



**More in  
Common**

**February 2022**

# **Navigating Uncertainty: Aftershock**





# Overview



- 1) Pulse of the nation at start of 2022
- 2) Political context to 2022
- 3) Sleaze scandal
- 4) Covid-19
- 5) Cost of living
- 6) Britons' approach to change
- 7) Government and international action on climate
- 8) The Climate Movement
- 9) Climate agency
- 10) The Action Gap
- 11) Green Jobs
- 12) Paying for Net Zero

## *Appendix*

- 12) British Seven Segments

# **1) Pulse of the nation at start of 2022**





# How Britons feel about where the country is headed

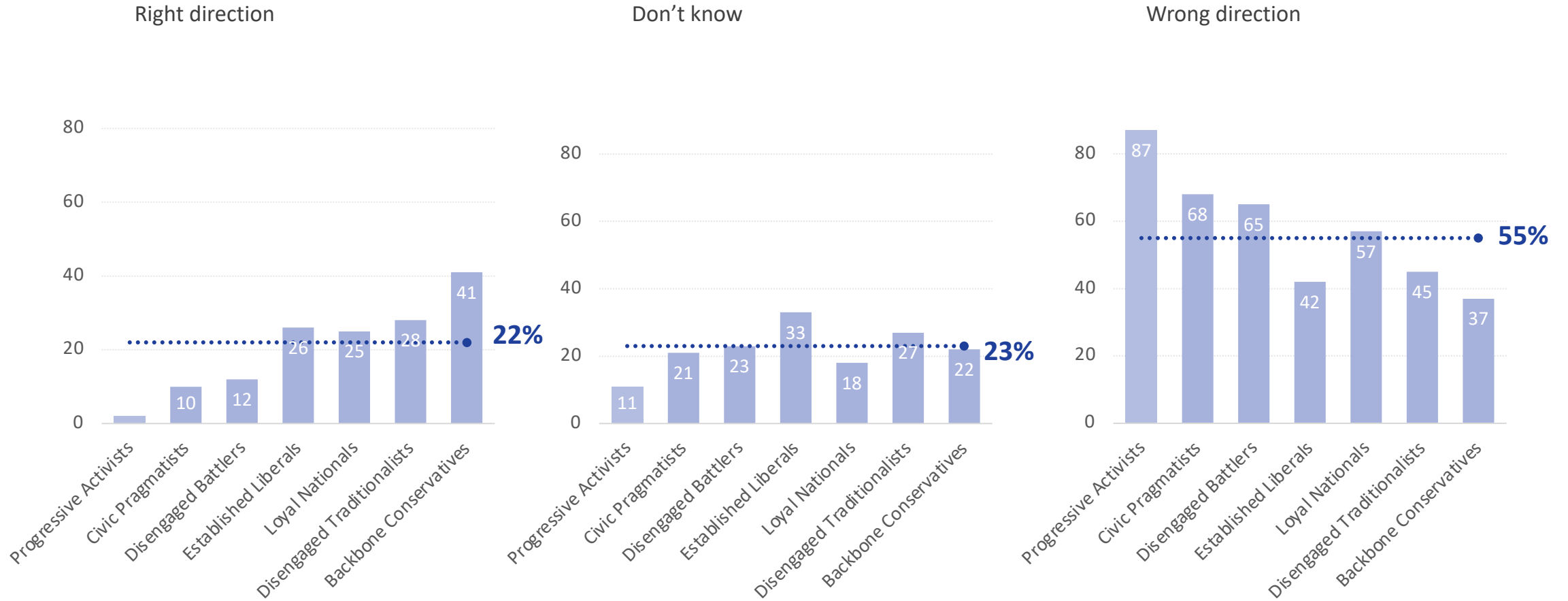
- **More than 1 in 2 Britons see the country heading in the wrong direction** – up 8 percentage points since February 2020
- **Top five issues are Covid, NHS, cost of living, climate and channel crossings**
- **The sense that the system is rigged has grown by 10 points in 2021** - from 68 per cent in January to 78 per cent in November
- Britons are **more than four times as likely** to think the **country is divided than united**
- This feeling of more division than unity has stayed relatively stable over the course of the pandemic
- There is a **clear gap between the pessimistic description of the UK as it today, and the hopes that Britons have for an ideal UK**
- Compared to other European countries, Britons are the **most likely to believe that we should seize the opportunity of COVID-19** to make important changes to the country, are the **most likely to want to make changes to their lives** instead of returning to normal, with the **highest hope that things will get better** in the country after the pandemic is over

# Britons think the country is heading in the wrong direction



Most Britons say the UK is heading in the wrong direction – Backbone Conservatives are the only segment who think we are heading in the right direction

Would you say that things in the UK are heading in the right/wrong direction?



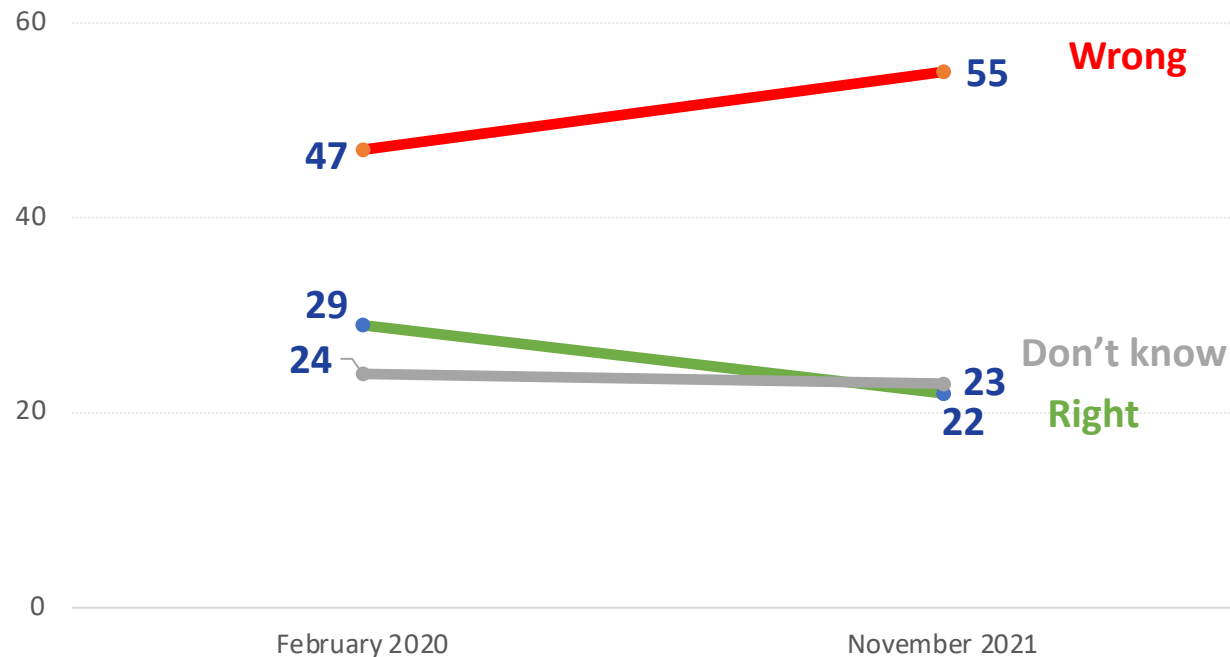
Would you say that things in the UK are heading in the right/wrong direction? November 2021

# More Britons now think the country's going the wrong direction



More than half of Britons now believe the country is headed in the wrong direction – up almost 10 per cent from before the pandemic

Would you say that things in the UK are heading in the \_\_\_\_ direction?



Right direction/wrong direction comparison between February 2020 and November 2021

# Right direction/wrong direction by segment



Backbone Conservatives are now the only segment where more people think the country is heading in the right direction than wrong direction



Progressive  
Activists



Civic  
Pragmatists



Disengaged  
Battlers



Established  
Liberals



Loyal  
Nationals



Disengaged  
Traditionalists



Backbone  
Conservatives

89 87

63 68

60 65

37 42  
33 33  
30 26

45 57  
34 25  
21 18

41 45  
30 28  
29 27

55 41  
23 37  
23 22

9 11  
2 2

24 21  
13 10

25 23  
15 12

Right direction/wrong direction – wrong direction comparison by segment between Feb 2020 and Nov 2021, excluding don't knows

Wrong Right Don't know

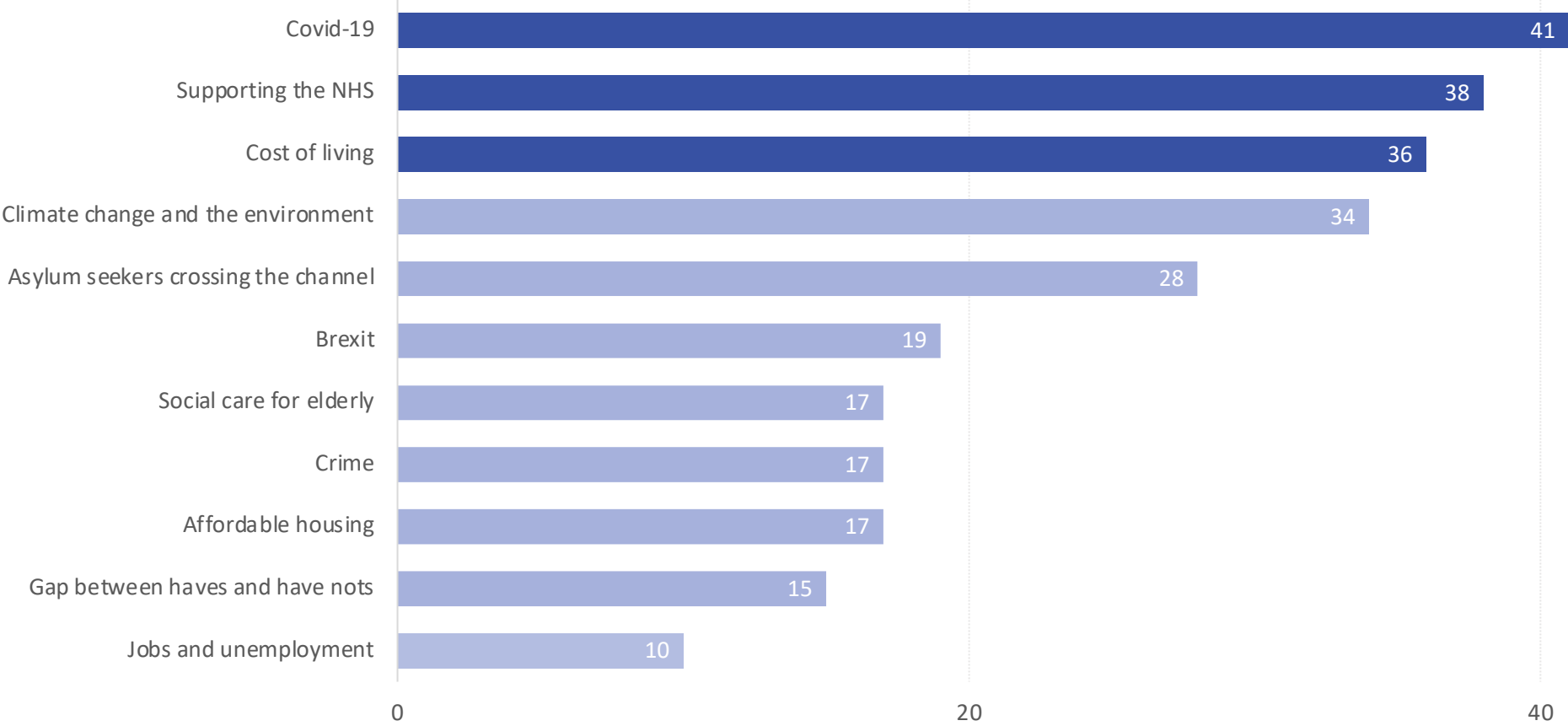


# Most important issues facing the country



Covid-19, supporting the NHS and the cost of living are the top issues for Britons

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.



In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.

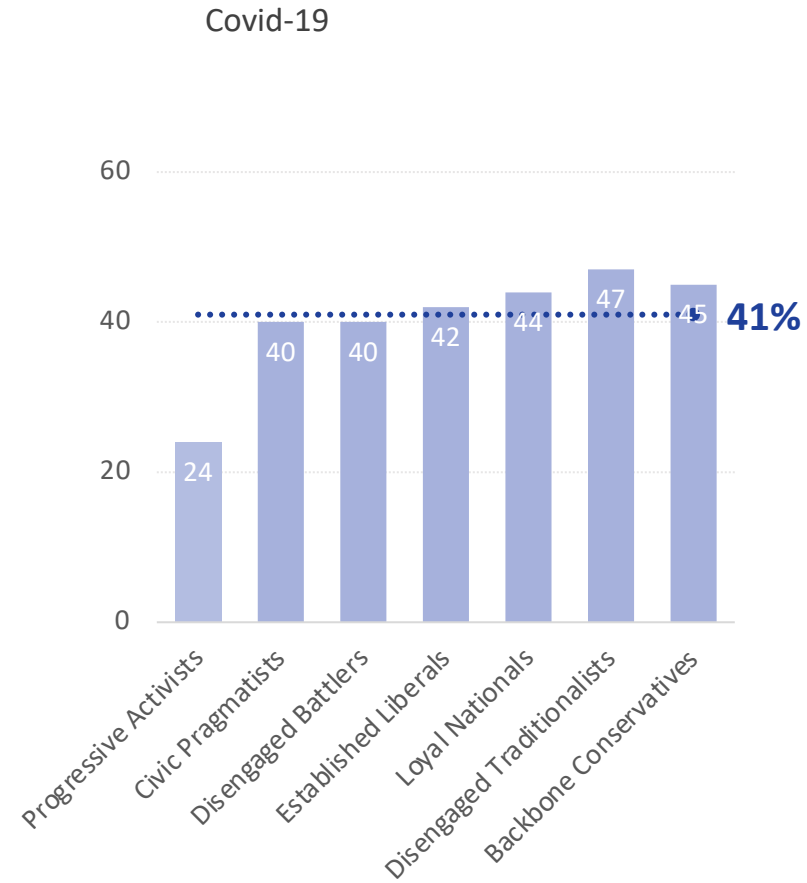
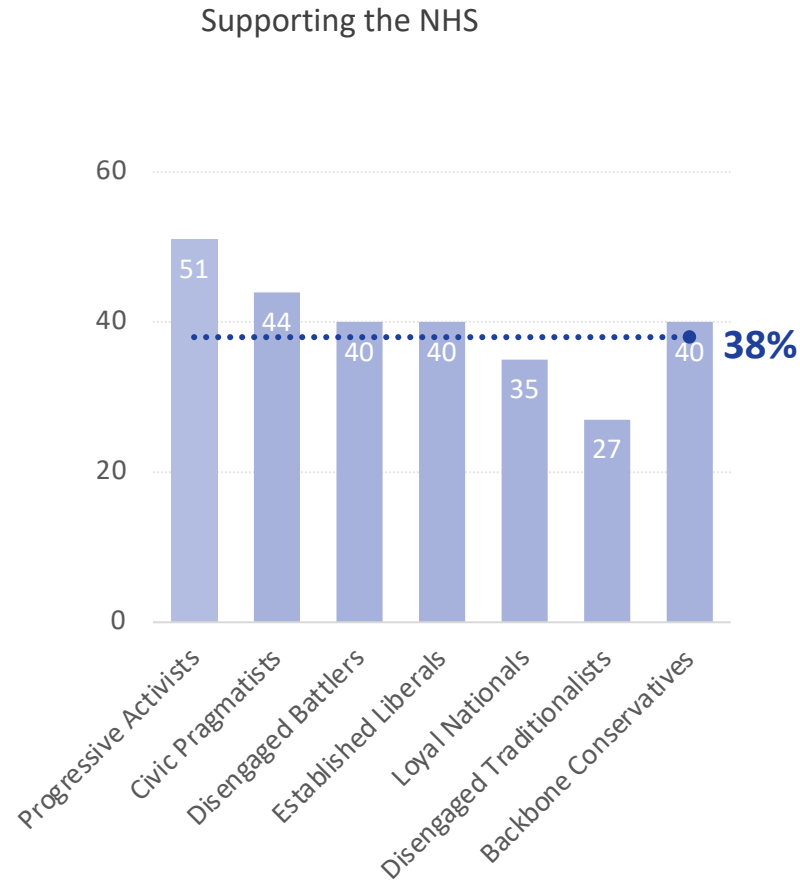


# Most important issues facing the country – by segment



There is broad agreement among segments on the importance of issues such as the NHS and Covid-19

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.



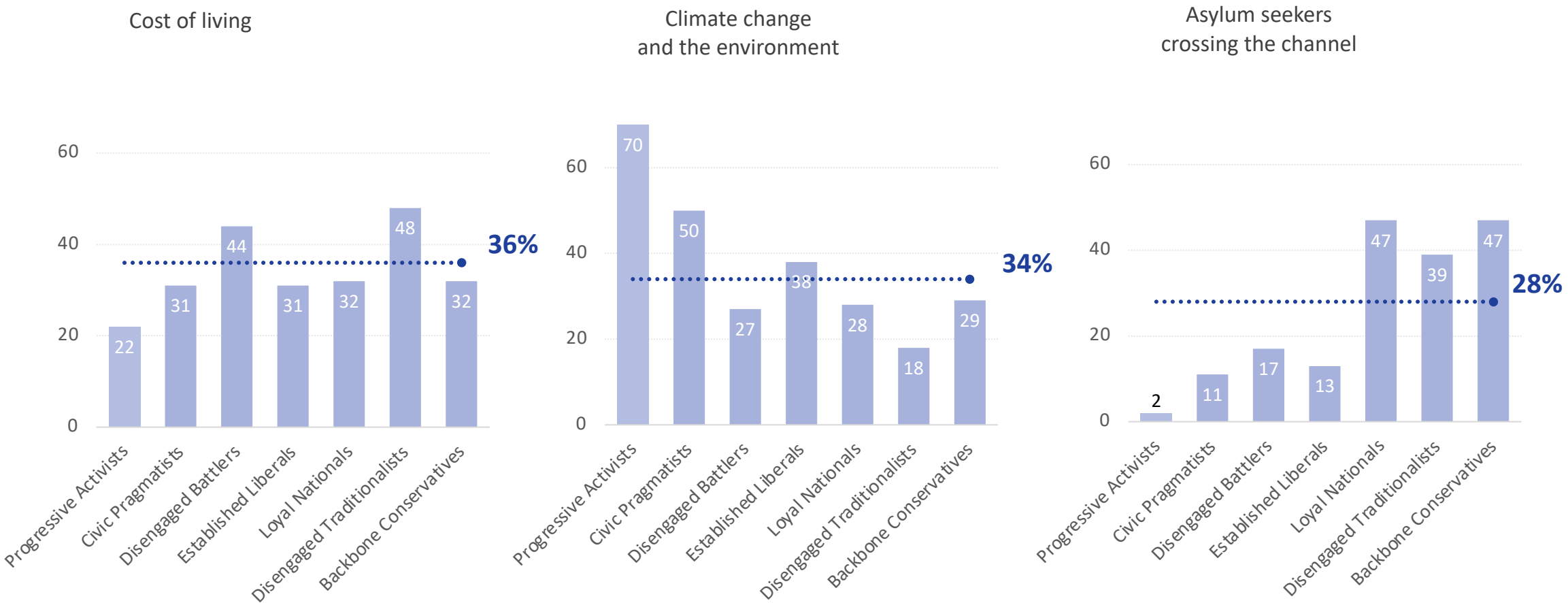
In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3 (November 2021)

# Most important issues facing the country – by segment



On issues such as cost of living, climate change and channel crossings, there are bigger differences between the segments

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.



In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.

# Top issues by segment



Although it is the top issue overall, only the Established Liberals have Covid-19 as their top concern – every other segment prioritise something else



Progressive  
Activists

Climate change
70%
Supporting the NHS
51%
Gap between haves and have nots
38%



Civic  
Pragmatists

Climate change
50%
Supporting the NHS
44%
Covid-19
40%



Disengaged  
Battlers

Cost of living
44%
Covid-19
40%
Supporting the NHS
40%



Established  
Liberals

Covid-19
42%
Supporting the NHS
40%
Climate change
38%



Loyal  
Nationals

Channel crossings
47%
Covid-19
44%
Supporting the NHS
35%



Disengaged  
Traditionalists

Cost of living
48%
Covid-19
47%
Channel crossings
39%



Backbone  
Conservatives

Channel crossings
47%
Covid-19
45%
Supporting the NHS
40%

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3.

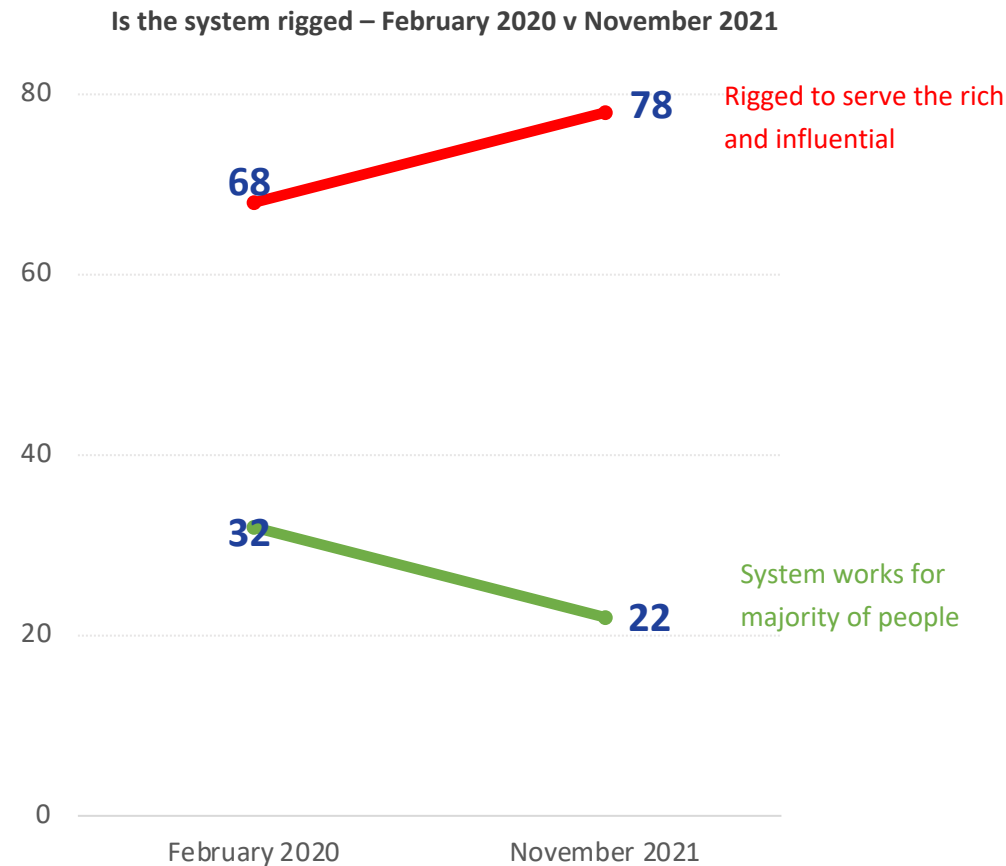
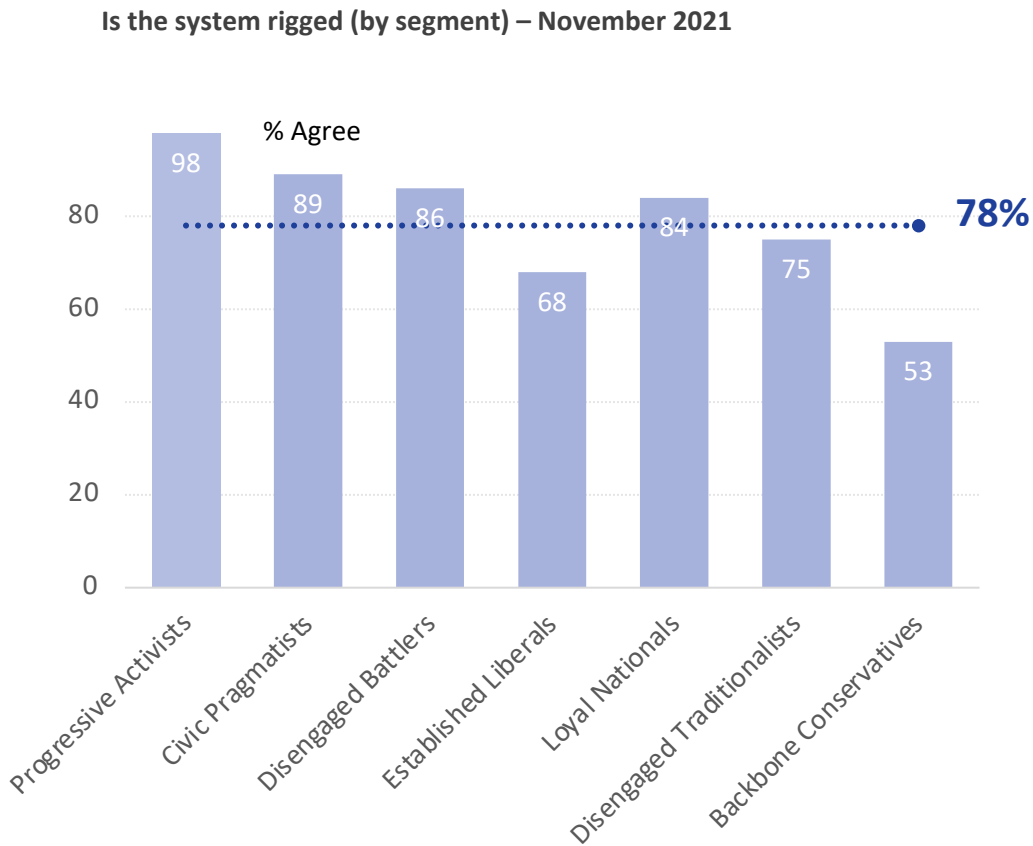


# Is the British system rigged?



More Britons now believe the system is rigged than did before the pandemic

Is the system is rigged to serve the rich and influential or does it works for the majority of people?

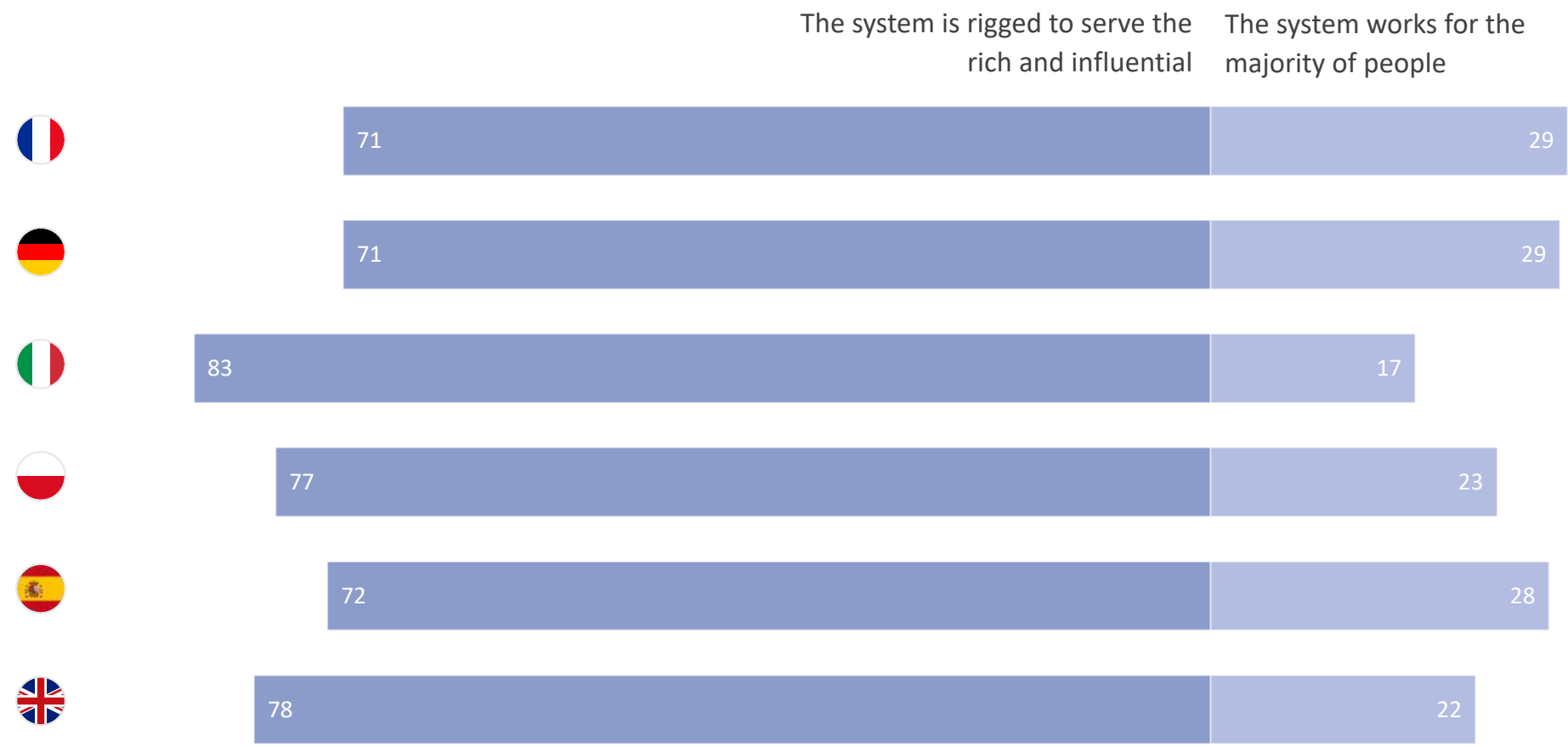


Please say how well the following statements reflect your views using the scale below, where 4 means you agree completely with the first statement, and 1 means you agree completely with the second statement: In the UK, the system is rigged to serve the rich and influential, In the UK, the system works for the majority of people.

# Is the system rigged – by country?



Britain has the second strongest belief that the system is rigged to serve the rich and influential



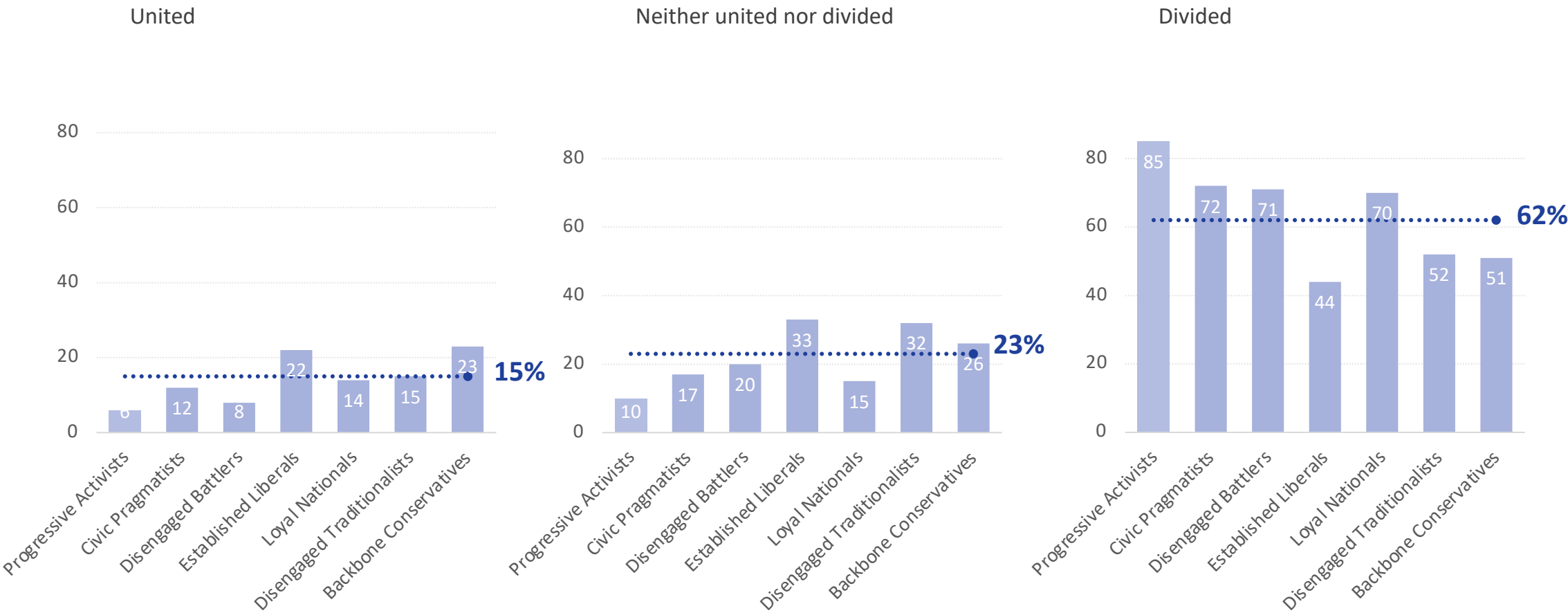
Which do you agree with more? In [COUNTRY]... The system is rigged to serve the rich and influential, the system works for the majority of people

# Is the UK united or divided?



Britons are more than four times as likely to think the country is divided than united

How united or divided does the UK feel to you these days?



How united or divided does the UK feel to you these days?

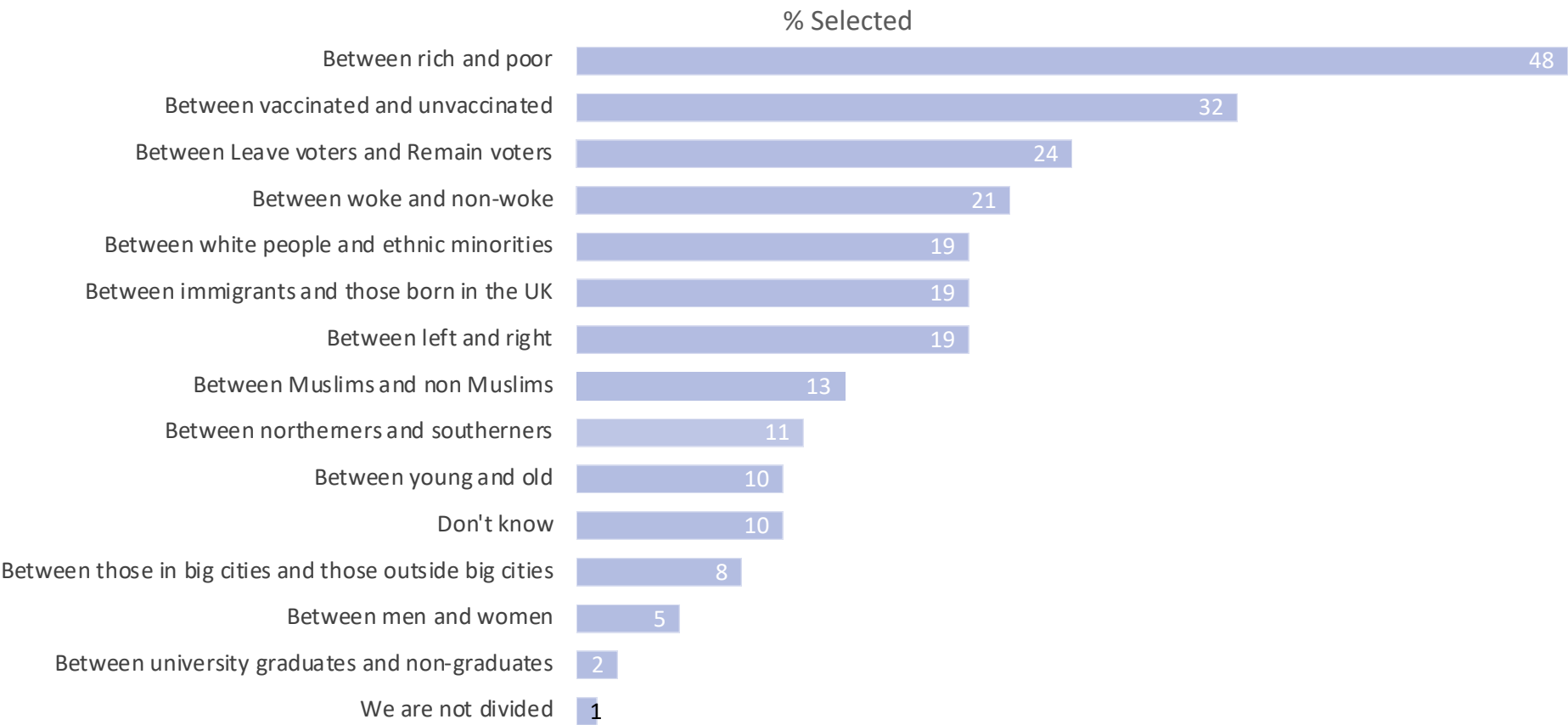


# What divides us?



Britons think the gaps between rich and poor and the vaccinated/unvaccinated divide Britain most

In what ways is our society most divided? Select up to three.

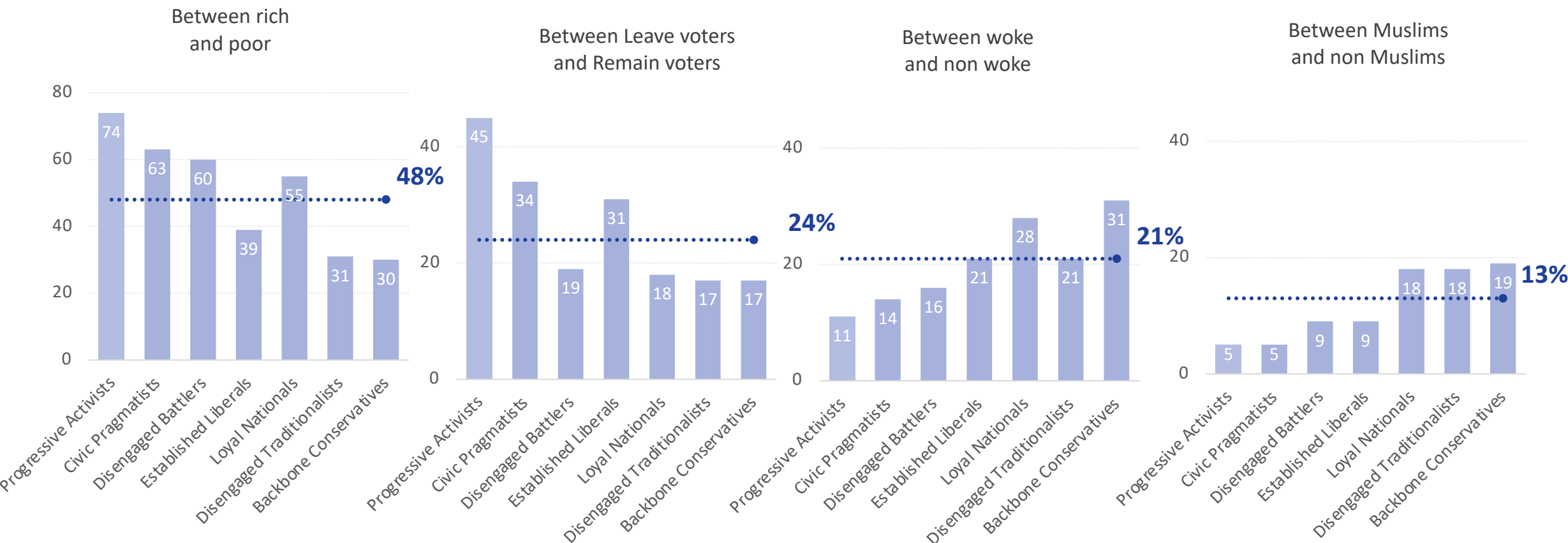


# What divides us?



With some divides, the segments differ on what is most important

In what ways is our society most divided? Select up to three.



In what ways is our society most divided? Select up to three.

# How Britons see the UK today?



Britons have a fairly pessimistic description of the UK today

Thinking about the UK today, what qualities would you use to describe it? Please select up to four.



In what ways is our society most divided? Select up to three.



# What does an ideal Britain look like?



The ideal UK is more hopeful – but the gap between Britain today and an ideal Britain is stark

Thinking about 10 years into the future, imagine your ideal British society. What should it be like? Please select up to four qualities.

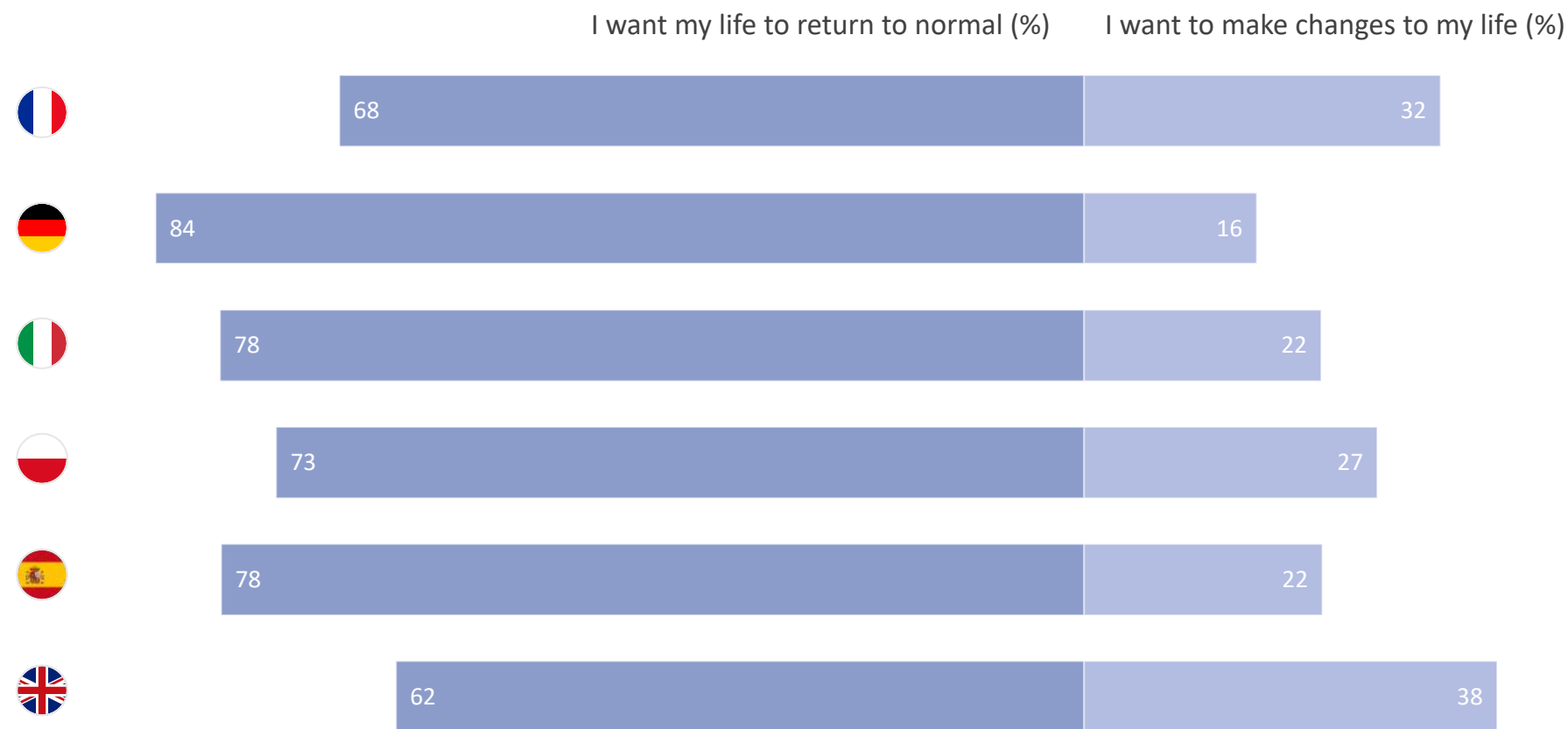


In what ways is our society most divided? Select up to three.

# Life returning to normal vs making changes



Britons have the highest desire to make changes to their life once we emerge from the pandemic



When we emerge from the pandemic, which better describes what you want for your life...?

# Hope that things will get better



Britons have the highest levels of hope that things will get better in the country after the pandemic is over



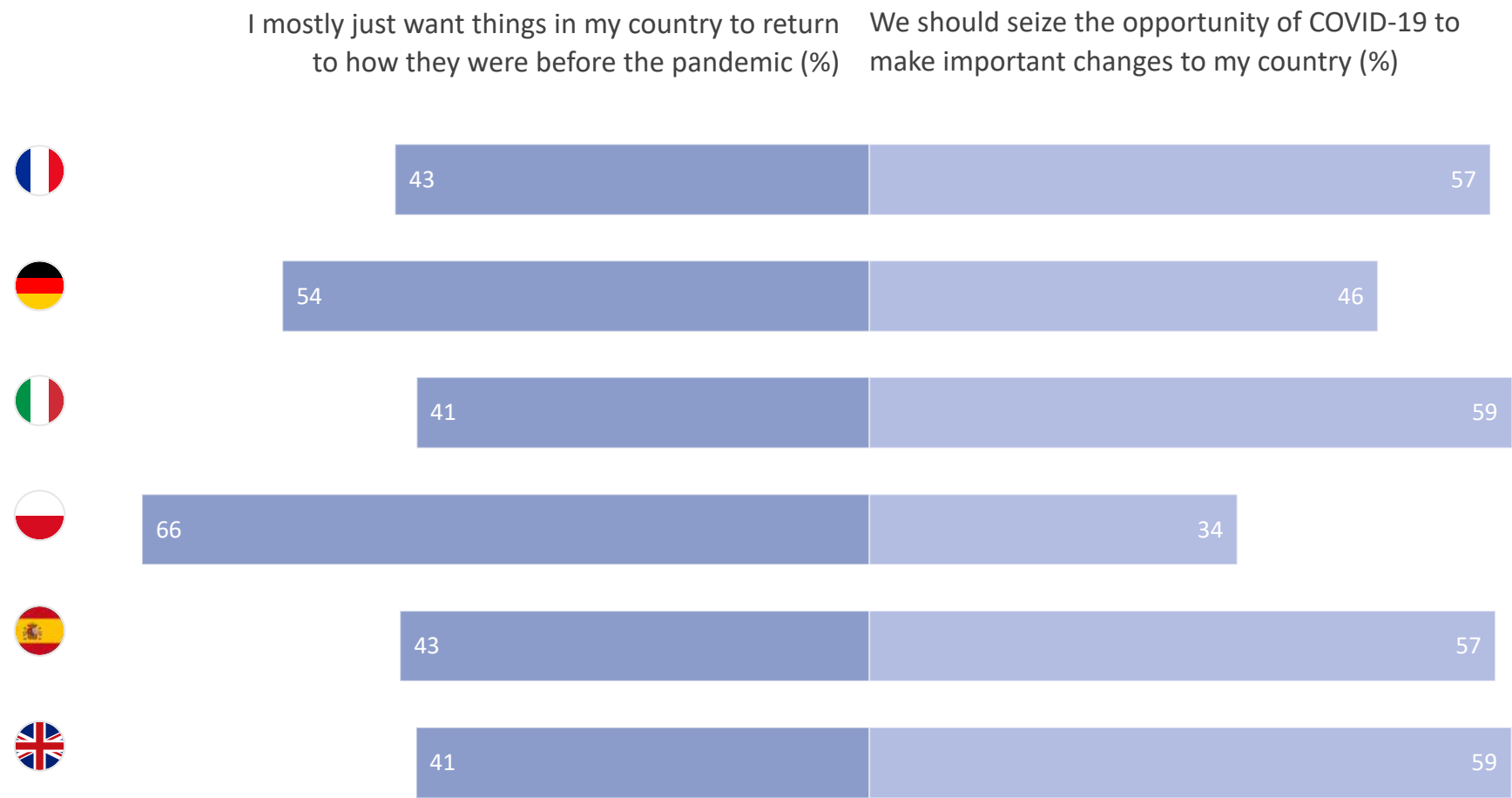
Which of the following statements do you agree with more?



# The chance to make important changes



Britons have the strongest agreement that we should seize the opportunity of COVID-19 to make important changes to the country



Which of the following statements do you agree with more?



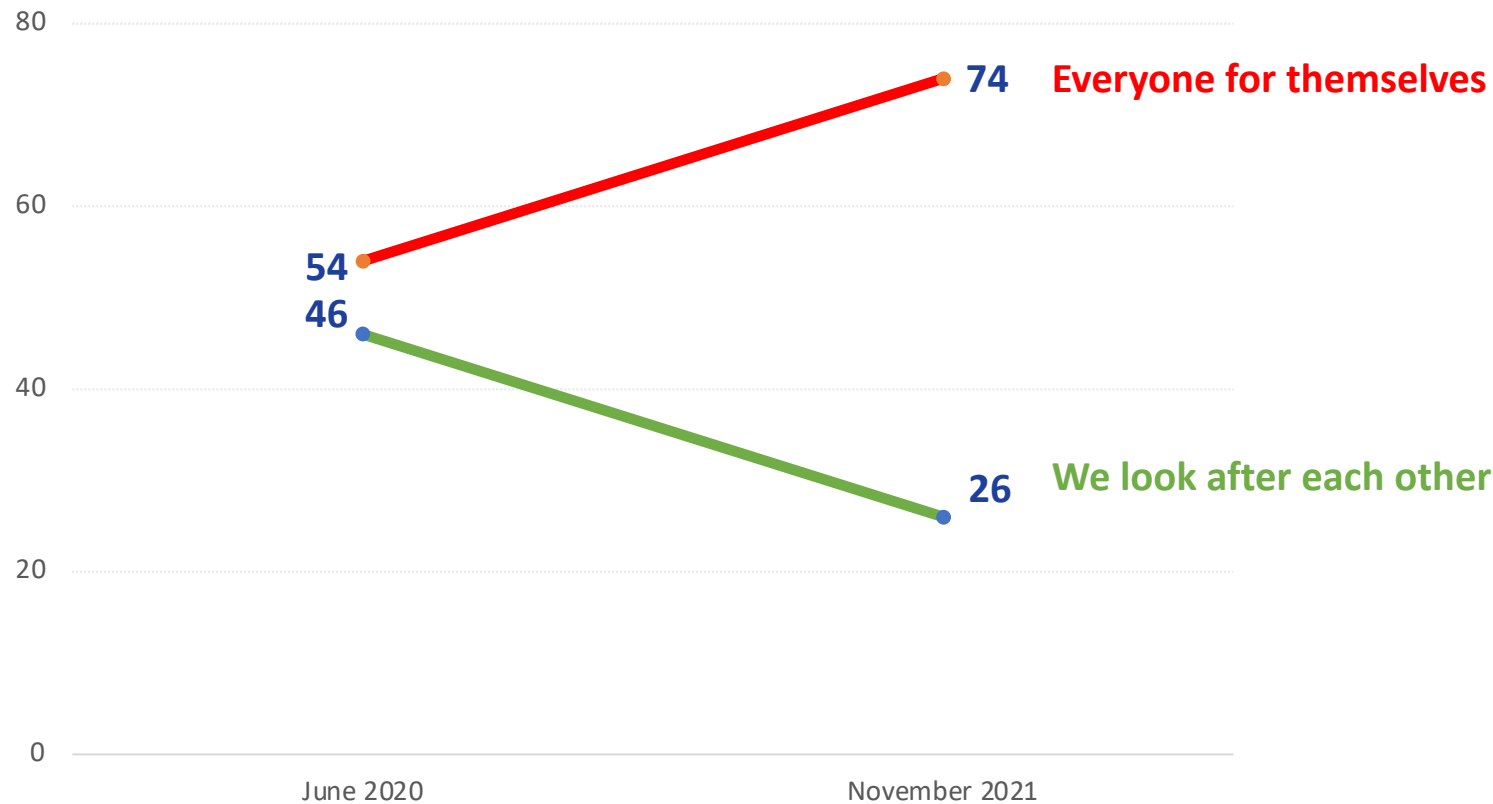
## How Britons feel about each other

- Britons feel **warmth towards the vaccinated** and those who work in our **NHS, supermarkets** and those who look after the **countryside**
- Britons feel **cold towards the unvaccinated, journalists and climate change protestors**
- Britons are more than **three times warmer in their feelings about the vaccinated** than they are about the unvaccinated
- Britons are much more likely to think we are a society where we look after ourselves than each other - 20 point increase in the belief that 'it's everyone for themselves' from June 2020 to November 2021

# Social solidarity – look after ourselves or each other?



Feelings of social solidarity have fallen significantly since the end of the first lockdown in June 2020



Which of the statements do you agree with more? Left: In the UK, we look after each other. Right: In the UK, it's everyone for themselves.

# Social solidarity – look after ourselves or each other?



There are significant differences among segments on feelings of social solidarity, and significant changes over the course of the pandemic



Progressive Activists



Civic Pragmatists



Disengaged Battlers



Established Liberals



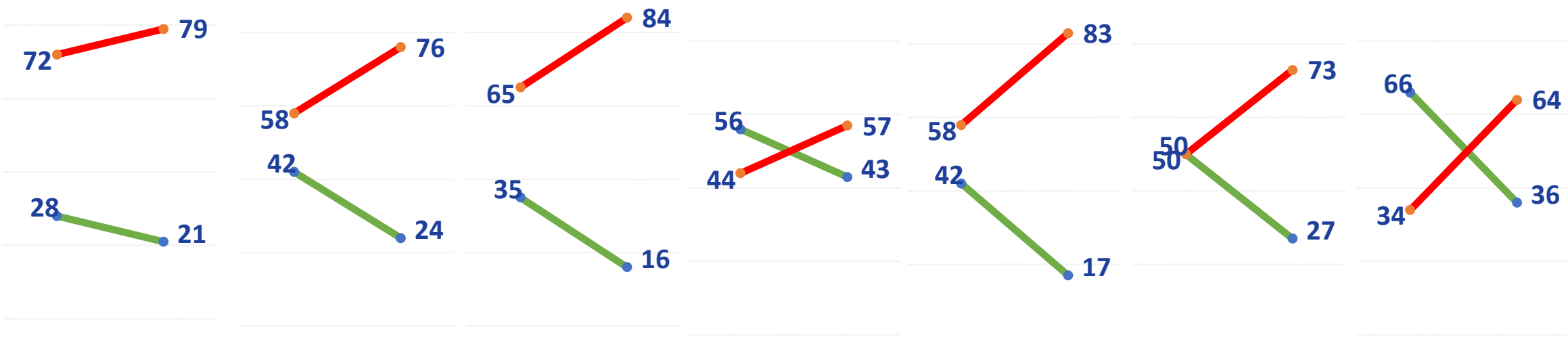
Loyal Nationals



Disengaged Traditionalists



Backbone Conservatives



When thinking about life in the UK today, which do you agree with more? We look after each other, It's everyone for themselves

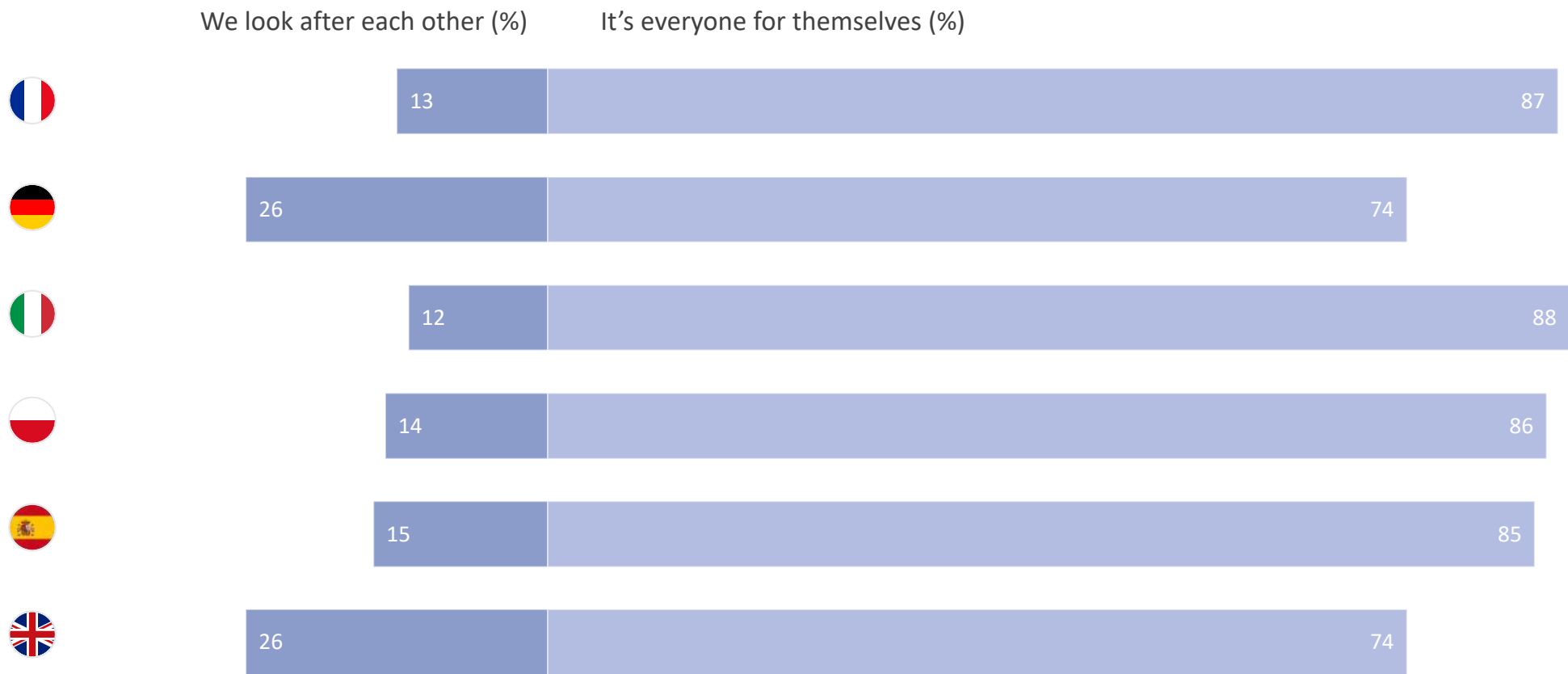
Look after ourselves

Look after each other

# Social solidarity – by country



Feelings of social solidarity are low across countries – but highest in Germany and the UK



When thinking about life in [COUNTRY] today, which do you agree with more?

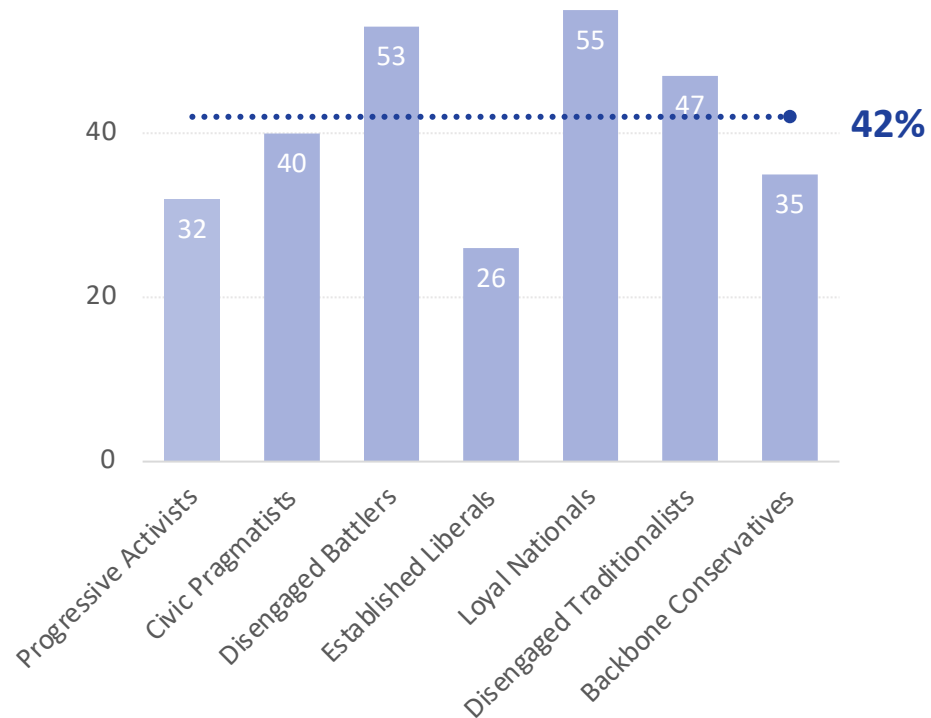


# Managing our differences

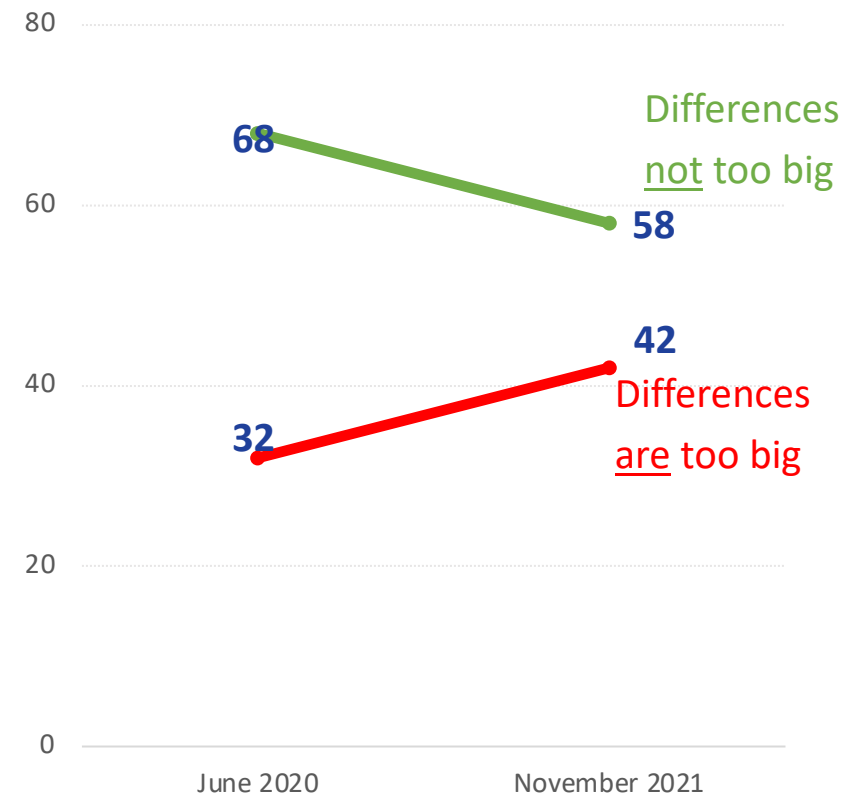


Britons' confidence in our ability to manage our differences has fallen over the pandemic – but a majority remains confident that we can manage our differences

Our differences are not too big (by segment) November 2021



Managing our difference (June 2020 v November 2021)

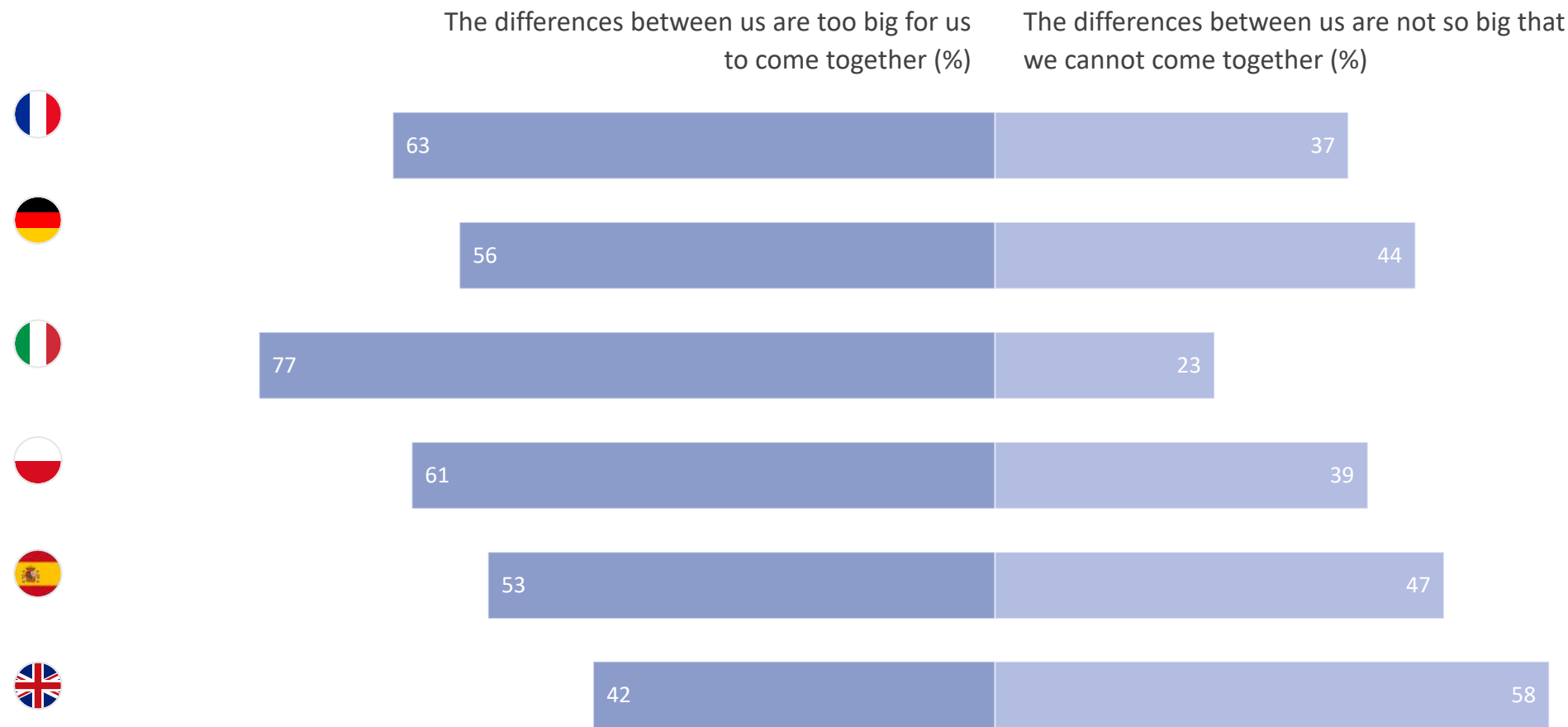


Which of the statements do you agree with more? The differences between Britons are too big for us to work together anymore. The differences between Britons are \*not\* so big that we cannot come together.

# Managing our differences - by country



Britons have the strongest belief of any country that our differences are not so big that we cannot come together



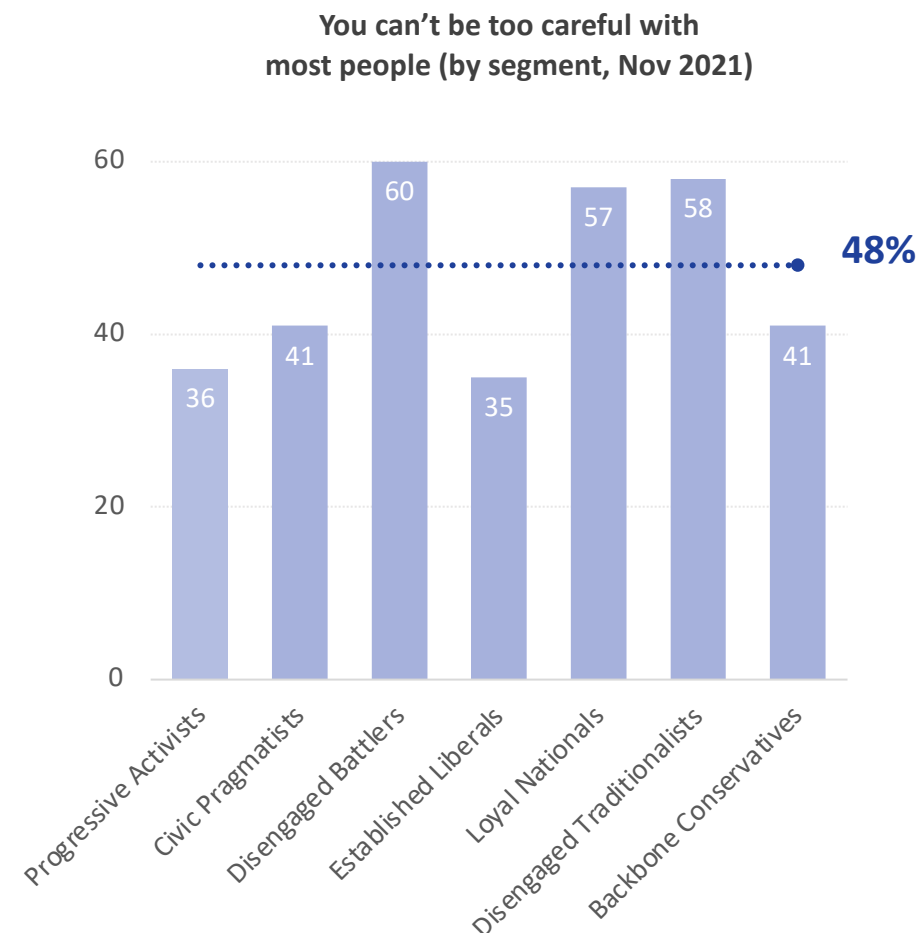
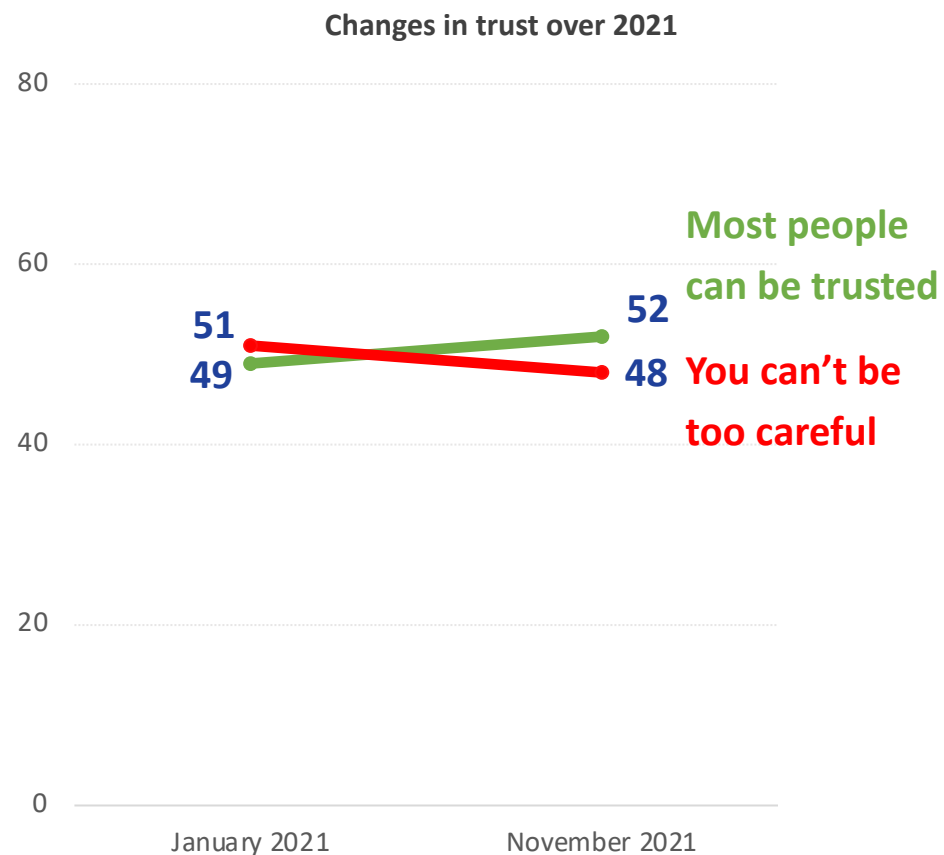
Which of the following statements do you agree with more?

# Britons' trust in each other



Britons' trust in each other has risen very slightly over the past year – but some segments have significantly lower trust than others

Which do you agree with more? Most people can be trusted or you can't be too careful with most people.

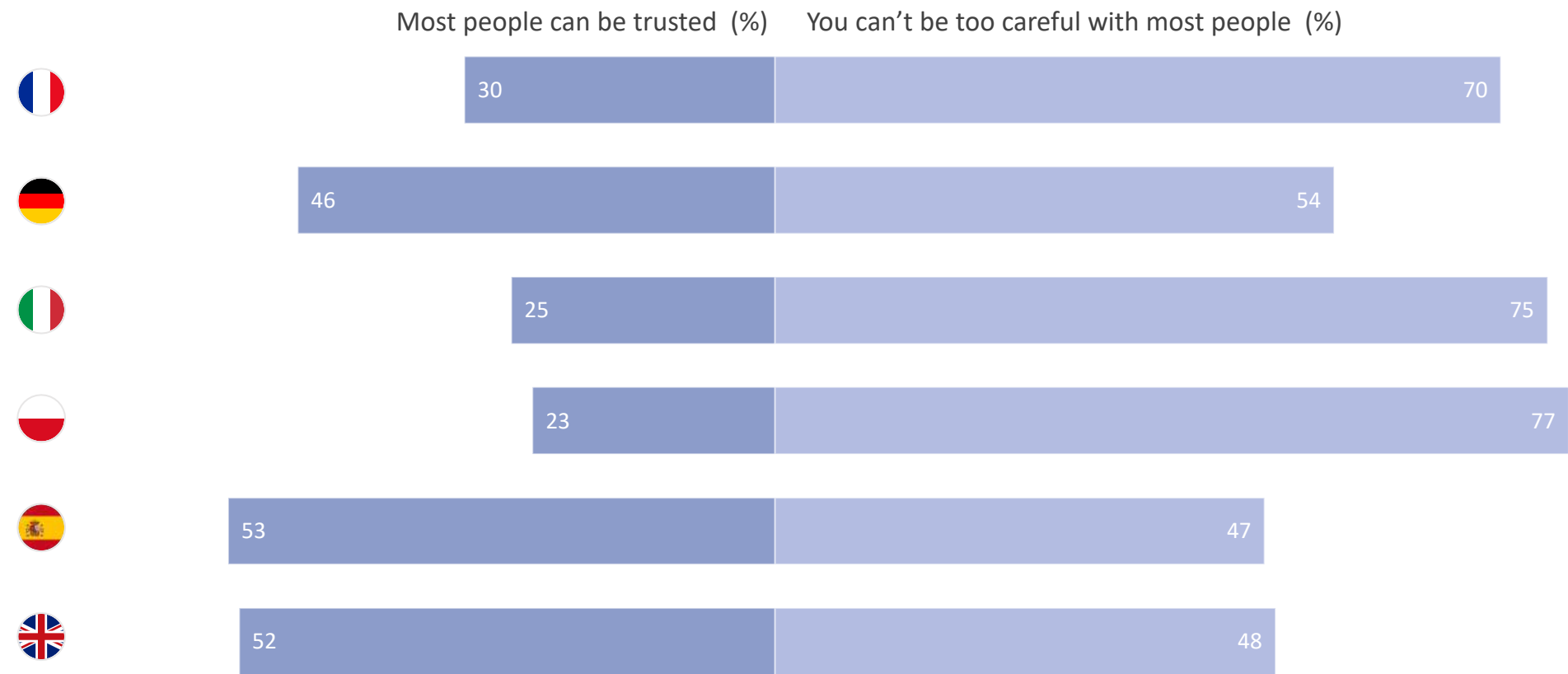


Which do you agree with more? Most people can be trusted. You can't be too careful with most people.

# Trust in each other - by country



People in Britain and Spain have the strongest belief that most people can be trusted



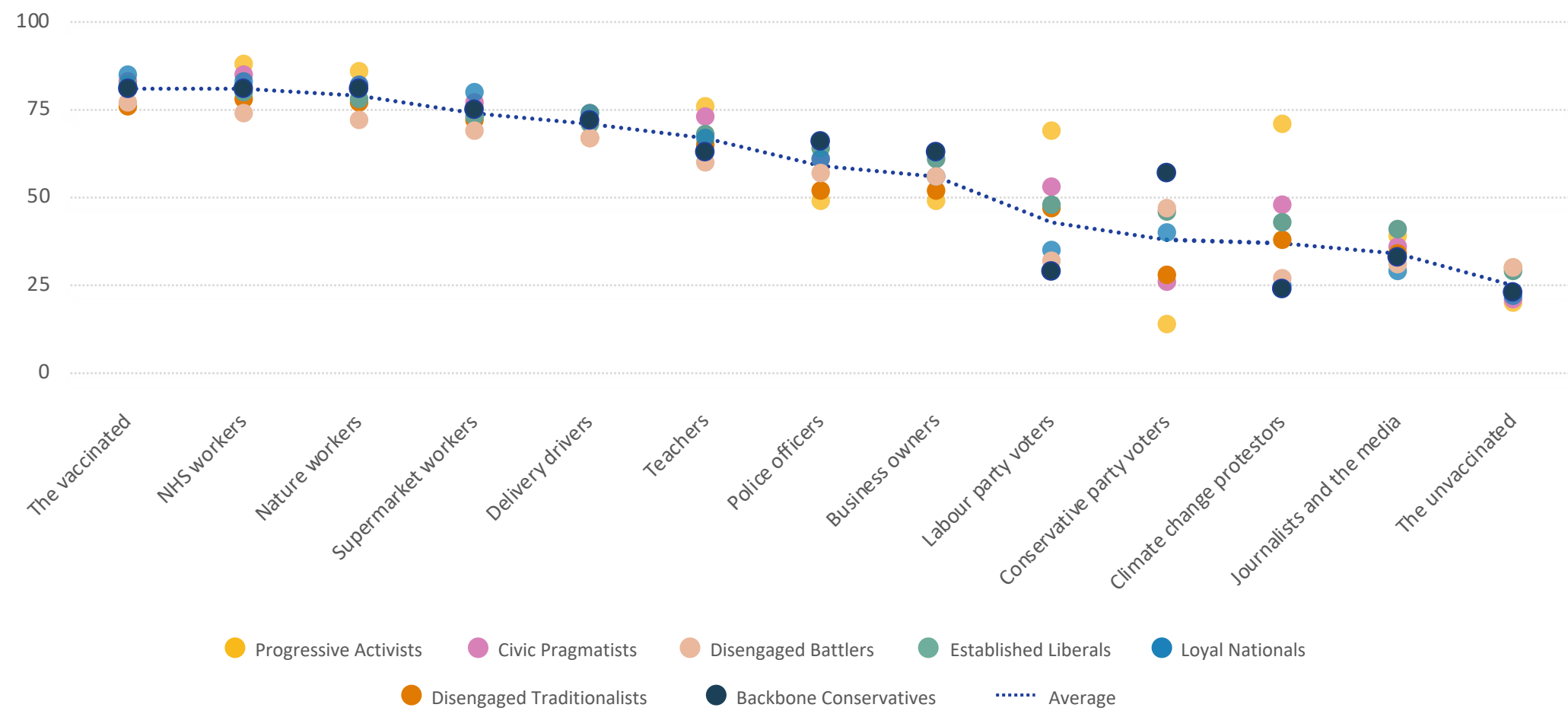
Which do you agree with more?

# How Britons feel towards each other



Most Britons share similar feelings about most groups – warmth towards the NHS and the vaccinated, coldness towards climate protestors, journalists and the unvaccinated

On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards:



On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards: Those who have been vaccinated for Covid-19; Doctors, nurses, and other NHS workers; People who look after nature and the countryside; Supermarket workers; Delivery drivers; Teachers; Police officers; Business owners and entrepreneurs; Labour party voters; Conservative party voters; Climate change protestors; Journalists and the media; Those who decided not to be vaccinated for Covid-19 – November 2021

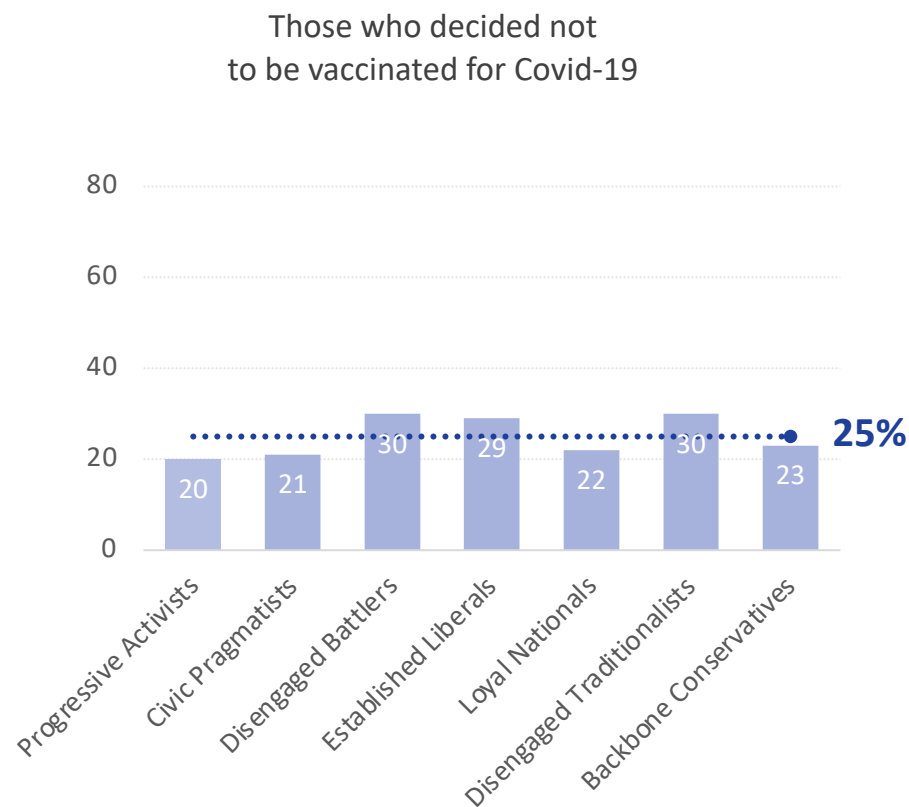
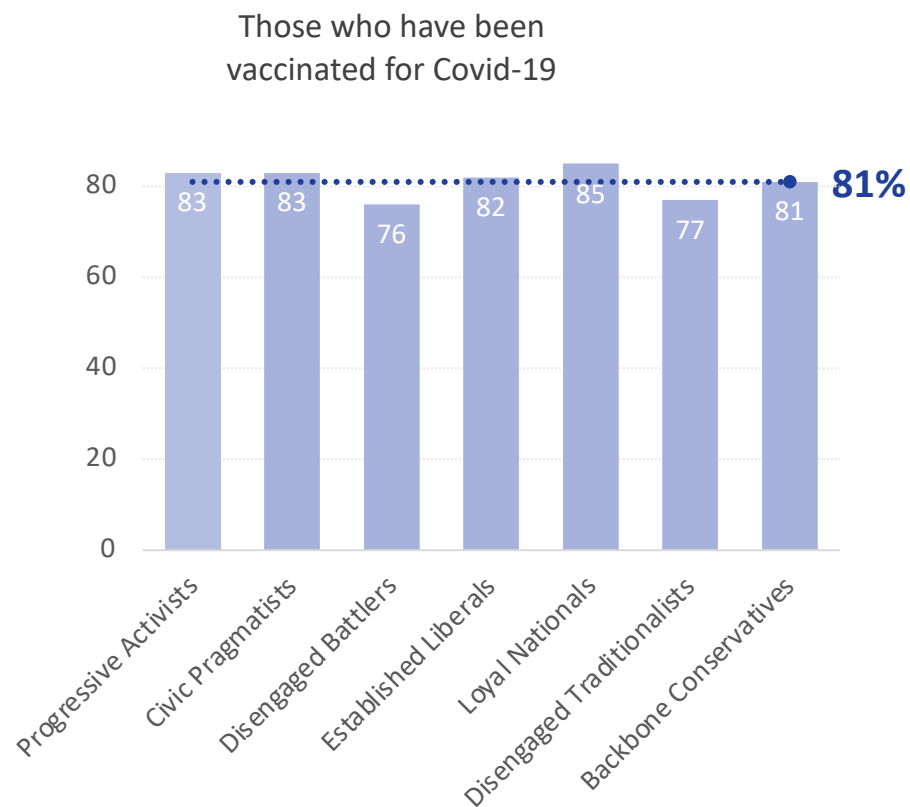


# How Britons feel about the vaccinated and unvaccinated



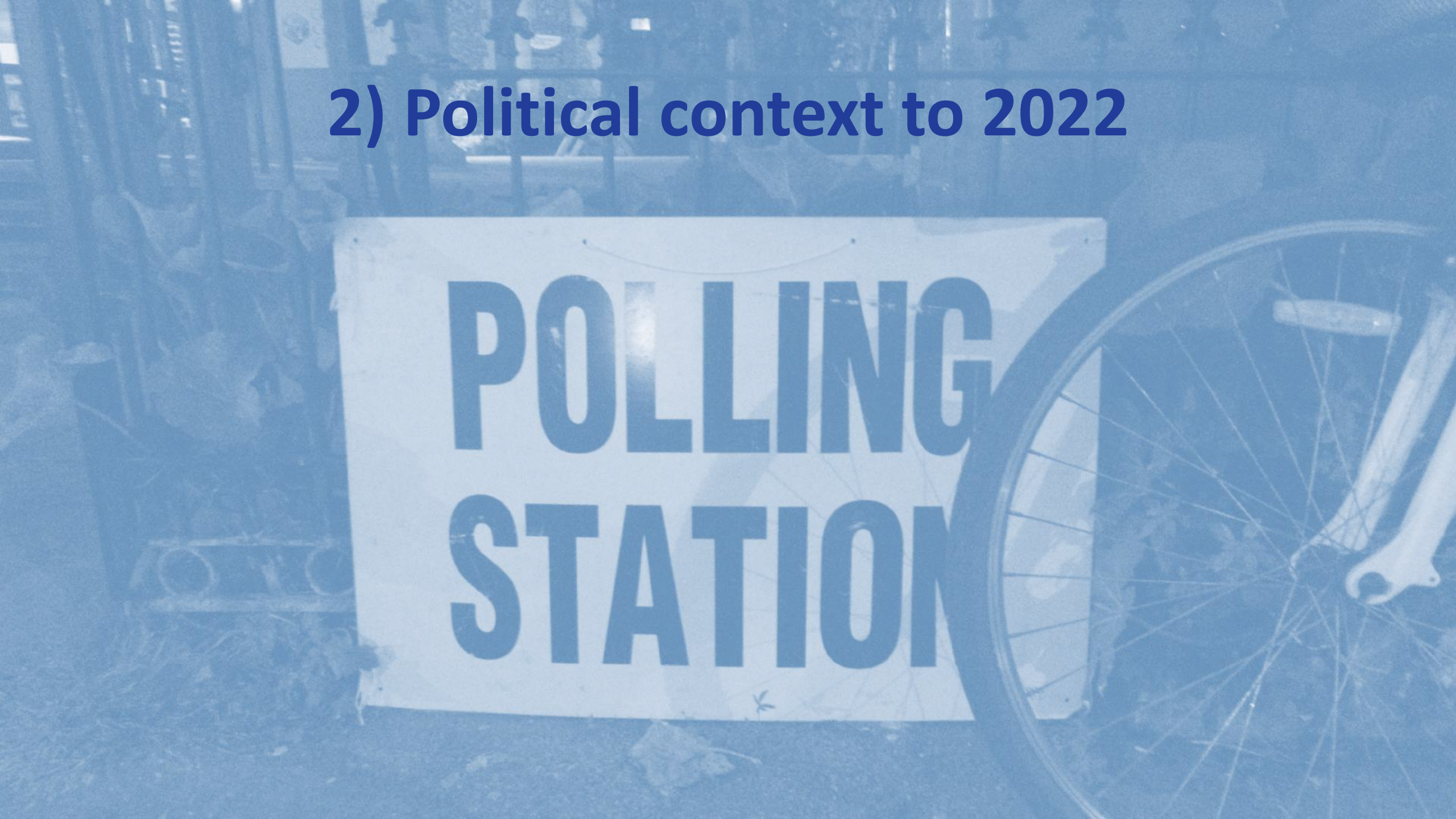
Britons feel more than three times warmer towards the vaccinated than they do towards the unvaccinated

On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards:



On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards: Those who have been vaccinated for Covid-19; Those who decided not to be vaccinated for Covid-19 – November 2021

## 2) Political context to 2022

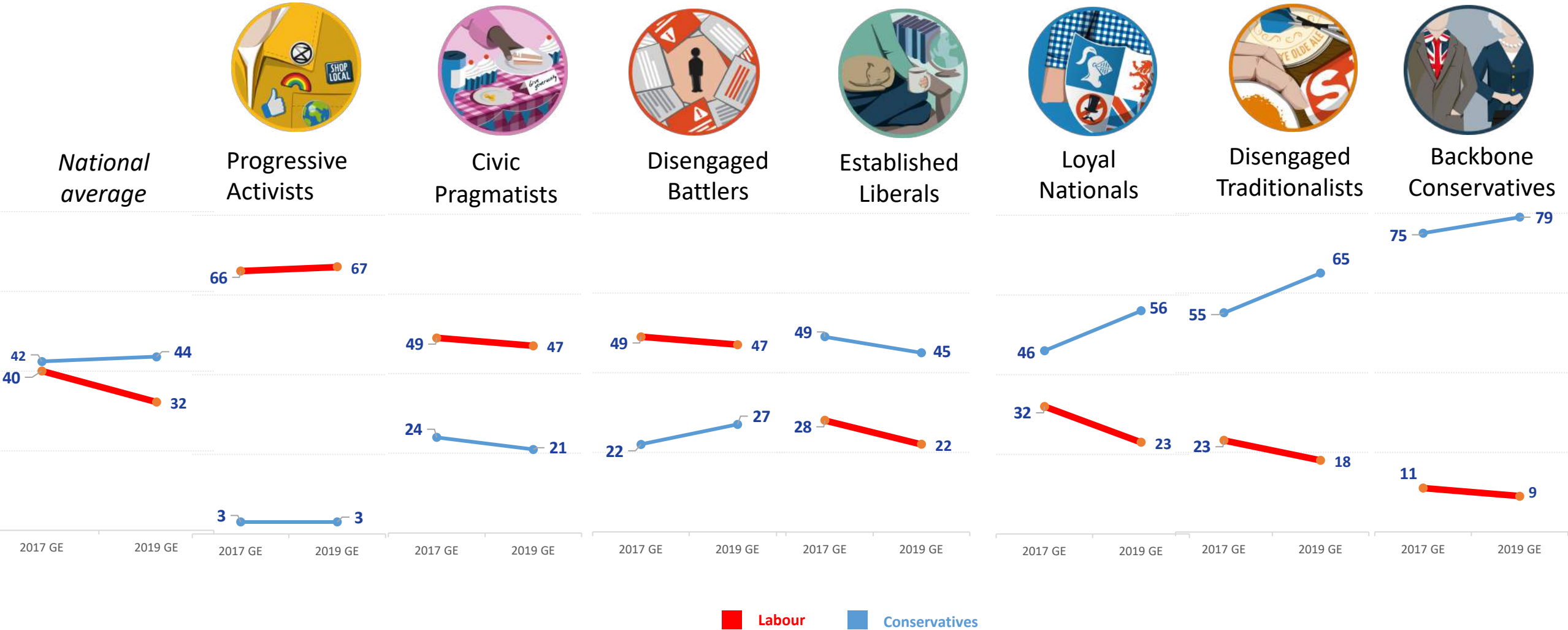
A blue-tinted photograph of a 'POLLING STATION' sign and a bicycle wheel. The sign is white with bold, black, sans-serif capital letters. It is positioned in the center-left of the frame. To the right of the sign, a portion of a bicycle wheel is visible, showing the spokes and the rim. The background is out of focus, showing some foliage and a fence. The entire image has a blue overlay.

**POLLING  
STATION**



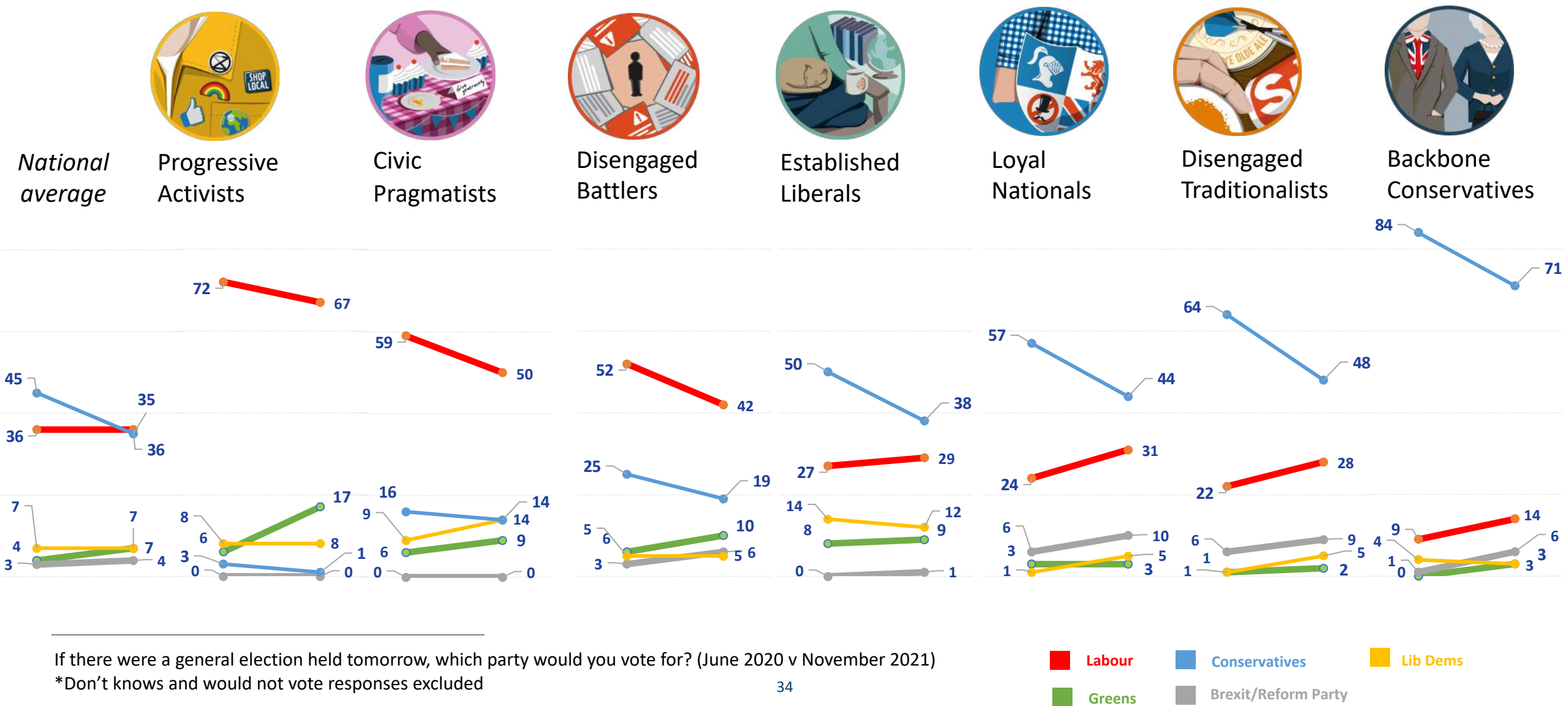
# General Elections 2017 v 2019: how the British Seven changed their vote

How the segments' votes for the Conservatives/Labour changed between the elections



# The segments' changing voting intention

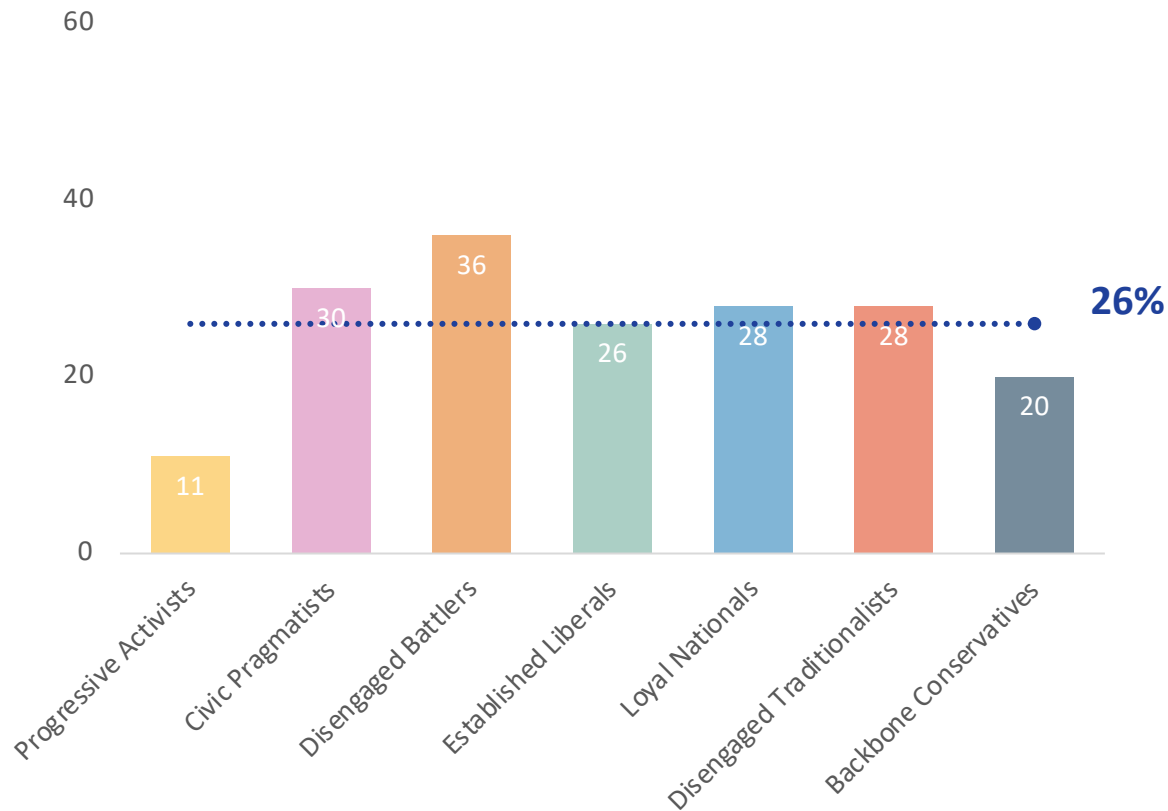
Between June 2020 and November 2021, there have been significant changes in the voting intention of the British Seven segments



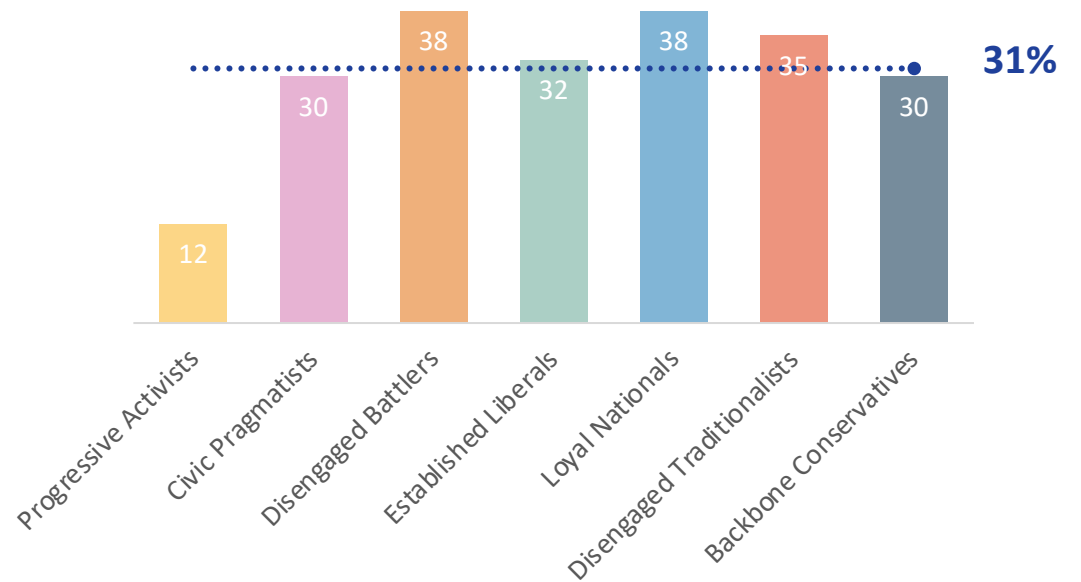
## The space for a populist alternative

However, among less engaged and low-trust segments are significantly more likely to respond 'don't know' or 'would not vote' on voting intention rather than switch to another party – particularly among Loyal Nationals and Backbone Conservatives (+10 percentage points)

June 2020 – Don't know/won't vote



November 2021 – don't know/won't vote



If there were a general election held tomorrow, which party would you vote for?  
(June 2020 v November 2021)

■ Data      ..... Average





### **3) Sleaze Scandal**



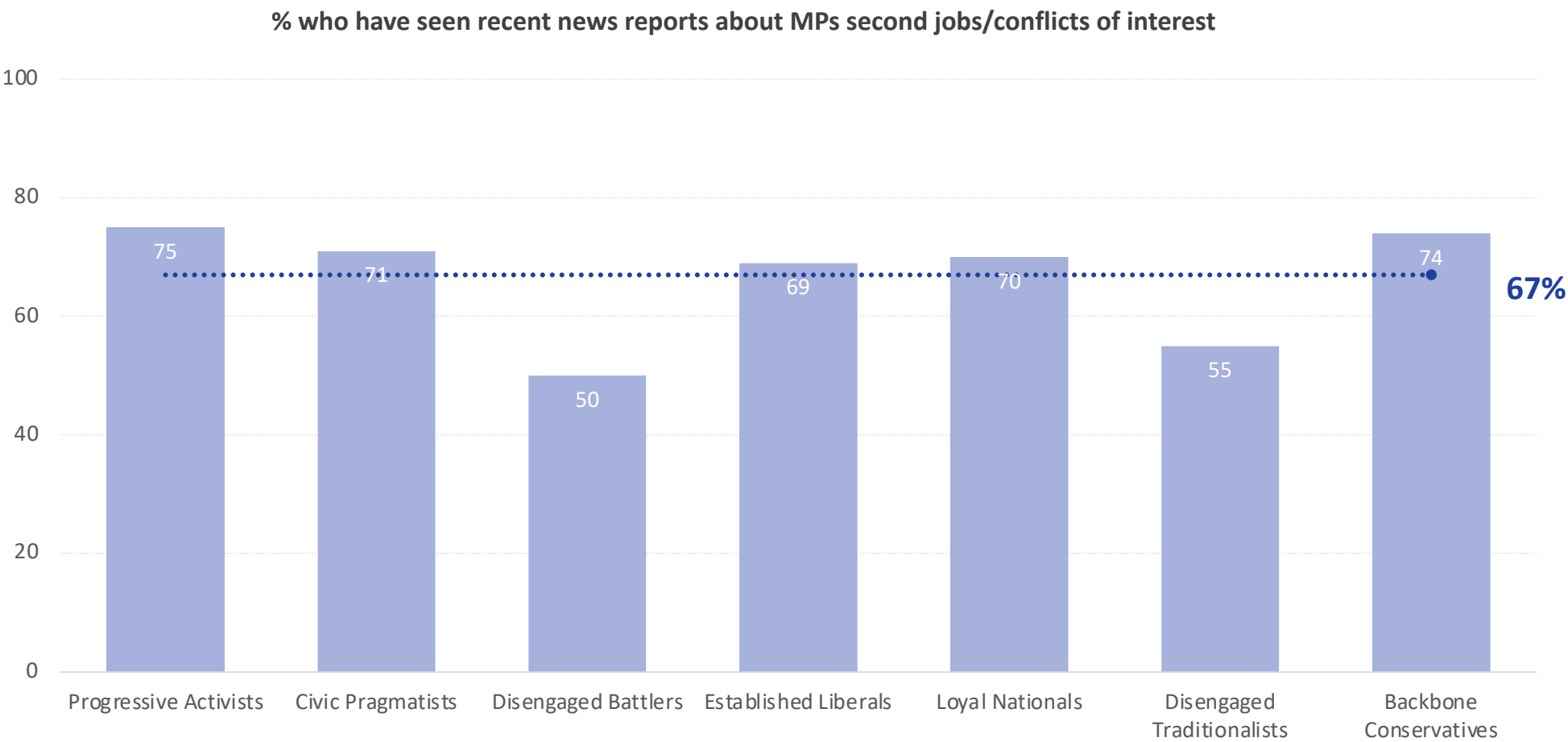
## Britons and the MP's sleaze scandal

- Two thirds of Britons followed news stories about MPs sleaze/second jobs scandal
- 83 per cent of Britons already thought MPs were corrupt before the scandal
- The scandal has led 52 per cent of Britons to believe that MPs are more corrupt
- Many Britons (43 per cent) believe that both the Conservative and Labour parties are equally corrupt
- Britons are almost four times as likely to think the Conservative party is the most corrupt (35 per cent) than the Labour party (9 per cent)
- In focus groups at the time of the scandal, participants shared their worries that politicians will use the transition to net zero to make money for themselves
- 57 per cent of Britons believe that 'politicians making money from lobbying on environmental issues' is NOT a price worth paying for the transition to net zero

# Sleaze scandal – has it cut through?



Two thirds of Britons have seen the sleaze scandal stories about MPs second jobs and conflicts of interests



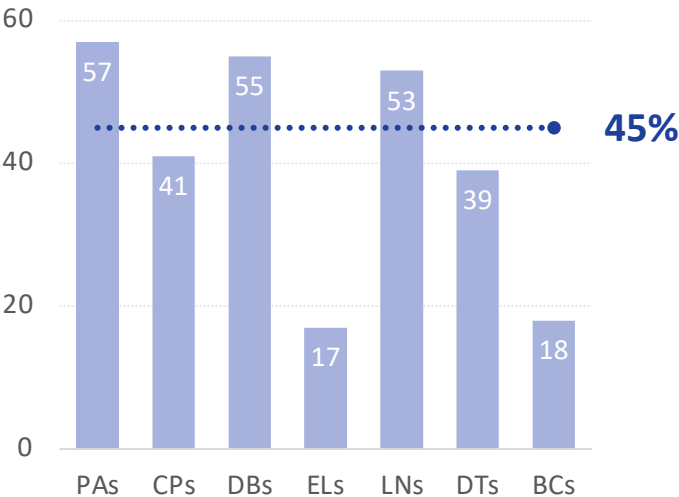
Have you seen recent reports about MPs second jobs/conflicts of interest? Answer Yes

# Has the sleaze scandal changed public opinion on MPs?

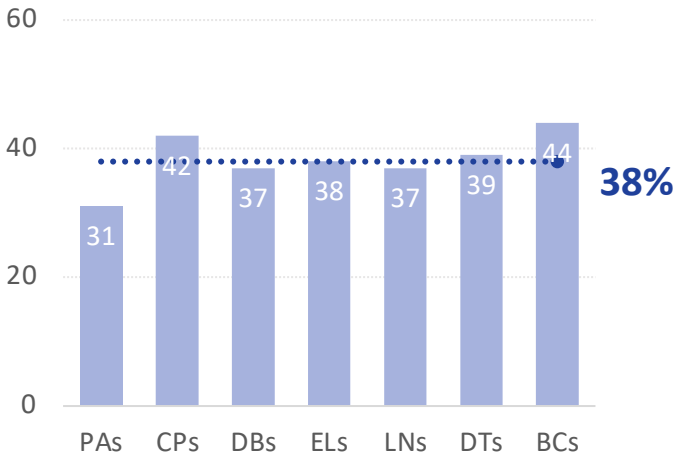
More than half of Britons now think MPs are more corrupt than before the scandal



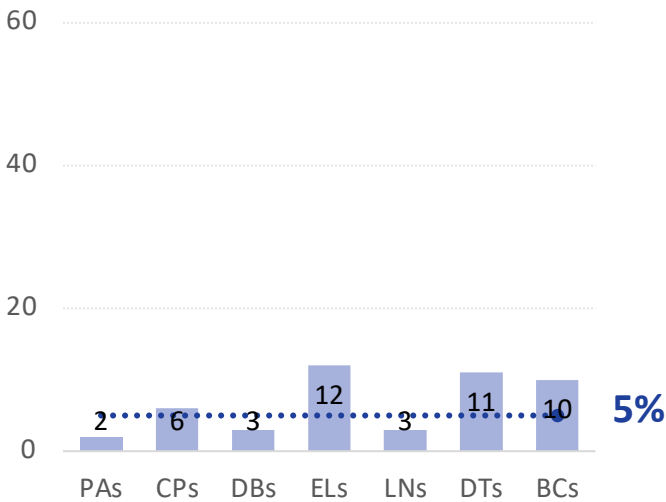
Were corrupt, now more corrupt



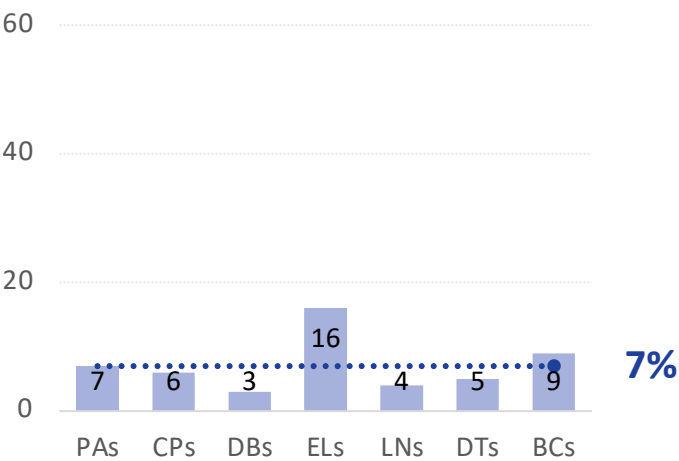
Were corrupt, no change in opinion



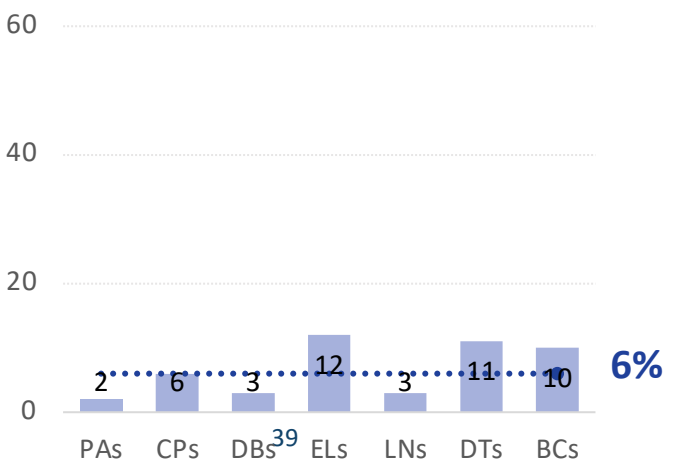
Don't know



Didn't think MPs were corrupt – do now



Didn't think MPs were corrupt – no change in opinion



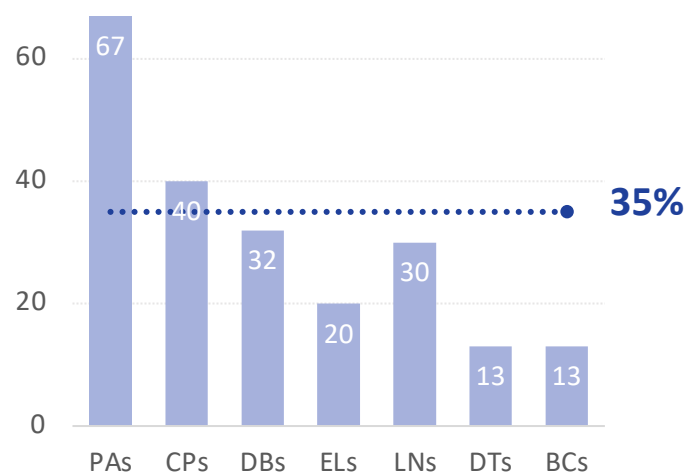
How, if at all, have these news stories changed the extent to which you think MPs in the UK are corrupt?

Sample: Asked only to those who have been following the sleaze scandal news stories

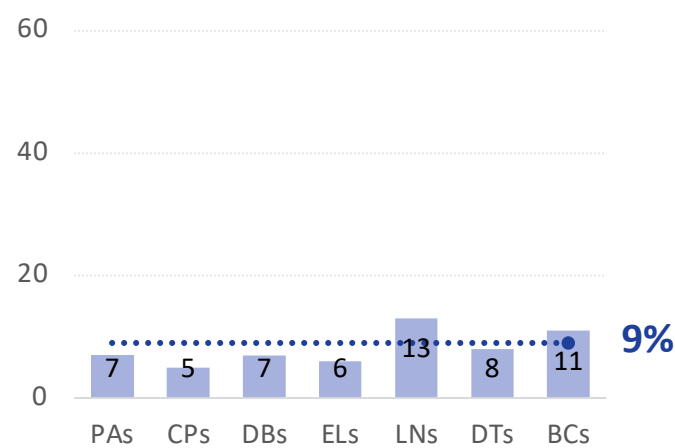
# Which political parties are more corrupt?



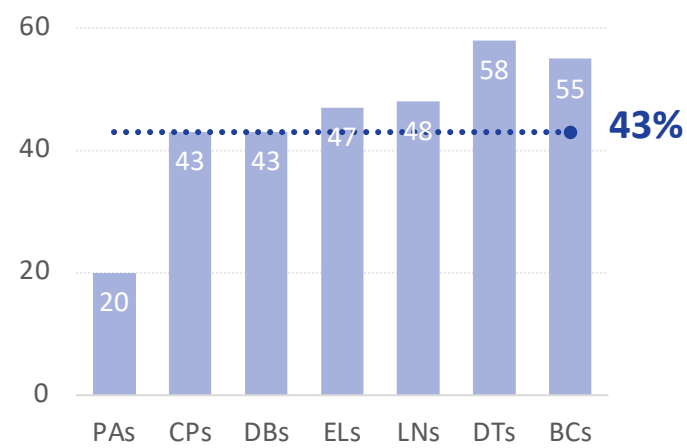
Conservatives



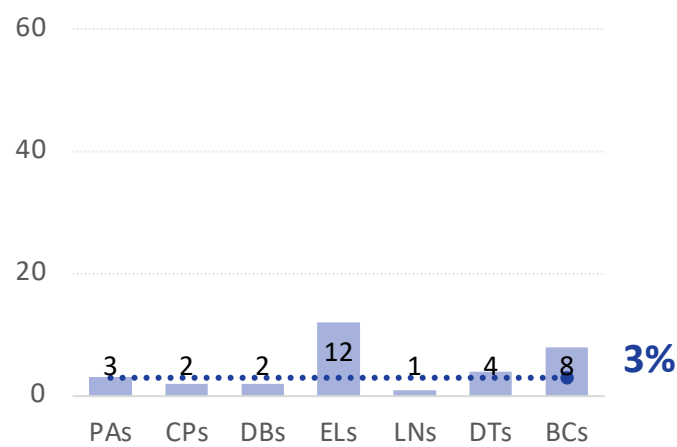
Labour



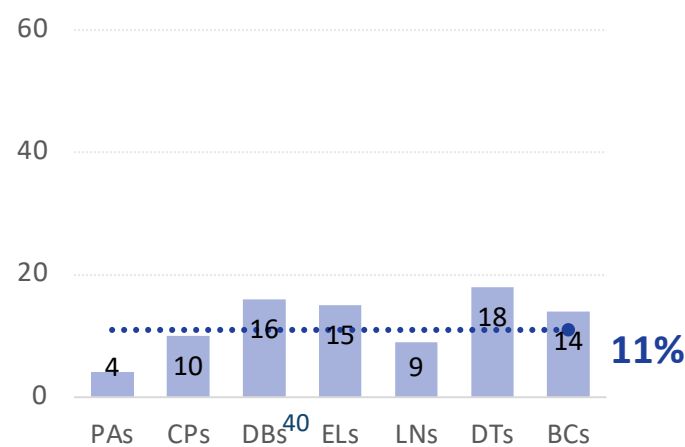
Both equally corrupt



Neither is corrupt



Don't know



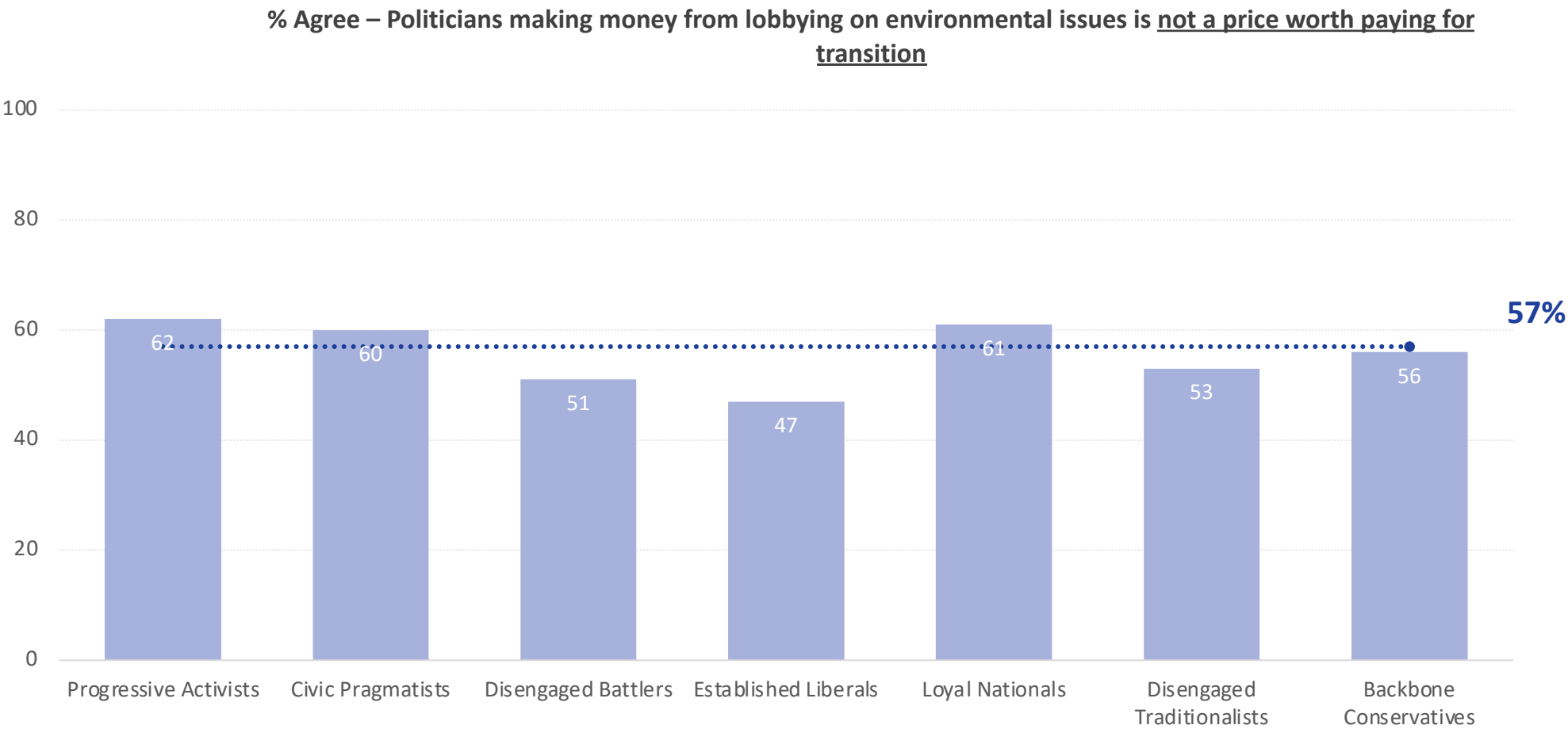
Of the two main political parties which do you think is more corrupt, if either?

Sample: Asked to all respondents

# Politicians' lobbying on green issues



Almost 3 in 5 Britons find politicians making money on green issues unacceptable



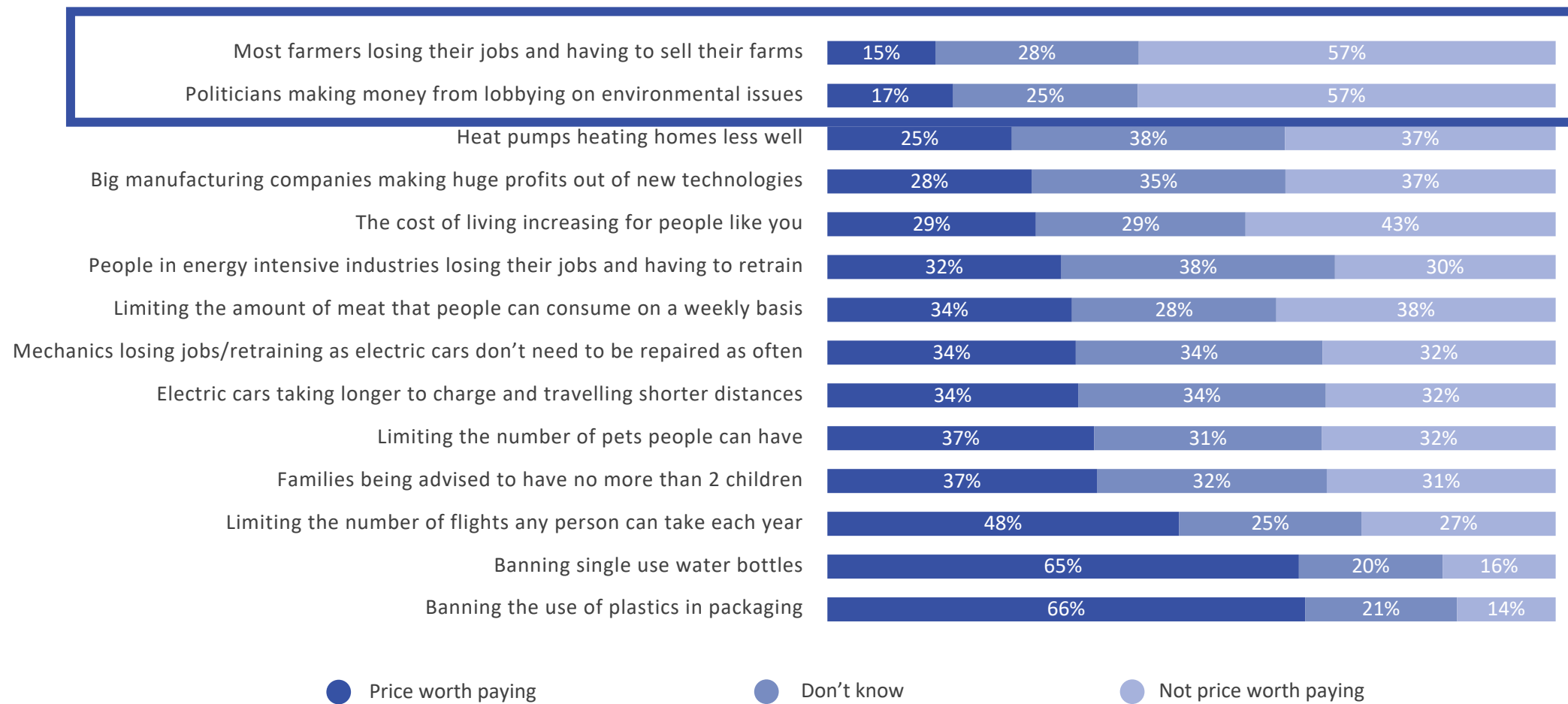
Below are some potential consequences of our transition to a greener and more sustainable economy. For each of these potential consequences, please indicate if you believe it is a price worth paying to transition or not? It is price worth paying, it is not a price worth paying, don't know



# Politicians' lobbying vs other transition consequences



Politicians making money from lobbying on green issues is the joint top most unacceptable consequence of transition for Britons



Below are some potential consequences of our transition to a greener and more sustainable economy. For each of these potential consequences, please indicate if you believe it is a price worth paying to transition, or not?

*Linking to the subject that we're talking about, environment and stuff, **it sort of does reduce the faith** in what will happen, like I say, with how they're going to run these new industries and **the money that they (politicians) are going to claim**, they're going to charge us. And then it doesn't sit well when all of that is going on in the background, you know?*

*Samir, Established Liberal, London*



**COVID - 19  
Vaccination  
Centre**



**4) Covid-19**



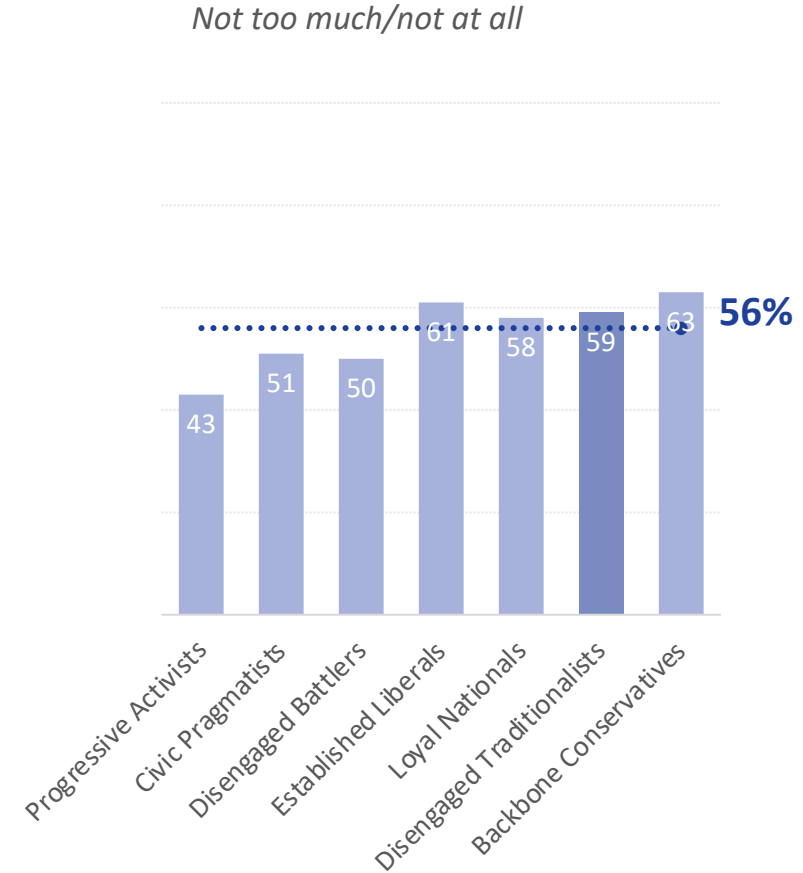
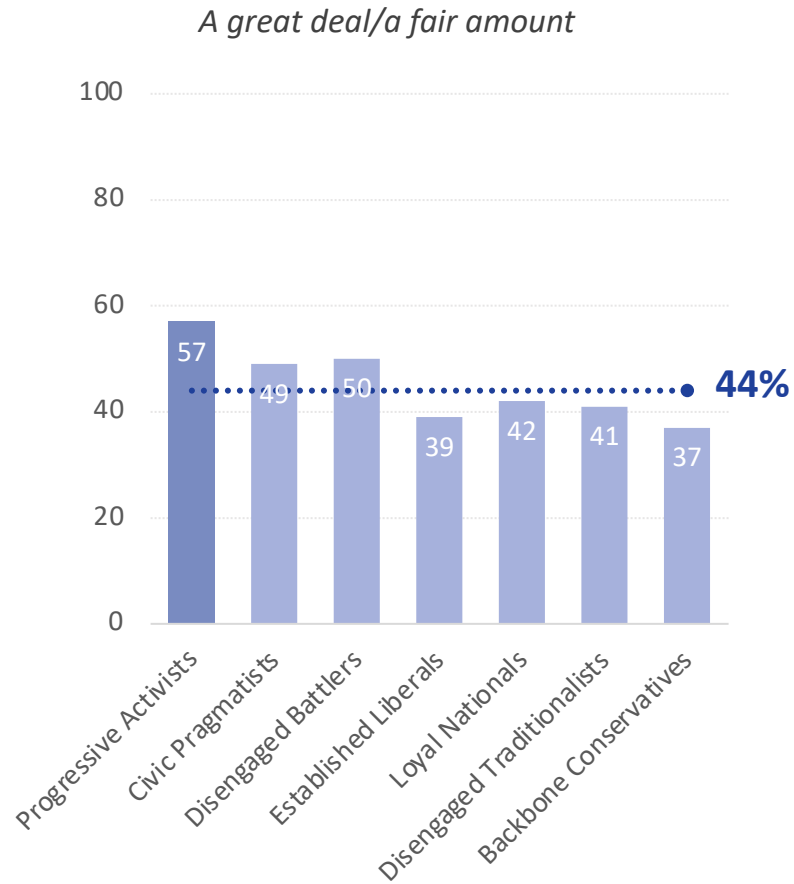
# Britons and the continuing impact of Covid-19

- Britons are evenly divided as to the continuing effect of Covid on their day-to-day lives
- Most Britons (56 per cent) are unsure what to expect when it comes to the pandemic
- Britons are evenly divided about how concerned they are of catching Covid-19
- Britons have very high levels of trust in their health system, more than other comparative European countries
- Almost two thirds of Britons believe the public is being told the truth about Covid-19
- 90 per cent of Britons have chosen to be vaccinated and 79 per cent trust vaccines are safe
- Disengaged groups have lower trust in the safety of vaccines and are much more likely to have chosen not to be vaccinated
- Many Britons have found it harder to make plans, have watched more TV and have grown to appreciate their local area more during the pandemic

# Impact of Covid-19 on day-to-day life



Britons are fairly evenly divided over how much Covid-19 still affects their day to day life – but more feel Covid-19 doesn't affect their lives much now, than those who do



Thinking about your day-to-day life now, how much does the Covid-19 pandemic affect you?

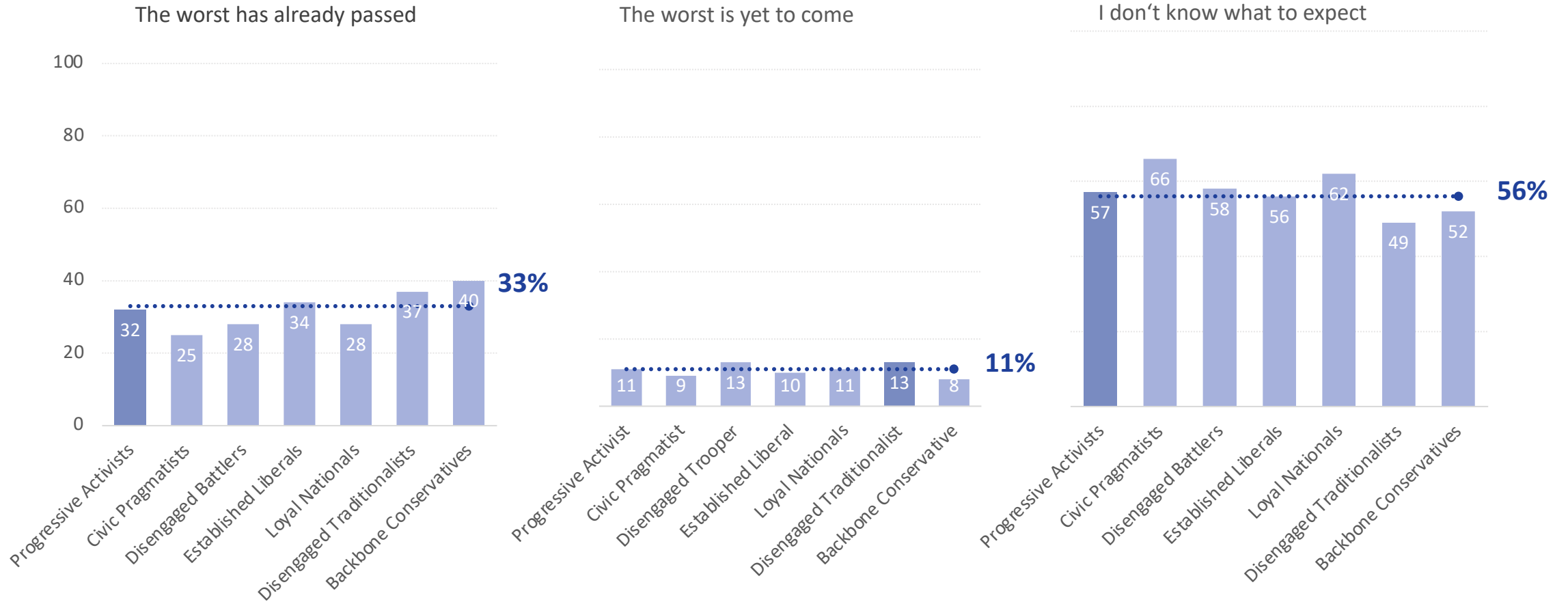


# Have we seen the worst of Covid yet?



Most Britons are unsure what to expect when it comes to the pandemic

*Thinking about the Covid-19 pandemic, would you say....*

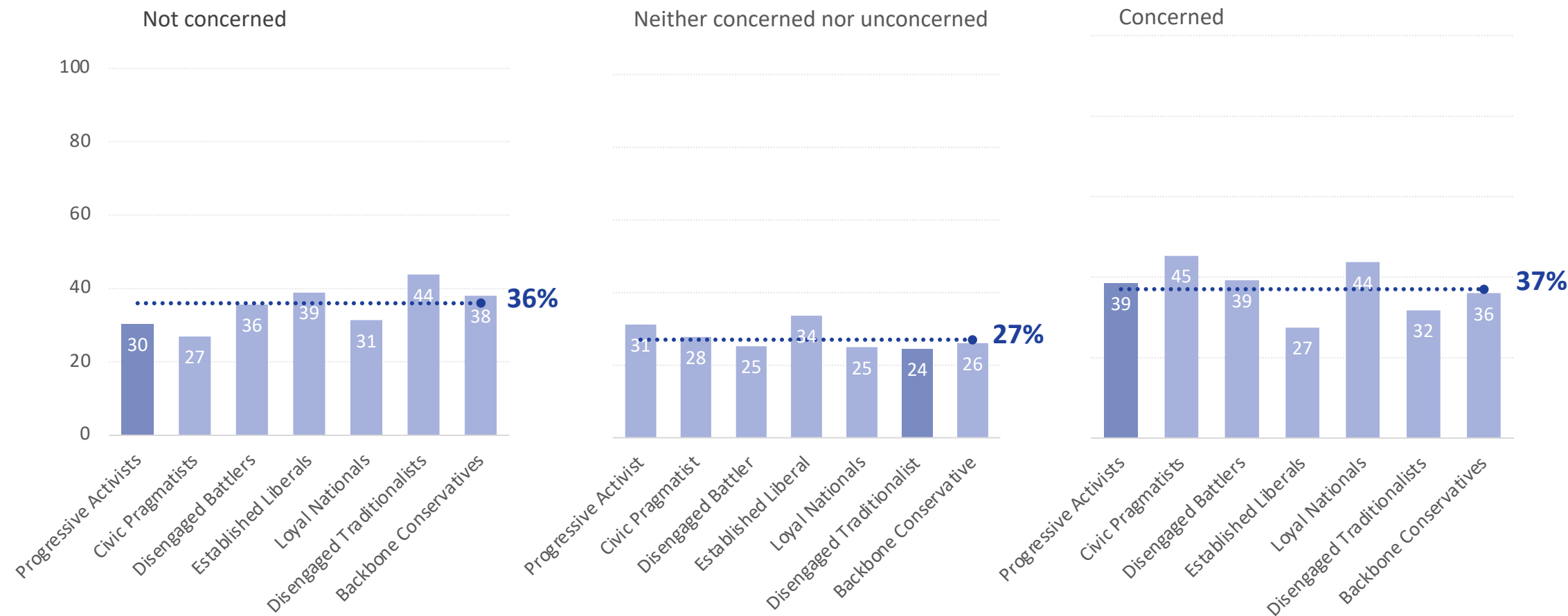


# Concern about contracting Covid-19



Britons are evenly divided about how concerned they are of catching Covid-19

How concerned are you personally about contracting Covid-19?



How concerned are you personally about contracting Covid-19? Scale from 0 to 10, 0-3 'not concerned', 4-6 'neither concerned nor unconcerned', 7-10 'concerned'

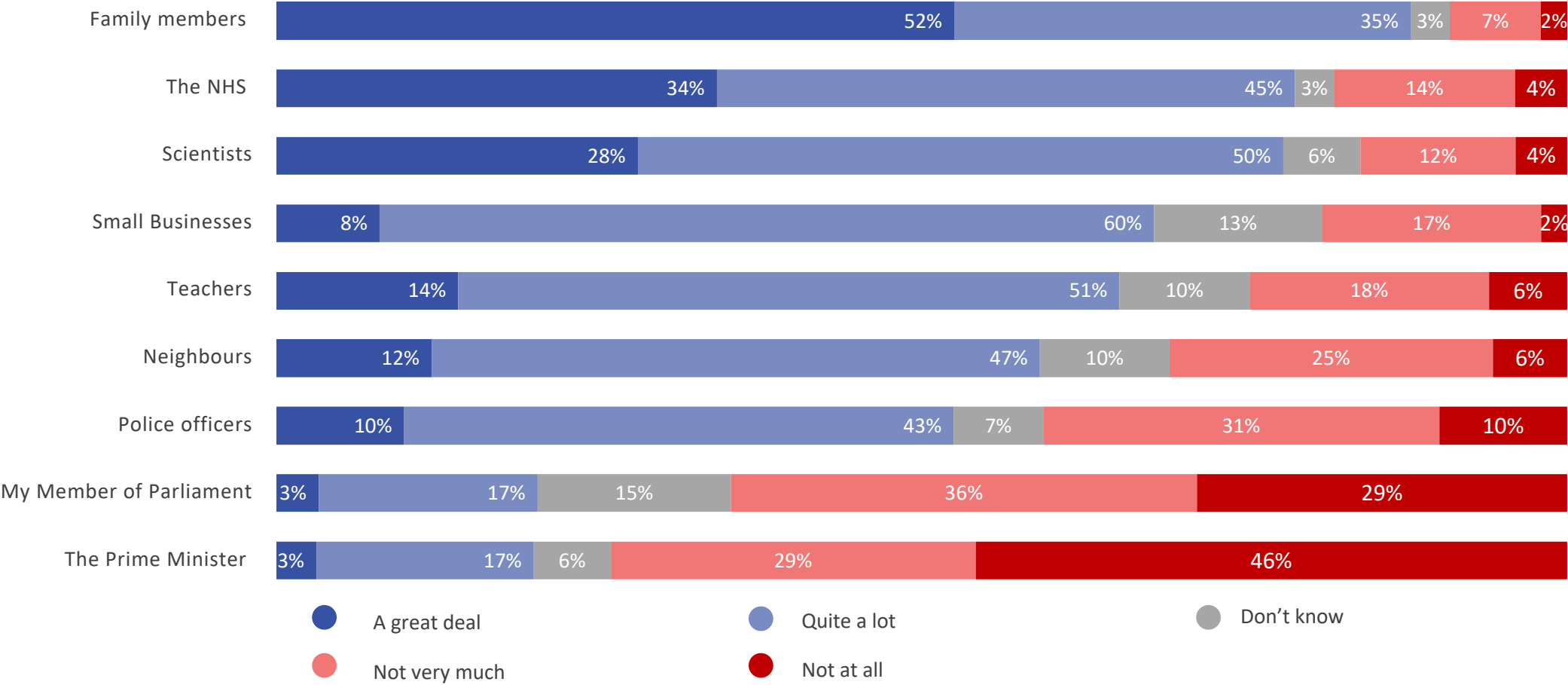


# Trust



The NHS remains one of the most trusted institutions in the UK, second only to ‘family members’, and far more trusted than anything related to politics

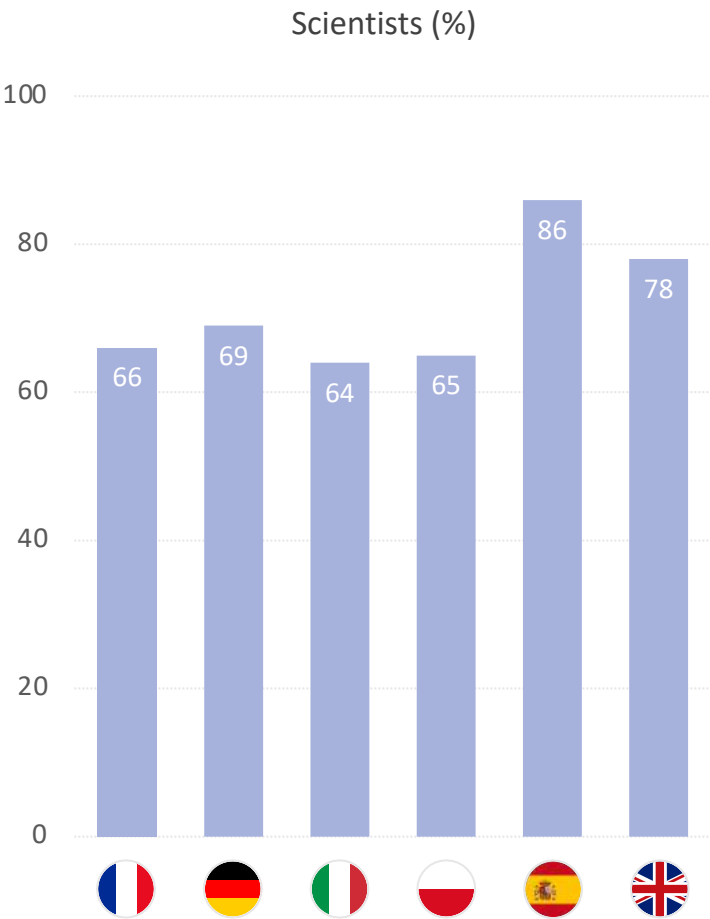
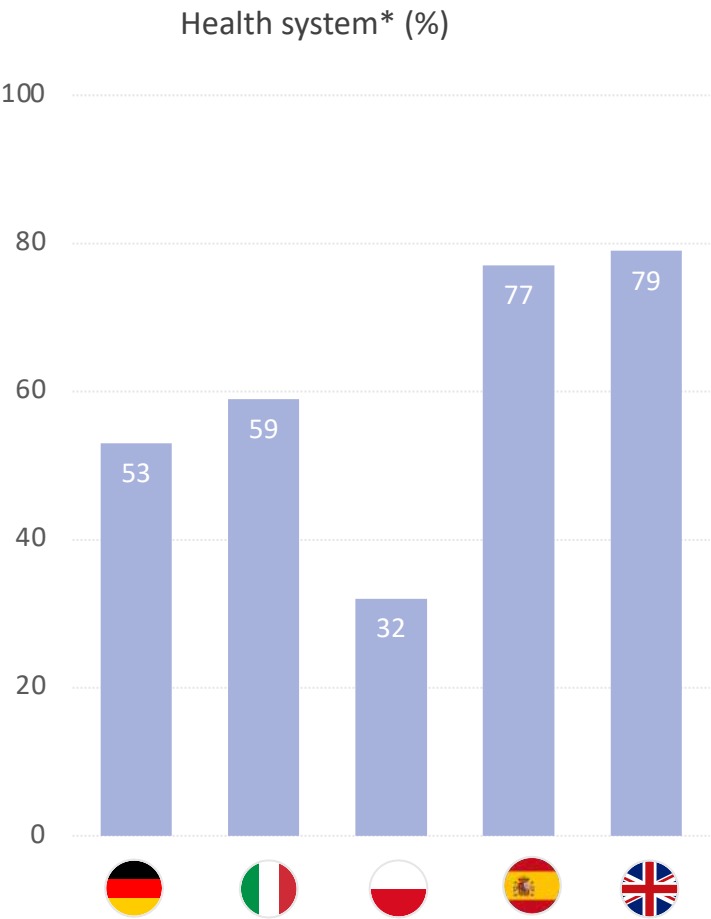
## How much trust do you have in the following?



How much trust do you have in the following? (selection of answers shown)

# Trust

Britons have a distinctly high level of trust in their health system

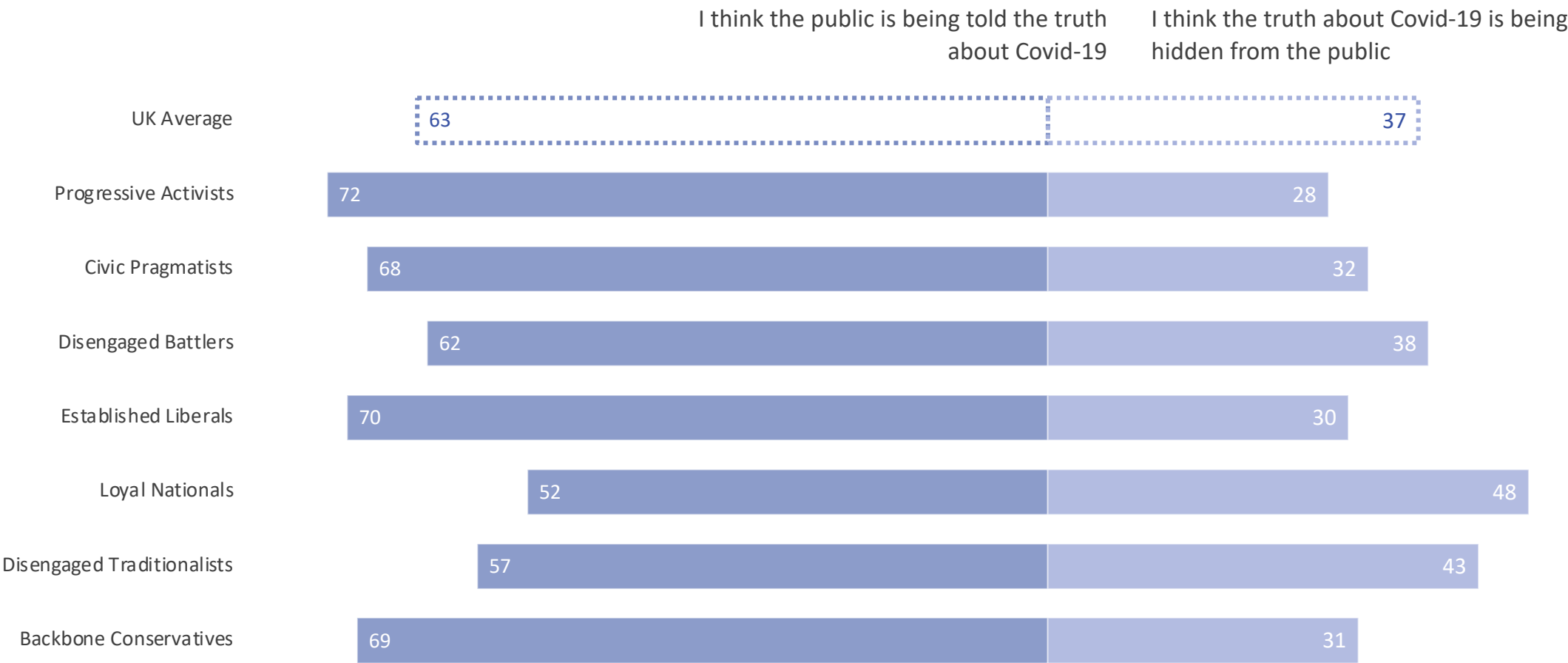


How much trust do you have in the following? \*Exact terminology varies by country, no data for France

# Are the public being told the truth about Covid?



Although most Britons believe that the public are being told the truth about Covid-19, a large minority disagree, particularly concentrated in the 3 ‘disengaged’ segments: Disengaged Battlers, Loyal Nations, and Disengaged Traditionalists

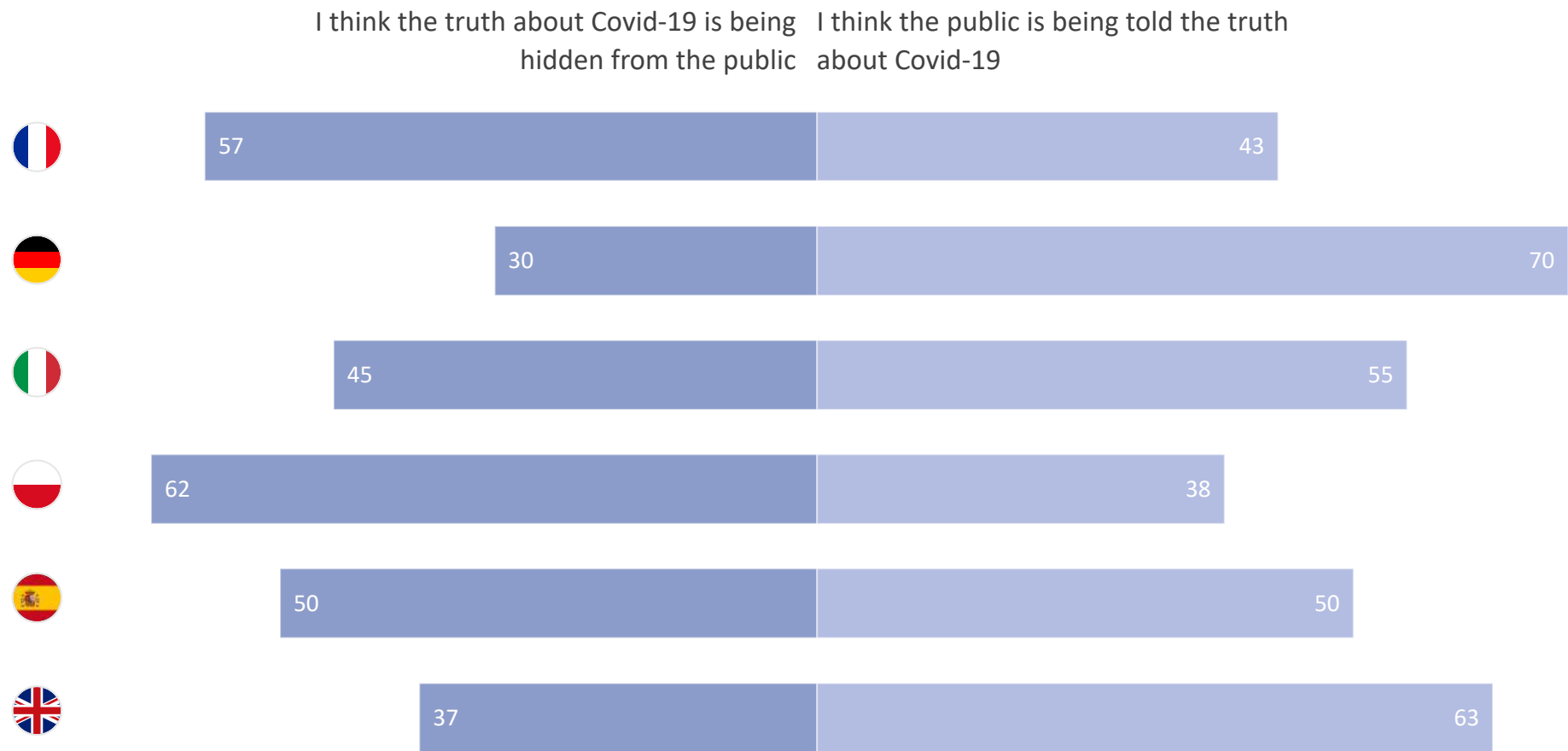


Which of the following statements do you agree with more?

# Are the public being told the truth about Covid?



Britons have one of the highest levels of trust that the truth is being told about Covid-19



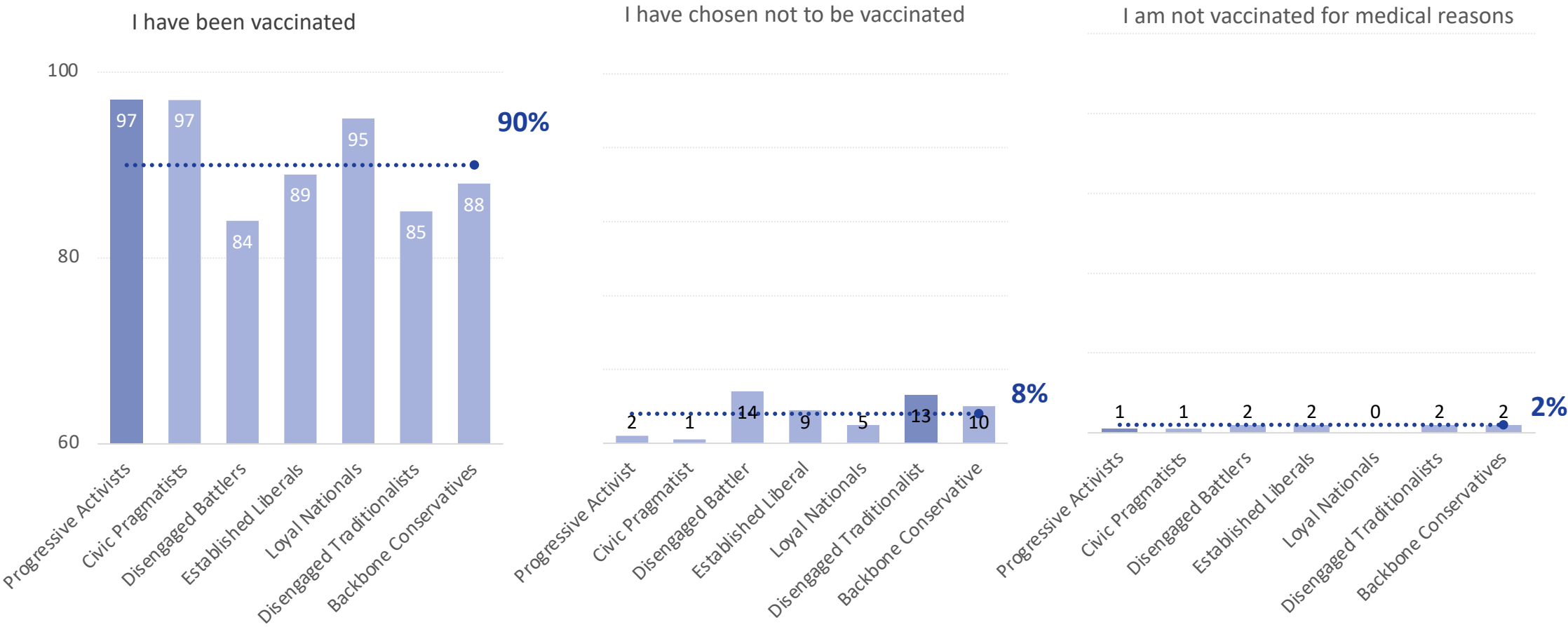
Which of the following statements do you agree with more?

# Vaccination status



The vast majority of Britons have been vaccinated across all segments

Which of the following describes your vaccination status for Covid-19?

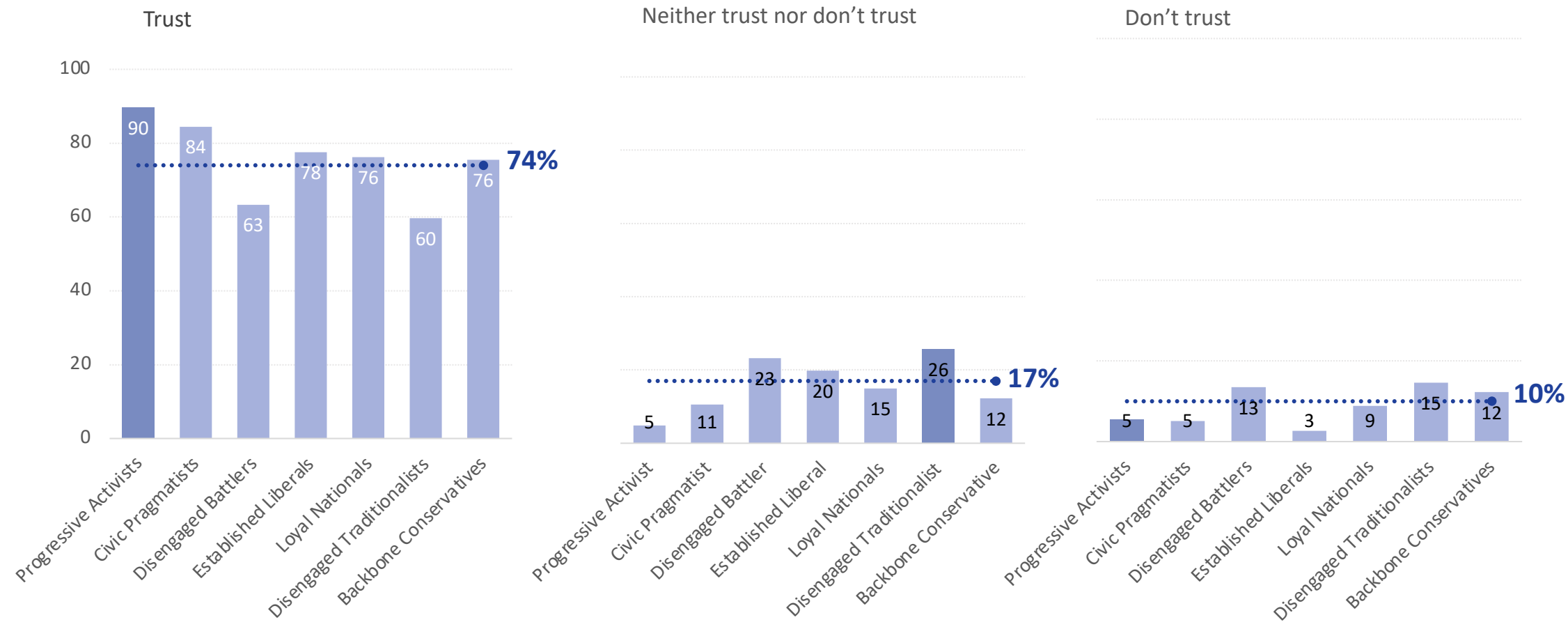


# Trust in vaccines



A vast majority of Britons trust that Covid-19 vaccines are safe – but there is a small minority who disagree, concentrated particularly among the Disengaged segments

On a scale for 0 to 10, where 0 is no trust and 10 is total trust, how much do you trust that Covid-19 vaccines are safe?

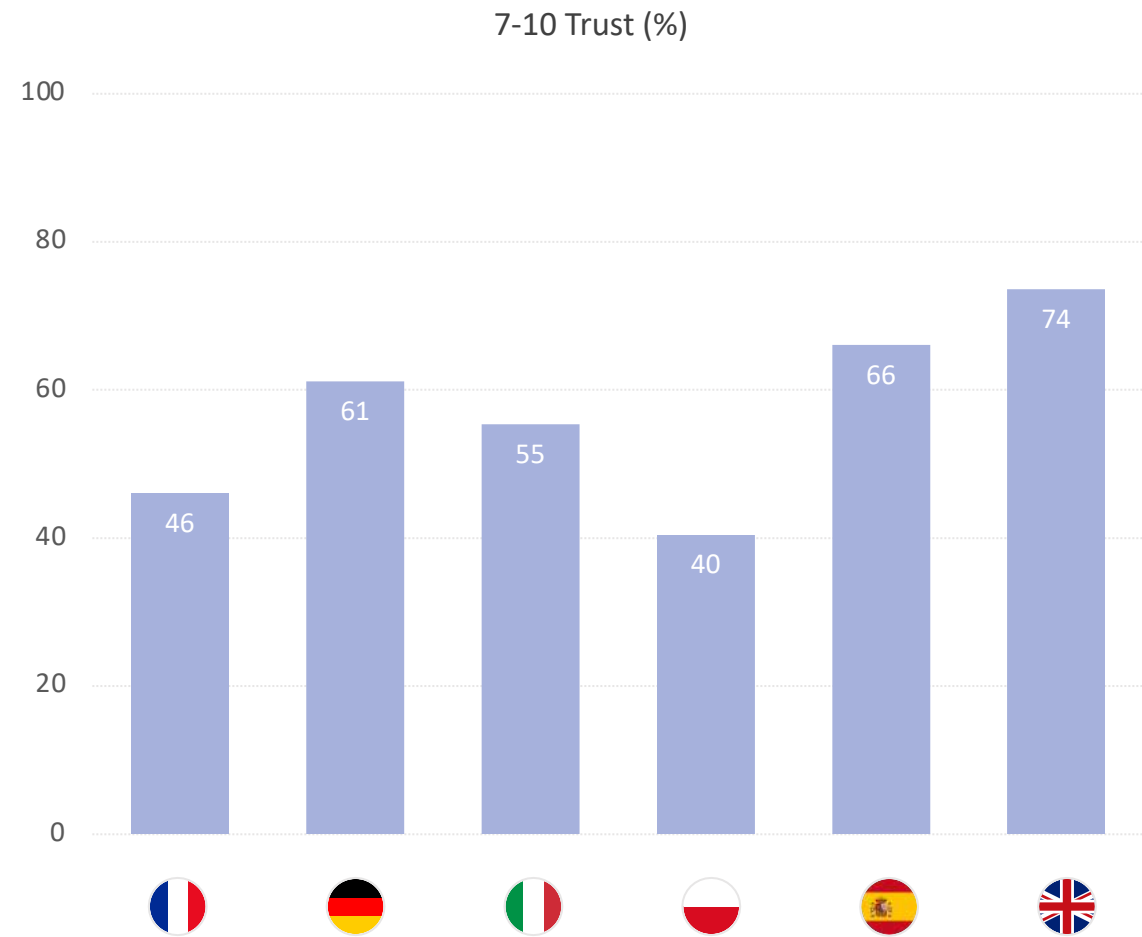


On a scale from 0 to 10, where 0 is no trust and 10 is total trust, how much do you trust that the Covid-19 vaccines are safe? 7-10 for 'trust', 4-6 for 'neither trust nor don't trust', 0 to 3 for 'don't trust'



# Trust in vaccines

Britons have the highest levels of trust in vaccines, relative to a selection of comparable European countries

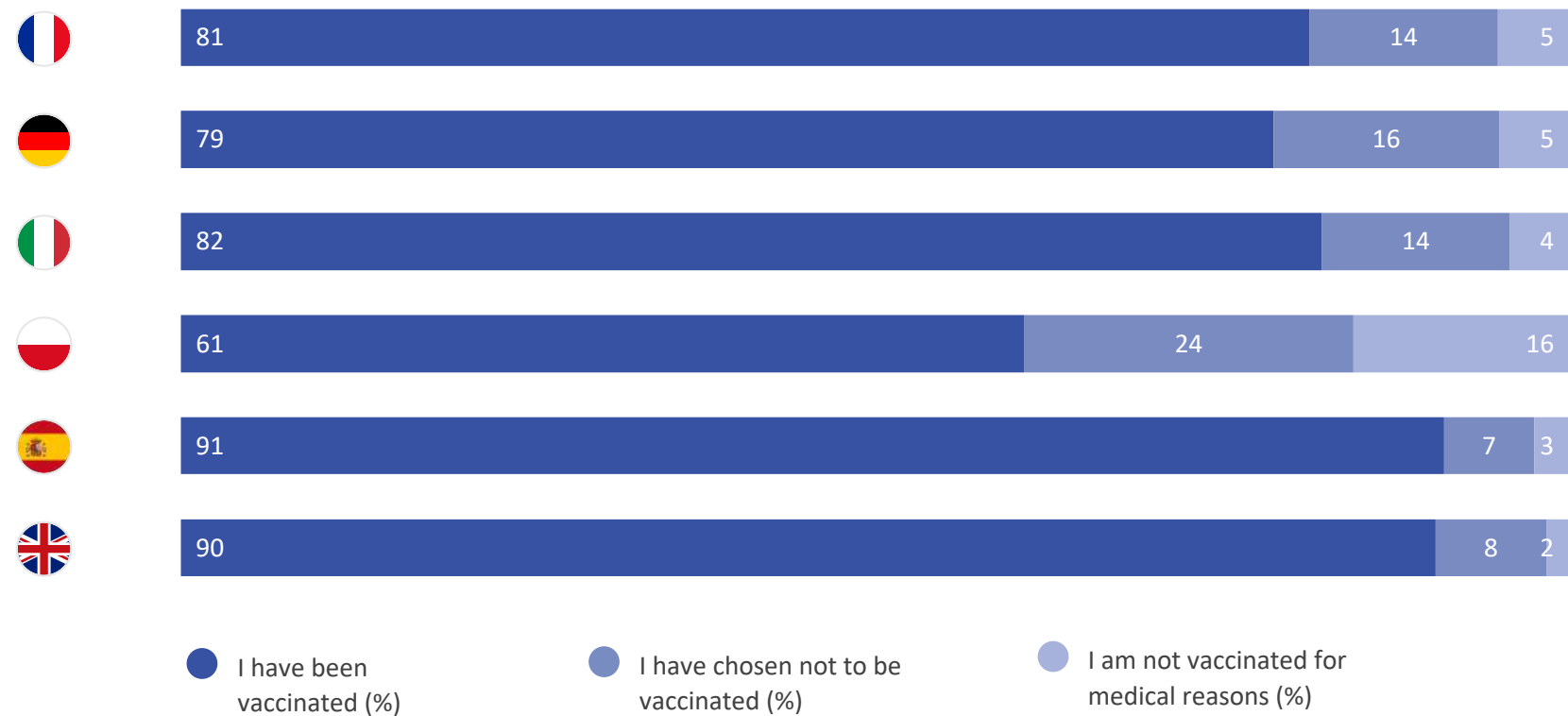


On a scale from 0 to 10, where 0 is no trust and 10 is total trust, how much do you trust that the Covid-19 vaccines are safe?

# Vaccine uptake



This has likely led to a higher vaccine uptake, compared to those countries (2<sup>nd</sup> only to Spain)



Which of the following describes your vaccination status for Covid-19?

*I think **there's a lot of disrespect at the minute. I still wear a mask when I go out, if I'm going in a shop. And the number of people that don't now. And I think the COVID rates are still going up. I had COVID a month ago. And I'll tell you what, I wouldn't wish it on anybody. And I've had both vaccines. So to see these people walking around and not ...***  
*Okay, if you don't want to wear a mask, fine, but keep social distance and they don't.*

*John, Loyal National, Blyth*

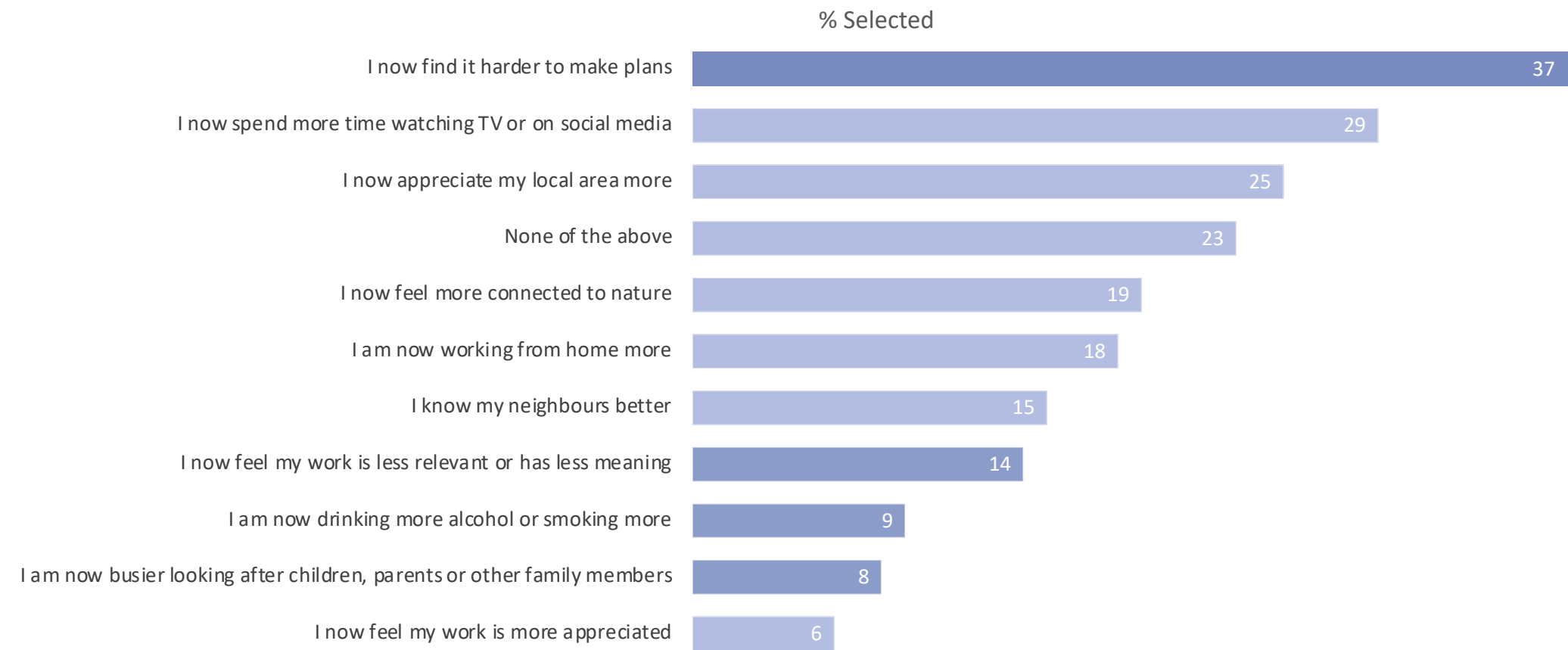
***I haven't had the vaccine.** Number one, you haven't had the long effects of COVID. We could all have cancer in 10 years from the effects of this. Number two, there's a 99.7% recovery rate from COVID. The chances are you're going to recover anyway. So, **why should I put some foreign substance in my body, when there's risks, there's blood clots, there's strokes. We got scientists saying different things.*** We've got these flimsy masks that cover, they're paper-thin, and that's going to save you from COVID? But yet, a farmer that works with pesticides wears this helmet with vents coming out all the way out there, and that's just for crop spraying. Here we are, **we got a deadly disease and it's a paper-thin, little, square mask.**

*David, Loyal National, Leeds*

# Practical impacts of the pandemic



Most Britons are finding it harder to make plans and are spending more time watching TV and using social media



Compared to before the pandemic, which of the following statements apply to you today?



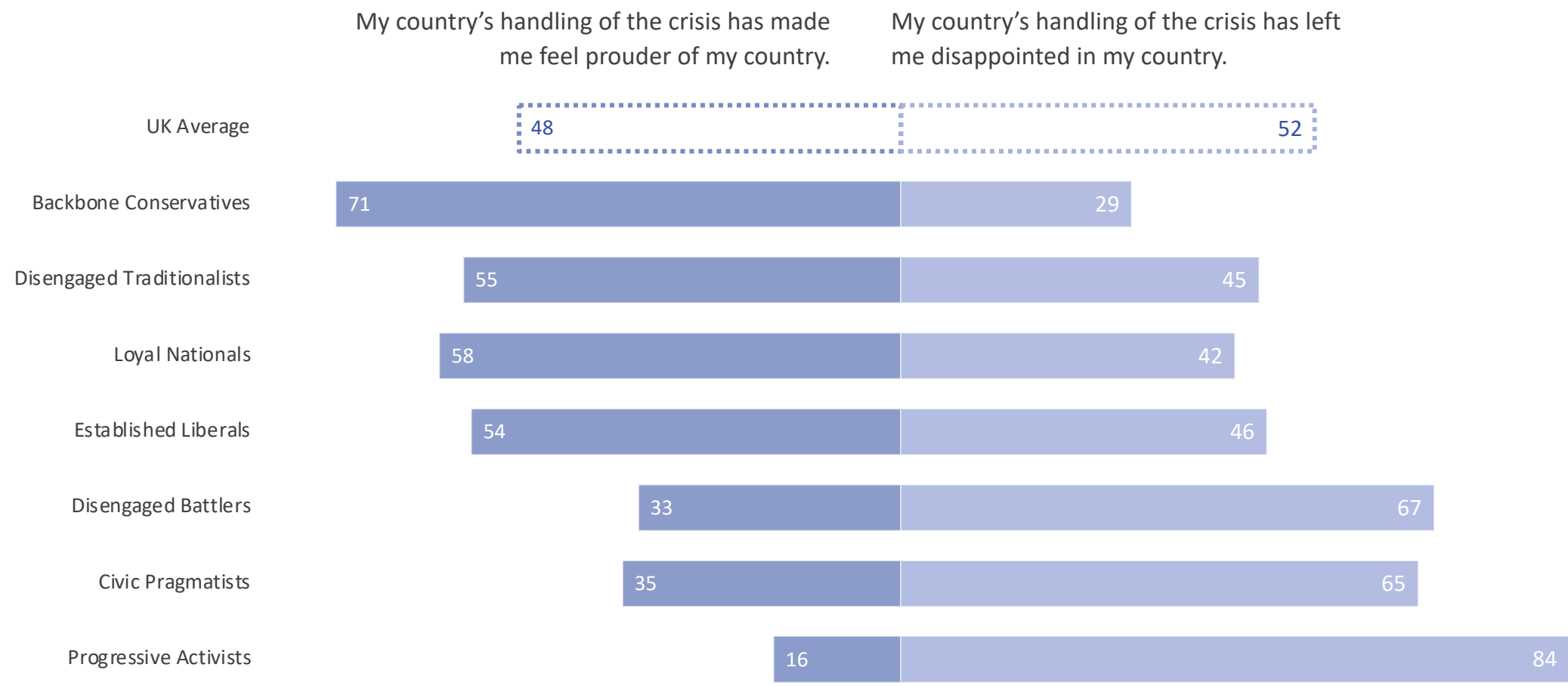
## Britons look towards life after Covid

- Britons are evenly divided (48:52) into pride and disappointment at the country's handling of the pandemic
- The pandemic has made few Britons more confident in our ability to tackle future challenges (21 per cent more confident), it has mostly made Britons less confident (37 per cent) or had no impact at all (42 per cent)
- People think NHS Waiting Lists should be the government's top priority in 2022
- The move to online GP appointments is deeply unpopular
- Two thirds of Britons feel the government isn't doing enough for young people under 25
- Mental health, housing and jobs are the top 3 post-pandemic priorities for helping young people

# Covid-19: proud or disappointed?



Britons are evenly divided into proud/disappointed on the country’s handling of the pandemic, but the differences between segments are stark



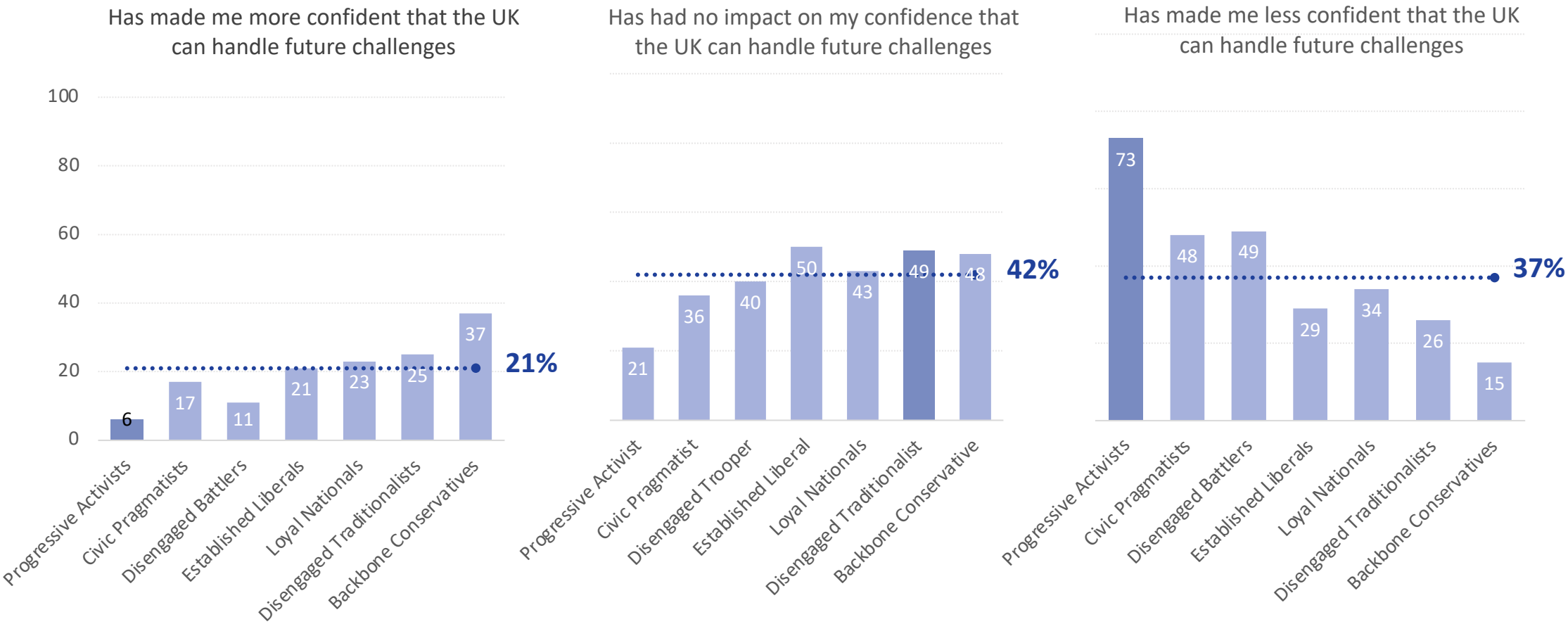
Which of the following statements do you agree with more?

# Covid-19 and confidence ahead of future challenges



Almost twice as many Britons say the pandemic has made them less, rather than more confident that the UK can handle future challenges. But a plurality say it has had no impact

The Covid-19 pandemic...



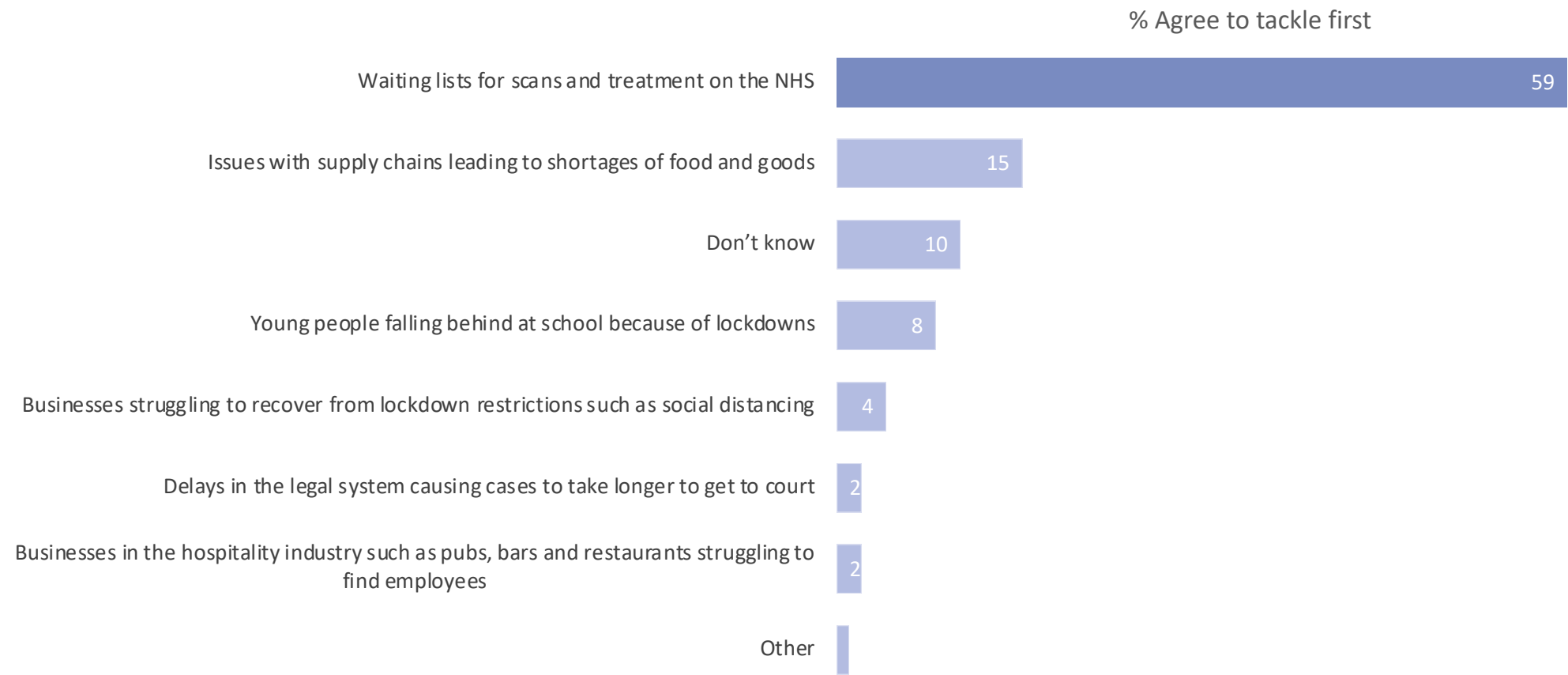
Which of the following statements do you agree with more?



# What backlog the government should tackle first?



Almost two thirds of Britons want the government to tackle NHS waiting lists as the top priority

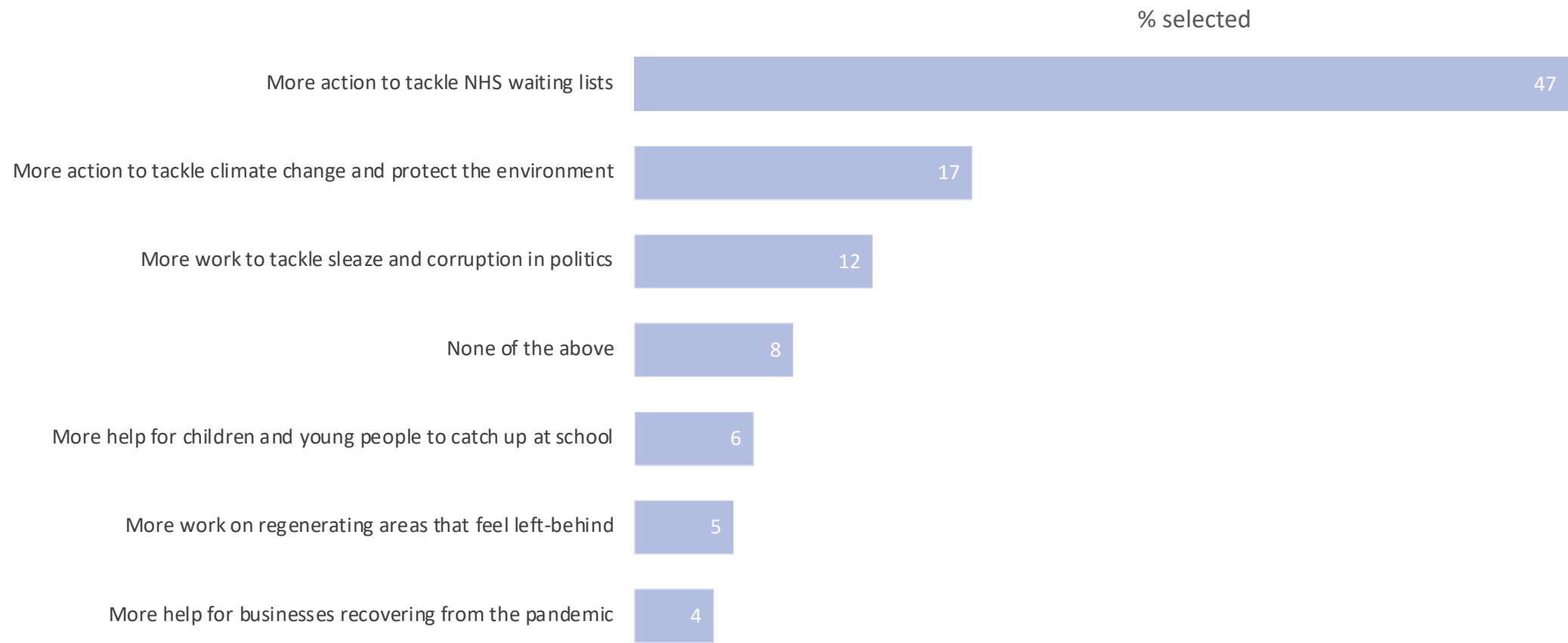


Thinking about some of the problems that the pandemic has caused to businesses and public services, which of the following do you think is most important to tackle first?

# New Year Resolutions 2022



Phrased a different way, the public still overwhelmingly identify NHS waiting lists as a main concern



Which of the following do you think should be Government’s top New Years resolution for 2022?

*The planned operation list really took a knock with the COVID thing, and they're saying it's going to be so many years before they get back on track. I mean, **there's going to be so much more cancer not caught when it could be treatable.** Stuff like that. **Operations that people are waiting for in pain.** I mean, I need an operation on my back and that's being put back twice. So yeah, that's a big concern*

*Trica, Loyal National, Bolton North East*

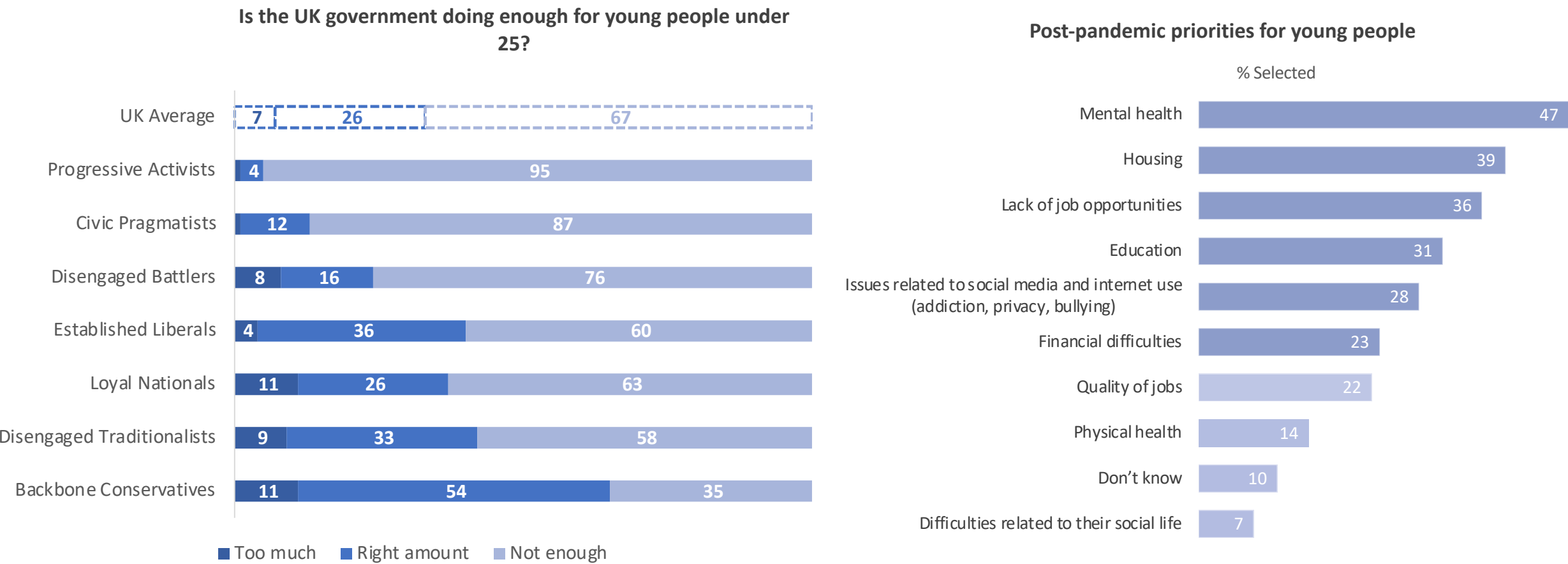
***You can't get anything unless you're absolutely on your last legs.** I'm in need of routine blood test, but if they're not urgent, they're not doing bloods at the moment*

*Carol, Disengaged Battler, Oldham*

# Post-pandemic priorities for young people



Most Britons think the government is not doing enough to support young people and want the government to focus on mental health, housing and jobs



Thinking about issues facing people under the age of 25, do you think the British government is doing: Doing far too much; Doing the right amount; Doing too much; Not doing enough; Not doing nearly enough (categories merged, don't knows excluded) AND Of the specific issues facing young people in the UK as we emerge from the pandemic, which ones do you think should be addressed as a priority? Select up to 3.

65

*COVID's caused another problem, which is mental health.  
**Mental health has gone through the roof with COVID and I  
blame the media and the news.** All this people isolating, people  
locking people down in their own homes. There's a lot of lonely  
people out there, who are just on their own and they've been on  
their own for months and months and months. So, **I've a big  
thingy about mental health as well, because that's killing  
people***

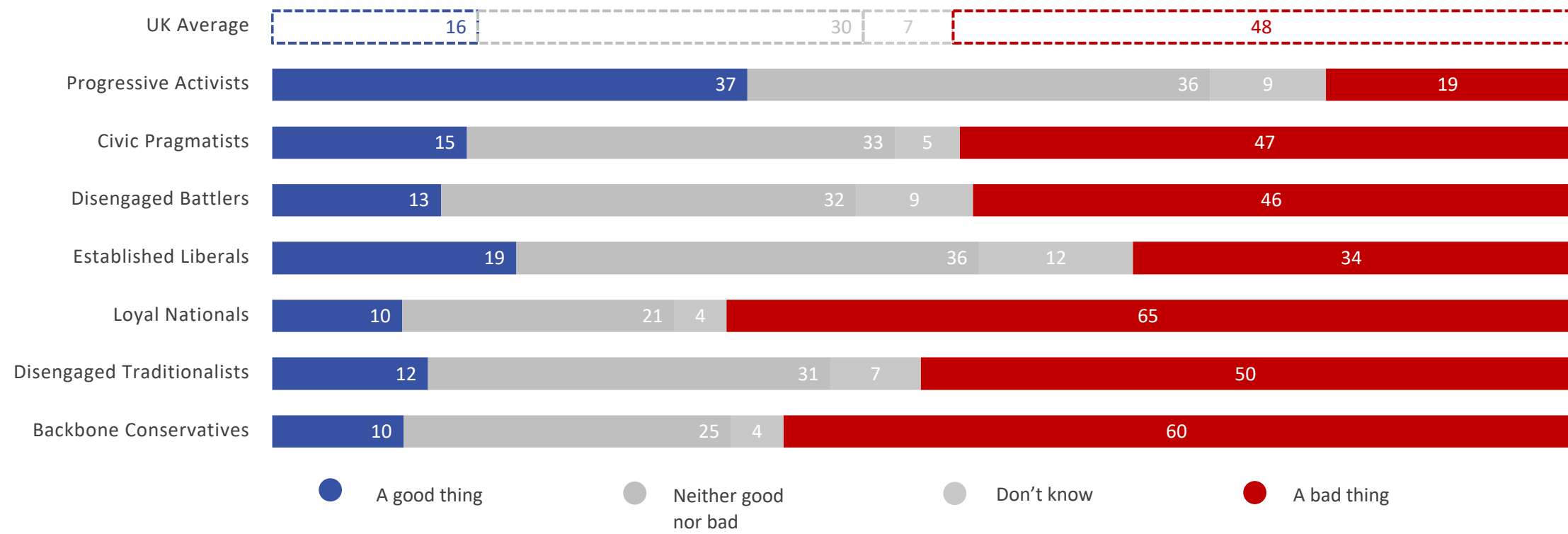
*Gary, Loyal National, Bolton North East*

# Online GP appointments



Almost half the population say the move to online GP appointments is a bad thing, compared to just one sixth who say it is good

During the pandemic lots of GP (General Practitioner) practices moved to online appointments. Has this move been a good or a bad thing?



During the pandemic lots of GP (General Practitioner) practices moved to online appointments. Has this move been a good or a bad thing?

*My littlest is three, and he gets quite unwell with just like ear infections, chest infections, and **trying to get a doctor's appointment is a nightmare. And they don't want to see you.** They do it over a phone...the doctor was like, "Okay. Well, we'll just prescribe you some antibiotics because it's an ear infection." I'm like, "**But how do you know, because you won't see him?**"*

*Everything is, "Well it's because of COVID, it's because of COVID." So I think at the beginning it was like all these things were happening because of COVID, but now I think they're getting used to saying it far too often, and **everything is becoming an excuse for COVID***

*Emma, Disengaged Battler, Blackpool*



A blue-tinted photograph of a shopping cart filled with groceries in a supermarket aisle. The cart contains a large pumpkin, a bunch of bananas, a pineapple, a bag of leafy greens, a bag of grapes, and a carton of eggs. The background shows shelves stocked with various products.

## **5) Cost of Living**



# What Britons think about cost of living

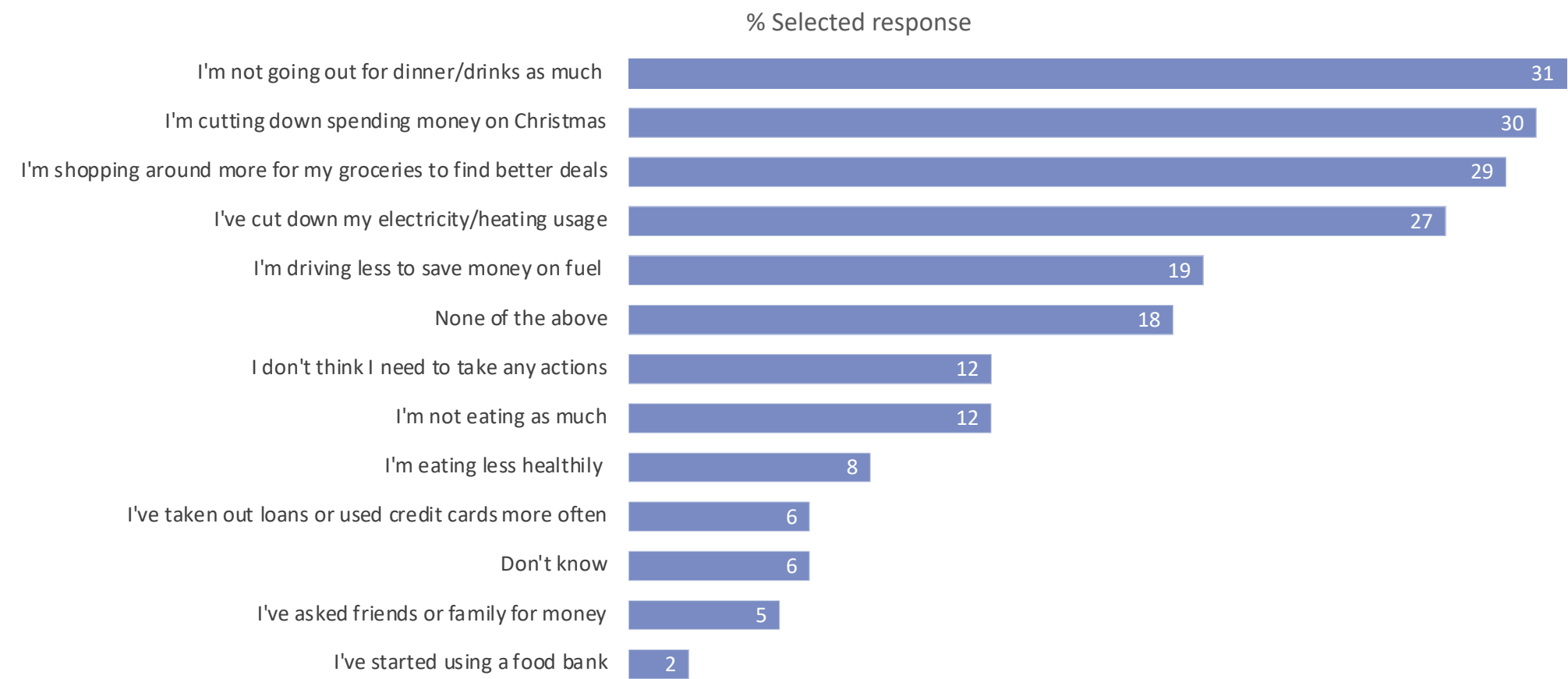
- **Most Britons expect it to become more difficult for to manage the cost of living over the next year**
  - For themselves (62 per cent agree),
  - For their family and friends (57 per cent agree)
  - For their neighbours (43 per cent agree)
- Britons are most likely to have made changes to shopping or socialising in response to rising cost of living – some are cutting down on heat and electricity as well.
- **Most people blame global pressures, poor government planning and Brexit for rises in the cost of living**
- **The Disengaged Battler segment are struggling most.** Almost one quarter describe themselves as ‘struggling to make ends meet’, considerably higher than any other segment
  - They are second-most likely to have used a food bank
  - Most likely to say they are dealing with rising cost of living by not eating as much
  - Second-most likely to rank rising cost of living as top issue facing the country



# What have you done to deal with rising cost of living?



Britons are most likely to have made changes to shopping or socialising in response to rising cost of living

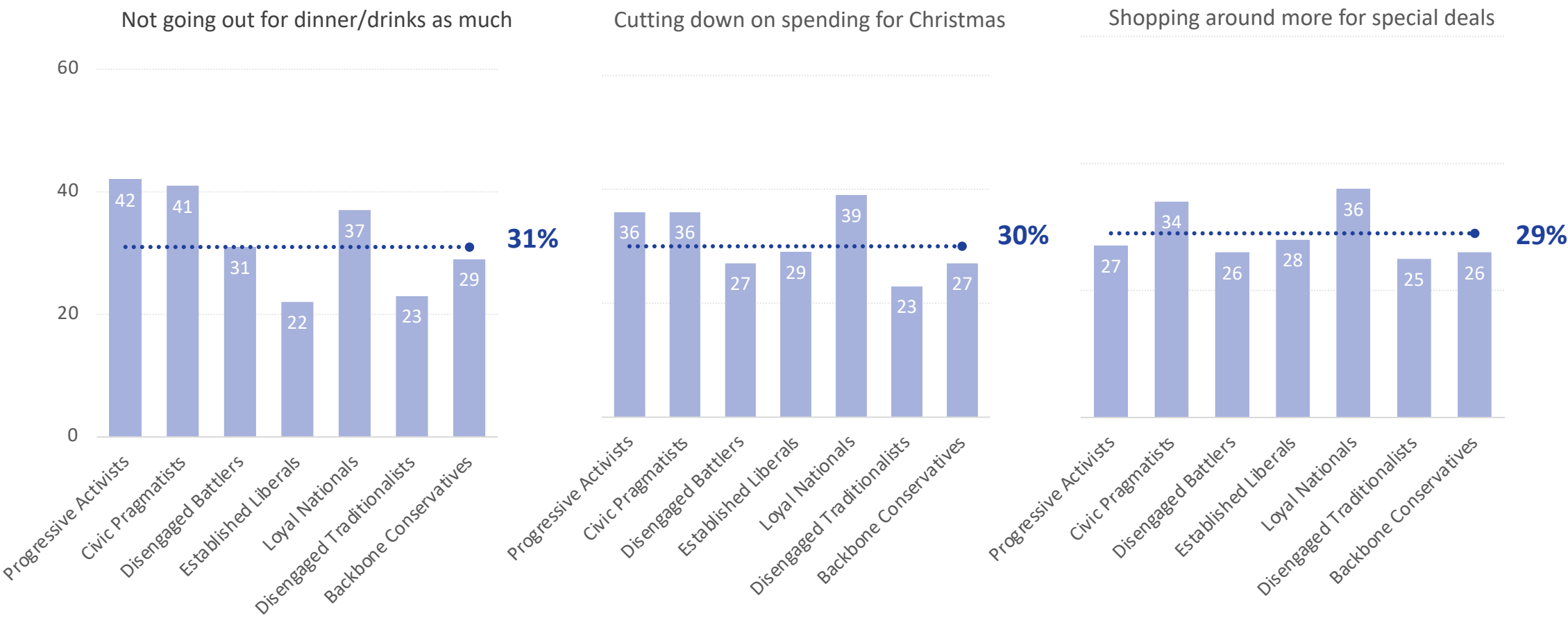


Which of the following actions have you taken in recent months to deal with the rising cost of living, if any?

# Actions to deal with rising cost of living (by segment)



A third of Britons are cutting down on spending on shopping and socialising

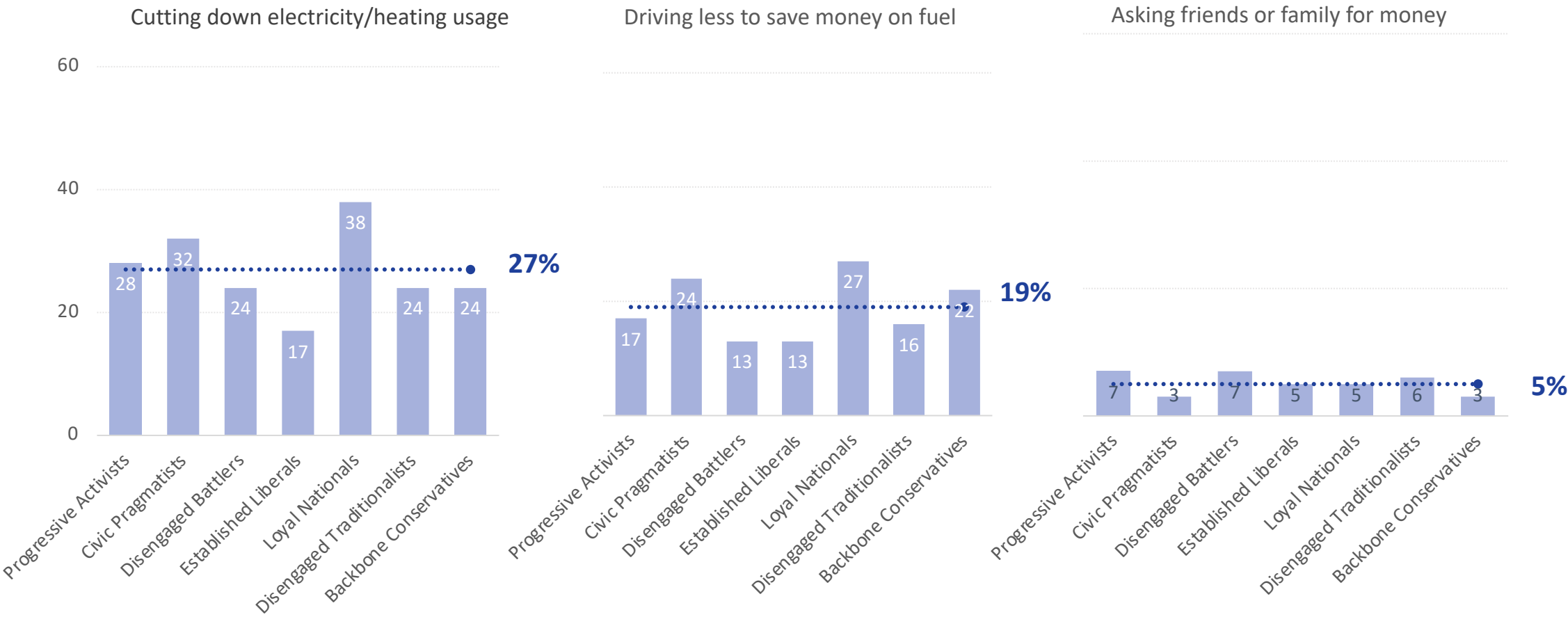


Which of the following actions have you taken in recent months to deal with the rising cost of living, if any?

# Actions to deal with rising cost of living (by segment)



More than a quarter of Britons are cutting down on electric/heating, and a fifth of Britons are driving less to save money on fuel

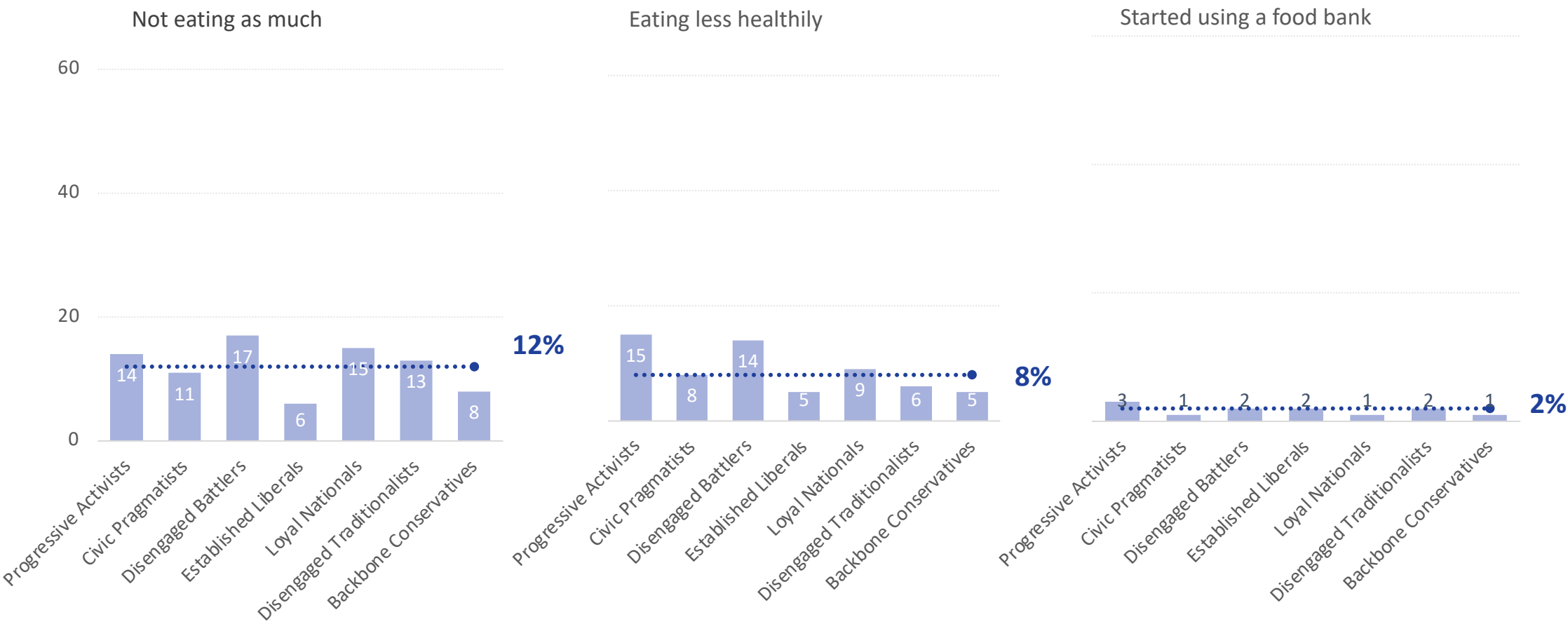


Which of the following actions have you taken in recent months to deal with the rising cost of living, if any?

# Actions to deal with rising cost of living (by segment)



1 in 10 Britons are changing their eating habits in response to the rising cost of living. 1 in 50 Britons have started using foodbanks

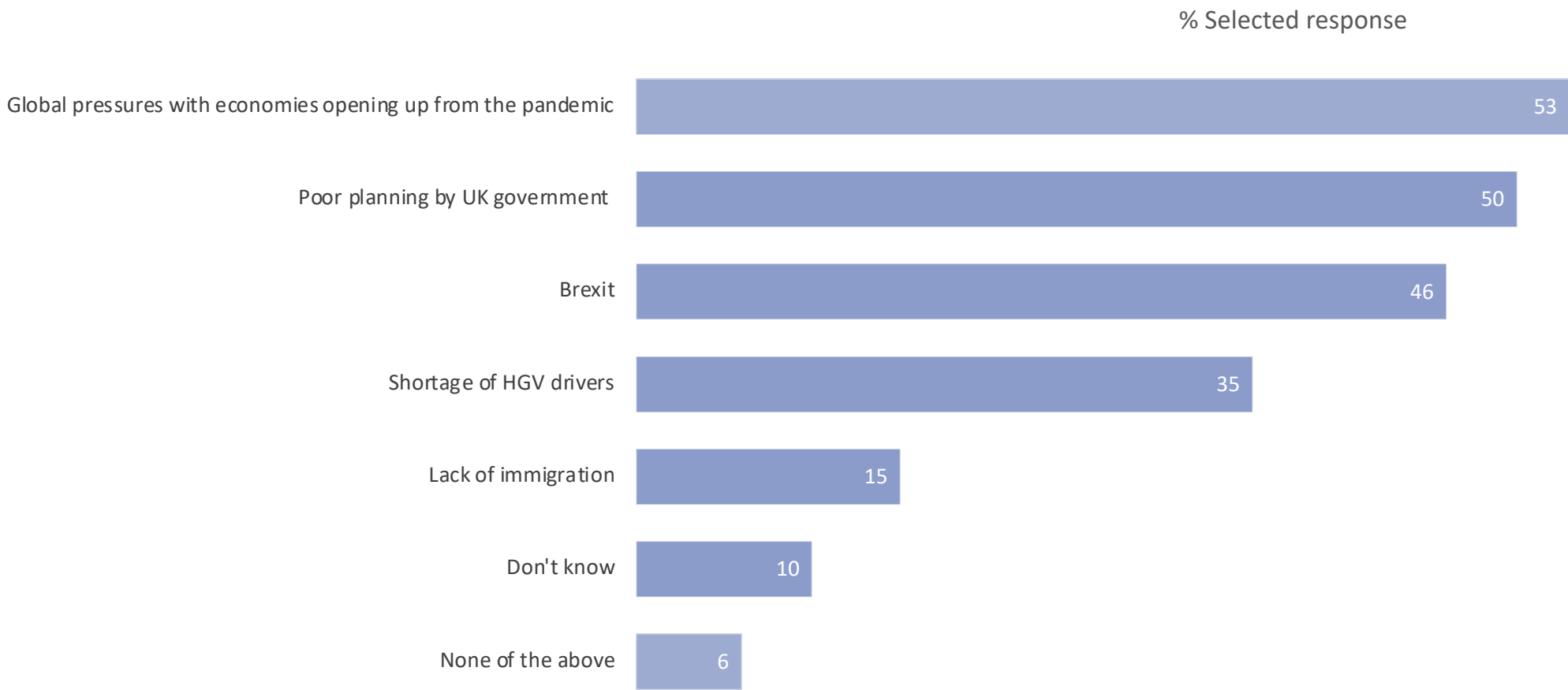


Which of the following actions have you taken in recent months to deal with the rising cost of living, if any?

# What's to blame for the rising cost of living?



Britons blame global pressures, poor government planning and Brexit for the rising cost of living



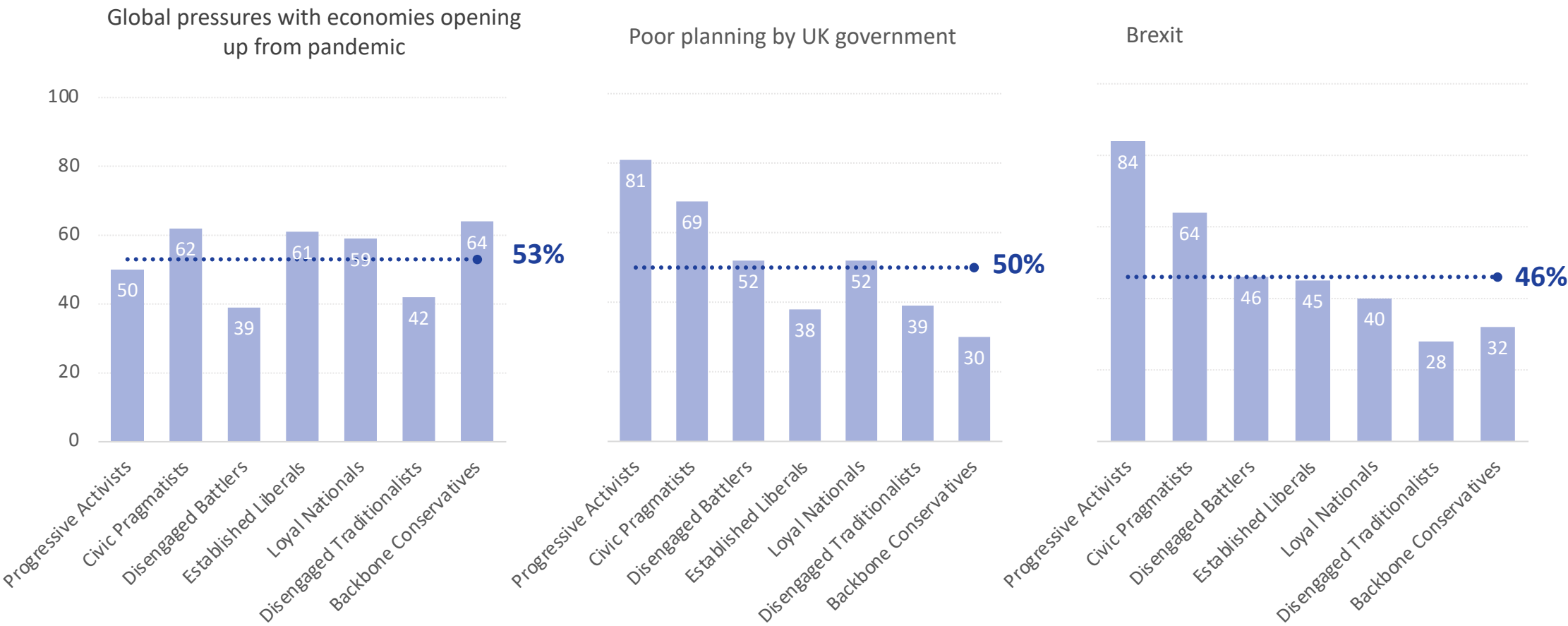
What do you think is to blame for the rising cost of living? Select all that apply



# What's to blame for the rising cost of living (by segment)



Segments blame different factors for the rising cost of living

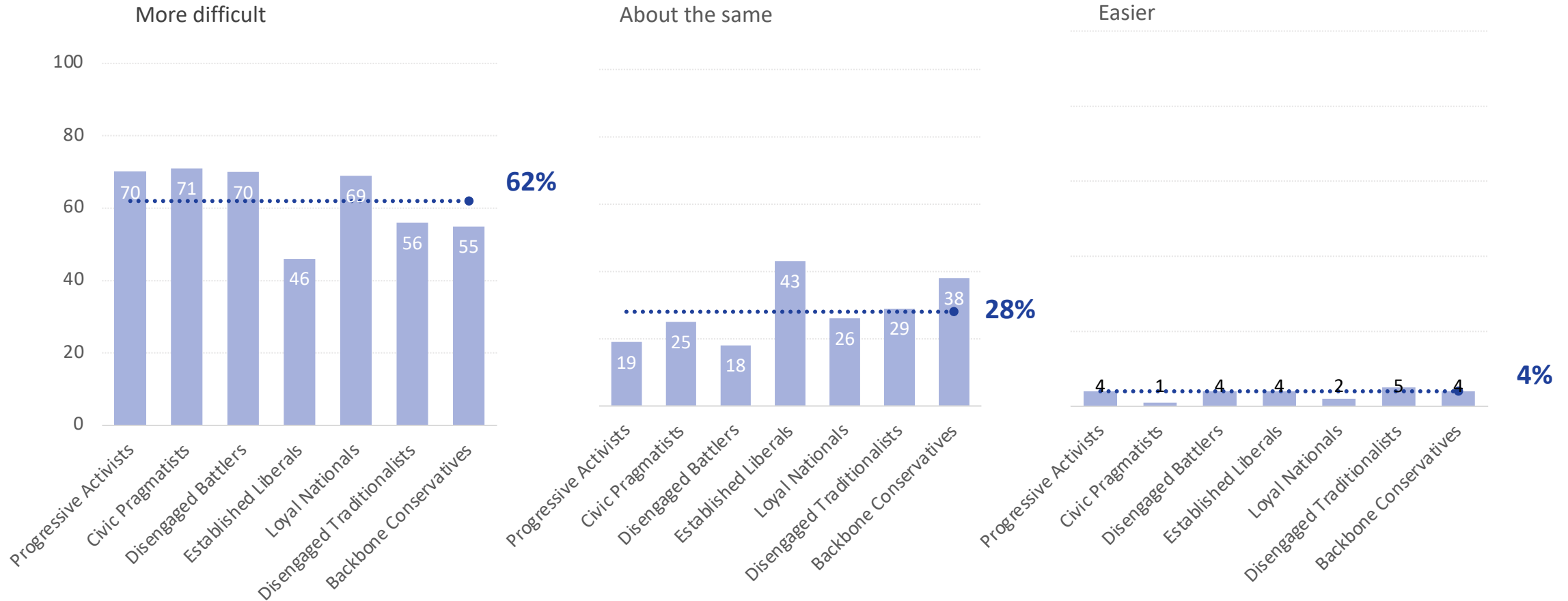


Which of the following actions have you taken in recent months to deal with the rising cost of living, if any?

# Will the cost of living become more difficult/easier to manage for you personally over next year?



Two thirds of Britons expect the cost of living to become more difficult for them to manage over the next year

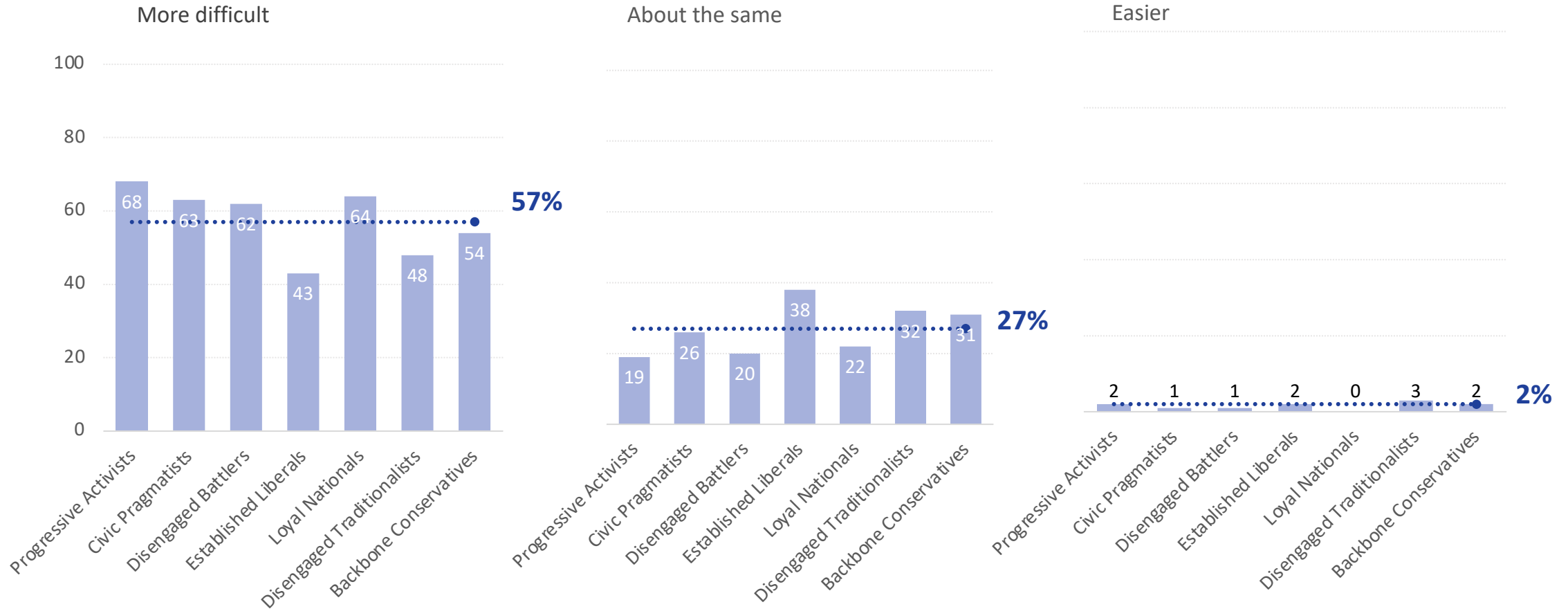


Do you think the cost of living will become more difficult or easier to manage over the next year for you personally? \*Don't knows not displayed\*

# Will the cost of living become more difficult/easier to manage for your friends and family over next year?



Three in five Britons expect the cost of living to become more difficult for their friends and family to manage over the next year

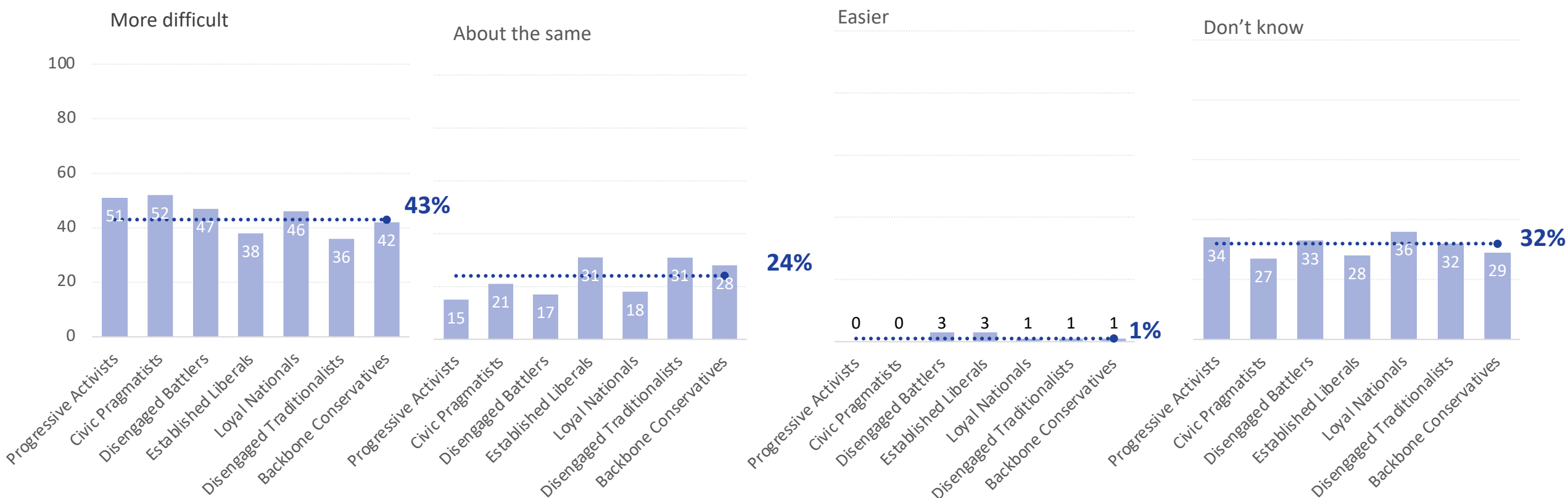


Do you think the cost of living will become more difficult or easier to manage over the next year for your friends and family? \*Don't knows not displayed\*

# Will the cost of living become more difficult/easier to manage for your neighbours over next year?



Britons think the cost of living will become more difficult to manage for their neighbours, but 3 in 10 don't know



Do you think the cost of living will become more difficult or easier to manage over the next year for your neighbours?



# Most important issues facing the country?

Disengaged Battlers and Disengaged Traditionalists rank the 'cost of living' as the top issues facing the country today

The average top issues facing the country for most Britons are:

1. Covid-19
2. Supporting the NHS
3. The cost of living

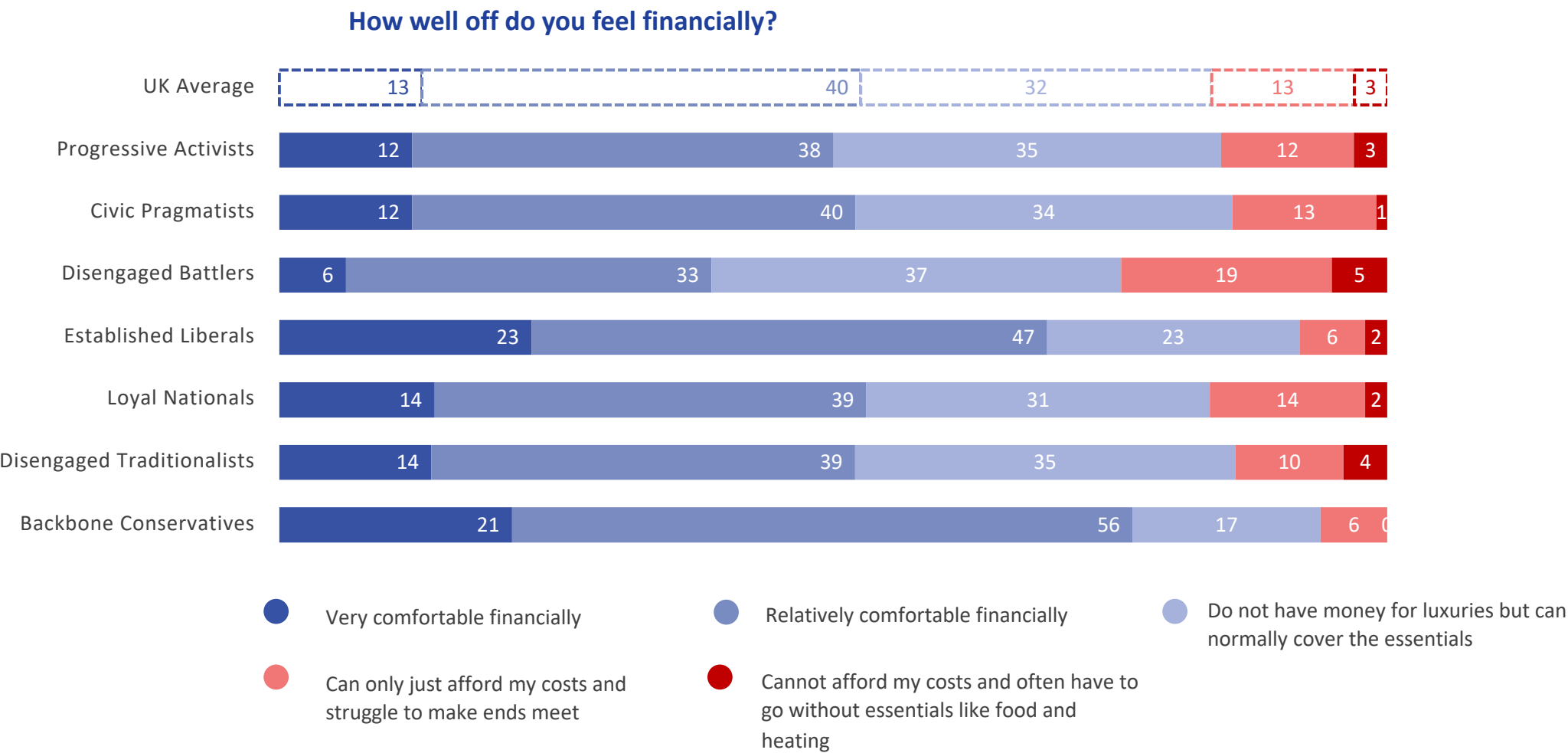
**44% of Disengaged Battlers put the cost of living in the top 3 issues facing the country – 4 percentage points ahead of the next issue for the group on Covid-19 (40%)**

**48% of Disengaged Traditionalists put cost of living in the top 3 issues – closely followed by Covid-19 (47%), then asylum seekers crossing the channel (39%)**

# How well off would you say you feeling?



Only half of Britons say they are comfortable financially, and the Disengaged Battlers are the segment struggling the most



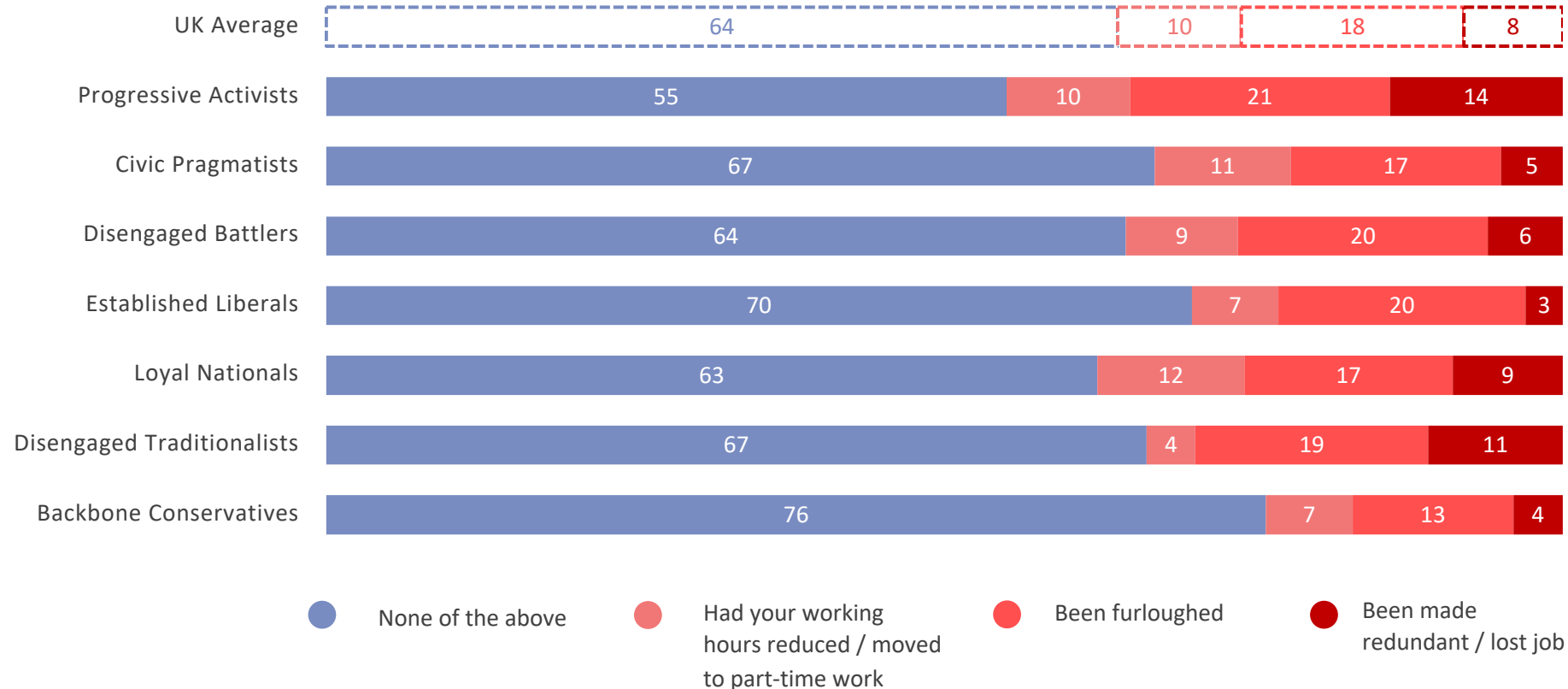
How well off do you feel financially? Source: More in Common - Public First

# Economic impacts of the pandemic on the segments



Over one third of working Britons have had their job impacted by the pandemic, with one in five being furloughed, and almost one in ten losing their job entirely

## Have you experienced any of the following due to the pandemic?



Have you experienced any of the following as a result of the Coronavirus (COVID-19) outbreak in the UK? (excluding retired and those out of work)



## **6) Britons' approach to change**







## Britons and change

- **Britons want to see a return to normal in their everyday lives** – but compared to other countries they have the largest minority of people wanting to make changes to their lives.
- **Britons want to use the pandemic to make important changes to the country** – with the joint top result of all countries we surveyed – but this desire for change is down 5 points from June 2020.
- On the pace of change for climate transition, **Britons prefer gradual change that gets transition done right** (58 per cent support) over rapid change which gets transition done quickly (42 per cent support)
- Most Britons (49 per cent) think that changes in environmental policy will make little impact on their life



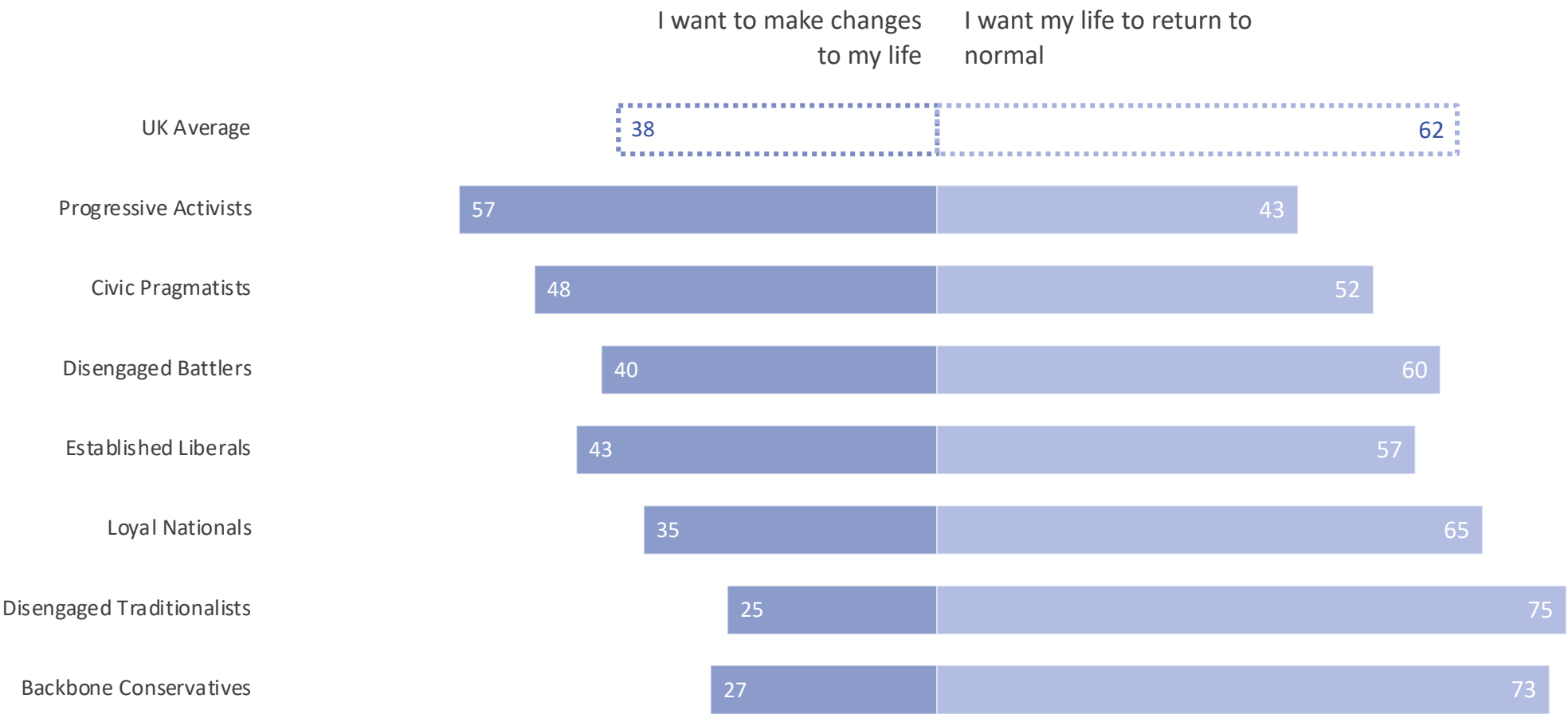
## Britons and change

- The environmental change that Britons believe will be most beneficial to Britain are: cleaner air, better prospects for future generations, better quality of life and better protection from extreme weather events
- Disengaged segments are more likely to be sceptical or disengaged from the discussion of the benefits of a more environmentally-friendly lifestyle
- When thinking about what's the price worth paying for a greener Britain:
  - Most Britons find farmers losing their jobs and politicians profiting to be unacceptable
  - Banning plastics is hugely popular
  - On most other potential consequences, Britons are evenly divided and many are undecided

# Covid-19: the new normal?



Britons largely want their lives to return to normal, rather than making changes

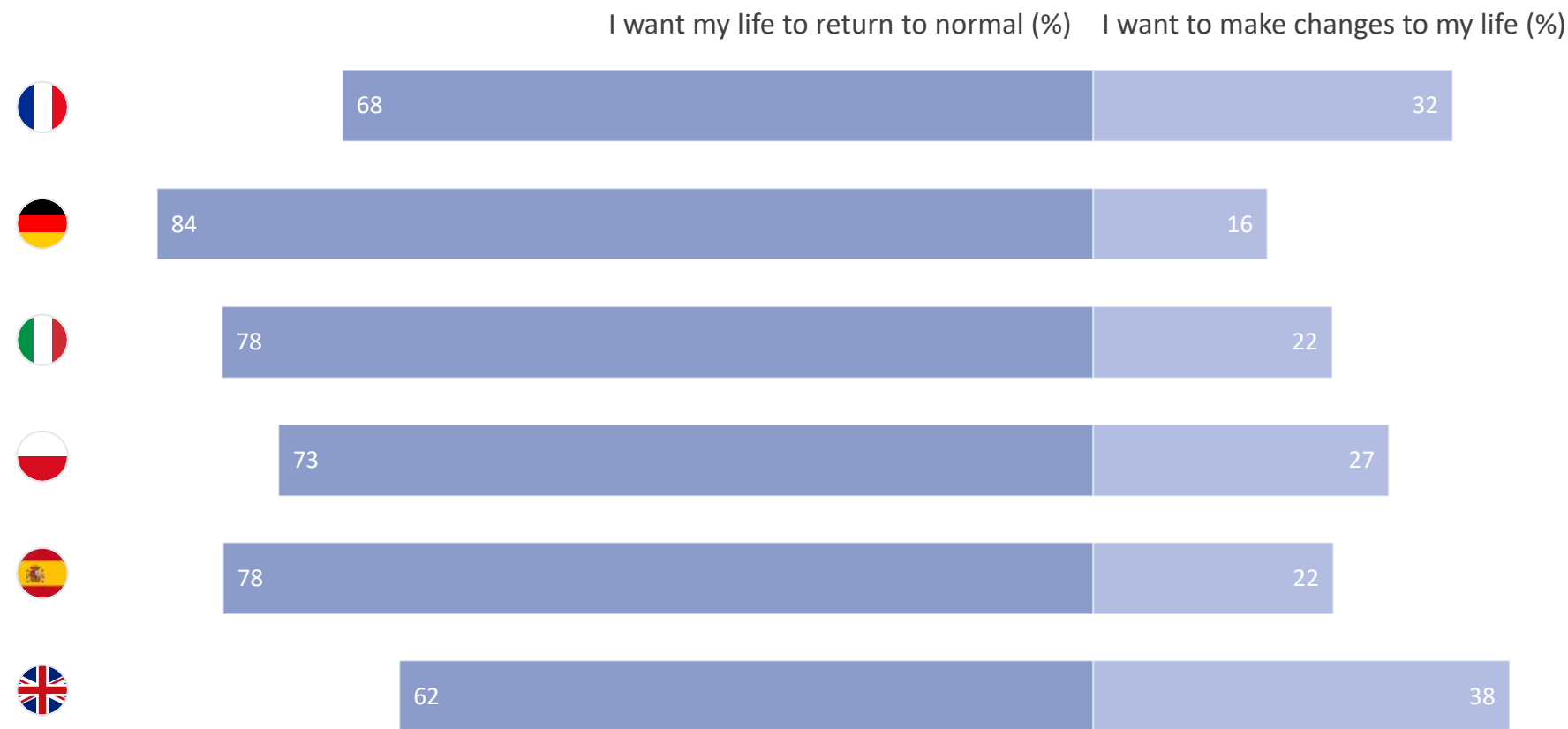


Which of the following statements do you agree with more? I want to make changes to my life; I want my life to return to normal

# Covid-19: the new normal?



Britons are more likely than those in other European countries to want to make changes to their life – but the majority still want a return to normality

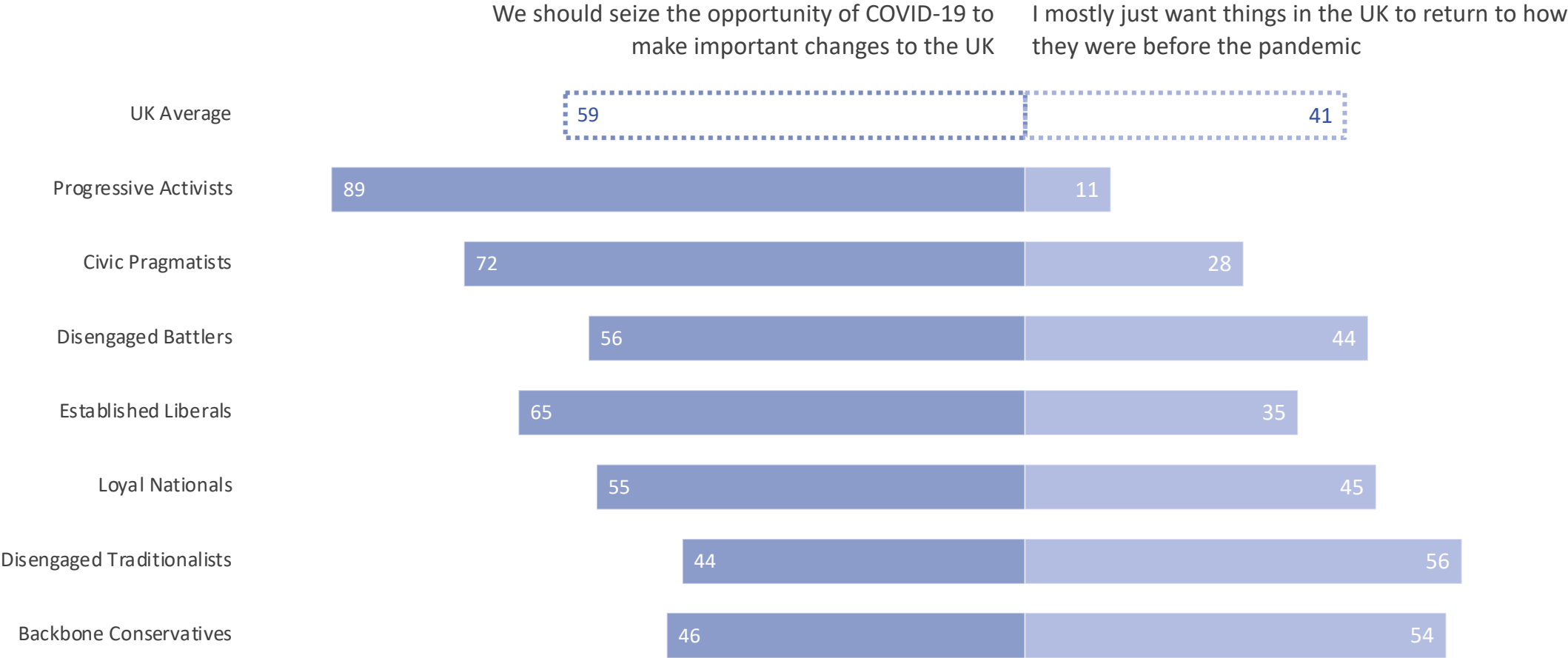


When we emerge from the pandemic, which better describes what you want for your life...?

# Covid-19: a chance for change?



Britons think that the country should use Covid to make important changes to the country

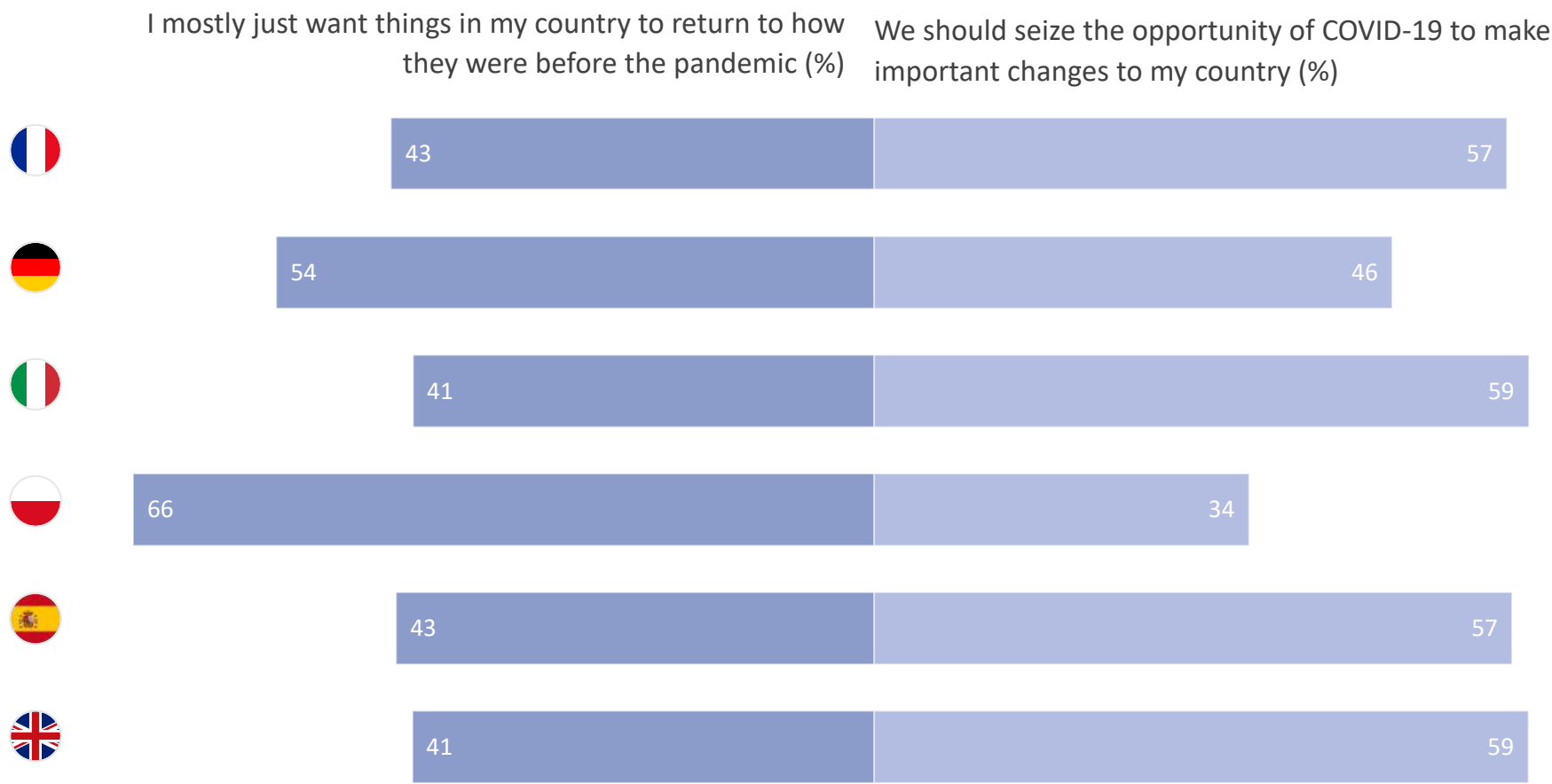


Which of the following statements do you agree with more? We should seize the opportunity of COVID-19 to make important changes to the UK; I mostly just want things in the UK to return to how they were before the pandemic

# Covid-19: a chance for change? (by country)



Britain has the joint-highest proportion wanting to seize the opportunity of COVID-19 to make important changes to the country

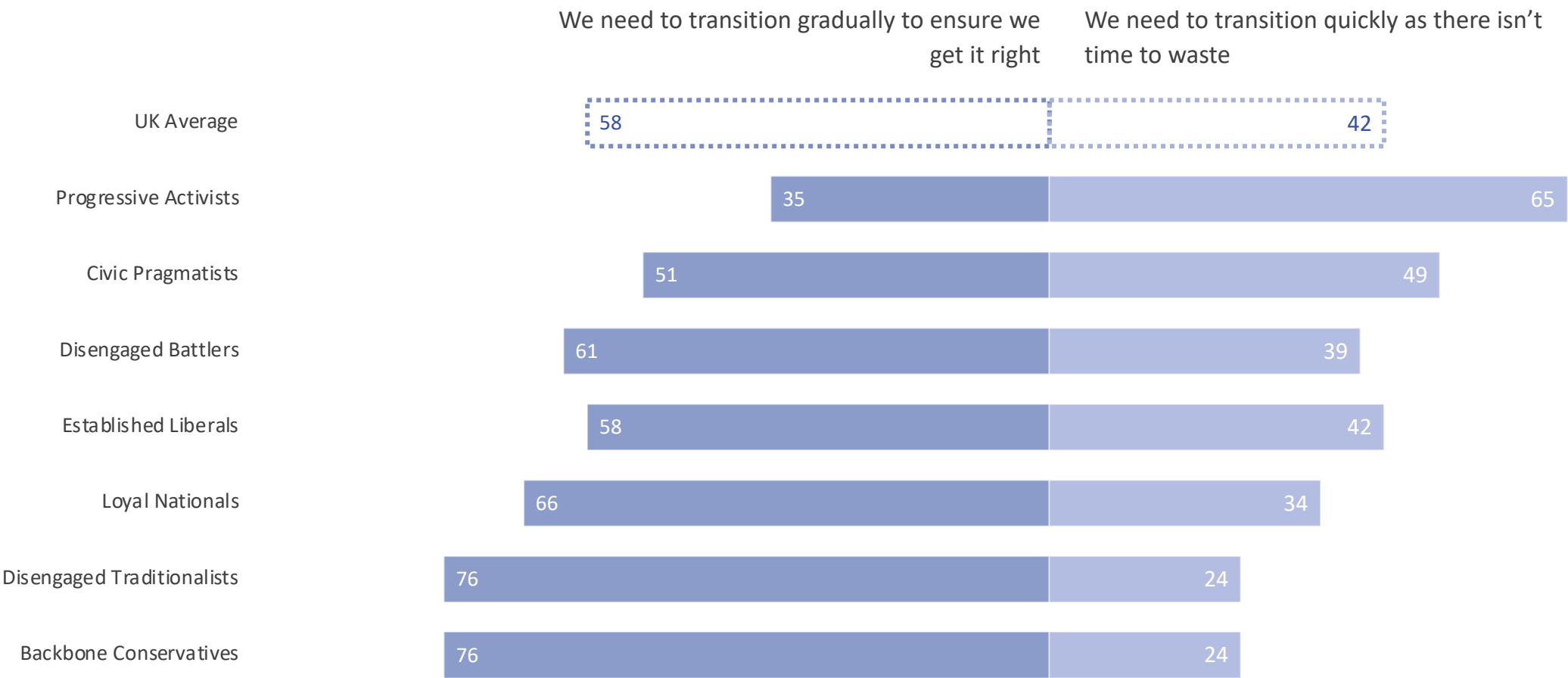


Which of the following statements do you agree with more?

# Pace of change for a greener Britain



Majorities of all segments (bar Progressive Activists) prefer a gradual transition to a quick one



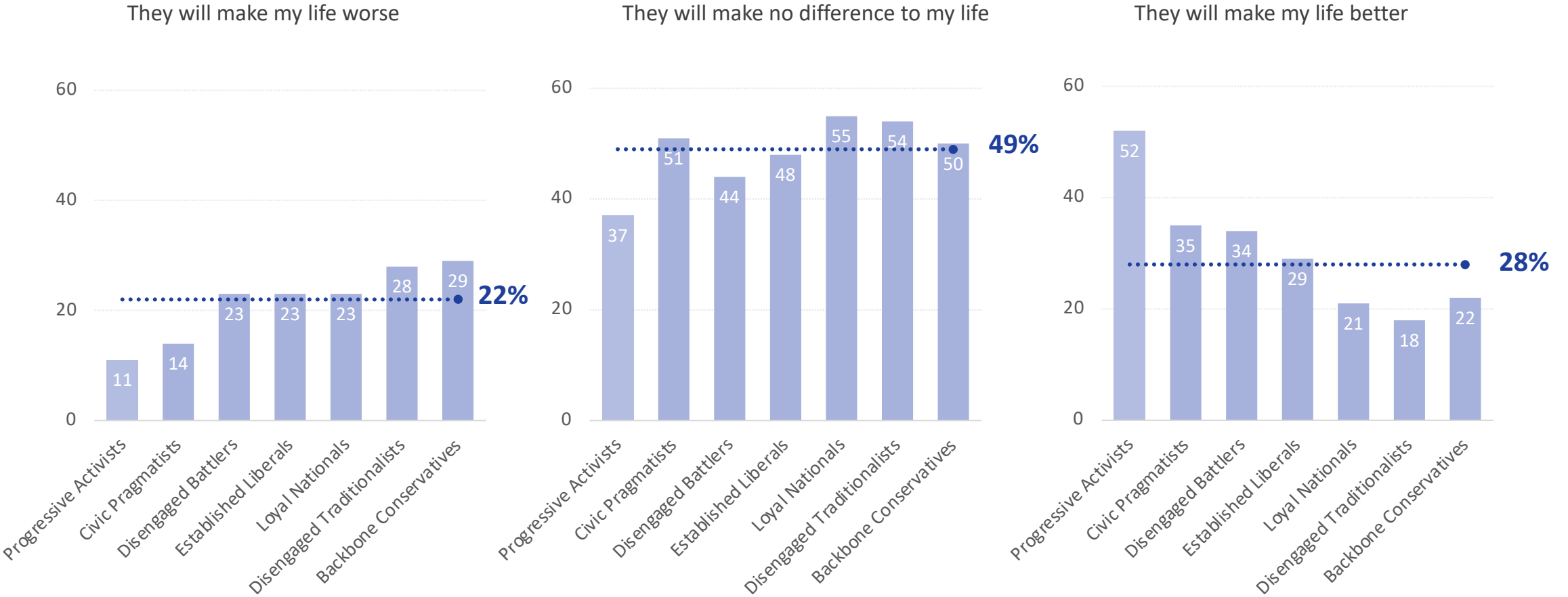
When it comes to the pace of our transition to a greener and more sustainable Britain, which of the following comes closer to your view?

# The impact of environment policies on Britons



Britons are divided on the impact that government policies to protect the environment will have on their lives

In general, what effect do you think government policies to protect the environment will have on your life?



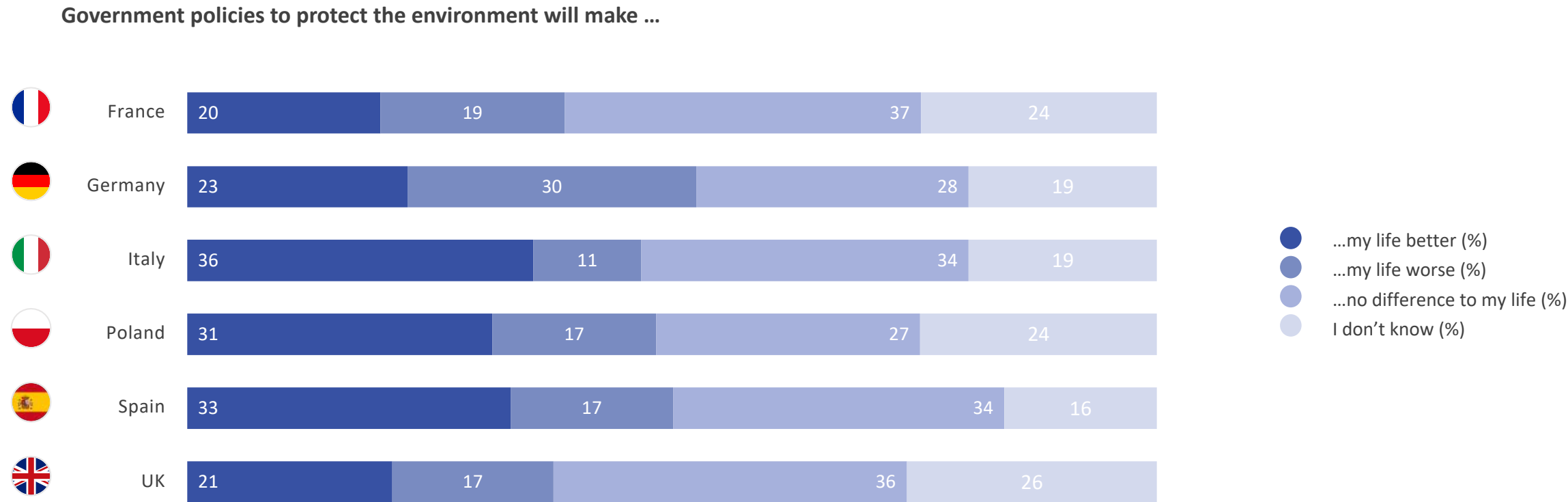
In general, what effect do you think government policies to protect the environment will have on your life?



# Impact of environmental policies across countries



Britons are less likely to think environmental policies will make life better, and most likely to respond ‘don’t know’

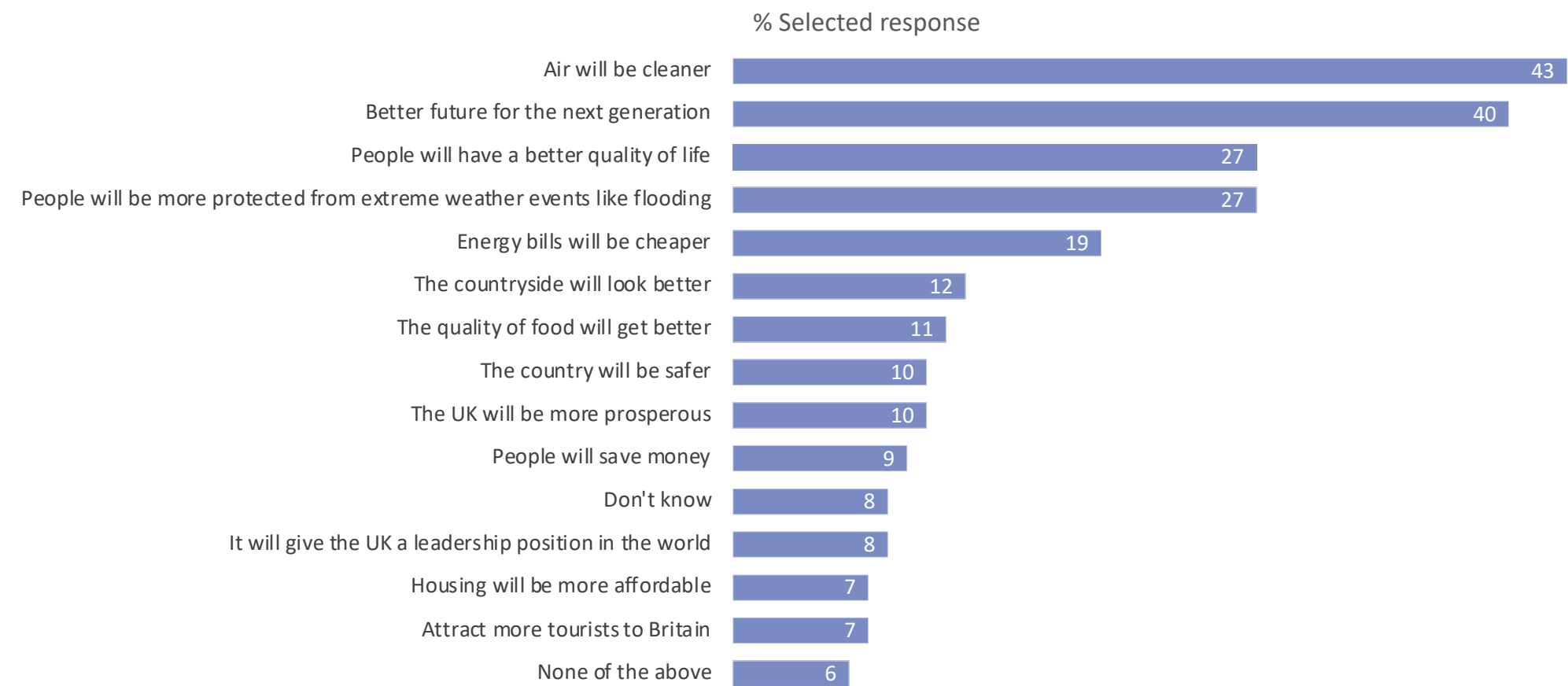


In general, what effect do you think government policies to protect the environment will have on your life?

# The benefits of a more environmentally friendly lifestyle



Britons give a variety of different answers to the most likely benefits of a more environmentally friendly lifestyle

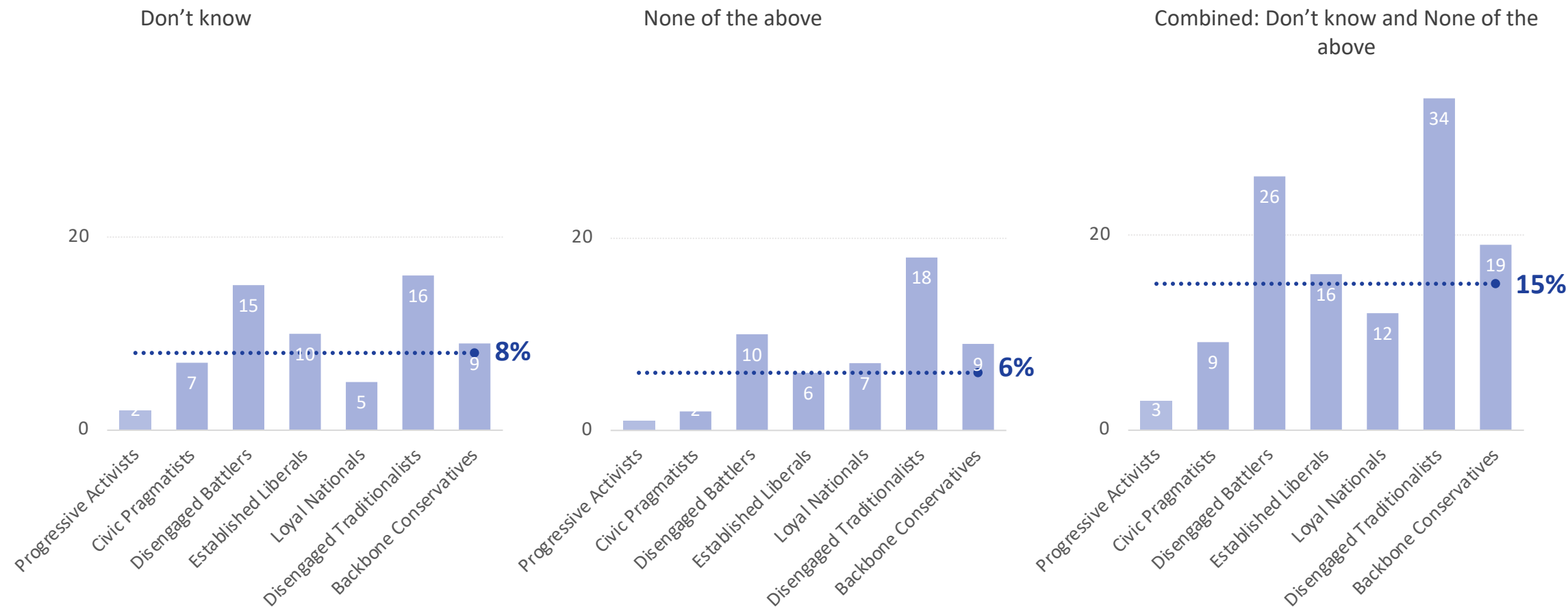


Which of the following, if any, do you think are the most likely benefits of people in the UK leading a more environmentally friendly lifestyle? Select up to three.

# Scepticism towards environmental benefits



The two disengaged segments are clearly more sceptical and less knowledgeable about the climate than other groups

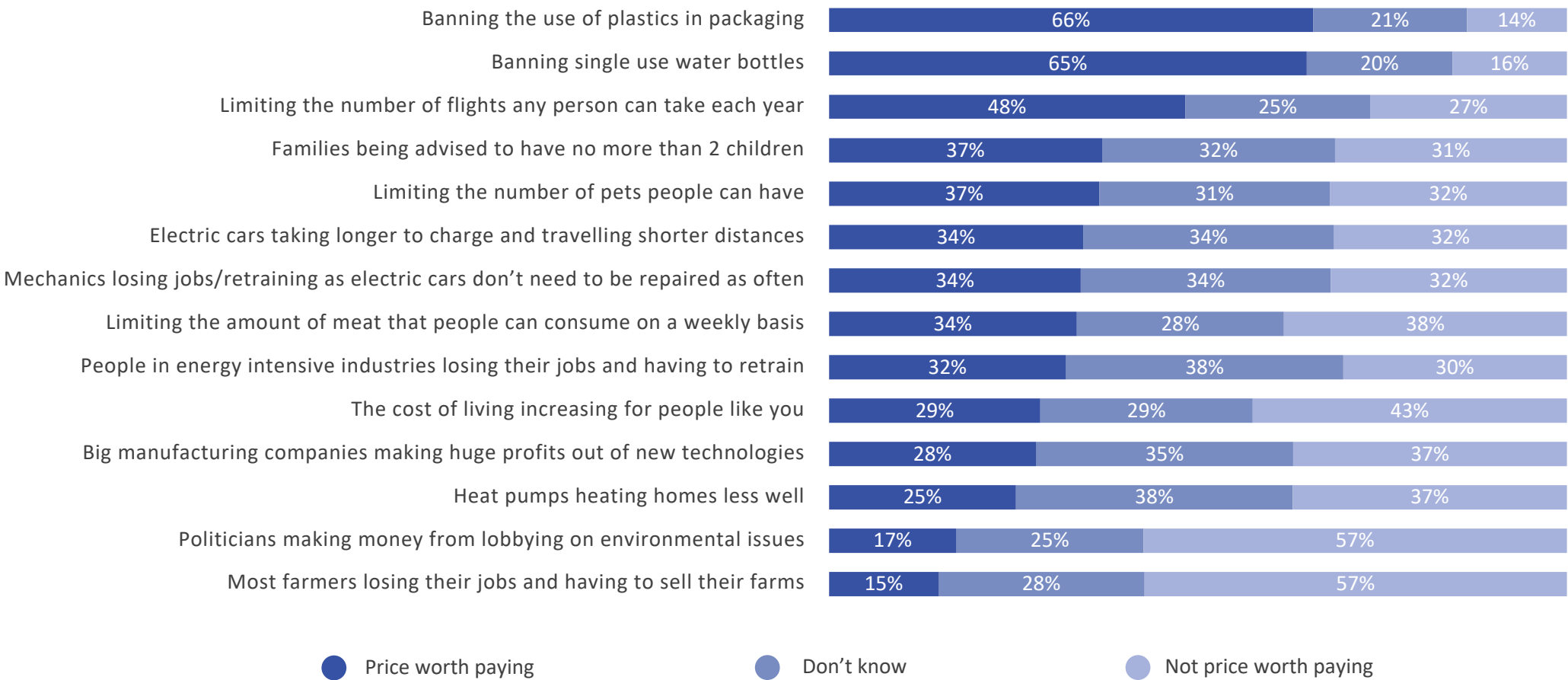


Which of the following, if any, do you think are the most likely benefits of people in the UK leading a more environmentally friendly lifestyle? Select up to three.

# The price worth paying for a greener Britain



Banning plastics is hugely popular, and most Britons find farmers losing their jobs or politicians profiting to be an unacceptable price to pay – but on most other measures, Britons are evenly divided and many are undecided

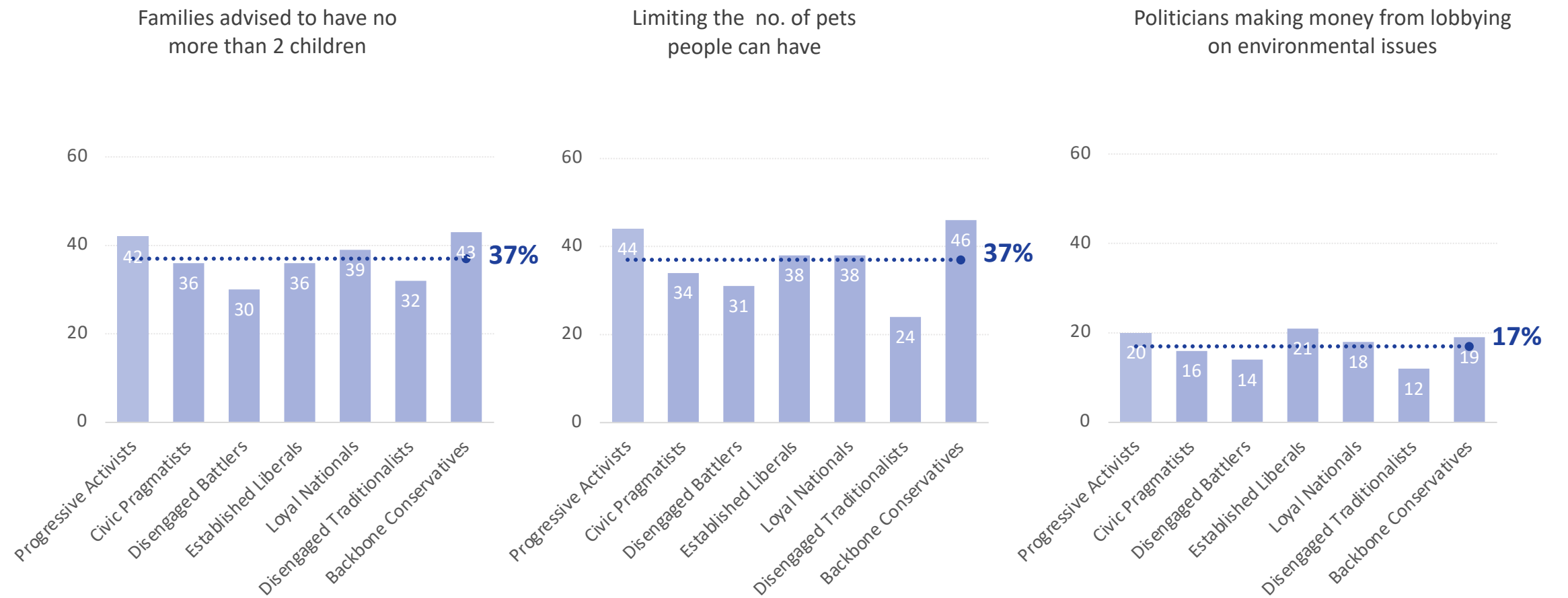


Below are some potential consequences of our transition to a greener and more sustainable economy. For each of these potential consequences, please indicate if you believe it is a price worth paying to transition, or not?

# The price worth paying for a greener Britain



On some measures, all the segments are (broadly) in agreement...



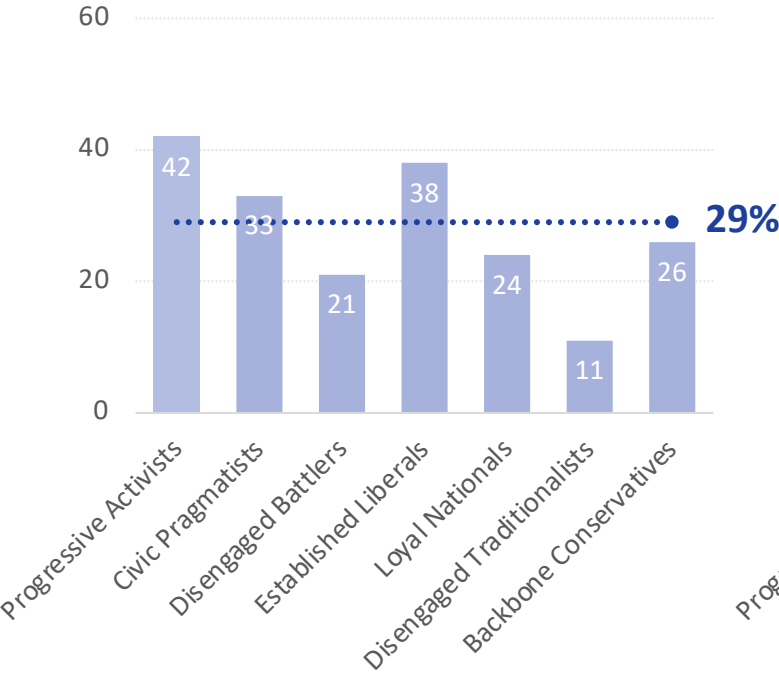
Below are some potential consequences of our transition to a greener and more sustainable economy. For each of these potential consequences, please indicate if you believe it is a price worth paying to transition, or not?  
[responses only for 'price worth paying']

# The price worth paying for a greener Britain

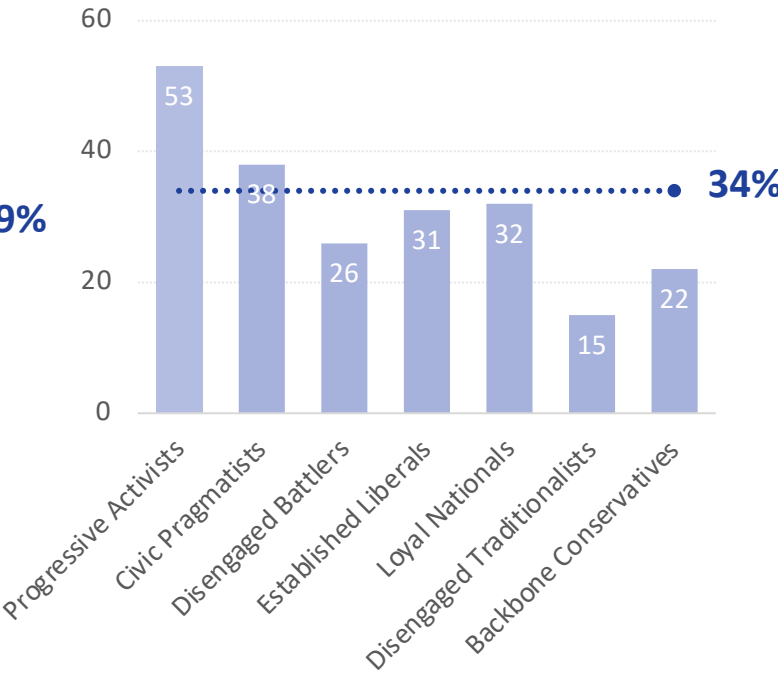


...but for other measures, it is clearly more polarising

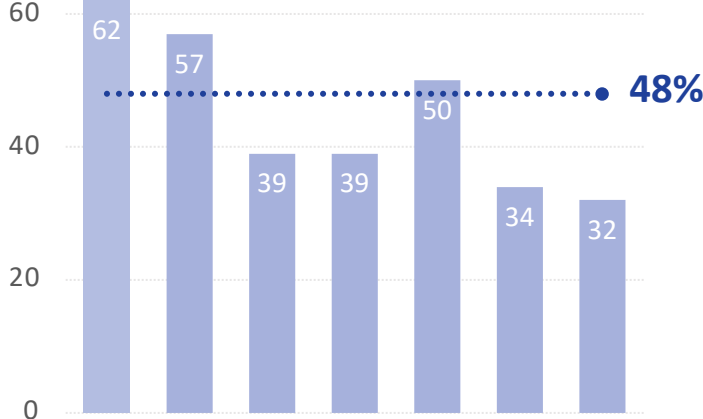
The cost of living increasing for people like you



Limiting the amount of meat people can have on a weekly basis



Limiting the number of flights any person can take each year



Below are some potential consequences of our transition to a greener and more sustainable economy. For each of these potential consequences, please indicate if you believe it is a price worth paying to transition, or not? [responses only for 'price worth paying']

## 7) Government and International Action





## UK and international action on climate change

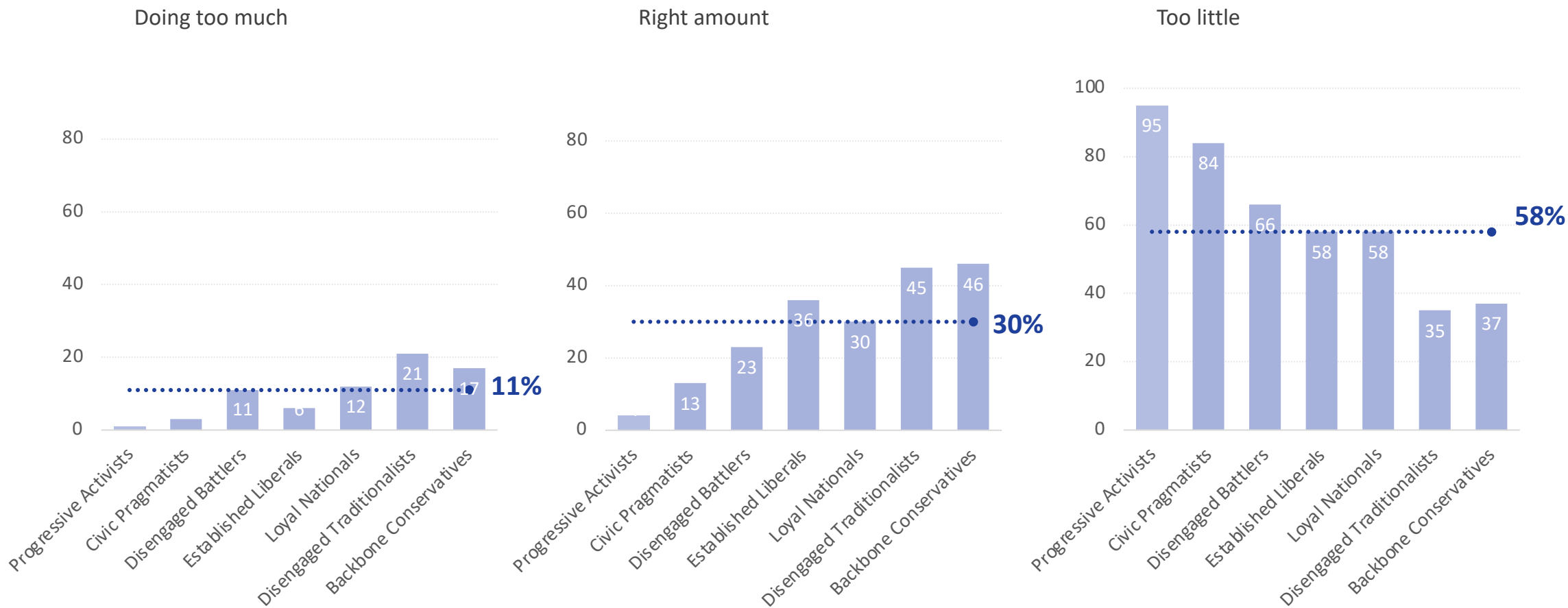
- **Britons think the government isn't doing enough** – only Backbone Conservatives and Disengaged Traditionalists have more people believing they are doing the right amount over not enough
- Whilst still low, those thinking the government is doing too much or far too much for the environment **has more than doubled** in a year, from 5% to 11%, this rise concentrated in just a few of the segments
- **Britons believe that international efforts to tackle climate change are failing by a margin of 7:1**
- But more than three quarters of Britons believe that UK's climate action should not be dictated by the inaction of China or the USA
- 70 per cent of Britons believe that it is the UK government's responsibility to ensure that no child goes hungry in countries hit hardest by conflict, climate and Covid, but this is not universal across segments



# Is the government doing enough on the environment?



Britons as a whole think the government isn't doing enough, but some segments disagree

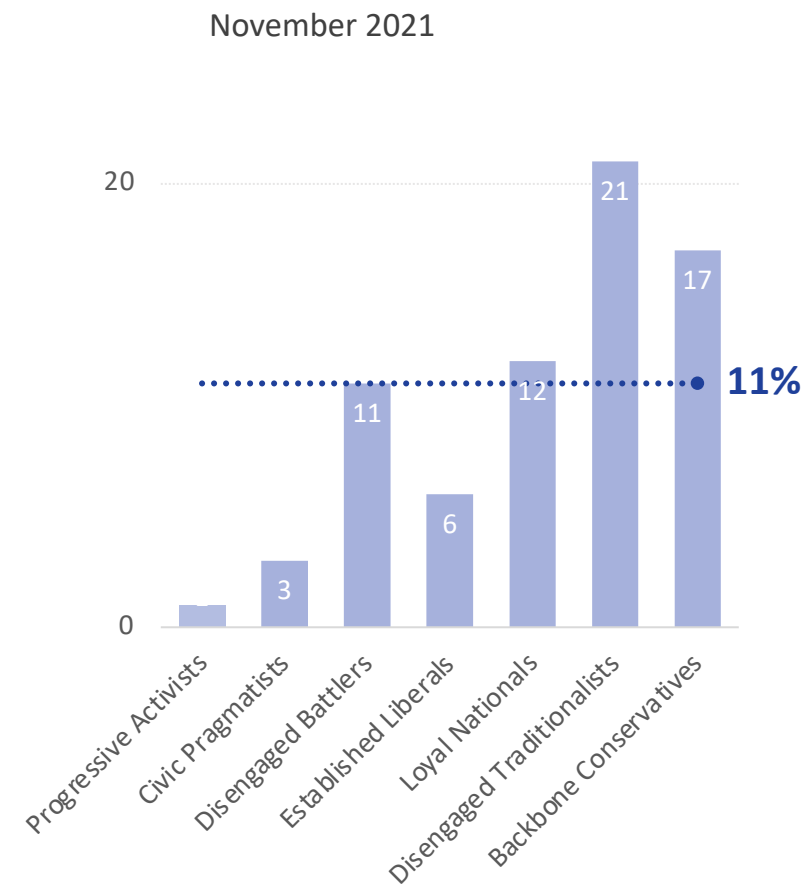
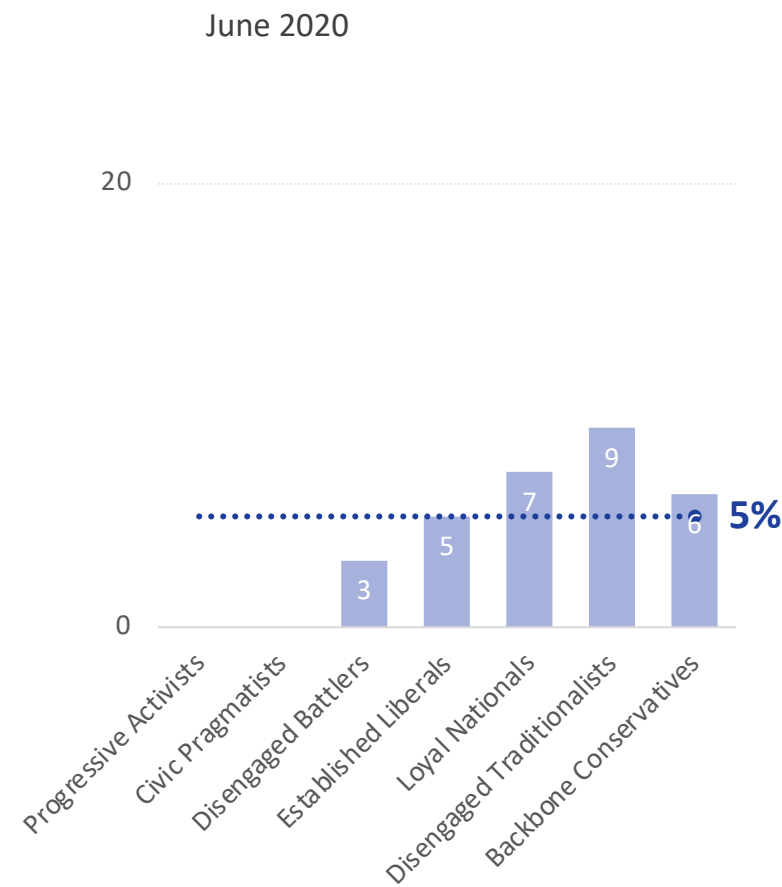


On the issue of the environment would you say that the government is...?

# Is the government doing enough on the environment?



Whilst still low, those thinking the government is doing too much or far too much has more than doubled in a year, this rise particularly concentrated in the Backbone Conservatives and the two disengaged segments

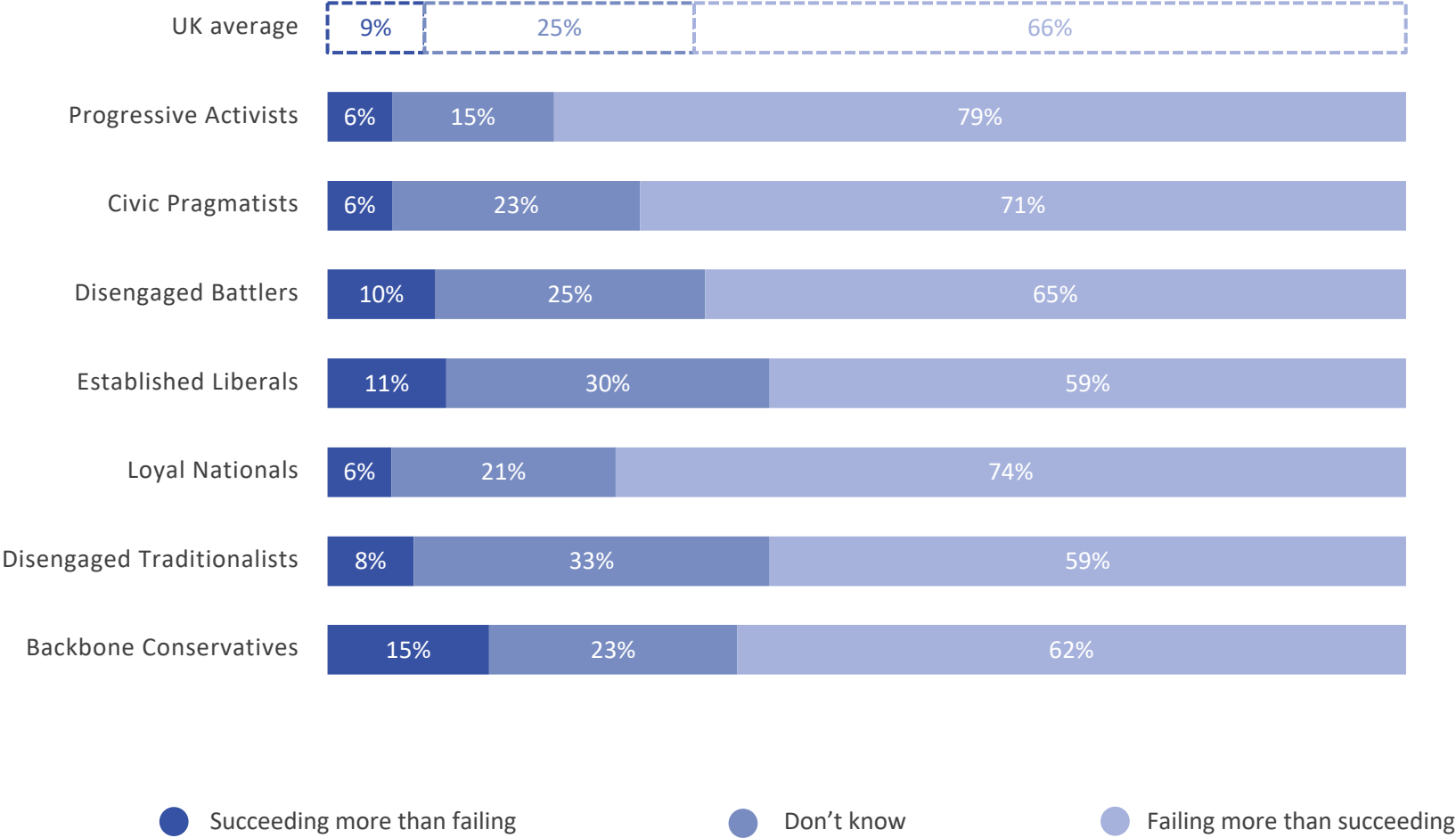


On the issue of the environment would you say that the government is...? Results shown for too much/far too much

# Are international efforts enough?



Britons are in strong agreement that international efforts to address climate change are failing more than they are succeeding

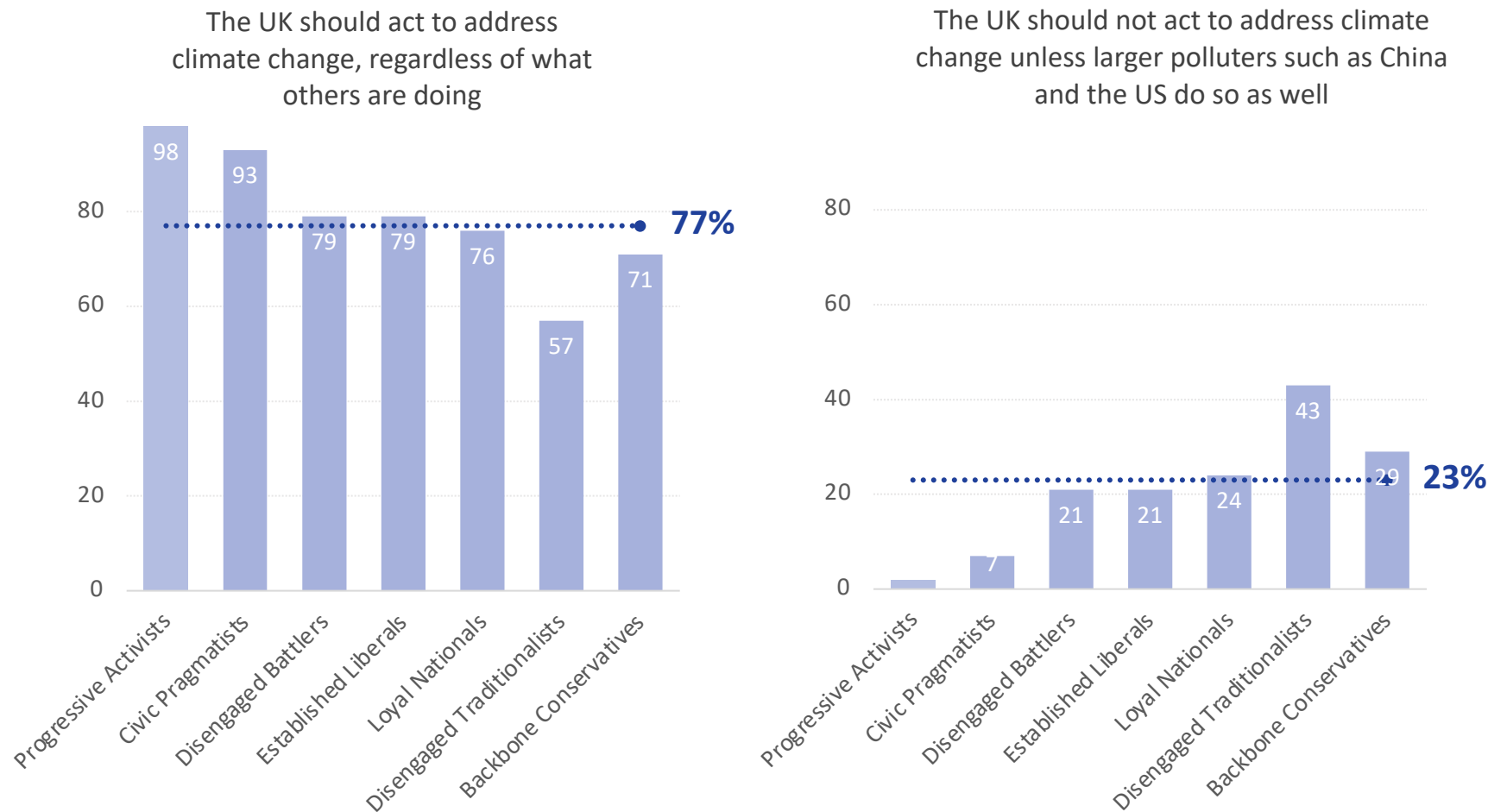


Would you say that international efforts to address climate change are...?

# Should the UK lead the way?

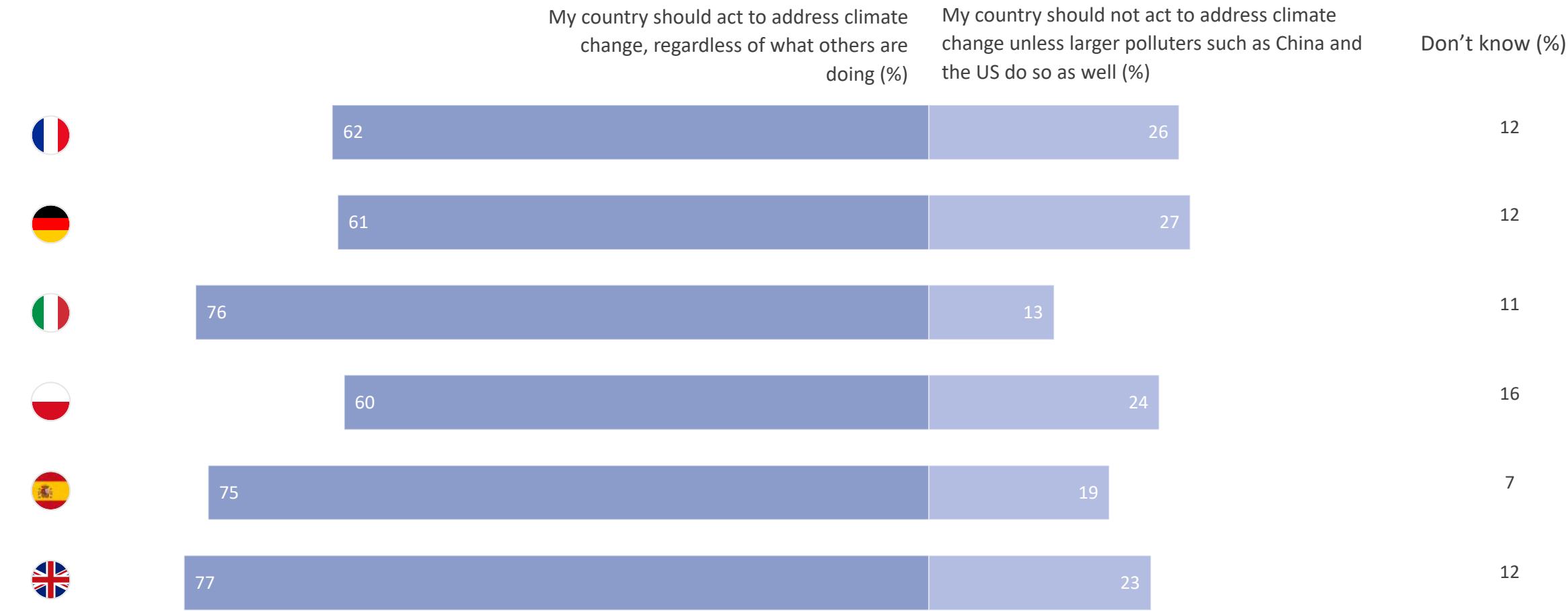


There is strong agreement, spread across all segments, that even if larger polluters don't act, the UK should still act to address climate change



Which of the following do you agree with more?

# Should my country lead the way, or follow others?

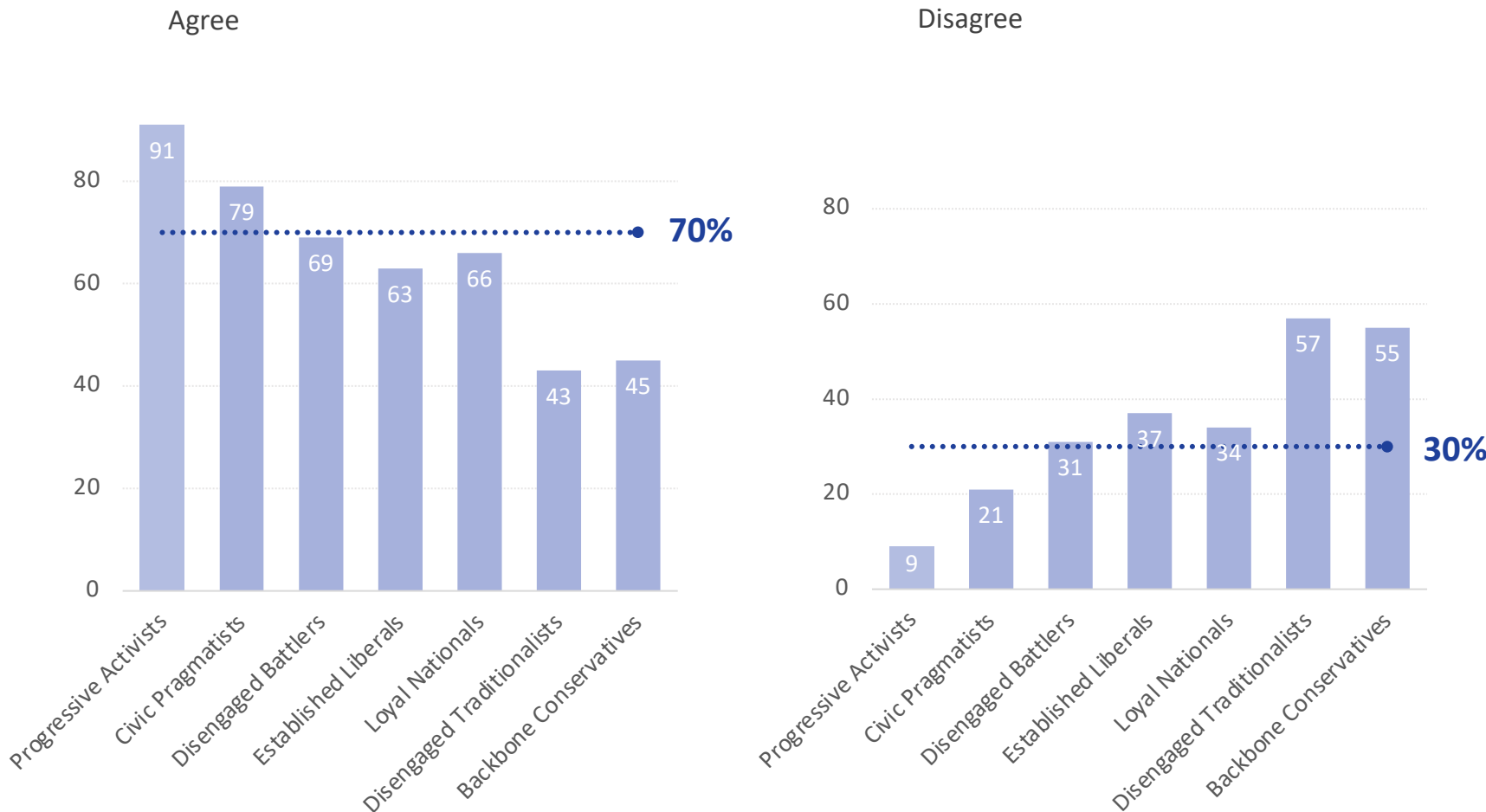


Which of the following do you agree with more?

# UK's responsibility to other countries



There is broad agreement that the UK has a responsibility that no child goes hungry in countries hit hardest by conflict, climate and Covid, but this is not universal across segments



To what extent do you agree or disagree with the following statement: “The UK government has a responsibility to ensure no child goes hungry in countries hit hardest by conflict, climate and Covid” [excluding don’t knows]





## 8) The Climate Movement



## Britons' views on the climate movement

- Britons are near-evenly divided on whether or not the climate movement is welcoming to people like themselves, with this clearly differentiated by segment
- Although Britons hold very positive views of “people who look after nature and the countryside”, they are much colder towards climate change protestors
- The cultural gap between Britons and the climate movement is most evident in focus groups – particularly when discussing Extinction Rebellion and Insulate Britain protests
  - While many Britons recognise the right to protest and its role in ensuring societal progress, they are fed up with the protestors' extreme tactics that prevent people from getting to school, work, or hospital – with this frustration often turning into outright hostility

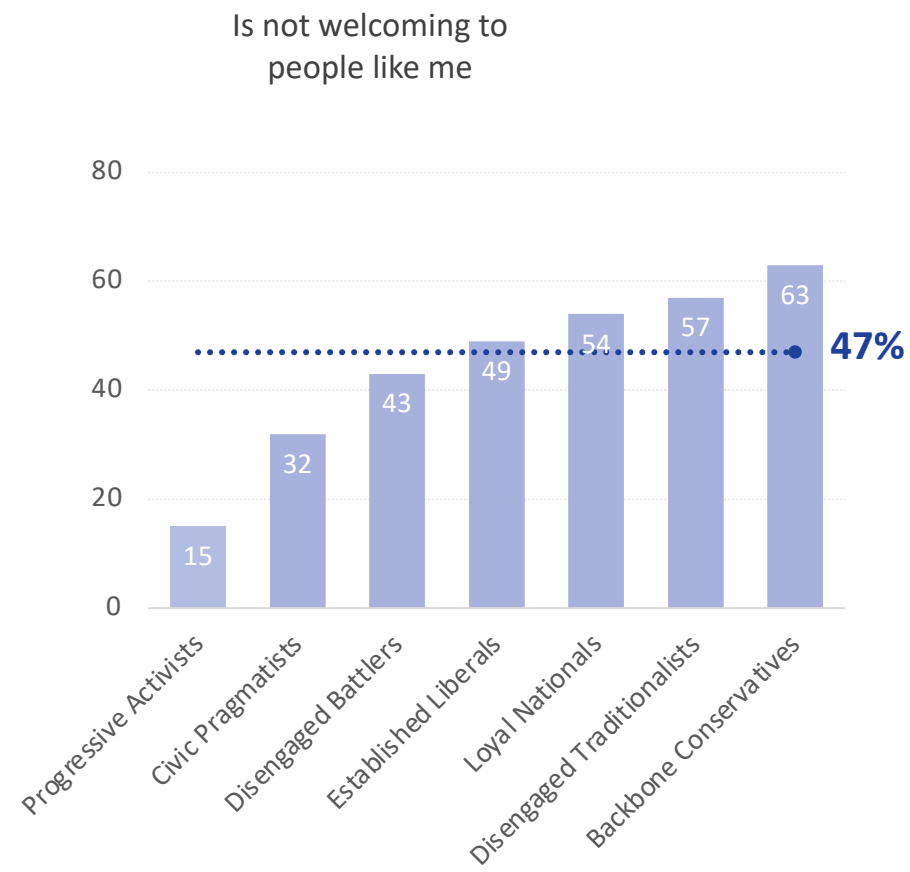
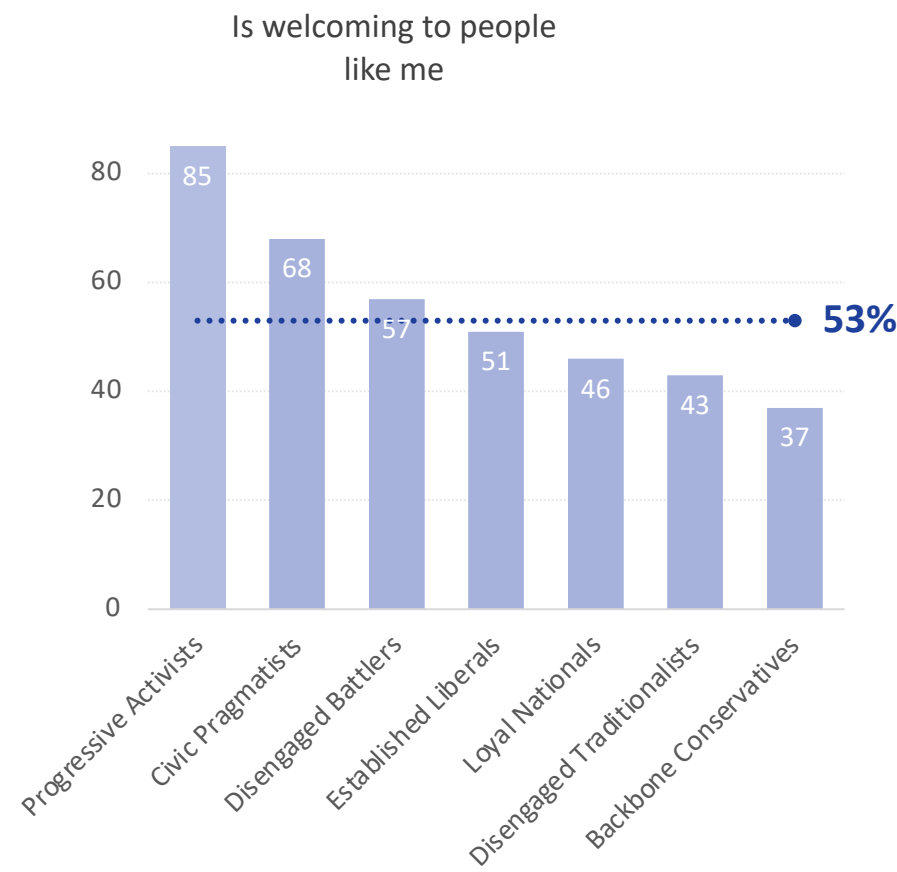


# Is the climate movement welcoming?



Britons are near-evenly divided on whether the climate movement is welcoming to people like themselves, with this clearly differentiated by segment

Which do you agree with more? The climate movement...

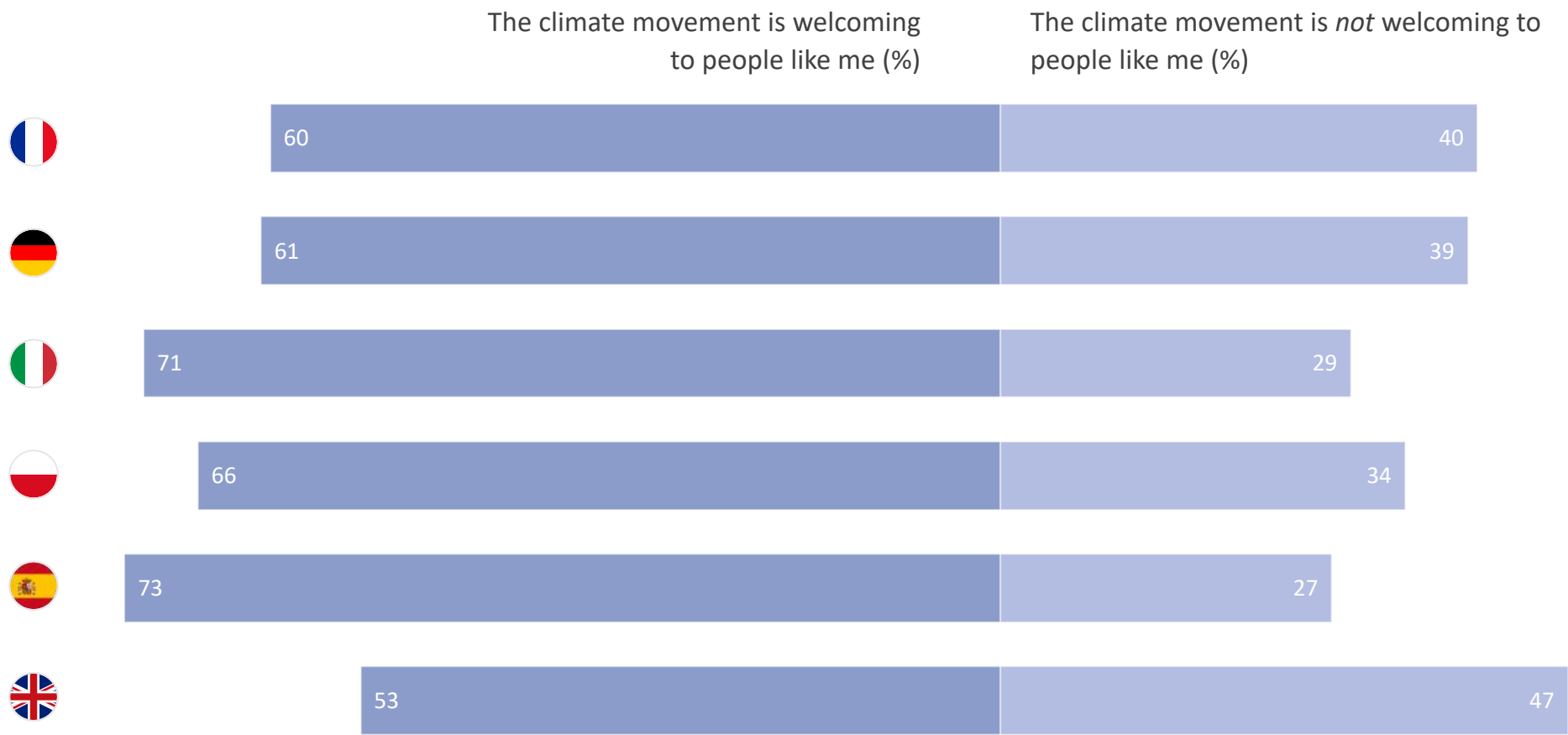


Which do you agree with more? The climate movement...

# Is the climate movement welcoming – by country?



Britons find the climate movement the most unwelcoming compared to other European countries



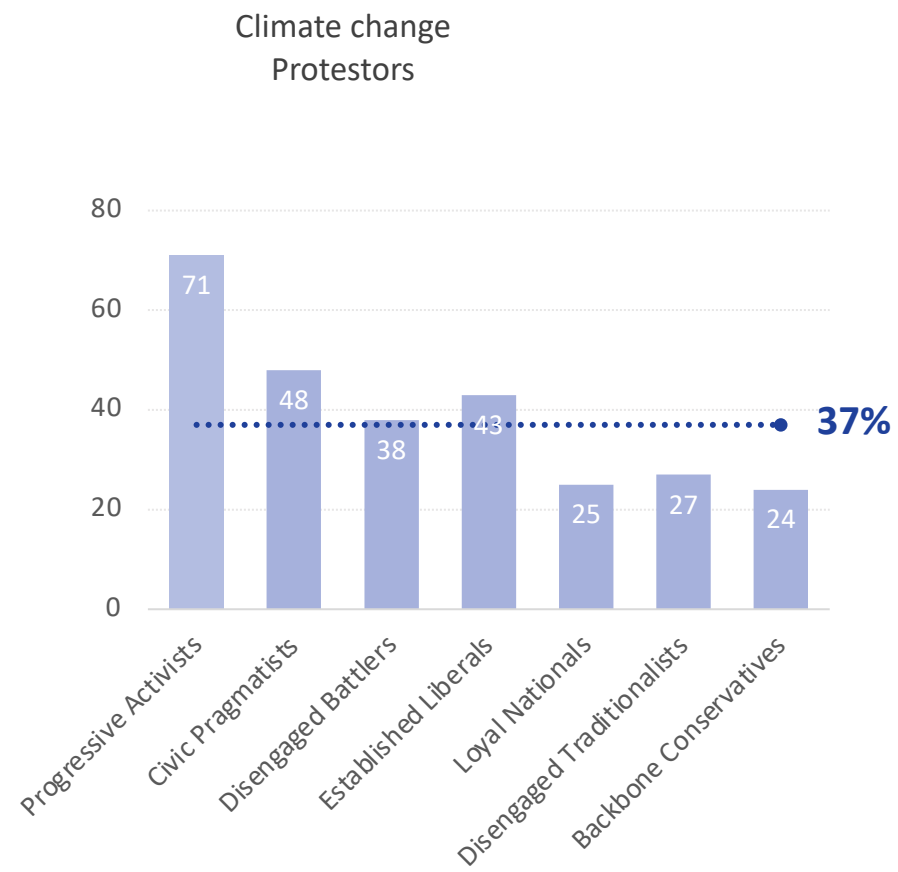
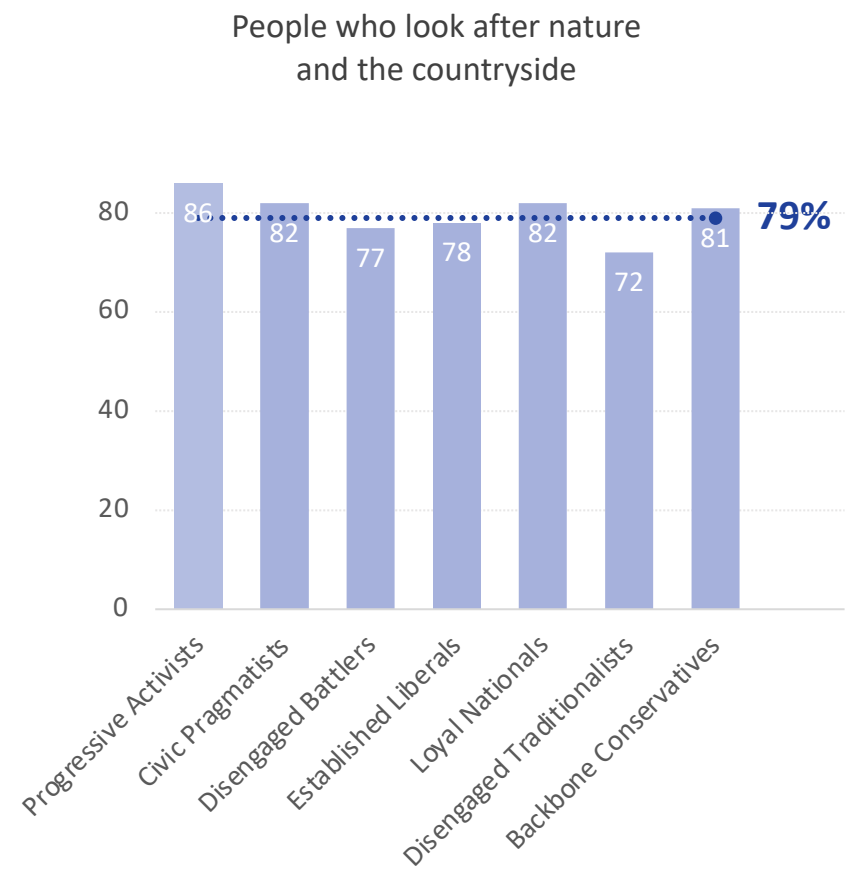
Which do you agree with more?

# Feeling thermometer – nature workers v climate activists



Although Britons hold very positive views of “people who look after nature and the countryside”, they are much colder towards climate change protestors

On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards:



On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how do you feel towards: People who look after nature and the countryside; Climate change protestors;– November 2021

## 9) Climate Agency





# Climate Agency

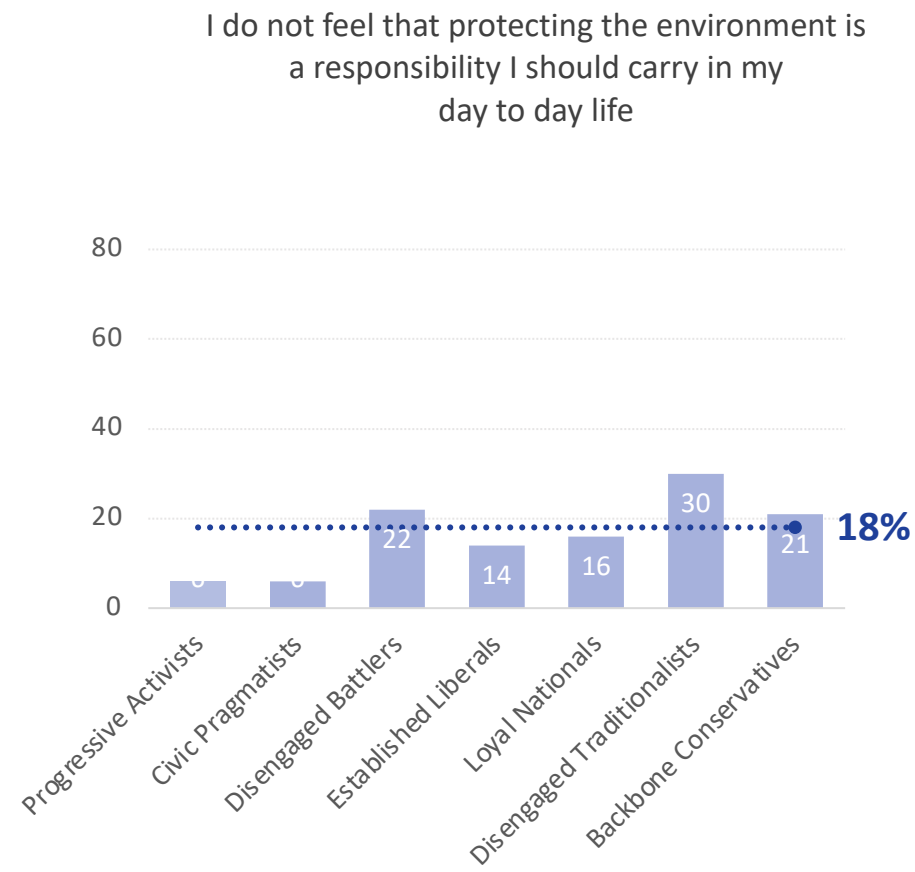
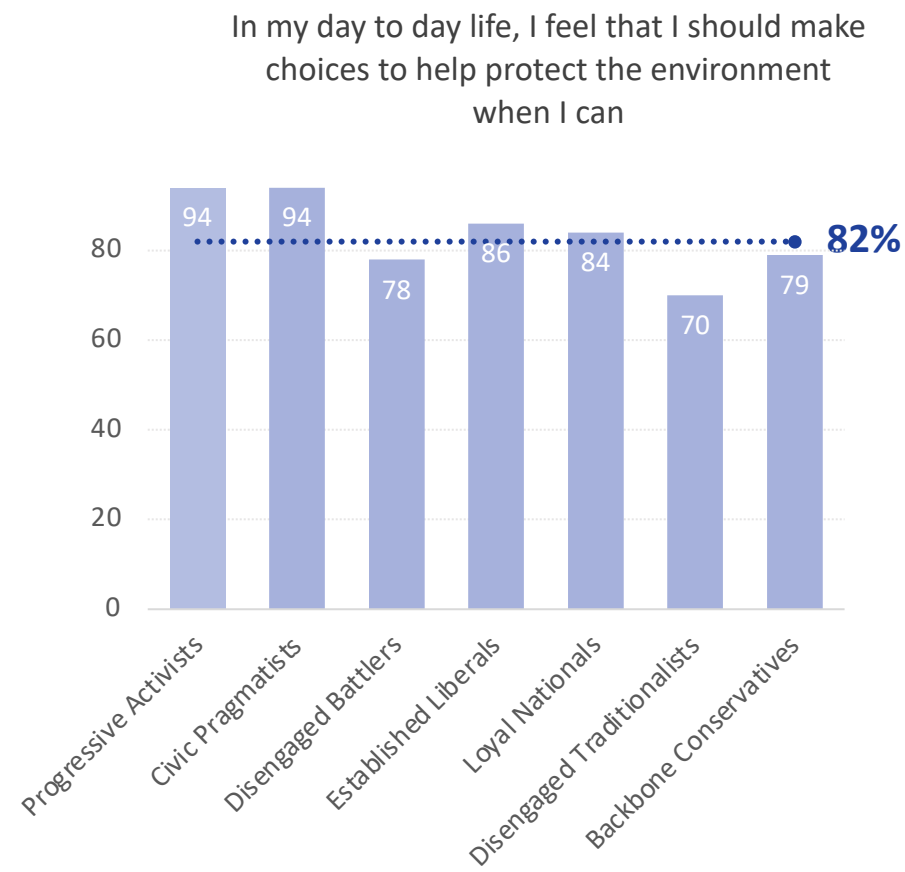
- Britons overwhelmingly (82 per cent) think that they have responsibility in their day to day life to make choices to protect the environment
- 1 in 5 Britons now feel more connected to nature, and 1 in 4 more appreciative of their local area, than they were before the pandemic
- Almost all Britons are recycling and reducing electricity usage, but few are switching to electric cars or installing heat pumps – there are clear differences between the segments, Progressive Activists are much more likely to do climate-related actions
- Future generations, animal extinction and danger posed to small island nations motivates people to take action on climate change
- Disengaged segments are more likely to find no justification for taking climate related actions

# Individual responsibility for climate



Britons overwhelmingly think they have responsibility in their day to day life to make choices to protect the environment when they can

Which of the following statements do you agree with more?



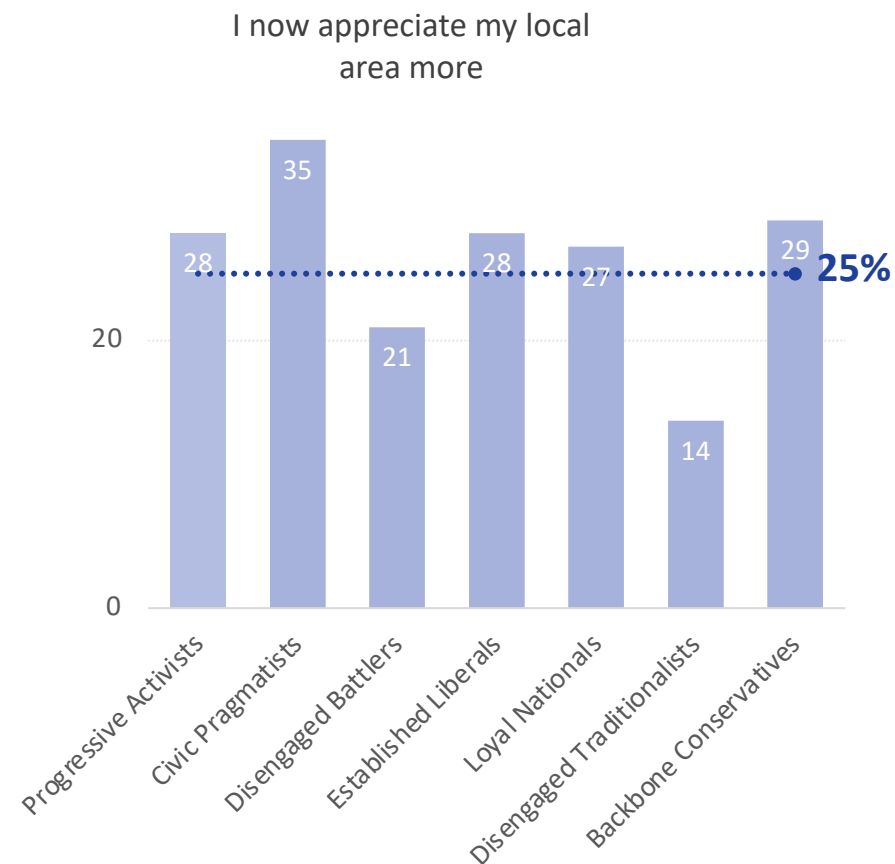
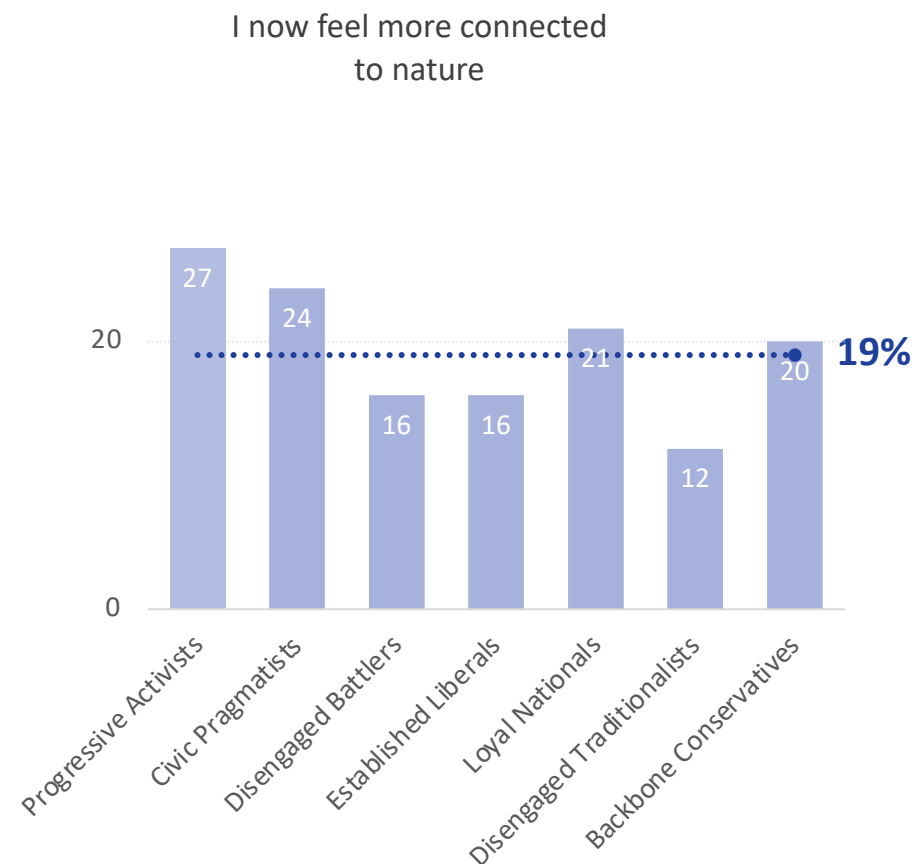
Which of the following statements do you agree with more?

# How the pandemic has impacted views



Some Britons now feel more connected to nature and their local area, than they were before the pandemic

Compared to before the pandemic, which of the following statements apply to you today?

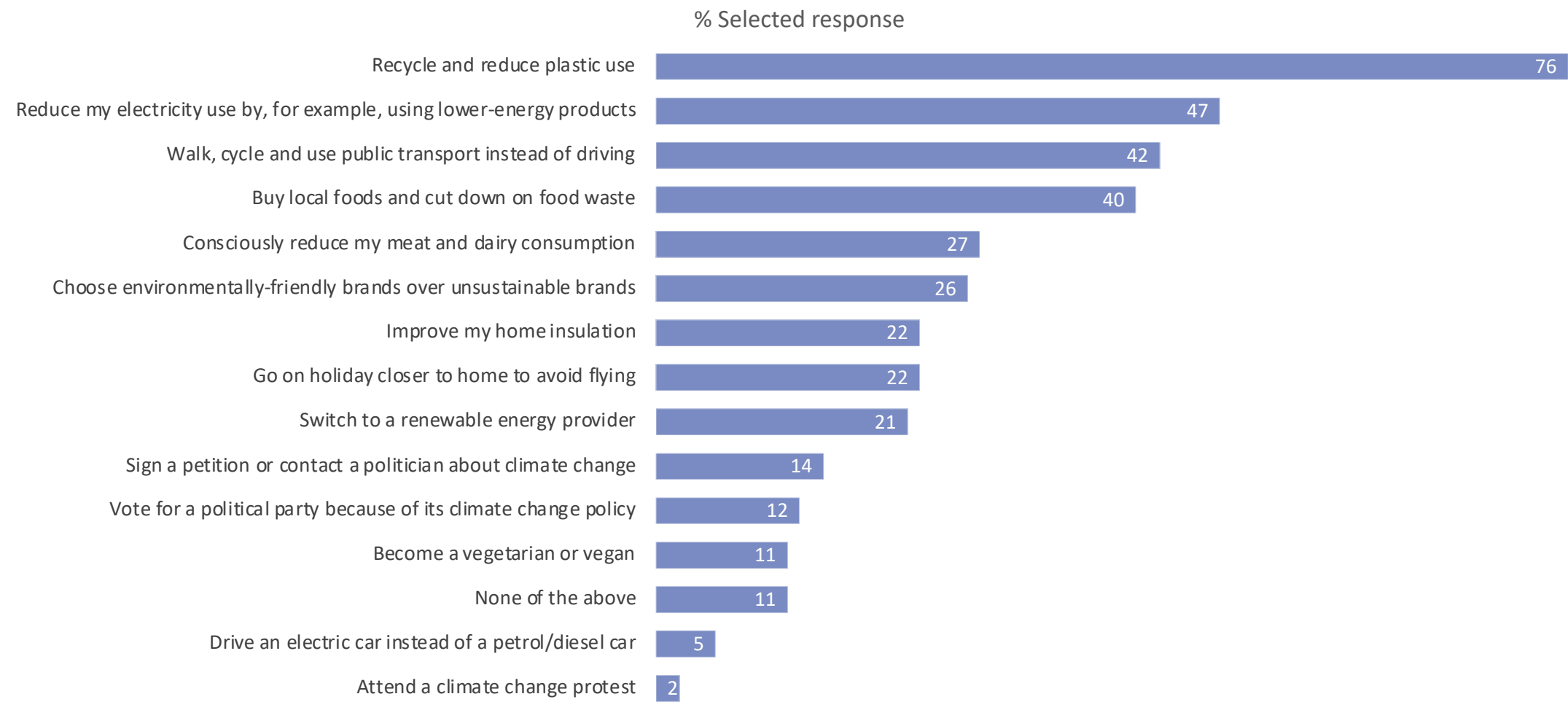


Compared to before the pandemic, which of the following statements apply to you today? Please select all that apply.

# Individual climate-related actions



Some actions like recycling are near-universal amongst Britons. But others have far less take-up



Do you do, or have you done any of the following? Select all that apply.



# Climate-related actions by segment









There is very different levels of uptake depending on the segment – Progressive Activists are consistently outliers on climate action



Do you do, or have you done any of the following? Select all that apply [selected actions shown]

# Climate-related action by country

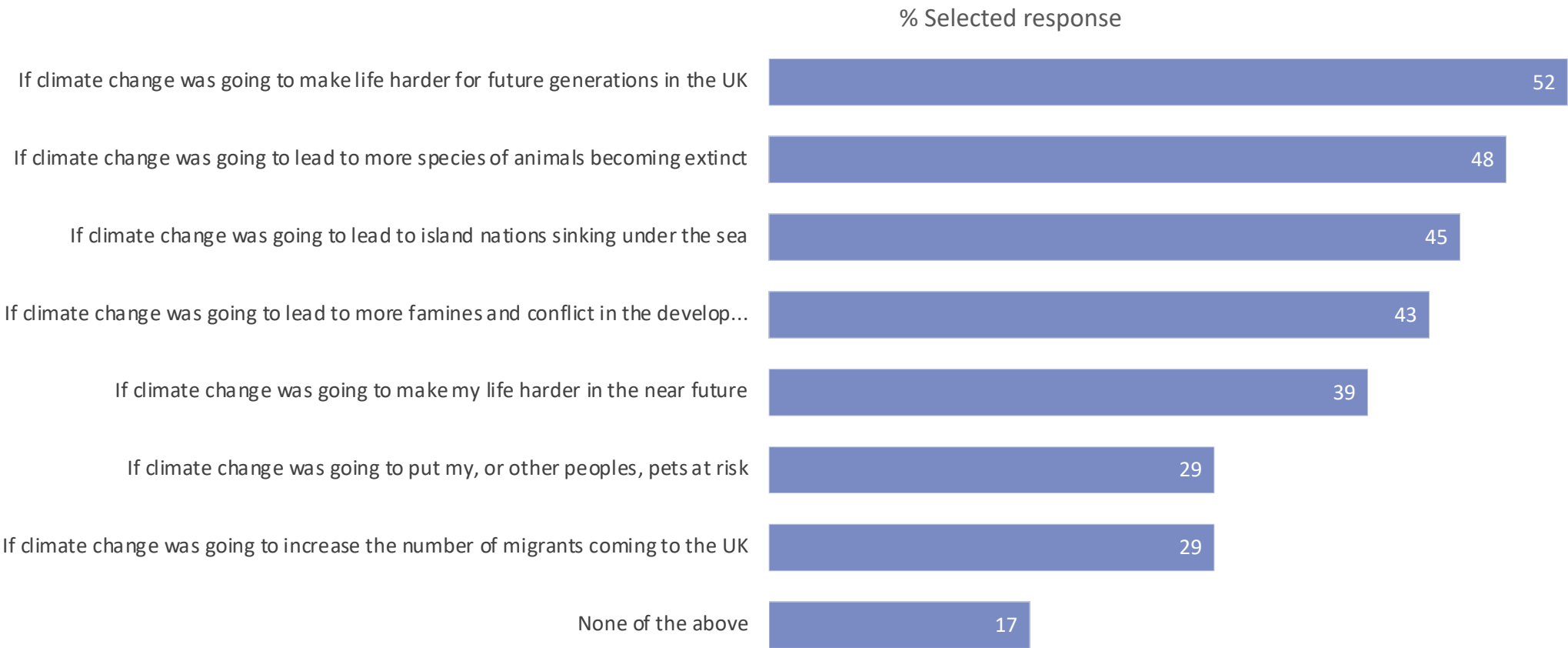
						
Recycle and reduce plastic use	63	59	66	61	70	76
Reduce my electricity use by, for example, using lower-energy products	52	54	51	51	53	47
Buy local foods and cut down on food waste	55	51	44	46	47	40
Walk, cycle and use public transport instead of driving	45	42	35	51	47	42
Choose environmentally-friendly brands over unsustainable brands	31	27	23	25	28	26
Consciously reduce my meat and dairy consumption	35	35	22	20	21	27
Improve my home insulation	34	8	22	23	21	22
Go on holiday closer to home to avoid flying	21	21	15	19	19	22
Switch to a renewable energy provider	13	18	16	11	13	21
Vote for a political party because of its climate change policy	13	13	8	10	14	12
Sign a petition or contact a politician about climate change	10	10	10	10	12	14
None of the above	7	10	9	9	5	11
Become a vegetarian or vegan	5	9	7	8	5	11
Drive an electric car instead of a petrol/diesel car	7	7	8	7	7	5
Attend a climate change protest	5	4	3	5	6	2

Which of the following actions have you taken in recent months to deal with the rising cost of living, if any? Select all that apply.

# What makes you want to take more action to tackle climate change?



Impact on future generations is the only reason that inspires a majority of Britons to take more action to tackle climate change

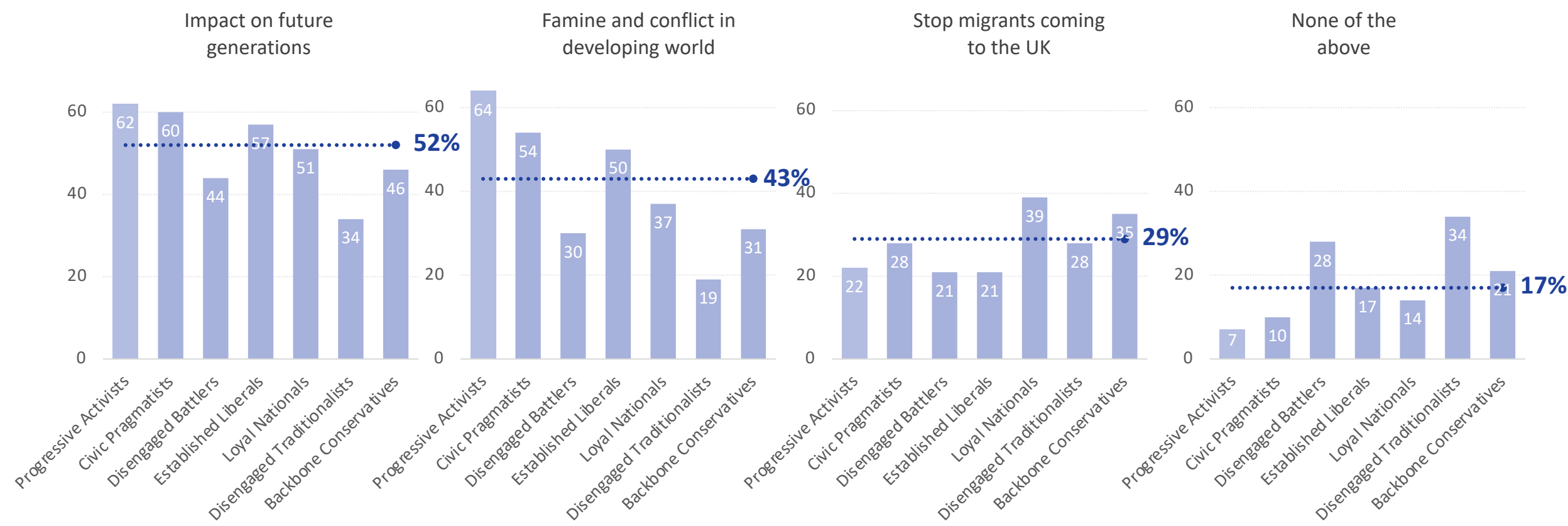


Which of the following would make you want to take more action to tackle climate change? Select all that apply

# What makes you want to take more action to tackle climate change?



Different segments are motivated by different factors, and the 2 disengaged segments are the least likely to be motivated to take action on climate change for any reason. Loyal Nationals more likely to act on the threat of climate-related migration



Which of the following would make you want to take more action to tackle climate change? Select all that apply

## 10) The Action Gap





# The Action Gap

- A clear action gap exists between the high level of public concern for climate change and the willingness of the public to make changes in their everyday lives in response to that concern.
- There are only four issues which more than a third of the public say they have done in the past year:
  - Recycling and reducing plastic use (76 per cent)
  - Reducing electricity use through using lower-energy products (47 per cent)
  - Walking, cycling, and using public transport instead of driving (42 per cent)
  - Buying local produce and reducing food waste (40 per cent)
- As the action demanded becomes more significant, the gap becomes starker
  - Only 2 per cent of Britons drive an electric car (and just a third of drivers, 33 per cent, plan to swap their diesel or petrol car for an electric car in the next 5 years).
  - Only 2 per cent of Britons heat their home with an air source or ground source heat pump.
- Most drivers will consider getting an electric car, but only a small number plan to switch in the next 2 years, and a third say they will never get one.
- There is less of an action gap when it comes to reducing meat in our diets. A significant number of Britons (58 per cent) are either: not eating meat, eating less meat or open to reducing the meat intake. But 43 per cent say they eat meat and always will



# The concerns behind the action gap

## Electric cars

- The high price of cars, the lack of charging points and worries about their reliability are ranked as the top concerns for drivers in both polling and focus groups
- Government changing their minds and memories of mixed messaging on diesel cars is also driving hesitation

## Heat Pumps

- Upfront cost of installation and ongoing costs of running the heat pump
- Don't have enough information on heat pumps and don't trust that the government won't change the rules again

## Reducing meat consumption

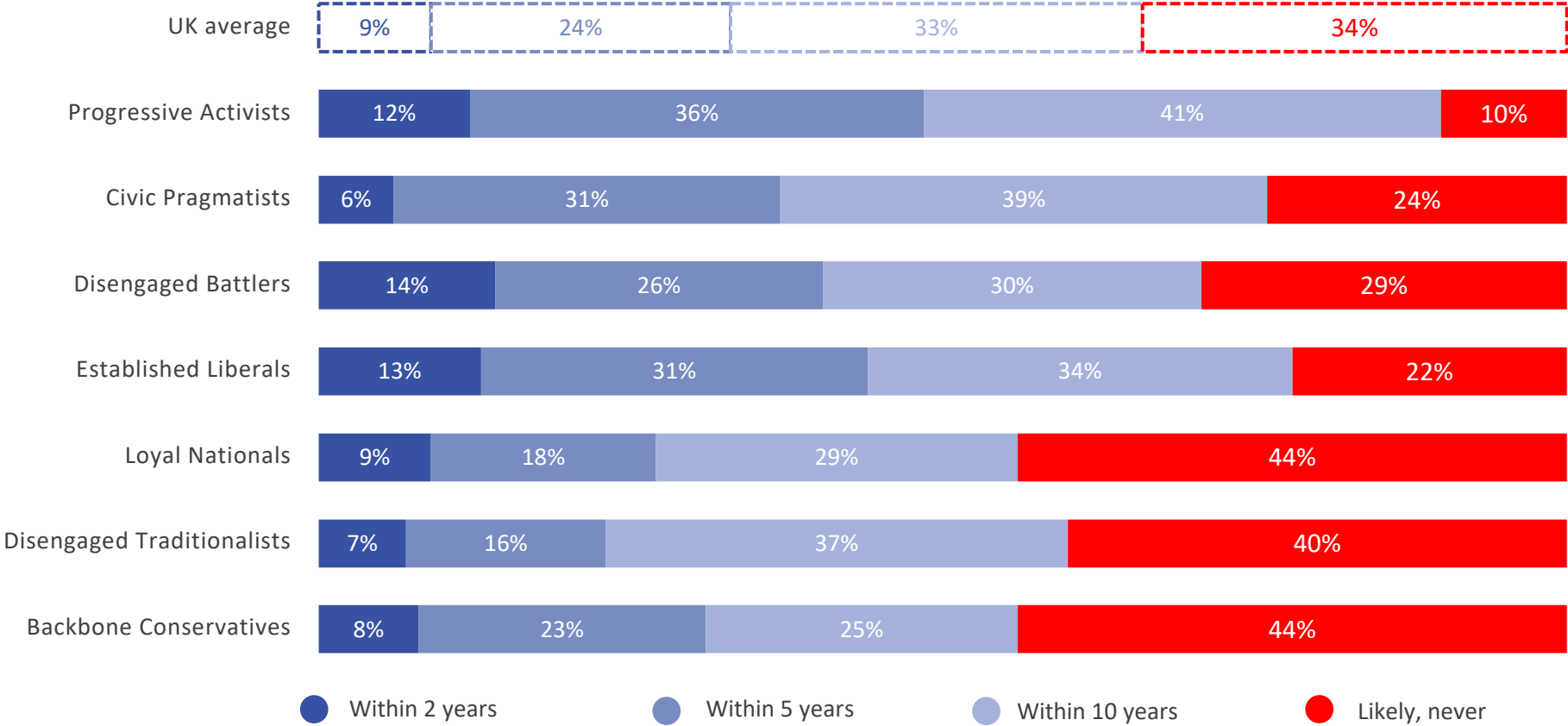
- Alternatives not tasting as good
- Meat is a part of culture/lifestyle
- Focus groups – the alternatives are less tasty or effective

# Electric cars



Most Britons will consider an electric car, only a small number plan to switch in the next 2 years, while a third say they would never get one.

When, if ever, do you plan to swap your car for an electric car?



When, if ever, do you plan to swap your car for an electric car?

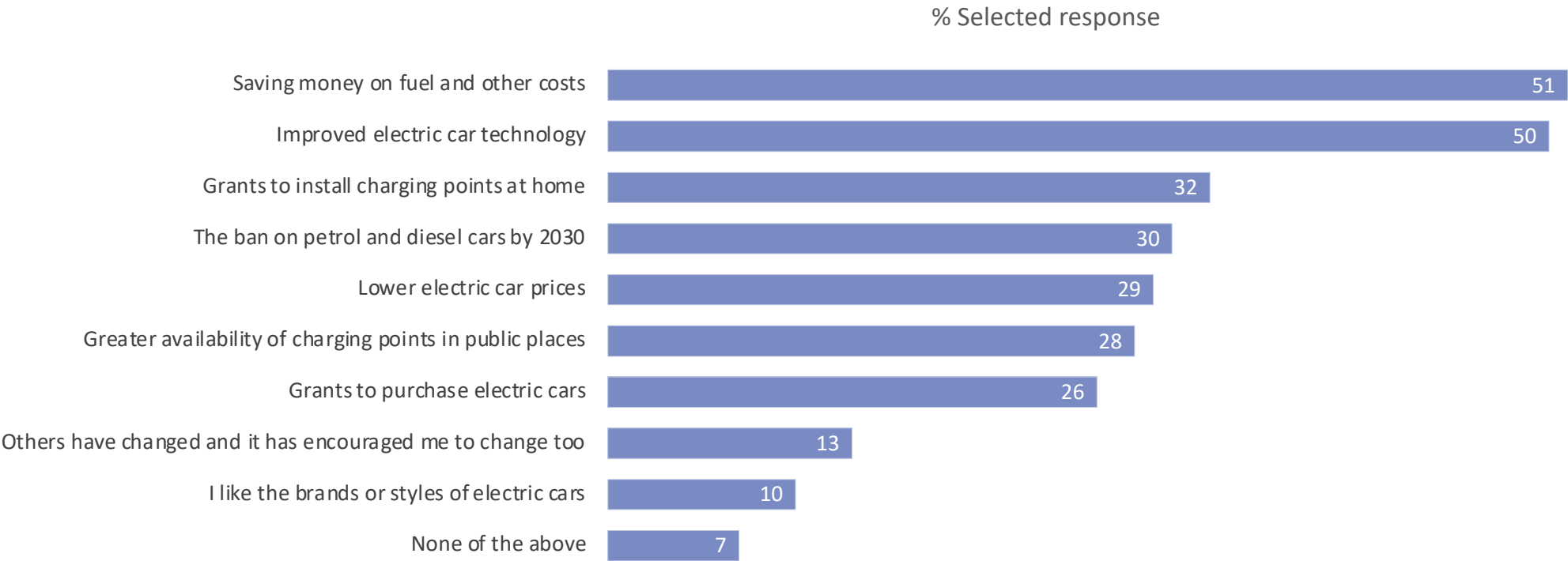


# Electric cars – what makes switchers switch?



Lower prices and availability of grants seem to be the key driver for those looking to switch in the next two years

Which of the following considerations, if any, have influenced your plan to buy an electric car in the next 2 years? Select all that apply



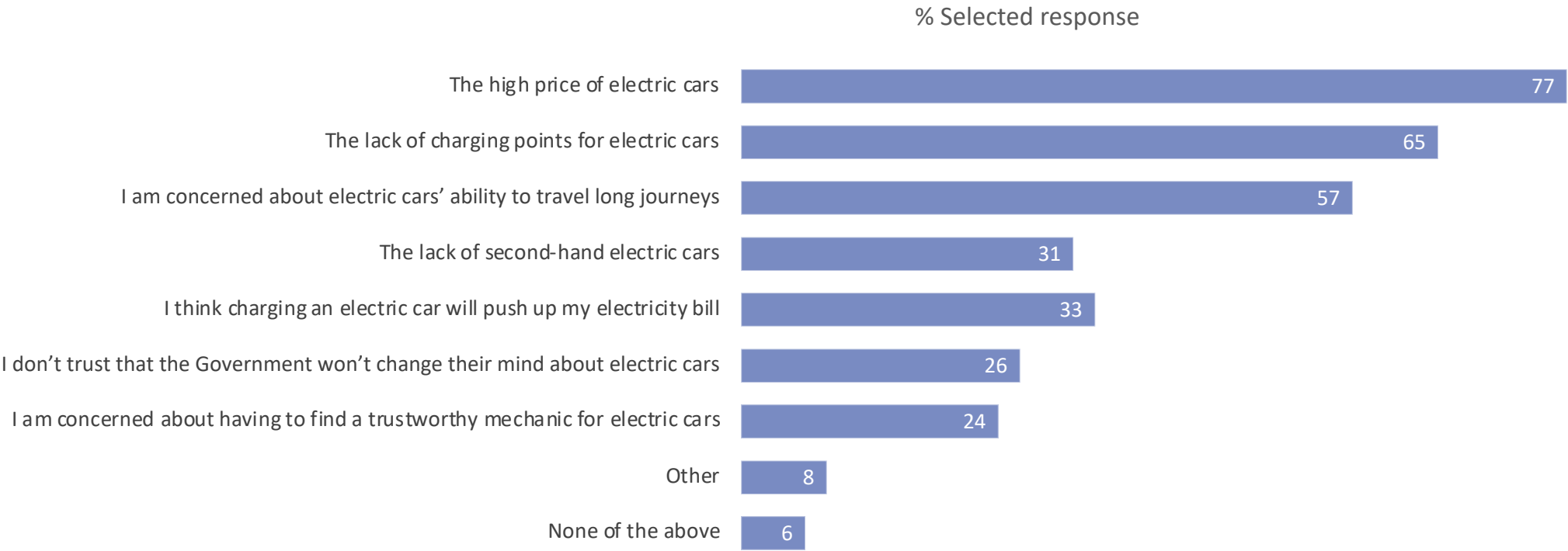
Which of the following considerations, if any, have influenced your plan to buy an electric car in the next 2 years? Select all that apply. (Asked to those planning on buying an electric car in the next 2 years)

# Electric cars – drivers concerns



High prices, lack of charging points, and the little trust in electric cars’ ability to travel long journeys are the biggest concerns for drivers of petrol and diesel cars

Which of the following concerns, if any, do you have about swapping your car for an electric car now? Select all that apply. (Asked to those who drive a petrol or diesel car)



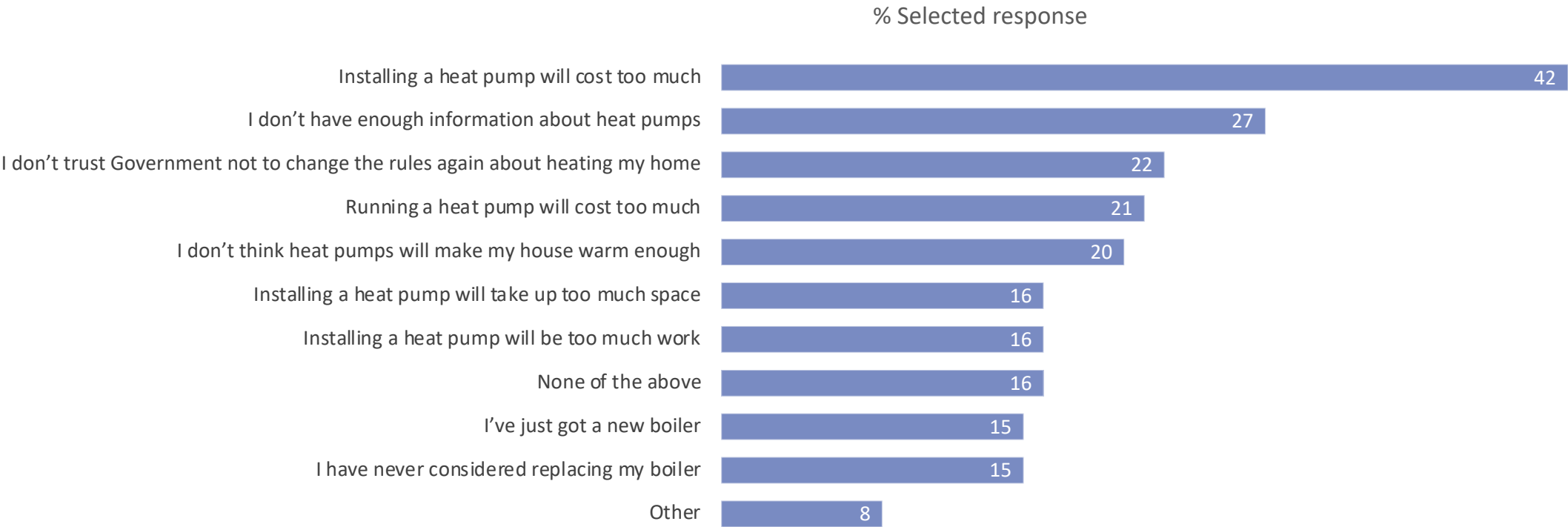
Which of the following concerns, if any, do you have about swapping your car for an electric car now? Select all that apply. (Asked to those who drive a petrol or diesel car)

# Heat pumps



Cost, lack of information, and distrust in government make Britons less willing to switch to heat pumps

Which of the following concerns do you have towards replacing an oil or gas boiler with an alternative like an air source or ground source heat pump, if any? Select all that apply.



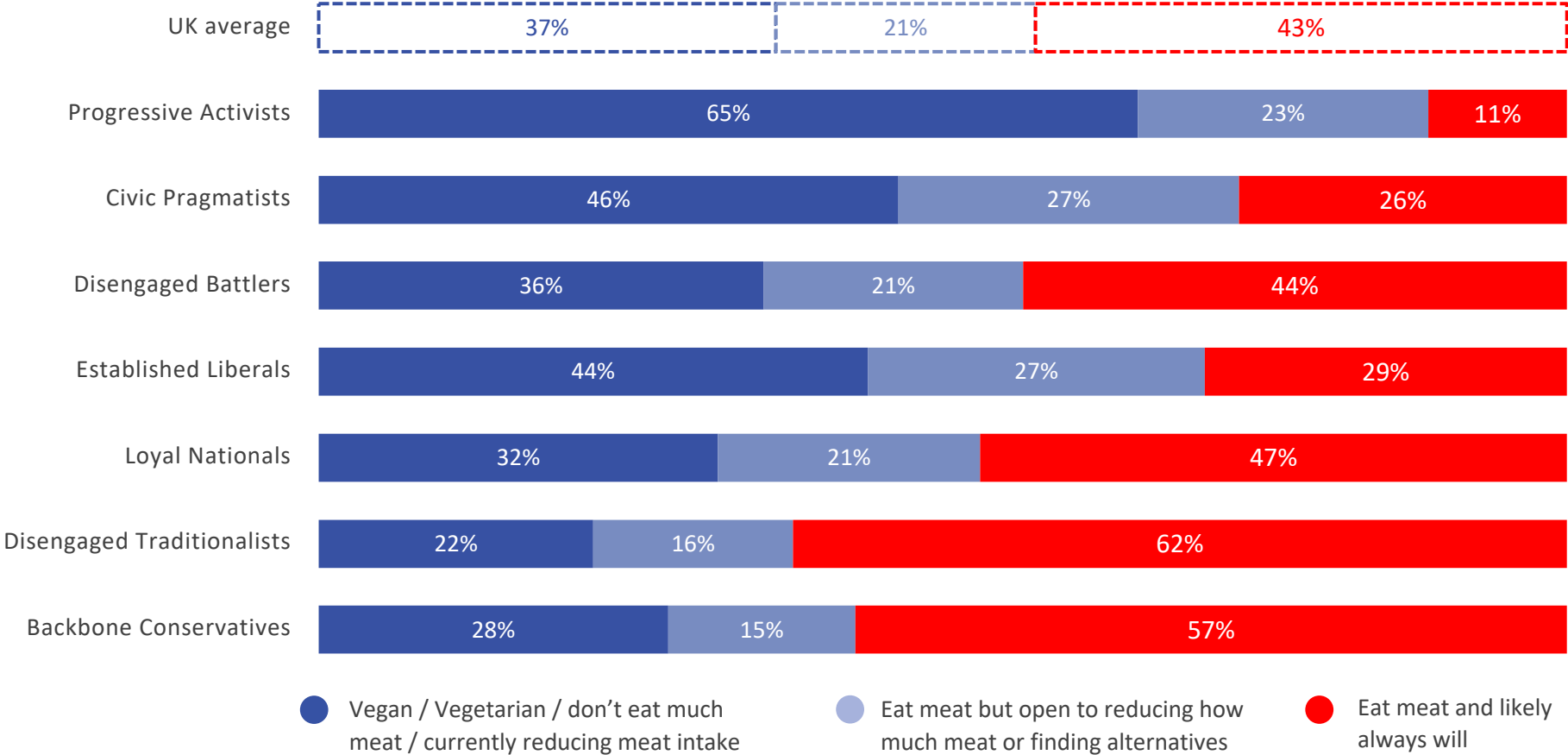
Which of the following concerns do you have towards replacing an oil or gas boiler with an alternative like an air source or ground source heat pump, if any? Select all that apply. (If homeowner and oil or gas boiler, don't know, or renting)

# Reducing meat consumption



A majority of Britons have already started or are open to reducing their meat intake – but a significant minority are not.

Which of the following best describes your attitude towards eating meat?



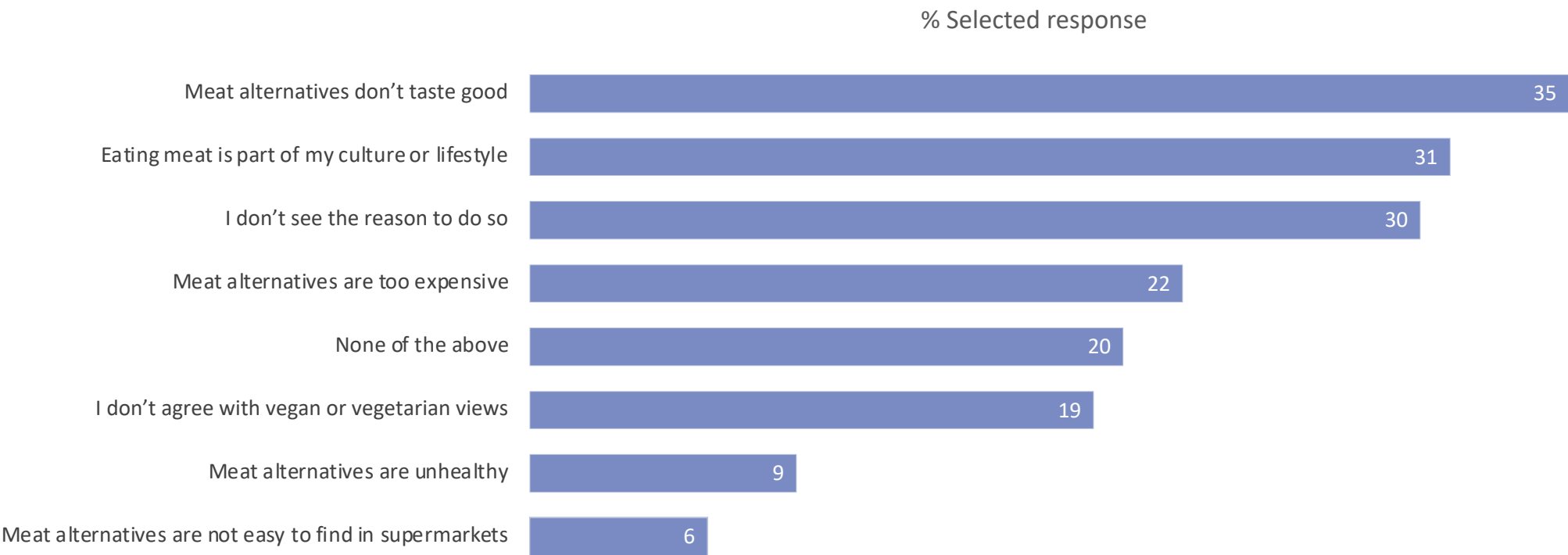
Which of the following best describes your attitude towards eating meat?

# Reducing meat consumption



The cost and taste of meat alternatives are big concerns. But meat being part of their lifestyle, disagreement with vegan/vegetarian views, and not seeing why they should stop eating meat are also highly important barriers for people to reduce meat consumption.

Which of the following concerns, do you have towards reducing your meat consumption, if any? Select all that apply (If eats meat)





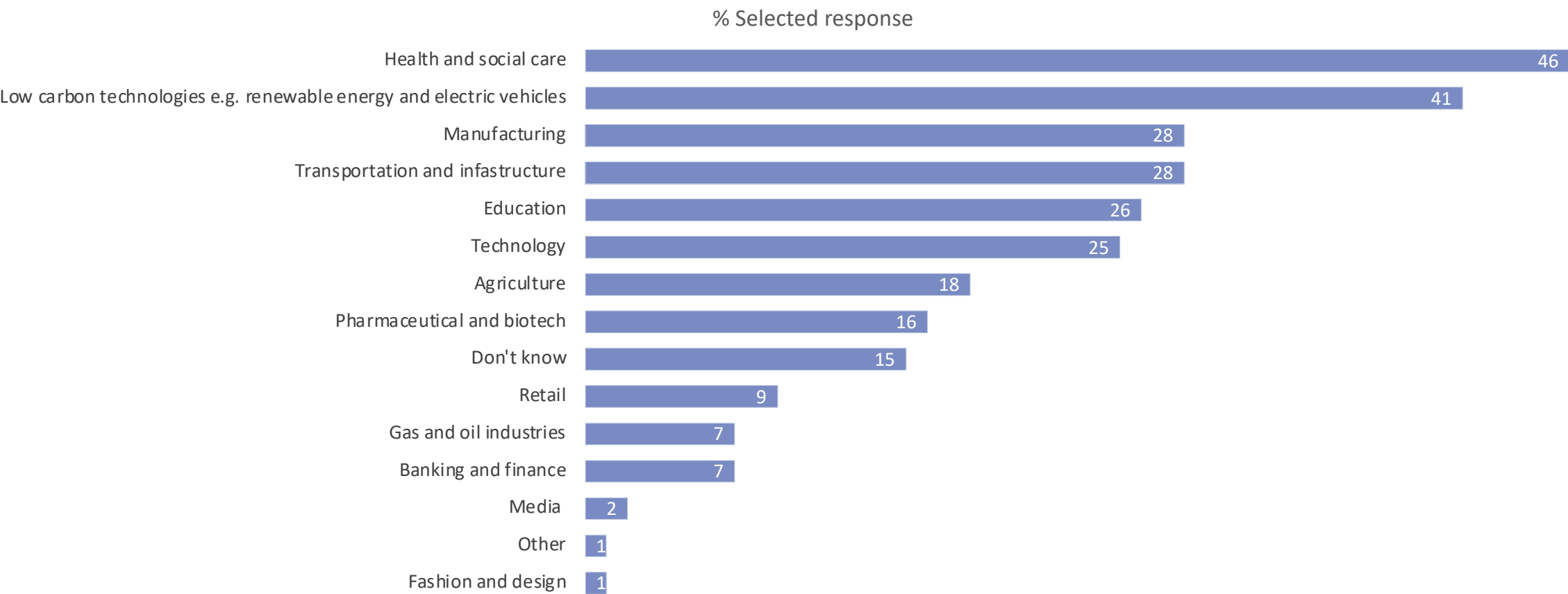


## 11) Green Jobs

# What industries the UK focus on to create jobs?



Care and low-carbon jobs are seen as the jobs of the future for most Britons

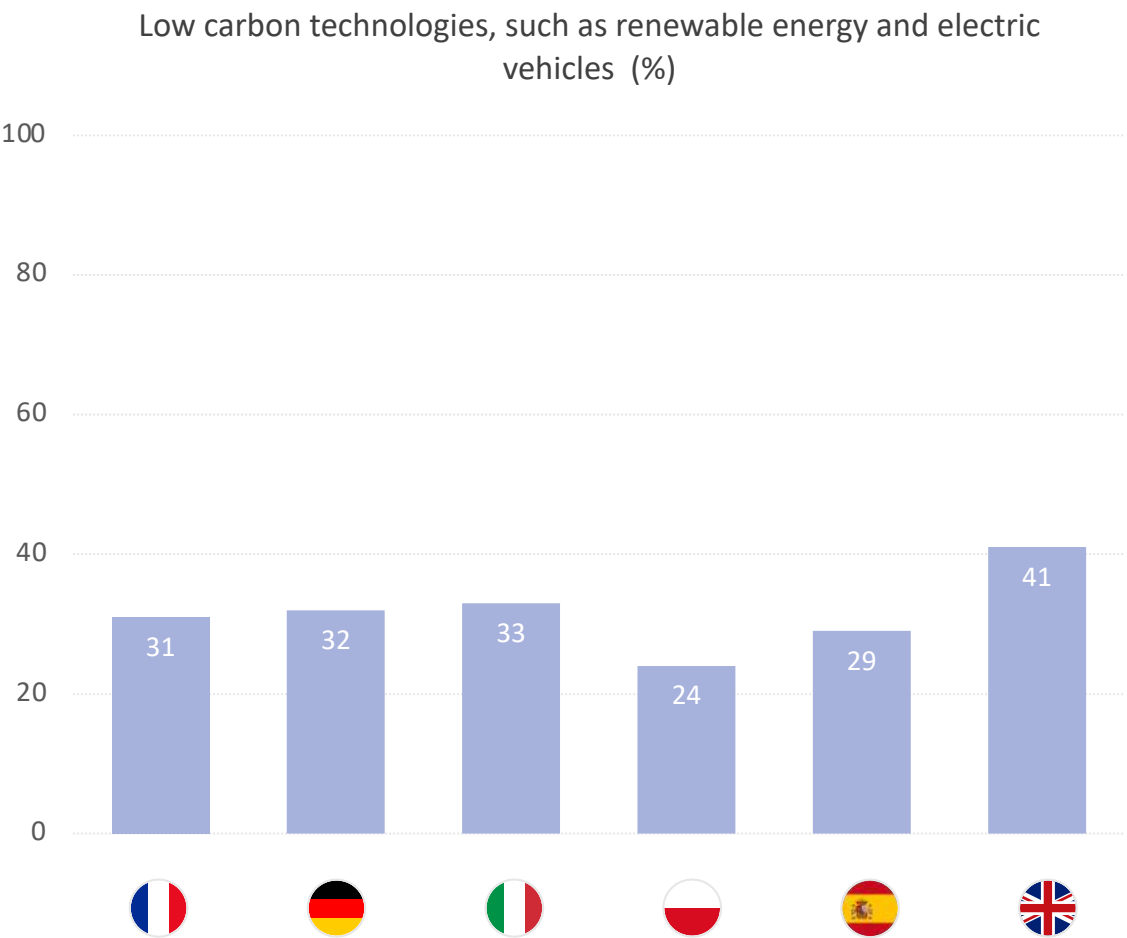


Which industries should the government focus on to generate job growth in the UK? Select top 3

# Focus on green jobs across countries



Britons are more likely to want the government to focus on green jobs – compared to other European countries



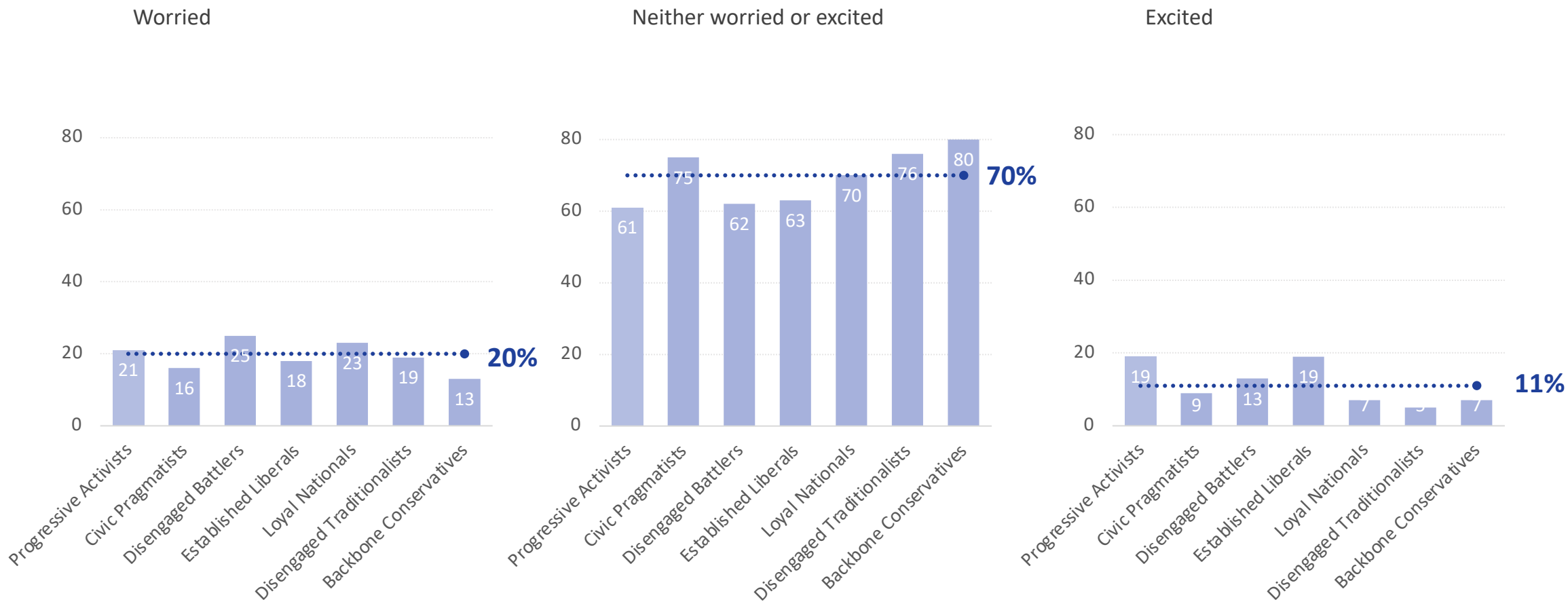
Which industries should the government focus on to generate job growth in [COUNTRY]?



# Retraining – worried or excited?



Most Britons are neither worried or excited at the prospect of retraining due to climate change, automatization and a more digital world

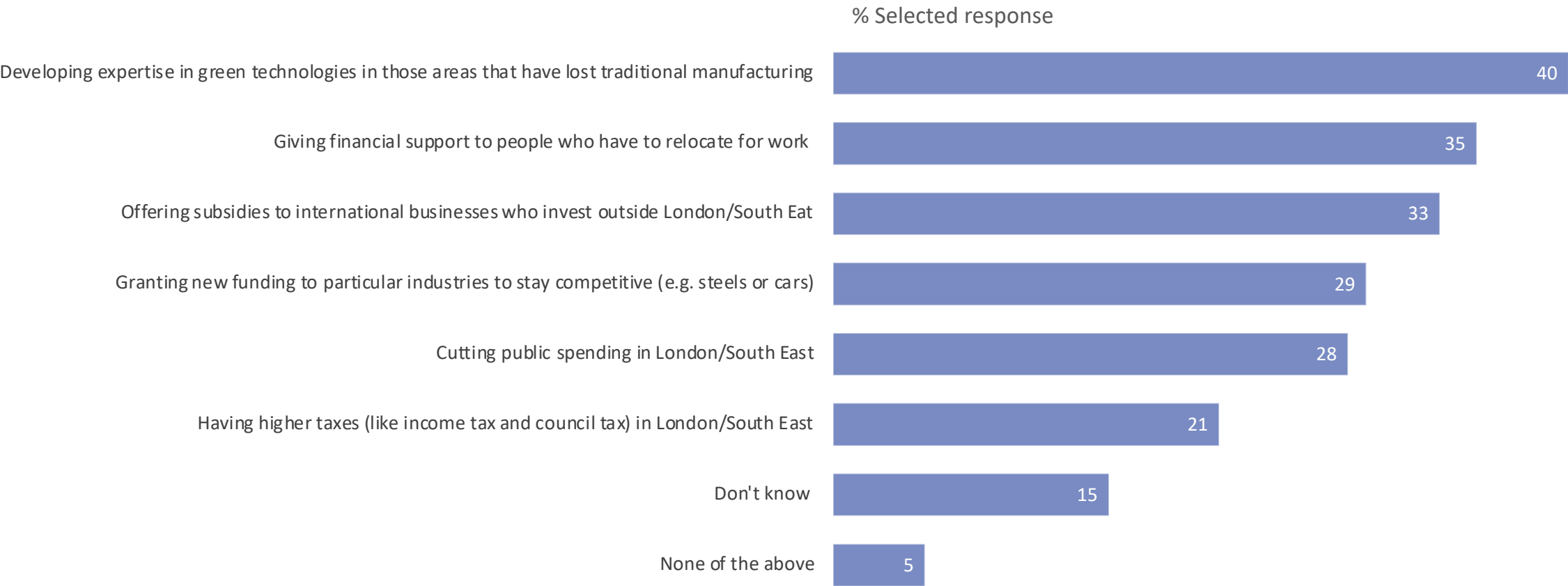


Research suggests that most workers in the UK will need to retrain within their workplace or change workplace within the next decade as a result of climate change, automatization and a more digital world. When considering the prospect of having to retrain or change jobs, which best describes you? ('neither worried or excited' includes those who say 'don't think I'll have to retrain')

# Levelling Up and green investment



Britons want the government to incentivise green investment in left-behind areas



Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing? Please select up to 3. Source: Public First

# 12) Paying for Net Zero





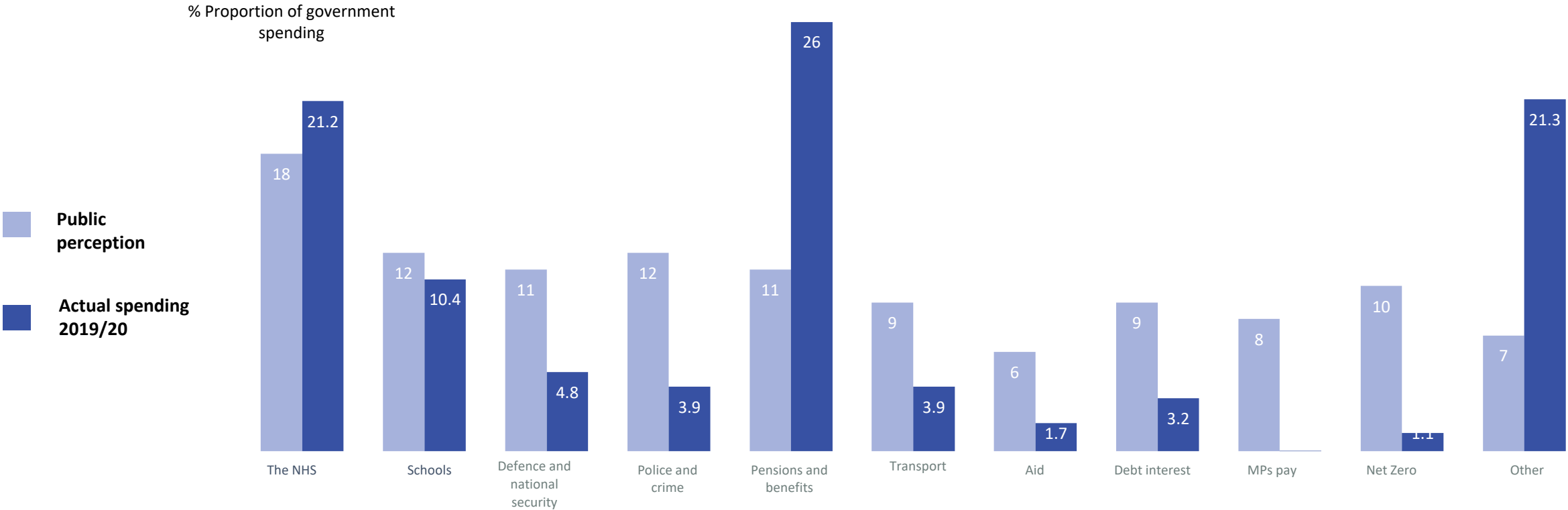
## Paying for net zero

- When asked about the cost of net zero as a percentage of government spending, Britons think the government spends 10 times more on net zero transition than the government actually did in 2019/20
- When asked about the cost of net zero as a whole number, most Britons think the cost of next zero transition will be less than £100 million each year.
- **This suggests the sector should decide on a percentage of GDP/government spending for net zero spending and stick with that percentage**
- **Carbon taxes and carbon tariffs are the most popular ways of paying for net zero transition**

# How much does the government spending across public services?



Britons think the government spends 10 times more on net zero transition than the government did in 2019/20



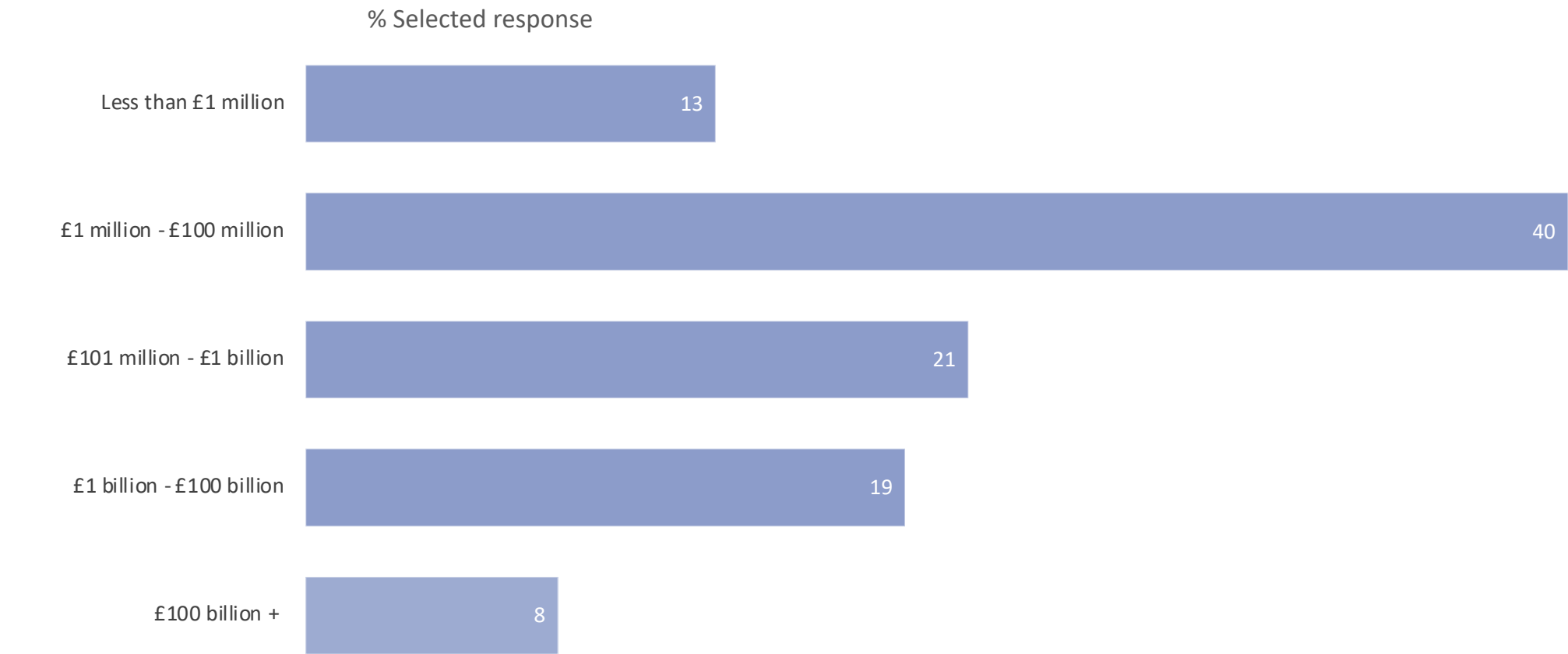
Public perception: Thinking about the amount of money the government will spend on different things over the next few years, what proportion of the total do you think the government will spend on each of the following areas? Source: More in Common, November 2021 (N = 2,000)

Actual spending: Source, IFS Tax Tab. For Net Zero figure – The CCC 6<sup>th</sup> Carbon Budget, current annual figure of approx. £10 billion recommended to rise to £50 billion by end of decade.

# How much will government spend on transition each year?



Most Britons think the cost of next zero transition will be less than £100 million each year

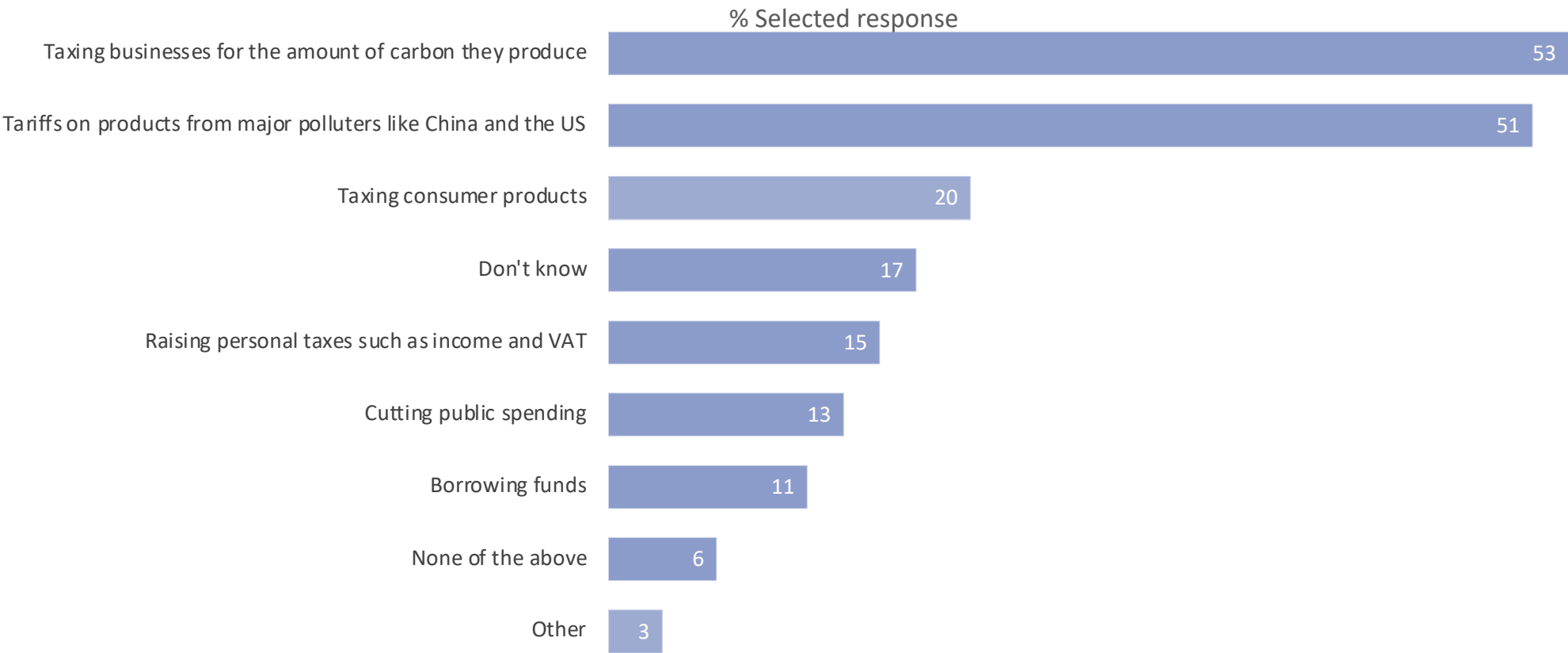


How much money do you think the government will spend on our transition to net zero every year?

# How should the government pay to reduce carbon emissions?



Most Britons think we should pay for net zero through carbon taxes and carbon tariffs



How should the government pay to reduce carbon emissions and the UK's transition to a greener economy? Select all that apply

# About More in Common



More in Common is an **international initiative** set up in 2017 to build societies that are stronger, more united, and more resilient to the increasing **threats of polarization and social division.**

We work with a wide range of groups in civil society, politics, government, business, faith, education, philanthropy and the media to connect people across lines of division.

**More in Common's teams** in France, Germany, the United Kingdom and the United States work together and share a commitment to **advancing our mission.**

For more information please visit  
[www.moreincommon.org.uk](http://www.moreincommon.org.uk) or contact  
us at [contact@moreincommon.com](mailto:contact@moreincommon.com)



# Scope and Methodology



## Scope

Great Britain – Nationally representative poll

## Methodology

Research Partners

YouGov N=2,201, Public First, N=2,046

YouGov and Public First

Fieldwork dates

YouGov: 19th November 2021 – 1st December 2021  
Public First: 17th November 2021 – 23rd November 2021

Specifications

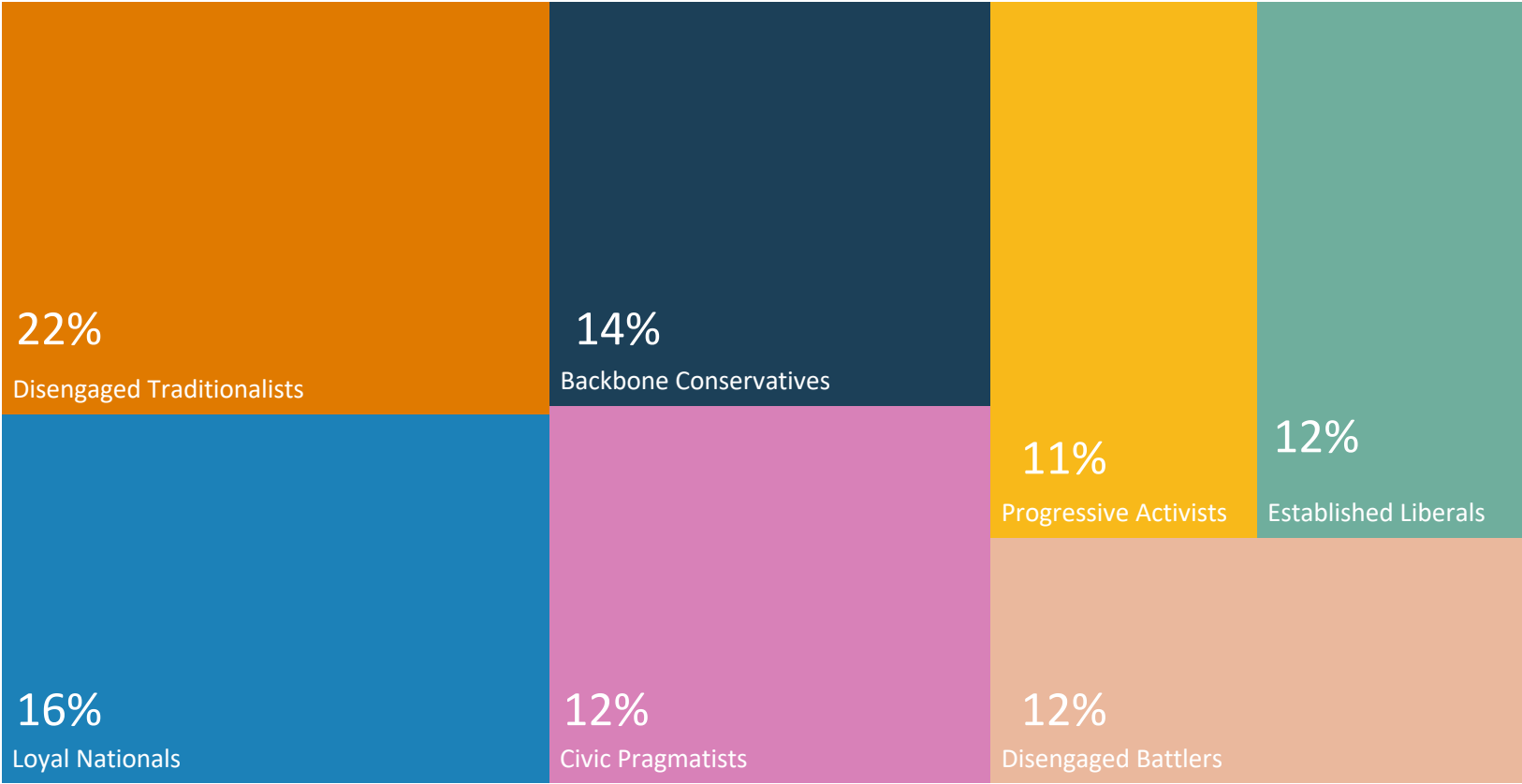
Online survey using representative demographic quotas

Please note: In few cases, numbers may not add up to 100% due to rounding.

# **Appendix 1**

## **The British Seven Segments**

# Britain's Seven Segments



# Progressive Activists

...a group for whom politics is an important part of their identity and who seek to correct longstanding injustices

‘It’s not really a meritocracy we live in. The people who have privilege to begin with are far more likely to end up in their dream career.’

Sally, 29, South East England



Politically  
engaged

Cosmopolitan

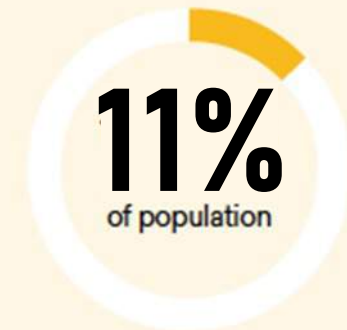
Environmentally-  
friendly

Critical

Frustrated

## Preferred media sources

- The Guardian
- Channel 4
- Twitter
- Podcasts
- BBC Radio 4
- Local newspapers

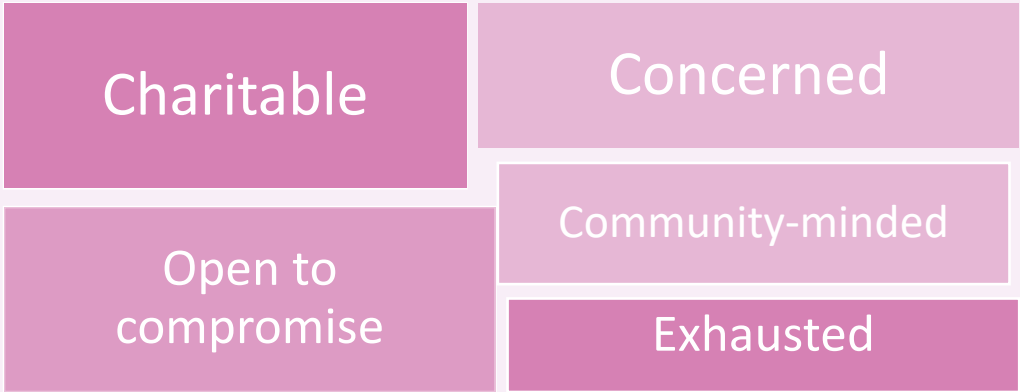


# Civic Pragmatists

...a group that cares about others, at home or abroad. They wish for less conflict and more compromise

‘We’re lucky to have a lot of the things that we have got. I think there’s a lot we take for granted, although there is a lot of inequality in society.’

Bea, 52, North West



## Preferred media sources

- BBC
- ITV
- Channel 5
- BBC Radio 4



# Disengaged Battlers

... a group that are just getting by. They blame the system for its unfairness,  
but not other people

'I don't generally feel very, very lucky. I've had a lot of financial issues and struggles, but obviously I'm grateful for what I have got.'

Kelly, 39, North West England

Tolerant

Surviving

Disillusioned

Insecure

Overlooked

## Preferred media sources

- Daily Mail
- The Metro
- Commercial radio
- Large numbers say they have no interest in the news

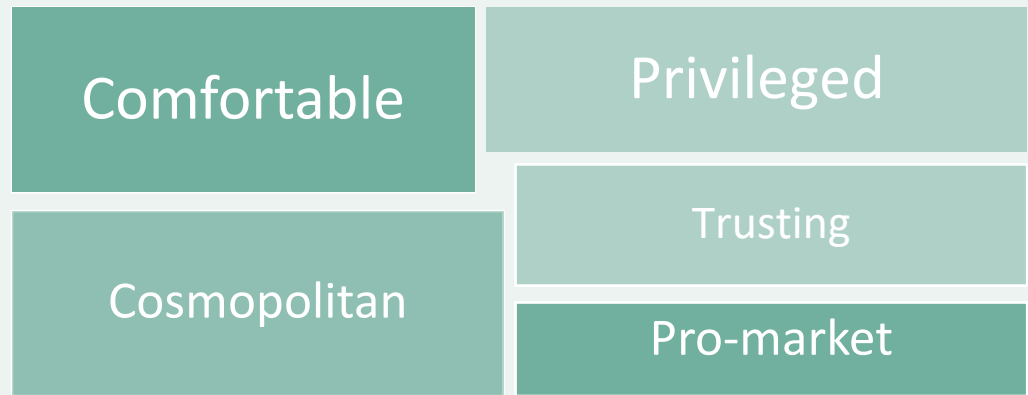


# Established Liberals

...a group that has done well and means well towards others, but also sees a lot of good in the status quo

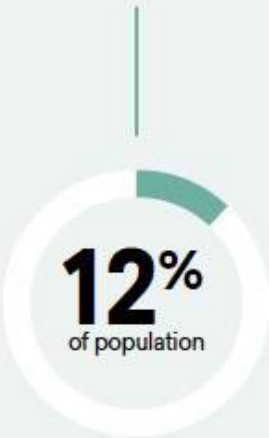
‘We are a very equal society and we are incredibly supportive of each other. I don’t think that is as true in other countries. I haven’t got any first-hand experience of being a different nationality, but I do think we have this amazing British spirit.’

Michael, 39, South West England



## Preferred media sources

- BBC
- The Times
- Daily Telegraph
- BBC Radio 4
- Podcasts

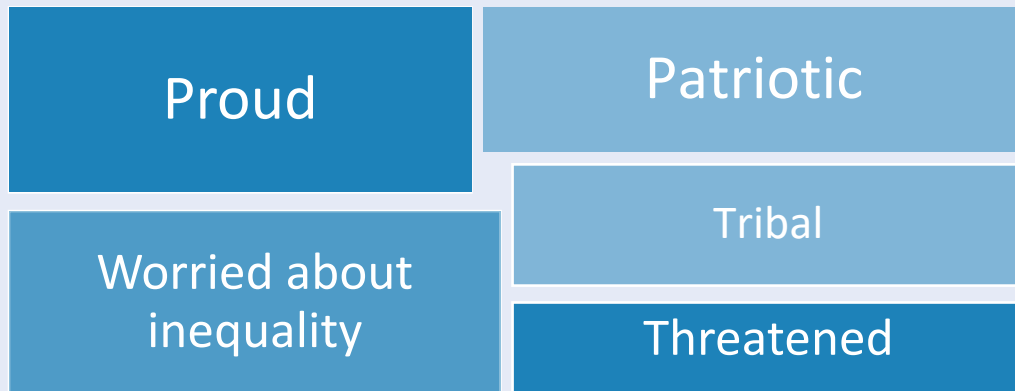


# Loyal Nationals

...a patriotic group, who worry that our way of life is threatened and also feel our society has become more unfair

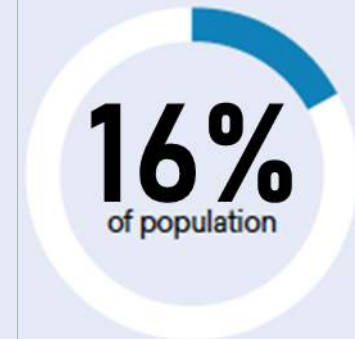
‘The likes of myself don't matter anymore. I don't fit in. It seems we are giving in more and more to people that are outside of this country or don't want to integrate.’

George, 62, West Midlands



## Preferred media sources

- Daily Mail
- ITV
- The Sun
- Facebook
- Local newspapers





# Disengaged Traditionalists

... a group that values a well-ordered society and prides in hard work. They want strong leadership that keeps people in line

‘I’m a great believer of don’t help someone else until you’ve helped yourself.’

Jake, 47, South East England



Self-reliant

Order

Tough-minded

Patriotic

Disconnected

## Preferred media sources

- The Sun
- Daily Express
- Large numbers say they have no interest in the news



# Backbone Conservatives

... a group who are proud of their country, optimistic about Britain's future outside of Europe, and who keenly follow the news

'I'm proud of the fact I'm British. I would always hang my British flags out if I could.'

Michelle, 78, Yorkshire and the Humber



Nostalgic

Patriotic

Proud

Secure

Engaged

## Preferred media sources

- BBC
- ITV
- Sky News
- Daily Mail
- Daily Telegraph
- Daily Express

