

YouGov / Royal College of Physicians Survey Results

Sample Size: 2147 GB Adults

Fieldwork: 2nd - 3rd November 2025

	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	2147	386	552	198	232	135	754	766	1039	1108	225	887	530	505	1224	907	1857	103	187	509	352	260	736
Unweighted Sample	2147	361	604	224	261	146	856	771	918	1229	169	774	592	612	1287	850	1864	116	167	498	365	198	803
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account the government's different priorities, to what extent would you support or oppose the government launching a public health campaign about air pollution?

Strongly support	19	10	29	25	4	40	24	11	20	19	35	20	17	13	23	14	19	23	20	16	14	31	19
Tend to support	42	41	46	52	29	41	47	36	38	45	47	41	38	45	42	41	42	39	42	45	42	31	43
TOTAL SUPPORT	61	51	75	77	33	81	71	47	58	64	82	61	55	58	65	55	61	62	62	61	56	62	62
Tend to oppose	12	25	8	8	25	3	10	20	14	10	5	10	16	16	12	12	12	11	13	10	14	10	13
Strongly oppose	6	8	3	2	20	0	2	11	9	4	2	6	8	7	6	7	6	7	6	6	6	5	7
TOTAL OPPOSE	18	33	11	10	45	3	12	31	23	14	7	16	24	23	18	19	18	18	19	16	20	15	20
Don't know	21	16	15	12	21	15	16	23	19	22	12	24	21	19	18	25	21	20	18	23	23	22	18

How much risk, if any, do you think air pollution poses to...

...your health?

A great deal of risk	16	12	16	14	6	33	16	11	14	18	22	19	14	10	18	12	16	15	18	14	12	25	16
A fair amount of risk	45	37	55	48	32	46	52	38	40	50	44	47	45	43	44	47	45	44	49	49	43	38	45
TOTAL GREAT DEAL / FAIR AMOUNT OF RISK	61	49	71	62	38	79	68	49	54	68	66	66	59	53	62	59	61	59	67	63	55	63	61
Not very much risk	28	40	21	30	44	18	24	36	33	23	21	23	30	37	28	27	28	25	24	27	31	24	29
No risk at all	5	6	3	3	12	1	2	7	7	2	6	3	6	5	4	5	4	6	6	3	6	5	4
TOTAL NOT VERY MUCH / NO RISK	33	46	24	33	56	19	26	43	40	25	27	26	36	42	32	32	32	31	30	30	37	29	33
Don't know	7	5	5	4	8	2	5	8	7	7	8	9	4	7	5	9	7	11	3	7	8	8	6

...your family's health?

A great deal of risk	18	14	19	14	7	32	17	13	17	20	27	22	15	12	20	15	18	17	18	17	14	27	19
A fair amount of risk	44	36	52	51	32	46	52	37	39	48	41	45	46	40	42	45	43	43	49	46	41	35	45
TOTAL GREAT DEAL / FAIR AMOUNT OF RISK	62	50	71	65	39	78	69	50	56	68	68	67	61	52	62	60	61	60	67	63	55	62	64
Not very much risk	25	36	20	28	41	16	22	33	30	21	20	20	28	35	27	24	26	26	24	25	29	22	26
No risk at all	5	7	3	3	12	1	3	8	7	3	5	4	6	5	4	5	5	6	6	4	6	5	4
TOTAL NOT VERY MUCH / NO RISK	30	43	23	31	53	17	25	41	37	24	25	24	34	40	31	29	31	32	30	29	35	27	30
Don't know	8	7	5	4	8	4	6	10	7	9	7	10	5	8	6	11	8	8	3	8	10	11	7

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

From what you know, do you think there is or is not a link between air pollution and the following health conditions?

Asthma

I think there is a link	84	81	91	90	72	94	92	77	81	88	91	85	85	81	87	81	85	83	85	83	82	88	85
I don't think there is a link	5	8	3	3	12	2	3	9	7	3	1	5	6	7	5	6	5	6	8	5	6	5	4
Don't know	10	11	7	7	16	4	5	14	12	9	8	10	10	12	8	13	11	11	8	12	12	7	10

Lung cancer

I think there is a link	68	59	76	69	52	84	75	56	63	72	86	72	63	57	72	62	68	69	68	68	66	72	66
I don't think there is a link	12	19	8	10	24	3	8	19	15	10	6	9	17	18	11	15	12	15	13	11	14	12	12
Don't know	20	22	16	22	24	13	17	25	21	19	8	19	20	25	18	23	20	16	19	21	20	15	21

Heart disease

I think there is a link	30	22	36	31	20	47	34	23	30	31	43	31	27	26	31	29	30	34	32	28	25	39	30
I don't think there is a link	34	43	30	30	52	16	29	40	37	32	32	32	39	34	33	36	35	30	31	35	38	30	36
Don't know	36	35	34	39	28	37	37	36	34	37	25	37	33	39	35	35	35	37	37	37	37	32	35

Dementia

I think there is a link	17	14	20	16	13	29	20	14	14	20	20	18	19	12	18	17	16	26	22	14	16	21	16
I don't think there is a link	42	50	40	34	52	22	37	45	46	38	46	41	41	42	42	41	43	33	34	42	43	40	44
Don't know	41	37	41	50	35	49	43	41	41	42	34	41	41	46	41	42	41	40	44	44	41	39	40

Stroke

I think there is a link	19	11	21	17	14	32	22	13	19	18	29	23	16	10	19	19	18	30	22	18	15	22	17
I don't think there is a link	40	49	37	34	51	22	33	46	41	38	38	36	42	44	39	40	40	31	37	41	40	38	40
Don't know	42	40	42	49	35	46	45	41	39	44	33	41	42	46	42	41	42	38	41	41	45	39	42

Diabetes

I think there is a link	5	4	6	3	4	9	5	4	5	5	7	7	4	2	5	4	5	7	5	5	3	7	4
I don't think there is a link	58	64	59	53	63	39	55	60	59	57	63	57	60	54	58	57	58	56	59	56	58	55	60
Don't know	37	32	36	44	32	53	40	36	36	38	31	36	36	43	36	39	38	37	36	39	39	38	35

Chronic kidney disease

I think there is a link	11	8	13	8	8	13	11	8	10	12	16	13	9	7	11	11	11	12	14	12	8	15	10
I don't think there is a link	45	53	43	42	55	31	43	49	48	42	48	43	50	44	46	45	46	44	40	44	48	45	47
Don't know	44	39	44	50	37	56	46	43	42	45	36	44	41	49	43	45	43	44	47	44	44	41	43

Poor foetal health and pregnancy outcomes

I think there is a link	46	34	55	50	32	66	54	33	41	50	67	50	40	34	50	40	46	43	46	45	43	49	46
I don't think there is a link	21	31	14	17	35	6	15	28	25	16	12	19	24	23	18	24	21	22	17	19	22	20	22
Don't know	34	35	31	34	32	28	31	39	34	34	21	30	36	43	31	37	33	35	37	35	35	31	32

*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.