

UK CONTEXT

In the first Bulletin we set the context of the UK.

Future editions will focus on implications for the future, international comparisons, brand loyalty and ethical business.

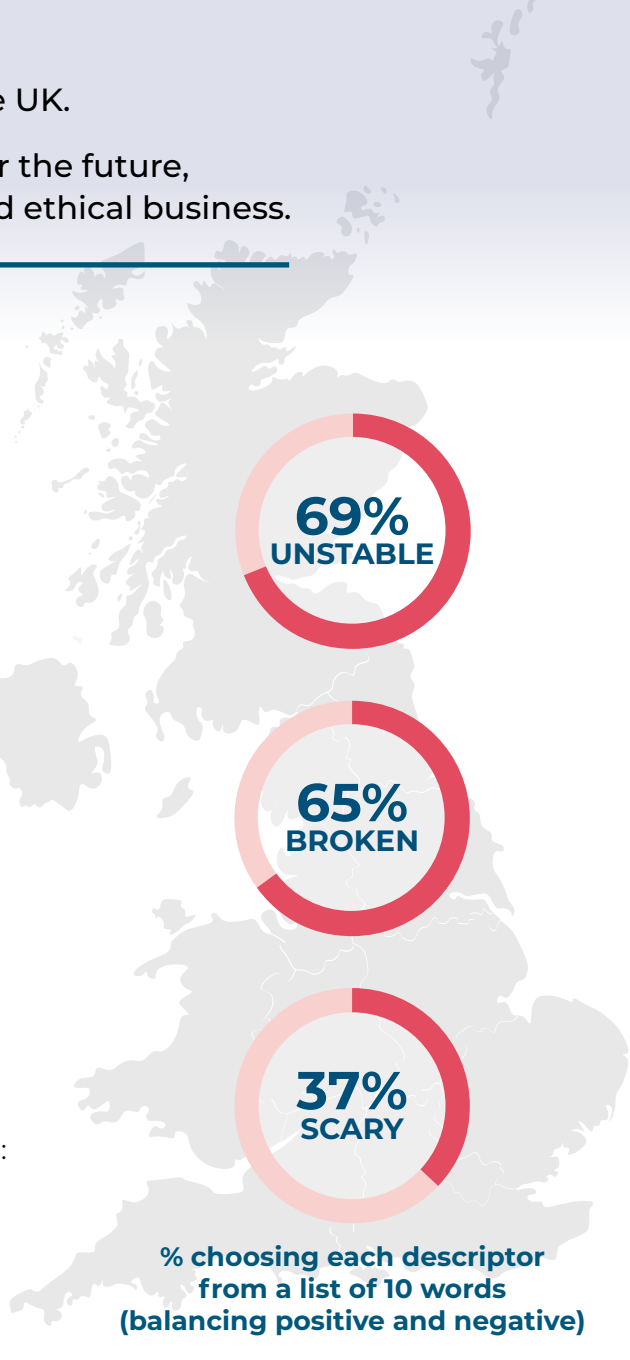
BRITAIN MAY BE BROKEN

But people are keeping busy and carrying on.

Our survey of 2133 members of the UK public, nationally representative by age, income, gender and region provides a snapshot of how people in the UK are feeling right now.

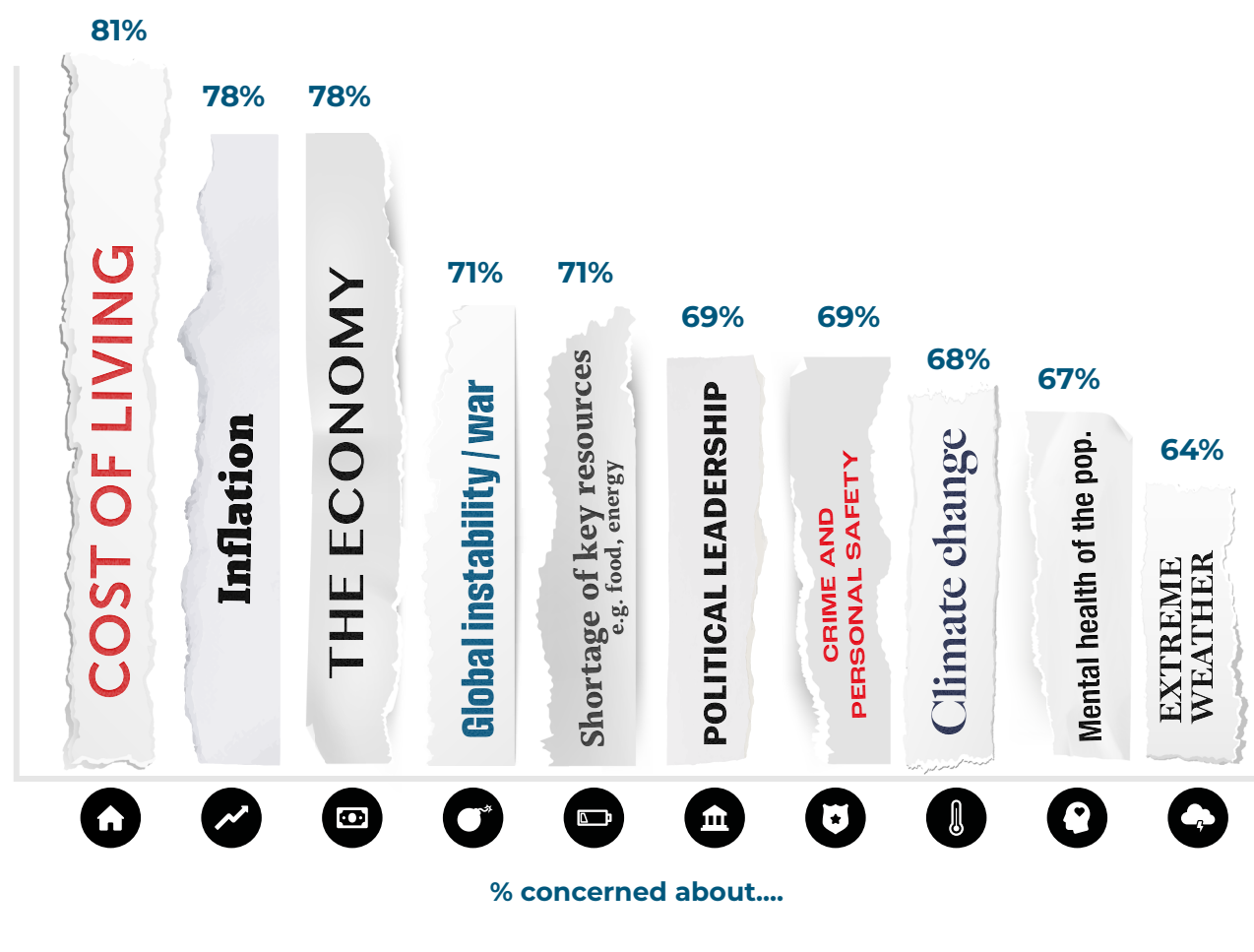
Our research reveals the depth of public concern about Britain today, with 2/3 choosing “unstable” and “broken” to describe the UK.

Concern about the state of the country is widespread: Regardless of age, gender, earnings or region, “unstable” and “broken” are the most selected terms.



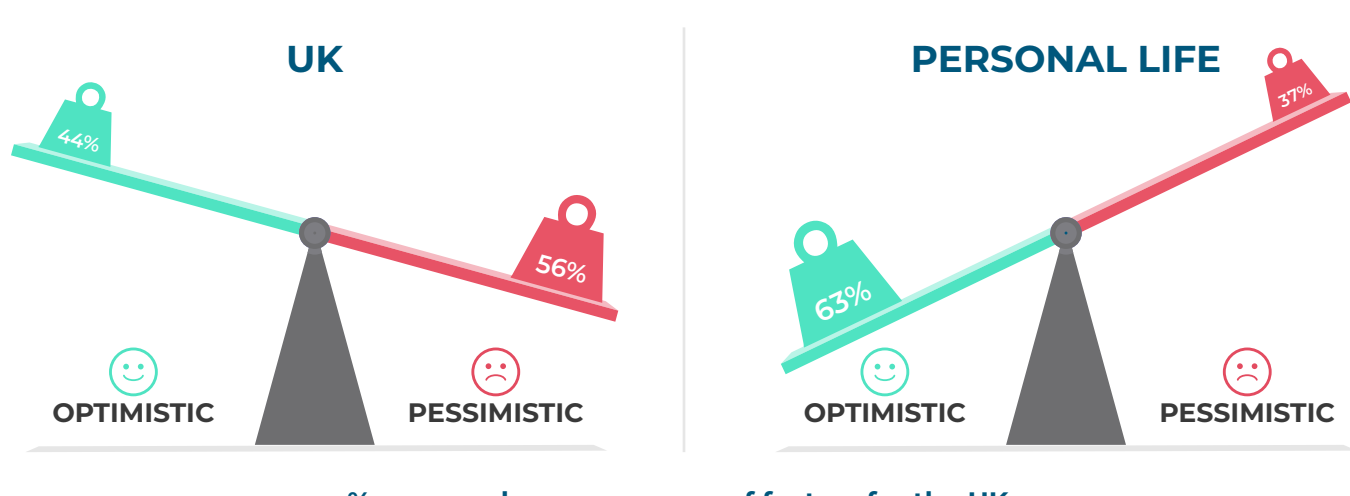
A TIME OF TURMOIL MAY BE DRIVING THIS PERCEPTION.

The public feel we are in a time of turmoil - a perception fuelled by relentlessly negative news cycles, and reflected in high levels of concern about living costs, global instability, and political leadership.



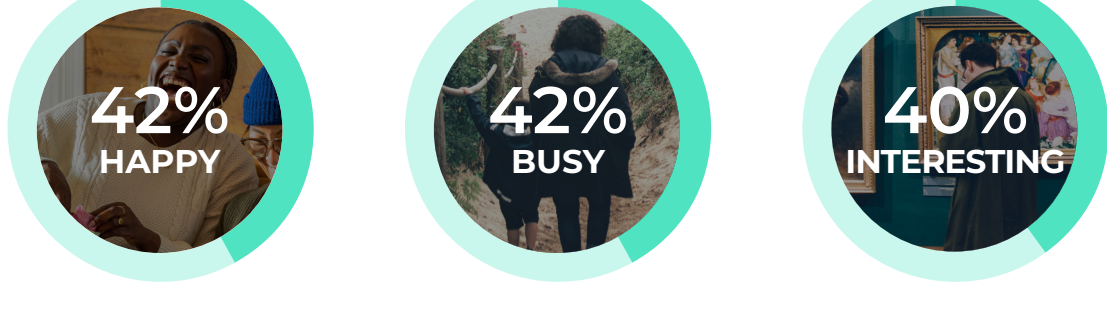
BUT THIS IS NOT THE WHOLE PICTURE.

Our data shows a clear disconnect between the pessimism people feel **about the country** and the optimism they hold **for their own lives**.

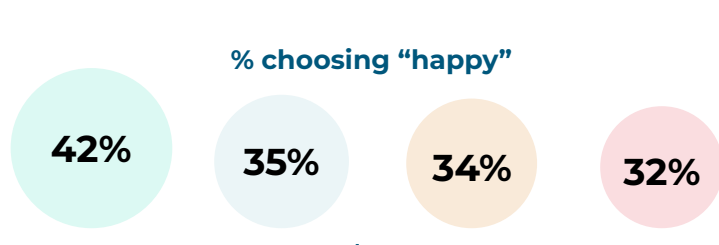


In contrast to the high levels of pessimism about the UK, people are feeling better about their own lives. The top 3 words chosen from the same list of 10 being “happy”, “busy” and “interesting”.

Top 3 descriptors of life



However, there are some groups demonstrably more likely to be struggling. Young people, those on lower incomes and people with disabilities are all less likely to feel their lives are happy.



Britain may feel broken, but people's lives are carrying on and there is hope for the future.

“Happy” is chosen most often to describe what life will be like in 10 years' time.

This points to the opportunity to rehabilitate perceptions of UK society and identity.

New narratives that connect people's more personal stories to the world around them may help rehabilitate their perceptions of the UK.

But this isn't going to be easy, there will be challenges ahead and it will take concerted effort to change public perceptions amidst the turmoil of social concerns.

This is what we will explore in our forthcoming bulletin series.

IN THIS SERIES WE WILL EXPLORE:

What is to be done and who do the UK public hold responsible for the current mood of the nation?

How does Britain compare to other nations?

How are people's behaviours and attitudes being shaped by the complex time they are living through?

What does this mean for how brands and organisations can effectively communicate and cut through this noise?

We can create bespoke workshops cut by demographics, retail, financial or subscription provider types with provocations about what this means for your future strategy.

Get in touch if you would like to hear more about how we can help your brand navigate this complex world.