

YouGov / Cavendish Consulting Survey Results

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2122	281	282	180	372	263	370	526	191	223	121	751	755	1025	1097	223	872	526	501
Unweighted Sample	2122	283	310	204	370	266	350	566	207	241	134	840	777	959	1163	183	747	613	579
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, which of the following countries / regions, if any, do you think present the greatest risk to the UK's national interests? Please select up to three.

Russia	62	74	72	78	65	58	74	72	74	55	58	71	66	69	55	50	57	64	74
China	37	54	36	44	53	21	56	36	39	47	21	37	47	43	31	23	29	42	52
Unites States	31	20	42	45	12	61	16	43	37	12	57	41	21	33	30	40	35	28	25
Israel	23	13	28	27	10	49	10	35	20	13	47	28	13	25	20	45	25	18	14
Iran	22	30	17	19	35	8	30	17	21	32	11	20	27	24	20	17	19	21	31
North Korea	18	29	21	16	20	11	27	20	17	16	10	20	20	18	18	14	15	19	23
European Union (EU)	6	3	1	6	16	2	9	3	3	18	2	2	13	8	5	4	5	7	10
Saudi Arabia	3	1	5	4	1	4	1	2	2	1	7	3	2	3	2	4	3	2	1
India	3	4	1	0	4	1	4	1	1	5	2	1	4	3	2	1	2	4	3
Japan	1	1	2	0	0	0	1	0	1	0	1	1	0	1	1	0	1	1	1
UAE	1	1	2	1	0	3	0	2	1	0	2	2	1	1	2	3	2	1	1
France	1	1	1	1	3	1	0	1	0	3	1	1	2	1	2	1	2	1	1
Germany	1	0	1	0	0	0	0	0	1	1	0	1	1	1	1	0	1	1	1
Qatar	1	2	0	2	1	0	2	0	2	1	0	0	2	1	1	1	1	1	1
Turkey	0	1	0	0	1	0	0	0	1	2	0	0	1	1	0	0	1	1	0
Other (See Tab 1)	1	1	2	0	2	0	2	2	0	3	0	1	2	2	1	2	1	3	1
Not applicable – I don't think any countries present a risk to this	3	2	2	0	4	1	2	2	1	3	0	2	2	2	3	4	4	1	1
Don't know	14	7	6	8	8	13	9	7	10	11	14	10	11	6	21	16	16	13	9

In general, if you were aware that a company was based in the following country / region, would it make you more or less likely to purchase their products / services, or would it make no real difference?

United States

Much more likely	3	3	1	2	7	2	4	1	1	7	0	1	4	3	2	1	3	3	3
Somewhat more likely	11	16	6	7	20	5	19	7	6	15	3	8	14	14	9	13	10	10	14
TOTAL MORE LIKELY	14	19	7	9	27	7	23	8	7	22	3	9	18	17	11	14	13	13	17
No real difference either way	49	56	47	42	56	33	54	45	48	59	39	45	54	50	49	50	45	55	49
Somewhat less likely	21	16	28	26	9	37	16	29	22	12	29	28	14	20	21	22	24	16	20
Much less likely	10	6	15	21	2	19	5	14	19	2	23	13	8	9	11	8	10	11	11
TOTAL LESS LIKELY	31	22	43	47	11	56	21	43	41	14	52	41	22	29	32	30	34	27	31
Don't know	6	3	3	2	6	5	3	3	4	4	6	4	5	4	8	6	8	5	3

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age			
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample		2122	281	282	180	372	263	370	526	191	223	121	751	755	1025	1097	223	872	526	501
Unweighted Sample		2122	283	310	204	370	266	350	566	207	241	134	840	777	959	1163	183	747	613	579
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
China																				
	Much more likely	1	0	2	0	1	1	0	1	1	1	2	1	1	1	1	1	2	1	0
	Somewhat more likely	4	3	5	3	1	5	1	4	1	2	6	4	2	5	2	5	5	2	3
	TOTAL MORE LIKELY	5	3	7	3	2	6	1	5	2	3	8	5	3	6	3	6	7	3	3
	No real difference either way	50	43	50	44	45	62	39	54	45	47	52	51	44	51	49	62	51	51	42
	Somewhat less likely	24	26	29	35	24	20	30	27	34	23	25	30	24	24	24	20	24	23	29
	Much less likely	15	24	10	16	23	6	27	10	15	22	8	10	24	15	14	6	11	18	22
	TOTAL LESS LIKELY	39	50	39	51	47	26	57	37	49	45	33	40	48	39	38	26	35	41	51
	Don't know	7	3	3	2	5	5	3	4	4	4	7	5	6	4	9	6	9	6	4
European Union																				
	Much more likely	12	8	23	17	4	20	5	19	20	3	18	20	5	15	10	8	14	13	10
	Somewhat more likely	29	30	41	46	13	42	24	36	41	13	35	37	18	29	29	44	29	25	26
	TOTAL MORE LIKELY	41	38	64	63	17	62	29	55	61	16	53	57	23	44	39	52	43	38	36
	No real difference either way	45	53	32	31	58	32	56	38	29	60	40	38	55	45	46	40	43	48	49
	Somewhat less likely	5	4	1	2	14	0	9	2	5	13	1	1	11	5	5	1	5	5	7
	Much less likely	3	2	0	2	6	0	2	1	2	8	0	0	5	3	2	2	1	4	4
	TOTAL LESS LIKELY	8	6	1	4	20	0	11	3	7	21	1	1	16	8	7	3	6	9	11
	Don't know	6	3	3	2	6	5	3	4	4	4	6	4	6	4	8	6	8	5	4
India																				
	Much more likely	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1	1	0
	Somewhat more likely	3	4	6	4	2	4	4	5	2	2	3	3	3	4	3	2	3	3	4
	TOTAL MORE LIKELY	3	4	6	4	3	4	5	5	2	2	3	3	3	5	3	2	4	4	4
	No real difference either way	60	57	69	67	53	74	56	68	64	52	71	68	52	60	60	67	60	60	58
	Somewhat less likely	21	25	16	22	27	13	27	18	25	25	13	19	26	22	20	18	20	20	25
	Much less likely	8	10	4	5	11	5	9	5	5	16	6	5	12	8	7	7	7	10	8
	TOTAL LESS LIKELY	29	35	20	27	38	18	36	23	30	41	19	24	38	30	27	25	27	30	33
	Don't know	7	4	5	2	6	5	4	4	4	5	7	5	7	5	9	6	9	6	5
Gulf States (e.g. Qatar, Saudi Arabia and UAE)																				
	Much more likely	0	1	1	0	0	0	1	0	0	1	1	0	1	1	0	0	1	0	0
	Somewhat more likely	3	4	3	3	5	2	4	2	4	1	3	3	3	3	4	5	3	1	5
	TOTAL MORE LIKELY	3	5	4	3	5	2	5	2	4	2	4	3	4	4	4	5	4	1	5
	No real difference either way	50	56	48	44	59	37	57	48	48	56	39	48	51	55	45	46	46	52	55
	Somewhat less likely	26	23	32	37	21	32	23	34	32	24	31	30	26	26	26	29	27	27	24
	Much less likely	12	11	13	11	8	21	10	13	10	9	19	13	10	11	13	13	13	12	10
	TOTAL LESS LIKELY	38	34	45	48	29	53	33	47	42	33	50	43	36	37	39	42	40	39	34
	Don't know	8	4	4	4	7	8	5	4	6	9	7	5	9	5	12	6	11	7	6
Israel																				
	Much more likely	2	3	1	1	4	0	5	1	1	3	0	2	3	3	1	1	2	3	2
	Somewhat more likely	3	5	2	1	6	1	5	2	1	4	1	1	5	4	3	1	2	3	6
	TOTAL MORE LIKELY	5	8	3	2	10	1	10	3	2	7	1	3	8	7	4	2	4	6	8
	No real difference either way	35	46	26	24	54	10	48	25	27	55	15	26	46	38	31	23	32	40	39
	Somewhat less likely	21	19	24	27	14	17	19	25	28	14	19	26	17	18	23	17	20	21	23
	Much less likely	31	22	42	43	13	63	18	43	38	17	56	40	21	33	30	50	34	26	24
	TOTAL LESS LIKELY	52	41	66	70	27	80	37	68	66	31	75	66	38	51	53	67	54	47	47
	Don't know	8	5	4	4	8	8	5	5	5	6	9	5	8	5	12	8	10	8	6
The UK																				
	Much more likely	43	50	42	53	50	39	54	42	50	45	36	42	49	42	44	37	37	46	53
	Somewhat more likely	30	30	34	35	26	39	29	34	31	28	39	34	28	30	30	31	32	30	26
	TOTAL MORE LIKELY	73	80	76	88	76	78	83	76	81	73	75	76	77	72	74	68	69	76	79
	No real difference either way	21	16	22	10	19	17	14	20	13	23	19	19	18	23	19	26	23	19	17
	Somewhat less likely	1	1	1	0	1	0	0	1	1	1	0	1	0	1	0	0	1	0	0
	Much less likely	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	TOTAL LESS LIKELY	1	1	1	0	1	0	0	1	1	2	0	1	0	1	0	1	1	0	0
	Don't know	5	3	1	2	4	5	2	2	4	2	6	3	4	4	6	5	7	4	3

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2122	281	282	180	372	263	370	526	191	223	121	751	755	1025	1097	223	872	526	501
Unweighted Sample	2122	283	310	204	370	266	350	566	207	241	134	840	777	959	1163	183	747	613	579
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following reasons best describe why you would feel less likely to buy products / services from companies based in the US? Please select up to three.

[Asked only to those who said they would feel less likely to buy products / services from companies based in the US; n=690]

Political leadership of the country	76	80	81	79	68	83	75	80	84	55	84	84	69	78	74	63	72	83	81
I don't want to support their economy	51	43	54	51	46	58	46	52	59	37	52	52	46	52	49	53	49	53	51
The general reputation of the country	30	32	34	18	22	38	25	33	24	23	34	30	25	30	30	41	31	25	27
Ethical concerns	24	9	25	25	7	38	15	28	19	0	36	29	11	25	23	36	26	19	19
Geopolitical instability (e.g., war or armed conflict)	22	22	21	27	21	23	21	22	28	21	24	23	25	24	20	22	18	29	23
Desire to support domestic businesses	21	34	21	26	27	12	36	17	25	25	18	20	28	20	21	10	22	17	27
Concern about product / service quality	13	15	11	13	13	12	15	12	16	11	8	12	15	15	12	14	15	11	13
Their products / services tend to cost too much	9	10	3	12	16	3	12	9	2	16	5	9	11	9	10	9	8	10	11
Other [Tab 3]	2	4	2	2	0	0	2	2	2	2	1	1	2	2	1	4	1	2	2
Don't know	3	0	1	1	9	0	0	1	1	16	0	1	5	2	3	2	4	2	0

In general, do you think the government should increase or decrease contracts with companies that are from the following countries / regions?

United States

Significantly increase government contracts with companies based here	6	7	4	1	15	1	10	2	1	16	0	3	10	9	3	2	7	6	5
Somewhat increase government contracts with companies based here	14	18	10	8	27	3	19	9	12	25	5	9	20	17	10	13	11	15	17
TOTAL INCREASE GOVERNMENT CONTRACTS	20	25	14	9	42	4	29	11	13	41	5	12	30	26	13	15	18	21	22
Neither increase nor decrease	30	45	27	30	32	14	40	28	31	29	17	31	33	30	31	25	26	32	37
Somewhat decrease government contracts with companies based here	21	14	31	35	11	37	15	31	29	11	34	25	16	20	22	31	22	18	20
Significantly decrease government contracts with companies based here	15	10	17	22	3	35	8	19	20	5	36	21	9	16	14	15	16	15	12
TOTAL DECREASE GOVERNMENT CONTRACTS	36	24	48	57	14	72	23	50	49	16	70	46	25	36	36	46	38	33	32
Don't know	14	6	10	4	12	9	9	10	8	15	8	11	12	8	20	15	18	13	8

China

Significantly increase government contracts with companies based here	2	3	2	0	2	5	2	2	0	2	6	2	2	3	1	3	4	1	0
Somewhat increase government contracts with companies based here	8	8	8	10	6	11	5	9	7	5	17	9	6	10	7	11	9	7	7
TOTAL INCREASE GOVERNMENT CONTRACTS	10	11	10	10	8	16	7	11	7	7	23	11	8	13	8	14	13	8	7
Neither increase nor decrease	33	26	37	37	28	41	29	37	39	30	34	35	29	36	31	40	35	30	30
Somewhat decrease government contracts with companies based here	23	27	27	25	25	22	27	25	23	24	20	27	23	23	23	18	20	26	26
Significantly decrease government contracts with companies based here	18	28	13	23	24	9	28	14	22	23	10	13	26	19	16	11	13	21	26
TOTAL DECREASE GOVERNMENT CONTRACTS	41	55	40	48	49	31	55	39	45	47	30	40	49	42	39	29	33	47	52
Don't know	16	8	12	4	14	12	10	14	9	15	14	14	14	9	22	17	20	15	10

European Union

Significantly increase government contracts with companies based here	26	15	44	37	7	51	8	40	36	6	44	38	10	31	22	41	28	24	18
Somewhat increase government contracts with companies based here	30	35	34	44	20	36	31	34	40	18	34	36	23	30	29	36	29	29	29
TOTAL INCREASE GOVERNMENT CONTRACTS	56	50	78	81	27	87	39	74	76	24	78	74	33	61	51	77	57	53	47
Neither increase nor decrease	23	34	13	13	40	4	39	15	15	40	14	14	38	23	24	10	21	26	32
Somewhat decrease government contracts with companies based here	4	6	1	1	10	0	8	1	1	10	0	1	8	4	4	1	3	4	8
Significantly decrease government contracts with companies based here	4	2	0	3	10	0	4	1	2	12	0	1	8	4	3	1	3	4	4
TOTAL DECREASE GOVERNMENT CONTRACTS	8	8	1	4	20	0	12	2	3	22	0	2	16	8	7	2	6	8	12
Don't know	13	8	8	2	14	8	10	9	5	14	8	10	13	7	19	11	16	14	8

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2122	281	282	180	372	263	370	526	191	223	121	751	755	1025	1097	223	872	526	501
Unweighted Sample	2122	283	310	204	370	266	350	566	207	241	134	840	777	959	1163	183	747	613	579
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

India																			
Significantly increase government contracts with companies based here	2	1	4	1	3	2	3	2	1	2	1	2	2	3	1	1	2	2	2
Somewhat increase government contracts with companies based here	11	16	16	17	5	16	10	12	15	4	13	15	7	14	8	12	10	12	12
TOTAL INCREASE GOVERNMENT CONTRACTS	13	17	20	18	8	18	13	14	16	6	14	17	9	17	9	13	12	14	14
Neither increase nor decrease	48	50	51	58	44	57	50	54	52	43	50	53	45	49	47	49	47	46	50
Somewhat decrease government contracts with companies based here	14	17	11	12	23	9	18	12	13	20	17	11	20	15	13	8	14	14	18
Significantly decrease government contracts with companies based here	8	8	3	5	11	4	8	4	9	14	5	4	11	9	6	10	6	10	7
TOTAL DECREASE GOVERNMENT CONTRACTS	22	25	14	17	34	13	26	16	22	34	22	15	31	24	19	18	20	24	25
Don't know	18	8	15	7	15	13	10	16	9	17	14	15	15	11	24	21	21	17	11
Gulf States (e.g. Qatar, Saudi Arabia and UAE)																			
Significantly increase government contracts with companies based here	2	2	2	0	4	1	3	2	1	2	1	2	3	3	2	2	2	2	3
Somewhat increase government contracts with companies based here	10	15	10	12	11	6	11	10	9	11	12	8	11	12	7	6	9	9	13
TOTAL INCREASE GOVERNMENT CONTRACTS	12	17	12	12	15	7	14	12	10	13	13	10	14	15	9	8	11	11	16
Neither increase nor decrease	39	45	40	41	46	27	50	35	40	41	33	41	42	44	34	32	35	40	46
Somewhat decrease government contracts with companies based here	20	17	22	30	15	31	16	27	27	17	22	23	18	18	21	29	18	20	19
Significantly decrease government contracts with companies based here	12	9	12	10	8	21	7	11	11	12	22	12	10	12	11	12	13	13	7
TOTAL DECREASE GOVERNMENT CONTRACTS	32	26	34	40	23	52	23	38	38	29	44	35	28	30	32	41	31	33	26
Don't know	18	11	13	7	16	13	13	16	11	18	11	15	17	11	25	20	22	17	12
Israel																			
Significantly increase government contracts with companies based here	2	4	1	1	7	0	5	1	2	6	0	1	4	3	1	0	2	4	3
Somewhat increase government contracts with companies based here	4	7	2	1	10	1	10	1	1	9	3	2	9	6	3	1	4	5	7
TOTAL INCREASE GOVERNMENT CONTRACTS	6	11	3	2	17	1	15	2	3	15	3	3	13	9	4	1	6	9	10
Neither increase nor decrease	24	34	19	18	38	6	33	17	21	37	8	18	32	27	20	13	20	28	29
Somewhat decrease government contracts with companies based here	18	24	24	24	15	12	22	19	21	16	21	21	17	15	21	15	15	21	22
Significantly decrease government contracts with companies based here	34	21	41	49	14	71	16	50	46	14	58	43	21	38	31	57	37	27	26
TOTAL DECREASE GOVERNMENT CONTRACTS	52	45	65	73	29	83	38	69	67	30	79	64	38	53	52	72	52	48	48
Don't know	17	11	13	7	16	10	14	13	9	19	11	14	17	10	24	15	22	16	12

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

YouGov / Cavendish Consulting

Survey Results

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

		Generation					Socio-economic classification			Country				Region in England			
		Total	Gen Z	Millennials	Gen X	Boomers	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2122	357	598	549	574	717	475	634	1776	110	176	59	488	337	244	707	
Unweighted Sample	2122	276	503	629	664	833	487	511	1790	106	183	43	488	362	196	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, which of the following countries / regions, if any, do you think present the greatest risk to the UK's national interests? Please select up to three.

Russia	62	51	55	65	72	69	61	58	63	56	62	57	59	63	58	67
China	37	24	29	39	49	41	37	36	37	34	36	35	37	36	30	40
Unites States	31	38	33	32	26	38	29	24	31	26	33	37	31	30	34	31
Israel	23	41	24	20	15	24	20	20	23	15	26	26	23	21	31	21
Iran	22	16	20	19	28	23	24	21	22	21	26	25	21	20	14	25
North Korea	18	15	13	18	24	17	22	18	18	14	22	12	16	18	17	19
European Union (EU)	6	3	5	6	9	5	8	8	6	12	4	11	6	6	4	7
Saudi Arabia	3	4	4	2	1	3	2	2	3	6	3	0	3	2	5	2
India	3	1	3	4	2	2	2	3	3	4	3	0	3	3	3	2
Japan	1	1	1	1	1	1	1	1	1	0	1	0	1	1	0	0
UAE	1	3	2	1	1	2	1	1	1	1	3	3	1	1	4	1
France	1	2	1	1	1	1	1	1	1	0	2	3	2	1	1	1
Germany	1	0	1	1	0	0	1	1	0	0	2	7	0	0	0	1
Qatar	1	1	1	1	1	1	2	0	1	1	0	0	1	1	2	1
Turkey	0	0	0	1	1	0	1	0	1	0	1	0	1	1	0	0
Other (See Tab 1)	1	2	1	2	1	1	1	3	2	2	0	5	2	2	3	1
Not applicable – I don't think any countries present a risk to this	3	5	4	1	1	2	2	3	3	1	3	2	3	1	3	2
Don't know	14	16	17	13	9	9	15	16	14	17	11	13	14	16	14	13

In general, if you were aware that a company was based in the following country / region, would it make you more or less likely to purchase their products / services, or would it make no real difference?

United States

Much more likely	3	2	3	3	3	3	4	3	3	2	3	2	2	3	4	2
Somewhat more likely	11	13	10	9	13	10	9	13	11	10	14	16	11	13	6	11
TOTAL MORE LIKELY	14	15	13	12	16	13	13	16	14	12	17	18	13	16	10	13
No real difference either way	49	47	47	52	50	47	47	54	49	51	51	58	52	47	43	49
Somewhat less likely	21	22	25	18	19	23	23	17	21	20	18	14	19	20	27	22
Much less likely	10	9	8	12	11	12	11	7	10	9	9	7	9	10	13	10
TOTAL LESS LIKELY	31	31	33	30	30	35	34	24	31	29	27	21	28	30	40	32
Don't know	6	7	8	5	4	5	6	7	6	8	5	3	7	7	6	5

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

		Generation				Socio-economic classification			Country				Region in England			
	Total	Gen Z	Millennials	Gen X	Boomers	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2122	357	598	549	574	717	475	634	1776	110	176	59	488	337	244	707
Unweighted Sample	2122	276	503	629	664	833	487	511	1790	106	183	43	488	362	196	744
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
China	Much more likely	1	2	1	1	0	1	2	1	1	1	0	1	1	2	1
	Somewhat more likely	4	6	4	3	3	5	2	4	4	2	4	8	5	5	3
	TOTAL MORE LIKELY	5	8	5	4	3	6	4	5	5	3	5	8	6	6	5
	No real difference either way	50	57	50	53	44	45	46	54	50	53	50	40	50	50	54
	Somewhat less likely	24	20	26	22	27	28	28	20	25	22	21	26	21	22	25
	Much less likely	15	8	9	17	21	16	16	13	14	11	17	26	17	14	10
	TOTAL LESS LIKELY	39	28	35	39	48	44	44	33	39	33	38	52	38	36	35
	Don't know	7	8	9	5	5	5	6	8	7	11	7	0	7	8	6
	European Union	Much more likely	12	12	13	14	11	17	11	9	12	15	15	14	11	10
Somewhat more likely		29	37	30	24	26	33	28	25	28	26	29	42	29	28	32
TOTAL MORE LIKELY		41	49	43	38	37	50	39	34	40	41	44	56	40	38	44
No real difference either way		45	39	43	48	49	40	46	50	46	47	42	29	45	49	47
Somewhat less likely		5	3	5	5	6	4	6	6	5	2	4	7	6	5	2
Much less likely		3	2	1	4	3	2	3	3	2	0	3	8	3	2	2
TOTAL LESS LIKELY		8	5	6	9	9	6	9	9	7	2	7	15	9	7	4
Don't know		6	7	9	5	4	5	5	7	6	10	6	0	7	6	5
India		Much more likely	0	0	0	1	0	0	1	1	0	0	1	0	1	0
	Somewhat more likely	3	3	3	3	4	3	3	4	3	4	2	4	2	3	5
	TOTAL MORE LIKELY	3	3	3	4	4	3	4	5	3	4	3	4	3	3	7
	No real difference either way	60	62	60	63	58	63	61	56	61	66	50	70	58	61	65
	Somewhat less likely	21	19	21	17	25	22	22	22	21	13	26	17	20	24	18
	Much less likely	8	8	6	10	8	6	7	9	7	7	12	10	10	7	5
	TOTAL LESS LIKELY	29	27	27	27	33	28	29	31	28	20	38	27	30	31	23
	Don't know	7	8	10	5	5	5	6	8	7	10	9	0	10	6	6
	Gulf States (e.g. Qatar, Saudi Arabia and UAE)	Much more likely	0	0	1	0	0	1	0	0	0	0	1	0	0	0
Somewhat more likely		3	5	3	2	5	4	3	3	3	2	3	11	3	4	2
TOTAL MORE LIKELY		3	5	4	2	5	5	3	3	3	2	4	11	3	4	3
No real difference either way		50	45	46	51	56	47	53	54	50	49	54	35	50	51	51
Somewhat less likely		26	29	26	29	22	31	25	22	26	32	23	34	24	26	27
Much less likely		12	13	13	12	10	11	11	11	12	5	12	18	13	10	9
TOTAL LESS LIKELY		38	42	39	41	32	42	36	33	38	37	35	52	37	36	36
Don't know		8	9	12	6	7	6	8	10	8	12	8	2	10	9	8
Israel		Much more likely	2	1	2	2	2	2	3	2	2	4	3	4	2	1
	Somewhat more likely	3	2	2	2	5	3	4	3	3	2	2	10	3	3	4
	TOTAL MORE LIKELY	5	3	4	4	7	5	7	5	5	6	5	14	5	4	6
	No real difference either way	35	24	33	38	39	34	38	37	35	42	31	33	34	36	29
	Somewhat less likely	21	19	19	22	22	22	18	20	21	20	23	13	20	18	18
	Much less likely	31	45	33	28	25	34	27	29	32	23	32	38	32	33	37
	TOTAL LESS LIKELY	52	64	52	50	47	56	45	49	53	43	55	51	52	51	55
	Don't know	8	9	11	7	7	6	10	9	8	9	9	2	9	9	10
	The UK	Much more likely	43	37	34	48	50	47	45	40	43	50	42	38	42	45
Somewhat more likely		30	31	34	27	29	31	28	29	31	21	26	36	31	31	31
TOTAL MORE LIKELY		73	68	68	75	79	78	73	69	74	71	68	74	73	76	64
No real difference either way		21	24	24	20	18	18	20	25	20	23	26	26	21	18	29
Somewhat less likely		1	1	0	1	0	0	1	0	1	0	0	0	0	1	1
Much less likely		0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL LESS LIKELY		1	1	0	1	0	0	1	0	1	0	0	0	0	2	1
Don't know		5	6	7	4	3	4	5	6	5	6	6	0	6	5	6

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

		Generation					Socio-economic classification			Country				Region in England			
		Total	Gen Z	Millennials	Gen X	Boomers	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2122	357	598	549	574	717	475	634	1776	110	176	59	488	337	244	707	
Unweighted Sample	2122	276	503	629	664	833	487	511	1790	106	183	43	488	362	196	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Which of the following reasons best describe why you would feel less likely to buy products / services from companies based in the US? Please select up to three.

[Asked only to those who said they would feel less likely to buy products / services from companies based in the US; n=690]

Political leadership of the country	76	65	72	82	81	80	74	70	75	84	78	58	74	75	82	73
I don't want to support their economy	51	48	51	50	53	48	51	54	51	61	48	34	50	57	43	51
The general reputation of the country	30	42	29	26	27	31	29	27	30	35	30	8	38	32	27	26
Ethical concerns	24	31	29	22	18	25	21	24	24	30	28	8	22	22	30	23
Geopolitical instability (e.g., war or armed conflict)	22	22	16	29	22	21	25	18	22	31	19	9	24	23	18	22
Desire to support domestic businesses	21	14	21	20	23	27	18	18	20	10	23	57	15	20	18	25
Concern about product / service quality	13	11	18	9	14	12	11	17	13	5	17	26	12	12	15	14
Their products / services tend to cost too much	9	8	11	7	12	7	11	11	9	8	13	18	10	6	4	12
Other [Tab 3]	2	2	1	2	1	1	1	2	2	2	0	0	2	2	1	2
Don't know	3	3	4	3	0	1	3	5	2	7	0	8	2	1	1	4

In general, do you think the government should increase or decrease contracts with companies that are from the following countries / regions?

United States

Significantly increase government contracts with companies based here	6	5	6	7	5	4	6	9	5	6	7	17	6	5	7	5
Somewhat increase government contracts with companies based here	14	12	11	14	16	15	11	14	14	9	15	12	18	13	11	12
TOTAL INCREASE GOVERNMENT CONTRACTS	20	17	17	21	21	19	17	23	19	15	22	29	24	18	18	17
Neither increase nor decrease	30	24	28	30	36	32	29	31	29	40	30	37	26	31	28	32
Somewhat decrease government contracts with companies based here	21	27	22	18	20	23	24	17	22	15	17	17	22	20	24	23
Significantly decrease government contracts with companies based here	15	17	14	18	13	17	14	13	15	14	17	13	14	15	19	14
TOTAL DECREASE GOVERNMENT CONTRACTS	36	44	36	36	33	40	38	30	37	29	34	30	36	35	43	37
Don't know	14	16	19	13	10	9	16	17	14	16	14	4	14	16	10	15

China

Significantly increase government contracts with companies based here	2	3	5	2	1	1	2	3	2	0	3	0	3	2	3	2
Somewhat increase government contracts with companies based here	8	13	7	9	7	10	8	8	8	8	8	11	8	9	10	7
TOTAL INCREASE GOVERNMENT CONTRACTS	10	16	12	11	8	11	10	11	10	8	11	11	11	11	13	9
Neither increase nor decrease	33	40	34	32	29	33	28	35	33	38	26	33	34	32	37	33
Somewhat decrease government contracts with companies based here	23	17	21	23	27	25	24	20	22	19	27	29	20	22	23	24
Significantly decrease government contracts with companies based here	18	10	12	20	25	19	19	16	18	12	19	22	19	16	15	19
TOTAL DECREASE GOVERNMENT CONTRACTS	41	27	33	43	52	44	43	36	40	31	46	51	39	38	38	43
Don't know	16	17	21	15	12	11	19	18	16	23	18	4	16	18	12	16

European Union

Significantly increase government contracts with companies based here	26	37	26	26	19	32	21	21	26	24	28	34	24	25	30	25
Somewhat increase government contracts with companies based here	30	34	29	29	29	31	29	28	30	29	32	34	31	28	31	29
TOTAL INCREASE GOVERNMENT CONTRACTS	56	71	55	55	48	63	50	49	56	53	60	68	55	53	61	54
Neither increase nor decrease	23	13	22	24	30	23	24	25	24	28	20	19	23	23	24	25
Somewhat decrease government contracts with companies based here	4	1	3	4	7	3	6	5	4	2	4	7	4	5	4	4
Significantly decrease government contracts with companies based here	4	3	2	5	4	3	4	4	4	2	4	4	5	4	1	3
TOTAL DECREASE GOVERNMENT CONTRACTS	8	4	5	9	11	6	10	9	8	4	8	11	9	9	5	7
Don't know	13	12	18	13	10	8	17	16	13	16	12	3	14	15	10	13

Sample Size: 2122 Adults in the UK
Fieldwork: 15th - 16th June 2026

	Generation					Socio-economic classification			Country				Region in England			
	Total	Gen Z	Millennials	Gen X	Boomers	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2122	357	598	549	574	717	475	634	1776	110	176	59	488	337	244	707
Unweighted Sample	2122	276	503	629	664	833	487	511	1790	106	183	43	488	362	196	744
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

India

Significantly increase government contracts with companies based here	2	1	3	2	2	2	2	3	2	0	1	4	2	2	3	2
Somewhat increase government contracts with companies based here	11	11	8	13	12	13	10	10	11	10	10	14	8	12	14	12
TOTAL INCREASE GOVERNMENT CONTRACTS	13	12	11	15	14	15	12	13	13	10	11	18	10	14	17	14
Neither increase nor decrease	48	51	47	44	49	51	46	46	48	51	43	57	45	43	54	49
Somewhat decrease government contracts with companies based here	14	9	14	13	17	15	16	14	14	13	12	17	15	16	11	14
Significantly decrease government contracts with companies based here	8	9	5	11	8	6	7	8	8	3	12	2	10	7	4	8
TOTAL DECREASE GOVERNMENT CONTRACTS	22	18	19	24	25	21	23	22	22	16	24	19	25	23	15	22
Don't know	18	20	23	17	12	13	19	19	17	23	21	7	20	19	14	16

Gulf States (e.g. Qatar, Saudi Arabia and UAE)

Significantly increase government contracts with companies based here	2	1	2	3	3	1	2	3	2	1	3	4	2	1	3	2
Somewhat increase government contracts with companies based here	10	10	7	9	12	10	10	11	10	7	9	9	10	9	13	8
TOTAL INCREASE GOVERNMENT CONTRACTS	12	11	9	12	15	11	12	14	12	8	12	13	12	10	16	10
Neither increase nor decrease	39	31	36	40	44	41	39	39	39	45	36	45	37	41	38	39
Somewhat decrease government contracts with companies based here	20	25	20	17	20	26	17	14	20	19	18	29	19	18	16	22
Significantly decrease government contracts with companies based here	12	13	11	14	8	11	11	11	12	6	15	4	12	10	16	11
TOTAL DECREASE GOVERNMENT CONTRACTS	32	38	31	31	28	37	28	25	32	25	33	33	31	28	32	33
Don't know	18	20	23	17	13	12	20	21	18	22	19	9	19	20	14	17

Israel

Significantly increase government contracts with companies based here	2	1	1	3	3	2	4	2	2	2	4	6	2	2	2	2
Somewhat increase government contracts with companies based here	4	2	4	4	6	4	5	6	5	7	2	4	5	3	5	5
TOTAL INCREASE GOVERNMENT CONTRACTS	6	3	5	7	9	6	9	8	7	9	6	10	7	5	7	7
Neither increase nor decrease	24	14	20	28	29	26	24	24	23	26	23	35	25	22	20	24
Somewhat decrease government contracts with companies based here	18	16	14	19	22	20	21	16	19	16	15	13	16	19	19	21
Significantly decrease government contracts with companies based here	34	50	37	30	27	37	27	32	34	29	37	37	34	34	40	32
TOTAL DECREASE GOVERNMENT CONTRACTS	52	66	51	49	49	57	48	48	53	45	52	50	50	53	59	53
Don't know	17	17	23	16	13	12	20	20	17	20	19	5	18	20	15	16

*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.