

What are the public's top priorities across the regions?

State of the State 2026

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Does where you live dictate what matters most to you?

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Well, our State of the State research uncovers significant regional differences in public priorities across the UK.

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Understanding the nuances of what concerns people most, region by region, is essential as the UK state rewires with more mayoral and strategic authorities.

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Across the UK, the cost of living, the NHS and immigration consistently rank as the top three priorities for all nations and regions.

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But when we drill down, the intensity of those concerns shifts.

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While the NHS is a top priority everywhere, concerns about its future appear notably higher in Scotland and Northern Ireland.

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And our research really shows that we're a United Kingdom of regions and nations with different views.

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People in the northwest are more concerned about regional inequality, people in the southeast are happier with council services, and people in the southwest are less satisfied with transport links to the rest of the country.

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Understanding these regional priorities and the factors driving them is invaluable for leaders looking to tailor strategies and build trust at a local level.

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To see how your region compares and to explore the detailed breakdowns of priorities across all nations and regions of the UK, download [The State of the State](#).