.DW
Net: Protected	43%	*81%* **	73% DS.DT.DU	48% DT.DU	25%	30%	73% DW.DX	39% DX	30%
Net: Not protected	46%	*13%* **	23%	45% DR.DU	67% DR.DS.DU	17%	22%	53% DV.DX	17%
Mean	2.43	*3.20* **	2.88 DS.DT.DU	2.52 DT	1.98	2.65 DT*	2.91 DW.DX	2.32	2.65 DW*
Std. dev	0.83	*0.85*	0.66	0.72	0.89	0.67	0.68	0.83	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well protected [4]	2%	*39%* **	3%	1%	1%	1%	5% DW.DX	1%	1%
Fairly well protected [3]	14%	*31%* **	31% DS.DT.DU	14% DT	6%	9%	31% DW.DX	11%	9%
Not very well protected [2]	41%	*20%* **	43% DT.DU	51% DR.DT.DU	31% DU	19%	42% DX	44% DX	19%
Not at all protected [1]	27%	*4%* **	11%	21% DR.DU	49% DR.DS.DU	11%	11%	31% DV.DX	11%
Don't know	17%	*6%* **	12%	13%	14%	60% DR.DS.DT	11%	13%	60% DV.DW
Net: Protected	15%	*70%* **	34% DS.DT.DU	15% DT	7%	10%	36% DW.DX	12%	10%
Net: Not protected	68%	*24%* **	55% DU	72% DR.DU	79% DR.DS.DU	30%	52% DX	75% DV.DX	30%
Mean	1.89	*3.12* **	2.28 DS.DT.DU	1.95 DT	1.53	2.00 DT*	2.35 DW.DX	1.79	2.00 DW*
Std. dev	0.75	*0.90*	0.72	0.67	0.68	0.78	0.77	0.70	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX	
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very well informed [4]	3%	*34%* **	6% DS.DU	2%	3% DS	1%	8% DW.DX	2%	1%
Fairly well informed [3]	32%	*32%* **	47% DS.DT.DU	34% DT.DU	27% DU	10%	46% DW.DX	31% DX	10%
Not very well informed [2]	43%	*16%* **	38%	49% DR.DT.DU	40%	37%	36%	46% DV	37%
Not at all informed [1]	13%	*12%* **	4%	9% DR	23% DR.DS	16% DR.DS	4%	15% DV	16% DV
Don't know	9%	*6%* **	6%	6%	7%	36% DR.DS.DT	6%	6%	36% DV.DW
Net: Informed	35%	*66%* **	53% DS.DT.DU	35% DT.DU	30% DU	11%	54% DW.DX	33% DX	11%
Net: Not informed	57%	*28%* **	41%	58% DR	63% DR.DU	53% DR	40%	60% DV	53% DV
Mean	2.27	*2.93* **	2.58 DS.DT.DU	2.29 DT.DU	2.11	1.94 *	2.61 DW.DX	2.22 DX	1.94 *
Std. dev	0.74	*1.04*	0.68	0.66	0.82	0.69	0.71	0.73	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Strongly support [5]	4%	*13%* **	10% DS.DT.DU	3%	3%	1%	10% DW.DX	3%	1%
Tend to support [4]	24%	*41%* **	33% DS.DT.DU	27% DT.DU	18%	13%	34% DW.DX	23% DX	13%
Neither support nor oppose [3]	29%	*23%* **	34% DT.DU	32% DT	24%	24%	33%	29%	24%
Tend to oppose [2]	19%	*8%* **	13%	21% DR.DU	20% DR	13%	13%	20% DV.DX	13%
Strongly oppose [1]	15%	*9%* **	6%	10%	28% DR.DS.DU	10%	6%	17% DV.DX	10%
Don't know	10%	*6%* **	4%	7%	8% DR	40% DR.DS.DT	4%	8% DV	40% DV.DW
Net: Support	28%	*54%* **	43% DS.DT.DU	30% DT.DU	21%	14%	44% DW.DX	26% DX	14%
Net: Oppose	33%	*17%* **	19%	31% DR.DU	48% DR.DS.DU	22%	19%	37% DV.DX	22%
Mean	2.82	*3.44* **	3.28 DS.DT.DU	2.92 DT	2.44	2.71 *	3.29 DW.DX	2.74	2.71 *
Std. dev	1.12	*1.15*	1.03	1.03	1.20	1.02	1.04	1.12	1.02

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
brunswick5. If the UK 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	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Higher taxes	20%	*28%* **	36% DS.DT.DU	22% DT.DU	12%	13%	35% DW.DX	18%	13%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*40%* **	37% DU	42% DU	46% DR.DU	21%	38% DX	43% DX	21%
Increased government borrowing	15%	*35%* **	21% DT.DU	16% DT.DU	10%	5%	22% DW.DX	14% DX	5%
I would not be willing to accept any of these	23%	*20%* **	16%	22%	29% DR.DS.DU	19%	17%	25% DV	19%
Don't know	15%	*6%* **	10%	13%	11% DR.DS.DT	48%	10%	12%	48% DV.DW
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	1260	*14*	180	629	334	103	194	963	103
Base: : respondents in full-time or part-time employment only	1300	*18*	199	626	348	110	217	974	110
Very well prepared [4]	7%	*44%* **	8%	7%	5%	7% *	11% DW	6%	7% *
Fairly well prepared [3]	33%	*28%* **	43% DT.DU	37% DT.DU	24%	22% *	42% DW.DX	33% DX	22% *
Not very well prepared [2]	23%	- **	15% DU	28% DR.DU	25% DR.DU	4% *	14% DX	27% DV.DX	4% *
Not at all prepared [1]	11%	*9%* **	9%	7%	21% DR.DS.DU	6% *	9%	12%	6% *
Don't know	26%	*18%* **	24%	21%	25%	62% DR.DS.DT*	24%	22%	62% DV.DW*
Net: Prepared	40%	*72%* **	51% DT.DU	44% DT.DU	30%	28% *	53% DW.DX	39%	28% *
Net: Not prepared	34%	*9%* **	25% DU	35% DR.DU	46% DR.DS.DU	10% *	23% DX	39% DV.DX	10% *
Mean	2.49	*3.31* **	2.66 DT	2.55 DT	2.19	2.77 **	2.72 DW	2.42	2.77 **
Std. dev	0.86	*0.98*	0.83	0.77	0.92	0.93	0.86	0.84	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base: : respondents in full-time or part-time employment only	1260	*14*	180	629	334	103	194	963	103
Base: : respondents in full-time or part-time employment only	1300	*18*	199	626	348	110	217	974	110
Very well informed [4]	8%	*50%* **	10%	7%	8%	6% *	14% DW	7%	6% *
Fairly well informed [3]	30%	*18%* **	42% DT.DU	34% DT.DU	23%	15% *	40% DW.DX	30% DX	15% *
Not very well informed [2]	23%	- **	23%	26% DU	23% DU	12% *	21%	25% DX	12% *
Not at all informed [1]	14%	*14%* **	9%	11%	24% DR.DS.DU	5% *	9%	16% DV.DX	5% *
Don't know	25%	*18%* **	17%	22%	22%	62% DR.DS.DT*	17%	22%	62% DV.DW*
Net: Informed	39%	*68%* **	52% DS.DT.DU	41% DT.DU	31%	21% *	53% DW.DX	37% DX	21% *
Net: Not informed	37%	*14%* **	31% DU	37% DU	47% DR.DS.DU	17% *	30% DX	41% DV.DX	17% *
Mean	2.44	*3.27* **	2.64 DT	2.47 DT	2.19	2.58 DT*	2.69 DW	2.37	2.58 *
Std. dev	0.91	*1.14*	0.83	0.84	0.98	0.92	0.88	0.90	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base: : respondents in full-time or part-time employment only	1260	*14*	180	629	334	103	194	963	103
Base: : respondents in full-time or part-time employment only	1300	*18*	199	626	348	110	217	974	110
Very confident [4]	8%	*54%* **	9%	8%	8%	5% *	13% DW	8%	5% *
Fairly confident [3]	30%	*20%* **	40% DT.DU	34% DT.DU	24%	17% *	39% DW.DX	30% DX	17% *
Not very confident [2]	19%	*14%* **	19% DU	22% DU	18% DU	6% *	19% DX	21% DX	6% *
Not at all confident [1]	13%	*4%* **	7%	10%	24% DR.DS.DU	4% *	7%	15% DV.DX	4% *
Don't know	29%	*8%* **	24%	26%	27%	68% DR.DS.DT*	22%	27%	68% DV.DW*
Net: Confident	39%	*73%* **	50% DT.DU	41% DT.DU	31%	22% *	52% DW.DX	38% DX	22% *
Net: Not confident	32%	*19%* **	26% DU	32% DU	42% DR.DS.DU	10% *	26% DX	36% DV.DX	10% *
Mean	2.49	*3.33* **	2.68 DT*	2.53 DT	2.21	2.71 **	2.74 DW	2.42	2.71 **
Std. dev	0.92	*0.93*	0.81	0.85	1.01	0.88	0.84	0.93	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very optimistic [5]	1%	*26%* **	2% DT	1%	1%	-	4% DW.DX	1%	-
Fairly optimistic [4]	12%	*45%* **	35% DS.DT.DU	11% DT	2%	7% DT	36% DW.DX	8%	7%
Neither optimistic nor pessimistic [3]	24%	*9%* **	35% DS.DT	28% DT	11%	30% DT	33% DW	22%	30% DW
Fairly pessimistic [2]	36%	*10%* **	19%	45% DR.DT.DU	33% DR.DU	22%	18%	40% DV.DX	22%
Very pessimistic [1]	21%	*10%* **	4%	10% DR	50% DR.DS.DU	6%	5%	25% DV.DX	6%
Don't know	6%	- **	4%	4%	3%	35% DR.DS.DT	3%	4%	35% DV.DW
Net: Optimistic	13%	*71%* **	38% DS.DT.DU	12% DT	3%	7% DT	40% DW.DX	9%	7%
Net: Pessimistic	56%	*20%* **	23%	55% DR.DU	83% DR.DS.DU	28%	23%	65% DV.DX	28%
Mean	2.34	*3.68* **	3.13 DS.DT.DU	2.47 DT	1.67	2.59 DT*	3.17 DW.DX	2.16	2.59 DW*
Std. dev	1.01	*1.26*	0.91	0.88	0.83	0.80	0.95	0.94	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
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	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	1%	*36%* **	5% DS.DT.DU	0%	1%	-	7% DW.DX	0%	-
Fairly confident [3]	14%	*36%* **	47% DS.DT.DU	11% DT	3%	7% DT	47% DW.DX	8%	7%
Not very confident [2]	46%	*7%* **	37% DT.DU	64% DR.DT.DU	29%	24%	35% DX	50% DV.DX	24%
Not at all confident [1]	29%	*13%* **	5%	19% DR.DU	63% DR.DS.DU	8%	6%	36% DV.DX	8%
Don't know	10%	*8%* **	5%	6%	5%	61% DR.DS.DT	5%	5%	61% DV.DW
Net: Confident	15%	*72%* **	52% DS.DT.DU	11% DT	3%	7% DT	54% DW.DX	8%	7%
Net: Not confident	75%	*20%* **	43% DU	83% DR.DU	92% DR.DS.DU	32%	41%	86% DV.DX	32%
Mean	1.86	*3.03* **	2.54 DS.DT.DU	1.91 DT	1.38	1.99 DT*	2.58 DW.DX	1.71	1.99 DW*
Std. dev	0.72	*1.03*	0.68	0.57	0.58	0.62	0.72	0.63	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	1%	*33%* **	4% DS.DT.DU	0%	0%	-	6% DW.DX	0%	-
Fairly confident [3]	10%	*31%* **	38% DS.DT.DU	8% DT	2%	7% DT	37% DW.DX	6%	7%
Not very confident [2]	44%	*17%* **	45% DT.DU	62% DR.DT.DU	22%	24%	43% DX	47% DX	24%
Not at all confident [1]	35%	*13%* **	10%	26% DR.DU	71% DR.DS.DU	10%	10%	43% DV.DX	10%
Don't know	9%	*6%* **	4%	4%	4%	60% DR.DS.DT	4%	4%	60% DV.DW
Net: Confident	12%	*65%* **	42% DS.DT.DU	8% DT	2%	7% DT	43% DW.DX	6%	7%
Net: Not confident	80%	*30%* **	55% DU	88% DR.DU	94% DR.DS.DU	34%	53% DX	90% DV.DX	34%
Mean	1.75	*2.90* **	2.37 DS.DT.DU	1.81 DT	1.28	1.92 DT*	2.41 DW.DX	1.61	1.92 DW*
Std. dev	0.70	*1.05*	0.72	0.57	0.51	0.64	0.76	0.61	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	2%	*40%* **	4% DS.DT.DU	1%	1%	-	7% DW.DX	1%	-
Fairly confident [3]	18%	*38%* **	54% DS.DT.DU	16% DT.DU	5%	7%	53% DW.DX	12%	7%
Not very confident [2]	45%	*10%* **	33% DU	62% DR.DT.DU	32% DU	16%	32% DX	50% DV.DX	16%
Not at all confident [1]	23%	*6%* **	3%	12% DR	54% DR.DS.DU	7%	4%	28% DV.DX	7%
Don't know	13%	*6%* **	5%	9% DR	8%	70% DR.DS.DT	5%	9%	70% DV.DW
Net: Confident	19%	*78%* **	58% DS.DT.DU	17% DT.DU	6%	7%	59% DW.DX	13% DX	7%
Net: Not confident	67%	*16%* **	37% DU	74% DR.DU	86% DR.DS.DU	23%	35% DX	78% DV.DX	23%
Mean	1.98	*3.18* **	2.62 DS.DT.DU	2.07 DT	1.49	1.98 DT*	2.66 DW.DX	1.85	1.98 *
Std. dev	0.74	*0.90*	0.62	0.59	0.66	0.69	0.66	0.68	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	3%	*41%* **	8% DS.DT.DU	1%	1%	0%	11% DW.DX	1%	0%
Fairly confident [3]	27%	*51%* **	60% DS.DT.DU	29% DT.DU	10%	11%	59% DW.DX	22% DX	11%
Not very confident [2]	39%	- **	22%	54% DR.DT.DU	29% DR.DU	20%	20%	45% DV.DX	20%
Not at all confident [1]	21%	*3%* **	4%	9% DR.DU	55% DR.DS.DU	4%	4%	27% DV.DX	4%
Don't know	10%	*6%* **	6%	6%	5%	65% DR.DS.DT	6%	6%	65% DV.DW
Net: Confident	29%	*92%* **	68% DS.DT.DU	31% DT.DU	11%	11%	70% DW.DX	23% DX	11%
Net: Not confident	61%	*3%* **	26%	63% DR.DU	84% DR.DS.DU	24%	24%	71% DV.DX	24%
Mean	2.12	*3.38* **	2.77 DS.DT.DU	2.24 DT	1.54	2.23 DT*	2.81 DW.DX	1.97	2.23 DW*
Std. dev	0.80	*0.65*	0.67	0.64	0.72	0.65	0.68	0.75	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very prepared [4]	1%	*100%* **	-	-	-	-	7% DW.DX	-	-
Fairly prepared [3]	14%	- **	100% DS.DT.DU	-	-	-	93% DW.DX	-	-
Not very prepared [2]	48%	- **	-	100% DR.DT.DU	-	-	-	62% DV.DX	-
Not at all prepared [1]	29%	- **	-	-	100% DR.DS.DU	-	-	38% DV.DX	-
Don't know	8%	- **	-	-	-	100% DR.DS.DT	-	-	100% DV.DW
Net: Prepared	15%	*100%* **	100% DS.DT.DU	-	-	-	100% DW.DX	-	-
Net: Not prepared	77%	- **	-	100% DR.DU	100% DR.DU	-	-	100% DV.DX	-
Mean	1.86	*4.00* **	3.00 DS.DT	2.00	1.00	-	3.07 DW	1.62	-
Std. dev	0.70	-	0.00	-	-	-	0.26	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_2. A major public health crisis

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very prepared [4]	3%	*40%* **	13% DS.DT.DU	2% DT	0%	-	15% DW.DX	1%	-
Fairly prepared [3]	27%	*45%* **	63% DS.DT.DU	29% DT	7%	23% DT	62% DW.DX	21%	23%
Not very prepared [2]	40%	*11%* **	19%	59% DR.DT.DU	26% DR.DU	15%	19%	47% DV.DX	15%
Not at all prepared [1]	25%	*4%* **	3%	9% DR	66% DR.DS.DU	7%	3%	31% DV.DX	7%
Don't know	5%	- **	1%	1%	0%	55% DR.DS.DT	1%	1%	55% DV.DW
Net: Prepared	30%	*85%* **	77% DS.DT.DU	31% DT	8%	23% DT	77% DW.DX	22%	23%
Net: Not prepared	65%	*15%* **	22%	68% DR.DU	92% DR.DS.DU	22%	22%	77% DV.DX	22%
Mean	2.09	*3.21* **	2.88 DS.DT.DU	2.23 DT	1.42	2.36 DT*	2.90 DW.DX	1.92	2.36 DW*
Std. dev	0.82	*0.80*	0.66	0.63	0.64	0.73	0.68	0.75	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very prepared [4]	1%	*32%* **	3% DS.DT.DU	0%	-	-	5% DW.DX	0%	-
Fairly prepared [3]	19%	*37%* **	52% DS.DT.DU	19% DT.DU	6%	8%	51% DW.DX	14%	8%
Not very prepared [2]	45%	*20%* **	38% DT.DU	61% DR.DT.DU	27%	27%	37%	48% DV.DX	27%
Not at all prepared [1]	30%	*4%* **	6%	19% DR.DU	65% DR.DS.DU	9%	6%	36% DV.DX	9%
Don't know	5%	*7%* **	1%	1%	1%	56% DR.DS.DT	1%	1%	56% DV.DW
Net: Prepared	20%	*69%* **	55% DS.DT.DU	19% DT.DU	6%	8%	56% DW.DX	14% DX	8%
Net: Not prepared	75%	*23%* **	44%	80% DR.DU	92% DR.DS.DU	36%	43%	85% DV.DX	36%
Mean	1.91	*3.06* **	2.52 DS.DT.DU	2.01 DT	1.41	1.99 DT*	2.56 DW.DX	1.78	1.99 DW*
Std. dev	0.74	*0.87*	0.66	0.63	0.61	0.62	0.69	0.69	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
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	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	11%	*28%* **	26% DS.DT.DU	9% DT	6%	11% DT	26% DW.DX	8%	11%
Fairly confident [3]	44%	*36%* **	50% DT.DU	52% DT.DU	31%	35%	49% DX	44% DX	35%
Not very confident [2]	26%	*20%* **	18%	26% DR.DU	33% DR.DS.DU	13%	18%	29% DV.DX	13%
Not at all confident [1]	12%	*6%* **	3%	7% DR	26% DR.DS.DU	6%	3%	14% DV.DX	6%
Don't know	7%	*10%* **	2%	6% DR	6%	35% DR.DS.DT	3%	6%	35% DV.DW
Net: Confident	55%	*64%* **	77% DS.DT.DU	61% DT.DU	36%	46% DT	76% DW.DX	52%	46%
Net: Not confident	38%	*26%* **	21%	33% DR.DU	58% DR.DS.DU	19%	21%	43% DV.DX	19%
Mean	2.58	*2.95* **	3.02 DS.DT.DU	2.66 DT	2.18	2.78 DT*	3.02 DW.DX	2.48	2.78 DW*
Std. dev	0.86	*0.92*	0.75	0.75	0.90	0.84	0.76	0.84	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
brunswick11_UK_2. Your household's income or employment situation		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	13%	*36%* **	28% DS.DT.DU	12% DT	9%	10%	28% DW.DX	11%	10%
Fairly confident [3]	45%	*41%* **	50% DT	52% DT.DU	34%	40%	49%	45%	40%
Not very confident [2]	22%	*4%* **	16% DU	24% DR.DU	28% DR.DU	8%	15% DX	25% DV.DX	8%
Not at all confident [1]	10%	*6%* **	3%	6%	22% DR.DS.DU	6%	4%	12% DV.DX	6%
Don't know	8%	*12%* **	3%	6%	7% DR	36% DR.DS.DT	3%	6%	36% DV.DW
Net: Confident	59%	*77%* **	78% DS.DT.DU	64% DT.DU	42%	50%	78% DW.DX	56% DV.DX	50%
Net: Not confident	33%	*10%* **	20%	30% DR.DU	50% DR.DS.DU	14%	19%	37% DV.DX	14%
Mean	2.67	*3.22* **	3.05 DS.DT.DU	2.75 DT	2.31	2.85 DT*	3.06 DW.DX	2.58	2.85 DW*
Std. dev	0.86	*0.86*	0.77	0.76	0.94	0.78	0.77	0.86	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	30%	*39%* **	46% DS.DT.DU	31% DT	22%	26%	45% DW.DX	28%	26%
Fairly confident [3]	45%	*35%* **	38%	52% DR.DT.DU	40%	35%	38%	47% DV.DX	35%
Not very confident [2]	11%	*17%* **	12%	10%	14% DS.DU	7%	13%	12%	7%
Not at all confident [1]	7%	- **	2%	3%	16% DR.DS.DU	3%	2%	8% DV.DX	3%
Don't know	7%	*10%* **	1%	4% DR	7% DR.DS	29% DR.DS.DT	2%	5% DV	29% DV.DW
Net: Confident	75%	*73%* **	84% DT.DU	83% DT.DU	62%	61%	83% DW.DX	75% DX	61%
Net: Not confident	18%	*17%* **	14%	13%	31% DR.DS.DU	10%	15%	19% DX	10%
Mean	3.06	*3.24* **	3.30 DS.DT	3.17 DT	2.73	3.20 DT*	3.29 DW	3.01	3.20 DW*
Std. dev	0.85	*0.76*	0.77	0.72	1.01	0.77	0.76	0.87	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DQ	DR	DS	DT	DU	DV	DW	DX
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	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	9%	*31%* **	13% DS.DT	8%	7%	10%	14% DW	8%	10%
Fairly confident [3]	38%	*29%* **	52% DS.DT.DU	43% DT.DU	28%	26%	50% DW.DX	37% DX	26%
Not very confident [2]	27%	*14%* **	22%	29% DR.DU	28%	21%	22%	29% DV	21%
Not at all confident [1]	19%	*27%* **	8%	15% DR	33% DR.DS.DU	12%	10%	22% DV.DX	12%
Don't know	7%	- **	5%	5%	4%	31% DR.DS.DT	5%	5%	31% DV.DW
Net: Confident	47%	*60%* **	65% DS.DT.DU	51% DT.DU	35%	36%	64% DW.DX	45%	36%
Net: Not confident	46%	*40%* **	30%	44% DR.DU	61% DR.DS.DU	33%	31%	51% DV.DX	33%
Mean	2.39	*2.64* **	2.73 DS.DT.DU	2.47 DT	2.08	2.51 DT*	2.72 DW.DX	2.32	2.51 *
Std. dev	0.92	*1.20*	0.80	0.86	0.96	0.94	0.84	0.92	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
brunswick12_UK_2. A significant reduction in household income		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	5%	*20%* **	7% DS	3%	5%	5%	8% DW	4%	5%
Fairly confident [3]	25%	*50%* **	41% DS.DT.DU	26% DT.DU	15%	14%	42% DW.DX	22% DX	14%
Not very confident [2]	38%	*8%* **	38% DU	45% DR.DT.DU	31%	23%	35% DX	40% DX	23%
Not at all confident [1]	25%	*15%* **	11%	19% DR	43% DR.DS.DU	20% DR	11%	28% DV.DX	20% DV
Don't know	8%	*7%* **	4%	6%	5%	37% DR.DS.DT	4%	6%	37% DV.DW
Net: Confident	29%	*70%* **	48% DS.DT.DU	30% DT.DU	20%	20%	49% DW.DX	26%	20%
Net: Not confident	63%	*23%* **	48%	65% DR.DU	74% DR.DS.DU	43%	46%	68% DV.DX	43%
Mean	2.09	*2.80* **	2.46 DS.DT.DU	2.14 DT	1.81	2.08 DT*	2.48 DW.DX	2.02	2.08 *
Std. dev	0.85	*0.98*	0.78	0.77	0.89	0.94	0.80	0.83	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major economic crisis					Preparedness of UK in crisis to respond to: A major economic crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
brunswick12_UK_3. A significant increase in essential living costs		DQ	DR	DS	DT	DU	DV	DW	DX
Unweighted base	2260	*21*	314	1110	648	167	335	1758	167
Base	2260	*25*	315	1082	661	176	341	1743	176
Very confident [4]	6%	*29%* **	9% DS.DT.DU	6%	5%	4%	11% DW.DX	5%	4%
Fairly confident [3]	37%	*43%* **	57% DS.DT.DU	40% DT.DU	23%	27%	56% DW.DX	34%	27%
Not very confident [2]	34%	*13%* **	28%	37% DR.DU	35% DU	22%	27%	36% DV.DX	22%
Not at all confident [1]	17%	*15%* **	3%	12% DR	33% DR.DS.DU	11% DR	4%	20% DV.DX	11% DV
Don't know	7%	- **	3%	5%	4%	36% DR.DS.DT	3%	5%	36% DV.DW
Net: Confident	43%	*72%* **	66% DS.DT.DU	46% DT.DU	28%	31%	66% DW.DX	39%	31%
Net: Not confident	51%	*28%* **	31%	49% DR.DU	67% DR.DS.DU	33%	31%	56% DV.DX	33%
Mean	2.34	*2.86* **	2.74 DS.DT.DU	2.41 DT	2.01	2.37 DT*	2.75 DW.DX	2.26	2.37 *
Std. dev	0.85	*1.02*	0.67	0.79	0.90	0.84	0.70	0.85	0.84

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	3%	15% DZ.EA.EB.EC*	4% EA.EB	2%	1%	2% *	5% EE	2%	2% *
Fairly well protected [3]	37%	53% EA.EB.EC*	57% EA.EB.EC	35% EB	19%	27% *	57% EE.EF	29%	27% *
Not very well protected [2]	38%	28% EC*	31% EC	47% DY.DZ.EB.EC	36% EC	13% *	31% EF	43% ED.EF	13% *
Not at all protected [1]	12%	1% *	3%	7% DZ.EC	34% DY.DZ.EA.EC	2% *	3%	17% ED.EF	2% *
Don't know	10%	4% *	5%	8% DZ	10% DZ	57% DY.DZ.EA.EB*	5%	9% ED	57% ED.EE*
Net: Protected	40%	68% EA.EB.EC*	61% EA.EB.EC	37% EB	20%	29% *	62% EE.EF	31%	29% *
Net: Not protected	50%	28% *	34% EC	54% DY.DZ.EC	70% DY.DZ.EA.EC	14% *	34% EF	60% ED.EF	14% *
Mean	2.34	2.86 DZ.EA.EB*	2.64 EA.EB	2.34 EB	1.87	2.68 EA.EB*	2.67 EE	2.16	2.68 EE*
Std. dev	0.75	0.68	0.62	0.65	0.79	0.63	0.63	0.75	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

brunswick2_1. Terrorism

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	6%	40% DZ.EA.EB.EC*	8% EA.EB.EC	4%	2%	1% *	12% EE.EF	4%	1% *
Fairly well protected [3]	42%	38% EB.EC*	63% DY.EA.EB.EC	43% EB.EC	22%	19% *	60% EE.EF	35% EF	19% *
Not very well protected [2]	29%	12% *	21%	37% DY.DZ.EB.EC	30% DY.DZ.EC	13% *	20%	35% ED.EF	13% *
Not at all protected [1]	13%	7% *	3%	9% DZ	35% DY.DZ.EA.EC	3% *	4%	19% ED.EF	3% *
Don't know	10%	3% *	4%	7%	10% DZ.EA	64% DY.DZ.EA.EB*	4%	8% ED	64% ED.EE*
Net: Protected	48%	78% EA.EB.EC*	71% EA.EB.EC	47% EB.EC	25%	20% *	72% EE.EF	39% EF	20% *
Net: Not protected	43%	19% *	25%	46% DY.DZ.EC	65% DY.DZ.EA.EC	16% *	24%	53% ED.EF	16% *
Mean	2.45	3.14 DZ.EA.EB.EC*	2.79 EA.EB.EC	2.46 EB	1.91	2.50 EB*	2.83 EE.EF	2.26	2.50 *
Std. dev	0.82	0.91	0.64	0.73	0.86	0.70	0.68	0.82	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	2%	18% DZ.EA.EB.EC*	2% EA	1%	1%	1% *	4% EE	1%	1% *
Fairly well protected [3]	24%	53% EA.EB.EC*	39% EA.EB.EC	21% EB	11%	15% *	41% EE.EF	18%	15% *
Not very well protected [2]	47%	25% *	45% DY.EC	57% DY.DZ.EB.EC	41% DY.EC	16% *	43% EF	51% ED.EF	16% *
Not at all protected [1]	16%	2% *	6%	12% DZ.EC	36% DY.DZ.EA.EC	5% *	6%	21% ED.EF	5% *
Don't know	12%	2% *	8%	9%	11%	64% DY.DZ.EA.EB*	7%	10%	64% ED.EE*
Net: Protected	26%	71% DZ.EA.EB.EC*	41% EA.EB.EC	22% EB	12%	16% *	44% EE.EF	18%	16% *
Net: Not protected	62%	27% *	51% DY.EC	69% DY.DZ.EC	77% DY.DZ.EA.EC	20% *	49% EF	72% ED.EF	20% *
Mean	2.14	2.89 DZ.EA.EB.EC*	2.41 EA.EB	2.13 EB	1.74	2.33 EA.EB*	2.46 EE	1.98	2.33 EE*
Std. dev	0.72	0.72	0.65	0.62	0.71	0.72	0.68	0.68	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	3%	22% DZ.EA.EB.EC*	4% EB	2%	1%	2% *	6% EE	2%	2% *
Fairly well protected [3]	31%	48% EA.EB.EC*	49% EA.EB.EC	32% EB.EC	12%	9% *	49% EE.EF	24% EF	9% *
Not very well protected [2]	37%	19% *	33% EC	45% DY.DZ.EB.EC	34% EC	18% *	32% EF	40% ED.EF	18% *
Not at all protected [1]	14%	8% *	5%	9% DZ.EC	36% DY.DZ.EA.EC	3% *	5%	19% ED.EF	3% *
Don't know	15%	3% *	9%	12%	17% DY.DZ.EA	68% DY.DZ.EA.EB*	9%	14% ED	68% ED.EE*
Net: Protected	34%	70% DZ.EA.EB.EC*	53% EA.EB.EC	34% EB.EC	14%	11% *	54% EE.EF	26% EF	11% *
Net: Not protected	51%	27% *	38% EC	54% DY.DZ.EC	69% DY.DZ.EA.EC	21% *	37% EF	60% ED.EF	21% *
Mean	2.27	2.86 DZ.EA.EB.EC*	2.57 EA.EB.EC	2.31 EB	1.75	2.29 EB*	2.60 EE.EF	2.10	2.29 *
Std. dev	0.78	0.86	0.66	0.69	0.77	0.71	0.69	0.77	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	7%	35% DZ.EA.EB.EC*	8% EB	6%	5%	4% *	11% EE.EF	6%	4% *
Fairly well protected [3]	36%	45% EB.EC*	55% EA.EB.EC	35% EB.EC	21%	16% *	54% EE.EF	30% EF	16% *
Not very well protected [2]	33%	16% *	28% EC	42% DY.DZ.EB.EC	30% EC	11% *	27% EF	38% ED.EF	11% *
Not at all protected [1]	13%	2% *	3%	8% DZ	33% DY.DZ.EA.EC	3% *	3%	18% ED.EF	3% *
Don't know	11%	2% *	5%	8%	11% DZ	65% DY.DZ.EA.EB*	5%	9% ED	65% ED.EE*
Net: Protected	43%	80% DZ.EA.EB.EC*	63% EA.EB.EC	42% EB.EC	25%	20% *	65% EE.EF	35% EF	20% *
Net: Not protected	46%	18% *	32% EC	50% DY.DZ.EC	64% DY.DZ.EA.EC	14% *	30% EF	55% ED.EF	14% *
Mean	2.43	3.15 DZ.EA.EB.EC*	2.71 EA.EB	2.43 EB	1.96	2.62 EB*	2.76 EE	2.26	2.62 EE*
Std. dev	0.83	0.77	0.67	0.75	0.90	0.80	0.69	0.84	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well protected [4]	2%	14% DZ.EA.EB.EC*	3% EB	1%	1%	- *	4% EE	1%	- *
Fairly well protected [3]	14%	32% EA.EB.EC*	21% EA.EB.EC	12% EB	6%	9% *	22% EE.EF	10%	9% *
Not very well protected [2]	41%	34% EC*	45% EB.EC	50% DY.EB.EC	30% EC	15% *	44% EF	42% EF	15% *
Not at all protected [1]	27%	9% *	17% EC	23% DY.DZ.EC	48% DY.DZ.EA.EC	9% *	16%	33% ED.EF	9% *
Don't know	17%	12% *	14%	13%	15%	68% DY.DZ.EA.EB*	14%	14%	68% ED.EE*
Net: Protected	15%	45% DZ.EA.EB.EC*	24% EA.EB.EC	14% EB	7%	9% *	26% EE.EF	11%	9% *
Net: Not protected	68%	43% EC*	62% DY.EC	73% DY.DZ.EC	78% DY.DZ.EC	23% *	60% EF	75% ED.EF	23% *
Mean	1.89	2.56 DZ.EA.EB.EC*	2.11 EA.EB	1.90 EB	1.52	2.00 EB*	2.16 EE	1.76	2.00 EE*
Std. dev	0.75	0.89	0.75	0.68	0.66	0.74	0.78	0.70	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very well informed [4]	3%	11% DZ.EA.EB.EC*	3%	2%	3%	2% *	4%	3%	2% *
Fairly well informed [3]	32%	40% EC*	39% EA.EB.EC	31% EC	28% EC	12% *	39% EE.EF	30% EF	12% *
Not very well informed [2]	43%	33% *	44% EB.EC	50% DY.EB.EC	36%	30% *	43% EF	45% EF	30% *
Not at all informed [1]	13%	5% *	7%	10%	26% DY.DZ.EA.EC	11% *	7%	16% ED	11% *
Don't know	9%	11% *	6%	7%	6%	45% DY.DZ.EA.EB*	7%	7%	45% ED.EE*
Net: Informed	35%	51% EA.EB.EC*	42% EA.EB.EC	33% EC	31% EC	14% *	43% EE.EF	32% EF	14% *
Net: Not informed	57%	38% *	52%	60% DY.DZ.EC	62% DY.DZ.EC	41% *	50%	61% ED.EF	41% *
Mean	2.27	2.64 DZ.EA.EB.EC*	2.40 EA.EB.EC	2.27 EB	2.09	2.09 *	2.43 EE.EF	2.20	2.09 *
Std. dev	0.74	0.78	0.69	0.68	0.84	0.75	0.70	0.75	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DY	DZ	EA	EB	EC	ED	EE	EF	
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Strongly support [5]	4%	7% EC*	6% EA.EB.EC	3%	3%	- *	6% EE.EF	3%	- *
Tend to support [4]	24%	43% EA.EB.EC*	29% EB.EC	25% EB.EC	17%	12% *	31% EE.EF	22% EF	12% *
Neither support nor oppose [3]	29%	30% *	33% EB	31% EB	23%	24% *	33%	28%	24% *
Tend to oppose [2]	19%	12% *	17%	21% EC	20% EC	9% *	16%	21% EF	9% *
Strongly oppose [1]	15%	5% *	9%	12%	29% DY.DZ.EA.EC	7% *	8%	18% ED.EF	7% *
Don't know	10%	3% *	6%	9% DZ	8%	48% DY.DZ.EA.EB*	5%	9% ED	48% ED.EE*
Net: Support	28%	50% EA.EB.EC*	36% EA.EB.EC	28% EB.EC	21%	12% *	37% EE.EF	25% EF	12% *
Net: Oppose	33%	17% *	26% EC	32% DY.DZ.EC	49% DY.DZ.EA.EC	16% *	25%	39% ED.EF	16% *
Mean	2.82	3.35 EA.EB.EC*	3.08 EA.EB	2.86 EB	2.42	2.79 EB*	3.11 EE.EF	2.69	2.79 *
Std. dev	1.12	0.98	1.06	1.06	1.20	0.96	1.05	1.14	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
brunswick5. If the UK 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	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Higher taxes	20%	35% EA.EB.EC*	27% EA.EB.EC	20% EB.EC	13%	10% *	28% EE.EF	17%	10% *
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	40% EC*	44% EC	40% EC	43% EC	14% *	44% EF	41% EF	14% *
Increased government borrowing	15%	19% EC*	17% EB.EC	15% EC	12%	5% *	18% EE.EF	14% EF	5% *
I would not be willing to accept any of these	23%	11% *	17%	24% DZ	32% DY.DZ.EA.EC	15% *	16%	27% ED.EF	15% *
Don't know	15%	17% *	11%	14% EB	10%	60% DY.DZ.EA.EB*	12%	12%	60% ED.EE*
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	1260	*38*	348	515	289	70	386	804	70
Base: : respondents in full-time or part-time employment only	1300	*51*	359	509	312	69	410	821	69
Very well prepared [4]	7%	*17%* **	8%	5%	6%	7% *	9% EE	6%	7% *
Fairly well prepared [3]	33%	*47%* **	43% EA.EB.EC	34% EB.EC	22%	18% *	43% EE.EF	30%	18% *
Not very well prepared [2]	23%	*17%* **	16% EC	29% DZ.EC	26% DZ.EC	5% *	16% EF	28% ED.EF	5% *
Not at all prepared [1]	11%	*9%* **	7%	9%	22% DZ.EA.EC	1% *	7%	14% ED.EF	1% *
Don't know	26%	*10%* **	26%	23%	23%	70% DZ.EA.EB*	24%	23%	70% ED.EE*
Net: Prepared	40%	*65%* **	51% EA.EB.EC	39% EB.EC	29%	25% *	53% EE.EF	35%	25% *
Net: Not prepared	34%	*25%* **	23% EC	38% DZ.EC	48% DZ.EA.EC	6% *	23% EF	42% ED.EF	6% *
Mean	2.49	*2.81* **	2.70 EA.EB	2.47 EB	2.17	3.00 **	2.72 EE	2.36	3.00 **
Std. dev	0.86	*0.86*	0.79	0.78	0.94	0.75	0.80	0.86	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DY	DZ	EA	EB	EC	ED	EE	EF	
Unweighted base: : respondents in full-time or part-time employment only	1260	*38*	348	515	289	70	386	804	70
Base: : respondents in full-time or part-time employment only	1300	*51*	359	509	312	69	410	821	69
Very well informed [4]	8%	*21%* **	9%	6%	8%	8% *	11% EE	7%	8% *
Fairly well informed [3]	30%	*37%* **	35% EB.EC	34% EB.EC	23%	14% *	35% EF	30% EF	14% *
Not very well informed [2]	23%	*25%* **	22% EC	26% EC	23% EC	10% *	23% EF	25% EF	10% *
Not at all informed [1]	14%	*8%* **	12%	10%	24% DZ.EA.EC	4% *	11%	16% EF	4% *
Don't know	25%	*9%* **	22%	24%	22% DZ.EA.EB*	63% EC.ED*	20%	23% EF	63% ED.EE*
Net: Informed	39%	*58%* **	44% EB.EC	40% EB.EC	31%	22% *	46% EE.EF	37% EF	22% *
Net: Not informed	37%	*33%* **	34% EC	36% EC	47% DZ.EA.EC	14% *	34% EF	40% EF	14% *
Mean	2.44	*2.78* **	2.53 EB	2.47 EB	2.20	2.71 **	2.57 EE	2.36	2.71 **
Std. dev	0.91	*0.90*	0.89	0.83	1.00	0.96	0.89	0.90	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DY	DZ	EA	EB	EC	ED	EE	EF	
Unweighted base: : respondents in full-time or part-time employment only	1260	*38*	348	515	289	70	386	804	70
Base: : respondents in full-time or part-time employment only	1300	*51*	359	509	312	69	410	821	69
Very confident [4]	8%	*23%* **	10%	7%	6%	7% *	12% EE	7%	7% *
Fairly confident [3]	30%	*28%* **	39% EA.EB.EC	30% EC	25%	14% *	37% EE.EF	28% EF	14% *
Not very confident [2]	19%	*33%* **	18% EC	21% EC	19% EC	4% *	20% EF	20% EF	4% *
Not at all confident [1]	13%	*5%* **	9%	9%	26% DZ.EA.EC	3% *	9%	15% ED.EF	3% *
Don't know	29%	*11%* **	25%	32% DZ.EB	24%	73% DZ.EA.EB*	23%	29% ED	73% ED.EE*
Net: Confident	39%	*51%* **	48% EA.EB.EC	38% EC	31%	21% *	49% EE.EF	35% EF	21% *
Net: Not confident	32%	*38%* **	27% EC	30% EC	45% DZ.EA.EC	6% *	28% EF	36% ED.EF	6% *
Mean	2.49	*2.77* **	2.65 EB	2.53 EB	2.15	2.94 **	2.67 EE	2.37	2.94 **
Std. dev	0.92	*0.91*	0.86	0.86	0.99	0.90	0.86	0.93	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very optimistic [5]	1%	8% DZ.EA.EB.EC*	1%	1%	1%	- *	2%	1%	- *
Fairly optimistic [4]	12%	37% DZ.EA.EB.EC*	21% EA.EB.EC	10% EB	3%	7% *	23% EE.EF	8%	7% *
Neither optimistic nor pessimistic [3]	24%	28% EB*	31% EB	26% EB	13%	24% EB*	31% EE	21%	24% *
Fairly pessimistic [2]	36%	19% *	34% EC	43% DY.DZ.EB.EC	31% EC	17% *	32% EF	39% ED.EF	17% *
Very pessimistic [1]	21%	2% *	8%	15% DY.DZ.EC	48% DY.DZ.EA.EC	8% *	8%	28% ED.EF	8% *
Don't know	6%	6% *	4%	4%	4%	46% DY.DZ.EA.EB*	5%	4%	46% ED.EE*
Net: Optimistic	13%	45% DZ.EA.EB.EC*	22% EA.EB.EC	11% EB	4%	7% *	25% EE.EF	9%	7% *
Net: Pessimistic	56%	21% *	42% DY.EC	58% DY.DZ.EC	79% DY.DZ.EA.EC	24% *	40% EF	66% ED.EF	24% *
Mean	2.34	3.31 DZ.EA.EB.EC*	2.72 EA.EB	2.37 EB	1.74	2.53 EB*	2.78 EE	2.13	2.53 EE*
Std. dev	1.01	0.96	0.95	0.92	0.89	0.88	0.97	0.96	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
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	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	1%	13% DZ.EA.EB.EC*	2%	1%	1%	- *	3% EE	1%	- *
Fairly confident [3]	14%	52% DZ.EA.EB.EC*	27% EA.EB.EC	10% EB	2%	5% *	30% EE.EF	7%	5% *
Not very confident [2]	46%	19% *	48% DY.EB.EC	60% DY.DZ.EB.EC	31% EC	17% *	45% EF	49% EF	17% *
Not at all confident [1]	29%	7% *	17% EC	24% DY.DZ.EC	60% DY.DZ.EA.EC	4% *	16% EF	38% ED.EF	4% *
Don't know	10%	9% *	6%	6%	6%	74% DY.DZ.EA.EB*	7%	6%	74% ED.EE*
Net: Confident	15%	65% DZ.EA.EB.EC*	29% EA.EB.EC	10% EB	3%	5% *	33% EE.EF	7%	5% *
Net: Not confident	75%	26% *	65% DY.EC	84% DY.DZ.EC	91% DY.DZ.EA.EC	21% *	61% EF	86% ED.EF	21% *
Mean	1.86	2.79 DZ.EA.EB*	2.15 EA.EB	1.87 EB	1.39	2.04 **	2.21 EE	1.69	2.04 **
Std. dev	0.72	0.79	0.72	0.61	0.57	0.60	0.75	0.64	0.60

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	1%	17% DZ.EA.EB.EC*	1% EA	0%	0%	- *	3% EE	0%	- *
Fairly confident [3]	10%	38% DZ.EA.EB.EC*	21% EA.EB.EC	7% EB	1%	7% EB*	23% EE.EF	5%	7% *
Not very confident [2]	44%	26% *	52% DY.EB.EC	57% DY.EB.EC	24% EC	14% *	50% EE.EF	44% EF	14% *
Not at all confident [1]	35%	12% *	20% EC	31% DY.DZ.EC	69% DY.DZ.EA.EC	7% *	19% EF	45% ED.EF	7% *
Don't know	9%	6% *	5%	5%	5%	72% DY.DZ.EA.EB*	5%	5%	72% ED.EE*
Net: Confident	12%	55% DZ.EA.EB.EC*	22% EA.EB.EC	7% EB	2%	7% EB*	26% EE.EF	5%	7% *
Net: Not confident	80%	38% EC*	72% DY.EC	88% DY.DZ.EC	93% DY.DZ.EA.EC	22% *	69% EF	90% ED.EF	22% *
Mean	1.75	2.64 DZ.EA.EB.EC*	2.04 EA.EB	1.75 EB	1.30	1.98 EA.EB*	2.10 EE	1.58	1.98 EE*
Std. dev	0.70	0.93	0.70	0.59	0.51	0.72	0.75	0.61	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	2%	15% DZ.EA.EB.EC*	2%	1%	1%	1% *	3% EE	1%	1% *
Fairly confident [3]	18%	48% DZ.EA.EB.EC*	32% EA.EB.EC	14% EB.EC	5%	6% *	34% EE.EF	11%	6% *
Not very confident [2]	45%	22% *	47% DY.EB.EC	58% DY.DZ.EB.EC	31% EC	10% *	45% EF	48% EF	10% *
Not at all confident [1]	23%	6% *	10% EC	16% DZ.EC	53% DY.DZ.EA.EC	3% *	9% EF	30% ED.EF	3% *
Don't know	13%	9% *	9%	10%	10%	80% DY.DZ.EA.EB*	9%	10%	80% ED.EE*
Net: Confident	19%	63% DZ.EA.EB.EC*	34% EA.EB.EC	16% EB.EC	6%	7% *	37% EE.EF	12%	7% *
Net: Not confident	67%	28% EC*	57% DY.EC	74% DY.DZ.EC	84% DY.DZ.EA.EC	14% *	54% EF	78% ED.EF	14% *
Mean	1.98	2.79 DZ.EA.EB*	2.29 EA.EB	2.01 EB	1.49	2.22 **	2.34 EE	1.81	2.22 **
Std. dev	0.74	0.80	0.68	0.64	0.66	0.77	0.71	0.69	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	3%	24% DZ.EA.EB.EC*	3% EA.EB	2%	1%	- *	6% EE.EF	1%	- *
Fairly confident [3]	27%	43% EA.EB.EC*	50% EA.EB.EC	23% EB.EC	8%	10% *	50% EE.EF	17%	10% *
Not very confident [2]	39%	21% *	32% EC	55% DY.DZ.EB.EC	29% EC	11% *	31% EF	45% ED.EF	11% *
Not at all confident [1]	21%	6% *	6%	14% DZ.EC	56% DY.DZ.EA.EC	3% *	6%	30% ED.EF	3% *
Don't know	10%	6% *	8%	7%	6%	75% DY.DZ.EA.EB*	7%	7%	75% ED.EE*
Net: Confident	29%	67% EA.EB.EC*	54% EA.EB.EC	24% EB.EC	9%	10% *	55% EE.EF	18% EF	10% *
Net: Not confident	61%	27% *	39% EC	69% DY.DZ.EC	85% DY.DZ.EA.EC	15% *	38% EF	75% ED.EF	15% *
Mean	2.12	2.90 DZ.EA.EB*	2.55 EA.EB	2.13 EB	1.51	2.28 **	2.59 EE	1.89	2.28 **
Std. dev	0.80	0.85	0.68	0.67	0.70	0.69	0.71	0.74	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very prepared [4]	1% 	14% DZ.EA.EB.EC*	2% EA.EB	0% 	0% 	- *	3% EE	0% 	- *
Fairly prepared [3]	14% 	59% DZ.EA.EB.EC*	33% EA.EB.EC	7% EB	2% 	3% *	35% EE.EF	5% 	3% *
Not very prepared [2]	48% 	24% EC*	51% DY.EB.EC	71% DY.DZ.EB.EC	18% 	10% *	48% EF	51% EF	10% *
Not at all prepared [1]	29% 	4% *	8% 	19% DY.DZ.EC	78% DY.DZ.EA.EC	3% *	7% 	42% ED.EF	3% *
Don't know	8% 	- *	6% EA.EB	3% 	2% 	85% DY.DZ.EA.EB*	6% EE	3% 	85% ED.EE*
Net: Prepared	15% 	73% DZ.EA.EB.EC*	34% EA.EB.EC	7% EB	2% 	3% *	38% EE.EF	5% 	3% *
Net: Not prepared	77% 	27% EC*	59% DY.EC	90% DY.DZ.EC	96% DY.DZ.EA.EC	12% *	56% EF	92% ED.EF	12% *
Mean	1.86 	2.83 DZ.EA.EB*	2.30 EA.EB	1.88 EB	1.22 	2.00 **	2.36 EE	1.63 	2.00 **
Std. dev	0.70 	0.71 	0.65 	0.52 	0.47 	0.62 	0.67 	0.59 	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_2. A major public health crisis

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very prepared [4]	3% 	100% DZ.EA.EB.EC*	- 	- 	- 	- *	10% EE.EF	- 	- *
Fairly prepared [3]	27% 	- *	100% DY.EA.EB.EC	- 	- 	- *	90% EE.EF	- 	- *
Not very prepared [2]	40% 	- *	- 	100% DY.DZ.EB.EC	- 	- *	- 	62% ED.EF	- *
Not at all prepared [1]	25% 	- *	- 	- 	100% DY.DZ.EA.EC	- *	- 	38% ED.EF	- *
Don't know	5% 	- *	- 	- 	- 	100% DY.DZ.EA.EB*	- 	- 	100% ED.EE*
Net: Prepared	30% 	100% EA.EB.EC*	100% EA.EB.EC	-	-	- *	100% EE.EF	-	- *
Net: Not prepared	65% 	- *	- 	100% DY.DZ.EC	100% DY.DZ.EC	- *	- 	100% ED.EF	- *
Mean	2.09	4.00 DZ*	3.00 EA.EB	2.00	1.00	-	3.10 EE	1.62	-
Std. dev	0.82	-	0.00	-	-	-	0.30	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very prepared [4]	1%	22% DZ.EA.EB.EC*	1%	0%	0%	- *	3% EE	0%	- *
Fairly prepared [3]	19%	56% DZ.EA.EB.EC*	39% EA.EB.EC	14% EB.EC	4%	3% *	41% EE.EF	10% EF	3% *
Not very prepared [2]	45%	17% *	45% DY.EB.EC	65% DY.DZ.EB.EC	22% EC	13% *	42% EF	49% ED.EF	13% *
Not at all prepared [1]	30%	6% *	13% EC	20% DY.DZ.EC	72% DY.DZ.EA.EC	3% *	13% EF	40% ED.EF	3% *
Don't know	5%	- *	2%	1%	1%	81% DY.DZ.EA.EB*	2%	1%	81% ED.EE*
Net: Prepared	20%	78% DZ.EA.EB.EC*	40% EA.EB.EC	14% EB.EC	5%	3% *	44% EE.EF	10% EF	3% *
Net: Not prepared	75%	22% *	58% DY.EC	85% DY.DZ.EC	94% DY.DZ.EA.EC	16% *	55% EF	89% ED.EF	16% *
Mean	1.91	2.93 DZ.EA.EB*	2.28 EA.EB	1.94 EB	1.33	2.04 **	2.34 EE	1.71	2.04 **
Std. dev	0.74	0.79	0.70	0.58	0.58	0.58	0.74	0.65	0.58

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
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	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	11%	43% DZ.EA.EB.EC*	16% EA.EB.EC	9% EB	5%	4% *	19% EE.EF	7%	4% *
Fairly confident [3]	44%	38% *	53% EB.EC	47% EB.EC	33%	30% *	51% EE.EF	42% EF	30% *
Not very confident [2]	26%	11% *	24%	28% DY.EC	29% DY.EC	16% *	22%	28% ED.EF	16% *
Not at all confident [1]	12%	6% *	4%	9% DZ	27% DY.DZ.EA.EC	6% *	4%	16% ED.EF	6% *
Don't know	7%	1% *	4%	7% DZ	6%	43% DY.DZ.EA.EB*	3%	7% ED	43% ED.EE*
Net: Confident	55%	82% EA.EB.EC*	69% EA.EB.EC	56% EB.EC	38%	35% *	70% EE.EF	49% EF	35% *
Net: Not confident	38%	17% *	28%	37% DY.DZ.EC	56% DY.DZ.EA.EC	23% *	27%	44% ED.EF	23% *
Mean	2.58	3.20 DZ.EA.EB.EC*	2.84 EA.EB.EC	2.60 EB	2.17	2.57 EB*	2.88 EE.EF	2.44	2.57 *
Std. dev	0.86	0.87	0.74	0.79	0.91	0.79	0.77	0.86	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	13%	47% DZ.EA.EB.EC*	19% EA.EB.EC	11%	9%	7% *	22% EE.EF	10%	7% *
Fairly confident [3]	45%	41% *	52% EB.EC	49% EB.EC	35%	36% *	51% EE.EF	44%	36% *
Not very confident [2]	22%	5% *	20% DY.EC	26% DY.DZ.EC	24% DY.EC	9% *	19% EF	25% ED.EF	9% *
Not at all confident [1]	10%	4% *	4%	7% DZ	25% DY.DZ.EA.EC	6% *	4%	14% ED.EF	6% *
Don't know	8%	2% *	5%	7%	7%	43% DY.DZ.EA.EB*	5%	7%	43% ED.EE*
Net: Confident	59%	88% DZ.EA.EB.EC*	71% EA.EB.EC	60% EB.EC	44%	43% *	73% EE.EF	54% EF	43% *
Net: Not confident	33%	10% *	24% DY	33% DY.DZ.EC	49% DY.DZ.EA.EC	15% *	22%	39% ED.EF	15% *
Mean	2.67	3.33 DZ.EA.EB.EC*	2.91 EA.EB	2.68 EB	2.29	2.76 EB*	2.96 EE	2.53	2.76 *
Std. dev	0.86	0.78	0.75	0.77	0.97	0.80	0.76	0.87	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	30%	53% EA.EB.EC*	38% EA.EB.EC	29% EB.EC	24%	15% *	40% EE.EF	27% EF	15% *
Fairly confident [3]	45%	39% *	46% EC	50% EB.EC	40%	33% *	45% EF	46% EF	33% *
Not very confident [2]	11%	4% *	10%	12%	13%	11% *	10%	12%	11% *
Not at all confident [1]	7%	4% *	3%	4%	16% DY.DZ.EA.EC	2% *	3%	9% ED.EF	2% *
Don't know	7%	1% *	3%	5%	7% DZ	39% DY.DZ.EA.EB*	3%	6% ED	39% ED.EE*
Net: Confident	75%	91% EB.EC*	84% EA.EB.EC	79% EB.EC	64% EC	47% *	84% EE.EF	73% EF	47% *
Net: Not confident	18%	8% *	13%	16%	29% DY.DZ.EA.EC	13% *	12%	21% ED	13% *
Mean	3.06	3.42 EA.EB.EC*	3.23 EA.EB.EC	3.10 EB	2.77	2.98 *	3.25 EE.EF	2.98	2.98 *
Std. dev	0.85	0.74	0.74	0.77	1.02	0.77	0.74	0.89	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	DY	DZ	EA	EB	EC	ED	EE	EF	
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	9%	28% DZ.EA.EB.EC*	10% EC	8%	8%	4% *	12% EE.EF	8%	4% *
Fairly confident [3]	38%	40% EC*	49% EA.EB.EC	40% EB.EC	27%	21% *	48% EE.EF	35% EF	21% *
Not very confident [2]	27%	12% *	26% DY	29% DY	28% DY	20% *	24%	29%	20% *
Not at all confident [1]	19%	12% *	13%	17%	32% DY.DZ.EA.EC	14% *	13%	23% ED	14% *
Don't know	7%	7% *	2%	6% DZ	6% DZ	42% DY.DZ.EA.EB*	3%	6% ED	42% ED.EE*
Net: Confident	47%	68% EA.EB.EC*	59% EA.EB.EC	48% EB.EC	35%	24% *	60% EE.EF	43% EF	24% *
Net: Not confident	46%	25% *	39%	46% DY.DZ.EC	60% DY.DZ.EA.EC	34% *	37%	51% ED.EF	34% *
Mean	2.39	2.90 DZ.EA.EB.EC*	2.57 EA.EB.EC	2.42 EB	2.11	2.23 *	2.60 EE.EF	2.30	2.23 *
Std. dev	0.92	0.99	0.85	0.88	0.97	0.89	0.87	0.93	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	5%	14% DZ.EA.EB.EC*	5%	3%	6%	2% *	6%	4%	2% *
Fairly confident [3]	25%	37% EB.EC*	33% EA.EB.EC	25% EB.EC	16%	10% *	33% EE.EF	22% EF	10% *
Not very confident [2]	38%	26% *	42% DY.EB.EC	43% DY.EB.EC	32% EC	20% *	40% EF	38% EF	20% *
Not at all confident [1]	25%	18% *	16%	22% DZ	41% DY.DZ.EA.EC	20% *	17%	29% ED	20% *
Don't know	8%	6% *	4%	7% DZ	6%	48% DY.DZ.EA.EB*	4%	7%	48% ED.EE*
Net: Confident	29%	50% EA.EB.EC*	38% EA.EB.EC	28% EB.EC	22% EC	12% *	39% EE.EF	26% EF	12% *
Net: Not confident	63%	44% *	59% EC	65% DY.DZ.EC	72% DY.DZ.EA.EC	41% *	57% EF	68% ED.EF	41% *
Mean	2.09	2.49 EA.EB.EC*	2.27 EA.EB.EC	2.10 EB	1.85	1.87 *	2.29 EE.EF	2.01	1.87 *
Std. dev	0.85	0.97	0.80	0.80	0.91	0.85	0.82	0.85	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Preparedness of UK in crisis to respond to: A major public health crisis					Preparedness of UK in crisis to respond to: A major public health crisis		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		DY	DZ	EA	EB	EC	ED	EE	EF
Unweighted base	2260	62	622	929	530	117	684	1459	117
Base	2260	71	615	904	555	115	686	1459	115
Very confident [4]	6%	23% DZ.EA.EB.EC*	8% EA	4%	6%	3% *	9% EE	5%	3% *
Fairly confident [3]	37%	45% EB.EC*	47% EA.EB.EC	39% EB.EC	24%	17% *	46% EE.EF	33% EF	17% *
Not very confident [2]	34%	18% *	35% DY.EC	37% DY.EB.EC	31% EC	21% *	33% EF	35% EF	21% *
Not at all confident [1]	17%	9% *	8%	14% DZ	33% DY.DZ.EA.EC	13% *	8%	21% ED	13% *
Don't know	7%	6% *	3%	6% DZ	5%	45% DY.DZ.EA.EB*	3%	6% ED	45% ED.EE*
Net: Confident	43%	68% EA.EB.EC*	55% EA.EB.EC	43% EB.EC	30%	21% *	56% EE.EF	38% EF	21% *
Net: Not confident	51%	26% *	43% DY	51% DY.DZ.EC	65% DY.DZ.EA.EC	34% *	41%	56% ED.EF	34% *
Mean	2.34	2.87 DZ.EA.EB.EC*	2.56 EA.EB.EC	2.35 EB	2.03	2.19 *	2.59 EE.EF	2.23	2.19 *
Std. dev	0.85	0.89	0.76	0.78	0.93	0.88	0.78	0.85	0.88

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	3%	*38%* **	5% EI	1%	2%	2% *	6% EM	2%	2% *
Fairly well protected [3]	37%	*38%* **	52% EI.EJ.EK	40% EJ.EK	26%	23% *	51% EM.EN	35% EN	23% *
Not very well protected [2]	38%	*18%* **	35% EK	43% EH.EJ.EK	36% EK	14% *	34% EN	40% EL.EN	14% *
Not at all protected [1]	12%	- **	4%	7%	27% EH.EI.EK	4% *	4%	15% EL.EN	4% *
Don't know	10%	*6%* **	4%	8% EH	9% EH	57% EH.EI.EJ*	4%	8% EL	57% EL.EM*
Net: Protected	40%	*76%* **	56% EI.EJ.EK	42% EJ.EK	28%	25% *	57% EM.EN	36% EN	25% *
Net: Not protected	50%	*18%* **	40% EK	50% EH.EK	63% EH.EI.EK	18% *	38% EN	55% EL.EN	18% *
Mean	2.34	*3.21* **	2.59 EI.EJ	2.39 EJ	2.04	2.54 EJ*	2.62 EM	2.25	2.54 EM*
Std. dev	0.75	*0.76*	0.66	0.65	0.82	0.75	0.68	0.75	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

brunswick2_1. Terrorism

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	6%	*67%* **	9% EI.EJ.EK	4%	5%	2% *	12% EM.EN	5%	2% *
Fairly well protected [3]	42%	*15%* **	60% EI.EJ.EK	45% EJ.EK	30% EK	19% *	58% EM.EN	39% EN	19% *
Not very well protected [2]	29%	*6%* **	22% EK	36% EH.EJ.EK	27% EK	13% *	21%	32% EL.EN	13% *
Not at all protected [1]	13%	*6%* **	5%	8%	29% EH.EI.EK	5% *	5%	16% EL.EN	5% *
Don't know	10%	*6%* **	3%	7% EH	9% EH	62% EH.EI.EJ*	4%	8% EL	62% EL.EM*
Net: Protected	48%	*83%* **	69% EI.EJ.EK	50% EJ.EK	35% EK	20% *	70% EM.EN	44% EN	20% *
Net: Not protected	43%	*11%* **	27%	44% EH.EK	56% EH.EI.EK	18% *	27%	49% EL.EN	18% *
Mean	2.45	*3.54* **	2.75 EI.EJ.EK	2.49 EJ	2.12	2.45 EJ*	2.79 EM.EN	2.35	2.45 *
Std. dev	0.82	*0.87*	0.69	0.72	0.92	0.78	0.72	0.82	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	2%	*49%* **	2%	1%	1%	- *	5% EM.EN	1%	- *
Fairly well protected [3]	24%	*35%* **	43% EI.EJ.EK	24% EJ.EK	15%	12% *	43% EM.EN	20% EN	12% *
Not very well protected [2]	47%	*2%* **	41% EK	57% EH.EJ.EK	42% EK	14% *	39% EN	51% EL.EN	14% *
Not at all protected [1]	16%	*8%* **	8%	10%	31% EH.EI.EK	4% *	8%	18% EL.EN	4% *
Don't know	12%	*6%* **	5%	8%	11% EH	70% EH.EI.EJ*	5%	9% EL	70% EL.EM*
Net: Protected	26%	*84%* **	45% EI.EJ.EK	25% EJ.EK	16%	12% *	47% EM.EN	22% EN	12% *
Net: Not protected	62%	*10%* **	49% EK	67% EH.EK	73% EH.EI.EK	19% *	47% EN	69% EL.EN	19% *
Mean	2.14	*3.33* **	2.42 EI.EJ	2.17 EJ	1.85	2.24 EJ*	2.47 EM	2.05	2.24 *
Std. dev	0.72	*0.90*	0.68	0.62	0.74	0.70	0.71	0.69	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	3%	*41%* **	4% EI	2%	3%	3% *	6% EM	2%	3% *
Fairly well protected [3]	31%	*39%* **	48% EI.EJ.EK	34% EJ.EK	19%	11% *	48% EM.EN	28% EN	11% *
Not very well protected [2]	37%	*11%* **	31% EK	43% EH.EJ.EK	35% EK	13% *	30% EN	40% EL.EN	13% *
Not at all protected [1]	14%	*3%* **	7%	9%	29% EH.EI.EK	4% *	7%	17% EL.EN	4% *
Don't know	15%	*6%* **	9%	12%	14% EH	69% EH.EI.EJ*	9%	13%	69% EL.EM*
Net: Protected	34%	*81%* **	52% EI.EJ.EK	36% EJ.EK	21%	14% *	54% EM.EN	30% EN	14% *
Net: Not protected	51%	*13%* **	38% EK	52% EH.EK	65% EH.EI.EK	17% *	37% EN	57% EL.EN	17% *
Mean	2.27	*3.27* **	2.55 EI.EJ	2.33 EJ	1.94	2.42 EJ*	2.58 EM	2.18	2.42 *
Std. dev	0.78	*0.79*	0.70	0.68	0.82	0.88	0.72	0.77	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_4. Military threats / armed conflict

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	7%	*57%* **	9%	6%	6%	4% *	11% EM.EN	6%	4% *
Fairly well protected [3]	36%	*29%* **	53% EI.EJ.EK	39% EJ.EK	26% EK	15% *	52% EM.EN	34% EN	15% *
Not very well protected [2]	33%	*5%* **	30% EK	39% EH.EJ.EK	31% EK	11% *	29% EN	36% EL.EN	11% *
Not at all protected [1]	13%	*3%* **	4%	8% EH	27% EH.EI.EK	4% *	4%	16% EL.EN	4% *
Don't know	11%	*6%* **	4%	8% EH	10% EH	65% EH.EI.EJ*	5%	9% EL	65% EL.EM*
Net: Protected	43%	*86%* **	62% EI.EJ.EK	45% EJ.EK	32% EK	20% *	63% EM.EN	40% EN	20% *
Net: Not protected	46%	*8%* **	34% EK	47% EH.EK	58% EH.EI.EK	15% *	32% EN	51% EL.EN	15% *
Mean	2.43	*3.49* **	2.70 EI.EJ	2.47 EJ	2.13	2.55 EJ*	2.74 EM	2.33	2.55 *
Std. dev	0.83	*0.75*	0.69	0.75	0.92	0.87	0.72	0.84	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well protected [4]	2%	*19%* **	3%	2%	1%	2% *	4% EM	1%	2% *
Fairly well protected [3]	14%	*32%* **	27% EI.EJ.EK	13% EJ	7%	8% *	27% EM.EN	10%	8% *
Not very well protected [2]	41%	*16%* **	45% EJ.EK	48% EJ.EK	34% EK	16% *	44% EN	42% EN	16% *
Not at all protected [1]	27%	*17%* **	15%	22% EH.EK	44% EH.EI.EK	10% *	16%	31% EL.EN	10% *
Don't know	17%	*16%* **	10%	16% EH	14%	63% EH.EI.EJ*	10%	15% EL	63% EL.EM*
Net: Protected	15%	*51%* **	29% EI.EJ.EK	14% EJ	8%	10% *	30% EM.EN	12%	10% *
Net: Not protected	68%	*33%* **	61% EK	70% EH.EK	78% EH.EI.EK	27% *	60% EN	73% EL.EN	27% *
Mean	1.89	*2.63* **	2.18 EI.EJ	1.93 EJ	1.59	2.03 EJ*	2.20 EM	1.79	2.03 *
Std. dev	0.75	*1.07*	0.74	0.69	0.70	0.83	0.77	0.71	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very well informed [4]	3%	*26%* **	3%	3%	3%	3% *	4%	3%	3% *
Fairly well informed [3]	32%	*39%* **	44% EI.EJ.EK	31% EK	29% EK	7% *	44% EM.EN	30% EN	7% *
Not very well informed [2]	43%	*15%* **	39%	51% EH.EJ.EK	37%	32% *	38%	46% EL.EN	32% *
Not at all informed [1]	13%	*13%* **	7%	9%	24% EH.EI.EK	12% *	7%	15% EL	12% *
Don't know	9%	*6%* **	7%	6%	7%	46% EH.EI.EJ*	7%	6%	46% EL.EM*
Net: Informed	35%	*65%* **	48% EI.EJ.EK	34% EK	31% EK	10% *	48% EM.EN	33% EN	10% *
Net: Not informed	57%	*29%* **	46%	60% EH.EK	62% EH.EK	44% *	45%	61% EL.EN	44% *
Mean	2.27	*2.83* **	2.47 EI.EJ.EK	2.29 EJ.EK	2.10	2.03 *	2.49 EM.EN	2.22	2.03 *
Std. dev	0.74	*1.01*	0.68	0.67	0.82	0.77	0.71	0.74	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Strongly support [5]	4%	*4%* **	7% EI.EJ.EK	3%	4%	2% *	7% EM.EN	3%	2% *
Tend to support [4]	24%	*39%* **	30% EJ.EK	25% EK	21% EK	7% *	30% EM.EN	24% EN	7% *
Neither support nor oppose [3]	29%	*25%* **	32% EJ.EK	32% EJ.EK	25%	18% *	31% EN	29% EN	18% *
Tend to oppose [2]	19%	*6%* **	17%	22% EJ.EK	17%	12% *	17%	20%	12% *
Strongly oppose [1]	15%	*17%* **	9%	11%	23% EH.EI.EK	11% *	9%	16% EL	11% *
Don't know	10%	*9%* **	5%	6%	10% EH.EI	50% EH.EI.EJ*	5%	8% EL	50% EL.EM*
Net: Support	28%	*44%* **	37% EI.EJ.EK	28% EK	25% EK	8% *	38% EM.EN	27% EN	8% *
Net: Oppose	33%	*23%* **	26%	33% EH	40% EH.EI.EK	24% *	26%	36% EL.EN	24% *
Mean	2.82	*3.09* **	3.10 EI.EJ.EK	2.85 EJ.EK	2.62	2.50 *	3.10 EM.EN	2.76	2.50 *
Std. dev	1.12	*1.22*	1.08	1.04	1.22	1.08	1.09	1.12	1.08

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
brunswick5. If the UK 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	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Higher taxes	20%	*21%* **	28% EI.EJ.EK	21% EJ.EK	16% EK	7% *	28% EM.EN	19% EN	7% *
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	*41%* **	48% EI.EJ.EK	41% EK	40% EK	17% *	47% EM.EN	41% EN	17% *
Increased government borrowing	15%	*5%* **	16% EK	15% EK	14%	7% *	16% EN	15% EN	7% *
I would not be willing to accept any of these	23%	*15%* **	16%	24% EH.EK	28% EH.EK	14% *	16%	26% EL.EN	14% *
Don't know	15%	*26%* **	10%	13%	12%	61% EH.EI.EJ*	11%	13%	61% EL.EM*
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	1260	*15*	241	578	355	71	256	933	71
Base: : respondents in full-time or part-time employment only	1300	*18*	255	580	370	77	273	950	77
Very well prepared [4]	7%	*23%* **	9%	7%	5%	6% *	10%	6%	6% *
Fairly well prepared [3]	33%	*38%* **	47% EI.EJ.EK	34% EJ.EK	26% EK	12% *	47% EM.EN	31% EN	12% *
Not very well prepared [2]	23%	*23%* **	19% EK	27% EH.EK	23% EK	4% *	19% EN	26% EL.EN	4% *
Not at all prepared [1]	11%	*4%* **	6%	9% EK	21% EH.EI.EK	1% *	6%	13% EL.EN	1% *
Don't know	26%	*12%* **	20%	23%	25%	76% EH.EI.EJ*	19%	24%	76% EL.EM*
Net: Prepared	40%	*61%* **	56% EI.EJ.EK	41% EJ.EK	31%	19% *	56% EM.EN	37% EN	19% *
Net: Not prepared	34%	*26%* **	24% EK	36% EH.EK	44% EH.EI.EK	6% *	25% EN	39% EL.EN	6% *
Mean	2.49	*2.91* **	2.73 EI.EJ	2.51 EJ	2.21	2.99 **	2.74 EM	2.40	2.99 **
Std. dev	0.86	*0.85*	0.75	0.81	0.92	0.81	0.76	0.87	0.81

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN	
Unweighted base: : respondents in full-time or part-time employment only	1260	*15*	241	578	355	71	256	933	71
Base: : respondents in full-time or part-time employment only	1300	*18*	255	580	370	77	273	950	77
Very well informed [4]	8%	*25%* **	11%	7%	7%	7% *	12% EM	7%	7% *
Fairly well informed [3]	30%	*21%* **	36% EJ.EK	35% EJ.EK	25% EK	9% *	35% EN	31% EN	9% *
Not very well informed [2]	23%	*34%* **	26% EK	25% EK	22%	11% *	26% EN	23% EN	11% *
Not at all informed [1]	14%	*8%* **	9%	11%	23% EH.EI.EK	7% *	8%	16% EL	7% *
Don't know	25%	*12%* **	18%	23%	24% EH.EI.EJ*	66%	18%	23%	66% EL.EM*
Net: Informed	39%	*46%* **	48% EJ.EK	42% EJ.EK	32% EK	16% *	48% EM.EN	38% EN	16% *
Net: Not informed	37%	*42%* **	34% EK	35% EK	44% EH.EI.EK	18% *	35% EN	39% EN	18% *
Mean	2.44	*2.72* **	2.62 EJ	2.50 EJ	2.21	2.47 **	2.63 EM	2.38	2.47 **
Std. dev	0.91	*1.01*	0.85	0.85	0.97	1.07	0.86	0.91	1.07

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base: : respondents in full-time or part-time employment only	1260	*15*	241	578	355	71	256	933	71
Base: : respondents in full-time or part-time employment only	1300	*18*	255	580	370	77	273	950	77
Very confident [4]	8%	*16%* **	13% EI.EJ	7%	7%	9% *	13% EM	7%	9% *
Fairly confident [3]	30%	*32%* **	36% EJ.EK	32% EK	27% EK	14% *	36% EN	30% EN	14% *
Not very confident [2]	19%	*25%* **	20% EK	22% EK	18% EK	3% *	20% EN	20% EN	3% *
Not at all confident [1]	13%	*7%* **	6%	9%	24% EH.EI.EK	5% *	7%	15% EL.EN	5% *
Don't know	29%	*20%* **	24%	30%	24%	69% EH.EI.EJ*	24%	28%	69% EL.EM*
Net: Confident	39%	*48%* **	50% EI.EJ.EK	39% EK	34%	23% *	49% EM.EN	37% EN	23% *
Net: Not confident	32%	*32%* **	26% EK	31% EK	42% EH.EI.EK	8% *	27% EN	35% EL.EN	8% *
Mean	2.49	*2.70* **	2.74 EI.EJ	2.52 EJ	2.23	2.88 **	2.74 EM	2.40	2.88 **
Std. dev	0.92	*0.92*	0.84	0.84	1.00	1.01	0.85	0.92	1.01

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN	
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very optimistic [5]	1%	*12%* **	3% EI	1%	1%	- *	3% EM	1%	- *
Fairly optimistic [4]	12%	*35%* **	23% EI.EJ.EK	11% EJ	6%	5% *	24% EM.EN	9%	5% *
Neither optimistic nor pessimistic [3]	24%	*16%* **	25% EJ	28% EJ	18%	20% *	25%	24%	20% *
Fairly pessimistic [2]	36%	*17%* **	35% EK	41% EJ.EK	32% EK	20% *	34% EN	37% EN	20% *
Very pessimistic [1]	21%	*7%* **	9%	15% EH	38% EH.EI.EK	12% *	9%	24% EL.EN	12% *
Don't know	6%	*14%* **	4%	4%	4%	44% EH.EI.EJ*	5%	4%	44% EL.EM*
Net: Optimistic	13%	*47%* **	26% EI.EJ.EK	12% EJ.EK	7%	5% *	27% EM.EN	10%	5% *
Net: Pessimistic	56%	*24%* **	44% EK	56% EH.EK	70% EH.EI.EK	32% *	43%	61% EL.EN	32% *
Mean	2.34	*3.34* **	2.75 EI.EJ.EK	2.40 EJ	1.95	2.31 EJ*	2.78 EM.EN	2.23	2.31 *
Std. dev	1.01	*1.20*	1.03	0.92	0.98	0.90	1.04	0.97	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
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	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	1%	*9%* **	4% EI.EJ	1%	1%	2% *	4% EM	1%	2% *
Fairly confident [3]	14%	*51%* **	29% EI.EJ.EK	13% EJ.EK	6%	3% *	30% EM.EN	10% EN	3% *
Not very confident [2]	46%	*17%* **	44% EJ.EK	57% EH.EJ.EK	36% EK	19% *	43% EN	49% EN	19% *
Not at all confident [1]	29%	*17%* **	16% EK	24% EH.EK	51% EH.EI.EK	4% *	16% EN	35% EL.EN	4% *
Don't know	10%	*6%* **	6%	5%	7%	72% EH.EI.EJ*	6%	6%	72% EL.EM*
Net: Confident	15%	*60%* **	33% EI.EJ.EK	13% EJ.EK	6%	4% *	34% EM.EN	10%	4% *
Net: Not confident	75%	*33%* **	61% EK	81% EH.EK	87% EH.EI.EK	23% *	59% EN	83% EL.EN	23% *
Mean	1.86	*2.57* **	2.22 EI.EJ	1.89 EJ	1.53	2.06 **	2.24 EM	1.75	2.06 **
Std. dev	0.72	*0.92*	0.77	0.63	0.64	0.70	0.78	0.66	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	1%	*25%* **	3% EI.EJ	0%	0%	2% *	4% EM	0%	2% *
Fairly confident [3]	10%	*14%* **	27% EI.EJ.EK	9% EJ	3%	3% *	26% EM.EN	7%	3% *
Not very confident [2]	44%	*31%* **	48% EJ.EK	54% EH.EJ.EK	33% EK	16% *	47% EN	46% EN	16% *
Not at all confident [1]	35%	*24%* **	18%	32% EH.EK	58% EH.EI.EK	10% *	18%	42% EL.EN	10% *
Don't know	9%	*6%* **	5%	5%	6%	69% EH.EI.EJ*	5%	5%	69% EL.EM*
Net: Confident	12%	*39%* **	29% EI.EJ.EK	9% EJ	4%	5% *	30% EM.EN	7%	5% *
Net: Not confident	80%	*55%* **	65% EK	86% EH.EK	90% EH.EI.EK	26% *	65% EN	88% EL.EN	26% *
Mean	1.75	*2.43* **	2.14 EI.EJ	1.77 EJ	1.43	1.87 EJ*	2.16 EM	1.64	1.87 EM*
Std. dev	0.70	*1.16*	0.75	0.62	0.59	0.79	0.77	0.63	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
brunswick9_UK_3. Business activity and investment									
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	2%	*16%* **	4% EI	1%	2%	2% *	4% EM	1%	2% *
Fairly confident [3]	18%	*54%* **	32% EI.EJ.EK	16% EJ.EK	11% EK	3% *	33% EM.EN	14% EN	3% *
Not very confident [2]	45%	*8%* **	43% EJ.EK	58% EH.EJ.EK	33% EK	15% *	41% EN	48% EL.EN	15% *
Not at all confident [1]	23%	*16%* **	12% EK	15% EK	44% EH.EI.EK	4% *	12% EN	27% EL.EN	4% *
Don't know	13%	*6%* **	9%	10%	10%	77% EH.EI.EJ*	9%	10%	77% EL.EM*
Net: Confident	19%	*70%* **	36% EI.EJ.EK	17% EJ.EK	13% EK	5% *	38% EM.EN	16% EN	5% *
Net: Not confident	67%	*24%* **	55% EK	73% EH.EK	77% EH.EK	18% *	54% EN	75% EL.EN	18% *
Mean	1.98	*2.75* **	2.30 EI.EJ	2.04 EJ	1.66	2.11 **	2.32 EM	1.89	2.11 **
Std. dev	0.74	*0.95*	0.75	0.63	0.76	0.76	0.76	0.71	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	3%	*43%* **	6% EI.EJ	2%	1%	2% *	8% EM.EN	1%	2% *
Fairly confident [3]	27%	*31%* **	50% EI.EJ.EK	26% EJ.EK	16% EK	3% *	49% EM.EN	22% EN	3% *
Not very confident [2]	39%	*17%* **	30% EK	51% EH.EJ.EK	31% EK	16% *	29% EN	43% EL.EN	16% *
Not at all confident [1]	21%	*3%* **	8%	15% EH.EK	44% EH.EI.EK	3% *	8%	26% EL.EN	3% *
Don't know	10%	*6%* **	6%	6%	8%	76% EH.EI.EJ*	6%	7%	76% EL.EM*
Net: Confident	29%	*74%* **	55% EI.EJ.EK	28% EJ.EK	17% EK	4% *	56% EM.EN	24% EN	4% *
Net: Not confident	61%	*20%* **	38% EK	66% EH.EK	76% EH.EI.EK	20% *	37% EN	70% EL.EN	20% *
Mean	2.12	*3.22* **	2.56 EI.EJ	2.16 EJ	1.71	2.11 **	2.60 EM	1.98	2.11 **
Std. dev	0.80	*0.87*	0.74	0.70	0.78	0.72	0.76	0.76	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN	
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very prepared [4]	1%	*35%* **	2% EI.EJ	0%	0%	2% EJ*	4% EM	0%	2% *
Fairly prepared [3]	14%	*42%* **	38% EI.EJ.EK	12% EJ.EK	3%	2% *	38% EM.EN	8% EN	2% *
Not very prepared [2]	48%	*22%* **	47% EJ.EK	65% EH.EJ.EK	30% EK	8% *	46% EN	51% EN	8% *
Not at all prepared [1]	29%	- **	10%	18% EH.EK	64% EH.EI.EK	6% *	9%	36% EL.EN	6% *
Don't know	8%	- **	3%	5% EJ	2%	82% EH.EI.EJ*	3%	4%	82% EL.EM*
Net: Prepared	15%	*78%* **	40% EI.EJ.EK	12% EJ.EK	3%	4% *	42% EM.EN	9%	4% *
Net: Not prepared	77%	*22%* **	57% EK	83% EH.EK	95% EH.EI.EK	14% *	55% EN	88% EL.EN	14% *
Mean	1.86	*3.13* **	2.33 EI.EJ	1.95 EJ	1.37	1.95 **	2.37 EM	1.72	1.95 **
Std. dev	0.70	*0.76*	0.69	0.57	0.55	0.92	0.71	0.63	0.92

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very prepared [4]	3%	*66%* **	9% EI.EJ.EK	1%	1%	- *	12% EM.EN	1%	- *
Fairly prepared [3]	27%	*19%* **	56% EI.EJ.EK	27% EJ.EK	12%	10% *	54% EM.EN	21% EN	10% *
Not very prepared [2]	40%	*5%* **	29% EK	58% EH.EJ.EK	27% EK	9% *	27% EN	46% EL.EN	9% *
Not at all prepared [1]	25%	*10%* **	6%	12% EH.EK	60% EH.EI.EK	4% *	6%	31% EL.EN	4% *
Don't know	5%	- **	1%	1%	0%	77% EH.EI.EJ*	1%	1%	77% EL.EM*
Net: Prepared	30%	*85%* **	65% EI.EJ.EK	28% EJ.EK	13%	10% *	66% EM.EN	22% EN	10% *
Net: Not prepared	65%	*15%* **	34% EK	70% EH.EK	87% EH.EI.EK	13% *	33% EN	77% EL.EN	13% *
Mean	2.09	*3.42* **	2.69 EI.EJ	2.18 EJ	1.53	2.26 **	2.73 EM	1.92	2.26 **
Std. dev	0.82	*0.98*	0.72	0.64	0.73	0.75	0.75	0.75	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very prepared [4]	1%	*100%* **	-	-	-	- *	5% EM.EN	-	- *
Fairly prepared [3]	19%	- **	100% EI.EJ.EK	-	-	- *	95% EM.EN	-	- *
Not very prepared [2]	45%	- **	-	100% EH.EJ.EK	-	- *	-	60% EL.EN	- *
Not at all prepared [1]	30%	- **	-	-	100% EH.EI.EK	- *	-	40% EL.EN	- *
Don't know	5%	- **	-	-	-	100% EH.EI.EJ*	-	-	100% EL.EM*
Net: Prepared	20%	*100%* **	100% EI.EJ.EK	-	-	- *	100% EM.EN	-	- *
Net: Not prepared	75%	- **	-	100% EH.EK	100% EH.EK	- *	-	100% EL.EN	- *
Mean	1.91	*4.00* **	3.00 EI.EJ	2.00	1.00	-	3.05 EM	1.60	-
Std. dev	0.74	-	0.00	-	-	-	0.22	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
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	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	11%	*49%* **	15% EI.EJ.EK	10%	9%	5% *	17% EM.EN	10%	5% *
Fairly confident [3]	44%	*33%* **	54% EI.EJ.EK	47% EJ.EK	35%	32% *	53% EM.EN	43% EN	32% *
Not very confident [2]	26%	*7%* **	22%	29% EH.EK	27% EK	15% *	21%	28% EL.EN	15% *
Not at all confident [1]	12%	*7%* **	6%	7%	24% EH.EI.EK	8% *	6%	14% EL	8% *
Don't know	7%	*4%* **	4%	6%	6%	40% EH.EI.EJ*	4%	6%	40% EL.EM*
Net: Confident	55%	*82%* **	69% EI.EJ.EK	58% EJ.EK	44%	37% *	69% EM.EN	52% EN	37% *
Net: Not confident	38%	*14%* **	27%	36% EH.EK	50% EH.EI.EK	23% *	27%	42% EL.EN	23% *
Mean	2.58	*3.29* **	2.81 EI.EJ.EK	2.64 EJ	2.31	2.58 EJ*	2.84 EM.EN	2.51	2.58 *
Std. dev	0.86	*0.91*	0.76	0.78	0.95	0.83	0.78	0.86	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	13%	*42%* **	19% EI.EJ.EK	13% EK	12% EK	3% *	20% EM.EN	12% EN	3% *
Fairly confident [3]	45%	*31%* **	52% EJ	50% EJ	36%	41% *	51% EM	44%	41% *
Not very confident [2]	22%	*11%* **	20% EK	24% EK	24% EK	10% *	19% EN	24% EN	10% *
Not at all confident [1]	10%	*10%* **	5%	6%	21% EH.EI.EK	7% *	5%	12% EL	7% *
Don't know	8%	*6%* **	5%	7%	8%	39% EH.EI.EJ*	5%	7%	39% EL.EM*
Net: Confident	59%	*73%* **	71% EI.EJ.EK	63% EJ.EK	48%	45% *	71% EM.EN	57% EN	45% *
Net: Not confident	33%	*21%* **	24%	31% EH.EK	45% EH.EI.EK	16% *	24%	36% EL.EN	16% *
Mean	2.67	*3.13* **	2.89 EI.EJ	2.74 EJ	2.42	2.67 *	2.90 EM	2.61	2.67 *
Std. dev	0.86	*1.01*	0.77	0.78	0.98	0.74	0.79	0.87	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	30%	*56%* **	38% EJ.EK	34% EJ.EK	24% EK	11% *	39% EM.EN	30% EN	11% *
Fairly confident [3]	45%	*38%* **	47%	47% EJ	41%	40% *	47%	45%	40% *
Not very confident [2]	11%	*3%* **	10%	11%	14%	9% *	9%	12%	9% *
Not at all confident [1]	7%	- **	3%	3%	15% EH.EI.EK	4% *	3%	8% EL	4% *
Don't know	7%	*4%* **	2%	5% EH	7% EH	36% EH.EI.EJ*	2%	6% EL	36% EL.EM*
Net: Confident	75%	*93%* **	85% EJ.EK	81% EJ.EK	65% EK	51% *	85% EM.EN	74% EN	51% *
Net: Not confident	18%	*3%* **	13%	14%	29% EH.EI.EK	13% *	12%	20% EL	13% *
Mean	3.06	*3.55* **	3.22 EJ.EK	3.18 EJ.EK	2.78	2.91 *	3.24 EM.EN	3.02	2.91 *
Std. dev	0.85	*0.57*	0.76	0.75	1.00	0.74	0.75	0.88	0.74

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
	EG	EH	EI	EJ	EK	EL	EM	EN	
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	9%	*34%* **	12% EI.EK	8% EK	10% EK	1% *	13% EM.EN	8% EN	1% *
Fairly confident [3]	38%	*40%* **	47% EJ.EK	43% EJ.EK	28%	21% *	47% EM.EN	37% EN	21% *
Not very confident [2]	27%	*8%* **	25%	30%	26%	21% *	24%	28%	21% *
Not at all confident [1]	19%	*14%* **	12%	15%	31% EH.EI.EK	18% *	12%	21% EL	18% *
Don't know	7%	*4%* **	4%	5%	5%	40% EH.EI.EJ*	4%	5%	40% EL.EM*
Net: Confident	47%	*74%* **	59% EI.EJ.EK	50% EJ.EK	38% EK	22% *	60% EM.EN	45% EN	22% *
Net: Not confident	46%	*23%* **	37%	45% EH	57% EH.EI.EK	38% *	36%	49% EL.EN	38% *
Mean	2.39	*2.96* **	2.61 EI.EJ.EK	2.45 EJ.EK	2.17	2.09 *	2.63 EM.EN	2.34 EN	2.09 *
Std. dev	0.92	*1.04*	0.85	0.85	1.00	0.84	0.87	0.92	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	5%	*17%* **	5%	4%	6%	1% *	6%	4%	1% *
Fairly confident [3]	25%	*41%* **	34% EI.EJ.EK	26% EJ.EK	19%	10% *	34% EM.EN	23% EN	10% *
Not very confident [2]	38%	*14%* **	39% EK	44% EJ.EK	33% EK	17% *	38% EN	40% EN	17% *
Not at all confident [1]	25%	*25%* **	17%	21%	37% EH.EI.EK	20% *	17%	28% EL	20% *
Don't know	8%	*4%* **	6%	5%	6%	52% EH.EI.EJ*	5%	5%	52% EL.EM*
Net: Confident	29%	*58%* **	39% EI.EJ.EK	29% EJ.EK	24% EK	12% *	40% EM.EN	27% EN	12% *
Net: Not confident	63%	*38%* **	56% EK	66% EH.EK	70% EH.EK	37% *	55% EN	67% EL.EN	37% *
Mean	2.09	*2.53* **	2.29 EI.EJ.EK	2.12 EJ.EK	1.92	1.86 *	2.30 EM.EN	2.04	1.86 *
Std. dev	0.85	*1.08*	0.82	0.80	0.91	0.84	0.84	0.85	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Preparedness of UK in crisis to respond to: An extreme weather event					Preparedness of UK in crisis to respond to: An extreme weather event		
		Very prepared [4]	Fairly prepared [3]	Not very prepared [2]	Not at all prepared [1]	Don't know	Prepared = Very well prepared + Fairly well prepared	Not prepared = Not very well prepared + Not at all prepared	Don't know
		EG	EH	EI	EJ	EK	EL	EM	EN
Unweighted base	2260	*20*	427	1049	650	114	447	1699	114
Base	2260	*23*	432	1018	667	121	455	1685	121
Very confident [4]	6%	*16%* **	9% EI.EK	5% EK	7% EK	- *	9% EM.EN	6% EN	- *
Fairly confident [3]	37%	*49%* **	48% EI.EJ.EK	40% EJ.EK	27% EK	16% *	48% EM.EN	35% EN	16% *
Not very confident [2]	34%	*16%* **	32%	38% EH.EJ.EK	31%	24% *	31%	35% EN	24% *
Not at all confident [1]	17%	*14%* **	8%	12% EH	30% EH.EI.EK	16% EH*	8%	19% EL	16% EL*
Don't know	7%	*4%* **	3%	5%	6%	44% EH.EI.EJ*	3%	5%	44% EL.EM*
Net: Confident	43%	*66%* **	57% EI.EJ.EK	45% EJ.EK	34% EK	16% *	57% EM.EN	41% EN	16% *
Net: Not confident	51%	*31%* **	40%	50% EH	61% EH.EI.EK	40% *	39%	54% EL.EN	40% *
Mean	2.34	*2.70* **	2.60 EI.EJ.EK	2.39 EJ.EK	2.12	2.01 *	2.60 EM.EN	2.28 EN	2.01 *
Std. dev	0.85	*0.94*	0.77	0.77	0.94	0.76	0.78	0.85	0.76

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	3%	5% ES	3%	2%	3%	1%	3%	3%	1%
Fairly well protected [3]	37%	49% EQ.ER.ES	45% EQ.ER.ES	31% ES	25%	17%	45% EU.EV	29% EV	17%
Not very well protected [2]	38%	32%	36%	46% EO.EP.ER	33%	37%	35%	42% ET	37%
Not at all protected [1]	12%	9%	8%	14% EP	29% EO.EP.EQ.ES	9%	8%	19% ET.EV	9%
Don't know	10%	4%	9%	7%	10%	36%	8%	8%	36%
			EO		EO	EO.EP.EQ.ER			ET.EU
Net: Protected	40%	54% EQ.ER.ES	47% EQ.ER.ES	34% ES	28%	18%	49% EU.EV	32% EV	18%
Net: Not protected	50%	42%	43%	60% EO.EP.ES	62% EO.EP.ES	45%	43%	61% ET.EV	45%
Mean	2.34	2.52 EQ.ER.ES	2.46 EQ.ER.ES	2.23 ER	2.02	2.16 *	2.47 EU.EV	2.17	2.16 *
Std. dev	0.75	0.74	0.69	0.73	0.86	0.66	0.70	0.78	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EO	EP	EQ	ER	ES	ET	EU	EV
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	6%	13% EP.EQ.ER.ES	6%	4%	4%	2%	8% EU.EV	4%	2%
Fairly well protected [3]	42%	54% EQ.ER.ES	50% EQ.ER.ES	37% ER.ES	24%	24%	50% EU.EV	33%	24%
Not very well protected [2]	29%	18%	27% EO	37% EO.EP.ES	33% EO	24%	26%	35% ET.EV	24%
Not at all protected [1]	13%	10%	9%	16% EP	29% EO.EP.EQ.ES	11%	9%	20% ET.EV	11%
Don't know	10%	4%	8%	7%	10% EO	38% EO.EP.EQ.ER	7%	8%	38% ET.EU
Net: Protected	48%	67% EP.EQ.ER.ES	56% EQ.ER.ES	41% ER.ES	29%	26%	58% EU.EV	37% EV	26%
Net: Not protected	43%	29%	36%	52% EO.EP.ES	61% EO.EP.EQ.ES	36%	35%	55% ET.EV	36%
Mean	2.45	2.73 EP.EQ.ER.ES	2.58 EQ.ER.ES	2.31 ER	2.05	2.28 *	2.61 EU.EV	2.23	2.28 *
Std. dev	0.82	0.83	0.76	0.80	0.89	0.79	0.78	0.84	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	2%	5% EP.EQ.ES	2%	1%	3% EQ	0%	2%	1%	0%
Fairly well protected [3]	24%	33% EQ.ER.ES	29% EQ.ER.ES	23% ER.ES	12%	13%	30% EU.EV	19%	13%
Not very well protected [2]	47%	43%	46% ES	53% EO.EP.ER.ES	42%	35%	46% EV	50% EV	35%
Not at all protected [1]	16%	11%	13%	17%	31% EO.EP.EQ.ES	11%	12%	21% ET.EV	11%
Don't know	12%	7%	11% EQ	7%	11%	41% EO.EP.EQ.ER	10%	8%	41% ET.EU
Net: Protected	26%	38% EP.EQ.ER.ES	30% EQ.ER.ES	23% ER.ES	15%	13%	32% EU.EV	21%	13%
Net: Not protected	62%	54%	59% ES	70% EO.EP.ES	74% EO.EP.ES	46%	58% EV	71% ET.EV	46%
Mean	2.14	2.35 EP.EQ.ER.ES	2.22 EQ.ER.ES	2.08 ER	1.84	2.04 *	2.24 EU.EV	2.01	2.04 *
Std. dev	0.72	0.77	0.70	0.67	0.77	0.66	0.71	0.71	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	3%	9% EP.EQ.ES	2%	2%	4%	1%	4%	3%	1%
Fairly well protected [3]	31%	42% EQ.ER.ES	37% EQ.ER.ES	29% ER.ES	13%	16%	38% EU.EV	24% EV	16%
Not very well protected [2]	37%	31%	37%	41% EO.ES	37%	30%	35%	40% EV	30%
Not at all protected [1]	14%	11%	11%	16% EP.ES	30% EO.EP.EQ.ES	8%	11%	20% ET.EV	8%
Don't know	15%	7%	13% EO	12%	16% EO	46% EO.EP.EQ.ER	12%	13%	46% ET.EU
Net: Protected	34%	51% EP.EQ.ER.ES	39% EQ.ER.ES	31% ER.ES	17%	16%	41% EU.EV	27% EV	16%
Net: Not protected	51%	42%	47%	57% EO.EP.ES	67% EO.EP.EQ.ES	38%	46%	60% ET.EV	38%
Mean	2.27	2.52 EP.EQ.ER.ES	2.35 EQ.ER.ES	2.20 ER	1.89	2.17 ER*	2.39 EU.EV	2.11	2.17 *
Std. dev	0.78	0.83	0.73	0.75	0.84	0.68	0.75	0.79	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	7%	16% EP.EQ.ER.ES	7%	6%	5%	3%	8% EV	6%	3%
Fairly well protected [3]	36%	40% ER.ES	43% EQ.ER.ES	34% ER.ES	25%	19%	42% EU.EV	31% EV	19%
Not very well protected [2]	33%	33%	32%	38% ER.ES	29%	28%	32%	35%	28%
Not at all protected [1]	13%	8%	8%	15% EO.EP	31% EO.EP.EQ.ES	8%	8%	20% ET.EV	8%
Don't know	11%	4%	10% EO	7%	10% EO	42% EO.EP.EQ.ER	9%	8%	42% ET.EU
Net: Protected	43%	56% EQ.ER.ES	49% EQ.ER.ES	41% ER.ES	30%	23%	51% EU.EV	37% EV	23%
Net: Not protected	46%	40%	41%	52% EO.EP.ES	60% EO.EP.ES	36%	41%	55% ET.EV	36%
Mean	2.43	2.67 EP.EQ.ER.ES	2.53 EQ.ER.ES	2.35 ER	2.05	2.31 ER*	2.56 EU.EV	2.25	2.31 *
Std. dev	0.83	0.85	0.76	0.83	0.92	0.77	0.78	0.86	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well protected [4]	2%	5% EP.EQ.ER.ES	2%	1%	1%	1%	3% EU	1%	1%
Fairly well protected [3]	14%	15% ES	16% ER.ES	13% ES	10%	5%	16% EU.EV	12% EV	5%
Not very well protected [2]	41%	43% ER	44% ER.ES	44% ER	28%	34%	44% EU.EV	39%	34%
Not at all protected [1]	27%	25%	22%	30% EP.ES	43% EO.EP.EQ.ES	17%	23%	34% ET.EV	17%
Don't know	17%	12%	16%	12%	18%	43% EO.EP.EQ.ER	15%	14%	43% ET.EU
Net: Protected	15%	20% ER.ES	18% ER.ES	14% ES	11%	5%	18% EU.EV	13% EV	5%
Net: Not protected	68%	68% ES	66% ES	74% EP.ES	71% ES	51%	67% EV	73% ET.EV	51%
Mean	1.89	2.00 EQ.ER	1.98 EQ.ER	1.83 ER	1.63	1.80 *	1.98 EU	1.77	1.80 *
Std. dev	0.75	0.82	0.74	0.71	0.75	0.62	0.76	0.73	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very well informed [4]	3%	8% EP.EQ.ER	2%	3%	2%	2%	3%	3%	2%
Fairly well informed [3]	32%	37% ER.ES	36% EQ.ER.ES	30% ER	22%	22%	36% EU.EV	27%	22%
Not very well informed [2]	43%	43%	46% ER.ES	46% ER.ES	35%	34%	45% EV	43%	34%
Not at all informed [1]	13%	9%	9%	13% EP	33% EO.EP.EQ.ES	11%	9%	19% ET.EV	11%
Don't know	9%	4%	6%	8%	8%	31% EO.EP.EQ.ER	6%	8%	31% ET.EU
Net: Informed	35%	44% EQ.ER.ES	38% ER.ES	33% ER	24%	24%	39% EU.EV	30%	24%
Net: Not informed	57%	52%	56% ES	59% ES	68% EO.EP.EQ.ES	45%	55% EV	62% ET.EV	45%
Mean	2.27	2.45 EP.EQ.ER.ES	2.33 ER	2.25 ER	1.92	2.22 ER*	2.35 EU	2.15	2.22 *
Std. dev	0.74	0.77	0.69	0.74	0.81	0.75	0.70	0.78	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Strongly support [5]	4%	10% EP.EQ.ER.ES	4%	3%	2%	1%	5% EU.EV	3%	1%
Tend to support [4]	24%	35% EP.EQ.ER.ES	28% EQ.ER.ES	22% ER.ES	14%	9%	29% EU.EV	20% EV	9%
Neither support nor oppose [3]	29%	23%	32% EO.ER.ES	31% EO.ER	22%	23%	31%	28%	23%
Tend to oppose [2]	19%	15%	17%	21%	22%	20%	17%	22% ET	20%
Strongly oppose [1]	15%	13%	12%	15%	27%	13%	12%	19%	13%
Don't know	10%	4%	8%	7%	12% EO	34% EO.EP.EQ.ER	7%	9%	34% ET.EU
Net: Support	28%	45% EP.EQ.ER.ES	32% EQ.ER.ES	26% ER.ES	16%	10%	34% EU.EV	23% EV	10%
Net: Oppose	33%	28%	28%	36% EP	49% EO.EP.EQ.ES	33%	28%	40% ET	33%
Mean	2.82	3.14 EP.EQ.ER.ES	2.95 EQ.ER.ES	2.76 ER.ES	2.34	2.47 *	2.99 EU.EV	2.63	2.47 *
Std. dev	1.12	1.20	1.07	1.09	1.15	1.00	1.10	1.12	1.00

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick5. If the UK 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	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Higher taxes	20%	31% EQ.ER.ES	25% EQ.ER.ES	16% ER	8%	10%	26% EU.EV	14%	10%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	46% ER.ES	42% ER.ES	46% ER.ES	33%	23%	42% EV	42% EV	23%
Increased government borrowing	15%	10%	17% EO.ES	15% ES	13%	7%	16% EV	14% EV	7%
I would not be willing to accept any of these	23%	17%	21%	23%	37% EO.EP.EQ.ES	20%	20%	28% ET	20%
Don't know	15%	11%	13%	11%	14%	45% EO.EP.EQ.ER	13%	12%	45% ET.EU
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	1260	126	617	302	138	77	743	440	77
Base: : respondents in full-time or part-time employment only	1300	131	617	321	144	87	748	465	87
Very well prepared [4]	7%	16% EP.EQ.ER.ES*	7% ES	7% ES	4%	- *	9% EV	6%	- *
Fairly well prepared [3]	33%	38% ER.ES*	39% ER.ES	33% ER.ES	20%	12% *	38% EU.EV	29% EV	12% *
Not very well prepared [2]	23%	15% *	23%	29% EO.ES	19%	15% *	22%	26%	15% *
Not at all prepared [1]	11%	13% EP*	6%	12% EP	28% EO.EP.EQ.ES	12% *	7%	17% ET	12% *
Don't know	26%	19% *	25%	20%	29% EQ	62% EO.EP.EQ.ER*	24%	23%	62% ET.EU*
Net: Prepared	40%	53% EQ.ER.ES*	46% ER.ES	40% ER.ES	23%	12% *	47% EU.EV	35% EV	12% *
Net: Not prepared	34%	28% *	30%	41% EO.EP.ES	47% EO.EP.ES	27% *	29%	43% ET.EV	27% *
Mean	2.49	2.69 EQ.ER*	2.62 EQ.ER	2.43 ER	1.99 *	2.00 **	2.63 EU	2.31	2.00 **
Std. dev	0.86	0.96	0.77	0.84	0.94	0.79	0.81	0.89	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base: : respondents in full-time or part-time employment only	1260	126	617	302	138	77	743	440	77
Base: : respondents in full-time or part-time employment only	1300	131	617	321	144	87	748	465	87
Very well informed [4]	8%	20% EP.EQ.ER.ES*	9% ES	5%	8%	1% *	10% EU.EV	6%	1% *
Fairly well informed [3]	30%	28% ES*	36% ER.ES	31% ER.ES	18%	10% *	35% EU.EV	27% EV	10% *
Not very well informed [2]	23%	20% *	23% ES	28% ES	23%	11% *	23% EV	26% EV	11% *
Not at all informed [1]	14%	13% *	9%	18% EP.ES	29% EO.EP.EQ.ES	5% *	10%	22% ET.EV	5% *
Don't know	25%	18% *	23%	18%	23%	72% EO.EP.EQ.ER*	22%	19%	72% ET.EU*
Net: Informed	39%	48% ER.ES*	45% EQ.ER.ES	36% ES	26% ES	12% *	45% EU.EV	33% EV	12% *
Net: Not informed	37%	34% ES*	32% ES	46% EO.EP.ES	52% EO.EP.ES	17% *	32% EV	48% ET.EV	17% *
Mean	2.44	2.66 EQ.ER*	2.58 EQ.ER	2.28	2.06 *	2.26 **	2.59 EU	2.22	2.26 **
Std. dev	0.91	1.02	0.83	0.88	1.00	0.83	0.87	0.92	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base: : respondents in full-time or part-time employment only	1260	126	617	302	138	77	743	440	77
Base: : respondents in full-time or part-time employment only	1300	131	617	321	144	87	748	465	87
Very confident [4]	8%	22% EP.EQ.ER.ES*	9% ES	6%	4%	1% *	11% EU.EV	5%	1% *
Fairly confident [3]	30%	29% ES*	37% ER.ES	30% ER.ES	20% ES	7% *	35% EU.EV	27% EV	7% *
Not very confident [2]	19%	11% *	20% EO.ES	22% EO.ES	22% EO.ES	9% *	19%	22% EV	9% *
Not at all confident [1]	13%	17% EP*	6%	15% EP	30% EO.EP.EQ.ES	12% *	8%	20% ET	12% *
Don't know	29%	21% *	28%	26%	25%	71% EO.EP.EQ.ER*	27%	26%	71% ET.EU*
Net: Confident	39%	52% EQ.ER.ES*	45% EQ.ER.ES	36% ER.ES	23% ES	8% *	46% EU.EV	32% EV	8% *
Net: Not confident	32%	27% *	27%	38% EP.ES	52% EO.EP.EQ.ES	21% *	27%	42% ET.EV	21% *
Mean	2.49	2.73 EQ.ER*	2.66 EQ.ER	2.36 ER	1.96 *	1.91 **	2.67 EU	2.24	1.91 **
Std. dev	0.92	1.10	0.80	0.90	0.93	0.91	0.86	0.93	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick13_UK. How optimistic or pessimistic are you about the UK's economic prospects over the next 12 months?									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very optimistic [5]	1%	3% EP	1%	1%	2%	1%	1%	2%	1%
Fairly optimistic [4]	12%	24% EP.EQ.ER.ES	15% EQ.ER.ES	8% ER	3%	6%	17% EU.EV	6%	6%
Neither optimistic nor pessimistic [3]	24%	27% EQ.ER	31% EQ.ER	20% ER	9%	23% ER	30% EU	16%	23%
Fairly pessimistic [2]	36%	32%	38% ER.ES	41% EO.ER.ES	23%	27%	37% EV	36%	27%
Very pessimistic [1]	21%	9%	11%	26% EO.EP.ES	57% EO.EP.EQ.ES	15%	11%	36% ET.EV	15%
Don't know	6%	6%	4%	3%	5%	29% EO.EP.EQ.ER	5%	4%	29% ET.EU
Net: Optimistic	13%	27% EP.EQ.ER.ES	16% EQ.ER.ES	9%	6%	7%	18% EU.EV	8%	7%
Net: Pessimistic	56%	41%	49% EO	68% EO.EP.ES	80% EO.EP.EQ.ES	42%	47%	72% ET.EV	42%
Mean	2.34	2.78 EP.EQ.ER.ES	2.55 EQ.ER.ES	2.13 ER	1.64	2.31 ER*	2.60 EU.EV	1.98	2.31 EU*
Std. dev	1.01	1.03	0.92	0.96	0.97	0.93	0.95	0.99	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
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	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	1%	5% EP.EQ.ER	1%	1%	1%	1%	2%	1%	1%
Fairly confident [3]	14%	22% EQ.ER.ES	18% EQ.ER.ES	10% ER.ES	5%	2%	19% EU.EV	9% EV	2%
Not very confident [2]	46%	46% ER.ES	52% ER.ES	51% ER.ES	26%	31%	51% EU.EV	43% EV	31%
Not at all confident [1]	29%	21%	22%	34% EO.EP.ES	62% EO.EP.EQ.ES	18%	22%	43% ET.EV	18%
Don't know	10%	6%	8%	5%	6%	49% EO.EP.EQ.ER	7%	5%	49% ET.EU
Net: Confident	15%	27% EP.EQ.ER.ES	19% EQ.ER.ES	11% ES	7%	3%	20% EU.EV	9% EV	3%
Net: Not confident	75%	67% ES	73% ES	84% EO.EP.ES	88% EO.EP.ES	48%	72% EV	85% ET.EV	48%
Mean	1.86	2.12 EP.EQ.ER.ES	1.98 EQ.ER.ES	1.77 ER	1.42	1.74 ER*	2.01 EU.EV	1.66	1.74 *
Std. dev	0.72	0.81	0.69	0.66	0.66	0.64	0.72	0.68	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	1%	5% EP.EQ.ER.ES	1%	1%	1%	1%	1%	1%	1%
Fairly confident [3]	10%	18% EQ.ER.ES	14% EQ.ER.ES	8% ER.ES	2%	2%	15% EU.EV	6%	2%
Not very confident [2]	44%	47% ER.ES	51% ER.ES	47% ER.ES	21%	32% ER	50% EU.EV	39%	32%
Not at all confident [1]	35%	22%	28%	41% EO.EP.ES	71% EO.EP.EQ.ES	20%	27%	51% ET.EV	20%
Don't know	9%	7%	7%	4%	4%	45% EO.EP.EQ.ER	7% EU	4%	45% ET.EU
Net: Confident	12%	23% EP.EQ.ER.ES	14% EQ.ER.ES	8% ER.ES	3%	3%	16% EU.EV	7%	3%
Net: Not confident	80%	70% ES	79% EO.ES	87% EO.EP.ES	93% EO.EP.EQ.ES	52%	77% EV	89% ET.EV	52%
Mean	1.75	2.06 EP.EQ.ER.ES	1.86 EQ.ER	1.67 ER	1.29	1.70 ER*	1.90 EU.EV	1.55	1.70 *
Std. dev	0.70	0.80	0.68	0.65	0.55	0.60	0.71	0.65	0.60

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	2%	6% EP.EQ.ES	2%	1%	2%	1%	3%	1%	1%
Fairly confident [3]	18%	26% EQ.ER.ES	21% EQ.ER.ES	15% ES	11%	6%	22% EU.EV	14% EV	6%
Not very confident [2]	45%	44% ER.ES	48% ER.ES	53% EO.ER.ES	26%	28%	47% EV	44% EV	28%
Not at all confident [1]	23%	16%	18%	23% EP.ES	51% EO.EP.EQ.ES	11%	18%	32% ET.EV	11%
Don't know	13%	8%	11%	9%	10%	54% EO.EP.EQ.ER	10%	9%	54% ET.EU
Net: Confident	19%	31% EP.EQ.ER.ES	23% EQ.ER.ES	16% ES	13%	7%	24% EU.EV	15% EV	7%
Net: Not confident	67%	61% ES	66% ES	76% EO.EP.ES	77% EO.EP.ES	39%	65% EV	76% ET.EV	39%
Mean	1.98	2.22 EP.EQ.ER.ES	2.07 EQ.ER	1.93 ER	1.60	1.91 ER*	2.10 EU	1.83	1.91 *
Std. dev	0.74	0.81	0.72	0.66	0.79	0.66	0.74	0.72	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	3%	11% EP.EQ.ER.ES	2%	1%	1%	1%	4% EU	1%	1%
Fairly confident [3]	27%	35% EQ.ER.ES	32% EQ.ER.ES	24% ER.ES	12%	13%	33% EU.EV	20%	13%
Not very confident [2]	39%	34%	42% EO.ER.ES	44% EO.ER.ES	30%	27%	40% EV	39% EV	27%
Not at all confident [1]	21%	13%	16%	24% EO.EP.ES	51% EO.EP.EQ.ES	11%	15%	33% ET.EV	11%
Don't know	10%	7%	8%	7%	6%	47% EO.EP.EQ.ER	8%	7%	47% ET.EU
Net: Confident	29%	46% EP.EQ.ER.ES	35% EQ.ER.ES	25% ER.ES	13%	14%	37% EU.EV	21%	14%
Net: Not confident	61%	47%	58% EO.ES	68% EO.EP.ES	81% EO.EP.EQ.ES	39%	56% EV	72% ET.EV	39%
Mean	2.12	2.46 EP.EQ.ER.ES	2.23 EQ.ER	2.02 ER	1.61	2.08 ER*	2.27 EU	1.89	2.08 *
Std. dev	0.80	0.88	0.75	0.75	0.76	0.75	0.78	0.78	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very prepared [4]	1%	3% EP.EQ	1%	1%	1%	1%	1%	1%	1%
Fairly prepared [3]	14%	34% EP.EQ.ER.ES	16% EQ.ER.ES	10% ER	3%	5%	19% EU.EV	8%	5%
Not very prepared [2]	48%	39% ER	57% EO.EQ.ER.ES	49% EO.ER.ES	29%	36%	53% EU.EV	43%	36%
Not at all prepared [1]	29%	16%	20%	37% EO.EP.ES	63% EO.EP.EQ.ES	22%	19%	45% ET.EV	22%
Don't know	8%	8%	6%	4%	4%	37% EO.EP.EQ.ER	7% EU	4%	37% ET.EU
Net: Prepared	15%	37% EP.EQ.ER.ES	17% EQ.ER.ES	11% ER	4%	6%	21% EU.EV	9%	6%
Net: Not prepared	77%	55%	77% EO.ES	85% EO.EP.ES	92% EO.EP.EQ.ES	57%	73% EV	88% ET.EV	57%
Mean	1.86	2.26 EP.EQ.ER.ES	1.97 EQ.ER.ES	1.74 ER	1.39	1.78 ER*	2.03 EU.EV	1.63	1.78 *
Std. dev	0.70	0.78	0.65	0.67	0.59	0.68	0.69	0.67	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very prepared [4]	3%	13% EP.EQ.ER.ES	3%	1%	2%	1%	5% EU.EV	1%	1%
Fairly prepared [3]	27%	41% EP.EQ.ER.ES	33% EQ.ER.ES	25% ER.ES	9%	13%	34% EU.EV	20%	13%
Not very prepared [2]	40%	33%	43% EO.ER	43% EO.ER	31%	38%	41%	39%	38%
Not at all prepared [1]	25%	12%	18% EO	28% EO.EP	56% EO.EP.EQ.ES	20%	17%	37% ET.EV	20%
Don't know	5%	2%	4%	3%	3%	29% EO.EP.EQ.ER	3%	3%	29% ET.EU
Net: Prepared	30%	53% EP.EQ.ER.ES	35% EQ.ER.ES	26% ER.ES	11%	13%	39% EU.EV	21% EV	13%
Net: Not prepared	65%	45%	61% EO	71% EO.EP.ES	86% EO.EP.EQ.ES	57% EO	58%	76% ET.EV	57%
Mean	2.09	2.55 EP.EQ.ER.ES	2.20 EQ.ER.ES	2.00 ER	1.56	1.92 ER*	2.27 EU.EV	1.86	1.92 *
Std. dev	0.82	0.87	0.77	0.78	0.73	0.70	0.80	0.79	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very prepared [4]	1%	5% EP.EQ.ER.ES	1%	0%	1%	1%	2% EU	0%	1%
Fairly prepared [3]	19%	26% EQ.ER.ES	23% EQ.ER.ES	16% ER	9%	10%	24% EU.EV	14%	10%
Not very prepared [2]	45%	43% ER	48% ER.ES	50% ER.ES	28%	38%	47%	43%	38%
Not at all prepared [1]	30%	24%	24%	31% EP	58% EO.EP.EQ.ES	23%	24%	39% ET.EV	23%
Don't know	5%	3%	4%	3%	4%	29% EO.EP.EQ.ER	4%	3%	29% ET.EU
Net: Prepared	20%	31% EP.EQ.ER.ES	24% EQ.ER.ES	16% ER	10%	11%	25% EU.EV	14%	11%
Net: Not prepared	75%	66%	72% ES	81% EO.EP.ES	87% EO.EP.ES	61%	71% EV	83% ET.EV	61%
Mean	1.91	2.12 EQ.ER.ES	2.01 EQ.ER.ES	1.86 ER	1.50	1.83 ER*	2.04 EU.EV	1.74	1.83 *
Std. dev	0.74	0.83	0.72	0.69	0.69	0.68	0.75	0.71	0.68

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
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	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	11%	100% EP.EQ.ER.ES	-	-	-	-	20% EU.EV	-	-
Fairly confident [3]	44%	-	100% EO.EQ.ER.ES	-	-	-	80% EU.EV	-	-
Not very confident [2]	26%	-	-	100% EO.EP.ER.ES	-	-	-	69% ET.EV	-
Not at all confident [1]	12%	-	-	-	100% EO.EP.EQ.ES	-	-	32% ET.EV	-
Don't know	7%	-	-	-	-	100% EO.EP.EQ.ER	-	-	100% ET.EU
Net: Confident	55%	100% EQ.ER.ES	100% EQ.ER.ES	-	-	-	100% EU.EV	-	-
Net: Not confident	38%	-	-	100% EO.EP.ES	100% EO.EP.ES	-	-	100% ET.EV	-
Mean	2.58	4.00 EP	3.00 EQ.ER	2.00	1.00	-	3.20 EU	1.69	-
Std. dev	0.86	-	0.00	-	-	-	0.40	0.46	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick11_UK_2. Your household's income or employment situation									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	13%	82% EP.EQ.ER.ES	8% EQ.ER.ES	3%	1%	1%	22% EU.EV	3%	1%
Fairly confident [3]	45%	15% ER	82% EO.EQ.ER.ES	23% EO.ER.ES	6%	12%	69% EU.EV	18%	12%
Not very confident [2]	22%	2%	7% EO.ES	65% EO.EP.ER.ES	18% EO.EP.ES	2%	6%	50% ET.EV	2%
Not at all confident [1]	10%	0%	0%	6% EO.EP	71% EO.EP.EQ.ES	2% EP	0%	27% ET.EV	2% ET
Don't know	8%	1%	2%	2%	3%	83% EO.EP.EQ.ER	2%	3%	83% ET.EU
Net: Confident	59%	97% EP.EQ.ER.ES	90% EQ.ER.ES	26% ER.ES	7%	13%	92% EU.EV	20%	13%
Net: Not confident	33%	2%	7% EO	71% EO.EP.ES	89% EO.EP.EQ.ES	4%	6%	77% ET.EV	4%
Mean	2.67	3.81 EP.EQ.ER	3.00 EQ.ER	2.24 ER	1.35	2.71 **	3.16 EU	1.96	2.71 **
Std. dev	0.86	0.45	0.41	0.62	0.65	0.77	0.53	0.75	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
brunswick11_UK_3. Your housing situation									
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	30%	92% EP.EQ.ER.ES	34% EQ.ER.ES	15% ER.ES	10%	8%	45% EU.EV	14%	8%
Fairly confident [3]	45%	5%	62% EO.EQ.ER.ES	51% EO.ER.ES	19% EO	22% EO	51% EU.EV	41% EV	22%
Not very confident [2]	11%	1%	3%	27% EO.EP.ES	23% EO.EP.ES	3%	3%	25% ET.EV	3%
Not at all confident [1]	7%	1%	0%	4% EP.ES	45% EO.EP.EQ.ES	-	1%	17% ET.EV	-
Don't know	7%	0%	0%	4% EO.EP	5% EO.EP	67% EO.EP.EQ.ER	0%	4% ET	67% ET.EU
Net: Confident	75%	97% EQ.ER.ES	96% EQ.ER.ES	66% ER.ES	28%	30%	96% EU.EV	54% EV	30%
Net: Not confident	18%	2%	4%	30% EO.EP.ES	67% EO.EP.EQ.ES	3%	4%	42% ET.EV	3%
Mean	3.06	3.89 EP.EQ.ER.ES	3.30 EQ.ER	2.81 ER	1.93	3.14 EQ.ER*	3.41 EU.EV	2.53	3.14 EU*
Std. dev	0.85	0.43	0.55	0.74	1.03	0.57	0.58	0.94	0.57

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	9%	39% EP.EQ.ER.ES	9% EQ.ER.ES	1%	3%	-	15% EU.EV	2%	-
Fairly confident [3]	38%	49% EQ.ER.ES	55% EQ.ER.ES	24% ER.ES	8%	15% ER	54% EU.EV	19%	15%
Not very confident [2]	27%	6%	24% EO	45% EO.EP.ER.ES	22% EO	20% EO	21%	38% ET.EV	20%
Not at all confident [1]	19%	4%	7%	26% EO.EP.ES	63% EO.EP.EQ.ES	16% EO.EP	7%	38% ET.EV	16% ET
Don't know	7%	1%	4% EO	3%	4%	48% EO.EP.EQ.ER	4%	3%	48% ET.EU
Net: Confident	47%	89% EP.EQ.ER.ES	64% EQ.ER.ES	26% ER.ES	11%	15%	69% EU.EV	21%	15%
Net: Not confident	46%	10%	32% EO	71% EO.EP.ES	85% EO.EP.EQ.ES	36% EO	27%	76% ET.EV	36% ET
Mean	2.39	3.25 EP.EQ.ER.ES	2.69 EQ.ER.ES	2.01 ER	1.49	1.98 ER*	2.80 EU.EV	1.85	1.98 *
Std. dev	0.92	0.76	0.75	0.76	0.78	0.79	0.78	0.80	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick12_UK_2. A significant reduction in household income		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	5%	21% EP.EQ.ER.ES	3%	1%	5% EQ.ES	-	7% EU.EV	2%	-
Fairly confident [3]	25%	44% EP.EQ.ER.ES	36% EQ.ER.ES	13% ER.ES	3%	5%	37% EU.EV	10%	5%
Not very confident [2]	38%	23%	44% EO.ER.ES	48% EO.ER.ES	18%	24%	40% EV	39% EV	24%
Not at all confident [1]	25%	10%	12%	33% EO.EP.ES	72% EO.EP.EQ.ES	20% EO.EP	12%	45% ET.EV	20% ET
Don't know	8%	2%	6% EO.ER	4%	2%	51% EO.EP.EQ.ER	5%	4%	51% ET.EU
Net: Confident	29%	66% EP.EQ.ER.ES	38% EQ.ER.ES	15% ER.ES	8%	5%	44% EU.EV	12% EV	5%
Net: Not confident	63%	32%	56% EO.ES	81% EO.EP.ES	90% EO.EP.EQ.ES	44% EO	51%	84% ET.EV	44%
Mean	2.09	2.79 EP.EQ.ER.ES	2.31 EQ.ER.ES	1.82 ER	1.39	1.70 ER*	2.40 EU.EV	1.69	1.70 *
Std. dev	0.85	0.89	0.73	0.71	0.77	0.65	0.79	0.76	0.65

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Confidence in next 12 months: Your household's financial situation					Confidence in next 12 months: Your household's financial situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EO	EP	EQ	ER	ES	ET	EU	EV
Unweighted base	2260	246	1029	568	265	152	1275	833	152
Base	2260	242	997	584	268	169	1239	852	169
Very confident [4]	6%	29% EP.EQ.ER.ES	5% EQ.ES	1%	4% EQ.ES	-	10% EU.EV	2%	-
Fairly confident [3]	37%	58% EQ.ER.ES	54% EQ.ER.ES	19% ER.ES	4%	11% ER	55% EU.EV	14%	11%
Not very confident [2]	34%	9%	30% EO	56% EO.EP.ER.ES	24% EO	26% EO	26%	46% ET.EV	26%
Not at all confident [1]	17%	2%	6% EO	21% EO.EP	66% EO.EP.EQ.ES	13% EO.EP	5%	35% ET.EV	13% ET
Don't know	7%	2%	4%	3%	2%	50% EO.EP.EQ.ER	4%	3%	50% ET.EU
Net: Confident	43%	87% EP.EQ.ER.ES	60% EQ.ER.ES	20% ER.ES	7%	11%	65% EU.EV	16%	11%
Net: Not confident	51%	11%	36% EO	77% EO.EP.ES	90% EO.EP.EQ.ES	39% EO	31%	81% ET.EV	39%
Mean	2.34	3.17 EP.EQ.ER.ES	2.61 EQ.ER.ES	2.01 ER	1.44	1.97 ER*	2.72 EU.EV	1.83	1.97 *
Std. dev	0.85	0.66	0.69	0.67	0.75	0.70	0.72	0.74	0.70

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	3%	6% EX.EY.FA	2%	2%	4%	1%	3%	3%	1%
Fairly well protected [3]	37%	48% EY.EZ.FA	44% EY.EZ.FA	28% FA	26%	19%	45% FC.FD	28% FD	19%
Not very well protected [2]	38%	32%	37%	46% EW.EX.EZ	29%	39%	36%	41% FB	39%
Not at all protected [1]	12%	8%	8%	16% EW.EX	30% EW.EX.EY.FA	9%	8%	20% FB.FD	9%
Don't know	10%	6%	9%	7%	11%	32% EW.EX.EY.EZ	8%	8%	32% FB.FC
Net: Protected	40%	54% EX.EY.EZ.FA	46% EY.EZ.FA	30% FA	30% FA	20%	48% FC.FD	30% FD	20%
Net: Not protected	50%	40%	45%	62% EW.EX.FA	59% EW.EX	49%	44%	61% FB.FD	49%
Mean	2.34	2.56 EX.EY.EZ.FA	2.44 EY.EZ.FA	2.18	2.04	2.16 *	2.47 FC.FD	2.14	2.16 *
Std. dev	0.75	0.75	0.68	0.73	0.89	0.66	0.70	0.79	0.66

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

brunswick2_1. Terrorism

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	6%	13% EX.EY.EZ.FA	6% FA	4%	4%	1%	8% FC.FD	4%	1%
Fairly well protected [3]	42%	54% EY.EZ.FA	47% EY.EZ.FA	40% EZ.FA	24%	24%	48% FC.FD	35% FD	24%
Not very well protected [2]	29%	19%	30% EW	33% EW	33% EW	28%	27%	33% FB	28%
Not at all protected [1]	13%	11%	9%	17% EW.EX	30% EW.EX.EY.FA	13%	9%	21% FB.FD	13%
Don't know	10%	4%	8% EW	7%	10% EW	34% EW.EX.EY.EZ	7%	8%	34% FB.FC
Net: Protected	48%	66% EX.EY.EZ.FA	53% EY.EZ.FA	44% EZ.FA	27%	26%	56% FC.FD	38% FD	26%
Net: Not protected	43%	30%	39% EW	49% EW.EX	63% EW.EX.EY.FA	40% EW	37%	54% FB.FD	40%
Mean	2.45	2.71 EX.EY.EZ.FA	2.55 EY.EZ.FA	2.34 EZ	2.00	2.22 *	2.59 FC.FD	2.23	2.22 *
Std. dev	0.82	0.83	0.76	0.82	0.87	0.77	0.78	0.85	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	2%	5% EX.EY.FA	1%	1%	2%	-	2%	2%	-
Fairly well protected [3]	24%	34% EY.EZ.FA	27% EY.EZ.FA	22% FA	15%	12%	29% FC.FD	20%	12%
Not very well protected [2]	47%	43%	49% EZ.FA	51% EW.EZ.FA	38%	35%	48% FD	47% FD	35%
Not at all protected [1]	16%	12%	12%	18% EW.EX	33% EW.EX.EY.FA	15%	12%	23% FB.FD	15%
Don't know	12%	7%	10%	8%	11%	38% EW.EX.EY.EZ	10%	9%	38% FB.FC
Net: Protected	26%	38% EX.EY.EZ.FA	29% EY.EZ.FA	23% FA	17%	12%	31% FC.FD	21% FD	12%
Net: Not protected	62%	55%	61% FA	69% EW.EX.FA	72% EW.EX.FA	49%	60% FD	70% FB.FD	49%
Mean	2.14	2.33 EX.EY.EZ.FA	2.21 EY.EZ.FA	2.07 EZ	1.84	1.96 *	2.24 FC.FD	2.00	1.96 *
Std. dev	0.72	0.76	0.67	0.70	0.79	0.67	0.70	0.73	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick2_3. Acts of sabotage (e.g. against infrastructure)		EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	3%	8% EX.EY.FA	2%	2%	5% EX.EY.FA	1%	4%	3%	1%
Fairly well protected [3]	31%	42% EY.EZ.FA	36% EY.EZ.FA	27% EZ.FA	17%	14%	37% FC.FD	24% FD	14%
Not very well protected [2]	37%	31%	39% EW	41% EW.EZ.FA	31%	30%	37%	38%	30%
Not at all protected [1]	14%	12%	10%	17% EX	31% EW.EX.EY.FA	13%	10%	22% FB.FD	13%
Don't know	15%	7%	13% EW	13% EW	16% EW	42% EW.EX.EY.EZ	12%	14%	42% FB.FC
Net: Protected	34%	50% EX.EY.EZ.FA	38% EY.EZ.FA	29% FA	22%	15%	41% FC.FD	27% FD	15%
Net: Not protected	51%	44%	48%	58% EW.EX.FA	62% EW.EX.FA	43%	47%	59% FB.FD	43%
Mean	2.27	2.48 EX.EY.EZ.FA	2.36 EY.EZ.FA	2.15 EZ	1.96	2.04 *	2.39 FC.FD	2.09	2.04 *
Std. dev	0.78	0.83	0.71	0.75	0.91	0.72	0.74	0.81	0.72

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	7%	15% EX.EY.EZ.FA	6%	5%	6%	5%	8% FC	5%	5%
Fairly well protected [3]	36%	41% EY.EZ.FA	43% EY.EZ.FA	31% FA	27%	18%	42% FC.FD	30% FD	18%
Not very well protected [2]	33%	32%	33% EZ	40% EW.EX.EZ.FA	24%	28%	33%	35%	28%
Not at all protected [1]	13%	8%	8%	15% EW.EX	33% EW.EX.EY.FA	10%	8%	21% FB.FD	10%
Don't know	11%	4%	10% EW	8% EW	9% EW	39% EW.EX.EY.EZ	8%	8%	39% FB.FC
Net: Protected	43%	56% EY.EZ.FA	49% EY.EZ.FA	37% FA	33%	23%	51% FC.FD	35% FD	23%
Net: Not protected	46%	40%	41%	55% EW.EX.FA	58% EW.EX.FA	38%	41%	56% FB.FD	38%
Mean	2.43	2.65 EX.EY.EZ.FA	2.52 EY.EZ.FA	2.29 EZ	2.06	2.29 *	2.56 FC.FD	2.21	2.29 *
Std. dev	0.83	0.84	0.76	0.81	0.96	0.83	0.78	0.87	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well protected [4]	2%	5% EX.EY.EZ.FA	1%	1%	1%	1%	2%	1%	1%
Fairly well protected [3]	14%	14% FA	17% EY.EZ.FA	11% FA	11%	4%	16% FC.FD	11% FD	4%
Not very well protected [2]	41%	44% EZ.FA	43% EZ.FA	46% EZ.FA	26%	31%	43% FD	40%	31%
Not at all protected [1]	27%	24%	22%	30% EX.FA	47% EW.EX.EY.FA	19%	23%	36% FB.FD	19%
Don't know	17%	13%	16% EY	11%	15%	44% EW.EX.EY.EZ	15%	12%	44% FB.FC
Net: Protected	15%	19% EY.EZ.FA	18% EY.EZ.FA	13% FA	12% FA	5%	19% FC.FD	12% FD	5%
Net: Not protected	68%	68% FA	66% FA	76% EW.EX.FA	73% EX.FA	51%	66% FD	75% FB.FD	51%
Mean	1.89	2.01 EY.EZ.FA	1.97 EY.EZ.FA	1.82 EZ	1.60	1.76 *	1.98 FC.FD	1.75	1.76 *
Std. dev	0.75	0.82	0.73	0.70	0.76	0.65	0.75	0.73	0.65

Brunswick Group

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Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD	
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very well informed [4]	3%	6% EX.EY.EZ	2%	3%	2%	2%	3%	3%	2%
Fairly well informed [3]	32%	41% EY.EZ.FA	35% EY.FA	27% FA	29% FA	16%	36% FC.FD	28% FD	16%
Not very well informed [2]	43%	42% EZ	45% EZ	49% EZ.FA	31%	37%	44%	43%	37%
Not at all informed [1]	13%	8%	11%	13% EW	31% EW.EX.EY.FA	15% EW	10%	19% FB	15% FB.FC
Don't know	9%	4%	7%	8%	8%	30%	6%	8%	30%
Net: Informed	35%	47% EX.EY.EZ.FA	37% EY.FA	30% FA	31% FA	18%	40% FC.FD	30% FD	18%
Net: Not informed	57%	49%	56%	62% EW.EX.FA	62% EW	52%	54%	62% FB.FD	52%
Mean	2.27	2.47 EX.EY.EZ.FA	2.31 EY.EZ.FA	2.22 EZ	2.02	2.08 *	2.35 FC.FD	2.15	2.08 *
Std. dev	0.74	0.73	0.71	0.72	0.85	0.75	0.72	0.77	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Strongly support [5]	4%	9% EX.EY.EZ.FA	4%	4%	1%	1%	5% FD	3%	1%
Tend to support [4]	24%	33% EY.EZ.FA	27% EZ.FA	22% FA	17%	10%	28% FC.FD	20% FD	10%
Neither support nor oppose [3]	29%	27%	31% EZ	32% EZ	21%	24%	30%	29%	24%
Tend to oppose [2]	19%	15%	18%	22% EW.FA	22% EW	14%	18%	22% FB.FD	14%
Strongly oppose [1]	15%	14%	13%	12%	27% EW.EX.EY.FA	17%	13%	17% FB	17%
Don't know	10%	3%	8% EW	7% EW	12% EW	34% EW.EX.EY.EZ	7%	9%	34% FB.FC
Net: Support	28%	42% EX.EY.EZ.FA	30% EZ.FA	26% EZ.FA	18%	11%	33% FC.FD	23% FD	11%
Net: Oppose	33%	28%	31%	34%	49% EW.EX.EY.FA	31%	30%	39% FB	31%
Mean	2.82	3.09 EX.EY.EZ.FA	2.90 EZ.FA	2.82 EZ.FA	2.35	2.45 *	2.94 FC.FD	2.68	2.45 *
Std. dev	1.12	1.19	1.08	1.08	1.14	1.07	1.11	1.12	1.07

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
brunswick5. If the UK 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	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Higher taxes	20%	30% EX.EY.EZ.FA	24% EY.EZ.FA	17% EZ.FA	10%	8%	25% FC.FD	15% FD	8%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	44% EZ.FA	44% EZ.FA	42% FA	33%	24%	44% FD	39% FD	24%
Increased government borrowing	15%	12%	17% FA	15% FA	13%	8%	16% FD	14%	8%
I would not be willing to accept any of these	23%	21%	20%	25% EX	36% EW.EX.EY.FA	20%	20%	29% FB.FD	20%
Don't know	15%	9%	13%	12%	13%	46% EW.EX.EY.EZ	12%	12%	46% FB.FC
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	1260	139	668	260	113	80	807	373	80
Base: : respondents in full-time or part-time employment only	1300	151	670	268	122	90	821	389	90
Very well prepared [4]	7%	18% EX.EY.EZ.FA	6%	5%	6% *	2% *	8%	5%	2% *
Fairly well prepared [3]	33%	41% EY.EZ.FA	39% EY.EZ.FA	27% FA	23% *	11% *	39% FC.FD	26% FD	11% *
Not very well prepared [2]	23%	14%	24% EW.FA	32% EW.EX.EZ.FA	17% *	9% *	22% FD	27% FD	9% *
Not at all prepared [1]	11%	12%	7%	13% EX	30% EW.EX.EY.FA*	8% *	8%	18% FB.FD	8% *
Don't know	26%	16%	24%	23%	24% *	70% EW.EX.EY.EZ*	22%	23%	70% FB.FC*
Net: Prepared	40%	59% EX.EY.EZ.FA	45% EY.EZ.FA	32% FA	29% FA*	13% *	48% FC.FD	31% FD	13% *
Net: Not prepared	34%	26%	32% FA	45% EW.EX.FA	47% EW.EX.FA*	17% *	30% FD	45% FB.FD	17% *
Mean	2.49	2.77 EX.EY.EZ*	2.57 EY.EZ	2.32	2.07 *	2.24 **	2.61 FC	2.24	2.24 **
Std. dev	0.86	0.94	0.77	0.82	1.00	0.93	0.81	0.89	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD	
Unweighted base: : respondents in full-time or part-time employment only	1260	139	668	260	113	80	807	373	80
Base: : respondents in full-time or part-time employment only	1300	151	670	268	122	90	821	389	90
Very well informed [4]	8%	21% EX.EY.EZ.FA	8%	5%	7% *	3% *	10% FC	5%	3% *
Fairly well informed [3]	30%	34% EZ.FA	36% EZ.FA	30% FA	20% FA*	3% *	35% FC.FD	27% FD	3% *
Not very well informed [2]	23%	15%	25% EW.FA	26% EW.FA	23% *	12% *	24% FD	25% FD	12% *
Not at all informed [1]	14%	15% FA	9%	19% EX.FA	29% EW.EX.FA*	5% *	10%	22% FB.FD	5% *
Don't know	25%	15% *	22% EW.EX.EY.EZ*	20%	21% *	77% FB.FC*	21%	21%	77% FB.FC*
Net: Informed	39%	55% EX.EY.EZ.FA	43% EY.EZ.FA	34% FA	27% FA*	7% *	45% FC.FD	32% FD	7% *
Net: Not informed	37%	30%	35% FA	45% EW.EX.FA	52% EW.EX.FA*	17% *	34% FD	47% FB.FD	17% *
Mean	2.44	2.72 EY.EZ*	2.53 EY.EZ	2.25	2.06 *	2.22 **	2.57 FC	2.19	2.22 **
Std. dev	0.91	1.02	0.83	0.89	0.98	0.95	0.88	0.92	0.95

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base: : respondents in full-time or part-time employment only	1260	139	668	260	113	80	807	373	80
Base: : respondents in full-time or part-time employment only	1300	151	670	268	122	90	821	389	90
Very confident [4]	8%	23% EX.EY.EZ.FA	7%	6%	5% *	5% *	10% FC	5%	5% *
Fairly confident [3]	30%	31% FA	36% EY.EZ.FA	28% FA	22% FA*	7% *	35% FC.FD	26% FD	7% *
Not very confident [2]	19%	13%	20% FA	23% EW.FA	22% FA*	8% *	19% FD	22% FD	8% *
Not at all confident [1]	13%	13%	8%	17% EX	30% EW.EX.EY.FA*	13% *	9%	21% FB	13% *
Don't know	29%	19%	29% EW	27%	21% *	68% EW.EX.EY.EZ*	27%	25%	68% FB.FC*
Net: Confident	39%	54% EX.EY.EZ.FA	43% EY.EZ.FA	33% FA	27% FA*	11% *	45% FC.FD	31% FD	11% *
Net: Not confident	32%	27%	28%	40% EW.EX.FA	52% EW.EX.FA*	21% *	28%	43% FB.FD	21% *
Mean	2.49	2.79 EY.EZ*	2.60 EY.EZ	2.30 EZ	2.03 *	2.10 **	2.64 FC	2.21	2.10 **
Std. dev	0.92	1.04	0.81	0.91	0.96	1.11	0.86	0.94	1.11

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very optimistic [5]	1%	3% EX	1%	1%	2%	2%	1%	2%	2%
Fairly optimistic [4]	12%	22% EX.EY.EZ.FA	13% EY.EZ.FA	9%	5%	6%	15% FC.FD	8%	6%
Neither optimistic nor pessimistic [3]	24%	25% EZ	30% EY.EZ	20% EZ	9%	23% EZ	29% FC	16%	23%
Fairly pessimistic [2]	36%	34% EZ	38% EZ	41% EZ.FA	23%	30%	37%	35%	30%
Very pessimistic [1]	21%	10%	14%	26% EW.EX.FA	56% EW.EX.EY.FA	16%	13%	35% FB.FD	16%
Don't know	6%	6%	5%	3%	5%	24% EW.EX.EY.EZ	5%	4%	24% FB.FC
Net: Optimistic	13%	25% EX.EY.EZ.FA	14% EY.EZ.FA	10%	7%	7%	17% FC.FD	9%	7%
Net: Pessimistic	56%	44%	51%	66% EW.EX.FA	79% EW.EX.EY.FA	46%	50%	70% FB.FD	46%
Mean	2.34	2.72 EX.EY.EZ.FA	2.48 EY.EZ	2.17 EZ	1.68	2.30 EZ*	2.53 FC.FD	2.01	2.30 FC*
Std. dev	1.01	1.04	0.94	0.96	1.00	0.96	0.96	1.00	0.96

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
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	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	1%	3% EY	2% EY	0%	1%	1%	2% FC	1%	1%
Fairly confident [3]	14%	24% EX.EY.EZ.FA	16% EY.EZ.FA	11% EZ.FA	4%	2%	18% FC.FD	9% FD	2%
Not very confident [2]	46%	44% EZ.FA	53% EW.EZ.FA	51% EZ.FA	20%	31% EZ	51% FC.FD	41% FD	31%
Not at all confident [1]	29%	24%	22%	34% EW.EX.FA	68% EW.EX.EY.FA	19%	22%	44% FB.FD	19%
Don't know	10%	5%	8%	4%	7%	46% EW.EX.EY.EZ	7%	5%	46% FB.FC
Net: Confident	15%	27% EX.EY.EZ.FA	18% EY.EZ.FA	11% EZ.FA	5%	3%	20% FC.FD	9% FD	3%
Net: Not confident	75%	68% FA	74% FA	85% EW.EX.FA	88% EW.EX.FA	50%	73% FD	86% FB.FD	50%
Mean	1.86	2.06 EY.EZ.FA	1.97 EY.EZ.FA	1.77 EZ	1.35	1.72 EZ*	1.99 FC.FD	1.64	1.72 *
Std. dev	0.72	0.79	0.69	0.65	0.63	0.63	0.72	0.67	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick9_UK_2. People's living standards									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	1%	4% EX.EY.EZ	1%	1%	0%	0%	2%	1%	0%
Fairly confident [3]	10%	17% EY.EZ.FA	13% EY.EZ.FA	8% EZ.FA	3%	2%	14% FC.FD	7% FD	2%
Not very confident [2]	44%	46% EZ.FA	51% EZ.FA	46% EZ.FA	19%	34% EZ	50% FC.FD	38%	34%
Not at all confident [1]	35%	27%	29% FA	42% EW.EX.FA	73% EW.EX.EY.FA	20%	29% FD	52% FB.FD	20%
Don't know	9%	6%	6% EY	3%	5%	44% EW.EX.EY.EZ	6% FC	4%	44% FB.FC
Net: Confident	12%	21% EX.EY.EZ.FA	14% EY.EZ.FA	9% EZ.FA	3%	2%	15% FC.FD	7% FD	2%
Net: Not confident	80%	73% FA	80% EW.FA	88% EW.EX.FA	92% EW.EX.FA	54%	78% FD	89% FB.FD	54%
Mean	1.75	1.98 EX.EY.EZ.FA	1.84 EY.EZ	1.67 EZ	1.27	1.70 EZ*	1.87 FC.FD	1.54	1.70 *
Std. dev	0.70	0.80	0.68	0.66	0.53	0.58	0.71	0.65	0.58

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	2%	3% EY	2%	1%	2%	1%	2%	1%	1%
Fairly confident [3]	18%	23% EY.EZ.FA	21% EY.EZ.FA	16% FA	10%	6%	21% FC.FD	14% FD	6%
Not very confident [2]	45%	46% EZ.FA	48% EZ.FA	52% EZ.FA	28%	29%	47% FD	44% FD	29%
Not at all confident [1]	23%	18%	18%	24% EX.FA	51% EW.EX.EY.FA	12%	18%	33% FB.FD	12%
Don't know	13%	10%	11% EY	7%	9%	52% EW.EX.EY.EZ	11%	8%	52% FB.FC
Net: Confident	19%	27% EY.EZ.FA	23% EY.EZ.FA	17% FA	12%	7%	24% FC.FD	15% FD	7%
Net: Not confident	67%	64% FA	66% FA	76% EW.EX.FA	79% EW.EX.FA	42%	66% FD	77% FB.FD	42%
Mean	1.98	2.13 EY.EZ.FA	2.07 EY.EZ	1.93 EZ	1.58	1.90 EZ*	2.08 FC	1.82	1.90 *
Std. dev	0.74	0.77	0.73	0.68	0.77	0.67	0.74	0.73	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	3%	8% EX.EY.EZ.FA	2%	1%	1%	1%	4% FC	1%	1%
Fairly confident [3]	27%	32% EY.EZ.FA	32% EY.EZ.FA	25% EZ.FA	11%	12%	32% FC.FD	20% FD	12%
Not very confident [2]	39%	37% EZ	42% EZ.FA	44% EZ.FA	28%	27%	41% FD	39% FD	27%
Not at all confident [1]	21%	16%	16%	23% EW.EX.FA	55% EW.EX.EY.FA	14%	16%	33% FB.FD	14%
Don't know	10%	6%	8%	6%	6%	46% EW.EX.EY.EZ	7%	6%	46% FB.FC
Net: Confident	29%	40% EY.EZ.FA	35% EY.EZ.FA	26% EZ.FA	12%	13%	36% FC.FD	21% FD	13%
Net: Not confident	61%	53% FA	58% FA	68% EW.EX.FA	83% EW.EX.EY.FA	41%	57% FD	72% FB.FD	41%
Mean	2.12	2.34 EX.EY.EZ.FA	2.23 EY.EZ.FA	2.04 EZ	1.56	2.01 EZ*	2.25 FC.FD	1.89	2.01 *
Std. dev	0.80	0.86	0.76	0.75	0.74	0.76	0.78	0.78	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD	
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very prepared [4]	1%	3% EX.EY	1%	0%	1%	2%	1% FC	0%	2%
Fairly prepared [3]	14%	29% EX.EY.EZ.FA	15% EY.EZ.FA	10% EZ	5%	5%	18% FC.FD	8%	5%
Not very prepared [2]	48%	44% EZ	55% EW.EZ.FA	51% EZ.FA	28%	34%	52% FC.FD	43% FD	34%
Not at all prepared [1]	29%	19%	22%	36% EW.EX.FA	63% EW.EX.EY.FA	26%	21%	45% FB.FD	26%
Don't know	8%	6%	7% EY	3%	4%	34% EW.EX.EY.EZ	7% FC	3%	34% FB.FC
Net: Prepared	15%	32% EX.EY.EZ.FA	16% EY.EZ.FA	10%	5%	6%	20% FC.FD	9%	6%
Net: Not prepared	77%	62%	77% EW.FA	87% EW.EX.FA	90% EW.EX.FA	60%	73% FD	88% FB.FD	60%
Mean	1.86	2.17 EX.EY.EZ.FA	1.95 EY.EZ.FA	1.74 EZ	1.41	1.72 EZ*	2.00 FC.FD	1.63	1.72 *
Std. dev	0.70	0.78	0.66	0.64	0.62	0.70	0.70	0.65	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very prepared [4]	3%	11% EX.EY.EZ.FA	3% EY	1%	1%	1%	5% FC.FD	1%	1%
Fairly prepared [3]	27%	39% EX.EY.EZ.FA	31% EY.EZ.FA	25% EZ	9%	17% EZ	33% FC.FD	20%	17%
Not very prepared [2]	40%	32%	43% EW.EZ	47% EW.EZ.FA	27%	35%	40%	40%	35%
Not at all prepared [1]	25%	16%	19%	26% EW.EX	59% EW.EX.EY.FA	21%	18%	37% FB.FD	21%
Don't know	5%	3%	4%	2%	3%	26% EW.EX.EY.EZ	4%	2%	26% FB.FC
Net: Prepared	30%	50% EX.EY.EZ.FA	34% EY.EZ.FA	25% EZ	11%	18%	38% FC.FD	21%	18%
Net: Not prepared	65%	48%	62% EW	73% EW.EX.FA	87% EW.EX.EY.FA	56%	59%	77% FB.FD	56%
Mean	2.09	2.46 EX.EY.EZ.FA	2.19 EY.EZ.FA	2.00 EZ	1.51	1.96 EZ*	2.25 FC.FD	1.85	1.96 *
Std. dev	0.82	0.90	0.78	0.74	0.72	0.75	0.82	0.77	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
brunswick10_UK_3. An extreme weather event									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very prepared [4]	1%	3% EX.EY	1%	1%	1%	1%	1%	1%	1%
Fairly prepared [3]	19%	27% EY.EZ.FA	22% EY.EZ.FA	17% EZ	9%	11%	23% FC.FD	14%	11%
Not very prepared [2]	45%	43% EZ	49% EZ.FA	49% EZ.FA	27%	36%	48% FC.FD	42%	36%
Not at all prepared [1]	30%	26%	23%	31% EX	59% EW.EX.EY.FA	27%	24%	40% FB.FD	27%
Don't know	5%	1%	5% EW.EY	2%	3%	25% EW.EX.EY.EZ	4%	3%	25% FB.FC
Net: Prepared	20%	30% EX.EY.EZ.FA	22% EY.EZ.FA	17% EZ	10%	12%	24% FC.FD	15%	12%
Net: Not prepared	75%	69%	73% FA	80% EW.EX.FA	87% EW.EX.FA	63%	72% FD	82% FB.FD	63%
Mean	1.91	2.08 EY.EZ.FA	2.00 EY.EZ.FA	1.86 EZ	1.50	1.82 EZ*	2.02 FC.FD	1.75	1.82 *
Std. dev	0.74	0.81	0.71	0.70	0.70	0.72	0.74	0.72	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
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	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	11%	66% EX.EY.EZ.FA	4% EY.EZ	1%	0%	1%	18% FC.FD	1%	1%
Fairly confident [3]	44%	26% EY.EZ.FA	80% EW.EY.EZ.FA	14% EZ	1%	12% EZ	68% FC.FD	10%	12%
Not very confident [2]	26%	6%	13% EW.FA	75% EW.EX.EZ.FA	16% EW.FA	7%	12%	56% FB.FD	7%
Not at all confident [1]	12%	1%	2%	9% EW.EX	81% EW.EX.EY.FA	5% EW.EX	1%	32% FB.FD	5% FB
Don't know	7%	1%	2%	1%	1%	75% EW.EX.EY.EZ	2%	1%	75% FB.FC
Net: Confident	55%	92% EX.EY.EZ.FA	83% EY.EZ.FA	15% EZ	2%	13% EZ	85% FC.FD	11%	13%
Net: Not confident	38%	7%	15% EW	85% EW.EX.FA	97% EW.EX.EY.FA	12%	13%	88% FB.FD	12%
Mean	2.58	3.58 EX.EY.EZ.FA	2.87 EY.EZ.FA	2.06 EZ	1.20	2.38 EY.EZ*	3.03 FC.FD	1.79	2.38 FC*
Std. dev	0.86	0.66	0.47	0.51	0.46	0.85	0.60	0.64	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	13%	100% EX.EY.EZ.FA	-	-	-	-	23% FC.FD	-	-
Fairly confident [3]	45%	-	100% EW.EY.EZ.FA	-	-	-	77% FC.FD	-	-
Not very confident [2]	22%	-	-	100% EW.EX.EZ.FA	-	-	-	68% FB.FD	-
Not at all confident [1]	10%	-	-	-	100% EW.EX.EY.FA	-	-	32% FB.FD	-
Don't know	8%	-	-	-	-	100% EW.EX.EY.EZ	-	-	100% FB.FC
Net: Confident	59%	100% EY.EZ.FA	100% EY.EZ.FA	-	-	-	100% FC.FD	-	-
Net: Not confident	33%	-	-	100% EW.EX.FA	100% EW.EX.FA	-	-	100% FB.FD	-
Mean	2.67	4.00 EX	3.00 EY.EZ	2.00	1.00	-	3.23 FC	1.68	-
Std. dev	0.86	-	0.00	-	-	-	0.42	0.47	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	30%	89% EX.EY.EZ.FA	30% EY.EZ.FA	14%	9%	11%	43% FC.FD	13%	11%
Fairly confident [3]	45%	10%	66% EW.EY.EZ.FA	45% EW.EZ.FA	19% EW	23% EW	53% FC.FD	36% FD	23%
Not very confident [2]	11%	1%	4%	33% EW.EX.EZ.FA	21% EW.EX.FA	1%	3%	29% FB.FD	1%
Not at all confident [1]	7%	-	0%	4% EW.EX	49% EW.EX.EY.FA	5% EW.EX	0%	18% FB.FD	5% FB
Don't know	7%	0%	0%	5% EW.EX	3% EW.EX	61% EW.EX.EY.EZ	0%	4% FB	61% FB.FC
Net: Confident	75%	98% EX.EY.EZ.FA	95% EY.EZ.FA	59% EZ.FA	28%	34%	96% FC.FD	49% FD	34%
Net: Not confident	18%	1%	4% EW	36% EW.EX.FA	69% EW.EX.EY.FA	6% EW	4%	47% FB.FD	6%
Mean	3.06	3.88 EX.EY.EZ.FA	3.25 EY.EZ.FA	2.73 EZ	1.87	3.02 EY.EZ*	3.39 FC.FD	2.45	3.02 FC*
Std. dev	0.85	0.36	0.54	0.76	1.03	0.89	0.57	0.94	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	9%	32% EX.EY.EZ.FA	8% EY.EZ.FA	2%	3%	2%	13% FC.FD	3%	2%
Fairly confident [3]	38%	49% EY.EZ.FA	51% EY.EZ.FA	25% EZ	9%	19% EZ	51% FC.FD	20%	19%
Not very confident [2]	27%	10%	26% EW.FA	45% EW.EX.EZ.FA	24% EW	17%	22%	38% FB.FD	17%
Not at all confident [1]	19%	8%	11%	24% EW.EX	61% EW.EX.EY.FA	18% EW.EX	10%	36% FB.FD	18% FB
Don't know	7%	1%	4% EW	4% EW	2%	44% EW.EX.EY.EZ	3%	3%	44% FB.FC
Net: Confident	47%	81% EX.EY.EZ.FA	59% EY.EZ.FA	27% EZ	13%	21% EZ	64% FC.FD	23%	21%
Net: Not confident	46%	18%	37% EW	69% EW.EX.FA	86% EW.EX.EY.FA	35% EW	32%	74% FB.FD	35%
Mean	2.39	3.07 EX.EY.EZ.FA	2.59 EY.EZ.FA	2.06 EZ	1.54	2.09 EZ*	2.70 FC.FD	1.89	2.09 *
Std. dev	0.92	0.86	0.80	0.78	0.80	0.90	0.84	0.82	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	EW	EX	EY	EZ	FA	FB	FC	FD
brunswick12_UK_2. A significant reduction in household income									
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	5%	19% EX.EY.EZ.FA	2%	1%	5% EX.EY	2%	6% FC.FD	3%	2%
Fairly confident [3]	25%	39% EX.EY.EZ.FA	32% EY.EZ.FA	17% EZ.FA	3%	8%	33% FC.FD	13%	8%
Not very confident [2]	38%	26%	44% EW.EZ.FA	48% EW.EZ.FA	20%	23%	40% FD	39% FD	23%
Not at all confident [1]	25%	15%	16%	29% EW.EX	69% EW.EX.EY.FA	21%	16%	42% FB.FD	21%
Don't know	8%	1%	6% EW.EZ	4% EW	2%	46% EW.EX.EY.EZ	5%	4%	46% FB.FC
Net: Confident	29%	58% EX.EY.EZ.FA	34% EY.EZ.FA	18% EZ.FA	9%	10%	39% FC.FD	15%	10%
Net: Not confident	63%	41%	60% EW.FA	77% EW.EX.FA	89% EW.EX.EY.FA	44%	56% FD	81% FB.FD	44%
Mean	2.09	2.63 EX.EY.EZ.FA	2.21 EY.EZ.FA	1.90 EZ	1.44	1.81 EZ*	2.31 FC.FD	1.75	1.81 *
Std. dev	0.85	0.96	0.75	0.73	0.80	0.80	0.82	0.79	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Confidence in next 12 months: Your household's income or employment situation					Confidence in next 12 months: Your household's income or employment situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		EW	EX	EY	EZ	FA	FB	FC	FD
Unweighted base	2260	306	1052	502	231	169	1358	733	169
Base	2260	302	1027	506	236	188	1330	742	188
Very confident [4]	6%	24% EX.EY.EZ.FA	4%	2%	4%	2%	9% FC.FD	3%	2%
Fairly confident [3]	37%	56% EY.EZ.FA	50% EY.EZ.FA	20% EZ	5%	14% EZ	52% FC.FD	15%	14%
Not very confident [2]	34%	16%	32% EW.FA	56% EW.EX.EZ.FA	25% EW	22%	28%	46% FB.FD	22%
Not at all confident [1]	17%	3%	10% EW	18% EW.EX	63% EW.EX.EY.FA	17% EW.EX	8%	32% FB.FD	17% FB
Don't know	7%	1%	4%	3%	3%	46% EW.EX.EY.EZ	3%	3%	46% FB.FC
Net: Confident	43%	79% EX.EY.EZ.FA	54% EY.EZ.FA	22% EZ	9%	15%	60% FC.FD	18%	15%
Net: Not confident	51%	19%	42% EW	74% EW.EX.FA	88% EW.EX.EY.FA	39% EW	37%	79% FB.FD	39%
Mean	2.34	3.02 EX.EY.EZ.FA	2.51 EY.EZ.FA	2.07 EZ	1.49	2.00 EZ*	2.62 FC.FD	1.88	2.00 *
Std. dev	0.85	0.73	0.73	0.69	0.78	0.83	0.76	0.77	0.83

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	3%	4% FF	2%	3%	3% *	0%	3%	3%	0%
Fairly well protected [3]	37%	42% FH.FI	39% FH.FI	34% FI	28% *	18%	40% FK.FL	32% FL	18%
Not very well protected [2]	38%	37%	40% FH	37%	27% *	33%	39%	34%	33%
Not at all protected [1]	12%	10%	10%	13%	34% FE.FF.FG.FI*	14%	10%	21% FJ	14%
Don't know	10%	7%	8%	12%	8%	35%	8%	11%	35%
				FE	*	FE.FF.FG.FH			FJ.FK
Net: Protected	40%	46% FG.FH.FI	41% FI	37% FI	31% FI*	18%	43% FK.FL	35% FL	18%
Net: Not protected	50%	47%	50%	50%	61% FE*	47%	49%	54%	47%
Mean	2.34	2.43 FH.FI	2.36 FH.FI	2.31 FH.FI	2.01 *	2.08 *	2.39 FK.FL	2.20	2.08 *
Std. dev	0.75	0.74	0.71	0.77	0.90	0.71	0.72	0.83	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat? **brunswick2_1. Terrorism**									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	6%	9% FF.FG.FI	6%	4%	4% *	2%	7% FL	4%	2%
Fairly well protected [3]	42%	49% FF.FG.FH.FI	42% FH.FI	40% FH.FI	27% *	21%	45% FK.FL	35% FL	21%
Not very well protected [2]	29%	27%	32% FE.FI	33% FI	25% *	21%	30%	30%	21%
Not at all protected [1]	13%	11%	11%	16% FE.FF	34% FE.FF.FG.FI*	18% FE.FF	11%	22% FJ	18% FJ
Don't know	10%	5%	9% FE	8%	9% *	38% FE.FF.FG.FH	7%	8%	38% FJ.FK
Net: Protected	48%	58% FF.FG.FH.FI	48% FH.FI	43% FI	32% *	23%	52% FK.FL	39% FL	23%
Net: Not protected	43%	37%	43% FE	49% FE	59% FE.FF.FI*	39%	41%	52% FJ.FL	39%
Mean	2.45	2.59 FF.FG.FH.FI	2.47 FG.FH.FI	2.34 FH	2.02 *	2.11 *	2.52 FK.FL	2.23	2.11 *
Std. dev	0.82	0.80	0.78	0.81	0.93	0.86	0.79	0.87	0.86

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	2%	3% FF	1%	2%	3% *	-	2%	2%	-
Fairly well protected [3]	24%	28% FI	25% FI	24% FI	19% *	14%	26% FL	22%	14%
Not very well protected [2]	47%	49% FH.FI	49% FH.FI	49% FH.FI	33% *	28%	49% FL	43% FL	28%
Not at all protected [1]	16%	13%	15%	15%	37% FE.FF.FG.FI*	13%	14%	23% FJ.FL	13%
Don't know	12%	8%	10%	10%	8% *	46% FE.FF.FG.FH	9%	10%	46% FJ.FK
Net: Protected	26%	30% FI	26% FI	26% FI	21% *	14%	28% FL	24% FL	14%
Net: Not protected	62%	62% FI	64% FI	64% FI	70% FI*	41%	63% FL	66% FL	41%
Mean	2.14	2.22 FH.FI	2.14 FH	2.14 FH	1.86 *	2.02 *	2.17 FK	2.04	2.02 *
Std. dev	0.72	0.72	0.69	0.71	0.84	0.70	0.70	0.77	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_3. Acts of sabotage (e.g. against infrastructure)	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	3%	5% FF	2%	3%	6% FF.FI*	1%	3%	4%	1%
Fairly well protected [3]	31%	35% FG.FH.FI	35% FG.FH.FI	24% FI	19% *	12%	35% FK.FL	22% FL	12%
Not very well protected [2]	37%	38% FI	38% FI	42% FH.FI	28% *	25%	38% FL	37% FL	25%
Not at all protected [1]	14%	13%	11%	18% FF	35% FE.FF.FG.FI*	13%	12%	24% FJ.FL	13%
Don't know	15%	10%	14% FE	14%	12% *	49% FE.FF.FG.FH	12%	13%	49% FJ.FK
Net: Protected	34%	39% FG.FH.FI	37% FG.FH.FI	27% FI	26% FI*	12%	38% FK.FL	26% FL	12%
Net: Not protected	51%	51% FI	49% FI	60% FE.FF.FI	63% FE.FF.FI*	38%	50% FL	61% FJ.FL	38%
Mean	2.27	2.34 FG.FH.FI	2.32 FG.FH.FI	2.13	1.97 *	2.00 *	2.33 FK.FL	2.07	2.00 *
Std. dev	0.78	0.79	0.73	0.77	0.95	0.75	0.75	0.84	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	7%	10% FF.FI	5%	7%	13% FF.FI*	2%	7%	9% FL	2%
Fairly well protected [3]	36%	37% FH.FI	41% FG.FH.FI	34% FH.FI	21% *	21%	40% FK.FL	29%	21%
Not very well protected [2]	33%	37% FH.FI	33% FH.FI	38% FH.FI	19% *	21%	35% FL	31%	21%
Not at all protected [1]	13%	11%	11%	13%	36% FE.FF.FG.FI*	13%	11%	21% FJ	13%
Don't know	11%	6%	10% FE	9%	11% *	42% FE.FF.FG.FH	8%	10%	42% FJ.FK
Net: Protected	43%	47% FH.FI	46% FH.FI	40% FI	34% *	23%	47% FK.FL	38% FL	23%
Net: Not protected	46%	47% FI	44%	50% FI	54% FI*	34%	45% FL	52% FJ.FL	34%
Mean	2.43	2.49 FH.FI	2.45 FH.FI	2.38 FH	2.14 *	2.22 *	2.47 FK.FL	2.29	2.22 *
Std. dev	0.83	0.83	0.77	0.82	1.11	0.85	0.80	0.94	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well protected [4]	2%	3% FF	1%	1%	1% *	1%	2%	1%	1%
Fairly well protected [3]	14%	14% FI	16% FH.FI	14%	6% *	6%	15% FL	11%	6%
Not very well protected [2]	41%	43% FH.FI	43% FH.FI	45% FH.FI	25% *	28%	43% FL	38%	28%
Not at all protected [1]	27%	26%	24%	26%	54% FE.FF.FG.FI*	20%	25%	36% FJ.FL	20%
Don't know	17%	14%	15%	14%	14% *	44% FE.FF.FG.FH	15%	14%	44% FJ.FK
Net: Protected	15%	17% FH.FI	17% FH.FI	15%	7% *	8%	17% FK.FL	12%	8%
Net: Not protected	68%	69% FI	68% FI	71% FI	79% FE.FF.FI*	48%	68% FL	74% FL	48%
Mean	1.89	1.93 FH	1.93 FH	1.89 FH	1.46 *	1.80 FH*	1.93 FK	1.73	1.80 *
Std. dev	0.75	0.78	0.73	0.71	0.67	0.72	0.75	0.73	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very well informed [4]	3%	5% FF	2%	3%	3% *	1%	3%	3%	1%
Fairly well informed [3]	32%	35% FH.FI	32% FI	34% FI	23% *	21%	33% FL	30%	21%
Not very well informed [2]	43%	45% FH.FI	48% FG.FH.FI	38%	32% *	29%	47% FK.FL	36%	29%
Not at all informed [1]	13%	12%	11%	14%	33% FE.FF.FG.FI*	14%	11%	21% FJ	14%
Don't know	9%	3%	8%	11%	9%	35%	6%	10%	35%
			FE	FE	FE*	FE.FF.FG.FH		FJ	FJ.FK
Net: Informed	35%	40% FF.FH.FI	34% FI	37% FI	26% *	22%	36% FL	33% FL	22%
Net: Not informed	57%	57% FI	59% FI	52%	65% FG.FI*	43%	58% FL	57% FL	43%
Mean	2.27	2.33 FH	2.27 FH	2.30 FH	1.95 *	2.14 *	2.30 FK	2.17	2.14 *
Std. dev	0.74	0.76	0.69	0.78	0.86	0.77	0.72	0.83	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick4. To what extent, if at all, would you support paying higher taxes to fund measures that strengthen the UK's security and resilience (e.g. infrastructure protection, cybersecurity , civil defence)?									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Strongly support [5]	4%	6% FF	3%	4%	1% *	2%	4%	3%	2%
Tend to support [4]	24%	28% FG.FH.FI	26% FH.FI	21% FI	15% *	8%	27% FK.FL	19% FL	8%
Neither support nor oppose [3]	29%	29%	31% FH	31%	20% *	25%	30%	27%	25%
Tend to oppose [2]	19%	18%	20%	21%	18% *	15%	19%	20%	15%
Strongly oppose [1]	15%	15%	12%	14%	32% FE.FF.FG.FI*	12%	13%	21% FJ.FL	12%
Don't know	10%	4%	8% FE	10% FE	14% FE*	38% FE.FF.FG.FH	7%	11% FJ	38% FJ.FK
Net: Support	28%	35% FF.FG.FH.FI	29% FH.FI	25% FI	16% *	10%	31% FK.FL	22% FL	10%
Net: Oppose	33%	32%	32%	35%	50% FE.FF.FG.FI*	27%	32%	40% FJ.FL	27%
Mean	2.82	2.94 FH.FI	2.86 FH.FI	2.78 FH	2.26 *	2.57 *	2.89 FK.FL	2.59	2.57 *
Std. dev	1.12	1.16	1.07	1.10	1.17	1.04	1.11	1.15	1.04

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick5. If the UK 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	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Higher taxes	20%	26% FG.FH.FI	21% FH.FI	16% FI	11% *	6%	23% FK.FL	14% FL	6%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	45% FH.FI	43% FH.FI	41% FI	29% FI*	17%	44% FK.FL	36% FL	17%
Increased government borrowing	15%	14%	16%	14%	15% *	11%	15%	14%	11%
I would not be willing to accept any of these	23%	19%	23%	27% FE	34% FE.FF*	22%	21%	30% FJ	22%
Don't know	15%	10%	13%	11%	17%	50%	12%	13%	50%
					*	FE.FF.FG.FH			FJ.FK
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	1260	352	625	148	68	67	977	216	67
Base: : respondents in full-time or part-time employment only	1300	360	635	152	82	71	995	234	71
Very well prepared [4]	7%	14% FF.FG.FI	4%	7%	4% *	- *	8% FL	6%	- *
Fairly well prepared [3]	33%	34% FG.FI	40% FG.FH.FI	24% FI	20% *	9% *	38% FK.FL	23% FL	9% *
Not very well prepared [2]	23%	20% FI	24% FI	37% FE.FF.FH.FI	17% *	5% *	23% FL	30% FL	5% *
Not at all prepared [1]	11%	10%	7%	17% FF	30% FE.FF*	15% *	8%	21% FJ	15% *
Don't know	26%	23%	24% FG	16%	29% *	72% FE.FF.FG.FH*	24%	20%	72% FJ.FK*
Net: Prepared	40%	48% FG.FH.FI	44% FG.FH.FI	31% FI	24% FI*	9% *	45% FK.FL	28% FL	9% *
Net: Not prepared	34%	30%	32%	54% FE.FF.FI	47% FE.FF.FI*	19% *	31%	51% FJ.FL	19% *
Mean	2.49	2.67 FG.FH	2.54 FG.FH	2.25	1.97 *	1.79 **	2.59 FK	2.16	1.79 **
Std. dev	0.86	0.91	0.75	0.87	0.97	0.91	0.81	0.90	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base: : respondents in full-time or part-time employment only	1260	352	625	148	68	67	977	216	67
Base: : respondents in full-time or part-time employment only	1300	360	635	152	82	71	995	234	71
Very well informed [4]	8%	15% FF.FG.FI	6%	4%	7% *	2% *	9% FL	5%	2% *
Fairly well informed [3]	30%	29% FI	36% FH.FI	32% FI	19% FI*	1% *	33% FL	27% FL	1% *
Not very well informed [2]	23%	21%	25% FI	26% FI	26% *	12% *	23%	26% FL	12% *
Not at all informed [1]	14%	14%	11%	17%	29% FE.FF.FI*	12% *	12%	21% FJ	12% *
Don't know	25%	21%	23%	21%	20% *	73% FE.FF.FG.FH*	22%	20%	73% FJ.FK*
Net: Informed	39%	44% FH.FI	42% FH.FI	35% FI	26% FI*	3% *	43% FK.FL	32% FL	3% *
Net: Not informed	37%	35%	36%	44% FI	54% FE.FF.FI*	24% *	35%	47% FJ.FL	24% *
Mean	2.44	2.58 FG.FH	2.48 FG.FH	2.27 *	2.06 *	1.72 **	2.52 FK	2.20	1.72 **
Std. dev	0.91	0.99	0.83	0.86	0.98	0.83	0.89	0.90	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base: : respondents in full-time or part-time employment only	1260	352	625	148	68	67	977	216	67
Base: : respondents in full-time or part-time employment only	1300	360	635	152	82	71	995	234	71
Very confident [4]	8%	15% FF.FG.FH.FI	7%	5%	3% *	2% *	10% FK.FL	4%	2% *
Fairly confident [3]	30%	31% FH.FI	35% FH.FI	33% FH.FI	12% *	6% *	33% FL	26% FL	6% *
Not very confident [2]	19%	16%	20% FI	20%	36% FE.FF.FG.FI*	8% *	19%	26% FJ.FL	8% *
Not at all confident [1]	13%	12%	9%	16% FF	35% FE.FF.FG.FI*	17% FF*	10%	23% FJ	17% *
Don't know	29%	26%	30% FH	26%	13% *	67% FE.FF.FG.FH*	29%	22%	67% FJ.FK*
Net: Confident	39%	46% FH.FI	41% FH.FI	38% FH.FI	15% *	7% *	43% FK.FL	30% FL	7% *
Net: Not confident	32%	28%	29%	36%	71% FE.FF.FG.FI*	25% *	28%	48% FJ.FL	25% *
Mean	2.49	2.66 FG.FH	2.56 FG.FH	2.36 FH*	1.81 *	1.75 **	2.60 FK	2.15	1.75 **
Std. dev	0.92	0.98	0.83	0.90	0.81	0.93	0.89	0.90	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very optimistic [5]	1%	2%	1%	1%	3% *	1%	1%	2%	1%
Fairly optimistic [4]	12%	15% FH.FI	12% FH	12%	5% *	6%	13% FL	9%	6%
Neither optimistic nor pessimistic [3]	24%	26% FH	26% FH	21% FH	11% *	23% FH	26% FK	17%	23%
Fairly pessimistic [2]	36%	37% FH.FI	39% FH.FI	37% FH.FI	22% *	22%	38% FK.FL	31%	22%
Very pessimistic [1]	21%	17%	17%	22%	57% FE.FF.FG.FI*	21%	17%	35% FJ.FL	21%
Don't know	6%	4%	5%	7%	3% *	27% FE.FF.FG.FH	4%	5%	27% FJ.FK
Net: Optimistic	13%	17% FH.FI	13% FI	13%	8% *	6%	15% FL	11%	6%
Net: Pessimistic	56%	54% FI	56% FI	59% FI	78% FE.FF.FG.FI*	43%	55% FL	66% FJ.FL	43%
Mean	2.34	2.45 FH	2.39 FH	2.29 FH	1.72 *	2.21 FH*	2.41 FK	2.08	2.21 *
Std. dev	1.01	1.01	0.96	1.02	1.05	0.99	0.98	1.06	0.99

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
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	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	1%	1%	1%	1%	2% *	1%	1%	1%	1%
Fairly confident [3]	14%	18% FH.FI	14% FH.FI	15% FH.FI	5% *	1%	15% FL	12% FL	1%
Not very confident [2]	46%	48% FH.FI	52% FG.FH.FI	43% FH.FI	20% *	31%	50% FK.FL	35%	31%
Not at all confident [1]	29%	26%	25%	36% FE.FF.FI	67% FE.FF.FG.FI*	21%	26%	47% FJ.FL	21%
Don't know	10%	7%	8%	4%	7% *	46% FE.FF.FG.FH	8%	5%	46% FJ.FK
Net: Confident	15%	19% FF.FH.FI	15% FH.FI	16% FH.FI	7% *	2%	17% FL	13% FL	2%
Net: Not confident	75%	74% FI	77% FI	80% FI	86% FE.FF.FI*	52%	76% FL	82% FJ.FL	52%
Mean	1.86	1.94 FG.FH.FI	1.90 FH.FI	1.80 FH	1.38 *	1.67 FH*	1.92 FK.FL	1.65	1.67 *
Std. dev	0.72	0.73	0.69	0.74	0.69	0.63	0.70	0.75	0.63

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	1%	2% FF	0%	1%	1% *	1%	1%	1%	1%
Fairly confident [3]	10%	11% FI	12% FI	11% FI	5% *	2%	12% FL	9% FL	2%
Not very confident [2]	44%	47% FH.FI	50% FH.FI	42% FH.FI	17% *	29%	49% FK.FL	33%	29%
Not at all confident [1]	35%	32%	32%	43% FE.FF.FI	72% FE.FF.FG.FI*	25%	32%	54% FJ.FL	25%
Don't know	9%	7%	6%	3%	4% *	44% FE.FF.FG.FH	7%	4%	44% FJ.FK
Net: Confident	12%	14% FH.FI	12% FI	12% FI	6% *	3%	13% FL	10% FL	3%
Net: Not confident	80%	79% FI	82% FI	85% FI	90% FE.FI*	54%	81% FL	87% FJ.FL	54%
Mean	1.75	1.83 FG.FH.FI	1.79 FH.FI	1.69 FH	1.32 *	1.61 FH*	1.81 FK.FL	1.55	1.61 *
Std. dev	0.70	0.74	0.66	0.71	0.61	0.62	0.69	0.70	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	2%	2%	1%	2%	3% *	1%	2%	3%	1%
Fairly confident [3]	18%	20% FI	18% FI	19% FI	12% *	6%	19% FL	16% FL	6%
Not very confident [2]	45%	48% FH.FI	48% FH.FI	48% FH.FI	25% *	24%	48% FK.FL	39% FL	24%
Not at all confident [1]	23%	19%	22%	23%	51% FE.FF.FG.FI*	17%	21%	33% FJ.FL	17%
Don't know	13%	10%	11%	8%	9% *	53% FE.FF.FG.FH	11%	9%	53% FJ.FK
Net: Confident	19%	23% FI	19% FI	21% FI	15% FI*	6%	21% FL	19% FL	6%
Net: Not confident	67%	67% FI	70% FI	70% FI	76% FI*	41%	69% FL	72% FL	41%
Mean	1.98	2.06 FH.FI	1.99 FH.FI	2.01 FH	1.64 *	1.78 *	2.02 FK.FL	1.88	1.78 *
Std. dev	0.74	0.73	0.71	0.75	0.84	0.70	0.72	0.80	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	3%	5% FF	2%	2%	2% *	2%	3%	2%	2%
Fairly confident [3]	27%	31% FH.FI	29% FH.FI	25% FH.FI	11% *	10%	30% FK.FL	20% FL	10%
Not very confident [2]	39%	39% FH.FI	43% FH.FI	42% FH.FI	25% *	21%	42% FK.FL	35% FL	21%
Not at all confident [1]	21%	18%	18%	24%	57% FE.FF.FG.FI*	19%	18%	36% FJ.FL	19%
Don't know	10%	7%	8%	7%	6% *	49% FE.FF.FG.FH	8%	7%	49% FJ.FK
Net: Confident	29%	35% FG.FH.FI	31% FH.FI	27% FH.FI	12% *	12%	33% FK.FL	22% FL	12%
Net: Not confident	61%	58% FI	61% FI	66% FE.FI	82% FE.FF.FG.FI*	39%	60% FL	72% FJ.FL	39%
Mean	2.12	2.23 FG.FH.FI	2.16 FH.FI	2.05 FH	1.54 *	1.89 FH*	2.19 FK.FL	1.86	1.89 *
Std. dev	0.80	0.82	0.75	0.78	0.77	0.83	0.78	0.82	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very prepared [4]	1%	1%	1%	2%	- *	2%	1%	1%	2%
Fairly prepared [3]	14%	21% FF.FH.FI	12% FH.FI	15% FH.FI	4% *	3%	16% FL	11% FL	3%
Not very prepared [2]	48%	50% FH.FI	55% FE.FG.FH.FI	42% FH	19% *	31%	53% FK.FL	34%	31%
Not at all prepared [1]	29%	21%	26% FE	37% FE.FF	73% FE.FF.FG.FI*	30% FE	24%	50% FJ.FL	30%
Don't know	8%	7%	6%	4%	4% *	34% FE.FF.FG.FH	6%	4%	34% FJ.FK
Net: Prepared	15%	22% FF.FH.FI	13% FH.FI	17% FH.FI	4% *	4%	17% FL	12% FL	4%
Net: Not prepared	77%	71%	81% FE.FI	79% FE.FI	92% FE.FF.FG.FI*	62%	77% FL	84% FJ.FL	62%
Mean	1.86	2.03 FF.FG.FH.FI	1.87 FH.FI	1.81 FH	1.29 *	1.63 FH*	1.93 FK.FL	1.62	1.63 *
Std. dev	0.70	0.72	0.65	0.76	0.55	0.68	0.68	0.73	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very prepared [4]	3%	5% FF.FG.FI	3%	1%	2% *	1%	4% FK	1%	1%
Fairly prepared [3]	27%	34% FF.FG.FH.FI	28% FH.FI	25% FH.FI	10% *	14%	30% FK.FL	20%	14%
Not very prepared [2]	40%	39% FH	44% FE.FH.FI	41% FH	25% *	31%	42% FK.FL	35%	31%
Not at all prepared [1]	25%	19%	22%	29% FE.FF	61% FE.FF.FG.FI*	25%	21%	40% FJ.FL	25%
Don't know	5%	2%	4%	5%	2% *	30% FE.FF.FG.FH	3%	4%	30% FJ.FK
Net: Prepared	30%	40% FF.FG.FH.FI	30% FH.FI	26% FH.FI	12% *	14%	34% FK.FL	21%	14%
Net: Not prepared	65%	58%	66% FE.FI	69% FE.FI	86% FE.FF.FG.FI*	56%	63%	75% FJ.FL	56%
Mean	2.09	2.26 FF.FG.FH.FI	2.12 FG.FH.FI	1.98 FH	1.52 *	1.86 FH*	2.18 FK.FL	1.81	1.86 *
Std. dev	0.82	0.84	0.78	0.78	0.76	0.75	0.81	0.80	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very prepared [4]	1%	2%	1%	0%	- *	1%	1%	0%	1%
Fairly prepared [3]	19%	24% FG.FH.FI	20% FH.FI	16% FI	10% *	6%	22% FK.FL	14% FL	6%
Not very prepared [2]	45%	50% FH.FI	47% FH.FI	44% FH	19% *	35% FH	48% FK.FL	35%	35%
Not at all prepared [1]	30%	23%	27%	35% FE.FF	68% FE.FF.FG.FI*	29%	25%	47% FJ.FL	29%
Don't know	5%	2%	5% FE	4%	3% *	29% FE.FF.FG.FH	4%	4%	29% FJ.FK
Net: Prepared	20%	26% FF.FG.FH.FI	21% FH.FI	17% FI	10% *	7%	23% FK.FL	14% FL	7%
Net: Not prepared	75%	73%	74% FI	79% FI	87% FE.FF.FI*	65%	74% FL	82% FJ.FL	65%
Mean	1.91	2.05 FF.FG.FH.FI	1.95 FG.FH.FI	1.81 FH	1.39 *	1.69 FH*	1.99 FK.FL	1.66	1.69 *
Std. dev	0.74	0.74	0.73	0.72	0.66	0.66	0.73	0.72	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	11%	32% FF.FG.FH.FI	1%	1%	2% *	0%	14% FK.FL	1%	0%
Fairly confident [3]	44%	49% FG.FH.FI	61% FE.FG.FH.FI	13% FH.FI	3% *	3%	56% FK.FL	9% FL	3%
Not very confident [2]	26%	13%	29% FE.FH.FI	60% FE.FF.FH.FI	14% *	15%	23%	43% FJ.FL	15%
Not at all confident [1]	12%	4%	5%	23% FE.FF.FI	81% FE.FF.FG.FI*	8%	4%	45% FJ.FL	8%
Don't know	7%	2%	4%	2%	- *	74% FE.FF.FG.FH	3%	1%	74% FJ.FK
Net: Confident	55%	81% FF.FG.FH.FI	62% FG.FH.FI	14% FH.FI	5% *	3%	70% FK.FL	11% FL	3%
Net: Not confident	38%	17%	34% FE.FI	84% FE.FF.FI	95% FE.FF.FG.FI*	23%	27%	88% FJ.FL	23%
Mean	2.58	3.12 FF.FG.FH	2.61 FG.FH	1.92 FH	1.25 *	1.82 **	2.82 FK	1.67	1.82 **
Std. dev	0.86	0.78	0.61	0.65	0.59	0.67	0.73	0.70	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
brunswick11_UK_2. Your household's income or employment situation									
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	13%	39% FF.FG.FH.FI	3%	1%	- *	1%	17% FK.FL	1%	1%
Fairly confident [3]	45%	44% FG.FH.FI	66% FE.FG.FH.FI	15% FH.FI	3% *	3%	58% FK.FL	11% FL	3%
Not very confident [2]	22%	10%	22% FE.FH	64% FE.FF.FH.FI	13% *	16%	17%	45% FJ.FL	16%
Not at all confident [1]	10%	3%	4%	19% FE.FF.FI	78% FE.FF.FG.FI*	5%	4%	40% FJ.FL	5%
Don't know	8%	3%	4% FG	1%	6% FG*	75% FE.FF.FG.FH	4%	3%	75% FJ.FK
Net: Confident	59%	83% FF.FG.FH.FI	69% FG.FH.FI	16% FH.FI	3% *	4%	75% FK.FL	12% FL	4%
Net: Not confident	33%	14%	27% FE	83% FE.FF.FI	91% FE.FF.FI*	21%	21%	86% FJ.FL	21%
Mean	2.67	3.23 FF.FG.FH	2.71 FG.FH	1.99 FH	1.21 *	2.02 **	2.92 FK	1.71	2.02 **
Std. dev	0.86	0.77	0.60	0.63	0.49	0.69	0.72	0.70	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	30%	100% FF.FG.FH.FI	-	-	- *	-	40% FK.FL	-	-
Fairly confident [3]	45%	-	100% FE.FG.FH.FI	-	- *	-	60% FK.FL	-	-
Not very confident [2]	11%	-	-	100% FE.FF.FH.FI	- *	-	-	64% FJ.FL	-
Not at all confident [1]	7%	-	-	-	100% FE.FF.FG.FI*	-	-	36% FJ.FL	-
Don't know	7%	-	-	-	- *	100% FE.FF.FG.FH	-	-	100% FJ.FK
Net: Confident	75%	100% FG.FH.FI	100% FG.FH.FI	-	- *	-	100% FK.FL	-	-
Net: Not confident	18%	-	-	100% FE.FF.FI	100% FE.FF.FI*	-	-	100% FJ.FL	-
Mean	3.06	4.00 FF	3.00 FG.FH	2.00	1.00 *	-	3.40 FK	1.64	-
Std. dev	0.85	-	0.00	-	-	-	0.49	0.48	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	9%	22% FF.FG.FH.FI	4%	3%	4% *	1%	11% FK.FL	3%	1%
Fairly confident [3]	38%	49% FF.FG.FH.FI	44% FG.FH.FI	19% FH.FI	9% *	10%	46% FK.FL	16%	10%
Not very confident [2]	27%	16%	33% FE.FH.FI	42% FE.FF.FH.FI	18% *	18%	26%	33% FJ.FL	18%
Not at all confident [1]	19%	10%	15% FE	32% FE.FF.FI	66% FE.FF.FG.FI*	20% FE	13%	44% FJ.FL	20% FJ
Don't know	7%	3%	4%	4%	3% *	51% FE.FF.FG.FH	4%	4%	51% FJ.FK
Net: Confident	47%	72% FF.FG.FH.FI	47% FG.FH.FI	22% FI	13% *	11%	57% FK.FL	19%	11%
Net: Not confident	46%	26%	49% FE.FI	74% FE.FF.FI	83% FE.FF.FI*	38% FE	40%	78% FJ.FL	38%
Mean	2.39	2.86 FF.FG.FH.FI	2.37 FG.FH.FI	1.93 FH	1.49 *	1.85 FH*	2.57 FK.FL	1.77	1.85 *
Std. dev	0.92	0.88	0.79	0.80	0.82	0.84	0.86	0.83	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	5%	11% FF.FG.FI	1%	3%	6% FF.FI*	-	5% FL	4% FL	-
Fairly confident [3]	25%	36% FF.FG.FH.FI	25% FG.FH.FI	14% FH.FI	5% *	6%	30% FK.FL	10%	6%
Not very confident [2]	38%	34% FH.FI	46% FE.FH.FI	46% FE.FH.FI	15% *	14%	41% FL	35% FL	14%
Not at all confident [1]	25%	16%	22% FE	35% FE.FF	71% FE.FF.FG.FI*	25% FE	19%	48% FJ.FL	25%
Don't know	8%	4%	6% FE.FG	2%	3% *	55% FE.FF.FG.FH	5% FK	2%	55% FJ.FK
Net: Confident	29%	46% FF.FG.FH.FI	27% FG.FH.FI	16% FI	11% *	6%	35% FK.FL	14% FL	6%
Net: Not confident	63%	50% FI	67% FE.FI	82% FE.FF.FI	86% FE.FF.FI*	39%	60% FL	83% FJ.FL	39%
Mean	2.09	2.42 FF.FG.FH.FI	2.07 FG.FH.FI	1.83 FH.FI	1.44 *	1.58 *	2.21 FK.FL	1.69	1.58 *
Std. dev	0.85	0.89	0.74	0.76	0.85	0.71	0.83	0.82	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Confidence in next 12 months: Your housing situation					Confidence in next 12 months: Your housing situation (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FE	FF	FG	FH	FI	FJ	FK	FL
Unweighted base	2260	717	1021	252	130	140	1738	382	140
Base	2260	687	1015	258	148	153	1702	405	153
Very confident [4]	6%	14% FF.FG.FH.FI	3%	2%	5% *	2%	7% FK.FL	3%	2%
Fairly confident [3]	37%	55% FF.FG.FH.FI	37% FG.FH.FI	19% FH.FI	7% *	6%	45% FK.FL	15% FL	6%
Not very confident [2]	34%	21%	43% FE.FH.FI	48% FE.FH.FI	17% *	25%	34%	36% FL	25%
Not at all confident [1]	17%	8%	13% FE	30% FE.FF.FI	67% FE.FF.FG.FI*	16% FE	11%	43% FJ.FL	16%
Don't know	7%	3%	4%	2%	5% *	52% FE.FF.FG.FH	4%	3%	52% FJ.FK
Net: Confident	43%	69% FF.FG.FH.FI	40% FG.FH.FI	21% FI	12% *	8%	52% FK.FL	18% FL	8%
Net: Not confident	51%	28%	56% FE.FI	77% FE.FF.FI	83% FE.FF.FI*	40% FE	45%	79% FJ.FL	40%
Mean	2.34	2.77 FF.FG.FH.FI	2.31 FG.FH.FI	1.93 FH	1.47 *	1.86 FH*	2.50 FK.FL	1.77	1.86 *
Std. dev	0.85	0.78	0.74	0.76	0.84	0.76	0.79	0.82	0.76

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	3%	8% FN.FO.FP.FQ	2%	2%	3%	0%	3%	2%	0%
Fairly well protected [3]	37%	40% FP.FQ	45% FO.FP.FQ	37% FP.FQ	27%	20%	44% FS.FT	33% FT	20%
Not very well protected [2]	38%	32%	36%	40%	38%	41%	35%	39%	41%
Not at all protected [1]	12%	13%	9%	13% FN	20% FN.FO.FQ	9%	9%	16% FR	9%
Don't know	10%	7%	8%	8%	12% FN.FO	30% FM.FN.FO.FP	8%	10%	30% FR.FS
Net: Protected	40%	48% FP.FQ	47% FO.FP.FQ	39% FP.FQ	30% FQ	20%	47% FS.FT	35% FT	20%
Net: Not protected	50%	45%	45%	53% FN	58% FM.FN	51%	45%	55% FR	51%
Mean	2.34	2.46 FO.FP.FQ	2.44 FO.FP.FQ	2.31 FP	2.14	2.16 *	2.45 FS.FT	2.25	2.16 *
Std. dev	0.75	0.84	0.69	0.74	0.80	0.64	0.72	0.77	0.64

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?									
brunswick2_1. Terrorism									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	6%	11% FO.FP	8% FO.FP	4%	3%	6%	8% FS	4%	6%
Fairly well protected [3]	42%	51% FP.FQ	48% FP.FQ	44% FP.FQ	28%	23%	49% FS.FT	37% FT	23%
Not very well protected [2]	29%	19%	28% FM	30% FM	38% FM.FN.FO.FQ	22%	26%	33% FR.FT	22%
Not at all protected [1]	13%	14% FN	9%	14% FN	22% FN.FO	13%	10%	17% FR	13%
Don't know	10%	5%	7%	9%	9%	36% FM.FN.FO.FP	7%	9%	36% FR.FS
Net: Protected	48%	62% FO.FP.FQ	56% FO.FP.FQ	48% FP.FQ	32%	28%	57% FS.FT	41% FT	28%
Net: Not protected	43%	33%	37%	44% FM.FN	59% FM.FN.FO.FQ	36%	36%	50% FR.FT	36%
Mean	2.45	2.61 FO.FP.FQ	2.59 FO.FP.FQ	2.41 FP	2.15	2.32 *	2.60 FS.FT	2.30	2.32 *
Std. dev	0.82	0.88	0.77	0.79	0.83	0.91	0.79	0.81	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	2%	5% FN.FO.FQ	2%	1%	2%	-	2%	2%	-
Fairly well protected [3]	24%	29% FP.FQ	28% FP.FQ	25% FP.FQ	17%	15%	28% FS.FT	22%	15%
Not very well protected [2]	47%	43%	48% FQ	52% FP.FQ	43%	32%	47% FT	48% FT	32%
Not at all protected [1]	16%	17%	12%	13%	26% FM.FN.FO.FQ	13%	13%	18% FR	13%
Don't know	12%	6%	10%	8%	12% FM	40% FM.FN.FO.FP	9%	10%	40% FR.FS
Net: Protected	26%	34% FP.FQ	30% FP.FQ	27% FP.FQ	19%	15%	31% FS.FT	24% FT	15%
Net: Not protected	62%	60% FQ	60% FQ	65% FQ	69% FN.FQ	45%	60% FT	67% FR.FT	45%
Mean	2.14	2.23 FP	2.21 FP.FQ	2.16 FP	1.95	2.03 *	2.22 FS.FT	2.08	2.03 *
Std. dev	0.72	0.80	0.69	0.67	0.77	0.68	0.71	0.72	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick2_3. Acts of sabotage (e.g. against infrastructure)									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	3%	7% FN.FO.FP	3% FO	1%	3%	4% FO	4% FS	2%	4%
Fairly well protected [3]	31%	34% FP.FQ	38% FO.FP.FQ	31% FP.FQ	22%	15%	37% FS.FT	27% FT	15%
Not very well protected [2]	37%	35%	35% FQ	41% FN.FQ	37% FQ	25%	35% FT	40% FT	25%
Not at all protected [1]	14%	17%	11%	12%	24% FN.FO.FQ	10%	12%	17% FR	10%
Don't know	15%	7%	12%	15% FM	14% FM	46% FM.FN.FO.FP	11%	14%	46% FR.FS
Net: Protected	34%	41% FP.FQ	41% FO.FP.FQ	33% FP.FQ	25%	19%	41% FS.FT	29% FT	19%
Net: Not protected	51%	52% FQ	47% FQ	53% FN.FQ	61% FN.FO.FQ	35%	48% FT	56% FR.FT	35%
Mean	2.27	2.33 FP	2.37 FO.FP	2.26 FP	2.04	2.26 *	2.37 FS	2.17	2.26 *
Std. dev	0.78	0.86	0.76	0.70	0.81	0.84	0.78	0.76	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	7%	13% FN.FO.FP.FQ	8% FQ	6%	7%	2%	9% FT	6%	2%
Fairly well protected [3]	36%	37% FQ	40% FP.FQ	39% FP.FQ	31%	22%	39% FT	36% FT	22%
Not very well protected [2]	33%	31%	36% FQ	34% FQ	31%	24%	35% FT	33%	24%
Not at all protected [1]	13%	15% FN	8%	12% FN	22% FN.FO.FQ	11%	9%	16% FR	11%
Don't know	11%	5%	9%	8%	10%	41% FM.FN.FO.FP	8%	9%	41% FR.FS
Net: Protected	43%	50% FP.FQ	47% FP.FQ	45% FP.FQ	37% FQ	24%	48% FS.FT	42% FT	24%
Net: Not protected	46%	45%	44%	46% FQ	53% FN.FQ	35%	44%	49% FR.FT	35%
Mean	2.43	2.51 FP.FQ	2.51 FP.FQ	2.43 FP	2.24	2.25 *	2.51 FS.FT	2.35	2.25 *
Std. dev	0.83	0.92	0.77	0.80	0.90	0.80	0.80	0.85	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well protected [4]	2%	5% FN.FO	2%	1%	2%	1%	2%	2%	1%
Fairly well protected [3]	14%	15%	15% FP	14% FP	10%	10%	15%	12%	10%
Not very well protected [2]	41%	35%	47% FM.FP.FQ	43% FP.FQ	34%	28%	45% FS.FT	39% FT	28%
Not at all protected [1]	27%	34% FN.FQ	22%	27% FQ	36% FN.FO.FQ	15%	24% FT	31% FR.FT	15%
Don't know	17%	11%	14%	14%	19% FM.FN	45% FM.FN.FO.FP	13%	16%	45% FR.FS
Net: Protected	15%	20% FP	17% FP	16%	11%	11%	18% FS	14%	11%
Net: Not protected	68%	69% FQ	69% FQ	70% FQ	70% FQ	43%	69% FT	70% FT	43%
Mean	1.89	1.90 FP	1.96 FP	1.88 FP	1.72	1.95 FP*	1.95 FS	1.82	1.95 *
Std. dev	0.75	0.87	0.72	0.73	0.75	0.73	0.75	0.74	0.73

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very well informed [4]	3%	7% FN.FO.FP.FQ	2%	3%	3%	1%	3%	3%	1%
Fairly well informed [3]	32%	35% FP.FQ	37% FO.FP.FQ	31% FQ	25%	21%	36% FS.FT	29%	21%
Not very well informed [2]	43%	37%	48% FM.FP.FQ	46% FM.FQ	40% FQ	28%	46% FT	43% FT	28%
Not at all informed [1]	13%	14% FN	8%	12% FN	24% FM.FN.FO	15% FN	9%	17% FR	15% FR
Don't know	9%	7%	5%	8% FN	8% FM.FN.FO.FP	34% FM.FN.FO.FP	6%	8% FR	34% FR.FS
Net: Informed	35%	42% FP.FQ	39% FP.FQ	34% FQ	28%	22%	40% FS.FT	32% FT	22%
Net: Not informed	57%	51%	56% FQ	58% FQ	64% FM.FN.FQ	44%	55% FT	61% FR.FT	44%
Mean	2.27	2.38 FP.FQ	2.35 FO.FP.FQ	2.27 FP	2.07	2.12 *	2.36 FS.FT	2.19	2.12 *
Std. dev	0.74	0.83	0.67	0.73	0.81	0.78	0.70	0.77	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Strongly support [5]	4%	9% FN.FO.FP.FQ	4%	4%	3%	2%	5%	3%	2%
Tend to support [4]	24%	34% FO.FP.FQ	30% FO.FP.FQ	23% FP.FQ	15%	9%	31% FS.FT	19% FT	9%
Neither support nor oppose [3]	29%	24%	31%	28%	28%	31%	30%	28%	31%
Tend to oppose [2]	19%	13%	18%	23% FM.FN.FQ	19%	12%	17%	22% FR.FT	12%
Strongly oppose [1]	15%	17%	11%	13%	21% FN.FO	16%	12%	17% FR	16%
Don't know	10%	4%	6%	9%	13% FM.FN.FO	30% FM.FN.FO.FP	6%	11% FR	30% FR.FS
Net: Support	28%	43% FN.FO.FP.FQ	34% FO.FP.FQ	26% FP.FQ	18%	11%	36% FS.FT	23% FT	11%
Net: Oppose	33%	29%	29%	37% FN	41% FM.FN.FQ	28%	29%	38% FR.FT	28%
Mean	2.82	3.07 FO.FP.FQ	2.98 FO.FP.FQ	2.78 FP	2.52	2.55 *	2.99 FS.FT	2.68	2.55 *
Std. dev	1.12	1.25	1.07	1.10	1.14	1.06	1.10	1.12	1.06

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick5. If the UK 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	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Higher taxes	20%	33% FO.FP.FQ	27% FO.FP.FQ	17% FP.FQ	11%	8%	28% FS.FT	14%	8%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	48% FP.FQ	47% FP.FQ	41% FP.FQ	34% FQ	14%	47% FS.FT	38% FT	14%
Increased government borrowing	15%	15%	17% FP.FQ	15%	11%	10%	17% FS	13%	10%
I would not be willing to accept any of these	23%	15%	19%	24% FM.FN	33% FM.FN.FO.FQ	22%	18%	28% FR	22%
Don't know	15%	11%	9%	14% FN	16% FN	51% FM.FN.FO.FP	10%	14% FR	51% FR.FS
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	1260	117	504	348	216	75	621	564	75
Base: : respondents in full-time or part-time employment only	1300	120	496	364	237	83	616	602	83
Very well prepared [4]	7%	12% FP.FQ*	9%	6%	5%	2% *	9% FS	5%	2% *
Fairly well prepared [3]	33%	48% FO.FP.FQ*	38% FO.FP.FQ	31%	24%	18% *	40% FS.FT	28%	18% *
Not very well prepared [2]	23%	18% *	23% FQ	27% FQ	25% FQ	7% *	22% FT	26% FT	7% *
Not at all prepared [1]	11%	10% *	9%	9%	19% FN.FO	9% *	9%	13%	9% *
Don't know	26%	13% *	21%	27% FM	27% FM	64% FM.FN.FO.FP*	19%	27% FR	64% FR.FS*
Net: Prepared	40%	60% FN.FO.FP.FQ*	47% FO.FP.FQ	37% FQ	29%	20% *	49% FS.FT	34% FT	20% *
Net: Not prepared	34%	28% *	32% FQ	37% FQ	44% FM.FN.FQ	16% *	31% FT	39% FR.FT	16% *
Mean	2.49	2.70 FO.FP*	2.59 FP	2.45 FP	2.20	2.34 **	2.61 FS	2.35	2.34 **
Std. dev	0.86	0.85	0.83	0.81	0.90	0.93	0.83	0.86	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FM	FN	FO	FP	FQ	FR	FS	FT	
Unweighted base: : respondents in full-time or part-time employment only	1260	117	504	348	216	75	621	564	75
Base: : respondents in full-time or part-time employment only	1300	120	496	364	237	83	616	602	83
Very well informed [4]	8%	21% FN.FO.FP.FQ*	10% FO	4%	6%	4% *	12% FS	5%	4% *
Fairly well informed [3]	30%	33% FQ*	35% FP.FQ	29%	26%	17% *	35% FS.FT	28%	17% *
Not very well informed [2]	23%	17% *	25% FQ	29% FM.FP.FQ	20% FQ	8% *	23% FT	25% FT	8% *
Not at all informed [1]	14%	17% FN*	9%	14% FN	24% FN.FO.FQ	8% *	10%	18% FR	8% *
Don't know	25%	12% *	21% FM	24% FM	24% FM	63% FM.FN.FO.FP*	20%	24% FR	63% FR.FS*
Net: Informed	39%	54% FO.FP.FQ*	45% FO.FP.FQ	34%	32%	22% *	47% FS.FT	33%	22% *
Net: Not informed	37%	34% FQ*	34% FQ	42% FN.FQ	44% FN.FQ	16% *	34% FT	43% FR.FT	16% *
Mean	2.44	2.66 FO.FP*	2.59 FO.FP	2.32	2.17	2.47 **	2.60 FS	2.26	2.47 **
Std. dev	0.91	1.04	0.85	0.83	0.97	0.97	0.89	0.89	0.97

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base: : respondents in full-time or part-time employment only	1260	117	504	348	216	75	621	564	75
Base: : respondents in full-time or part-time employment only	1300	120	496	364	237	83	616	602	83
Very confident [4]	8%	22% FN.FO.FP.FQ*	8%	8%	4%	5% *	11% FS	6%	5% *
Fairly confident [3]	30%	31% *	35% FP.FQ	30%	26%	18% *	34% FT	29%	18% *
Not very confident [2]	19%	13% *	20%	23% FM.FQ	18%	9% *	19%	21% FT	9% *
Not at all confident [1]	13%	11% *	11%	9%	25% FM.FN.FO.FQ	8% *	11%	15%	8% *
Don't know	29%	23% *	27%	30%	27%	60% FM.FN.FO.FP*	26%	29%	60% FR.FS*
Net: Confident	39%	53% FO.FP.FQ*	43% FP.FQ	38% FQ	30%	23% *	45% FS.FT	35%	23% *
Net: Not confident	32%	24% *	31% FQ	32% FQ	44% FM.FN.FO.FQ	17% *	29% FT	36% FR.FT	17% *
Mean	2.49	2.83 FN.FO.FP*	2.54 FP	2.54 FP	2.11	2.51 **	2.60 FS	2.36	2.51 **
Std. dev	0.92	1.00	0.87	0.85	0.95	0.95	0.91	0.91	0.95

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very optimistic [5]	1%	4% FO.FQ	2%	1%	1%	-	2%	1%	-
Fairly optimistic [4]	12%	17% FO.FP	14% FO.FP	10%	8%	10%	15% FS	9%	10%
Neither optimistic nor pessimistic [3]	24%	27% FP	30% FO.FP.FQ	24% FP	14%	20%	29% FS.FT	20%	20%
Fairly pessimistic [2]	36%	31%	38% FP	38% FP	31%	30%	37%	35%	30%
Very pessimistic [1]	21%	14%	13%	23% FM.FN.FQ	39% FM.FN.FO.FQ	13%	13%	29% FR.FT	13%
Don't know	6%	7% FN	3%	4%	7% FN.FO	27% FM.FN.FO.FP	4%	5%	27% FR.FS
Net: Optimistic	13%	21% FO.FP.FQ	16% FO.FP	11%	9%	10%	17% FS	10%	10%
Net: Pessimistic	56%	45%	51%	61% FM.FN.FQ	70% FM.FN.FO.FQ	43%	50%	64% FR.FT	43%
Mean	2.34	2.63 FO.FP	2.53 FO.FP	2.26 FP	1.94	2.37 FP*	2.55 FS	2.13	2.37 FS*
Std. dev	1.01	1.08	0.95	0.97	1.01	0.94	0.98	1.00	0.94

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
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	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	1%	3% FN.FO	1%	1%	2% FO	1%	1%	1%	1%
Fairly confident [3]	14%	22% FO.FP.FQ	18% FO.FP.FQ	12% FP	6%	6%	19% FS.FT	10%	6%
Not very confident [2]	46%	39%	54% FM.FP.FQ	49% FM.FP.FQ	33%	37%	51% FS.FT	42%	37%
Not at all confident [1]	29%	27% FQ	22% FQ	31% FN.FQ	48% FM.FN.FO.FQ	13%	23% FT	38% FR.FT	13%
Don't know	10%	8%	6%	7%	10% FN	43% FM.FN.FO.FP	6%	8%	43% FR.FS
Net: Confident	15%	25% FO.FP.FQ	19% FO.FP.FQ	13%	9%	7%	20% FS.FT	11%	7%
Net: Not confident	75%	67% FQ	75% FM.FQ	80% FM.FQ	81% FM.FN.FQ	51%	74% FT	81% FR.FT	51%
Mean	1.86	2.01 FO.FP	1.98 FO.FP	1.81 FP	1.58	1.90 FP*	1.99 FS	1.72	1.90 *
Std. dev	0.72	0.82	0.68	0.68	0.73	0.61	0.71	0.71	0.61

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	1%	6% FN.FO.FP.FQ	1%	1%	1%	-	2%	1%	-
Fairly confident [3]	10%	12% FP	14% FO.FP.FQ	9%	6%	6%	14% FS.FT	7%	6%
Not very confident [2]	44%	42% FP	51% FM.FP.FQ	47% FP	29%	41% FP	50% FS	40%	41%
Not at all confident [1]	35%	31% FQ	28% FQ	38% FN.FQ	56% FM.FN.FO.FQ	13%	29% FT	46% FR.FT	13%
Don't know	9%	9%	5%	6%	8%	40% FM.FN.FO.FP	6%	7%	40% FR.FS
Net: Confident	12%	18% FO.FP.FQ	15% FO.FP.FQ	9%	7%	6%	16% FS.FT	8%	6%
Net: Not confident	80%	73% FQ	80% FQ	85% FM.FN.FQ	86% FM.FN.FQ	54%	78% FT	85% FR.FT	54%
Mean	1.75	1.92 FO.FP	1.87 FO.FP	1.70 FP	1.48	1.88 FO.FP*	1.88 FS	1.61	1.88 FS*
Std. dev	0.70	0.85	0.68	0.66	0.66	0.55	0.71	0.67	0.55

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	2%	6% FN.FO.FQ	2% FO	0%	3% FO	0%	3% FS	1%	0%
Fairly confident [3]	18%	20% FQ	21% FP.FQ	17% FQ	13%	9%	21% FS.FT	16%	9%
Not very confident [2]	45%	40% FQ	51% FM.FP.FQ	50% FM.FP.FQ	33%	27%	49% FS.FT	43% FT	27%
Not at all confident [1]	23%	25% FN.FQ	17%	22% FN.FQ	38% FM.FN.FO.FQ	10%	18% FT	29% FR.FT	10%
Don't know	13%	10%	9%	10%	13%	53% FM.FN.FO.FP	9%	11%	53% FR.FS
Net: Confident	19%	25% FO.FP.FQ	23% FO.FP.FQ	18% FQ	16%	10%	23% FS.FT	17%	10%
Net: Not confident	67%	65% FQ	68% FQ	73% FQ	71% FQ	37%	67% FT	72% FR.FT	37%
Mean	1.98	2.07 FP	2.09 FO.FP	1.95 FP	1.78	1.99 *	2.09 FS	1.88	1.99 *
Std. dev	0.74	0.86	0.70	0.67	0.81	0.68	0.73	0.74	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	3%	7% FN.FO.FQ	3% FO	0%	3% FO	-	4% FS.FT	2%	-
Fairly confident [3]	27%	32% FP.FQ	34% FO.FP.FQ	25% FP	15%	19%	33% FS.FT	21%	19%
Not very confident [2]	39%	34%	43% FM.FP.FQ	42% FP.FQ	34%	28%	41% FT	39% FT	28%
Not at all confident [1]	21%	18% FQ	14%	24% FN.FQ	38% FM.FN.FO.FQ	9%	15%	30% FR.FT	9%
Don't know	10%	9%	6%	8%	9%	45% FM.FN.FO.FP	7%	9%	45% FR.FS
Net: Confident	29%	39% FO.FP.FQ	37% FO.FP.FQ	26% FP	19%	19%	37% FS.FT	23%	19%
Net: Not confident	61%	52% FQ	57% FQ	66% FM.FN.FQ	72% FM.FN.FQ	37%	56% FT	68% FR.FT	37%
Mean	2.12	2.31 FO.FP	2.27 FO.FP	2.03 FP	1.82	2.18 FP*	2.28 FS	1.94	2.18 FS*
Std. dev	0.80	0.88	0.76	0.75	0.84	0.69	0.78	0.79	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very prepared [4]	1%	4% FN.FO.FQ	1%	1%	2%	-	1%	1%	-
Fairly prepared [3]	14%	20% FO.FP.FQ	19% FO.FP.FQ	11% FP	6%	10%	19% FS.FT	9%	10%
Not very prepared [2]	48%	44%	54% FM.FP.FQ	52% FP.FQ	37%	35%	52% FS.FT	46% FT	35%
Not at all prepared [1]	29%	23%	21%	30% FN.FQ	51% FM.FN.FO.FQ	18%	22%	39% FR.FT	18%
Don't know	8%	9%	5%	6%	5%	36% FM.FN.FO.FP	6%	6%	36% FR.FS
Net: Prepared	15%	24% FO.FP.FQ	20% FO.FP.FQ	12% FP	7%	10%	21% FS.FT	10%	10%
Net: Not prepared	77%	67% FQ	75% FM.FQ	82% FM.FN.FQ	88% FM.FN.FO.FQ	54%	73% FT	84% FR.FT	54%
Mean	1.86	2.06 FO.FP	1.99 FO.FP	1.82 FP	1.56	1.88 FP*	2.00 FS	1.71	1.88 *
Std. dev	0.70	0.80	0.68	0.66	0.68	0.66	0.70	0.68	0.66

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very prepared [4]	3%	10% FN.FO.FP.FQ	3% FO	1%	2%	3%	5% FS	2%	3%
Fairly prepared [3]	27%	30% FP.FQ	35% FO.FP.FQ	26% FP.FQ	19% FQ	10%	34% FS.FT	23% FT	10%
Not very prepared [2]	40%	38%	42% FP	44% FP	35%	35%	41%	40%	35%
Not at all prepared [1]	25%	21%	17%	25% FN	41% FM.FN.FO.FQ	21%	18%	32% FR.FT	21%
Don't know	5%	2%	3%	4%	4%	31% FM.FN.FO.FP	3%	4%	31% FR.FS
Net: Prepared	30%	39% FO.FP.FQ	38% FO.FP.FQ	27% FP.FQ	21%	13%	39% FS.FT	25% FT	13%
Net: Not prepared	65%	59%	59%	69% FM.FN.FQ	76% FM.FN.FO.FQ	55%	59%	72% FR.FT	55%
Mean	2.09	2.29 FO.FP.FQ	2.25 FO.FP.FQ	2.04 FP	1.81	1.94 *	2.26 FS.FT	1.94	1.94 *
Std. dev	0.82	0.92	0.78	0.77	0.82	0.80	0.81	0.80	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very prepared [4]	1%	4% FN.FO.FP	1%	0%	1%	1%	2% FS	1%	1%
Fairly prepared [3]	19%	25% FP.FQ	24% FO.FP.FQ	18% FP	12%	11%	24% FS.FT	15%	11%
Not very prepared [2]	45%	39%	50% FM.FP.FQ	50% FM.FP.FQ	35%	34%	48% FT	43%	34%
Not at all prepared [1]	30%	32% FN	22%	28% FN	48% FM.FN.FO.FQ	24%	24%	36% FR.FT	24%
Don't know	5%	1%	3%	4% FM	5% FM	31% FM.FN.FO.FP	3%	4% FR	31% FR.FS
Net: Prepared	20%	29% FO.FP.FQ	25% FO.FP.FQ	18% FP	13%	11%	26% FS.FT	16%	11%
Net: Not prepared	75%	71% FQ	72% FQ	78% FN.FQ	82% FM.FN.FQ	57%	72% FT	80% FR.FT	57%
Mean	1.91	2.01 FP	2.04 FO.FP.FQ	1.90 FP	1.64	1.83 *	2.04 FS.FT	1.79	1.83 *
Std. dev	0.74	0.85	0.72	0.69	0.73	0.71	0.74	0.72	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	11%	47% FN.FO.FP.FQ	14% FO.FP.FQ	2%	3%	2%	20% FS.FT	2%	2%
Fairly confident [3]	44%	45% FP.FQ	64% FM.FO.FP.FQ	40% FP.FQ	17%	27% FP	60% FS.FT	30%	27%
Not very confident [2]	26%	4%	17% FM	43% FM.FN.FP.FQ	35% FM.FN.FQ	11% FM	14%	40% FR.FT	11%
Not at all confident [1]	12%	4%	3%	10% FM.FN	39% FM.FN.FO.FQ	6% FN	3%	22% FR.FT	6%
Don't know	7%	-	3% FM	6% FM.FN	6% FM.FN	54% FM.FN.FO.FP	2%	6% FR	54% FR.FS
Net: Confident	55%	92% FN.FO.FP.FQ	78% FO.FP.FQ	42% FP.FQ	19%	29% FP	80% FS.FT	32%	29%
Net: Not confident	38%	8%	19% FM	53% FM.FN.FQ	74% FM.FN.FO.FQ	17% FM	17%	62% FR.FT	17%
Mean	2.58	3.35 FN.FO.FP.FQ	2.92 FO.FP.FQ	2.36 FP	1.82	2.53 FP*	3.00 FS.FT	2.14	2.53 FS*
Std. dev	0.86	0.74	0.64	0.70	0.82	0.78	0.68	0.80	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick11_UK_2. Your household's income or employment situation		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	13%	48% FN.FO.FP.FQ	17% FO.FP.FQ	5%	5%	2%	23% FS.FT	5%	2%
Fairly confident [3]	45%	40% FP.FQ	61% FM.FO.FP.FQ	44% FP.FQ	26%	28%	57% FS.FT	36%	28%
Not very confident [2]	22%	6%	15% FM	37% FM.FN.FP.FQ	28% FM.FN.FQ	13% FM	13%	33% FR.FT	13%
Not at all confident [1]	10%	4%	3%	9% FM.FN.FQ	33% FM.FN.FO.FQ	3%	3%	19% FR.FT	3%
Don't know	8%	2%	4%	5%	8% FM.FN	55% FM.FN.FO.FP	4%	6% FR	55% FR.FS
Net: Confident	59%	88% FN.FO.FP.FQ	79% FO.FP.FQ	48% FP.FQ	31%	30%	80% FS.FT	41% FT	30%
Net: Not confident	33%	10%	17% FM	46% FM.FN.FQ	61% FM.FN.FO.FQ	16%	16%	53% FR.FT	16%
Mean	2.67	3.35 FN.FO.FP.FQ	2.97 FO.FP.FQ	2.46 FP	2.03	2.64 FP*	3.05 FS.FT	2.29	2.64 FS*
Std. dev	0.86	0.77	0.66	0.74	0.94	0.67	0.70	0.85	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
brunswick11_UK_3. Your housing situation									
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	30%	75% FN.FO.FP.FQ	39% FO.FP.FQ	18%	16%	12%	46% FS.FT	17%	12%
Fairly confident [3]	45%	18%	51% FM.FP.FQ	55% FM.FP.FQ	36% FM	28%	45% FT	47% FT	28%
Not very confident [2]	11%	3%	6%	18% FM.FN.FQ	19% FM.FN.FQ	6%	5%	18% FR.FT	6%
Not at all confident [1]	7%	3%	2%	4% FN	22% FM.FN.FO.FQ	3%	2%	12% FR.FT	3%
Don't know	7%	1%	2%	4% FM.FN	7% FM.FN	51% FM.FN.FO.FP	2%	6% FR	51% FR.FS
Net: Confident	75%	93% FO.FP.FQ	91% FO.FP.FQ	73% FP.FQ	52% FQ	39%	91% FS.FT	64% FT	39%
Net: Not confident	18%	6%	7%	22% FM.FN.FQ	41% FM.FN.FO.FQ	10%	7%	30% FR.FT	10%
Mean	3.06	3.67 FN.FO.FP.FQ	3.31 FO.FP.FQ	2.91 FP	2.48	2.97 FP*	3.38 FS.FT	2.74	2.97 *
Std. dev	0.85	0.67	0.66	0.74	1.03	0.80	0.67	0.90	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	9%	100% FN.FO.FP.FQ	-	-	-	-	19% FS.FT	-	-
Fairly confident [3]	38%	-	100% FM.FO.FP.FQ	-	-	-	81% FS.FT	-	-
Not very confident [2]	27%	-	-	100% FM.FN.FP.FQ	-	-	-	58% FR.FT	-
Not at all confident [1]	19%	-	-	-	100% FM.FN.FO.FQ	-	-	42% FR.FT	-
Don't know	7%	-	-	-	-	100% FM.FN.FO.FP	-	-	100% FR.FS
Net: Confident	47%	100% FO.FP.FQ	100% FO.FP.FQ	-	-	-	100% FS.FT	-	-
Net: Not confident	46%	-	-	100% FM.FN.FQ	100% FM.FN.FQ	-	-	100% FR.FT	-
Mean	2.39	4.00 FN	3.00 FO.FP	2.00	1.00	-	3.19 FS	1.58	-
Std. dev	0.92	-	0.00	-	-	-	0.39	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	5%	38% FN.FO.FP.FQ	2%	1%	1%	1%	8% FS.FT	1%	1%
Fairly confident [3]	25%	43% FO.FP.FQ	46% FO.FP.FQ	8% FP	3%	6%	45% FS.FT	6%	6%
Not very confident [2]	38%	16%	41% FM.FP.FQ	65% FM.FN.FP.FQ	14%	13%	36% FT	44% FR.FT	13%
Not at all confident [1]	25%	2%	8% FM	22% FM.FN.FQ	80% FM.FN.FO.FQ	6%	7%	46% FR.FT	6%
Don't know	8%	1%	4% FM	3%	2%	74% FM.FN.FO.FP	4%	3%	74% FR.FS
Net: Confident	29%	80% FN.FO.FP.FQ	47% FO.FP.FQ	10% FP	4%	8%	53% FS.FT	7%	8%
Net: Not confident	63%	19%	49% FM.FQ	87% FM.FN.FQ	94% FM.FN.FO.FQ	19%	43% FT	90% FR.FT	19%
Mean	2.09	3.17 FN.FO.FP.FQ	2.43 FO.FP.FQ	1.88 FP	1.23	2.10 FP*	2.57 FS.FT	1.61	2.10 FS*
Std. dev	0.85	0.78	0.66	0.60	0.54	0.83	0.75	0.66	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Household confidence to cope with: A large unexpected expense					Household confidence to cope with: A large unexpected expense (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FM	FN	FO	FP	FQ	FR	FS	FT
Unweighted base	2260	210	907	592	411	140	1117	1003	140
Base	2260	202	861	610	435	153	1063	1045	153
Very confident [4]	6%	49% FN.FO.FP.FQ	4% FO.FP	0%	1%	0%	12% FS.FT	0%	0%
Fairly confident [3]	37%	44% FO.FP.FQ	69% FM.FO.FP.FQ	18% FP	3%	13% FP	64% FS.FT	12%	13%
Not very confident [2]	34%	6%	22% FM.FQ	70% FM.FN.FP.FQ	28% FM.FN.FQ	11%	19% FT	52% FR.FT	11%
Not at all confident [1]	17%	1%	3%	10% FM.FN.FQ	67% FM.FN.FO.FQ	3%	2%	34% FR.FT	3%
Don't know	7%	1%	3%	2%	1%	73% FM.FN.FO.FP	3%	1%	73% FR.FS
Net: Confident	43%	92% FN.FO.FP.FQ	73% FO.FP.FQ	19% FP	4%	13% FP	76% FS.FT	13%	13%
Net: Not confident	51%	7%	24% FM.FQ	80% FM.FN.FQ	95% FM.FN.FO.FQ	13%	21%	86% FR.FT	13%
Mean	2.34	3.42 FN.FO.FP.FQ	2.76 FO.FP.FQ	2.09 FP	1.36	2.42 FO.FP*	2.89 FS.FT	1.79	2.42 FS*
Std. dev	0.85	0.63	0.56	0.54	0.58	0.70	0.63	0.66	0.70

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	3%	11% FV.FW.FX.FY*	3%	2%	2%	2%	4%	2%	2%
Fairly well protected [3]	37%	40% FY*	45% FW.FX.FY	39% FX.FY	30%	26%	44% GA.GB	35% GB	26%
Not very well protected [2]	38%	29% *	36%	41%	36%	36%	35%	39%	36%
Not at all protected [1]	12%	15% *	9%	11%	19% FV.FW.FY	8%	10%	14% FZ	8%
Don't know	10%	4% *	8%	7%	12% FU.FV.FW	29% FU.FV.FW.FX	7%	9%	29% FZ.GA
Net: Protected	40%	52% FX.FY*	48% FW.FX.FY	41% FX.FY	32%	28%	48% GA.GB	38% GB	28%
Net: Not protected	50%	44% *	45%	51% FV	55% FV.FY	44%	45%	53% FZ	44%
Mean	2.34	2.50 FX*	2.45 FW.FX	2.36 FX	2.18	2.30 *	2.46 GA	2.29	2.30 *
Std. dev	0.75	0.89	0.70	0.71	0.80	0.71	0.74	0.75	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FU	FV	FW	FX	FY	FZ	GA	GB
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?									
brunswick2_1. Terrorism									
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	6%	14% FW.FX.FY*	8% FX	5%	5%	5%	9% GA	5%	5%
Fairly well protected [3]	42%	35% *	51% FU.FX.FY	46% FX.FY	33%	27%	49% GA.GB	41% GB	27%
Not very well protected [2]	29%	26% *	25%	33% FV.FY	31% FV.FY	19%	25%	32% FZ.GB	19%
Not at all protected [1]	13%	22% FV.FW*	10%	9%	22% FV.FW.FY	13%	12%	14%	13%
Don't know	10%	3% *	7%	7%	10%	36% FU.FV.FW.FX	6%	8%	36% FZ.GA
Net: Protected	48%	48% FY*	59% FW.FX.FY	51% FX.FY	37%	33%	57% GA.GB	45% GB	33%
Net: Not protected	43%	48% FV.FY*	35%	43% FV.FY	53% FV.FW.FY	32%	37%	47% FZ.GB	32%
Mean	2.45	2.42 *	2.61 FW.FX.FY	2.50 FX	2.22	2.39 *	2.58 GA	2.39	2.39 *
Std. dev	0.82	1.00	0.78	0.75	0.87	0.90	0.82	0.81	0.90

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	2%	6% FW.FY*	2%	1%	2%	-	3%	2%	-
Fairly well protected [3]	24%	28% FX*	30% FX.FY	26% FX.FY	18%	18%	30% GA.GB	23%	18%
Not very well protected [2]	47%	46% FY*	45% FY	52% FV.FX.FY	45% FY	31%	45% GB	49% GB	31%
Not at all protected [1]	16%	16% *	14%	12%	23% FV.FW.FY	11%	14%	17%	11%
Don't know	12%	3% *	9%	9%	12% FU	40% FU.FV.FW.FX	8%	10%	40% FZ.GA
Net: Protected	26%	34% FX.FY*	32% FX.FY	28% FX.FY	20%	18%	32% GA.GB	25%	18%
Net: Not protected	62%	63% FY*	59% FY	64% FY	68% FV.FY	43%	60% GB	66% FZ.GB	43%
Mean	2.14	2.24 FX*	2.22 FX	2.18 FX	1.99	2.10 *	2.22 GA	2.11	2.10 *
Std. dev	0.72	0.81	0.72	0.67	0.75	0.69	0.74	0.71	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	3%	9% FW.FX*	4% FW	2%	3%	5% FW	4% GA	2%	5%
Fairly well protected [3]	31%	32% FY*	39% FX.FY	35% FX.FY	22% FY	14%	38% GA.GB	30% GB	14%
Not very well protected [2]	37%	30% *	35% FY	41% FV.FY	38% FY	23%	34% GB	40% FZ.GB	23%
Not at all protected [1]	14%	22% FV.FW.FY*	12%	11%	22% FV.FW.FY	10%	13%	15%	10%
Don't know	15%	7% *	11%	12%	15%	48% FU.FV.FW.FX	10%	13%	48% FZ.GA
Net: Protected	34%	41% FX.FY*	43% FW.FX.FY	37% FX.FY	25%	19%	42% GA.GB	32% GB	19%
Net: Not protected	51%	52% FY*	47% FY	52% FY	60% FV.FW.FY	33%	47% GB	55% FZ.GB	33%
Mean	2.27	2.30 FX*	2.39 FX	2.31 FX	2.07	2.27 *	2.37 GA	2.22	2.27 *
Std. dev	0.78	0.93	0.77	0.71	0.80	0.88	0.80	0.75	0.88

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	7%	17% FW.FX.FY*	11% FW.FX.FY	5%	6%	3%	12% GA.GB	5%	3%
Fairly well protected [3]	36%	31% *	40% FX.FY	39% FY	33% FY	23%	39% GB	37% GB	23%
Not very well protected [2]	33%	30% *	32% FY	39% FV.FX.FY	28%	20%	32% GB	35% GB	20%
Not at all protected [1]	13%	18% FV.FW*	10%	9%	21% FV.FW.FY	9%	11%	14%	9%
Don't know	11%	5% *	7%	7%	11% FV.FW	44% FU.FV.FW.FX	7%	9%	44% FZ.GA
Net: Protected	43%	48% FY*	51% FW.FX.FY	45% FY	39% FY	27%	50% GA.GB	42% GB	27%
Net: Not protected	46%	48% FY*	42% FY	48% FV.FY	50% FV.FY	29%	43% GB	49% FZ.GB	29%
Mean	2.43	2.48 *	2.56 FW.FX	2.44 FX	2.27	2.38 *	2.54 GA	2.37	2.38 *
Std. dev	0.83	1.00	0.83	0.74	0.90	0.83	0.86	0.81	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_5. Disinformation campaigns

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well protected [4]	2%	6% FW.FX*	2%	2%	1%	2%	3%	1%	2%
Fairly well protected [3]	14%	12% *	19% FW.FX.FY	14% FY	10%	7%	18% GA.GB	13%	7%
Not very well protected [2]	41%	36% *	46% FX.FY	49% FU.FX.FY	30%	28%	44% GB	42% GB	28%
Not at all protected [1]	27%	34% FV.FW.FY*	21%	21%	41% FV.FW.FY	20%	23%	29% FZ.GB	20%
Don't know	17%	12% *	12%	14%	18% FV.FW	44% FU.FV.FW.FX	12%	15%	44% FZ.GA
Net: Protected	15%	18% *	21% FW.FX.FY	16% FX.FY	11%	9%	20% GA.GB	14%	9%
Net: Not protected	68%	70% FY*	67% FY	71% FY	71% FY	47%	68% GB	71% GB	47%
Mean	1.89	1.88 FX*	2.02 FX	1.96 FX	1.65	1.84 *	1.99 GA	1.84	1.84 *
Std. dev	0.75	0.89	0.74	0.70	0.74	0.76	0.77	0.73	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very well informed [4]	3%	5% *	3%	2%	3%	3%	4%	3%	3%
Fairly well informed [3]	32%	35% FY*	38% FW.FX.FY	32% FY	28% FY	18%	38% GA.GB	31% GB	18%
Not very well informed [2]	43%	31% *	46% FU.FX.FY	51% FU.FX.FY	37%	31%	43% GB	45% GB	31%
Not at all informed [1]	13%	19% FV.FW*	8%	9%	23% FV.FW.FY	13%	10%	15% FZ	13%
Don't know	9%	11% *	5%	5%	8% FV	35% FU.FV.FW.FX	6%	7%	35% FZ.GA
Net: Informed	35%	40% FY*	42% FW.FX.FY	35% FY	31% FY	21%	41% GA.GB	33% GB	21%
Net: Not informed	57%	49% *	53%	60% FV.FY	60% FV.FY	44%	53%	60% FZ.GB	44%
Mean	2.27	2.30 *	2.39 FW.FX.FY	2.29 FX	2.12	2.17 *	2.38 GA.GB	2.22	2.17 *
Std. dev	0.74	0.87	0.69	0.68	0.83	0.79	0.72	0.75	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Strongly support [5]	4%	9% FW.FX*	5%	3%	3%	3%	6% GA	3%	3%
Tend to support [4]	24%	35% FX.FY*	29% FX.FY	26% FX.FY	18%	12%	30% GA.GB	23% GB	12%
Neither support nor oppose [3]	29%	21% *	32% FU	30%	27%	28%	31%	29%	28%
Tend to oppose [2]	19%	13% *	19% FY	20% FY	20% FY	11%	18%	20% GB	11%
Strongly oppose [1]	15%	18% FV*	10%	13%	21% FV.FW.FY	13%	11%	16% FZ	13%
Don't know	10%	4% *	5%	8%	11% FV	34% FU.FV.FW.FX	5%	9% FZ	34% FZ.GA
Net: Support	28%	44% FW.FX.FY*	34% FX.FY	29% FX.FY	21%	15%	36% GA.GB	26% GB	15%
Net: Oppose	33%	31% *	29%	33% FY	41% FV.FW.FY	24%	29%	36% FZ.GB	24%
Mean	2.82	3.04 FX*	3.01 FW.FX.FY	2.85 FX	2.58	2.72 *	3.01 GA.GB	2.74	2.72 *
Std. dev	1.12	1.29	1.06	1.09	1.16	1.11	1.10	1.12	1.11

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
brunswick5. If the UK 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	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Higher taxes	20%	31% FX.FY*	26% FW.FX.FY	21% FX.FY	15%	11%	27% GA.GB	18% GB	11%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	45% FY*	45% FX.FY	44% FX.FY	35% FY	24%	45% GB	41% GB	24%
Increased government borrowing	15%	14% *	17% FY	16% FY	13%	9%	16% GB	15%	9%
I would not be willing to accept any of these	23%	15% *	19%	23%	29% FU.FV.FW.FY	19%	18%	26% FZ	19%
Don't know	15%	15% *	11%	11%	15% FV.FW	46% FU.FV.FW.FX	11%	12%	46% FZ.GA

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	1260	*50*	329	485	297	99	379	782	99
Base: : respondents in full-time or part-time employment only	1300	*58*	324	494	319	105	382	813	105
Very well prepared [4]	7%	*18%* *FV.FW.FX.FY**	8%	7%	6%	2% *	9% GB	6%	2% *
Fairly well prepared [3]	33%	*37%* *	39% FX.FY	36% FX.FY	27%	21% *	39% GA.GB	32%	21% *
Not very well prepared [2]	23%	*16%* *	25% FY	26% FY	23% FY	7% *	24% GB	25% GB	7% *
Not at all prepared [1]	11%	*12%* *	7%	10%	18% FV.FW.FY	8% *	7%	13% FZ	8% *
Don't know	26%	*17%* *	21%	21%	27%	61% FU.FV.FW.FX*	21%	24%	61% FZ.GA*
Net: Prepared	40%	*55%* *FX.FY**	47% FX.FY	43% FX.FY	33%	24% *	48% GA.GB	39% GB	24% *
Net: Not prepared	34%	*28%* *	32% FY	36% FY	40% FV.FY	15% *	31% GB	38% GB	15% *
Mean	2.49	*2.74* **	2.61 FX	2.50 FX	2.28	2.47 **	2.63 GA	2.42	2.47 **
Std. dev	0.86	*0.97*	0.78	0.83	0.92	0.89	0.81	0.87	0.89

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base: : respondents in full-time or part-time employment only	1260	*50*	329	485	297	99	379	782	99
Base: : respondents in full-time or part-time employment only	1300	*58*	324	494	319	105	382	813	105
Very well informed [4]	8%	*34%* *FV.FW.FX.FY**	11% FW.FY	6%	7%	3% *	14% GA.GB	6%	3% *
Fairly well informed [3]	30%	*23%* *	36% FX.FY	32% FY	27%	19% *	34% GB	30% GB	19% *
Not very well informed [2]	23%	*8%* *	25% FU.FY	28% FU.FY	21% FY	9% *	22% GB	26% GB	9% *
Not at all informed [1]	14%	*13%* *	8%	14% FV	21% FV.FW.FY	7% *	9%	17% FZ.GB	7% *
Don't know	25%	*23%* *	20%	20%	24%	63% FU.FV.FW.FX*	21%	21%	63% FZ.GA*
Net: Informed	39%	*56%* *FW.FX.FY**	47% FW.FX.FY	38% FY	34% FY	21% *	49% GA.GB	36% GB	21% *
Net: Not informed	37%	*21%* *	32% FY	42% FU.FV.FY	42% FU.FV.FY	16% *	31% GB	42% FZ.GB	16% *
Mean	2.44	*3.00* **	2.63 FW.FX	2.36	2.26	2.46 **	2.69 GA	2.32	2.46 **
Std. dev	0.91	*1.11*	0.84	0.85	0.96	0.87	0.89	0.89	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base: : respondents in full-time or part-time employment only	1260	*50*	329	485	297	99	379	782	99
Base: : respondents in full-time or part-time employment only	1300	*58*	324	494	319	105	382	813	105
Very confident [4]	8%	*25%* *FV.FW.FX.FY**	8%	8%	6%	8% *	11%	7%	8% *
Fairly confident [3]	30%	*33%* *	33% FY	34% FY	26%	17% *	33% GB	31% GB	17% *
Not very confident [2]	19%	*10%* *	21% FY	22% FY	18% FY	8% *	20% GB	21% GB	8% *
Not at all confident [1]	13%	*12%* *	10%	10%	21% FV.FW.FY	9% *	10%	14%	9% *
Don't know	29%	*20%* *	27%	26%	29%	59% FU.FV.FW.FX*	26%	27%	59% FZ.GA*
Net: Confident	39%	*58%* *FX.FY**	42% FX.FY	42% FX.FY	32%	24% *	44% GB	38% GB	24% *
Net: Not confident	32%	*22%* *	32% FY	32% FY	39% FY	17% *	30% GB	35% GB	17% *
Mean	2.49	*2.90* **	2.54 FX	2.54 FX	2.24	2.56 **	2.60 GA	2.43	2.56 **
Std. dev	0.92	*1.02*	0.87	0.86	0.97	1.04	0.90	0.91	1.04

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very optimistic [5]	1%	7% FV.FW.FX.FY*	2% FX	1%	1%	-	3% GA.GB	1% 	-
Fairly optimistic [4]	12%	19% FW.FX*	19% FW.FX.FY	11% FX	6%	10%	19% GA.GB	9% 	10%
Neither optimistic nor pessimistic [3]	24%	16% *	33% FU.FW.FX.FY	25% FX	16%	22%	30% GA	22% 	22%
Fairly pessimistic [2]	36%	28% *	31%	43% FU.FV.FX.FY	32%	28%	31%	39% FZ.GB	28%
Very pessimistic [1]	21%	20% *	13%	16%	37% FU.FV.FW.FY	12%	14%	25% FZ.GB	12%
Don't know	6%	10% FV.FW*	2%	3%	7% FV.FW	29% FU.FV.FW.FX	3%	5%	29% FZ.GA
Net: Optimistic	13%	26% FW.FX.FY*	21% FW.FX.FY	12% FX	7%	10%	22% GA.GB	10%	10%
Net: Pessimistic	56%	48% *	44%	60% FV.FY	69% FU.FV.FW.FY	40%	45%	64% FZ.GB	40%
Mean	2.34	2.61 FW.FX*	2.66 FW.FX.FY	2.35 FX	1.92	2.43 FX*	2.65 GA	2.19	2.43 GA*
Std. dev	1.01	1.27	1.01	0.93	0.95	0.93	1.05	0.96	0.93

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB
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	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	1%	7% FV.FW.FX.FY*	2% FW	0%	1%	2% FW	3% GA	1%	2%
Fairly confident [3]	14%	23% FX.FY*	18% FX.FY	15% FX.FY	7%	7%	19% GA.GB	12%	7%
Not very confident [2]	46%	28% *	52% FU.FX.FY	55% FU.FX.FY	33%	34%	49% GB	46% GB	34%
Not at all confident [1]	29%	31% FY*	22% FY	24% FY	50% FU.FV.FW.FY	12%	23% GB	34% FZ.GB	12%
Don't know	10%	11% *	6%	5%	9% FW	46% FU.FV.FW.FX	6%	7%	46% FZ.GA
Net: Confident	15%	30% FW.FX.FY*	20% FW.FX.FY	15% FX	8%	9%	22% GA.GB	13%	9%
Net: Not confident	75%	59% *	74% FU.FY	79% FU.FV.FY	83% FU.FV.FY	45%	72% GB	81% FZ.GB	45%
Mean	1.86	2.07 FX*	2.01 FW.FX	1.91 FX	1.55	1.97 FX*	2.02 GA	1.77	1.97 GA*
Std. dev	0.72	0.96	0.71	0.65	0.69	0.69	0.76	0.69	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_2. People's living standards

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	1%	7% FV.FW.FX.FY*	2% FW	0%	1%	1%	2% GA	1%	1%
Fairly confident [3]	10%	13% FX*	19% FW.FX.FY	9% FX	4%	6%	18% GA.GB	7%	6%
Not very confident [2]	44%	32% *	47% FU.FX	54% FU.FV.FX.FY	31%	38%	45%	45%	38%
Not at all confident [1]	35%	36% FY*	27% FY	32% FY	57% FU.FV.FW.FY	12%	29% GB	42% FZ.GB	12%
Don't know	9%	13% FV.FW*	5%	4%	7%	43% FU.FV.FW.FX	6%	5%	43% FZ.GA
Net: Confident	12%	20% FW.FX.FY*	21% FW.FX.FY	10% FX	5%	7%	21% GA.GB	8%	7%
Net: Not confident	80%	68% FY*	74% FY	86% FU.FV.FY	88% FU.FV.FY	50%	73% GB	87% FZ.GB	50%
Mean	1.75	1.89 FX*	1.95 FW.FX	1.77 FX	1.46	1.94 FW.FX*	1.94 GA	1.65	1.94 GA*
Std. dev	0.70	0.94	0.75	0.62	0.63	0.62	0.78	0.64	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	2%	6% FW.FX*	4% FW.FX	1%	1%	1%	4% GA	1%	1%
Fairly confident [3]	18%	17% *	24% FW.FX.FY	19% FX.FY	12%	11%	22% GA.GB	16%	11%
Not very confident [2]	45%	38% *	48% FX.FY	53% FU.FX.FY	36%	29%	46% GB	46% GB	29%
Not at all confident [1]	23%	25% FY*	18% FY	19% FY	37% FV.FW.FY	8%	19% GB	26% FZ.GB	8%
Don't know	13%	13% *	8%	9%	13% FV.FW	50% FU.FV.FW.FX	9%	11%	50% FZ.GA
Net: Confident	19%	23% FX.FY*	27% FW.FX.FY	19% FX.FY	14%	12%	27% GA.GB	17%	12%
Net: Not confident	67%	64% FY*	65% FY	72% FV.FY	73% FV.FY	38%	65% GB	72% FZ.GB	38%
Mean	1.98	2.04 FX*	2.15 FW.FX	2.01 FX	1.75	2.10 FX*	2.13 GA	1.91	2.10 GA*
Std. dev	0.74	0.88	0.77	0.67	0.75	0.70	0.78	0.71	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	3%	8% FW.FX.FY*	4% FW	1%	3% FW	2%	5% GA	2%	2%
Fairly confident [3]	27%	21% *	35% FU.FX.FY	30% FX.FY	17%	15%	33% GA.GB	25% GB	15%
Not very confident [2]	39%	29% *	41% FX.FY	46% FU.FX.FY	32%	24%	40% GB	41% GB	24%
Not at all confident [1]	21%	31% FV.FW.FY*	14%	16%	38% FV.FW.FY	12%	17%	25% FZ.GB	12%
Don't know	10%	10% *	6%	6%	10% FV.FW	46% FU.FV.FW.FX	6%	8%	46% FZ.GA
Net: Confident	29%	29% FY*	39% FW.FX.FY	31% FX.FY	20%	17%	38% GA.GB	27% GB	17%
Net: Not confident	61%	61% FY*	55% FY	63% FV.FY	70% FV.FW.FY	36%	56% GB	66% FZ.GB	36%
Mean	2.12	2.07 FX*	2.31 FU.FW.FX	2.17 FX	1.83	2.12 FX*	2.28 GA	2.04	2.12 *
Std. dev	0.80	0.98	0.78	0.71	0.84	0.80	0.81	0.78	0.80

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very prepared [4]	1%	5% FW.FX*	2% FW	0%	1%	1%	3% GA	0%	1%
Fairly prepared [3]	14%	21% FX.FY*	23% FW.FX.FY	14% FX.FY	6%	7%	23% GA.GB	11%	7%
Not very prepared [2]	48%	34% *	52% FU.FX.FY	57% FU.FX.FY	37%	35%	49% GB	49% GB	35%
Not at all prepared [1]	29%	31% FV*	18%	24% FV	50% FU.FV.FW.FY	20%	20%	35% FZ.GB	20%
Don't know	8%	9% *	5%	5%	6%	37% FU.FV.FW.FX	5%	5%	37% FZ.GA
Net: Prepared	15%	26% FW.FX.FY*	26% FW.FX.FY	14% FX	7%	8%	26% GA.GB	11%	8%
Net: Not prepared	77%	65% *	70% FY	81% FU.FV.FY	87% FU.FV.FW.FY	55%	69% GB	84% FZ.GB	55%
Mean	1.86	2.00 FX*	2.10 FW.FX.FY	1.90 FX	1.54	1.83 FX*	2.08 GA.GB	1.76	1.83 *
Std. dev	0.70	0.89	0.72	0.63	0.65	0.69	0.75	0.66	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very prepared [4]	3%	9% FW.FX.FY*	5% FW.FX	2%	2%	2%	5% GA	2%	2%
Fairly prepared [3]	27%	29% FX.FY*	36% FW.FX.FY	30% FX.FY	18%	13%	35% GA.GB	25% GB	13%
Not very prepared [2]	40%	29% *	41%	45% FU.FX.FY	36%	35%	39%	41%	35%
Not at all prepared [1]	25%	30% FV*	16%	20%	40% FV.FW.FY	19%	18%	28% FZ.GB	19%
Don't know	5%	2% *	2%	3%	4%	31% FU.FV.FW.FX	2%	3%	31% FZ.GA
Net: Prepared	30%	38% FX.FY*	41% FW.FX.FY	32% FX.FY	20%	16%	41% GA.GB	27% GB	16%
Net: Not prepared	65%	59% *	57%	65% FV.FY	76% FU.FV.FW.FY	53%	57%	69% FZ.GB	53%
Mean	2.09	2.18 FX*	2.30 FW.FX.FY	2.14 FX	1.82	2.00 *	2.28 GA.GB	2.01	2.00 *
Std. dev	0.82	0.98	0.80	0.77	0.82	0.78	0.83	0.80	0.78

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick10_UK_3. An extreme weather event

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very prepared [4]	1%	4% FW*	2% FW	0%	1%	0%	2% GA	1%	0%
Fairly prepared [3]	19%	22% FX*	26% FW.FX.FY	19% FX	13%	13%	26% GA.GB	17%	13%
Not very prepared [2]	45%	36% *	47% FX.FY	52% FU.FX.FY	38%	29%	46% GB	47% GB	29%
Not at all prepared [1]	30%	37% FV.FW.FY*	22%	25%	44% FV.FW.FY	22%	25%	33% FZ.GB	22%
Don't know	5%	1% *	2%	2%	4%	35% FU.FV.FW.FX	2%	3%	35% FZ.GA
Net: Prepared	20%	26% FX.FY*	28% FW.FX.FY	20% FX	14%	14%	28% GA.GB	17%	14%
Net: Not prepared	75%	73% FY*	70% FY	78% FV.FY	82% FV.FY	51%	70% GB	79% FZ.GB	51%
Mean	1.91	1.93 FX*	2.07 FW.FX.FY	1.95 FX	1.70	1.88 *	2.05 GA	1.85	1.88 *
Std. dev	0.74	0.87	0.75	0.69	0.74	0.75	0.77	0.72	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	11%	51% FV.FW.FX.FY*	19% FW.FX.FY	6%	4%	3%	24% GA.GB	6%	3%
Fairly confident [3]	44%	29% *	64% FU.FW.FX.FY	50% FU.FX.FY	22%	31% FX	58% GA.GB	39%	31%
Not very confident [2]	26%	8% *	14%	33% FU.FV.FY	34% FU.FV.FY	14%	13%	33% FZ.GB	14%
Not at all confident [1]	12%	13% FV.FW.FY*	1%	6% FV	34% FU.FV.FW.FY	3%	3%	17% FZ.GB	3%
Don't know	7%	- *	1%	5% FV	6% FU.FV	49% FU.FV.FW.FX	1%	5% FZ	49% FZ.GA
Net: Confident	55%	79% FW.FX.FY*	83% FW.FX.FY	57% FX.FY	26%	34%	83% GA.GB	45% GB	34%
Net: Not confident	38%	21% *	15%	38% FU.FV.FY	68% FU.FV.FW.FY	17%	16%	50% FZ.GB	17%
Mean	2.58	3.17 FW.FX.FY*	3.03 FW.FX.FY	2.61 FX	1.95	2.65 FX*	3.05 GA.GB	2.35	2.65 GA*
Std. dev	0.86	1.04	0.63	0.70	0.88	0.68	0.71	0.84	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_2. Your household's income or employment situation

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	13%	56% FV.FW.FX.FY*	21% FW.FX.FY	9% FY	8% FY	2%	27% GA.GB	9% GB	2%
Fairly confident [3]	45%	21% *	59% FU.FW.FX.FY	52% FU.FX.FY	30%	34%	53% GA.GB	43% GB	34%
Not very confident [2]	22%	7% *	15%	28% FU.FV.FY	26% FU.FV.FY	12%	14%	27% FZ.GB	12%
Not at all confident [1]	10%	12% FV.FW.FY*	1%	5% FV	29% FU.FV.FW.FY	3%	3%	15% FZ.GB	3%
Don't know	8%	3% *	3%	5%	7% FV	49% FU.FV.FW.FX	3%	6% FZ	49% FZ.GA
Net: Confident	59%	78% FW.FX.FY*	80% FW.FX.FY	61% FX.FY	38%	36%	80% GA.GB	52% GB	36%
Net: Not confident	33%	20% *	17%	34% FU.FV.FY	55% FU.FV.FW.FY	15%	17%	42% FZ.GB	15%
Mean	2.67	3.25 FV.FW.FX.FY*	3.03 FW.FX.FY	2.69 FX	2.18	2.70 FX*	3.06 GA.GB	2.49	2.70 GA*
Std. dev	0.86	1.05	0.66	0.72	0.97	0.65	0.74	0.86	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	30%	71% FV.FW.FX.FY*	44% FW.FX.FY	27% FX.FY	20%	14%	48% GA.GB	24% GB	14%
Fairly confident [3]	45%	14% *	47% FU.FX.FY	54% FU.FV.FX.FY	39% FU	34% FU	41%	48% FZ.GB	34%
Not very confident [2]	11%	6% *	6%	14% FV.FY	16% FU.FV.FY	3%	6%	15% FZ.GB	3%
Not at all confident [1]	7%	9% FV.FW.FY*	1%	3%	19% FU.FV.FW.FY	2%	2%	9% FZ.GB	2%
Don't know	7%	- *	2%	3%	7% FU.FV.FW	47% FU.FV.FW.FX	1%	4% FZ	47% FZ.GA
Net: Confident	75%	85% FX.FY*	91% FW.FX.FY	81% FX.FY	59% FY	48%	90% GA.GB	72% GB	48%
Net: Not confident	18%	15% FV.FY*	8%	16% FV.FY	35% FU.FV.FW.FY	5%	9%	24% FZ.GB	5%
Mean	3.06	3.47 FW.FX.FY*	3.36 FW.FX.FY	3.08 FX	2.64	3.12 FX*	3.38 GA.GB	2.91	3.12 *
Std. dev	0.85	0.96	0.66	0.72	1.03	0.69	0.72	0.88	0.69

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	FU	FV	FW	FX	FY	FZ	GA	GB	
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	9%	74% FV.FW.FX.FY*	16% FW.FX.FY	4% FX	1%	1%	25% GA.GB	3%	1%
Fairly confident [3]	38%	13% *	71% FU.FW.FX.FY	41% FU.FX.FY	12%	21% FX	62% GA.GB	29% GB	21%
Not very confident [2]	27%	7% *	9%	46% FU.FV.FX.FY	24% FU.FV.FY	11%	9%	37% FZ.GB	11%
Not at all confident [1]	19%	3% *	3%	7% FV	62% FU.FV.FW.FY	5%	3%	29% FZ.GB	5%
Don't know	7%	2% *	2%	2%	2%	63% FU.FV.FW.FX	2%	2%	63% FZ.GA
Net: Confident	47%	87% FW.FX.FY*	86% FW.FX.FY	45% FX.FY	13%	22% FX	87% GA.GB	32% GB	22%
Net: Not confident	46%	11% *	12%	53% FU.FV.FY	86% FU.FV.FW.FY	15%	12%	66% FZ.GB	15%
Mean	2.39	3.62 FV.FW.FX.FY*	3.01 FW.FX.FY	2.42 FX	1.51	2.49 FX*	3.11 GA.GB	2.06	2.49 GA*
Std. dev	0.92	0.77	0.60	0.68	0.74	0.76	0.66	0.83	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_2. A significant reduction in household income	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	5%	100% FV.FW.FX.FY*	-	-	-	-	16% GA.GB	-	-
Fairly confident [3]	25%	- *	100% FU.FW.FX.FY	-	-	-	84% GA.GB	-	-
Not very confident [2]	38%	- *	-	100% FU.FV.FX.FY	-	-	-	60% FZ.GB	-
Not at all confident [1]	25%	- *	-	-	100% FU.FV.FW.FY	-	-	40% FZ.GB	-
Don't know	8%	- *	-	-	-	100% FU.FV.FW.FX	-	-	100% FZ.GA
Net: Confident	29%	100% FW.FX.FY*	100% FW.FX.FY	-	-	-	100% GA.GB	-	-
Net: Not confident	63%	- *	-	100% FU.FV.FY	100% FU.FV.FY	-	- GA	100% FZ.GB	-
Mean	2.09	4.00 *	3.00	2.00	1.00	-	3.16 GA	1.60	-
Std. dev	0.85	-	-	-	-	-	0.36	0.49	-

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Household confidence to cope with: A significant reduction in household income					Household confidence to cope with: A significant reduction in household income (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		FU	FV	FW	FX	FY	FZ	GA	GB
Unweighted base	2260	99	582	863	544	172	681	1407	172
Base	2260	102	554	861	565	178	656	1426	178
Very confident [4]	6%	67% FV.FW.FX.FY*	9% FW.FX.FY	2%	1%	1%	18% GA.GB	1%	1%
Fairly confident [3]	37%	21% FX*	78% FU.FW.FX.FY	35% FU.FX.FY	7%	17% FX	69% GA.GB	24%	17%
Not very confident [2]	34%	7% *	11%	57% FU.FV.FX.FY	32% FU.FV.FY	11%	10%	47% FZ.GB	11%
Not at all confident [1]	17%	3% *	2%	3%	59% FU.FV.FW.FY	4%	2%	25% FZ.GB	4%
Don't know	7%	2% *	1%	3% FV	1%	67% FU.FV.FW.FX	1%	2%	67% FZ.GA
Net: Confident	43%	88% FW.FX.FY*	86% FW.FX.FY	37% FX.FY	8%	19% FX	86% GA.GB	25%	19%
Net: Not confident	51%	10% *	13%	60% FU.FV.FY	91% FU.FV.FW.FY	15%	13%	72% FZ.GB	15%
Mean	2.34	3.54 FV.FW.FX.FY*	2.93 FW.FX.FY	2.37 FX	1.49	2.47 FX*	3.03 GA.GB	2.02	2.47 GA*
Std. dev	0.85	0.77	0.53	0.58	0.66	0.75	0.61	0.75	0.75

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick1. Overall, how well, if at all, do you think the UK is protected by the government from security threats (such as terrorism, sabotage, and cyberattacks)?									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	3%	6% GF.GG	3%	2%	2%	0%	4%	2%	0%
Fairly well protected [3]	37%	43% GF.GG	46% GE.GF.GG	35% GF.GG	27%	24%	45% GI.GJ	32%	24%
Not very well protected [2]	38%	31%	36%	42% GC.GD.GF	35%	35%	36%	40%	35%
Not at all protected [1]	12%	15% GD	7%	12% GD	25% GC.GD.GE.GG	8%	8%	16% GH.GJ	8%
Don't know	10%	5%	7%	9%	11%	33% GC.GD.GE.GF	7%	10% GH	33% GH.GI
Net: Protected	40%	49% GE.GF.GG	49% GE.GF.GG	37% GF.GG	29%	24%	49% GI.GJ	34% GJ	24%
Net: Not protected	50%	46%	44%	54% GD.GG	60% GC.GD.GG	43%	44%	56% GH.GJ	43%
Mean	2.34	2.42 GF	2.48 GE.GF.GG	2.31 GF	2.07	2.24 *	2.48 GI.GJ	2.23	2.24 *
Std. dev	0.75	0.82	0.69	0.72	0.82	0.67	0.71	0.76	0.67

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
How well, if at all, do you think the UK is protected by the government from each of the following types of security threat?									
brunswick2_1. Terrorism									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	6%	14% GE.GF.GG	8% GE.GF	3%	4%	4%	9% GI	3%	4%
Fairly well protected [3]	42%	44% GF.GG	50% GE.GF.GG	44% GF.GG	25%	26%	49% GI.GJ	38% GJ	26%
Not very well protected [2]	29%	22%	26%	34% GC.GD.GG	34% GC.GD.GG	20%	25%	34% GH.GJ	20%
Not at all protected [1]	13%	16% GD	9%	12%	27% GC.GD.GE.GG	11%	10%	17% GH	11%
Don't know	10%	4%	7%	8%	10%	38% GC.GD.GE.GF	7%	8%	38% GH.GI
Net: Protected	48%	58% GE.GF.GG	59% GE.GF.GG	47% GF.GG	29%	30%	59% GI.GJ	41% GJ	30%
Net: Not protected	43%	38%	34%	45% GD.GG	61% GC.GD.GE.GG	31%	35%	51% GH.GJ	31%
Mean	2.45	2.59 GE.GF	2.63 GE.GF.GG	2.42 GF	2.06	2.38 GF*	2.62 GI.GJ	2.30	2.38 *
Std. dev	0.82	0.93	0.77	0.75	0.87	0.87	0.80	0.81	0.87

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick2_2. Cyberattacks

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	2%	4% GE.GG	2% GE	1%	2%	-	3% GI	1%	-
Fairly well protected [3]	24%	34% GE.GF.GG	27% GF.GG	25% GF	16%	17%	28% GI.GJ	22%	17%
Not very well protected [2]	47%	39%	49% GC.GG	50% GC.GG	43% GG	29%	47% GJ	48% GJ	29%
Not at all protected [1]	16%	20% GD	11%	14%	27% GD.GE.GG	12%	12%	19% GH	12%
Don't know	12%	3%	10% GC	9% GC	12% GC	42% GC.GD.GE.GF	9%	10%	42% GH.GI
Net: Protected	26%	39% GE.GF.GG	30% GF.GG	26% GF	18%	17%	31% GI.GJ	23%	17%
Net: Not protected	62%	58% GG	60% GG	65% GG	71% GC.GD.GG	41%	60% GJ	67% GH.GJ	41%
Mean	2.14	2.24 GF	2.23 GE.GF	2.14 GF	1.92	2.10 *	2.23 GI	2.07	2.10 *
Std. dev	0.72	0.83	0.70	0.67	0.76	0.70	0.72	0.71	0.70

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick2_3. Acts of sabotage (e.g. against infrastructure)		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	3%	7% GE.GF	4% GE	1%	2%	4% GE	4% GI	2%	4%
Fairly well protected [3]	31%	34% GF.GG	38% GE.GF.GG	32% GF.GG	18%	19%	37% GI.GJ	27% GJ	19%
Not very well protected [2]	37%	31%	37% GG	40% GG	38% GG	21%	36% GJ	39% GJ	21%
Not at all protected [1]	14%	21% GD.GE.GG	10%	12%	27% GD.GE.GG	9%	12%	17% GH.GJ	9%
Don't know	15%	8%	11%	14%	15% GC.GD	47% GC.GD.GE.GF	10%	15% GH	47% GH.GI
Net: Protected	34%	41% GF.GG	42% GE.GF.GG	34% GF.GG	20%	23%	42% GI.GJ	29%	23%
Net: Not protected	51%	52% GG	47% GG	52% GG	65% GC.GD.GE.GG	30%	48% GJ	56% GH.GJ	30%
Mean	2.27	2.29 GF	2.40 GE.GF	2.27 GF	1.95	2.35 GF*	2.38 GI	2.16	2.35 *
Std. dev	0.78	0.90	0.75	0.71	0.80	0.85	0.78	0.76	0.85

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick2_4. Military threats / armed conflict									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	7%	13% GE.GF.GG	9% GE.GG	5%	6%	3%	10% GI.GJ	5%	3%
Fairly well protected [3]	36%	37% GF.GG	40% GF.GG	40% GF.GG	26%	25%	39% GJ	36% GJ	25%
Not very well protected [2]	33%	29%	36% GG	34% GG	31% GG	19%	35% GJ	33% GJ	19%
Not at all protected [1]	13%	15% GD	8%	12% GD	25% GC.GD.GE.GG	9%	9%	16% GH	9%
Don't know	11%	5%	7%	9%	11%	43% GC.GD.GE.GF	7%	10%	43% GH.GI
Net: Protected	43%	51% GF.GG	49% GF.GG	45% GF.GG	32%	28%	49% GI.GJ	41% GJ	28%
Net: Not protected	46%	44% GG	44% GG	46% GG	57% GC.GD.GE.GG	29%	44% GJ	50% GH.GJ	29%
Mean	2.43	2.52 GF	2.55 GE.GF	2.42 GF	2.15	2.39 *	2.54 GI	2.33	2.39 *
Std. dev	0.83	0.93	0.79	0.77	0.92	0.83	0.81	0.83	0.83

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick2_5. Disinformation campaigns									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well protected [4]	2%	3%	3% GE	1%	1%	1%	3% GI	1%	1%
Fairly well protected [3]	14%	11%	16% GF	14%	10%	10%	16%	12%	10%
Not very well protected [2]	41%	40% GG	46% GF.GG	43% GF.GG	34%	26%	45% GI.GJ	40% GJ	26%
Not at all protected [1]	27%	33% GD.GG	22%	27% GG	38% GD.GE.GG	15%	24% GJ	31% GH.GJ	15%
Don't know	17%	13%	13%	15%	17%	47% GC.GD.GE.GF	13%	16% GH	47% GH.GI
Net: Protected	15%	14%	19% GE.GF	14%	11%	12%	18% GI	13%	12%
Net: Not protected	68%	73% GG	68% GG	70% GG	71% GG	41%	69% GJ	71% GJ	41%
Mean	1.89	1.81	2.00 GC.GE.GF	1.86 GF	1.69	1.97 GF*	1.97 GI	1.81	1.97 *
Std. dev	0.75	0.77	0.76	0.71	0.74	0.77	0.76	0.72	0.77

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick3. How well informed, if at all, do you feel about the different types of security threats the UK could face (e.g. terrorism, cyberattacks, disinformation, or military actions)?									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very well informed [4]	3%	6%	3%	2%	3%	2%	4%	3%	2%
Fairly well informed [3]	32%	38% GF.GG	38% GE.GF.GG	30% GG	25%	19%	38% GI.GJ	28% GJ	19%
Not very well informed [2]	43%	32%	48% GC.GF.GG	47% GC.GF.GG	38% GG	26%	45% GJ	44% GJ	26%
Not at all informed [1]	13%	17% GD	7%	13% GD	26% GD.GE	17% GD	8%	17% GH	17% GH
Don't know	9%	7%	5%	8% GD	7%	36% GC.GD.GE.GF	5%	8% GH	36% GH.GI
Net: Informed	35%	43% GE.GF.GG	41% GE.GF.GG	32% GG	28%	21%	41% GI.GJ	31% GJ	21%
Net: Not informed	57%	50%	54% GG	60% GC.GD.GG	64% GC.GD.GG	43%	54% GJ	61% GH.GJ	43%
Mean	2.27	2.34 GF	2.40 GE.GF.GG	2.24 GF	2.06	2.10 *	2.39 GI.GJ	2.18	2.10 *
Std. dev	0.74	0.85	0.67	0.71	0.82	0.82	0.70	0.76	0.82

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Strongly support [5]	4%	10% GD.GE.GF.GG	5%	3%	2%	2%	6% GI	3%	2%
Tend to support [4]	24%	31% GE.GF.GG	33% GE.GF.GG	21% GF.GG	15%	9%	33% GI.GJ	19% GJ	9%
Neither support nor oppose [3]	29%	27%	30%	31%	26%	26%	29%	29%	26%
Tend to oppose [2]	19%	14%	17% GG	23% GC.GD.GG	19% GG	9%	17% GJ	22% GH.GJ	9%
Strongly oppose [1]	15%	15%	10%	15%	25%	15%	10%	18%	15%
				GD	GC.GD.GE.GG			GH	
Don't know	10%	2%	5%	8%	13%	38%	5%	10%	38%
				GC	GC.GD.GE	GC.GD.GE.GF		GH	GH.GI
Net: Support	28%	41% GE.GF.GG	38% GE.GF.GG	23% GF.GG	17%	12%	39% GI.GJ	21% GJ	12%
Net: Oppose	33%	29%	27%	38% GD.GG	43% GC.GD.GG	24%	27%	40% GH.GJ	24%
Mean	2.82	3.08 GE.GF.GG	3.07 GE.GF.GG	2.72 GF	2.44	2.59 *	3.07 GI.GJ	2.63	2.59 *
Std. dev	1.12	1.22	1.07	1.08	1.15	1.13	1.09	1.11	1.13

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick5. If the UK 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	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Higher taxes	20%	30% GE.GF.GG	28% GE.GF.GG	17% GF.GG	11%	9%	28% GI.GJ	15%	9%
Reallocating money from other areas of government spending (e.g. social benefits, healthcare, or education)	41%	47% GF.GG	46% GE.GF.GG	41% GG	35% GG	17%	46% GI.GJ	39% GJ	17%
Increased government borrowing	15%	17%	16%	15%	12%	9%	16%	14%	9%
I would not be willing to accept any of these	23%	18%	18%	24% GD	33% GC.GD.GE.GG	23%	18%	27% GH	23%
Don't know	15%	10%	10%	14% GD	15% GD	49% GC.GD.GE.GF	10%	14% GH	49% GH.GI
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	1260	76	469	442	194	79	545	636	79
Base: : respondents in full-time or part-time employment only	1300	76	472	462	201	89	549	663	89
Very well prepared [4]	7%	11% *	8%	7%	5%	3% *	8%	6%	3% *
Fairly well prepared [3]	33%	43% GF.GG*	38% GF.GG	34% GF.GG	24%	15% *	39% GI.GJ	31% GJ	15% *
Not very well prepared [2]	23%	15% *	22% GG	28% GC.GG	24% GG	8% *	21% GJ	27% GH.GJ	8% *
Not at all prepared [1]	11%	12% *	9%	9%	20% GD.GE	9% *	10%	12%	9% *
Don't know	26%	18% *	23%	22%	27%	64% GC.GD.GE.GF*	22%	24%	64% GH.GI*
Net: Prepared	40%	54% GF.GG*	46% GF.GG	41% GF.GG	29%	18% *	47% GI.GJ	37% GJ	18% *
Net: Not prepared	34%	28% *	31% GG	37% GG	44% GC.GD.GG	17% *	30% GJ	39% GH.GJ	17% *
Mean	2.49	2.64 GF*	2.59 GF	2.49 GF	2.20	2.36 **	2.59 GI	2.41	2.36 **
Std. dev	0.86	0.90	0.83	0.81	0.92	0.98	0.84	0.85	0.98

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base: : respondents in full-time or part-time employment only	1260	76	469	442	194	79	545	636	79
Base: : respondents in full-time or part-time employment only	1300	76	472	462	201	89	549	663	89
Very well informed [4]	8%	27% GD.GE.GF.GG*	10% GE	5%	7%	4% *	12% GI.GJ	6%	4% *
Fairly well informed [3]	30%	29% *	35% GF.GG	33% GF.GG	21%	14% *	34% GJ	30% GJ	14% *
Not very well informed [2]	23%	10% *	23% GC.GG	29% GC.GG	23% GC.GG	6% *	21% GJ	27% GJ	6% *
Not at all informed [1]	14%	17% *	10%	13%	25% GD.GE.GG	10% *	11%	16% GH	10% *
Don't know	25%	17% *	22%	21%	24%	67% GC.GD.GE.GF*	21%	22%	67% GH.GI*
Net: Informed	39%	56% GE.GF.GG*	45% GF.GG	38% GF.GG	28%	17% *	46% GI.GJ	35% GJ	17% *
Net: Not informed	37%	28% *	33% GG	41% GD.GG	48% GC.GD.GG	16% *	32% GJ	43% GH.GJ	16% *
Mean	2.44	2.78 GE.GF*	2.58 GE.GF	2.38 GF	2.14	2.35 **	2.61 GI	2.31	2.35 **
Std. dev	0.91	1.12	0.87	0.82	0.98	1.02	0.91	0.88	1.02

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base: : respondents in full-time or part-time employment only	1260	76	469	442	194	79	545	636	79
Base: : respondents in full-time or part-time employment only	1300	76	472	462	201	89	549	663	89
Very confident [4]	8%	18% GD.GE.GF.GG*	9%	7%	5%	6% *	11% GI	7%	6% *
Fairly confident [3]	30%	28% GG*	33% GF.GG	35% GF.GG	23% GG	11% *	32% GJ	32% GJ	11% *
Not very confident [2]	19%	17% *	20% GG	21% GG	19% GG	7% *	20% GJ	21% GJ	7% *
Not at all confident [1]	13%	15% *	9%	10%	26% GD.GE	14% *	10%	15% GH	14% *
Don't know	29%	22% *	28%	27%	26%	62% GC.GD.GE.GF*	27%	27%	62% GH.GI*
Net: Confident	39%	46% GF.GG*	43% GF.GG	42% GF.GG	29%	17% *	43% GJ	38% GJ	17% *
Net: Not confident	32%	32% *	29%	31%	45% GD.GE.GG	21% *	29%	35% GJ	21% *
Mean	2.49	2.64 GF*	2.60 GF	2.54 GF	2.11	2.25 **	2.60 GI	2.41	2.25 **
Std. dev	0.92	1.05	0.87	0.84	0.98	1.13	0.90	0.91	1.13

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

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

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very optimistic [5]	1%	5% GD.GE.GF.GG	2%	1%	1%	1%	2% GI	1%	1%
Fairly optimistic [4]	12%	21% GE.GF.GG	17% GE.GF.GG	10% GF	4%	8%	18% GI.GJ	8%	8%
Neither optimistic nor pessimistic [3]	24%	21%	32% GC.GE.GF	22% GF	14%	26% GF	30% GI	19%	26%
Fairly pessimistic [2]	36%	30%	35%	41% GC.GD.GF.GG	30%	27%	34%	38% GJ	27%
Very pessimistic [1]	21%	15%	11%	22% GD.GG	44% GC.GD.GE.GG	11%	11%	30% GH.GJ	11%
Don't know	6%	8% GD	3%	4%	7% GD	27% GC.GD.GE.GF	4%	5%	27% GH.GI
Net: Optimistic	13%	26% GE.GF.GG	19% GE.GF.GG	11% GF	5%	9%	20% GI.GJ	9%	9%
Net: Pessimistic	56%	45%	46%	64% GC.GD.GG	74% GC.GD.GE.GG	38%	46%	67% GH.GJ	38%
Mean	2.34	2.68 GE.GF	2.63 GE.GF	2.22 GF	1.78	2.45 GF*	2.64 GI	2.08	2.45 GI*
Std. dev	1.01	1.16	0.96	0.95	0.91	0.91	0.99	0.95	0.91

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
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	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	1%	6% GD.GE.GF	1%	1%	1%	1%	2%	1%	1%
Fairly confident [3]	14%	17% GF.GG	19% GE.GF.GG	13% GF	6%	7%	18% GI.GJ	10%	7%
Not very confident [2]	46%	38%	54% GC.GF.GG	51% GC.GF.GG	28%	34%	51% GI.GJ	43%	34%
Not at all confident [1]	29%	30% GD.GG	21% GG	29% GD.GG	55% GC.GD.GE.GG	9%	23% GJ	37% GH.GJ	9%
Don't know	10%	10% GD	5%	7%	11% GD.GE	48% GC.GD.GE.GF	6%	8%	48% GH.GI
Net: Confident	15%	23% GE.GF.GG	20% GE.GF.GG	14% GF	6%	8%	20% GI.GJ	11%	8%
Net: Not confident	75%	68% GG	75% GG	80% GC.GG	83% GC.GD.GG	44%	74% GJ	81% GH.GJ	44%
Mean	1.86	1.98 GF	2.00 GE.GF	1.85 GF	1.47	2.01 GF*	2.00 GI	1.73	2.01 GI*
Std. dev	0.72	0.89	0.69	0.69	0.65	0.65	0.72	0.70	0.65

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick9_UK_2. People's living standards									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	1%	3% GE	2% GE	0%	1%	-	2% GI	1%	-
Fairly confident [3]	10%	16% GE.GF	15% GE.GF	9% GF	2%	9% GF	15% GI	7%	9%
Not very confident [2]	44%	38% GF	52% GC.GF.GG	48% GC.GF	26%	38% GF	50% GI.GJ	41%	38%
Not at all confident [1]	35%	33% GG	27% GG	38% GD.GG	63% GC.GD.GE.GG	8%	27% GJ	46% GH.GJ	8%
Don't know	9%	11% GD.GE	5%	5%	8% GD	46% GC.GD.GE.GF	5%	6%	46% GH.GI
Net: Confident	12%	19% GE.GF.GG	17% GE.GF.GG	9% GF	3%	9% GF	17% GI.GJ	7%	9%
Net: Not confident	80%	70% GG	79% GC.GG	85% GC.GD.GG	89% GC.GD.GG	45%	78% GJ	87% GH.GJ	45%
Mean	1.75	1.89 GE.GF	1.91 GE.GF	1.71 GF	1.36	2.03 GE.GF*	1.91 GI	1.59	2.03 GI*
Std. dev	0.70	0.82	0.71	0.65	0.57	0.55	0.72	0.65	0.55

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_3. Business activity and investment

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	2%	7% GD.GE.GF.GG	3% GE	1%	1%	0%	3% GI	1%	0%
Fairly confident [3]	18%	26% GE.GF.GG	22% GE.GF.GG	16% GF	10%	10%	23% GI.GJ	14%	10%
Not very confident [2]	45%	38% GG	51% GC.GF.GG	51% GC.GF.GG	32%	22%	49% GJ	44% GJ	22%
Not at all confident [1]	23%	21% GG	16%	23% GD.GG	44% GC.GD.GE.GG	11%	16%	30% GH.GJ	11%
Don't know	13%	9%	9%	10%	13% GD	57% GC.GD.GE.GF	9%	11%	57% GH.GI
Net: Confident	19%	33% GE.GF.GG	25% GE.GF.GG	17% GF	11%	10%	26% GI.GJ	15%	10%
Net: Not confident	67%	58% GG	66% GG	73% GC.GD.GG	75% GC.GD.GG	33%	65% GJ	74% GH.GJ	33%
Mean	1.98	2.21 GE.GF	2.13 GE.GF	1.95 GF	1.64	2.00 GF*	2.14 GI	1.85	2.00 *
Std. dev	0.74	0.88	0.72	0.68	0.74	0.72	0.74	0.71	0.72

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick9_UK_4. Delivery of critical services

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	3%	7% GE.GF.GG	4% GE.GG	2%	2%	-	4% GI.GJ	2%	-
Fairly confident [3]	27%	31% GF.GG	34% GE.GF.GG	28% GF.GG	11%	16%	34% GI.GJ	22%	16%
Not very confident [2]	39%	32%	43% GC.GF.GG	41% GF.GG	34%	25%	42% GJ	39% GJ	25%
Not at all confident [1]	21%	21% GD.GG	14%	21% GD.GG	44% GC.GD.GE.GG	7%	15% GJ	29% GH.GJ	7%
Don't know	10%	8%	5%	8% GD	10% GD	52% GC.GD.GE.GF	6%	9% GH	52% GH.GI
Net: Confident	29%	39% GF.GG	38% GE.GF.GG	29% GF.GG	12%	16%	38% GI.GJ	24%	16%
Net: Not confident	61%	53% GG	57% GG	62% GG	78% GC.GD.GE.GG	32%	57% GJ	68% GH.GJ	32%
Mean	2.12	2.27 GE.GF	2.29 GE.GF	2.11 GF	1.66	2.19 GF*	2.29 GI	1.96	2.19 *
Std. dev	0.80	0.91	0.76	0.77	0.75	0.68	0.78	0.79	0.68

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	GC	GD	GE	GF	GG	GH	GI	GJ	
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very prepared [4]	1%	5% GD.GE.GF.GG	1%	0%	1%	-	2% GI	1%	-
Fairly prepared [3]	14%	21% GE.GF.GG	22% GE.GF.GG	12% GF	3%	6%	22% GI.GJ	9%	6%
Not very prepared [2]	48%	43%	53% GF.GG	53% GF.GG	35%	34%	51% GJ	47% GJ	34%
Not at all prepared [1]	29%	25%	18%	30% GD.GG	56% GC.GD.GE.GG	19%	19%	39% GH.GJ	19%
Don't know	8%	5%	6%	5%	5%	41% GC.GD.GE.GF	6%	5%	41% GH.GI
Net: Prepared	15%	27% GE.GF.GG	23% GE.GF.GG	12% GF	4%	6%	24% GI.GJ	9%	6%
Net: Not prepared	77%	69% GG	71% GG	83% GC.GD.GG	91% GC.GD.GE.GG	52%	71% GJ	86% GH.GJ	52%
Mean	1.86	2.07 GE.GF.GG	2.06 GE.GF.GG	1.81 GF	1.45	1.79 GF*	2.06 GI.GJ	1.69	1.79 *
Std. dev	0.70	0.84	0.69	0.65	0.61	0.62	0.72	0.66	0.62

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick10_UK_2. A major public health crisis									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very prepared [4]	3%	12% GD.GE.GF.GG	4% GE	2%	2%	3%	5% GI	2%	3%
Fairly prepared [3]	27%	35% GF.GG	35% GE.GF.GG	28% GF.GG	13%	11%	35% GI.GJ	23% GJ	11%
Not very prepared [2]	40%	26%	43% GC.GF	44% GC.GF.GG	33%	34%	40%	41%	34%
Not at all prepared [1]	25%	24% GD	16%	23% GD	48% GC.GD.GE.GG	19%	17%	31% GH.GJ	19%
Don't know	5%	3%	2%	3%	4%	34% GC.GD.GE.GF	2%	3%	34% GH.GI
Net: Prepared	30%	47% GE.GF.GG	39% GE.GF.GG	30% GF.GG	14%	14%	40% GI.GJ	25% GJ	14%
Net: Not prepared	65%	50%	59%	67% GC.GD.GG	82% GC.GD.GE.GG	53%	58%	72% GH.GJ	53%
Mean	2.09	2.36 GE.GF.GG	2.27 GE.GF.GG	2.09 GF	1.66	1.97 GF*	2.28 GI.GJ	1.95	1.97 *
Std. dev	0.82	0.99	0.78	0.77	0.77	0.79	0.81	0.79	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
brunswick10_UK_3. An extreme weather event									
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very prepared [4]	1%	3% GE	1%	0%	1%	1%	2%	1%	1%
Fairly prepared [3]	19%	28% GE.GF.GG	25% GE.GF.GG	18% GF.GG	9%	10%	25% GI.GJ	15%	10%
Not very prepared [2]	45%	35%	50% GC.GF.GG	51% GC.GF.GG	33%	31%	48% GJ	45% GJ	31%
Not at all prepared [1]	30%	34% GD	22%	27% GD	52% GC.GD.GE.GG	24%	23%	35% GH.GJ	24%
Don't know	5%	-	2%	4% GC	5% GC.GD	34% GC.GD.GE.GF	2%	4% GH	34% GH.GI
Net: Prepared	20%	31% GE.GF.GG	26% GE.GF.GG	18% GF.GG	10%	10%	27% GI.GJ	16%	10%
Net: Not prepared	75%	69% GG	71% GG	78% GC.GD.GG	85% GC.GD.GE.GG	56%	71% GJ	80% GH.GJ	56%
Mean	1.91	2.00 GF	2.06 GE.GF.GG	1.92 GF	1.57	1.79 GF*	2.05 GI.GJ	1.80	1.79 *
Std. dev	0.74	0.86	0.73	0.69	0.70	0.71	0.75	0.72	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
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	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	11%	51% GD.GE.GF.GG	17% GE.GF.GG	3%	1%	4%	22% GI.GJ	2%	4%
Fairly confident [3]	44%	38% GF	66% GC.GE.GF.GG	40% GF.GG	16%	26% GF	62% GI.GJ	32%	26%
Not very confident [2]	26%	4%	14% GC	43% GC.GD.GF.GG	31% GC.GD.GG	11%	12%	39% GH.GJ	11%
Not at all confident [1]	12%	7% GD	1%	9% GD	46% GC.GD.GE.GG	4% GD	2%	21% GH.GJ	4%
Don't know	7%	-	2%	6% GC.GD	6% GC.GD	55% GC.GD.GE.GF	2%	6% GH	55% GH.GI
Net: Confident	55%	89% GE.GF.GG	83% GE.GF.GG	42% GF.GG	17%	30% GF	84% GI.GJ	34%	30%
Net: Not confident	38%	11%	15%	52% GC.GD.GG	78% GC.GD.GE.GG	15%	14%	60% GH.GJ	15%
Mean	2.58	3.33 GD.GE.GF.GG	3.01 GE.GF.GG	2.39 GF	1.70	2.65 GE.GF*	3.06 GI.GJ	2.16	2.65 GI*
Std. dev	0.86	0.86	0.60	0.69	0.79	0.76	0.66	0.79	0.76

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick11_UK_2. Your household's income or employment situation		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	13%	53% GD.GE.GF.GG	20% GE.GF.GG	6% GF	3%	3%	25% GI.GJ	5%	3%
Fairly confident [3]	45%	30%	63% GC.GE.GF.GG	43% GC.GF.GG	26%	26%	58% GI.GJ	38% GJ	26%
Not very confident [2]	22%	8%	12%	37% GC.GD.GF.GG	24% GC.GD.GG	11%	12%	33% GH.GJ	11%
Not at all confident [1]	10%	7% GD	1%	8% GD	39% GC.GD.GE.GG	4%	2%	18% GH.GJ	4%
Don't know	8%	2%	3%	6% GD	8% GC.GD	56% GC.GD.GE.GF	3%	6% GH	56% GH.GI
Net: Confident	59%	83% GE.GF.GG	83% GE.GF.GG	49% GF.GG	29%	29%	83% GI.GJ	43% GJ	29%
Net: Not confident	33%	15%	14%	45% GC.GD.GG	63% GC.GD.GE.GG	16%	14%	51% GH.GJ	16%
Mean	2.67	3.32 GD.GE.GF.GG	3.05 GE.GF.GG	2.51 GF	1.92	2.62 GF*	3.09 GI.GJ	2.31	2.62 GI*
Std. dev	0.86	0.90	0.63	0.74	0.91	0.75	0.68	0.84	0.75

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick11_UK_3. Your housing situation

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	30%	69% GD.GE.GF.GG	46% GE.GF.GG	19% GF	14%	12%	49% GI.GJ	17%	12%
Fairly confident [3]	45%	21%	46% GC.GF.GG	57% GC.GD.GF.GG	34% GC	29%	42% GJ	49% GH.GJ	29%
Not very confident [2]	11%	4%	6%	16% GC.GD.GG	20% GC.GD.GG	3%	6%	17% GH.GJ	3%
Not at all confident [1]	7%	5% GD	1%	3% GD	26% GC.GD.GE.GG	5% GD	2%	11% GH.GJ	5%
Don't know	7%	2%	1%	5% GD	6% GD	52% GC.GD.GE.GF	1%	5% GH	52% GH.GI
Net: Confident	75%	89% GE.GF.GG	92% GE.GF.GG	76% GF.GG	48%	41%	91% GI.GJ	66% GJ	41%
Net: Not confident	18%	9%	7%	19% GC.GD.GG	46% GC.GD.GE.GG	8%	7%	28% GH.GJ	8%
Mean	3.06	3.56 GD.GE.GF.GG	3.38 GE.GF.GG	2.96 GF	2.38	3.00 GF*	3.40 GI.GJ	2.77	3.00 *
Std. dev	0.85	0.80	0.66	0.71	1.04	0.84	0.68	0.88	0.84

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

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	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
	GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	9%	72% GD.GE.GF.GG	11% GE.GF.GG	2%	0%	1%	19% GI.GJ	1%	1%
Fairly confident [3]	38%	24% GF	72% GC.GE.GF.GG	25% GF	6%	16% GF	65% GI.GJ	18%	16%
Not very confident [2]	27%	2%	14% GC.GG	56% GC.GD.GF.GG	16% GC.GG	6%	12%	43% GH.GJ	6%
Not at all confident [1]	19%	2%	2%	16% GC.GD.GG	77% GC.GD.GE.GG	4%	2%	36% GH.GJ	4%
Don't know	7%	1%	2%	2%	1%	72% GC.GD.GE.GF	2%	2%	72% GH.GI
Net: Confident	47%	96% GD.GE.GF.GG	82% GE.GF.GG	26% GF	6%	18% GF	84% GI.GJ	20%	18%
Net: Not confident	46%	4%	15% GC	72% GC.GD.GG	93% GC.GD.GE.GG	10%	14%	79% GH.GJ	10%
Mean	2.39	3.67 GD.GE.GF.GG	2.94 GE.GF.GG	2.12 GF	1.29	2.55 GE.GF*	3.04 GI.GJ	1.84	2.55 GI*
Std. dev	0.92	0.61	0.56	0.68	0.59	0.79	0.62	0.76	0.79

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
brunswick12_UK_2. A significant reduction in household income		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	5%	50% GD.GE.GF.GG	3% GE	1%	1%	1%	9% GI.GJ	1%	1%
Fairly confident [3]	25%	35% GE.GF.GG	52% GC.GE.GF.GG	8% GF.GG	3%	2%	50% GI.GJ	6%	2%
Not very confident [2]	38%	12%	36% GC.GF.GG	65% GC.GD.GF.GG	7%	16% GF	33% GJ	45% GH.GJ	16%
Not at all confident [1]	25%	3%	5%	24% GC.GD.GG	87% GC.GD.GE.GG	4%	5%	45% GH.GJ	4%
Don't know	8%	1%	4%	3%	2%	77% GC.GD.GE.GF	3%	2%	77% GH.GI
Net: Confident	29%	84% GD.GE.GF.GG	55% GE.GF.GG	9% GF	4%	3%	59% GI.GJ	7%	3%
Net: Not confident	63%	14%	42% GC.GG	88% GC.GD.GG	94% GC.GD.GE.GG	20%	38% GJ	90% GH.GJ	20%
Mean	2.09	3.33 GD.GE.GF	2.54 GE.GF	1.86 GF	1.16	2.03 **	2.66 GI	1.62	2.03 **
Std. dev	0.85	0.79	0.64	0.59	0.50	0.71	0.72	0.65	0.71

Brunswick Group

Fieldwork Dates: 14th - 15th September 2026

Sample Size: 2260 adults in the UK

YouGov

brunswick12_UK_3. A significant increase in essential living costs	Total	Household confidence to cope with: A significant increase in essential living costs					Household confidence to cope with: A significant increase in essential living costs (regrouped)		
		Very confident [4]	Fairly confident [3]	Not very confident [2]	Not at all confident [1]	Don't know	Confident = Very confident + Fairly confident	Not confident = Not very confident + Not at all confident	Don't know
		GC	GD	GE	GF	GG	GH	GI	GJ
Unweighted base	2260	148	856	742	372	142	1004	1114	142
Base	2260	137	826	761	382	154	963	1142	154
Very confident [4]	6%	100% GD.GE.GF.GG	-	-	-	-	14% GI.GJ	-	-
Fairly confident [3]	37%	-	100% GC.GE.GF.GG	-	-	-	86% GI.GJ	-	-
Not very confident [2]	34%	-	-	100% GC.GD.GF.GG	-	-	-	67% GH.GJ	-
Not at all confident [1]	17%	-	-	-	100% GC.GD.GE.GG	-	-	33% GH.GJ	-
Don't know	7%	-	-	-	-	100% GC.GD.GE.GF	-	-	100% GH.GI
Net: Confident	43%	100% GE.GF.GG	100% GE.GF.GG	-	-	-	100% GI.GJ	-	-
Net: Not confident	51%	-	-	100% GC.GD.GG	100% GC.GD.GG	-	-	100% GH.GJ	-
Mean	2.34	4.00 GD	3.00 GE.GF	2.00	1.00	-	3.14 GI	1.67	-
Std. dev	0.85	-	0.00	-	-	-	0.35	0.47	-

Cell Contents (C

**This survey was carried out online. The figures have been weighted and are representative of all adults in UK (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.*