

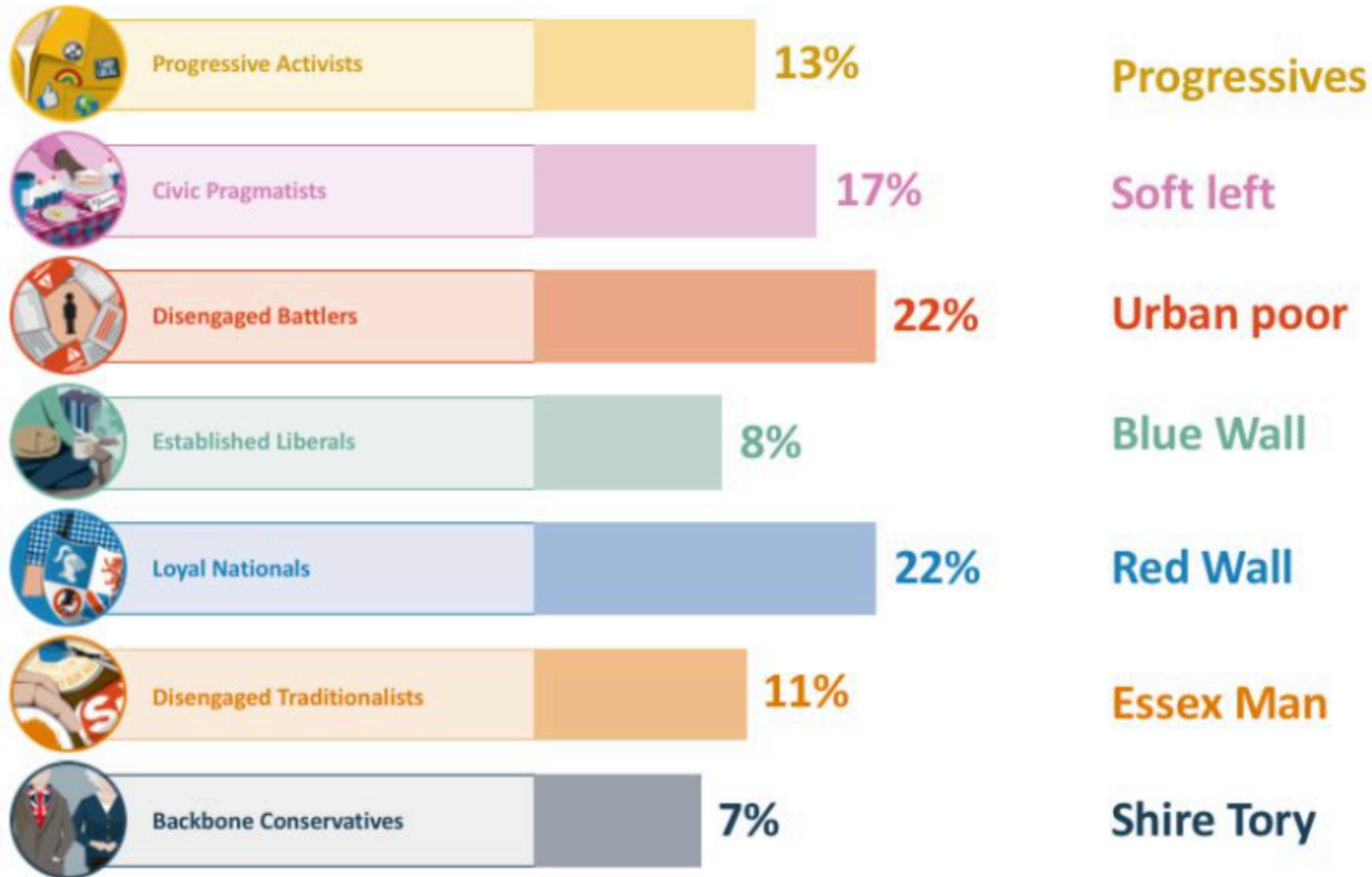
**Broken Britain  
June 2023**

# Polling for The New Britain Project



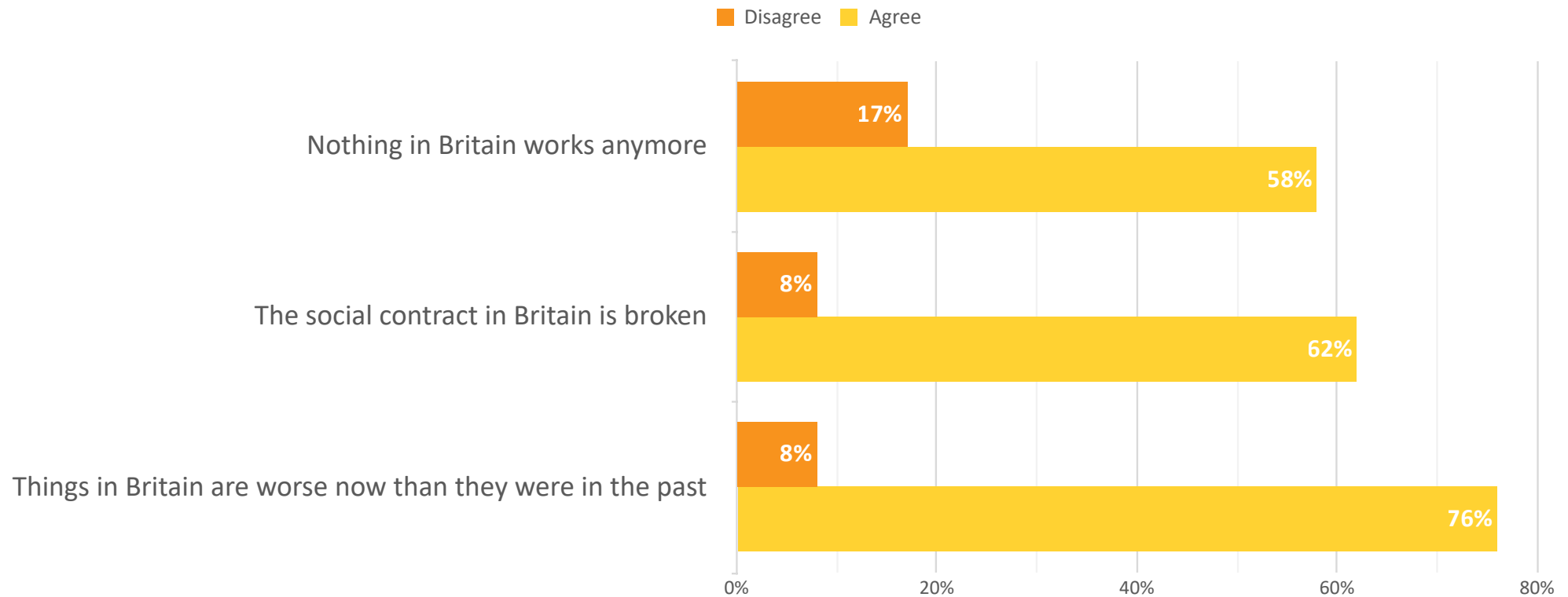
<b>Fieldwork dates</b>	12th to 15th May 2023
<b>Interview method</b>	Online
<b>Sample size</b>	2,017 adults aged 18+
<b>Population effectively sampled</b>	All voters, Great Britain (NI excluded)
<b>Weighting method</b>	The data is weighted on several measures - age/gender interlocked, education, ethnicity, and region - all to nationally representative proportions. In addition, it is also weighted by 2019 GE vote (of registered voters)
<b>Pollsters</b>	More in Common

# More in Common - The British Seven



# Britain is broken

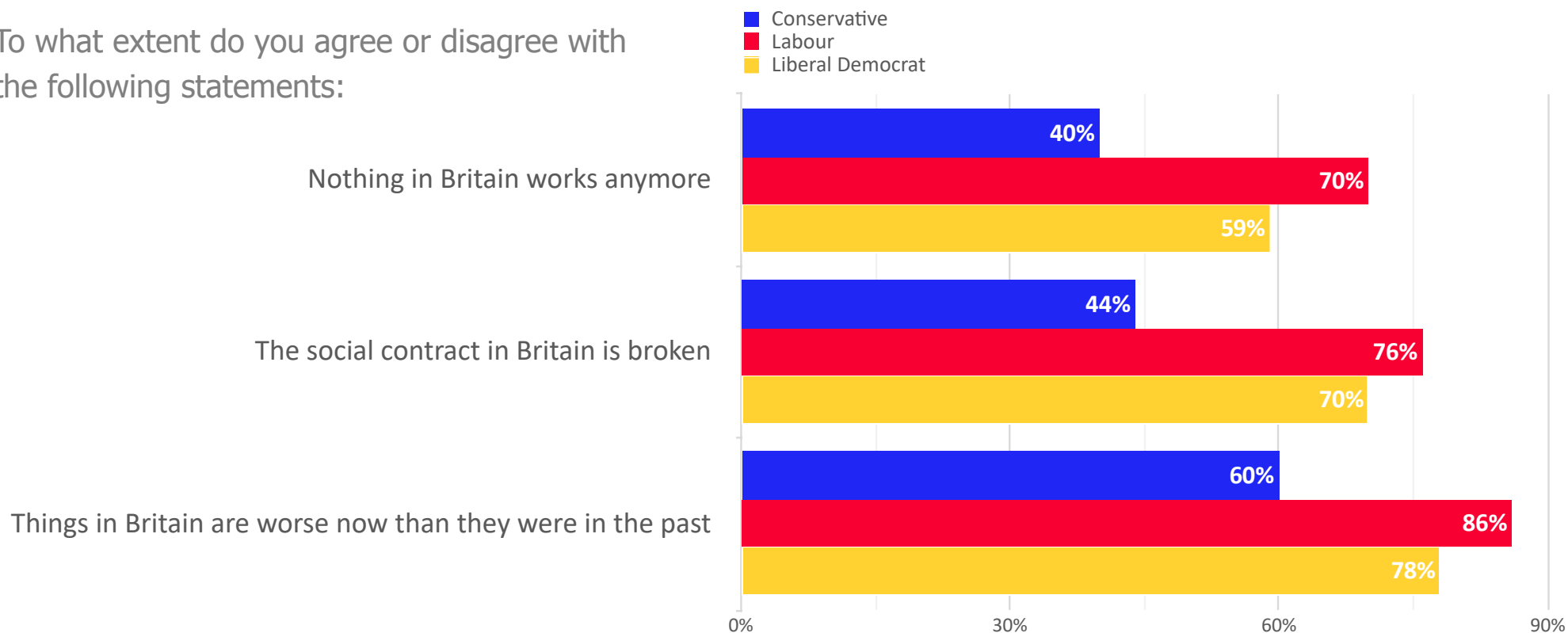
To what extent do you agree or disagree with the following statements:



A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May

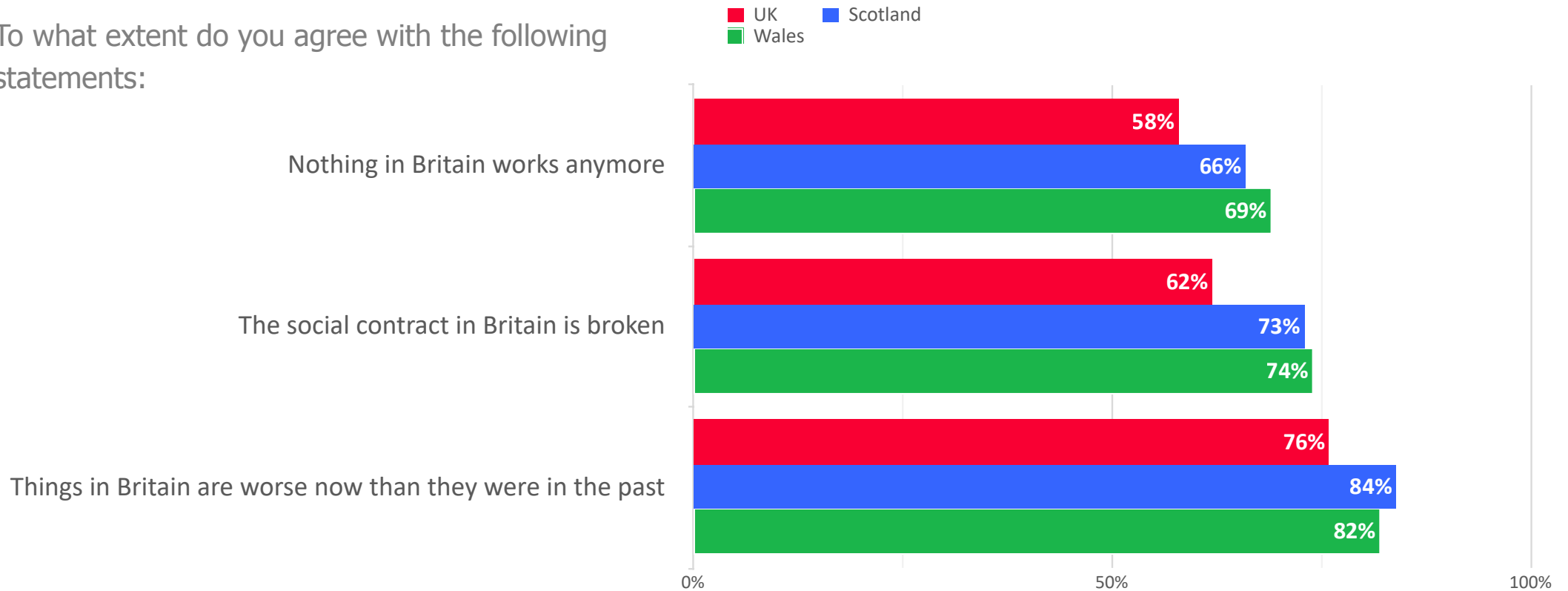
# Britain is broken - resonates most with Labour voters

To what extent do you agree or disagree with the following statements:



# Scotland and Wales feel the most despairing

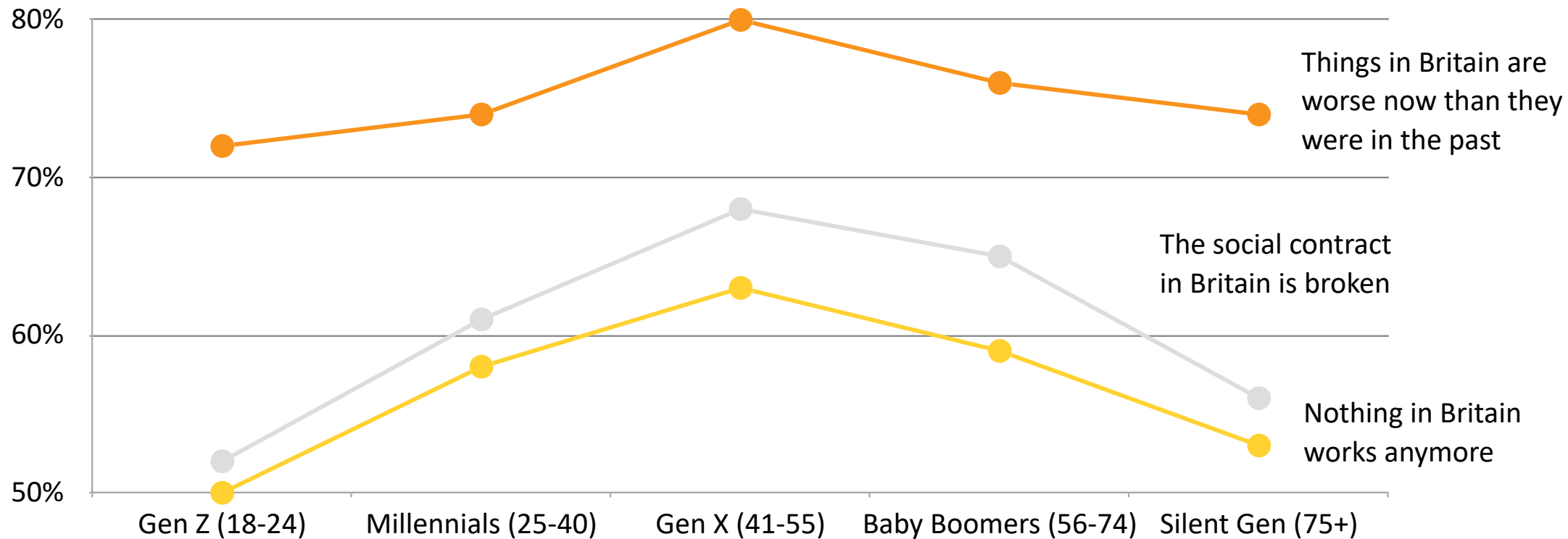
To what extent do you agree with the following statements:



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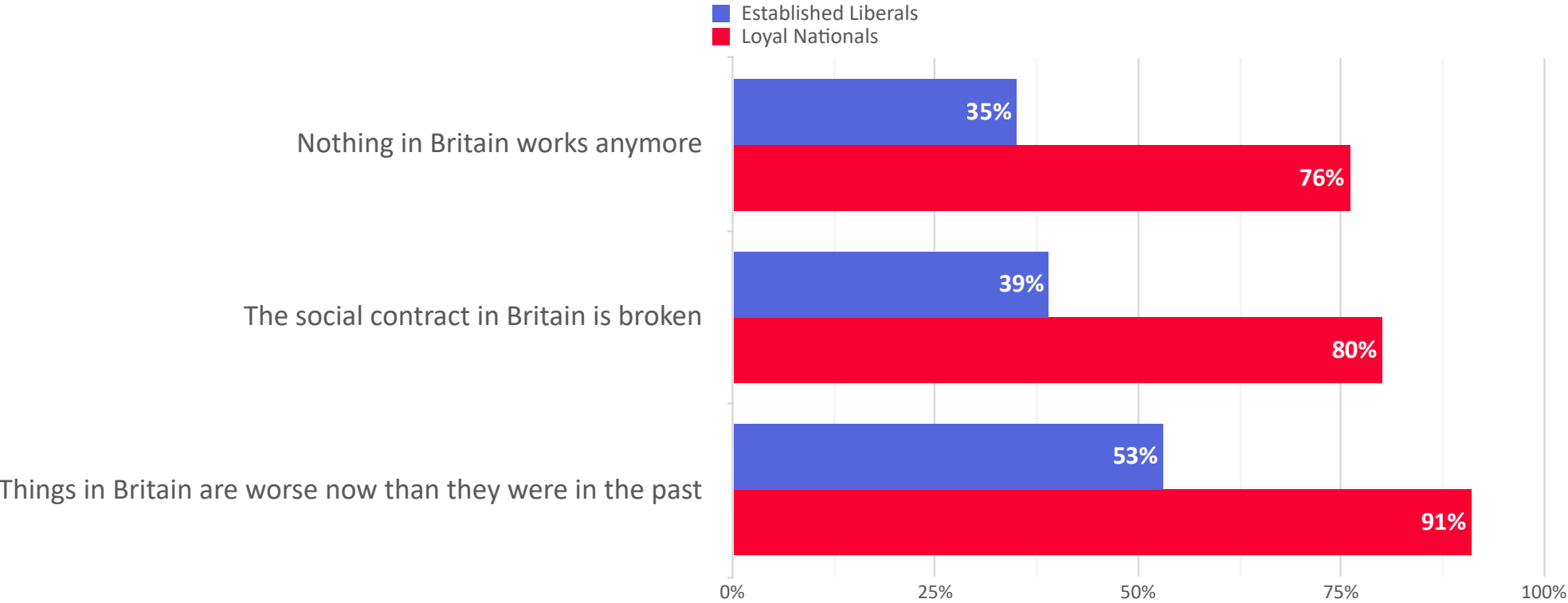
# Gen X most likely to feel Britain is broken

To what extent do you agree with the following statements:



# The blue wall and red wall are living on different planets

To what extent do you agree with the following statements:



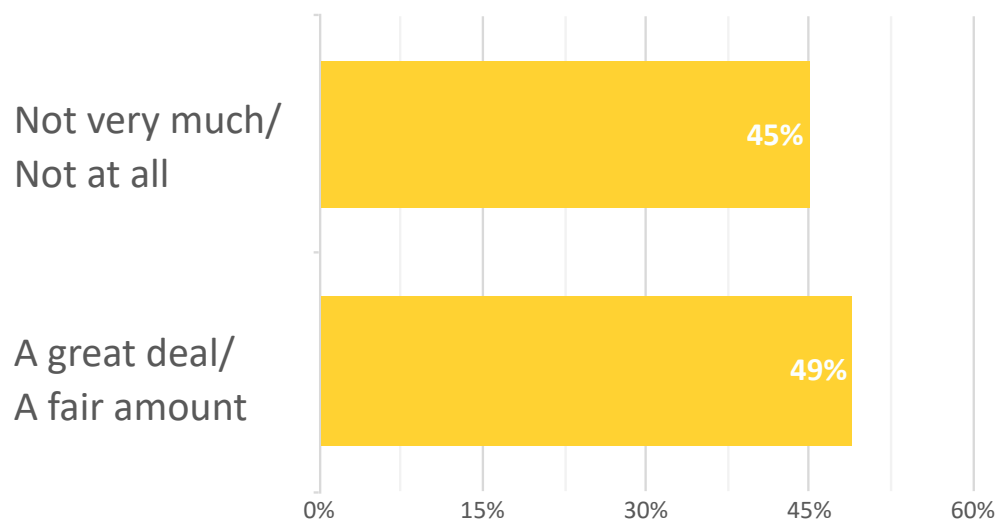
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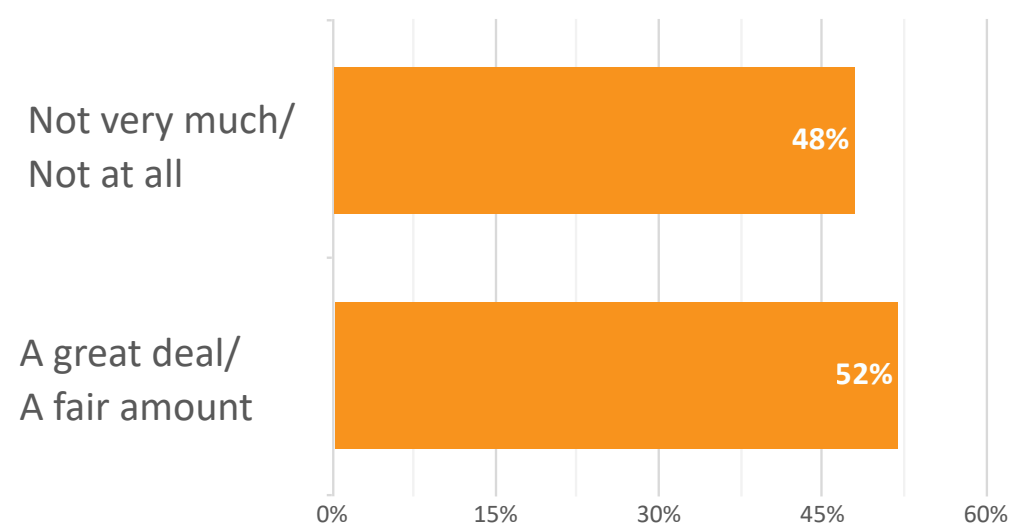


# And almost half of its people feel broken too

How much do you feel you are living up to your potential?



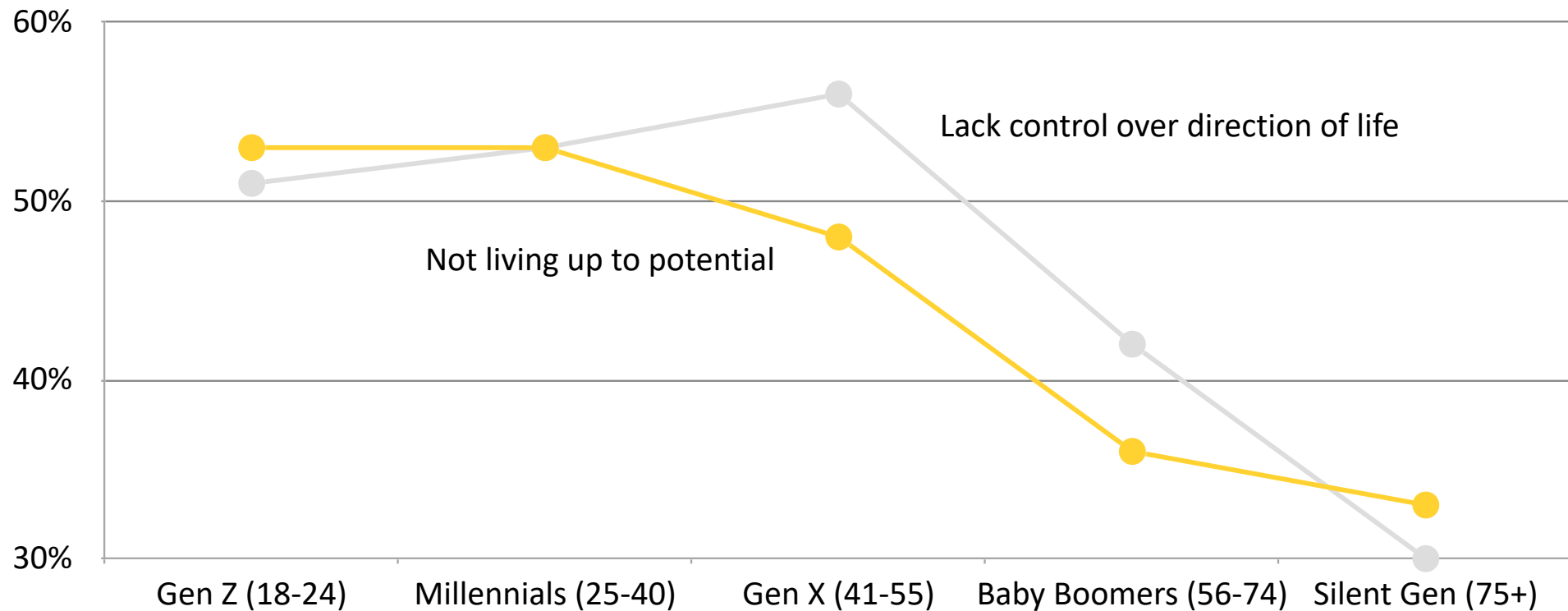
How much do you feel you have control over the direction of your life?



# Gen X feel they have the least agency

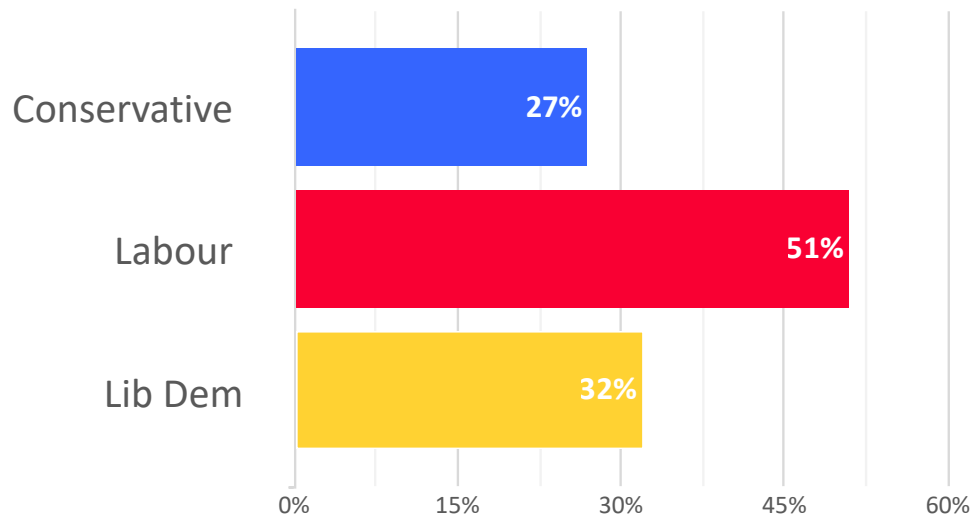
How much do you feel you have control over the direction of your life?

How much do you feel you are living up to your potential?

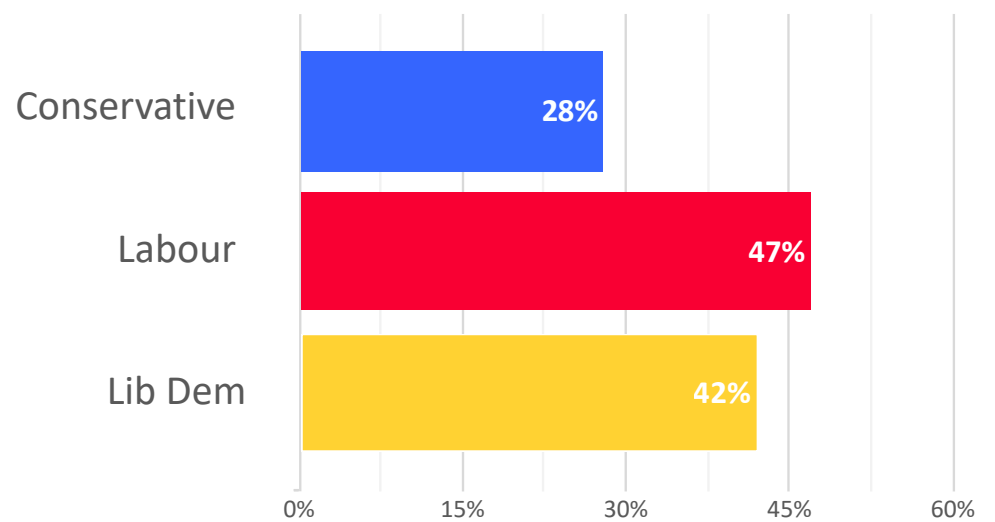


# And it feels personal to Labour voters

Don't feel they are living up to their potential

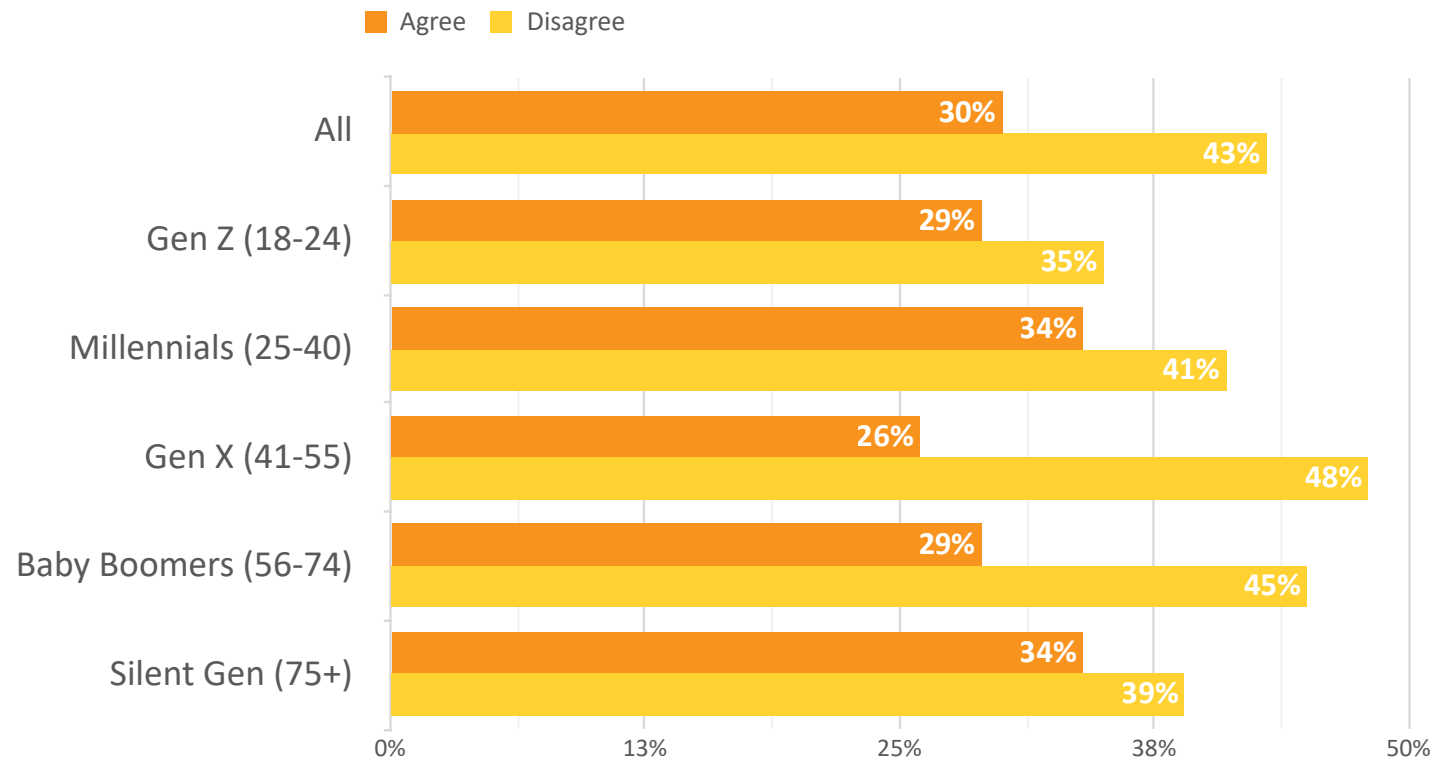


Don't feel they have control over the direction of their life



# Britons lack optimism about the future

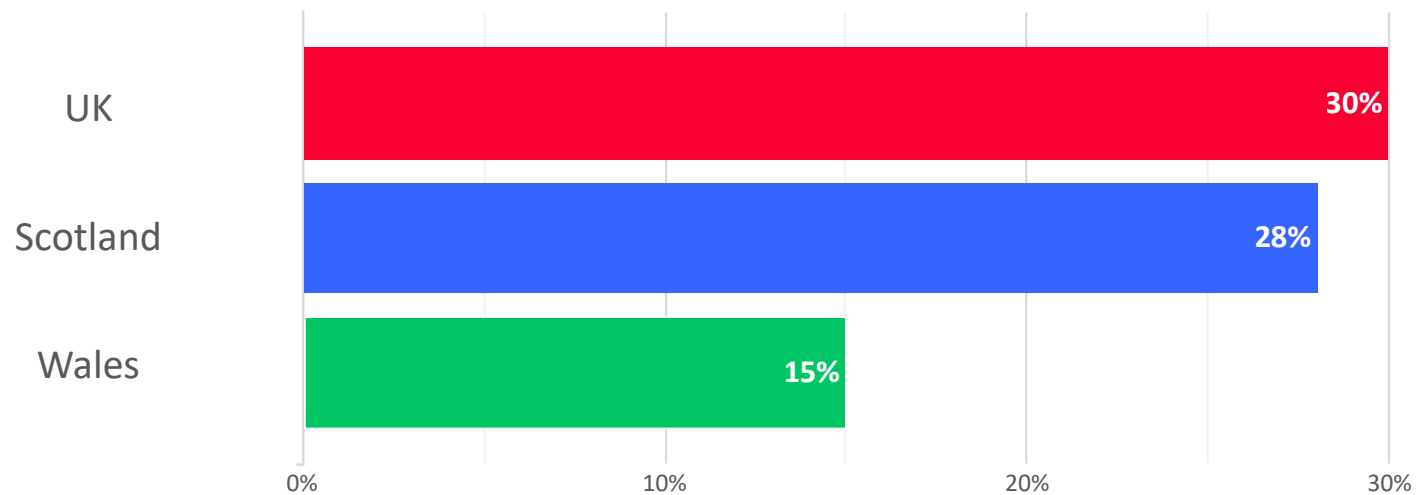
To what extent do you agree or disagree with the following statements: I'm optimistic about the future of Britain



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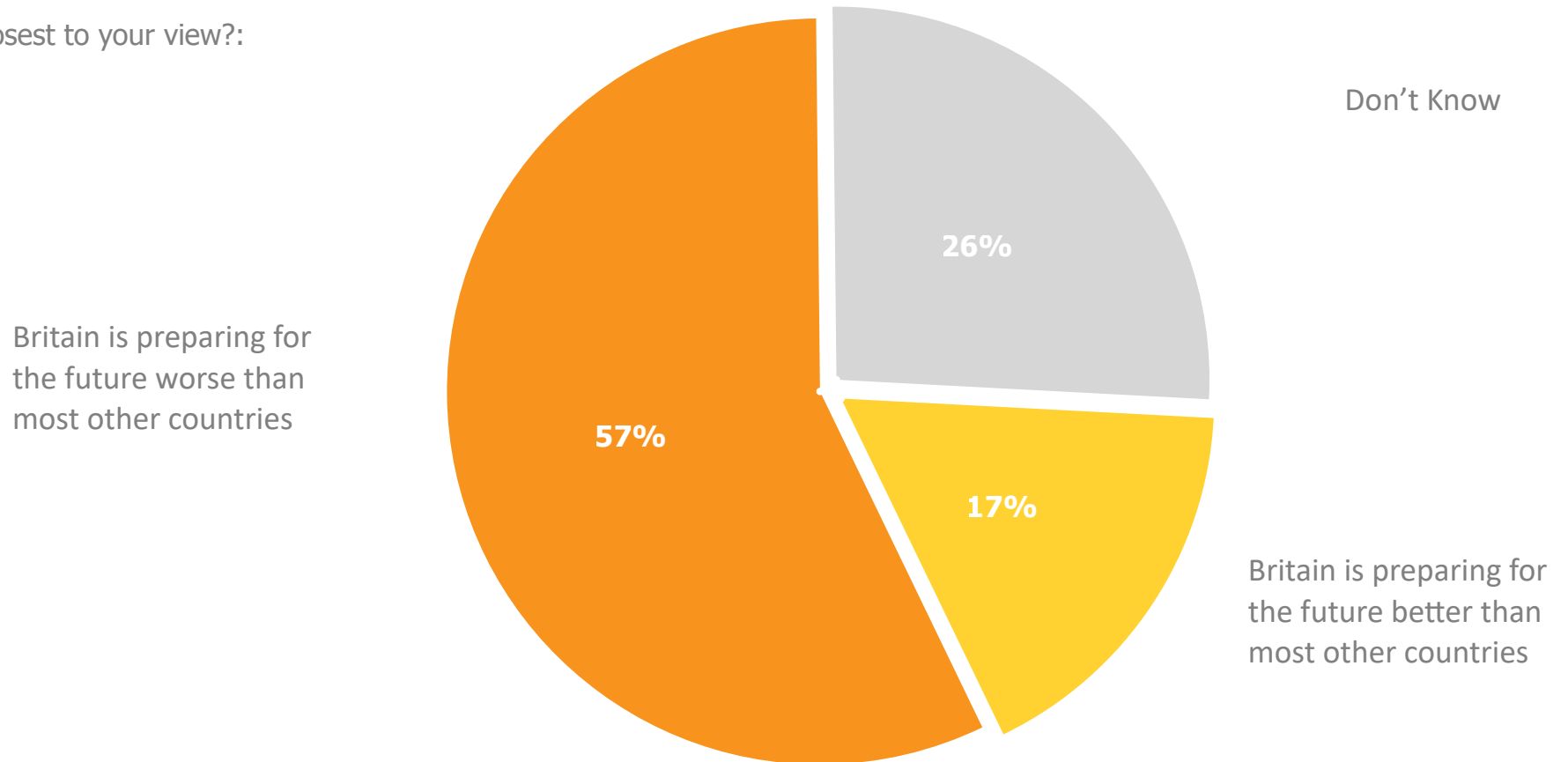
# Wales and Scotland are the least optimistic about the future

To what extent do you agree with the following statement: I'm optimistic about the future of Britain



# People think the UK is failing to keep up with peer nations in preparing for the future

Which comes closest to your view?:



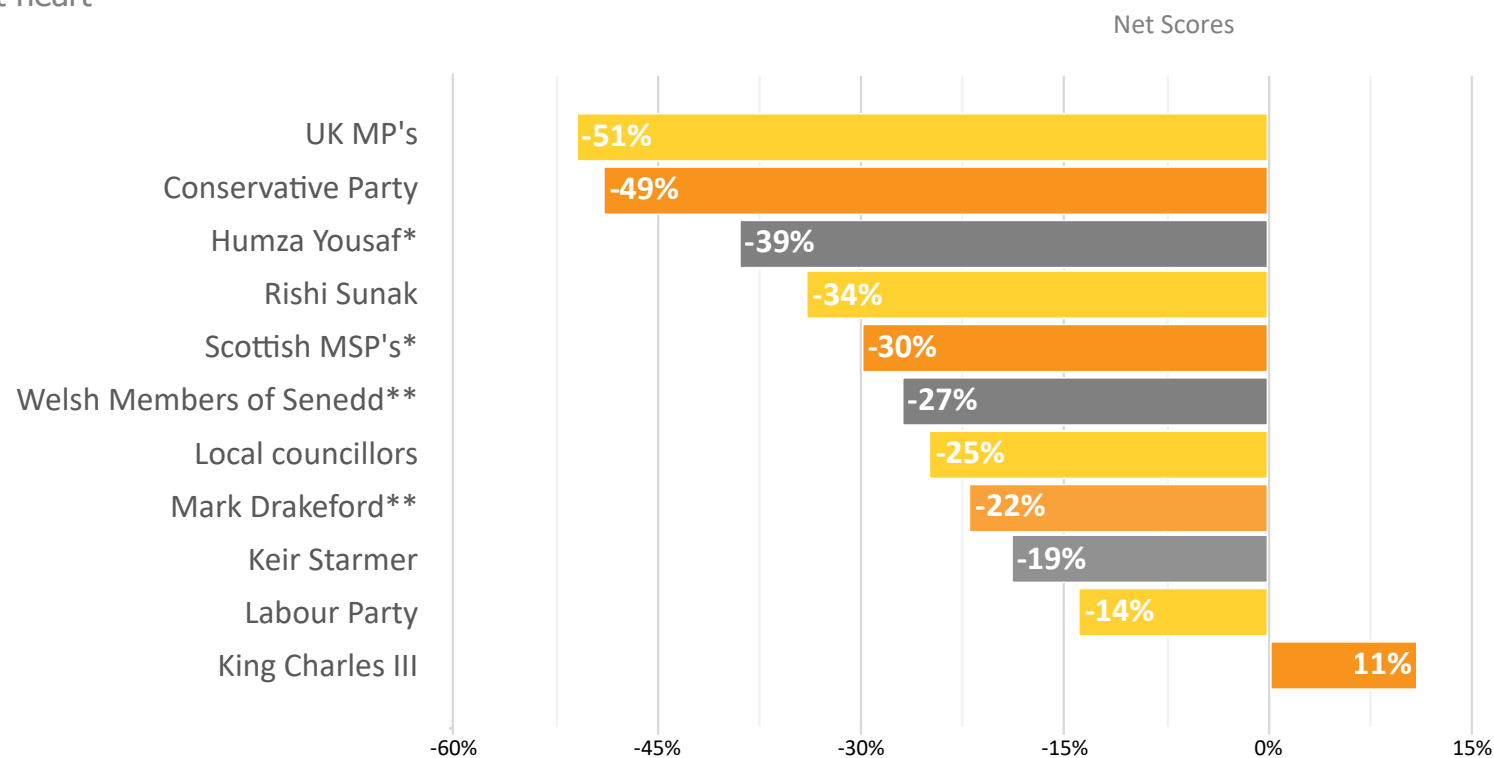
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# Politicians are just out for themselves

Thinking about the following, which of the statements comes closest to your view?

They have the public's best interests at heart

They are just out just for themselves



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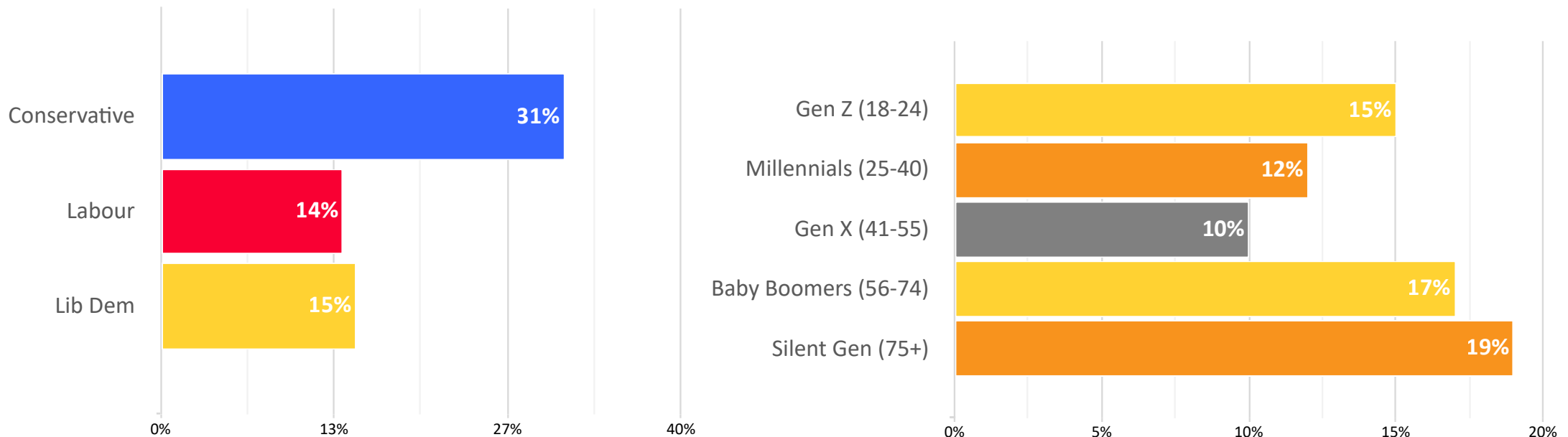
\*Only asked to those in Scotland

\*\*Only asked to those in Wales



# Trust amongst Labour and Gen X voters is lowest

Thinking about the following, which of the statements comes closest to your view?  
MP's have the public's best interests at heart



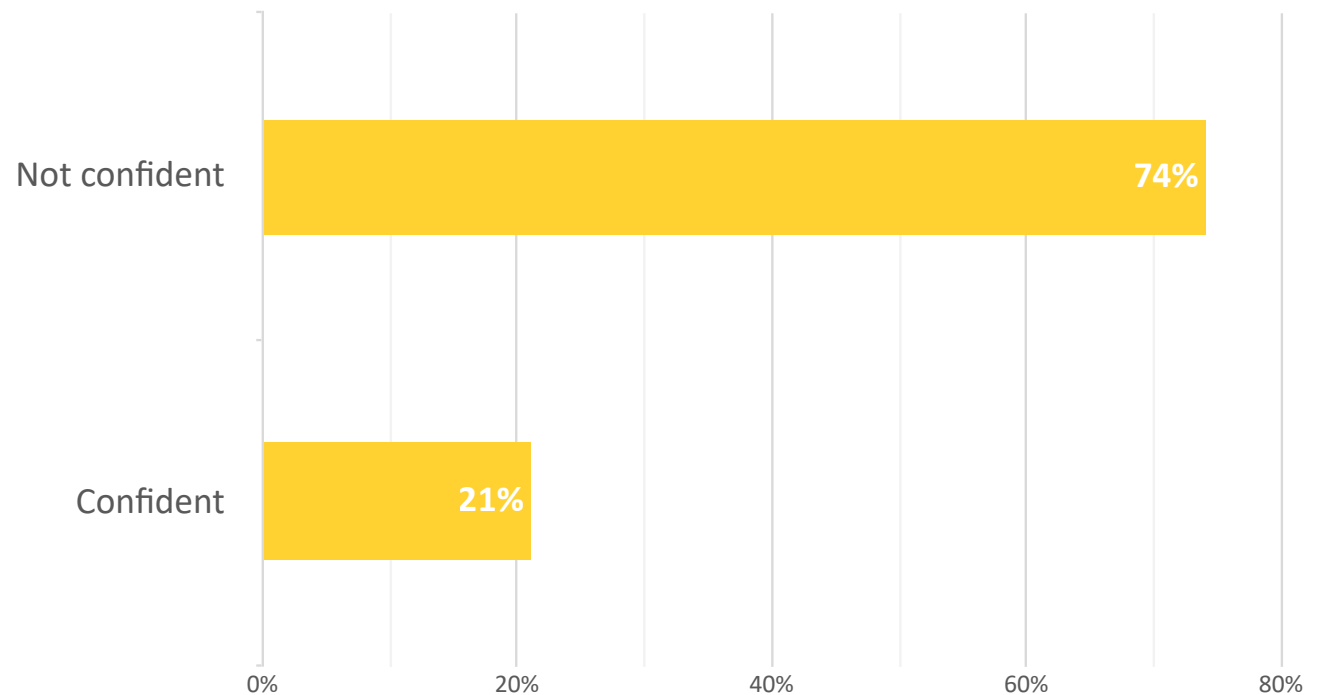
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\*Only asked to those in Scotland

\*\*Only asked to those in Wales

# No confidence in the ability of politicians to solve the country's biggest issues

How confident are you about the ability of politicians to solve the country's biggest issues?



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# There is a huge generational divide on housing and health



What makes you feel insecure about the future:

	All	Gen Z (18-24)	Millennials (25-40)	Gen X (41-55)	Baby Boomers (56-74)	Silent Gen (75+)
(Housing) That I might lose my home, That I might fall behind on mortgage payments , That I might not be able to afford to buy a house, That I might not be able to afford to rent a house	32%	61%	48%	33%	14%	8%
That I might lose my job because it is moved to another country, That I might lose my job to AI	9%	16%	13%	14%	3%	0%
That increased immigration might make it harder for me to access local services	21%	10%	12%	19%	31%	35%
(Healthcare) That I might not get the care I need in my old age , That I might not have access to the healthcare I need	54%	35%	41%	51%	70%	74%
That my pension won't provide enough for my old age	33%	12%	24%	44%	42%	29%
That I won't be able to find affordable childcare	5%	7%	13%	4%	0%	0%
That the cost of living crisis continues and my salary won't keep up	45%	51%	57%	56%	33%	18%
That Russia will go to war with the UK	31%	20%	25%	28%	39%	44%
That increased immigration will damage British values	23%	9%	12%	21%	35%	40%
That the gap between the rich and poor will widen	34%	38%	34%	33%	37%	30%
The impact of climate change	32%	30%	26%	29%	36%	42%

A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May

# But cost of living is still number one priority



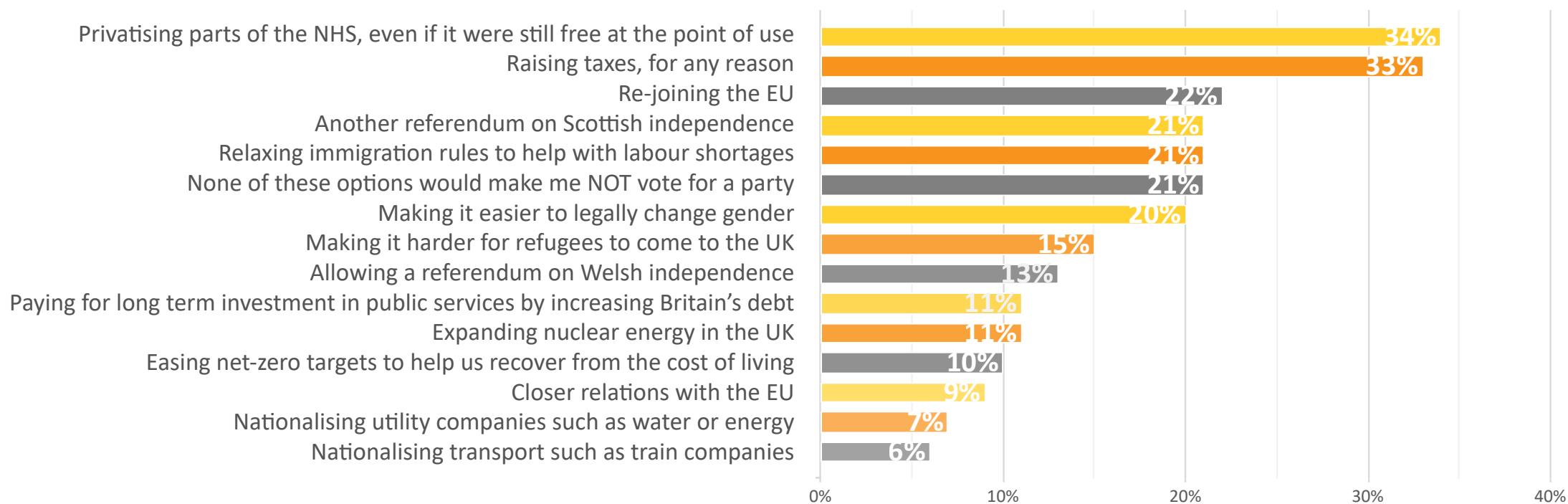
Which of the following, if any, would have the biggest impact on your quality of life over the next twelve months? Select up to three.

	All	Gen Z (18-24)	Millennials (25-40)	Gen X (41-55)	Baby Boomers (56-74)	Silent Gen (75+)
Lower gas and electricity bills	61%	39%	55%	65%	71%	63%
Lower food prices	57%	47%	54%	60%	60%	61%
Lower mortgage or rent costs	28%	54%	43%	29%	12%	6%
Lower council tax	25%	18%	26%	24%	26%	26%
Shorter waiting time to see a doctor	21%	12%	12%	20%	29%	34%
Lower petrol prices	17%	15%	18%	20%	16%	17%
Lower income tax	16%	18%	19%	16%	13%	12%
Lower immigration	10%	5%	6%	10%	12%	16%
Less crime and antisocial behaviour in my area	9%	10%	9%	8%	9%	7%
Better public transport	8%	14%	6%	6%	7%	10%
Lower broadband bill	6%	5%	7%	4%	9%	6%
Shorter waiting time to see a dentist	6%	6%	5%	5%	8%	6%
None of these would have a big impact on my quality of life	5%	7%	5%	4%	4%	7%
Lower inheritance tax	4%	5%	3%	2%	5%	6%
Lower mobile phone bill	3%	7%	4%	3%	1%	1%
Lower nursery/childcare costs for children under 5 years of age	2%	2%	6%	1%	1%	0%

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# Voters have very few redlines - even on the EU

Which of the following, if any, would make you definitely NOT vote for a particular party at the next general election. Select any which apply: I would definitely NOT vote for a party if their policies included...

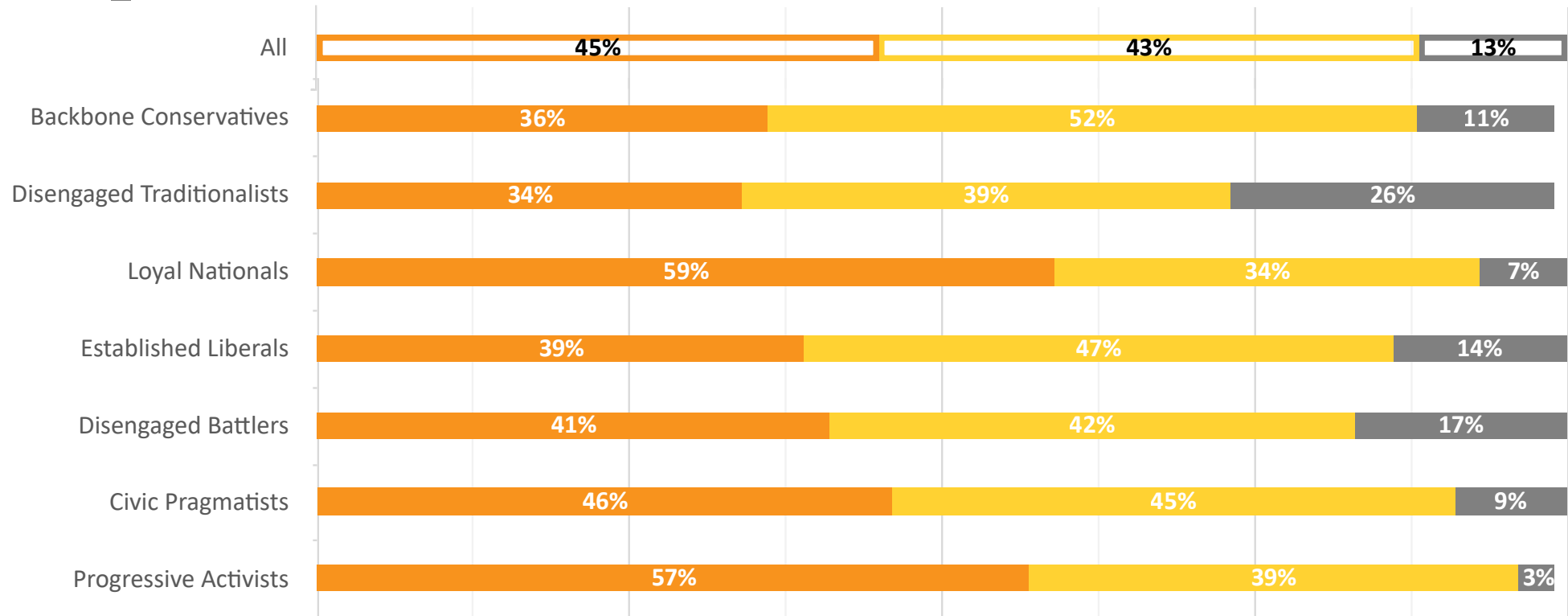


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# The public are torn on the need for a shake up of public services

Which do you agree with more?:

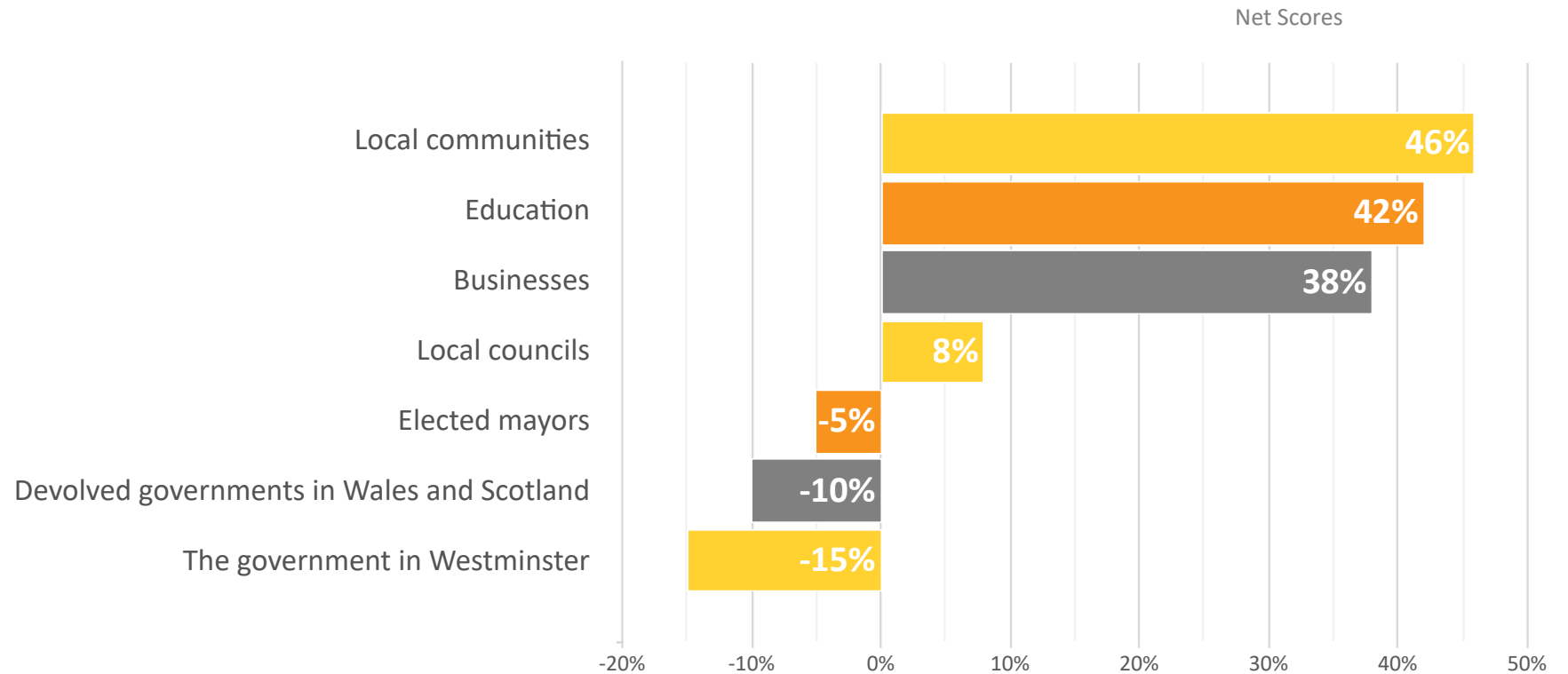
- The challenges Britain faces are so great we need to completely rethink how we run our public services
- The challenges Britain face are difficult but we can fix them by doing some basic things better in our public services
- Don't know



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# People have more confidence in solutions closer to home

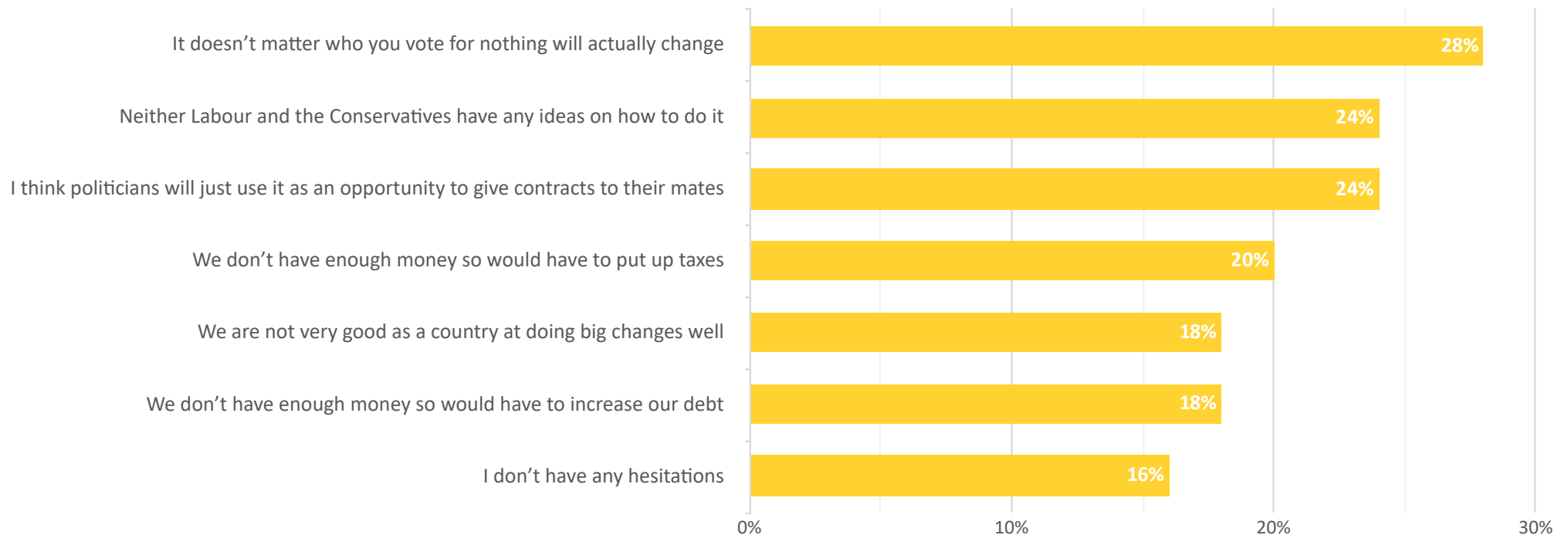
In the future, what impact do you think the following will have on solving the country's biggest problems?:



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# Hesitation around reform centres on a lack of trust in elected officials

What are your main hesitations, if any, about voting for a political party whose manifesto proposed a major shake up to improve our public services? Please select up to two.

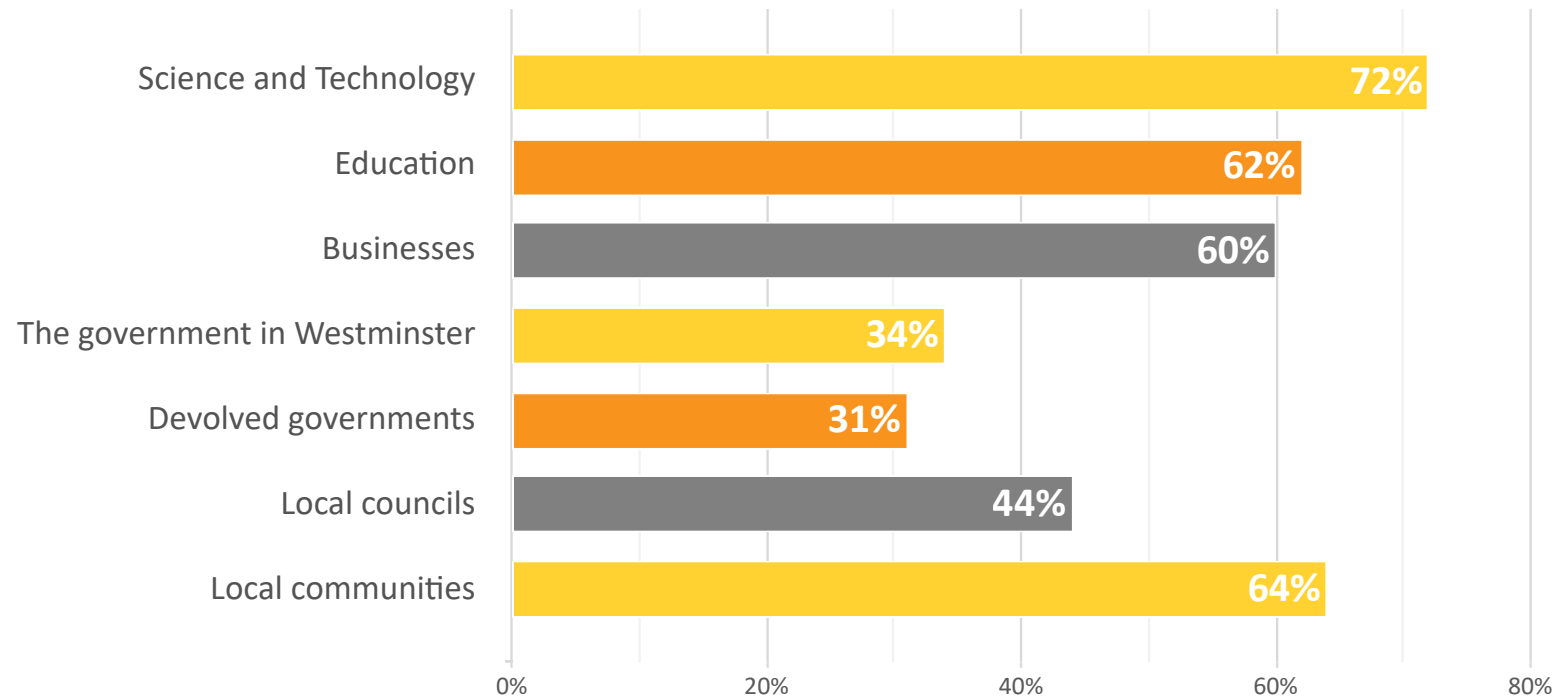


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# Voters think science and technology holds the key to solving the country's biggest problems

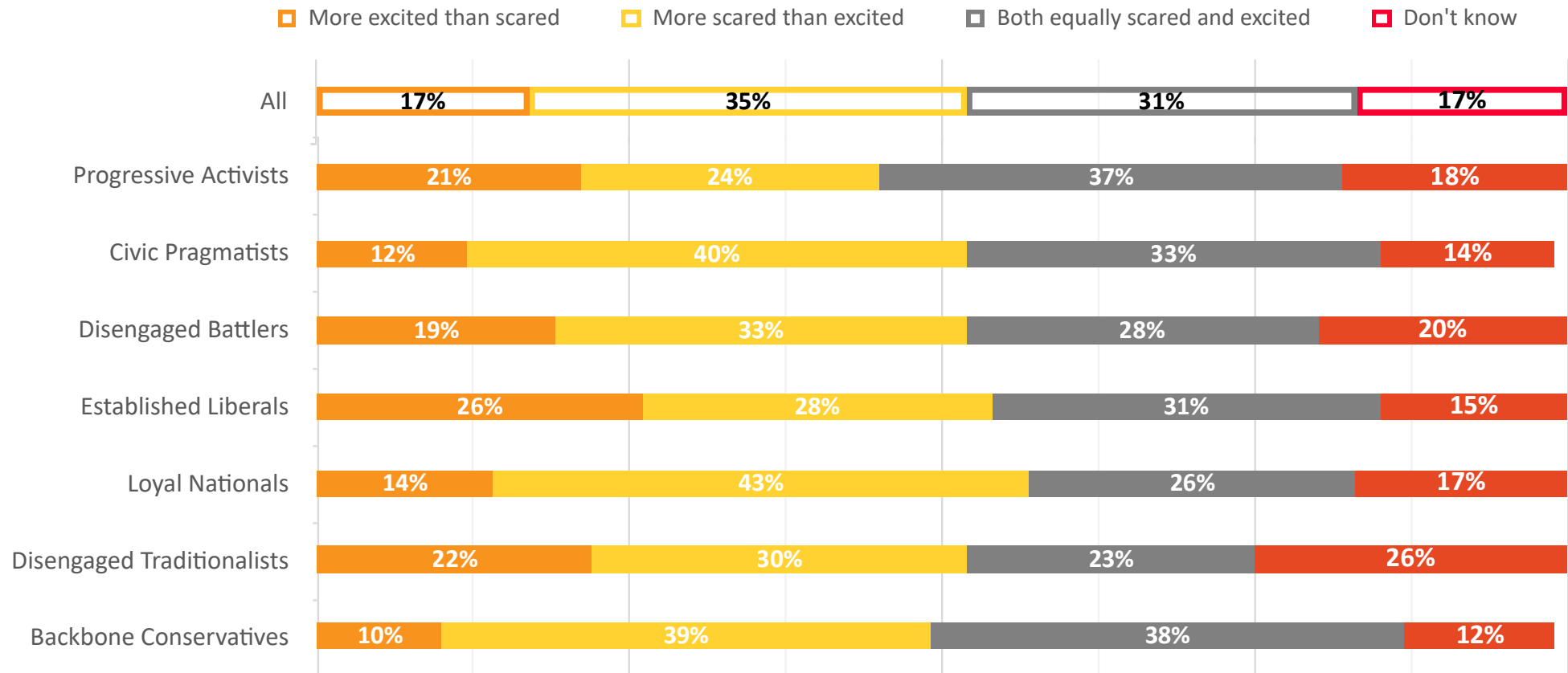
In the future, what impact do you think the following will have on solving the country's biggest problems?



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# Red wall voters are most anxious about AI

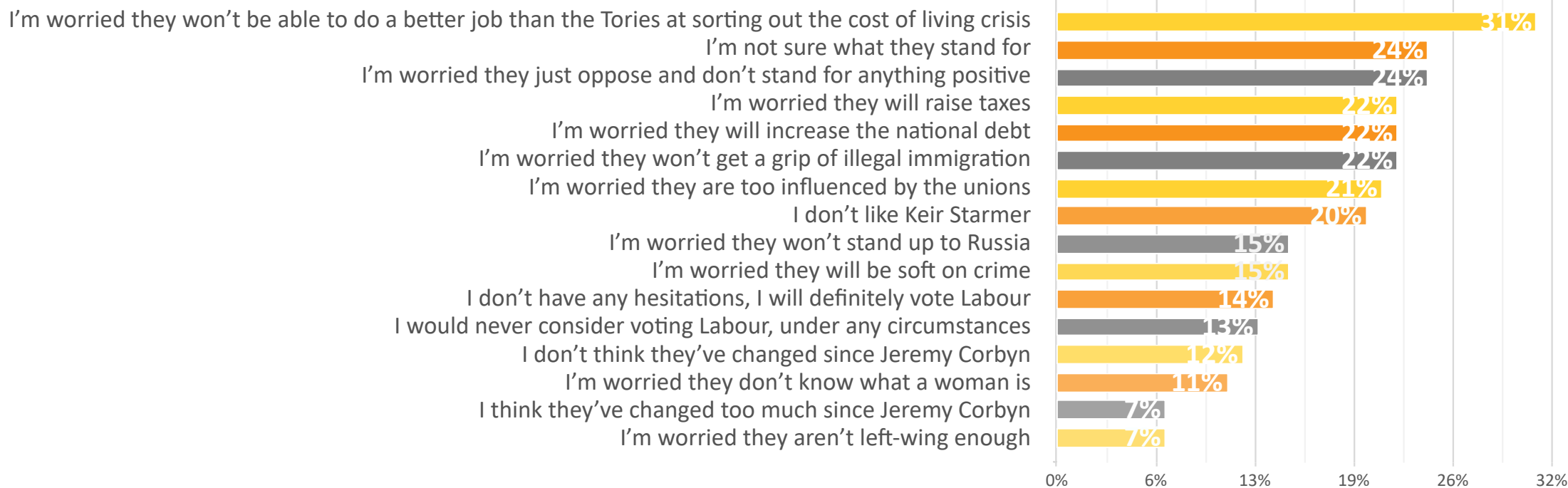
Artificial intelligence has been in the news a lot lately especially with the rise of technologies such as Chat GPT. Overall how do you feel about the impact artificial intelligence will have on the economy and society in the future?



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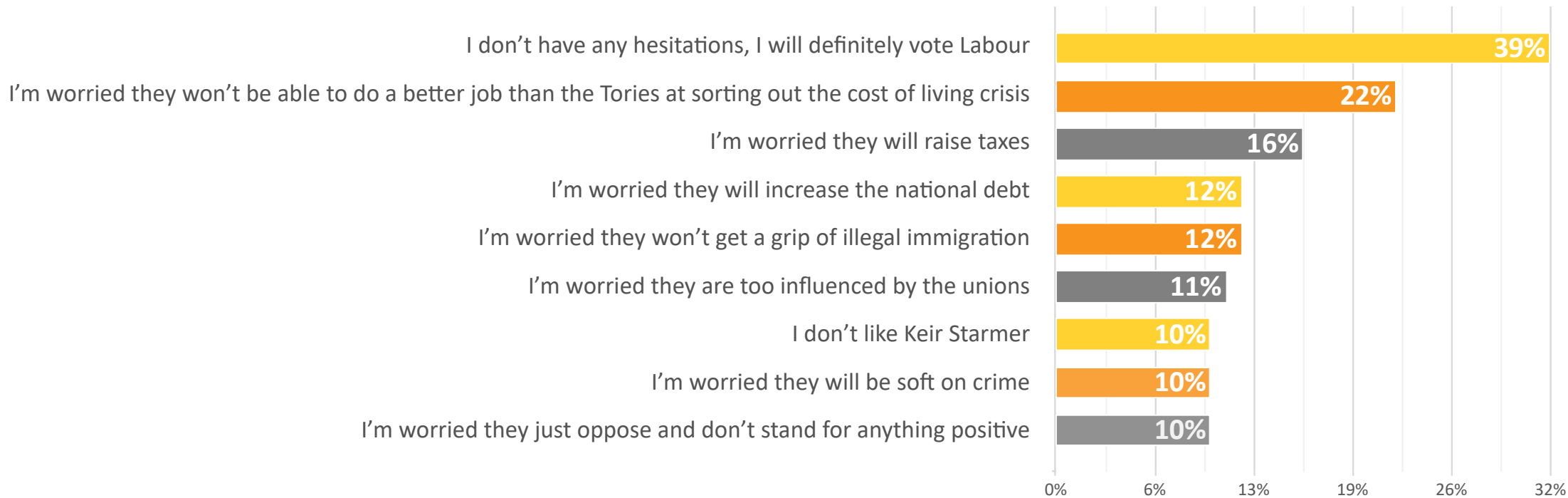
# Voters believe Keir has cleaned up the party

What would be your main hesitations if any about voting Labour? Select all that apply.



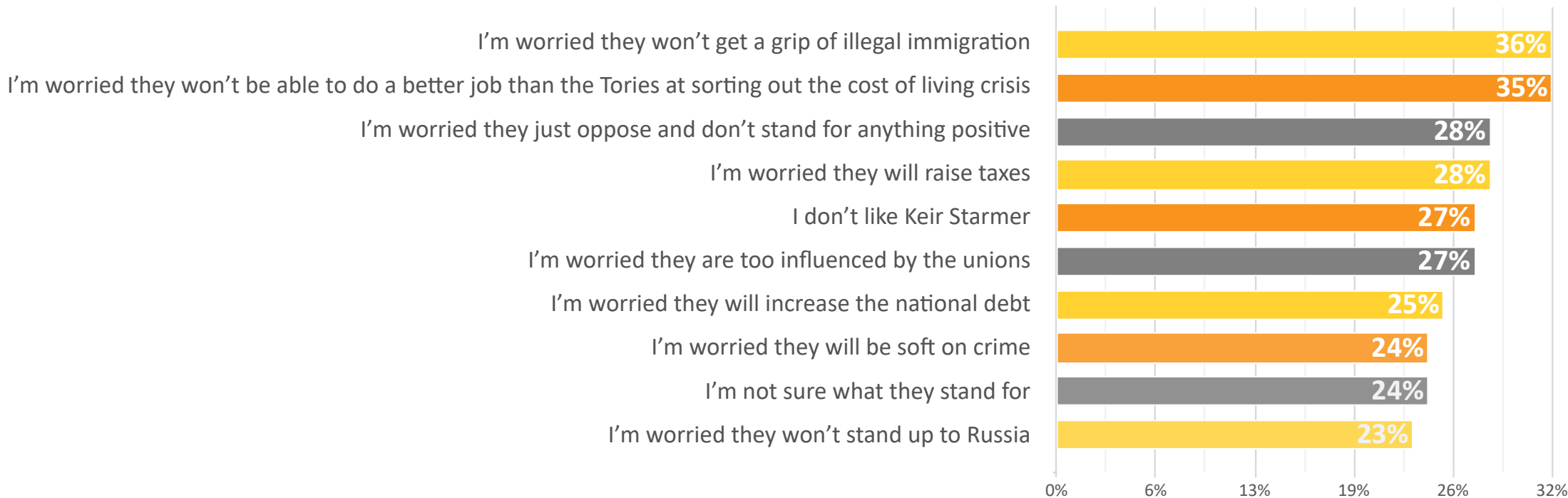
# Intended Labour voters have fewer hesitations

What would be your main hesitations if any about voting Labour? Select all that apply.



# Voters in the red wall are most worried about immigration

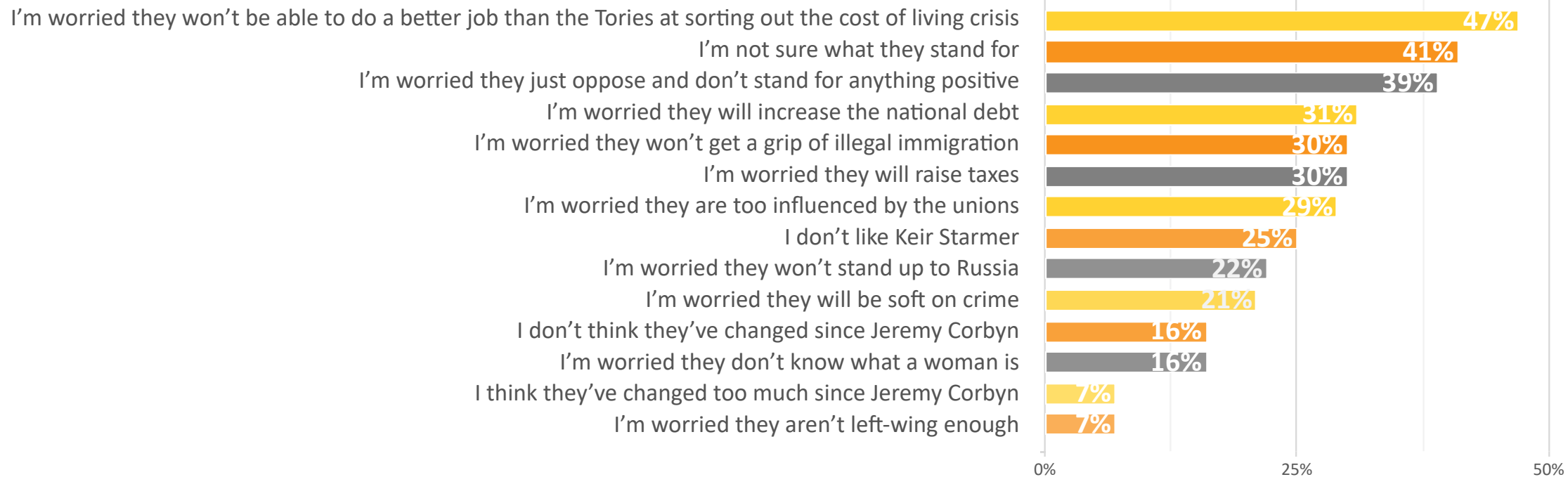
What would be your main hesitations if any about voting Labour? Select all that apply.



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# Still persuadable voters are most worried about the ability of Labour to ease cost of living crisis

What would be your main hesitations if any about voting Labour? Select all that apply.



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