



Rt Hon Steve Barclay MP
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Our reference: MC2022/01031

William Wragg MP
Chair, Public Administration and
Constitutional Affairs Committee
House of Commons
SW1A 0AA

31 January 2022

Thank you for the questions you raised at the recent PACAC session regarding government polling undertaken by the Cabinet Office.

The Government routinely works with suppliers to provide polling and market research work so as to understand public attitudes and behaviours to inform our vitally important campaigns and policies. This polling enables us to deliver strong, national, cross-government communication campaigns.

You have asked what topics polling was commissioned on and which companies were contracted to conduct this since 1 March 2020. Over this period:

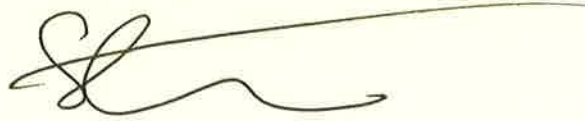
- Polling covering public mood, concern, confidence and sentiment has been carried out by Hanbury Strategy and YouGov Plc.
- Polling in relation to business confidence amongst SME companies has been carried out by JL Partners and Savanta.
- Polling to support the evaluation of communications campaigns has been carried out by Kantar Public, Ipsos Mori and Savanta.

You have also asked for copies of questions and reports compiled on polling relating to the Government's COVID-19 policy since 1 March 2020. This now represents almost two years worth of polling information for a period where polling has been conducted regularly, at times daily. This request represents a significant volume of information, and we are not able to provide the requested information to the Committee at this time. However, I can commit to conducting a review to scope the content and timings for sharing the requested information, where possible to do so, and provide this to the Committee this Spring.

The Cabinet Office already publishes details of all contracts over £10,000 on Contracts Finder and spend over £500, including on public information campaigns, on a rolling basis.

It continues to be the case that COVID-19 polling for the cross-government public information campaign is conducted regularly, as it has been since the start of the pandemic.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'S' followed by a long horizontal stroke that curves slightly upwards at the end.

**Rt Hon Steve Barclay MP
Chancellor of the Duchy of Lancaster
and Minister for the Cabinet Office**