

YouGov Survey Results

Sample size: 57156 adults in GB

Fieldwork: 11th - 27th September 2026

	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
Weighted Sample	57354	11535	14180	5128	7159	3255	21354	24733	30420	26934	4585	21212	16784	14773	31957	25397	50081	2599	4675	13989	9483	6741	19867
Unweighted Sample	57156	9664	19270	6316	7239	3489	28392	20795	28309	28847	1549	18179	18303	19125	38273	18883	48681	3453	5022	14276	9075	5265	20065
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	7	18	17	6	16	17	8	13	10	11	11	12	12	13	9	11	13	16	11	9	14	11
Somewhat support	26	21	36	35	13	33	33	20	26	26	30	26	25	25	29	23	26	25	29	26	23	28	26
TOTAL SUPPORT	37	28	54	52	19	49	50	28	39	36	41	37	37	37	42	32	37	38	45	37	32	42	37
Somewhat oppose	20	22	18	20	18	19	19	20	18	22	20	19	19	21	20	19	20	21	18	19	21	20	20
Strongly oppose	31	43	18	17	57	16	20	45	34	27	14	26	36	36	29	33	31	30	25	32	36	24	31
TOTAL OPPOSE	51	65	36	37	75	35	39	65	52	49	34	45	55	57	49	52	51	51	43	51	57	44	51
Don't know	12	6	11	10	6	17	11	8	9	15	24	19	8	6	10	15	12	11	12	12	12	14	12

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

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	Total	Northumberland	Tyne and Wear	Durham	Cumbria	Lancashire	Greater Manchester	Merseyside	Cheshire	North Yorkshire	East Riding of Yorkshire	West Yorkshire	South Yorkshire
Weighted Sample	57354	371	1099	868	418	1445	2494	1048	1015	1052	586	1988	1237
Unweighted Sample	57156	412	1171	950	481	1384	2332	1151	1082	1175	615	1998	1227
%													

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	12	10	11	21	10	11	15	11	16	8	10	10
Somewhat support	26	25	28	27	30	24	28	27	30	28	22	22	20
TOTAL SUPPORT	37	37	38	38	51	34	39	42	41	44	30	32	30
Somewhat oppose	20	18	19	19	16	19	20	15	19	21	20	21	19
Strongly oppose	31	35	32	32	25	36	27	30	31	27	40	33	36
TOTAL OPPOSE	51	53	51	51	41	55	47	45	50	48	60	54	55
Don't know	12	9	12	11	8	10	14	12	9	8	10	13	15

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		County in England																
	Total	Lincolnshire	Derbyshire	Nottinghamshire	Leicestershire + Rutland	Northamptonshire	Staffordshire	Shropshire	Herefordshire	Worcestershire	Warwickshire	West Midlands	Norfolk	Suffolk	Cambridgeshire	Bedfordshire	Hertfordshire	Essex
Weighted Sample	57354	1174	1021	1021	887	727	926	477	200	549	541	2291	964	668	790	667	1020	1588
Unweighted Sample	57156	1112	1014	1057	804	673	992	497	207	594	561	1849	982	696	807	523	961	1516
	%																	

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	7	8	7	7	7	11	10	8	6	9	11	9	9	13	7	7	10
Somewhat support	26	23	25	26	21	25	24	17	21	25	19	21	23	23	29	26	28	26
TOTAL SUPPORT	37	30	33	33	28	32	35	27	29	31	28	32	32	32	42	33	35	36
Somewhat oppose	20	18	20	20	19	22	20	19	21	27	26	19	28	17	20	20	23	18
Strongly oppose	31	42	37	38	36	36	37	42	31	30	33	34	31	39	28	30	29	33
TOTAL OPPOSE	51	60	57	58	55	58	57	61	52	57	59	53	59	56	48	50	52	51
Don't know	12	10	10	9	16	10	8	12	19	12	13	15	10	11	10	16	13	13

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	Total	Buckinghamshire	Oxfordshire	Berkshire	Hampshire	Isle of Wight	Surrey	Kent	East Sussex	West Sussex	Gloucestershire	Bristol	Wiltshire	Dorset	Somerset	Devon	Cornwall	London
Weighted Sample	57354	681	732	784	1874	180	1027	1626	845	958	826	373	694	816	866	1259	629	6741
Unweighted Sample	57156	724	681	764	1862	180	993	1711	1024	985	907	371	700	797	942	1336	601	5265
%																		

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	8	14	13	8	11	12	11	14	9	13	9	9	10	12	13	24	14
Somewhat support	26	25	26	22	27	20	27	24	28	24	26	31	23	31	24	24	37	28
TOTAL SUPPORT	37	33	40	35	35	31	39	35	42	33	39	40	32	41	36	37	61	42
Somewhat oppose	20	26	20	22	22	21	16	23	19	18	16	22	17	16	19	17	13	20
Strongly oppose	31	31	27	28	31	33	29	30	31	33	37	21	37	33	36	35	20	24
TOTAL OPPOSE	51	57	47	50	53	54	45	53	50	51	53	43	54	49	55	52	33	44
Don't know	12	11	13	15	12	15	15	13	7	16	9	17	14	10	9	11	6	14

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Region in Scotland													
Total	Highlands + Islands	Grampian	Tayside	Fife	Central Scotland	Dunbartonshire, Argyll + Bute	Glasgow	Renfrewshire	Ayrshire, Dumfries + Galloway	Lanarkshire	Edinburgh	Lothian + Borders	
Weighted Sample	57354	333	548	349	339	244	255	419	324	448	474	437	504
Unweighted Sample	57156	352	535	423	318	270	292	463	308	491	486	565	517
%													

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	14	9	12	16	11	13	18	8	9	17	32	25
Somewhat support	26	27	29	34	41	40	19	30	25	31	20	35	27
TOTAL SUPPORT	37	41	38	46	57	51	32	48	33	40	37	67	52
Somewhat oppose	20	27	23	15	11	14	13	17	22	24	20	12	16
Strongly oppose	31	22	28	31	19	22	36	17	34	31	32	12	19
TOTAL OPPOSE	51	49	51	46	30	36	49	34	56	55	52	24	35
Don't know	12	10	12	8	13	13	20	17	11	6	11	9	13

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Preserved County in Wales									
	Total	Gwynedd	Clwyd	Dyfed	Powys	West Glamorgan	Mid Glamorgan	South Glamorgan	Gwent
Weighted Sample	57354	126	377	380	138	329	322	444	482
Unweighted Sample	57156	183	531	450	164	439	440	629	616
%									

Would you support or oppose allowing councils to levy a 'tourist tax' in the form of a small additional charge per night on all hotel, B&B and short term let stays in their area?

Strongly support	11	17	11	17	20	15	8	17	8
Somewhat support	26	28	25	26	18	26	28	28	23
TOTAL SUPPORT	37	45	36	43	38	41	36	45	31
Somewhat oppose	20	15	15	21	11	21	15	25	28
Strongly oppose	31	27	35	24	42	29	38	21	29
TOTAL OPPOSE	51	42	50	45	53	50	53	46	57
Don't know	12	13	15	12	9	9	11	9	12

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