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We Own It x Survation Poll

Prepared by Survation on behalf of We Own It

FIELDWORK DATES

22nd September 2026

SAMPLE SIZE

1,066 UK adults aged 18+

Methodology

Fieldwork Dates

22nd September 2026

Data Collection Method

The survey was conducted via online interview. Invitations to complete surveys were sent to members of online panels

Population Sampled

UK adults aged 18+

Sample Size

1,066

Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by sex, age, region, household income, education, socio-economic group, 2024 General Election vote and 2016 EU Referendum vote.

Targets for weighting were drawn from Office for National Statistics (ONS) data and the results of the 2024 General Election and 2016 EU Referendum.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant.

For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,066 it is 95% certain that the 'true' value will fall within the range of 4% from the sample result.

Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables are shown in full, in the order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them.

Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables.

In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order.

The only questions which would not have had randomising responses would be those in which there was a natural order to maintain. Scale questions were randomly alternated for each respondent from positive to negative and vice-versa.

– e.g. a scale from “Very important” to “Not at all important”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups.

Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact:
researchteam@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Q1 · Whether private providers of children's social care should be allowed to make a profit

Q1. Thinking about private organisations providing children's social care, such as running children's homes or fostering services, which of the following statements comes closest to your views?

Organisations providing children's social care should be allowed to make a profit.

34%

Organisations providing children's social care should not be allowed to make profits.

44%

Don't know

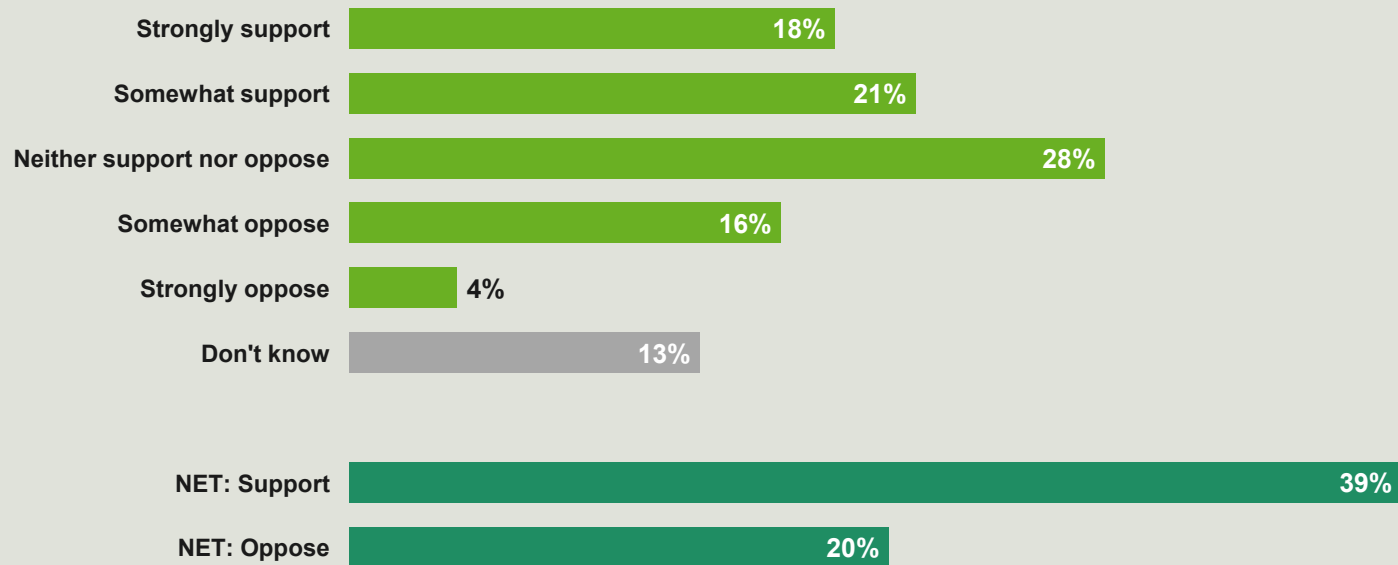
22%

Base: All respondents. Unweighted total: 1,066. Fieldwork 22 September 2026.

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Q2 · Support for England following Wales in phasing out profit-making in children's social care

Q2. The Welsh Government has passed a law to phase out profit-making provision in children's social care. To what extent, if at all, would you support or oppose the Government in England taking a similar approach?



Base: All respondents. Unweighted total: 1,066. Fieldwork 22 September 2026.

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Q3 · Preferred approach to the new power to cap private providers' profits

Q3. The Government in England has passed a law giving ministers the power to cap the profits that private providers of children's social care can make, but has not yet decided whether to use it. Considering this, which of the following statements comes closest to your view?

England should use its new power to cap how much profit private providers of children's social care can make

22%

England should go further and work towards ending profit-making provision in children's social care altogether

38%

England should take no further action on the profits private providers can make

16%

Don't know

24%

Base: All respondents. Unweighted total: 1,066. Fieldwork 22 September 2026.