Norstat
Quarterly Data

Know your people
UK Q3 2026

Data to trust – for decisions that matter.



Content



01 About the report

02 Society

03 Consumer

04 Health & Wellbeing

About the report

Purpose



The purpose of the report and survey is to uncover the mood among the population in the UK. What aspects of society are they worried or concerned about? Where do they see themselves emotionally, and what are their expectations for their future behaviour and consumption?

The survey, which is conducted every quarter, provides knowledge about the aspects that may influence future consumption and can be used to support companies' strategic decisions and initiatives in relation to, for example, how the market position should be defended and strengthened, which communication should be used, which contact points should be focused on in marketing, etc.

Method



The survey was conducted by Norstat UK and is based on 501 interviews from Norstat UK's online panel.

Target group



Representative sample of the UK population, 18 years + (gender, age and region)

Length of interview



8 minutes

Number of interviews



502

Fieldwork period



Start: 2026.09.24
End: 2026.07.10



Society

Does the population trust the government and politicians? What social aspects concern and worry them? Which aspects can directly or indirectly have a decisive influence on future consumption?

48%

of the population are, to a high extent or very high extent, concerned about the development.

12% of the population are not at all or, to a small extent, concerned about the development in the UK.

52%

of the population think that things are going in the wrong direction, and 30% think that the situation is status quo.

19% of the population think that things in general are headed in the right direction in the UK.

Trust

Base: 502 interviews

46% have very little confidence in British politicians in general.

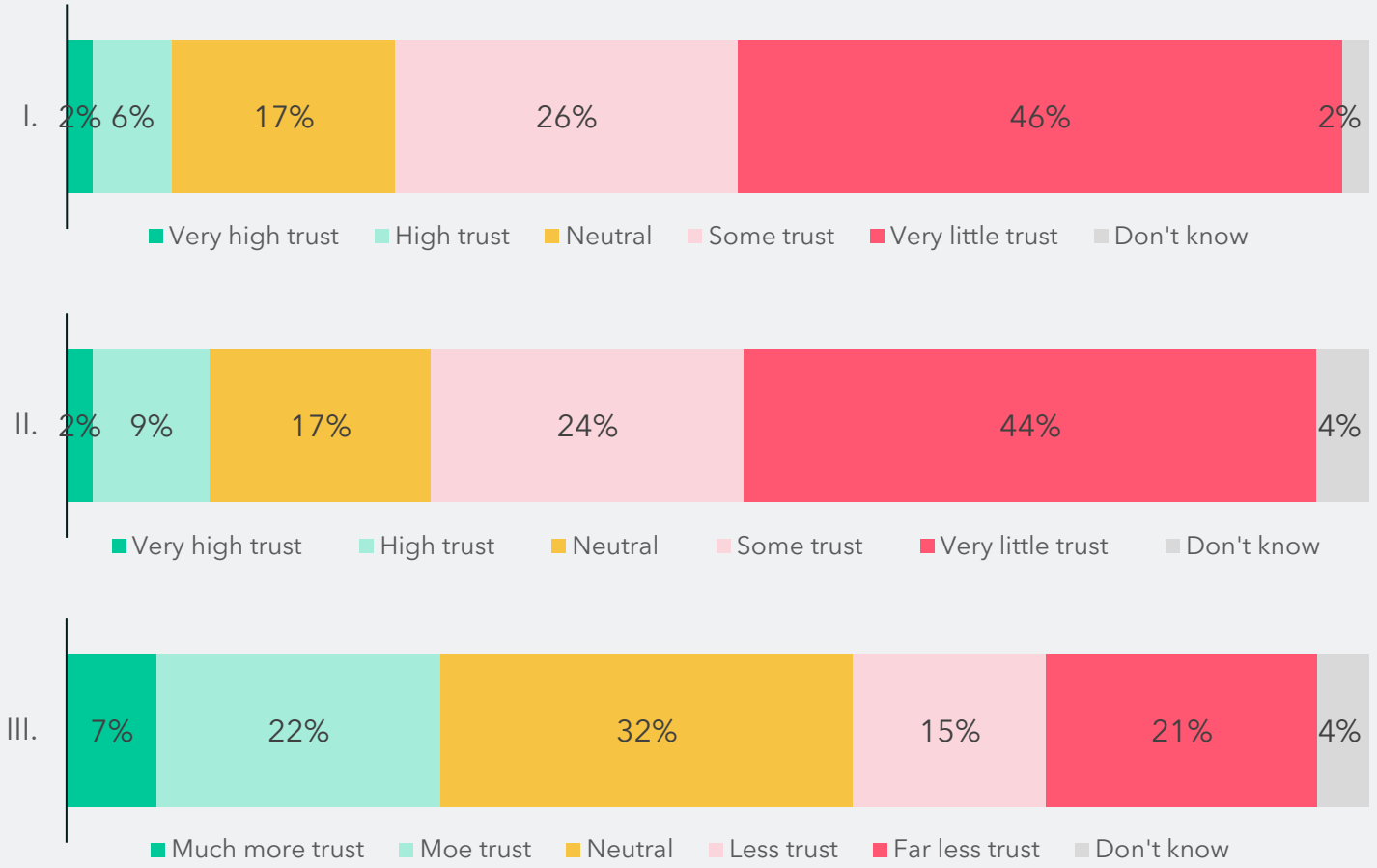
44% have very little confidence that the government will make the correct decisions in the current political climate.

21% of the population have far less trust in the government today compared to a year ago.

I. ... British politicians, in general

II. ... that the government will make the correct decisions in the current political climate

III. ... the government today, as compared to a year ago



Confidence in the government's handling of the rising cost of living

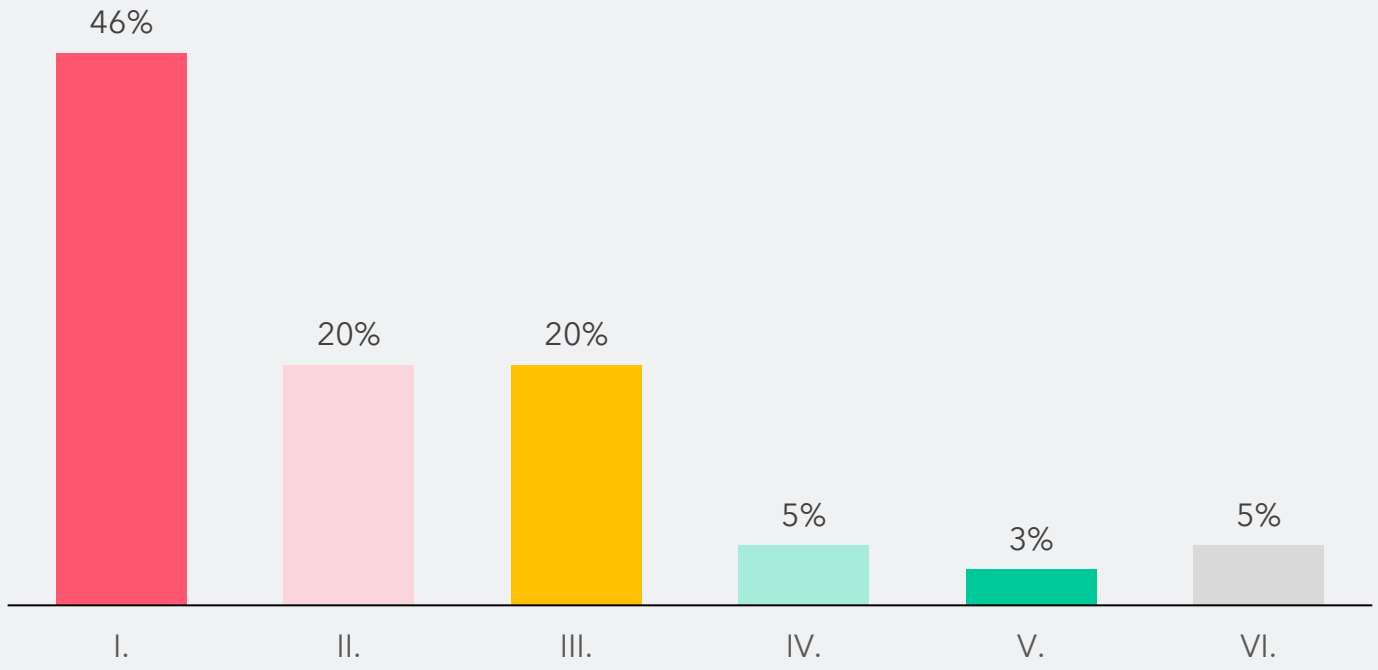
8% of the population have high/very high confidence in the government's handling of the rising cost of living.

66% have little or no confidence in the government's handling of the rising cost of living.

I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know

Do you have confidence in the government's handling of the rising cost of living?

Base: 502 interviews





33%

of the population rate inflation as one of the societal areas they're most concerned about.

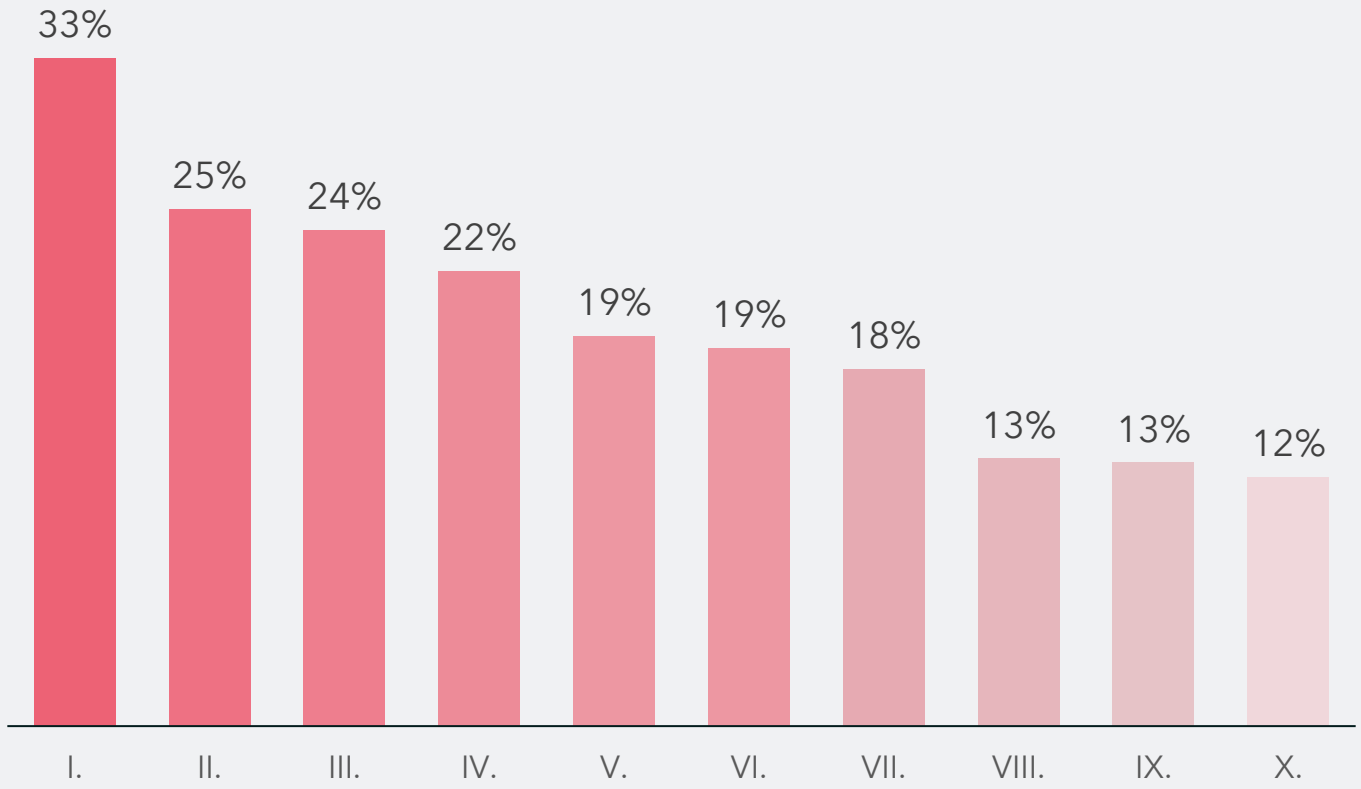
Societal Concerns

Top 10 societal concerns

Base: 502 interviews

Inflation, increased immigration and health care are the three societal areas the population is most concerned about.

I. Inflation (higher prices)
II. Increased immigration
III. Health care (e.g., quality of the health care system, waiting times, patient rights, etc.)
IV. My own/my family's health
V. Climate change
VI. AI (Artificial Intelligence)
VII. My own/my family's financial situation
VIII. Increasing tax burdens
IX. Misinformation/Disinformation (incorrect or misleading misinformation with or without malicious intent to misinform)
X. Crime and violence (including crime control and prevention)



Is the UK a safe place to live?

The UK is considered by most of the population as a somewhat safe place to live. Only a few express that they would feel more secure if they lived in a country in Europe other than the UK.

The majority of the population feels, to some extent, that the UK is a safe place to live.

75%

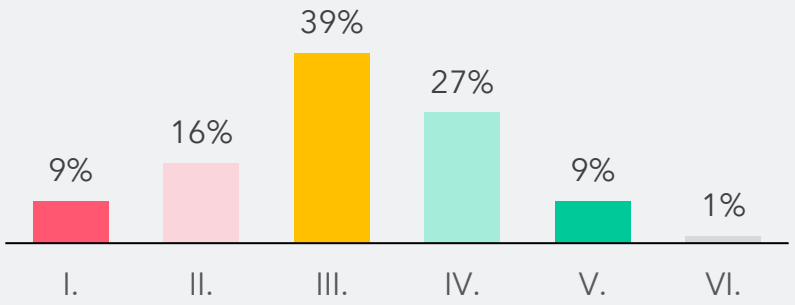
Around a third of the population would not at all, or only to a small extent, feel safer living in another European country.

35%

Do you feel that the UK is a safe place to live?

Base: 502 interviews

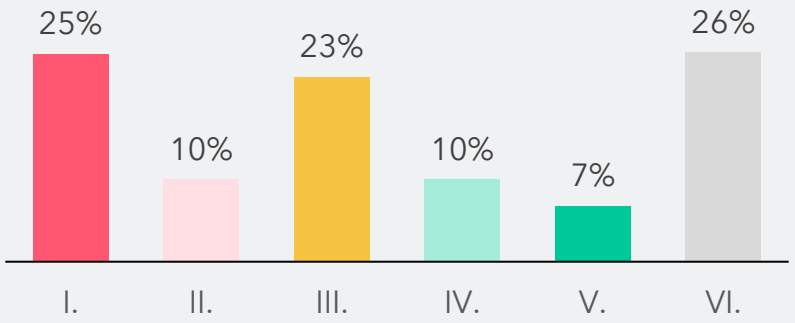
I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know



Would you feel safer if you were living in another country in Europe than the UK?

Base: 502 interview

I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know





32%

of the population have a positive or very positive view of the future.

35% have neither a positive nor negative view of the future.

Position on national and European political interests

I. The UK should prioritise its own national interests over European cooperation

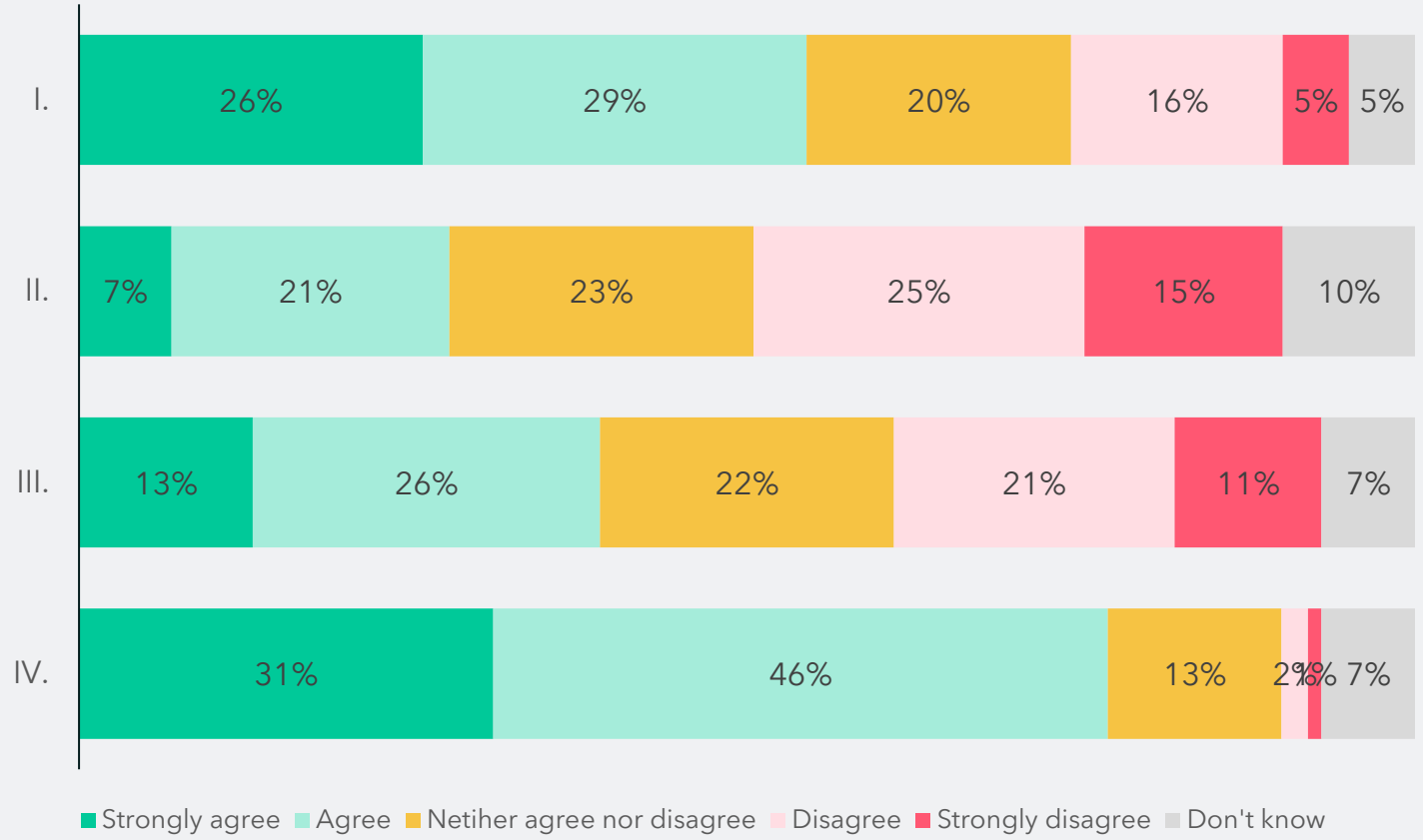
II. We should pay an additional tax to finance a common European defence force

III. We should pay an additional tax to finance a stronger national defence force

IV. The EU should do more to reduce its reliance on China and the USA for important goods and technology

Do you agree or disagree with the following statements?

Base: 502 interview



37%

of the population have no or little confidence in the EU handling security and defence issues well.

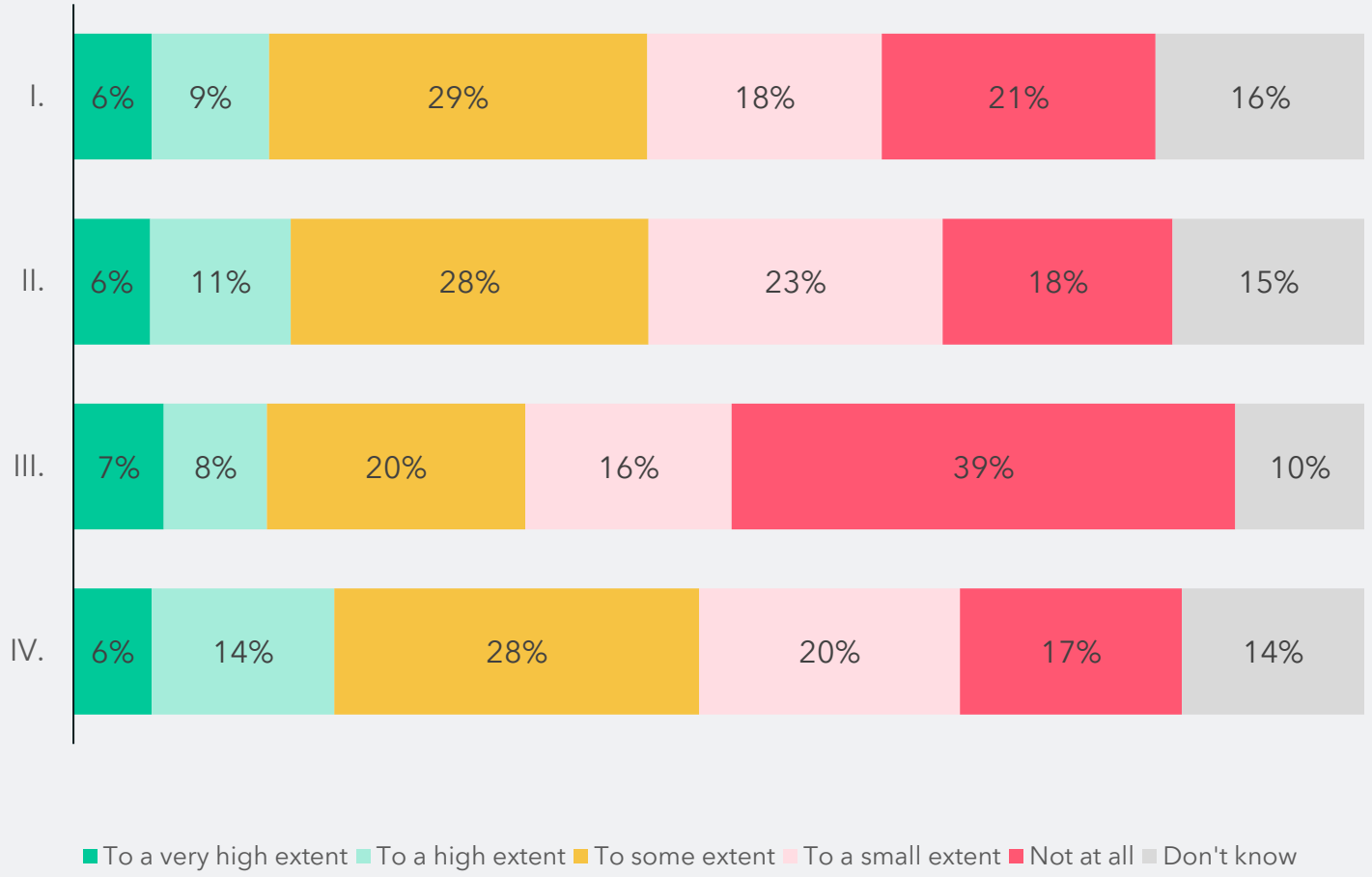


Confidence in the EU regarding solutions on current issues

I. Economic challenges
II. Climate change
III. Immigration
IV. Security and defence

How much confidence do you have that the EU is handling the following issues well?

Base: 502 interview





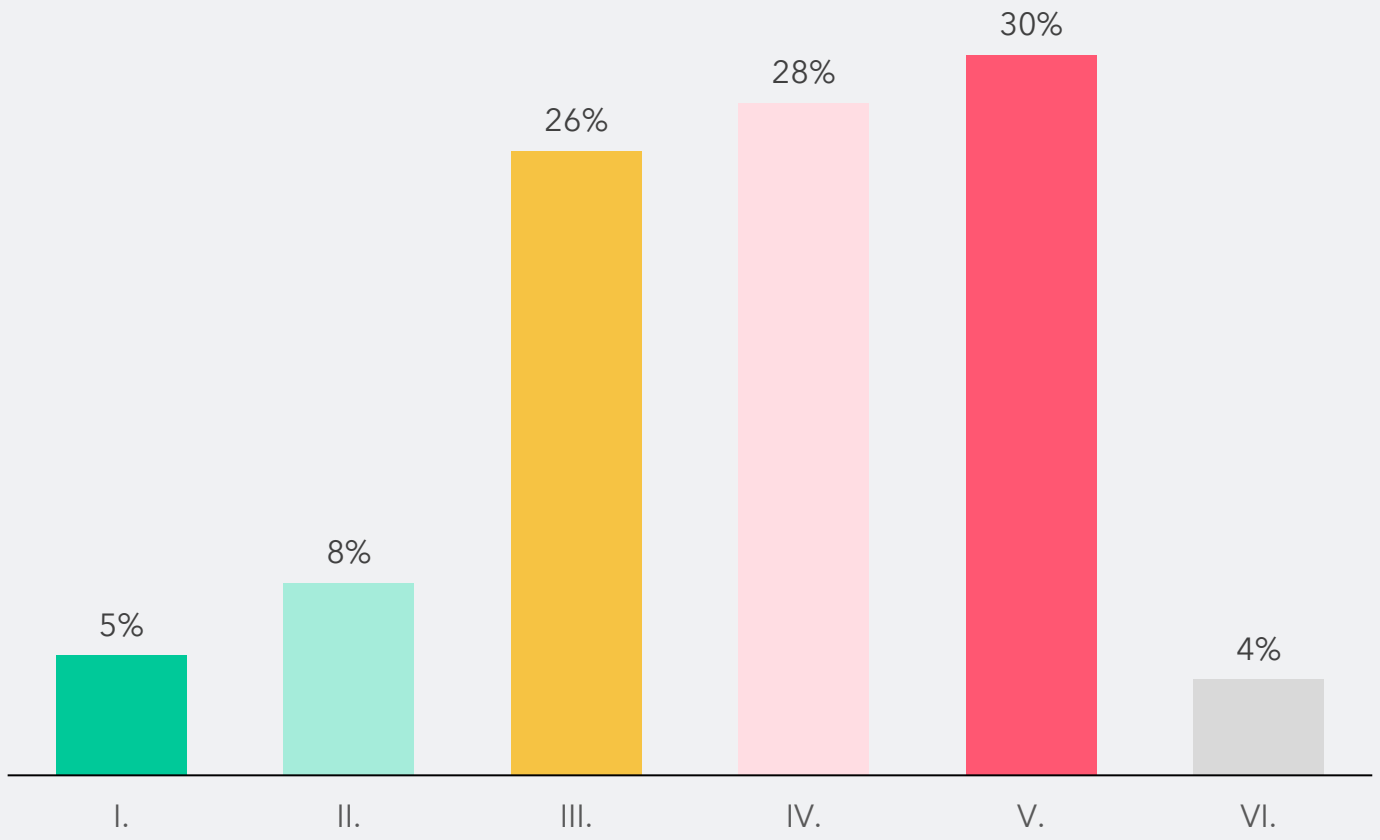
58%

of the population are concerned about AI (artificial intelligence) spreading misinformation or disinformation to society.

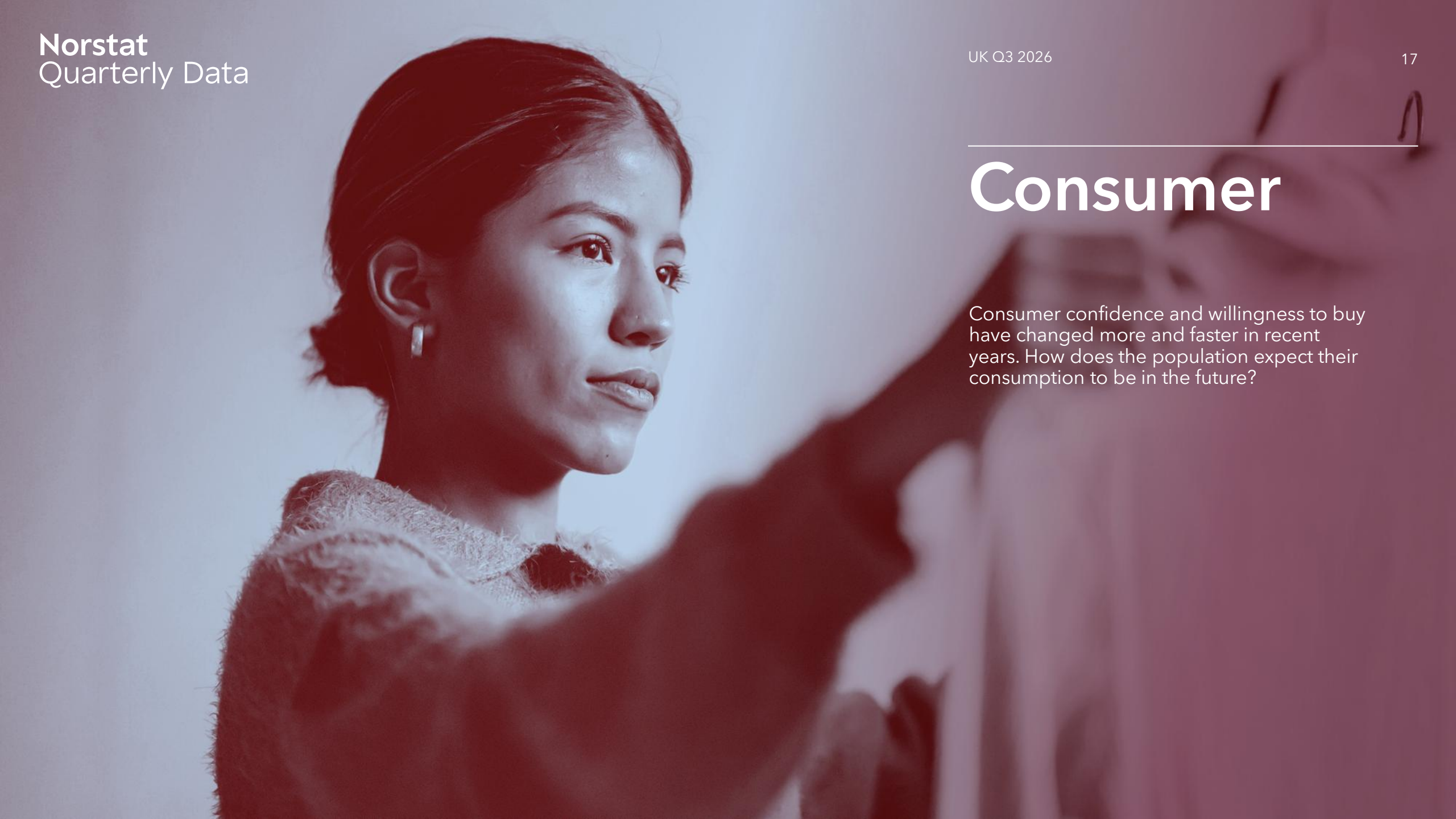
AI in relation to misinformation and disinformation

To what extent are you concerned about the use of AI (artificial intelligence) to spread misinformation or disinformation to society?

Base: 502 interviews



I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know



Consumer

Consumer confidence and willingness to buy have changed more and faster in recent years. How does the population expect their consumption to be in the future?

35%

of the population have postponed or refrained from purchasing major consumer goods, such as furniture, electronics, white goods, etc., within the past month.

20% have somewhat postponed or refrained from purchasing in this category in the past month.

38%

of the population expect to postpone or refrain from purchasing major consumer goods, such as furniture, electronics, white goods, etc., in the next month.

20% expect to somewhat postpone or refrain from purchasing in this category within the next month.

13% of the population have, to a large extent/very large extent, within the last month, postponed or refrained from buying consumer goods such as food, household products, etc.

13% have somewhat postponed or refrained from purchasing in this category in the past month.

11% of the population expect, to a large/very large extent in the next month, to postpone or refrain from buying consumer goods such as food, household products, etc.

14% expect to somewhat postpone or refrain from purchasing in this category within the next month.





25% of the population have postponed or refrained from buying consumer goods such as clothes, shoes, personal care, home accessories, etc., within the past month.

20% have somewhat postponed or refrained from purchasing in this category in the past month.

22% of the population expect to postpone or refrain from buying consumer goods such as clothes, shoes, personal care, home accessories, etc., in the next month.

20% expect to somewhat postpone or refrain from purchasing in this category within the next month.

64% of the population shop for groceries online. Online purchasing of other goods and products is more widespread among the population than grocery purchases. 96% purchase other goods and products online.

The battle for consumers has never been more intense. Consumers have become more aware of their consumption and preferences, and purchase decisions are based to a greater extent on parameters other than price, quality and branding.

Price in relation to quality is important to many, but the final decision is based to a greater extent on other aspects such as purpose, sustainability, environment, etc.

42% of the population prefer products and brands of average pricing.

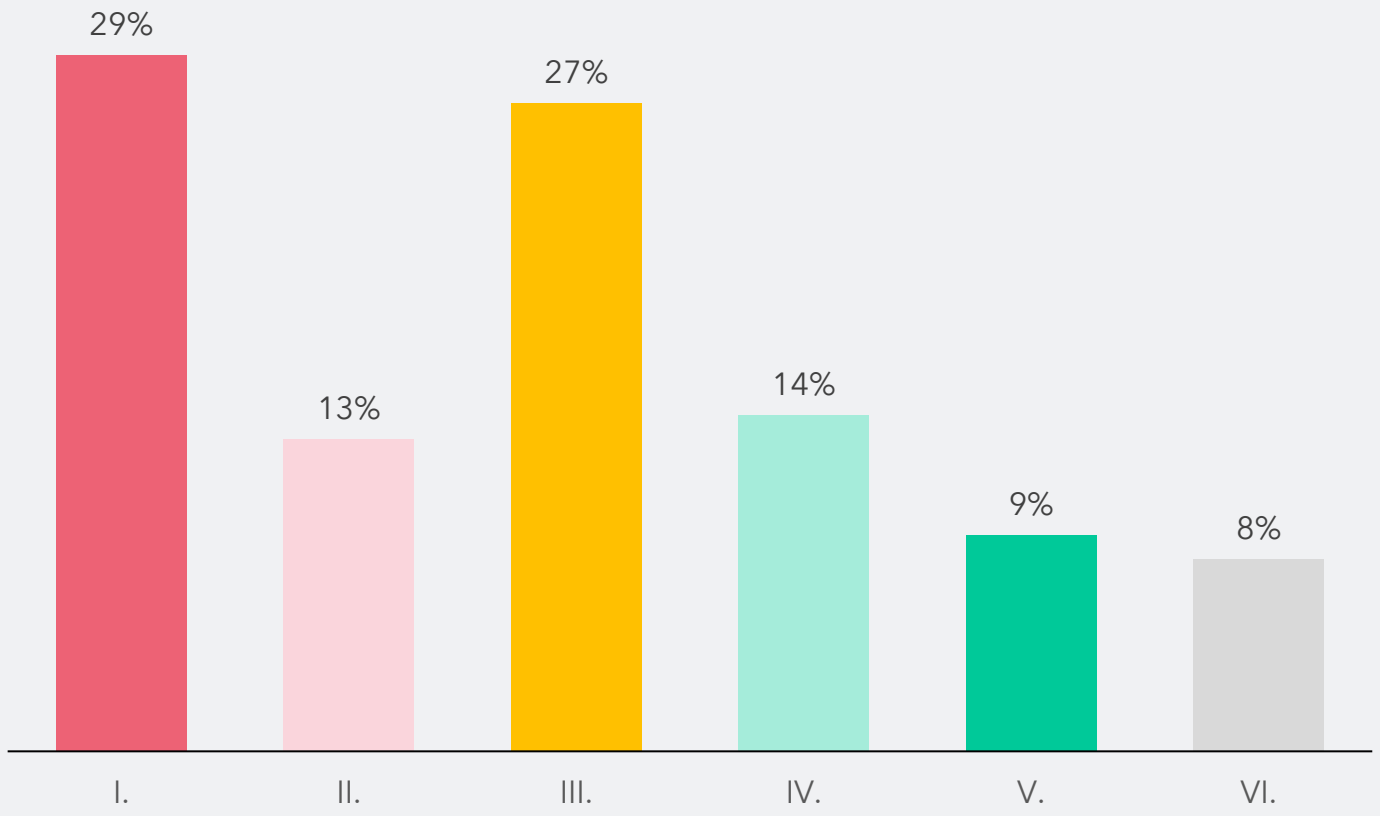
43% of the population generally prefer brands and products that are cheaper than average.



Importance of products produced within the EU

When considering your consumption in general, how important is it that the products you buy are produced within the EU?

Base: 502 interviews



I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don’t know

Attitude to online shopping

64% of the population shop for groceries online, with 13% doing less than 10% of their grocery shopping online.

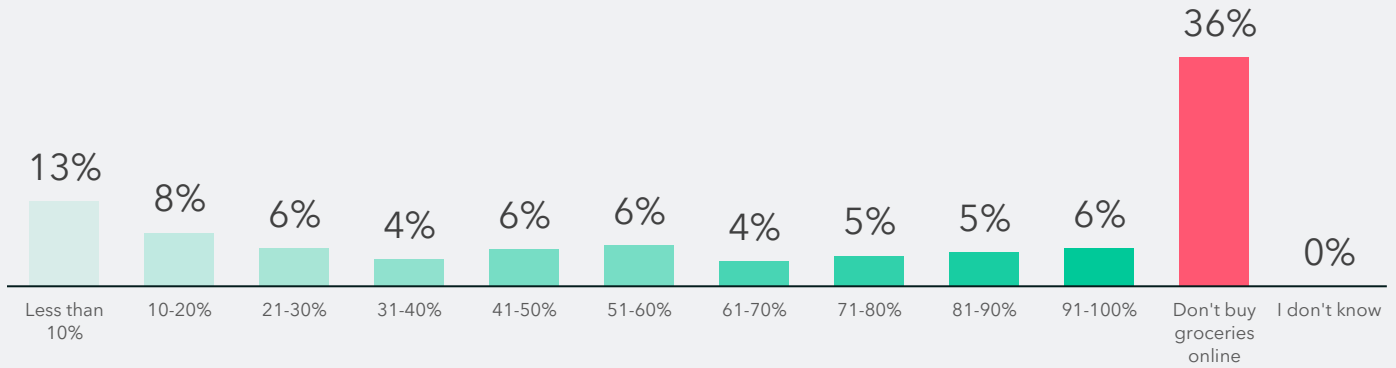
96% buy other goods online, with 8% making less than 10% of their purchases of other goods online.

Online shopping for other goods and products is far more common among the population than online shopping for groceries.

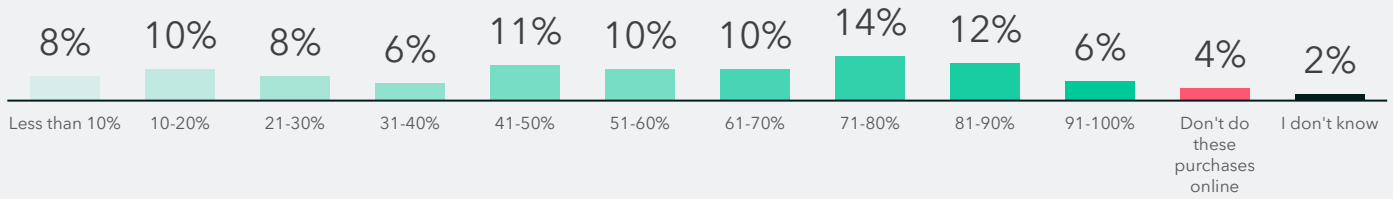
Share of population who make grocery purchases and other purchases online.

Base: 502 interviews

Groceries



Other goods



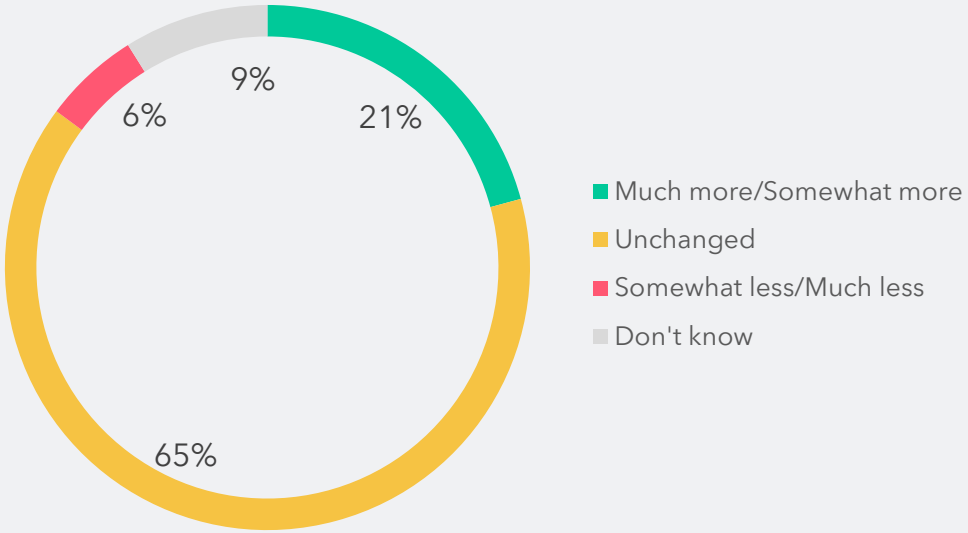
Expectations for future online commerce

21% of the population expect to make more grocery purchases online in the future, and 6% expect to make fewer. 24% expect to make more online purchases of other goods in the future, and 5% expect to make fewer.

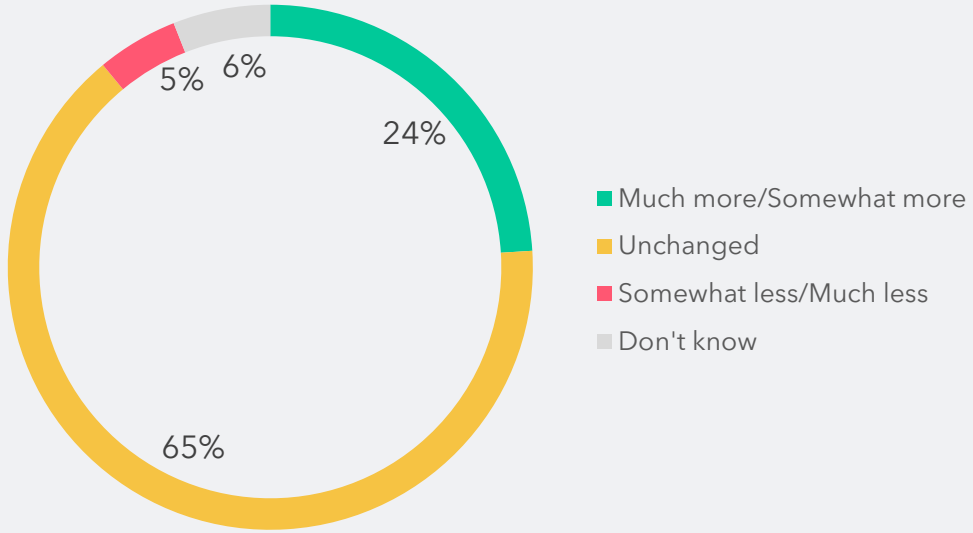
Base: 502 interviews

Expectations for their future grocery purchases and other purchases online in percentages.

Groceries



Other goods





46% of the population expect their household's savings to be unchanged over the next three months. 27% expect to save less/much less, and 22% expect to save more/much more.

56% expect their consumption in the next three months will be unchanged, and 21% expect a higher/much higher consumption. 18% expect their consumption to be lower.

Car purchase & leasing

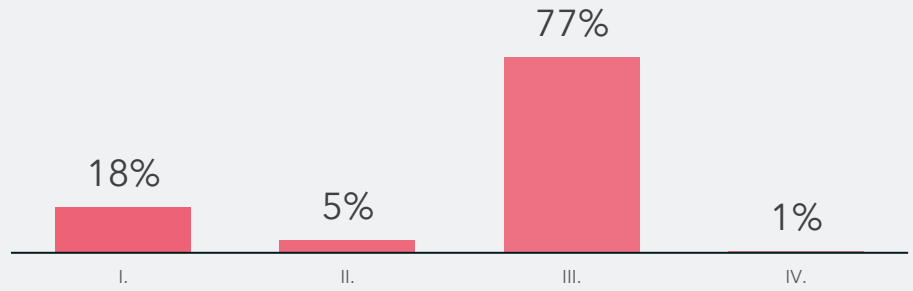
18% of the population have bought a car in the past year, and 5% have leased a car.

The electric car is the type of car most have bought in the past 12 months, whereas more have leased a petrol-fueled car.

In the last 12 months, have you or anyone in your household bought or leased a car?

Base: 502 interviews

I. Bought a car
II. Leased a car
III. No
IV. Don't know

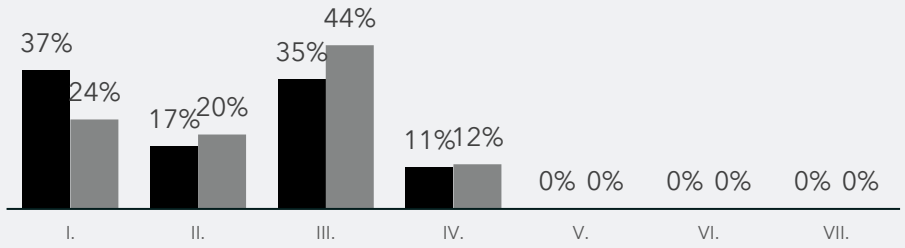


Which type of car did you/your household buy/lease?

Base: 89 interviews (bought), 25 (leased) interviews

Bought Leased

I. Electric
II. Hybrid
III. Petrol
IV. Diesel
V. Hydrogen
VI. Other
VII. Don't know



Plans for buying/leasing a car

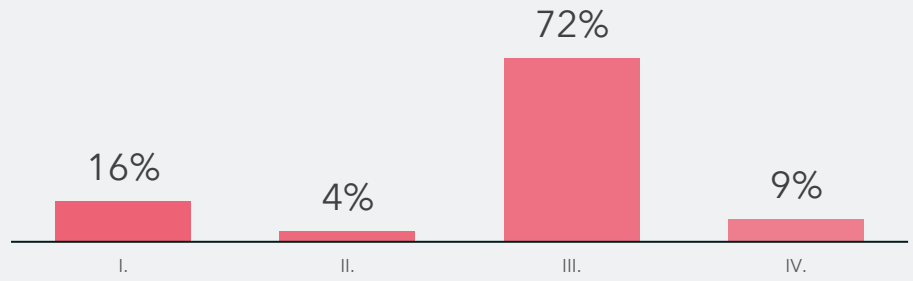
16% of the population plan to buy a car within the next year, and 4% plan to lease a car.

More people are considering buying or leasing an electric car. Still more also consider leasing a petrol-fueled car.

In the next 12 months, are you or anyone in your household planning to buy or to lease a car?

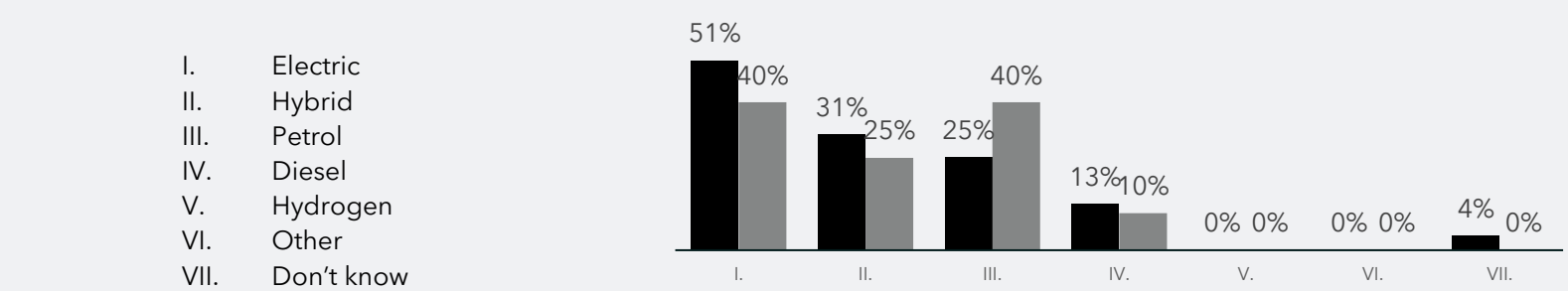
Base: 502 interviews

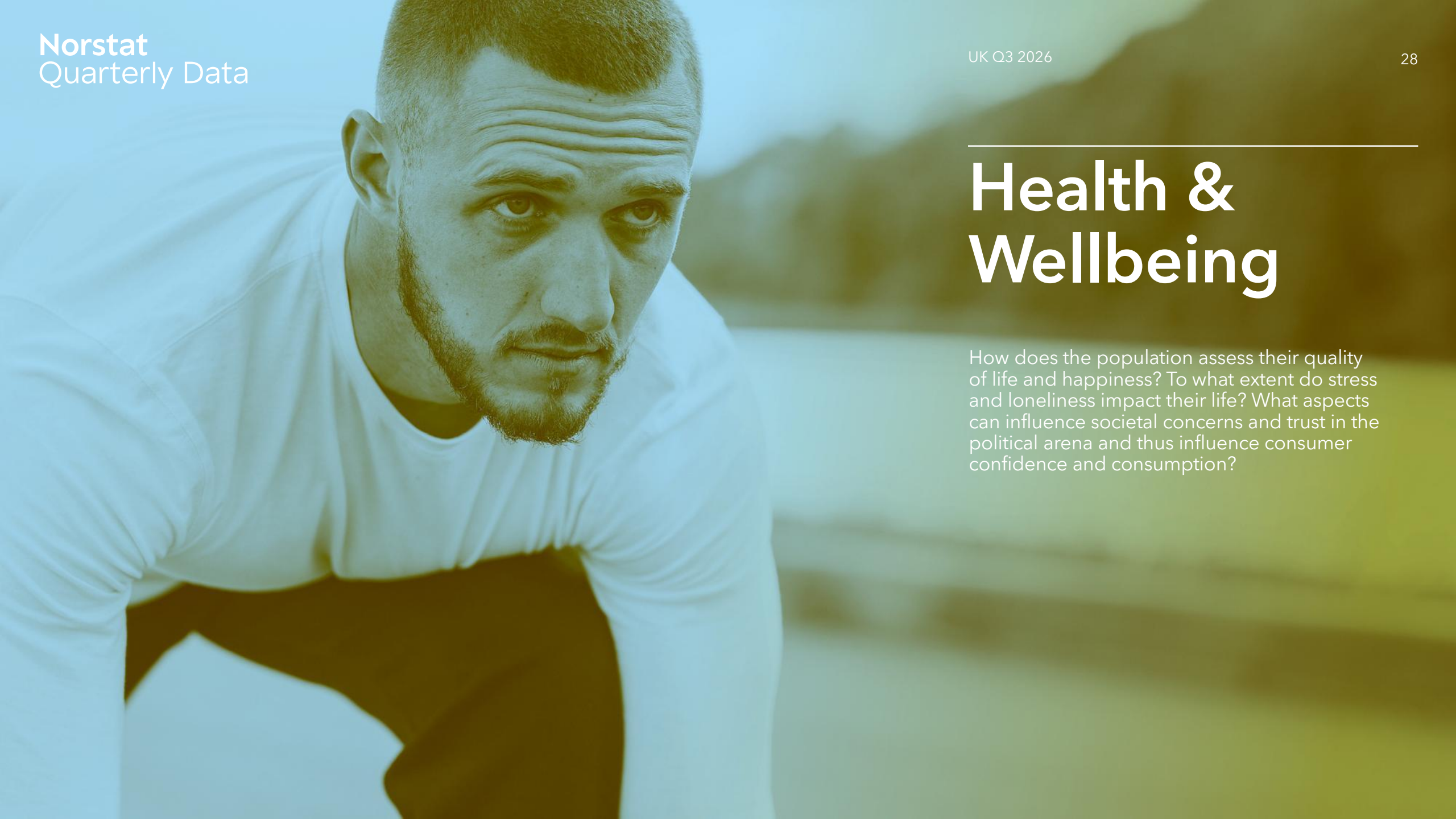
I. Buy a car
II. Lease a car
III. No
IV. Don't know



Which type of car are you/your household considering buying/leasing?

Base: 80 interviews (buy), 20 (lease) interviews





Health & Wellbeing

How does the population assess their quality of life and happiness? To what extent do stress and loneliness impact their life? What aspects can influence societal concerns and trust in the political arena and thus influence consumer confidence and consumption?

83%

of the population feel - to a very high degree, high degree or to some extent - happy.

17% do not, or only to a small extent, feel happy.

64%

of the population rate their quality of life as good or really good.

9% assess that their quality of life is poor or very poor.

The pillars of life in UK

Which of the following aspects are the most important to you in the way you live your life?

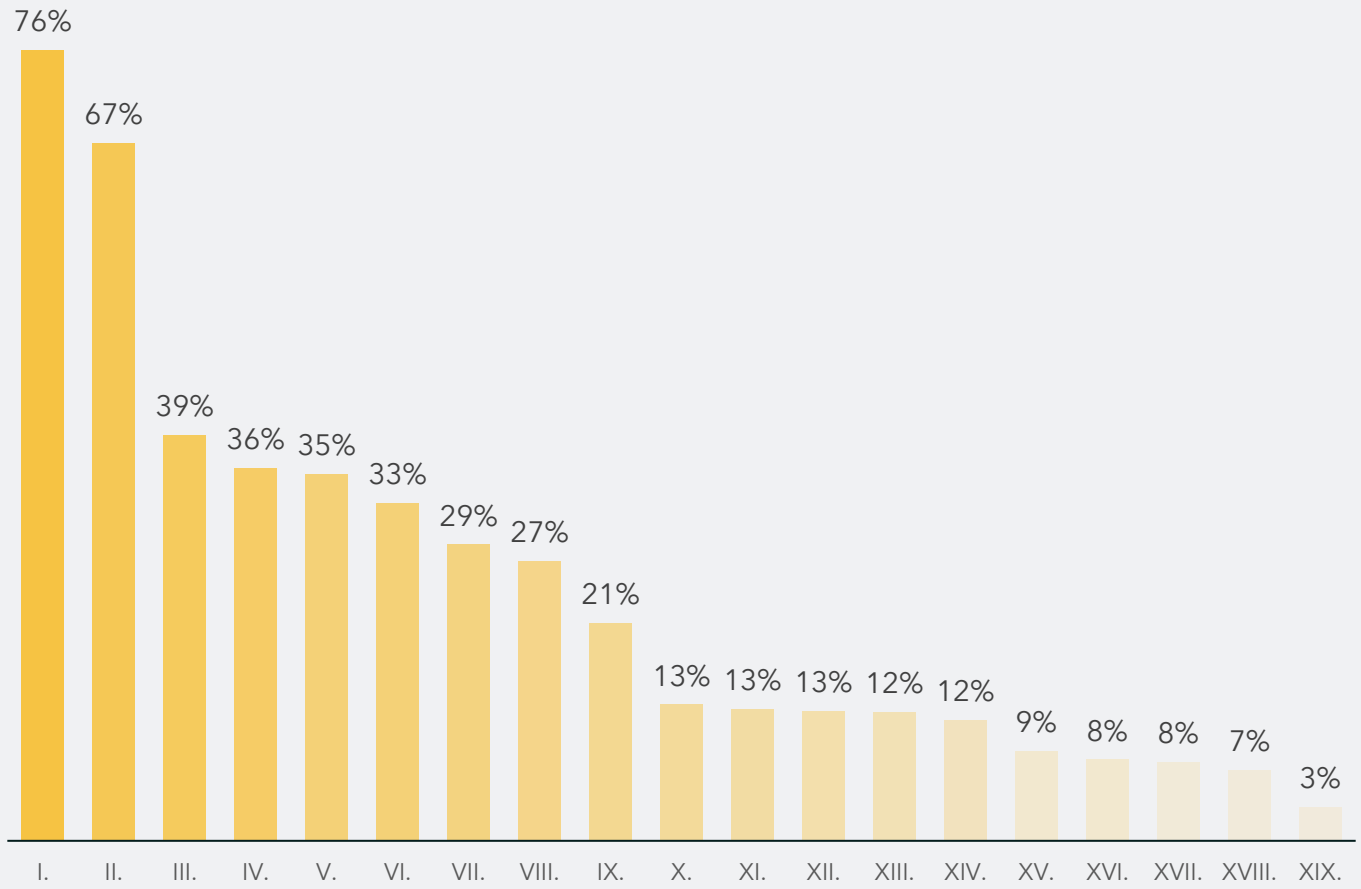
Base: 502 interviews

As a person's values play a large role in the products and services they consume, an understanding of a societal value system can be hugely beneficial to companies.

This understanding of values can inform product design as well as improve communication between companies and their consumers.

Here, we have taken the pulse of the nation to understand what values are most important.

I.	Health
II.	Family
III.	Safety
IV.	Wellness
V.	Personal freedom
VI.	Security
VII.	Nature
VIII.	Balance
IX.	Compassion
X.	Mindfulness
XI.	Success
XII.	Simplicity
XIII.	Humanity
XIV.	Intimacy
XV.	Community
XVI.	Social relations
XVII.	Responsibility
XVIII.	Reason/rationale
XIX.	Recognition



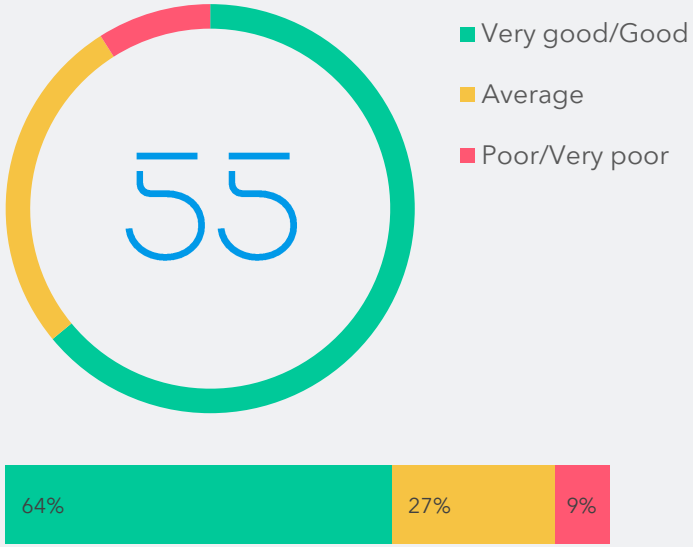
Quality of life

More assess that their general quality of life is good or very good compared to poor or very poor. The same applies to their assessment of their own state of health. 39% of the population also assess that they, to a very high extent or high extent, are happy. 83% of the population estimate that they are at least to some extent happy.

Base: 502 interviews

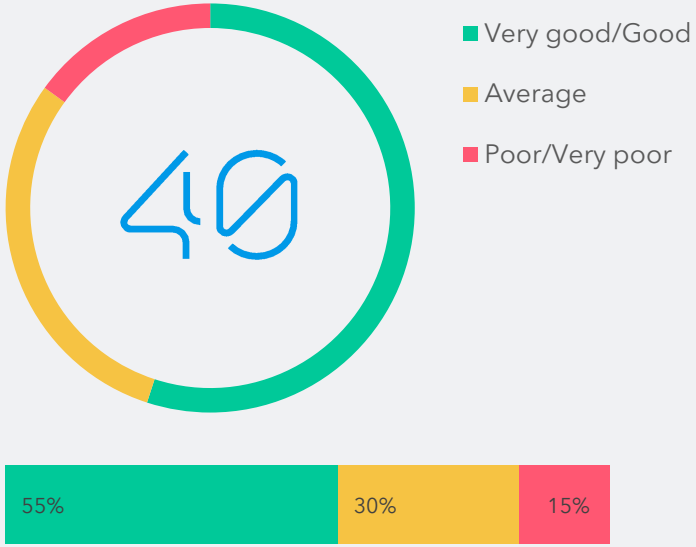
Quality of life

A score of 55 indicates that more people rate their quality of life as good and not bad.



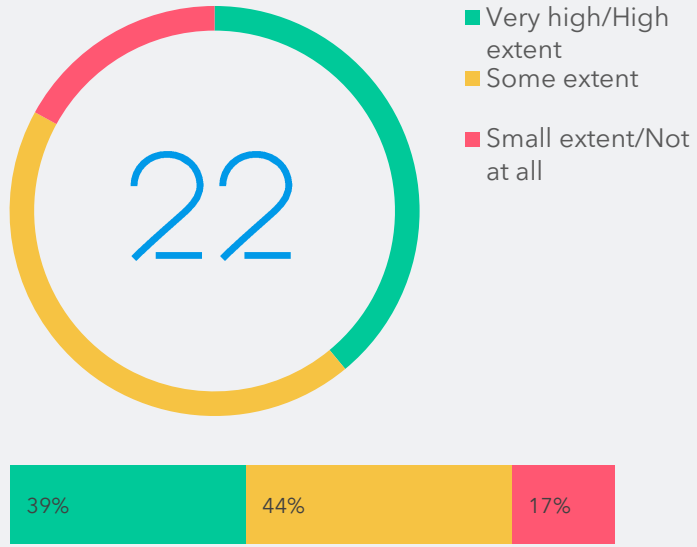
Health

A score of 40 indicates that more people rate their state of health as good and not bad.



Happiness

A score of 22 indicates that more people feel happy than unhappy.



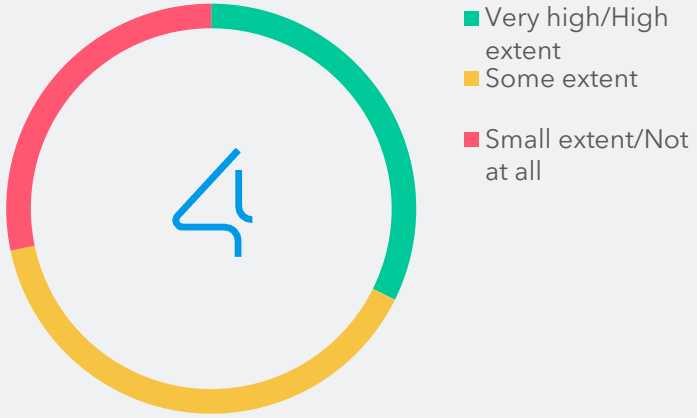
Quality of life

More feel appreciated than unappreciated. Furthermore, more feel that their family situation and financial situation are good or really good.

Base: 502 interviews

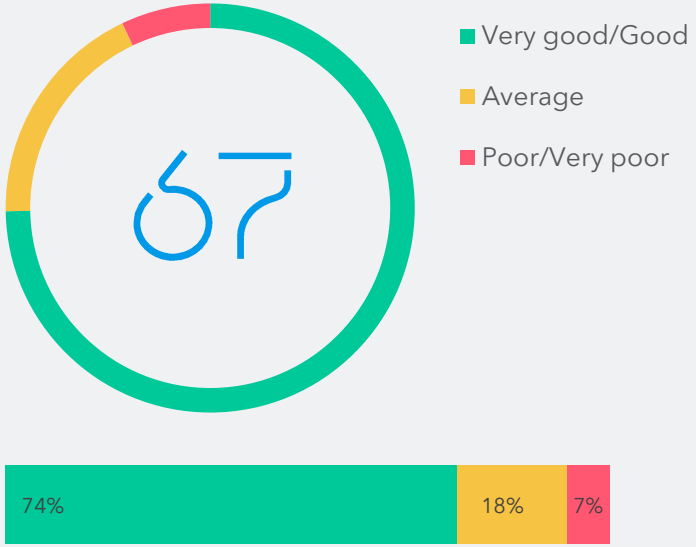
Valued

A score of 4 indicates that more people feel appreciated than unappreciated.



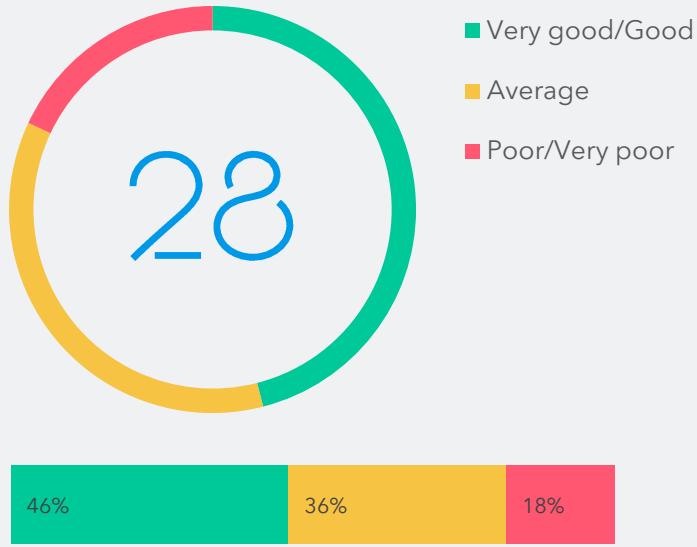
Family situation

A score of 67 indicates that more people feel that their family situation is good.



Financial situation

A score of 28 indicates that more people feel that their financial situation is good.



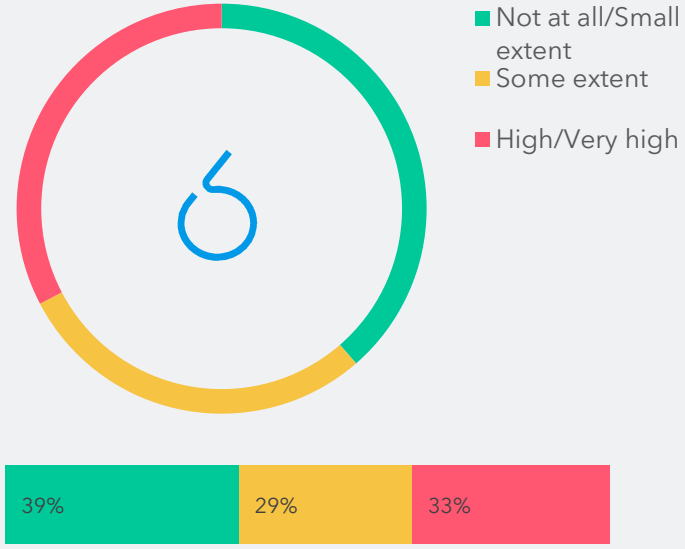
Quality of life

More do not feel stressed than stressed. Furthermore, more do not feel lonely or frustrated.

Base: 502 interviews

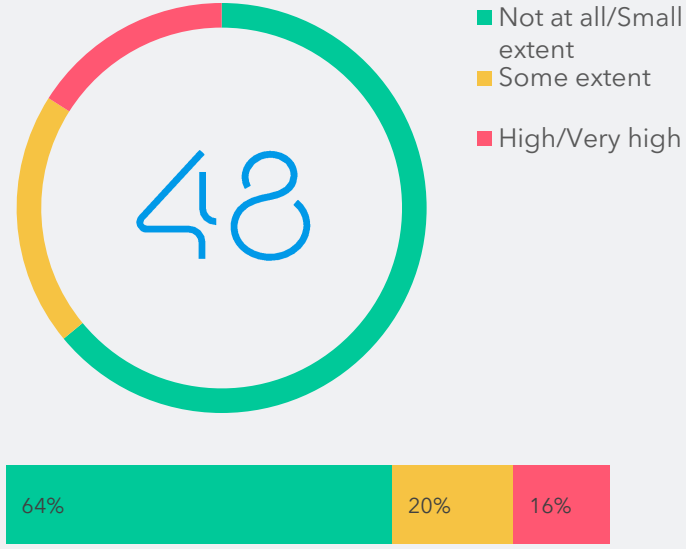
Stress

A score of 6 indicates that more do not feel stressed than stressed.



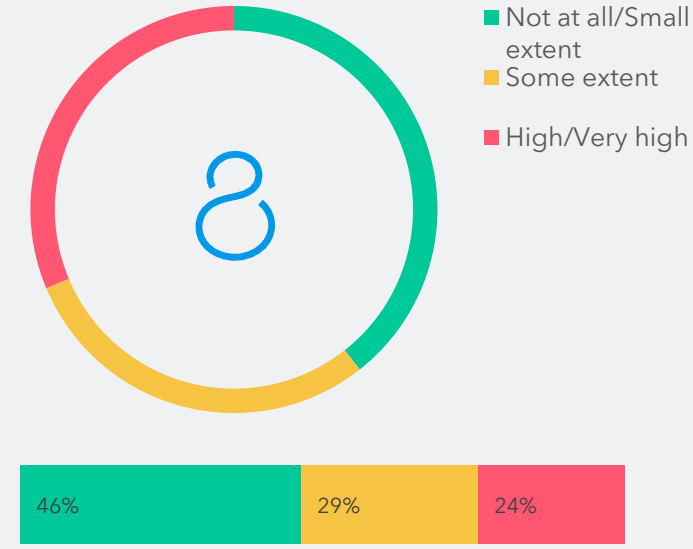
Loneliness

A score of 48 indicates that more do not feel lonely than lonely.



Frustration

A score of 8 indicates that more people do not feel frustration.





40%

are dissatisfied with their workplace. 24% are satisfied, and 36% are neither satisfied nor dissatisfied.

27% find it likely that they would recommend their workplace as a good place to work, and 31% find it unlikely.

Worklife

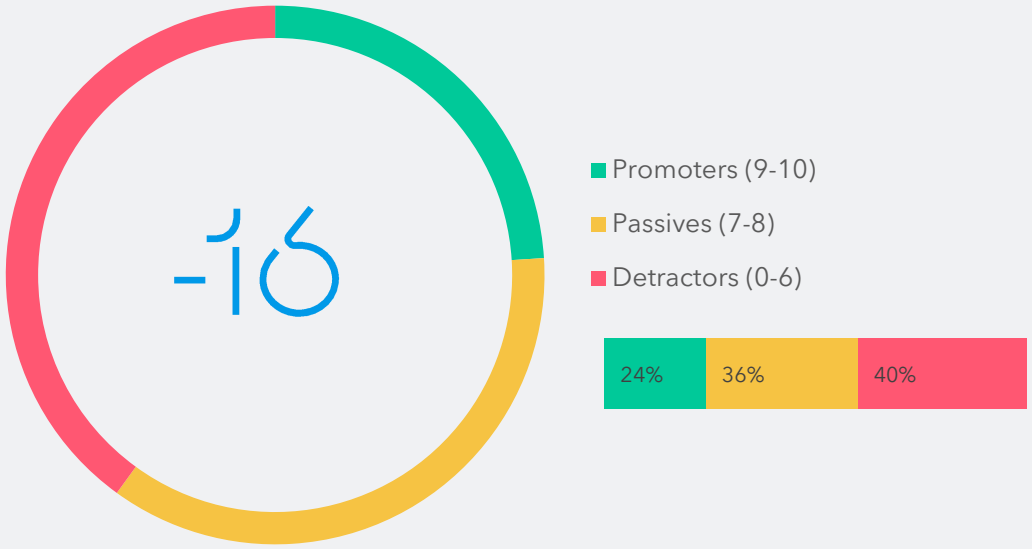
From an eSAT perspective, more within the workforce are dissatisfied with their workplace. From an eNPS perspective, there are also more who find it unlikely that they would recommend their workplace to others as a good place to work. The questions about satisfaction with the workplace and the likelihood of recommending are based on a 0-10 point scale. The eSAT and eNPS scores are calculated by subtracting the proportion of Detractors (answers 0-6) from the proportion of Promoters (answers 9-10).

Base: 306 interviews

eSAT - Overall, how satisfied are you in the workplace?

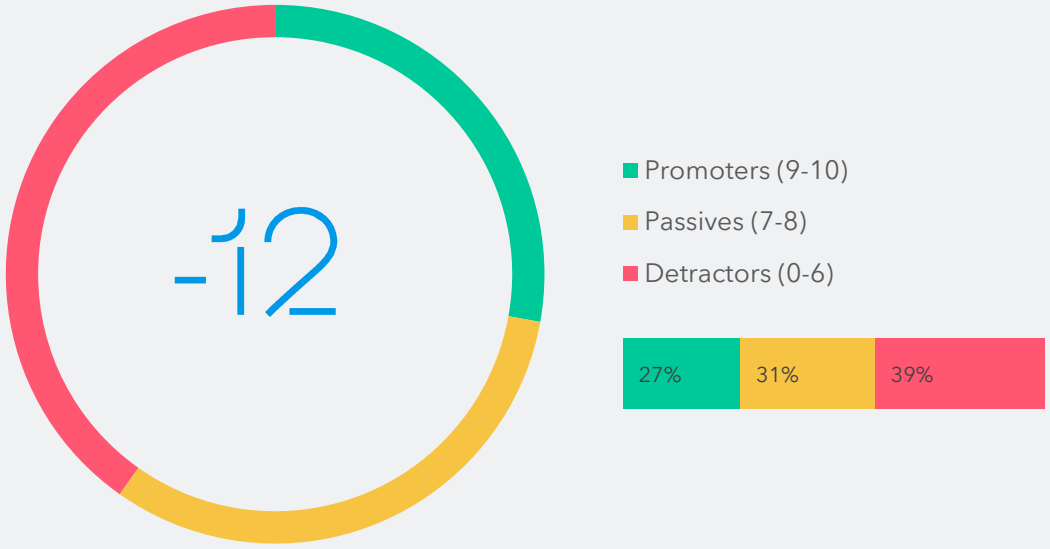
A score of -16 indicates that there are more who are dissatisfied than satisfied with their workplace.

.



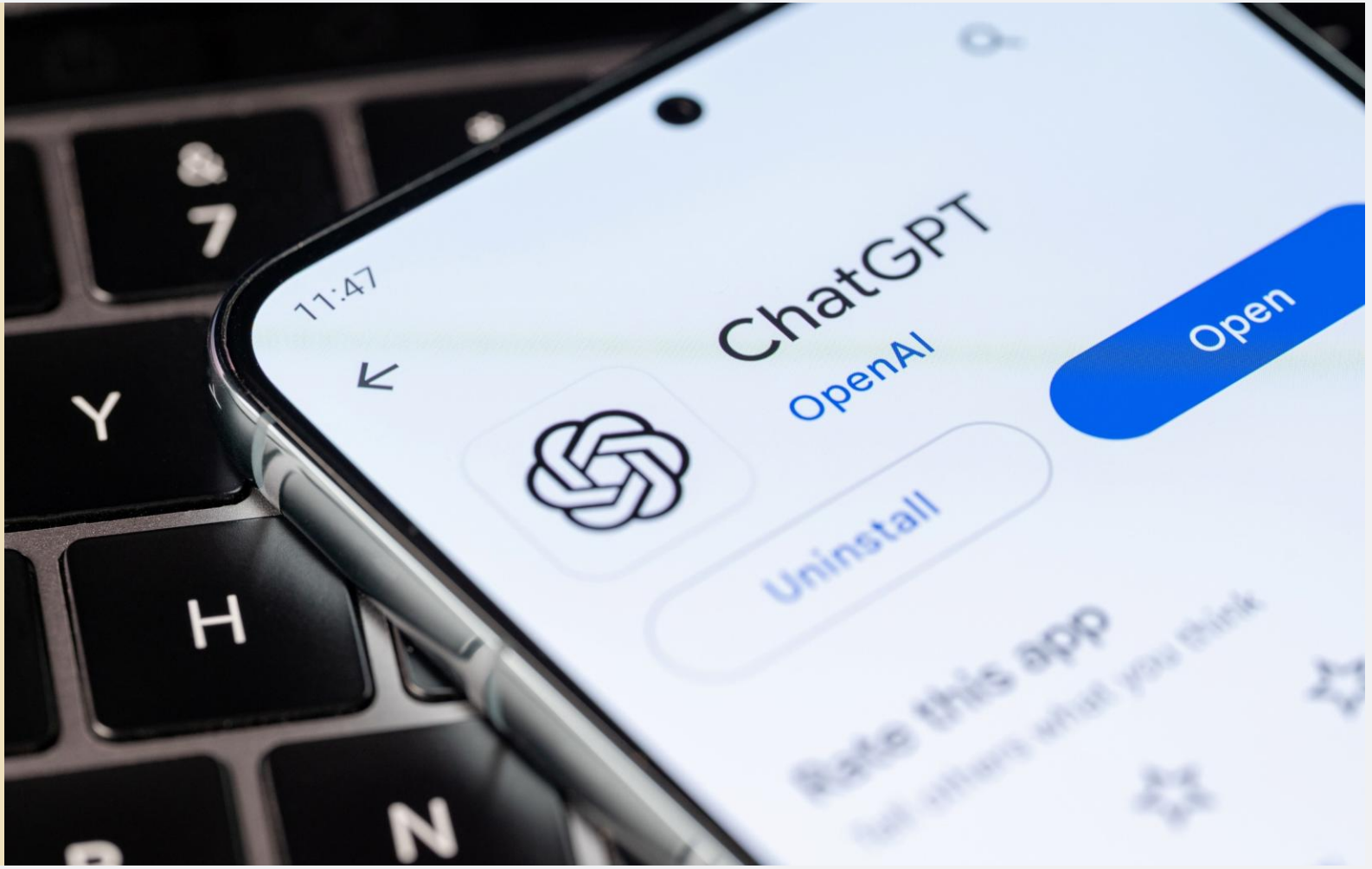
eNPS - How likely are you to recommend your workplace to others?

A score of -12 indicates that more people find it unlikely that they would recommend their workplace to others.



19%

consider AI (artificial intelligence) an advantage in their current job.

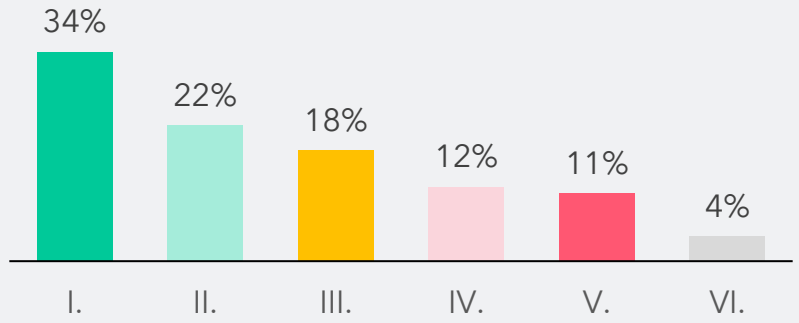


Is AI a threat or an advantage to your current job?

To what extent do you consider AI (artificial intelligence) a threat to your current job?

Base: 306 interviews

I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know



Half of the population within the workforce do not, or only to a small extent, consider AI a threat to their current job.

56%

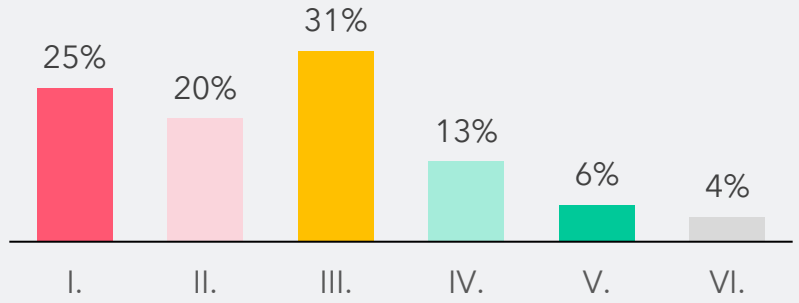
More than a third of the population within the workforce do not, or only to a small extent, consider AI an advantage to their current job.

45%

To what extent do you consider AI (artificial intelligence) an advantage in your current job?

Base: 306 interview

I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know



Is AI a threat or an advantage to your job in the future?

Around half of the population within the workforce do not, or only to a small extent, consider AI to be a threat to their job in the future.

49%

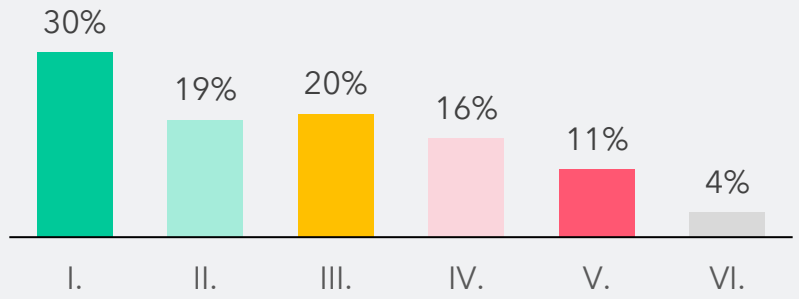
Close to half of the population within the workforce do not, or only to a small extent, consider AI to be an advantage in their job in the future.

45%

To what extent do you consider AI (artificial intelligence) a threat to your job in the future?

Base: 306 interviews

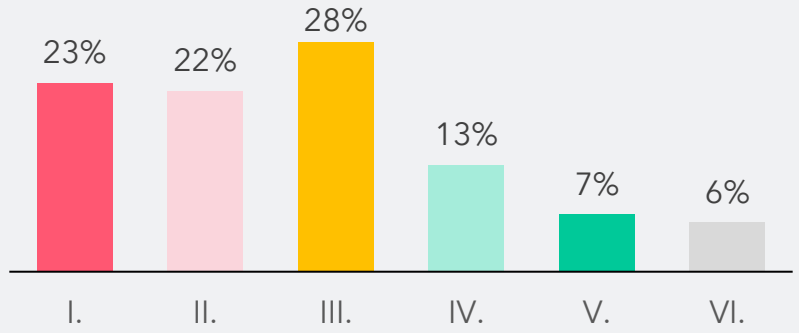
I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know



To what extent do you consider AI (artificial intelligence) an advantage in your job in the future?

Base: 306 interview

I. Not at all
II. To a small extent
III. To some extent
IV. To a high extent
V. To a very high extent
VI. Don't know





Andrew O'Connel
Managing Director, Norstat UK

E-mail: andrew.oconnel@norstat.co.uk

Norstat UK
Harling House- Floor 4
47-51 Great Suffolk Street
SE1 0BS London, England

norstat.co.uk