

YouGov / UNISON Survey Results

Sample size: 2393 adults in GB

Fieldwork: 11th - 12th October 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Inter-mediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2393	431	615	220	258	144	814	861	1156	1237	251	986	591	565	811	536	716	2070	115	208	567	392	290	821
Unweighted Sample	2393	383	678	221	242	151	938	781	1064	1329	196	943	675	579	993	527	533	2050	123	220	538	408	263	841
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how important, if at all, do you think the people who work in public services are to the quality of those services?

Very important	72	72	76	79	69	81	79	69	70	74	60	68	76	79	77	73	68	71	73	78	73	65	74	72
Fairly important	22	22	20	20	21	17	18	22	24	21	34	25	19	15	19	22	24	23	19	18	19	30	17	23
TOTAL IMPORTANT	94	94	96	99	90	98	97	91	94	95	94	93	95	94	96	95	92	94	92	96	92	95	91	95
Not very important	1	1	1	0	2	1	1	2	1	1	1	1	1	2	1	2	1	1	2	1	2	1	1	1
Not important at all	1	2	0	0	3	2	0	1	1	0	2	0	0	2	1	0	2	1	2	0	1	0	1	1
TOTAL NOT IMPORTANT	2	3	1	0	5	3	1	3	2	1	3	1	1	4	2	2	3	2	4	1	3	1	2	2
Don't know	4	3	2	1	4	1	1	5	4	4	4	5	3	2	2	3	5	4	4	2	4	3	7	3

Generally speaking, do you think public sector workers receive too much or too little recognition for the work they do, or is the current amount of recognition they receive about right?

Too much	6	9	4	3	15	2	4	8	8	3	4	5	4	8	7	6	5	5	6	6	7	7	3	5
Too little	54	40	67	62	37	73	61	45	51	57	65	57	50	49	59	49	52	54	52	57	54	46	58	56
About the right amount	28	42	20	27	36	15	26	35	30	27	20	24	32	35	26	35	28	28	28	26	25	34	26	29
Don't know	12	9	9	8	13	10	9	13	11	13	10	14	14	8	9	10	15	12	14	10	13	13	13	10

To what extent, if at all, would you support or oppose doing each of the following in order to raise additional money for public services?

Increasing taxes on the wealthiest individuals

Strongly support	37	15	53	43	12	61	47	23	38	36	56	39	33	29	40	33	34	36	34	49	39	31	40	34
Tend to support	32	32	30	41	34	24	31	34	30	33	27	31	34	33	32	32	32	32	31	29	29	37	27	33
TOTAL SUPPORT	69	47	83	84	46	85	78	57	68	69	83	70	67	62	72	65	66	68	65	78	68	68	67	67
Tend to oppose	15	31	5	9	28	6	9	24	18	13	7	11	18	23	14	16	17	16	17	10	17	15	12	17
Strongly oppose	7	14	3	3	19	0	5	10	9	5	2	8	6	8	8	9	6	7	6	3	6	7	10	7
TOTAL OPPOSE	22	45	8	12	47	6	14	34	27	18	9	19	24	31	22	25	23	23	23	13	23	22	22	24
Don't know	9	8	8	4	8	9	8	9	6	13	7	11	10	7	7	10	11	9	11	8	8	11	12	9

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

Increasing taxes on large corporations

Strongly support	37	23	48	45	19	59	45	26	36	38	50	41	33	29	41	36	32	36	40	47	38	29	40	36
Tend to support	37	37	37	41	36	35	36	39	35	39	32	36	38	39	36	38	40	38	26	35	36	42	37	37
TOTAL SUPPORT	74	60	85	86	55	94	81	65	71	77	82	77	71	68	77	74	72	74	66	82	74	71	77	73
Tend to oppose	12	23	6	6	22	2	10	18	15	8	4	9	13	18	12	13	12	12	17	7	13	12	9	12
Strongly oppose	5	8	2	3	15	0	2	7	7	3	5	4	4	6	5	6	4	5	3	2	4	5	6	5
TOTAL OPPOSE	17	31	8	9	37	2	12	25	22	11	9	13	17	24	17	19	16	17	20	9	17	17	15	17
Don't know	9	9	7	5	8	4	6	10	7	12	9	9	11	8	7	7	12	9	13	9	9	12	8	9

Increasing taxes on banks

Strongly support	25	12	36	26	17	38	32	20	30	21	24	29	22	23	29	26	21	25	30	29	27	20	27	24
Tend to support	36	37	35	44	32	40	38	37	36	36	32	33	39	40	39	36	34	36	31	35	35	41	37	34
TOTAL SUPPORT	61	49	71	70	49	78	70	57	66	57	56	62	61	63	68	62	55	61	61	64	62	61	64	58
Tend to oppose	14	25	8	10	20	7	10	17	16	12	12	12	13	19	13	15	14	14	17	13	14	13	10	15
Strongly oppose	5	8	3	4	13	1	3	7	6	4	6	4	6	6	5	4	6	5	8	5	4	7	7	5
TOTAL OPPOSE	19	33	11	14	33	8	13	24	22	16	18	16	19	25	18	19	20	19	25	18	18	20	17	20
Don't know	20	18	17	16	18	15	17	18	12	27	26	22	20	12	14	18	25	20	14	18	20	19	19	22

Increasing government borrowing

Strongly support	2	2	3	2	1	1	3	2	3	1	3	2	2	1	3	2	1	2	3	2	3	3	2	1
Tend to support	12	10	18	13	7	15	15	10	14	11	13	14	11	12	13	14	10	12	12	10	13	10	16	12
TOTAL SUPPORT	14	12	21	15	8	16	18	12	17	12	16	16	13	13	16	16	11	14	15	12	16	13	18	13
Tend to oppose	37	29	40	45	31	47	43	33	35	39	35	36	38	37	41	34	35	36	40	39	36	40	31	37
Strongly oppose	28	47	17	24	49	16	19	40	36	21	21	24	29	36	28	30	30	28	28	27	25	27	28	31
TOTAL OPPOSE	65	76	57	69	80	63	62	73	71	60	56	60	67	73	69	64	65	64	68	66	61	67	59	68
Don't know	21	12	21	16	13	21	20	16	13	28	28	24	20	14	16	20	24	21	17	22	23	20	23	19

Closing tax loopholes and increasing action against tax avoidance

Strongly support	60	56	71	73	52	69	70	58	63	57	50	57	64	65	67	59	56	59	60	67	61	55	53	62
Tend to support	26	30	19	21	31	21	21	29	27	26	28	26	27	26	22	27	29	27	26	22	27	32	26	25
TOTAL SUPPORT	86	86	90	94	83	90	91	87	90	83	78	83	91	91	89	86	85	86	86	89	88	87	79	87
Tend to oppose	3	4	2	2	7	2	2	2	3	3	7	3	2	1	3	3	3	3	3	3	2	3	4	3
Strongly oppose	2	4	1	1	2	2	1	3	2	1	1	2	1	2	2	2	1	2	1	2	1	1	3	2
TOTAL OPPOSE	5	8	3	3	9	4	3	5	5	4	8	5	3	3	5	5	4	5	4	5	3	4	7	5
Don't know	9	7	7	3	8	6	6	8	5	13	14	11	7	5	6	8	10	9	11	7	9	8	14	8

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	2393	383	678	221	242	151	938	781	1064	1329	196	943	675	579	993	527	533	2050	123	220	538	408	263	841
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reducing spending in other areas of government

Strongly support	23	31	14	17	47	10	18	31	29	18	15	22	24	28	24	27	22	23	26	23	24	22	21	24
Tend to support	39	40	39	42	33	48	38	40	35	43	42	38	40	40	39	39	40	40	36	35	41	43	37	38
TOTAL SUPPORT	62	71	53	59	80	58	56	71	64	61	57	60	64	68	63	66	62	63	62	58	65	65	58	62
Tend to oppose	15	12	21	17	6	20	19	11	17	13	19	13	15	17	16	14	13	15	17	16	12	14	19	15
Strongly oppose	3	4	3	4	3	3	4	4	4	2	2	3	3	4	4	3	2	3	4	4	4	2	4	3
TOTAL OPPOSE	18	16	24	21	9	23	23	15	21	15	21	16	18	21	20	17	15	18	21	20	16	16	23	18
Don't know	19	13	22	21	10	19	21	14	14	24	22	24	18	12	16	17	22	19	17	21	20	19	19	20

From what you know, do you think the following types of companies in the UK pay too much or too little tax on their profits, or is the current amount they pay about right?

Banks

Too much	3	3	3	2	7	0	1	4	4	2	4	3	2	2	4	2	2	3	4	1	1	4	4	3
Too little	51	43	60	58	43	67	60	49	56	45	43	49	51	56	57	50	47	51	49	53	55	47	55	48
The current amount they pay is about right	13	25	8	7	18	9	10	16	16	10	14	10	15	16	12	15	14	13	18	10	11	16	14	13
Don't know	34	29	30	32	33	24	28	31	24	43	39	38	32	26	27	34	36	34	29	36	33	33	28	37

Oil and gas companies

Too much	5	8	3	4	12	0	2	9	7	3	4	5	5	6	6	6	5	5	7	3	5	5	6	5
Too little	64	52	75	76	49	84	75	60	67	62	67	63	63	66	70	62	61	64	64	66	65	62	67	64
The current amount they pay is about right	9	21	5	2	16	2	7	13	13	6	6	6	12	12	8	10	11	9	12	9	8	11	7	9
Don't know	22	19	16	17	22	15	17	18	14	29	23	25	20	16	16	21	23	22	17	22	21	22	20	22

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