

YouGov / Pulse Survey Results

Sample Size: 2003 Adults in GB
Fieldwork: 27th - 28th July 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2003	361	515	184	216	127	703	715	969	1034	210	827	495	471	1142	861	1733	96	174	475	328	242	687
	2003	343	549	199	228	132	822	726	869	1134	151	734	529	589	1220	783	1727	101	175	474	345	207	701
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

By display advertising in hospitals, we're referring to posters and digital screens displaying advertising in main entrance foyers, waiting rooms and corridors.
Do you think it is a good or bad idea for councils, the police and similar public bodies to display advertising in hospitals to promote messages around public health, safety, or community wellbeing?

Very good	39	40	43	45	30	41	44	34	37	40	38	37	39	41	44	32	39	35	38	37	39	45	38
Fairly good	46	48	47	45	52	45	45	49	46	47	43	47	48	45	43	50	46	48	49	49	47	40	45
TOTAL GOOD	85	88	90	90	82	86	89	83	83	87	81	84	87	86	87	82	85	83	87	86	86	85	83
Fairly bad	3	4	4	2	5	0	2	5	4	2	1	3	3	5	4	2	3	0	2	2	2	6	3
Very bad	2	1	1	1	4	2	2	2	2	1	3	2	2	2	2	2	2	1	2	2	2	2	2
TOTAL BAD	5	5	5	3	9	2	4	7	6	3	4	5	5	7	6	4	5	1	4	4	4	8	5
Don't know	10	7	4	6	9	11	7	9	11	10	14	12	9	7	7	14	10	17	9	9	10	6	12

Would you support or oppose police or local authority advertising in hospitals on the following topics?

Public safety campaigns (e.g. community support services)

Strongly support	42	40	48	47	29	46	47	38	38	45	43	43	41	39	45	37	41	39	46	39	43	42	41
Tend to support	48	53	44	47	60	46	45	51	49	47	42	46	48	53	45	52	48	51	47	50	46	46	47
TOTAL SUPPORT	90	93	92	94	89	92	92	89	87	92	85	89	89	92	90	89	89	90	93	89	89	88	88
Tend to oppose	3	3	3	1	3	2	2	3	4	2	2	2	4	3	3	2	3	2	2	4	4	2	2
Strongly oppose	1	0	2	0	3	1	1	2	2	1	0	1	2	2	2	1	1	1	1	2	1	2	1
TOTAL OPPOSE	4	3	5	1	6	3	3	5	6	3	2	3	6	5	5	3	4	3	3	6	5	4	3
Don't know	6	3	4	5	5	5	4	6	8	5	12	7	6	3	5	9	7	6	4	5	6	7	8

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Unweighted Sample	2003	343	549	199	228	132	822	726	869	1134	151	734	529	589	1220	783	1727	101	175	474	345	207	701
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public health services and support (including mental health initiatives)

Strongly support	52	46	57	56	39	63	57	47	47	56	56	54	50	48	54	48	52	50	52	49	56	56	50
Tend to support	42	50	39	40	52	31	39	46	45	39	36	39	43	48	40	44	42	45	43	45	38	40	42
TOTAL SUPPORT	94	96	96	96	91	94	96	93	92	95	92	93	93	96	94	92	94	95	95	94	94	96	92
Tend to oppose	2	2	2	0	3	1	1	2	3	1	0	2	2	2	2	1	2	1	0	3	2	2	2
Strongly oppose	1	0	1	0	2	0	1	1	1	0	0	0	1	1	0	1	1	0	1	1	1	0	1
TOTAL OPPOSE	3	2	3	0	5	1	2	3	4	1	0	2	3	3	2	2	3	1	1	4	3	2	3
Don't know	4	2	1	4	4	5	2	3	5	4	8	5	3	2	3	6	4	5	4	3	3	3	6

Information and support around fostering

Strongly support	32	31	35	33	23	37	36	28	29	35	32	34	32	28	35	28	32	27	32	28	40	34	31
Tend to support	50	53	50	57	59	45	52	50	51	50	49	47	52	56	49	52	50	49	54	55	42	43	54
TOTAL SUPPORT	82	84	85	90	82	82	88	78	80	85	81	81	84	84	84	80	82	76	86	83	82	77	85
Tend to oppose	5	6	6	1	7	4	3	8	7	4	3	5	6	6	5	5	5	7	3	6	6	6	5
Strongly oppose	1	1	1	2	3	1	1	2	1	1	0	1	1	1	1	1	1	1	2	1	1	1	1
TOTAL OPPOSE	6	7	7	3	10	5	4	10	8	5	3	6	7	7	6	6	6	8	5	7	7	7	6
Don't know	11	9	8	8	9	13	8	11	12	10	16	12	10	9	10	13	11	17	10	10	12	16	10

Anti-knife crime or drug awareness campaigns

Strongly support	47	51	49	46	41	48	47	49	44	49	49	43	47	51	48	45	47	43	47	44	51	51	45
Tend to support	41	41	43	43	48	42	43	40	42	41	35	44	41	41	41	42	41	47	45	44	39	38	40
TOTAL SUPPORT	88	92	92	89	89	90	90	89	86	90	84	87	88	92	89	87	88	90	92	88	90	89	85
Tend to oppose	5	5	4	4	6	2	4	6	5	5	6	5	4	5	5	5	5	5	2	4	4	5	6
Strongly oppose	1	0	1	0	3	3	2	2	2	1	0	1	2	1	1	1	1	0	1	2	1	1	1
TOTAL OPPOSE	6	5	5	4	9	5	6	8	7	6	6	6	6	6	6	6	6	5	3	6	5	6	7
Don't know	6	2	3	6	2	6	5	4	7	5	10	7	6	2	5	7	6	6	5	6	4	5	7

Domestic violence awareness and support services

Strongly support	55	50	62	58	43	68	62	51	50	60	62	57	54	50	58	52	55	49	60	53	59	64	51
Tend to support	38	45	34	36	50	25	34	42	41	36	31	36	39	44	36	40	38	42	35	39	35	30	41
TOTAL SUPPORT	93	95	96	94	93	93	96	93	91	96	93	93	93	94	94	92	93	91	95	92	94	94	92
Tend to oppose	2	3	1	0	2	3	1	2	2	1	1	2	2	3	2	1	2	3	0	3	1	2	1
Strongly oppose	1	0	1	0	3	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1
TOTAL OPPOSE	3	3	2	0	5	3	2	3	3	2	1	3	3	4	3	2	3	4	1	4	2	2	2
Don't know	4	2	2	4	2	4	2	4	5	3	7	4	4	3	3	6	4	6	4	3	4	3	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Support for carers or elderly residents

Strongly support	51	51	54	55	43	58	56	48	46	55	48	50	51	53	53	48	50	54	53	48	56	57	47
Tend to support	43	46	43	38	51	34	39	45	45	41	40	43	43	43	41	44	43	41	42	45	39	38	45
TOTAL SUPPORT	94	97	97	93	94	92	95	93	91	96	88	93	94	96	94	92	93	95	95	93	95	95	92
Tend to oppose	1	2	1	1	1	1	1	2	2	0	0	1	1	2	1	1	1	0	0	2	1	1	2
Strongly oppose	1	0	1	0	2	1	1	1	1	1	2	1	1	1	1	1	1	0	1	1	1	1	1
TOTAL OPPOSE	2	2	2	1	3	2	2	3	3	1	2	2	2	3	2	2	2	0	1	3	2	2	3
Don't know	5	2	2	6	3	6	3	4	6	3	11	5	4	2	4	6	5	5	4	4	3	4	6

What do you think the main benefits, if any, would be of the police and local councils putting more community advertising in hospitals?

[See Tab 1]

*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.