

YouGov Survey Results

Sample Size: 2107 GB Adults
Fieldwork: 4th - 5th February 2026

2020																									
		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	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2107	379	542	194	228	110	740	752	1020	1087	221	870	520	495	714	472	630	1823	101	183	499	346	255	723	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Is there a high street - i.e. a main street primarily consisting of shops, banks, cafés, etc. - in your local area?

Yes, there is	83	81	86	89	82	91	84	82	84	82	88	86	81	77	86	81	79	84	82	77	81	81	92	84
No, there is not	16	19	12	10	17	9	15	18	16	16	8	12	19	23	13	18	19	15	17	23	17	17	7	15
Don't know	1	1	2	0	1	1	1	1	1	2	3	2	0	0	1	1	2	2	1	0	3	2	1	0

How often, if at all, would you say that you shop in the following types of shop?

High street shops in your local area

[Asked only to those who have a high street in their local area, n=1735]

Several times a week	8	7	8	10	6	10	8	7	9	7	8	7	7	10	8	6	8	8	8	6	8	6	15	6
At least once a week	27	29	29	28	25	25	28	26	28	25	29	24	29	31	27	23	29	27	17	30	26	29	34	24
At least once a month	30	32	28	32	26	33	30	29	29	30	34	32	29	25	32	30	29	30	24	35	28	27	27	33
Less often than once a month	28	28	27	25	33	27	29	31	26	31	21	30	29	29	28	33	27	28	44	22	29	29	17	32
Never	6	3	6	4	9	4	5	5	6	6	6	6	5	6	5	5	6	6	7	7	8	5	4	5
Don't know	1	1	2	1	1	0	0	1	2	1	3	2	1	0	1	2	1	2	0	0	2	3	2	1

Shops in retail parks

Several times a week	2	1	2	2	1	2	2	2	2	1	2	2	2	1	2	1	2	2	3	3	2	2	2	2
At least once a week	12	12	11	13	12	10	13	13	14	10	9	12	12	14	11	11	14	11	14	19	14	10	6	12
At least once a month	29	34	34	21	28	30	32	26	28	30	35	32	28	23	32	31	25	29	31	33	33	32	19	28
Less often than once a month	45	41	42	57	46	49	44	47	42	47	42	44	49	44	46	46	43	46	35	38	41	43	51	49
Never	10	12	9	8	10	9	10	11	11	10	7	8	10	17	8	9	13	11	17	6	8	10	21	9
Don't know	2	0	2	0	2	0	0	1	2	2	5	2	1	1	1	2	2	2	0	2	2	4	2	1

Shops in shopping centres

Several times a week	2	1	1	3	3	2	1	2	2	1	1	2	2	1	2	1	2	2	4	3	2	1	2	1
At least once a week	11	14	10	7	12	8	12	10	12	10	12	9	10	14	11	7	14	11	4	14	12	10	12	10
At least once a month	24	23	26	20	22	27	26	20	24	23	30	24	24	20	27	22	20	24	17	27	28	21	25	22
Less often than once a month	52	51	52	61	49	53	51	55	51	53	46	55	53	49	53	59	49	52	55	48	49	53	47	56
Never	10	11	8	10	12	10	9	12	9	11	5	8	10	15	7	10	13	10	20	7	9	11	11	9
Don't know	2	1	3	0	2	0	1	1	2	1	4	2	1	1	1	1	2	2	0	2	1	3	3	1

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2107	379	542	194	228	110	740	752	1020	1087	221	870	520	495	714	472	630	1823	101	183	499	346	255	723
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Online shops

Several times a week	7	7	7	6	8	6	7	7	6	8	7	8	7	4	8	5	6	7	8	8	6	6	6	7
At least once a week	25	24	26	28	22	25	29	24	26	24	20	28	24	23	29	26	20	24	38	25	23	26	21	25
At least once a month	40	40	42	39	38	44	41	38	41	40	50	40	42	34	44	39	38	41	32	41	39	38	45	41
Less often than once a month	23	25	20	21	23	23	20	23	21	24	20	19	24	31	17	24	28	23	20	21	26	22	24	22
Never	3	4	3	4	7	2	3	6	4	3	0	2	3	8	2	3	5	3	2	5	3	5	3	3
Don't know	2	0	2	2	2	0	1	2	2	1	4	3	1	1	1	2	3	2	0	0	3	4	2	1

Street markets

Several times a week	1	0	1	1	1	0	0	1	1	0	2	1	0	0	1	0	1	1	0	0	1	1	2	1
At least once a week	5	3	4	2	6	6	4	5	5	4	6	4	4	5	3	3	5	5	1	2	5	6	8	4
At least once a month	12	11	13	13	11	14	12	10	13	11	16	11	12	12	12	11	13	13	5	11	15	13	13	10
Less often than once a month	47	49	48	55	46	43	52	45	46	49	41	47	50	47	55	46	45	47	52	50	45	45	41	52
Never	33	36	31	28	36	37	30	38	32	34	30	33	33	34	28	38	33	32	42	36	33	31	34	32
Don't know	2	1	2	1	1	1	1	2	2	2	5	3	1	1	1	2	3	2	0	1	2	4	2	1

Compared to other types of shop, including online shops, would you say that the high street shops in your local area are better or worse at the following...?

[Asked only to those who have a high street in their local area, n=1735]

Convenience

Much better	15	16	16	19	14	9	16	16	15	15	14	11	22	17	15	17	15	15	17	20	14	12	24	12
A little better	29	29	30	33	26	30	30	26	31	27	32	34	22	26	31	23	32	29	31	31	27	30	32	28
TOTAL BETTER	44	45	46	52	40	39	46	42	46	42	46	45	44	43	46	40	47	44	48	51	41	42	56	40
Neither better nor worse	30	35	26	26	31	34	29	33	28	32	24	27	34	35	27	33	33	30	30	30	29	30	27	32
A little worse	15	12	18	12	20	15	16	15	16	15	19	16	14	13	16	18	13	16	13	13	19	15	9	17
Much worse	6	6	6	7	6	4	6	6	6	6	5	6	5	6	8	7	2	6	6	4	5	7	2	8
TOTAL WORSE	21	18	24	19	26	19	22	21	22	21	24	22	19	19	24	25	15	22	19	17	24	22	11	25
Don't know	4	2	4	2	3	7	3	4	4	4	6	5	3	3	4	4	4	5	3	1	7	5	5	3

Customer service

Much better	16	18	18	19	14	20	18	16	16	16	14	14	17	22	17	18	17	16	21	17	16	15	13	17
A little better	30	29	31	37	26	28	32	28	33	27	34	31	26	30	32	25	32	30	37	29	30	30	28	30
TOTAL BETTER	46	47	49	56	40	48	50	44	49	43	48	45	43	52	49	43	49	46	58	46	46	45	41	47
Neither better nor worse	38	41	37	35	38	37	38	38	37	39	37	39	42	34	38	40	37	39	30	39	36	40	45	38
A little worse	5	4	5	6	7	3	4	6	4	6	7	4	5	5	4	5	4	5	2	3	7	4	5	5
Much worse	2	3	1	1	3	1	1	3	2	2	1	2	2	2	2	2	3	2	2	2	2	3	0	2
TOTAL WORSE	7	7	6	7	10	4	5	9	6	8	8	6	7	7	6	7	7	7	4	5	9	7	5	7
Don't know	9	5	8	3	12	11	7	9	8	9	8	10	7	7	7	10	8	8	8	9	9	7	9	8

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Quality of products																									
	Much better	4	5	5	5	4	4	5	4	4	4	6	3	4	5	5	4	4	6	5	5	4	2	4	
	A little better	19	16	22	18	17	20	20	15	19	20	29	21	16	16	20	17	20	19	20	19	19	21	17	20
	TOTAL BETTER	23	21	27	23	21	24	25	19	23	24	35	24	20	21	25	21	24	23	26	24	24	25	19	24
	Neither better nor worse	58	62	55	61	61	57	57	63	60	56	48	54	65	64	58	60	59	58	61	58	53	57	64	59
	A little worse	10	13	10	11	8	7	12	9	9	10	8	12	9	7	8	12	9	10	4	11	12	9	9	9
	Much worse	3	1	2	2	4	1	2	3	2	3	2	3	3	2	3	3	2	2	4	2	3	3	1	2
	TOTAL WORSE	13	14	12	13	12	8	14	12	11	13	10	15	12	9	11	15	11	12	8	13	15	12	10	11
	Don't know	6	3	6	3	5	11	5	6	6	7	8	7	4	5	6	5	6	7	5	5	9	5	7	5
Prices																									
	Much better	2	1	2	0	2	4	2	1	1	2	3	1	1	2	2	1	2	2	1	2	1	1	1	2
	A little better	8	9	9	3	5	8	9	7	8	8	10	9	7	7	7	7	9	8	6	9	6	8	13	8
	TOTAL BETTER	10	10	11	3	7	12	11	8	9	10	13	10	8	9	9	8	11	10	7	11	7	9	14	10
	Neither better nor worse	42	48	39	47	49	43	40	44	39	45	42	39	45	46	40	50	43	43	36	42	41	44	44	43
	A little worse	32	31	36	35	30	32	37	31	36	29	27	35	32	29	36	27	30	32	44	26	34	33	31	31
	Much worse	9	8	7	11	9	3	7	10	9	8	5	9	10	9	8	8	11	8	9	15	9	8	4	9
	TOTAL WORSE	41	39	43	46	39	35	44	41	45	37	32	44	42	38	44	35	41	40	53	41	43	41	35	40
	Don't know	7	4	7	4	6	10	6	7	6	8	12	7	5	7	7	7	6	7	3	6	8	6	7	8
Providing an enjoyable shopping experience																									
	Much better	12	13	13	17	11	15	12	12	12	13	15	9	15	14	14	14	10	12	16	15	10	12	12	13
	A little better	26	27	29	30	18	27	29	24	26	26	27	27	21	30	26	22	30	26	31	24	25	25	23	28
	TOTAL BETTER	38	40	42	47	29	42	41	36	38	39	42	36	36	44	40	36	40	38	47	39	35	37	35	41
	Neither better nor worse	39	43	37	32	42	37	37	40	41	36	35	37	44	38	37	38	43	39	27	43	39	39	44	36
	A little worse	11	8	11	12	13	11	12	10	10	11	10	13	9	9	12	13	6	11	12	11	12	10	11	10
	Much worse	6	6	5	6	9	5	5	8	5	7	5	7	7	5	5	8	6	6	6	3	7	6	5	7
	TOTAL WORSE	17	14	16	18	22	16	17	18	15	18	15	20	16	14	17	21	12	17	18	14	19	16	16	17
	Don't know	6	3	5	4	8	5	4	6	6	7	8	8	5	4	6	5	5	6	8	5	7	7	6	5
Range of products																									
	Much better	3	3	2	2	4	1	2	4	4	3	5	3	2	4	2	2	4	3	2	3	3	3	2	4
	A little better	11	7	14	8	10	6	10	8	11	10	16	9	12	10	10	10	12	11	3	14	11	11	16	9
	TOTAL BETTER	14	10	16	10	14	7	12	12	15	13	21	12	14	14	12	12	16	14	5	17	14	14	18	13
	Neither better nor worse	32	36	31	31	36	27	31	36	30	34	21	30	36	37	28	37	37	32	24	34	32	34	34	30
	A little worse	33	35	32	44	27	44	38	29	33	33	40	34	29	31	39	30	26	33	46	26	31	29	31	36
	Much worse	16	18	16	14	19	14	16	18	17	16	10	18	18	14	17	18	15	16	23	20	14	18	13	17
	TOTAL WORSE	49	53	48	58	46	58	54	47	50	49	50	52	47	45	56	48	41	49	69	46	45	47	44	53
	Don't know	5	2	5	2	4	7	4	5	5	5	7	6	3	4	4	4	5	5	3	3	8	5	4	5

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

Overall, would you say that the high street in your local area is in a good or a bad state?

[Asked only to those who have a high street in their local area, n=1735]

Very good	4	3	4	5	1	2	4	2	3	4	5	3	4	4	4	3	4	4	2	4	3	3	6	3
Fairly good	31	31	30	35	22	31	31	21	30	31	52	29	26	29	33	28	27	30	39	30	29	28	36	29
TOTAL GOOD	35	34	34	40	23	33	35	23	33	35	57	32	30	33	37	31	31	34	41	34	32	31	42	32
Neither good nor bad	21	20	21	23	19	24	22	22	23	19	15	25	18	21	19	22	26	23	13	12	24	21	22	22
Fairly bad	33	37	36	30	33	32	35	37	31	34	23	31	39	34	33	34	30	32	30	41	32	33	29	33
Very bad	10	9	8	7	23	9	7	16	10	10	3	11	13	11	9	11	12	10	13	12	10	13	4	11
TOTAL BAD	43	46	44	37	56	41	42	53	41	44	26	42	52	45	42	45	42	42	43	53	42	46	33	44
Don't know	1	0	1	1	2	3	1	1	1	2	2	2	1	1	1	1	2	1	3	1	1	1	2	1

How important, if at all, is having a high street in your local area to you?

Very important	33	33	36	40	32	38	36	35	31	35	26	31	35	38	34	33	31	33	31	29	31	32	37	35
Fairly important	45	47	46	43	39	44	45	42	45	46	51	47	45	40	48	44	44	45	45	51	45	47	49	42
TOTAL IMPORTANT	78	80	82	83	71	82	81	77	76	81	77	78	80	78	82	77	75	78	76	80	76	79	86	77
Not very important	17	19	14	14	22	10	16	19	19	15	15	16	17	18	14	19	18	16	18	17	18	14	8	19
Not important at all	3	1	2	3	3	3	2	2	3	2	4	3	1	3	2	2	3	3	1	2	4	3	2	3
TOTAL NOT IMPORTANT	20	20	16	17	25	13	18	21	22	17	19	19	18	21	16	21	21	19	19	19	22	17	10	22
Don't know	3	1	2	0	3	4	2	3	2	3	4	4	2	2	2	2	4	3	4	2	3	5	4	2

*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.