YouGov Survey Results

Sample size: 2021 adults in GB

Fieldwork: 17th - 18th November 2026

		Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
			Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	**2021**	364	519	186	218	116	709	721	976	1045	212	833	499	477	685	453	604	1748	97	176	
Unweighted Sample	**2021**	337	546	179	240	110	789	732	890	1131	152	705	605	559	772	438	519	1715	126	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How much, if anything, have you seen and heard about recent government recommendations to keep an emergency stockpile at home of three days' worth of essential supplies (including e.g. food and bottled water, as well as other items like torches and radios)?																					
A great deal	**16**	17	17	21	14	13	15	17	14	17	17	16	15	16	18	16	14	16	19	6	
A fair amount	**38**	37	44	45	35	37	43	38	37	38	35	34	36	47	43	37	34	38	34	40	
TOTAL GREAT DEAL / FAIR AMOUNT	**54**	**54**	**61**	**66**	**49**	**50**	**58**	**55**	**51**	**55**	**52**	**50**	**51**	**63**	**61**	**53**	**48**	**54**	**53**	**46**	
A little bit	**38**	39	34	32	42	44	35	39	40	36	37	39	42	32	35	39	39	38	37	38	
Nothing at all	**6**	4	4	2	6	6	5	6	6	6	7	8	5	4	3	6	9	6	8	10	
TOTAL A LITTLE BIT / NOTHING AT ALL	**44**	**43**	**38**	**34**	**48**	**50**	**40**	**45**	**46**	**42**	**44**	**47**	**47**	**36**	**38**	**45**	**48**	**44**	**45**	**48**	
Not sure/can't recall	**2**	2	1	0	3	0	1	1	3	2	5	3	2	1	1	2	4	2	3	6	
For the following question, by an "emergency stockpile" we mean supplies (e.g. bottled water, long-life food, a torch, a battery or wind-up radio) that are set aside specifically for use in an emergency, rather than food and other items you use day to day. Do you currently have an emergency stockpile in your home?																					
Yes, I do	**30**	36	32	42	30	26	33	34	30	30	14	25	33	42	36	32	24	30	33	28	
No, I do not	**67**	62	66	56	68	69	65	65	67	68	79	72	65	56	62	66	73	68	63	65	
Not sure/can't recall	**3**	2	2	2	2	5	2	2	3	3	7	3	2	2	2	2	3	3	4	6	

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YouGov Survey Results

Sample size: 2021 adults in GB

Fieldwork: 17th - 18th November 2026

	Total	Region in England			
		North	Midlands	London	Rest of South
Weighted Sample	**2021**	479	331	245	693
Unweighted Sample	**2021**	503	336	186	690
	%	%	%	%	%
How much, if anything, have you seen and heard about recent government recommendations to keep an emergency stockpile at home of three days' worth of essential supplies (including e.g. food and bottled water, as well as other items like torches and radios)?					
A great deal	**16**	14	18	16	17
A fair amount	**38**	37	37	41	37
TOTAL GREAT DEAL / FAIR AMOUNT	**54**	**51**	**55**	**57**	**54**
A little bit	**38**	41	40	38	35
Nothing at all	**6**	6	3	4	8
TOTAL A LITTLE BIT / NOTHING AT ALL	**44**	**47**	**43**	**42**	**43**
Not sure/can't recall	**2**	2	2	1	3
For the following question, by an "emergency stockpile" we mean supplies (e.g. bottled water, long-life food, a torch, a battery or wind-up radio) that are set aside specifically for use in an emergency, rather than food and other items you use day to day. Do you currently have an emergency stockpile in your home?					
Yes, I do	**30**	25	31	32	32
No, I do not	**67**	71	67	66	66
Not sure/can't recall	**3**	3	2	2	3

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YouGov Survey Results

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Fieldwork: 17th - 18th November 2026

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	**2021**	364	519	186	218	116	709	721	976	1045	212	833	499	477	685	453	604	1748	97	176
Unweighted Sample	**2021**	337	546	179	240	110	789	732	890	1131	152	705	605	559	772	438	519	1715	126	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For the following question, by an "emergency stockpile" we mean supplies (e.g. bottled water, long-life food, a torch, a battery or wind-up radio) that are set aside specifically for use in an emergency, rather than food and other items you use day to day. And within the past month, have you or a member of your household purchased any items for your emergency stockpile in your home? *[Asked only to respondents who currently have an emergency stockpile at home; N=641]*																				
Yes I have	**77**	73	81	*75*	*70*	*74*	80	73	71	82	*68*	81	78	72	79	78	71	77	*84*	*71*
No I have not	**22**	25	16	*25*	*27*	*26*	20	25	27	17	*32*	17	21	26	20	20	27	22	*16*	*27*
Not sure/can't recall	**1**	2	2	*0*	*3*	*0*	0	2	2	1	*0*	2	2	1	1	2	2	1	*0*	*2*

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		Total	Region in England			
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Weighted Sample	**2021**	479	331	245	693	
Unweighted Sample	**2021**	503	336	186	690	
	%	%	%	%	%	
For the following question, by an "emergency stockpile" we mean supplies (e.g. bottled water, long-life food, a torch, a battery or wind-up radio) that are set aside specifically for use in an emergency, rather than food and other items you use day to day. And within the past month, have you or a member of your household purchased any items for your emergency stockpile in your home? *[Asked only to respondents who currently have an emergency stockpile at home; N=641]*						
Yes I have	**77**	78	77	*77*	76	
No I have not	**22**	21	20	*19*	24	
Not sure/can't recall	**1**	1	3	*4*	0	

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	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
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Unweighted Sample	**2021**	337	546	179	240	110	789	732	890	1131	152	705	605	559	772	438	519	1715	126	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
You said that you currently have an emergency stockpile at home. Which of the following items does it include? Please select all that apply *[Asked only to respondents who currently have an emergency stockpile at home; N=641]*																				
Long-lasting food	**90**	93	88	*91*	*95*	*91*	86	94	88	92	*88*	83	93	95	89	92	90	90	*89*	*89*
Bottled water	**83**	85	86	*87*	*77*	*86*	85	81	82	84	*80*	86	80	83	87	87	76	83	*82*	*84*
Torch	**75**	85	72	*69*	*82*	*62*	72	85	73	78	*62*	64	75	90	78	78	71	75	*81*	*80*
Batteries (e.g. AA, AAA)	**75**	89	69	*73*	*82*	*57*	71	85	73	77	*67*	66	68	90	78	76	69	75	*76*	*74*
First aid kit / medical supplies	**64**	73	59	*66*	*71*	*53*	62	71	64	64	*50*	55	65	74	65	68	60	64	*67*	*59*
Hygiene products, like hand sanitiser, wet wipes and bathroom products	**63**	70	58	*57*	*60*	*64*	56	68	59	66	*80*	50	64	72	64	54	68	65	*56*	*46*
Power bank for USB charging	**55**	56	53	*63*	*58*	*64*	54	57	60	51	*51*	57	56	54	63	57	43	57	*41*	*45*
Cash	**53**	70	50	*46*	*51*	*59*	52	62	54	52	*46*	39	55	68	54	55	53	53	*51*	*58*
Wind-up / solar / battery powered radio	**37**	43	40	*34*	*35*	*18*	34	44	37	37	*28*	30	38	46	39	38	40	37	*45*	*38*
Other *[See Tab 1]*	**8**	12	10	*5*	*8*	*5*	8	11	8	8	*0*	4	10	12	8	10	7	8	*9*	*5*
Not sure/can't recall	**0**	0	0	*0*	*0*	*2*	0	0	0	1	*2*	1	1	0	0	1	1	1	*0*	*0*

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	%	%	%	%	%
You said that you currently have an emergency stockpile at home. Which of the following items does it include? Please select all that apply *[Asked only to respondents who currently have an emergency stockpile at home; N=641]*					
Long-lasting food	**90**	88	91	*88*	92
Bottled water	**83**	78	88	*78*	85
Torch	**75**	76	76	*67*	75
Batteries (e.g. AA, AAA)	**75**	73	78	*69*	76
First aid kit / medical supplies	**64**	67	66	*62*	63
Hygiene products, like hand sanitiser, wet wipes and bathroom products	**63**	68	63	*69*	62
Power bank for USB charging	**55**	55	54	*61*	58
Cash	**53**	48	50	*56*	56
Wind-up / solar / battery powered radio	**37**	41	42	*20*	38
Other *[See Tab 1]*	**8**	7	6	*9*	10
Not sure/can't recall	**0**	2	1	*0*	0

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Unweighted Sample	**2021**	337	546	179	240	110	789	732	890	1131	152	705	605	559	772	438	519	1715	126	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
You said that, within the past month, you or a member of your household purchased items to include in your emergency stockpile at home. Which of the following items did you buy? Please select all that apply *[Asked only to respondents who currently have an emergency stockpile at home, whose household has purchased any items for their emergency stockpile; N=498]*																				
Long-lasting food	**73**	*73*	67	*87*	*81*	*83*	73	74	70	76	*56*	71	73	77	69	82	*71*	72	*85*	*73*
Bottled water	**70**	*76*	74	*76*	*61*	*61*	72	71	65	74	*39*	71	75	69	71	73	*69*	69	*83*	*72*
Batteries (e.g. AA, AAA)	**40**	*53*	33	*42*	*51*	*34*	33	53	37	43	*14*	38	38	50	47	38	*33*	41	*49*	*25*
Hygiene products, like hand sanitiser, wet wipes and bathroom products	**27**	*25*	23	*22*	*30*	*29*	21	30	23	31	*25*	28	24	30	30	26	*26*	28	*27*	*17*
Torch	**21**	*22*	27	*15*	*19*	*14*	19	25	22	21	*11*	23	20	22	26	19	*16*	21	*24*	*19*
Wind-up / solar / battery powered radio	**20**	*21*	22	*16*	*18*	*5*	19	22	19	21	*6*	19	21	23	23	21	*17*	20	*14*	*25*
Power bank for USB charging	**18**	*20*	18	*18*	*22*	*23*	16	19	20	16	*4*	20	21	16	23	16	*13*	19	*20*	*6*
First aid kit / medical supplies	**14**	*16*	15	*9*	*16*	*3*	13	15	13	15	*0*	14	15	14	14	16	*13*	14	*24*	*7*
One or more of the items you listed as "other"	**6**	*10*	8	*4*	*7*	*3*	7	7	6	6	*0*	4	5	10	7	5	*6*	6	*6*	*4*
Not sure/can't recall	**4**	*3*	5	*1*	*7*	*6*	5	3	5	2	*7*	5	1	3	4	5	*2*	4	*0*	*0*

**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.*

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Unweighted Sample	**2021**	503	336	186	690
	%	%	%	%	%
You said that, within the past month, you or a member of your household purchased items to include in your emergency stockpile at home. Which of the following items did you buy? Please select all that apply *[Asked only to respondents who currently have an emergency stockpile at home, whose household has purchased any items for their emergency stockpile; N=498]*					
Long-lasting food	**73**	71	*72*	*78*	71
Bottled water	**70**	69	*76*	*62*	68
Batteries (e.g. AA, AAA)	**40**	41	*40*	*44*	41
Hygiene products, like hand sanitiser, wet wipes and bathroom products	**27**	31	*29*	*33*	25
Torch	**21**	26	*23*	*18*	20
Wind-up / solar / battery powered radio	**20**	23	*18*	*7*	24
Power bank for USB charging	**18**	17	*16*	*27*	19
First aid kit / medical supplies	**14**	21	*10*	*11*	12
One or more of the items you listed as "other"	**6**	9	*7*	*4*	6
Not sure/can't recall	**4**	2	*2*	*4*	*7*

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