

2023

**BROKEN  
BRITAIN**

**The  
New Britain  
Project**

*A Britain that's got your back*

# TABLE OF CONTENTS

- 1** Introduction
- 2** Poll results at a glance
- 3** Poll results in depth
- 4** Methodology

# **WE ARE THE NEW BRITAIN PROJECT**

The New Britain Project is an independent progressive think tank focused on bridging the gap between politics, policy and practice.

As Britain confronts urgent and multifaceted challenges, there's a real danger we slide into managed decline, unless we champion pragmatic and workable solutions that fully acknowledge both the scale and inherent constraints of the task ahead.

We hold that it's not solely a crisis of ideas; history has shown us that even the most well intentioned policy solutions often fail when faced with the complexities of real world execution.

In response, our research will be centred on delivery. We are assembling a group of fellows with direct experience of government as well as new thinkers with frontline experience in industry and public services.

Together, we aim to understand the root causes of past policy failures and provide practical insights to drive successful change in the months and years ahead.

# **BRITAIN IS BROKEN AND ITS PEOPLE FEEL BROKEN TOO**

The New Britain Project's poll is one of the most comprehensive studies undertaken into the depth of malaise among the British public. Not only does it shed light on the magnitude of the transformation required to overcome this dissatisfaction, but also reveals the varying degrees of willingness among people to support such change.

At the heart of the findings is an overwhelming concern that nothing works anymore, and that the social contract has broken down.

**“When 58% of people think nothing in our country works anymore, and just 21% have any faith in politicians' ability to sort things out, then we have a real problem. Britain clearly needs a serious rethink.”**

# POLL RESULTS AT A GLANCE

A devastating poll, released to mark the launch of The New Britain Project, underscores the mammoth challenges any incoming government would face after the next election.

The data reveals a stark picture: a majority of Britons believe the nation is in decline. A dismal 30% retain optimism for the future, with 58% believing that nothing in Britain works anymore, and 76% believing we're going backwards. The social contract is seen as broken by 62% of respondents.

Disillusionment is even greater in the so-called 'red wall' - 76% believing nothing in Britain works anymore, 91% believe things are worse than before and a staggering 80% believing the social contract has broken down.

Britons see the country as struggling to match its global counterparts, with nearly 60% expressing concerns over the UK's ability to prepare for the future. Personal disillusionment is also rampant - 45% feel they're not realising their potential, while 48% feel they lack control over their own life.

The poll shows political distrust is pervasive. Only 14% are convinced politicians prioritise national interests, while public confidence in politicians' capability to resolve pressing national issues stands at just 21%.



↑ **58%**

think nothing in  
Britain works  
anymore

↑ **76%**

think that things  
are worse now  
than in the past

↑ **62%**

think that the  
social contract is  
broken

↑ **57%**

think that Britain is  
preparing worse  
for the future than  
other countries

↑ **45%**

of Briton's don't  
think they are  
living up to their  
potential

↑ **48%**

feel like they don't  
have much control  
over their lives

↑ **14%**

think politicians  
have their best  
interests at heart

↑ **74%**

not confident in  
politicians ability to  
solve the country's  
biggest problems

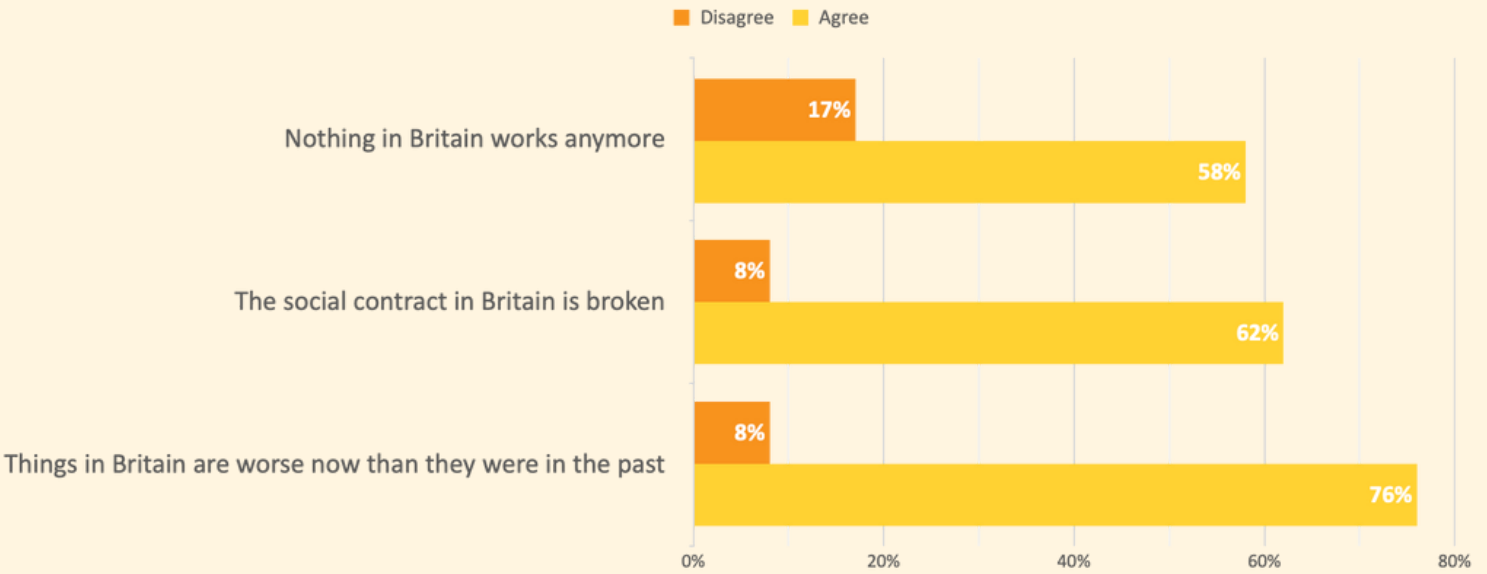


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# Britain is broken

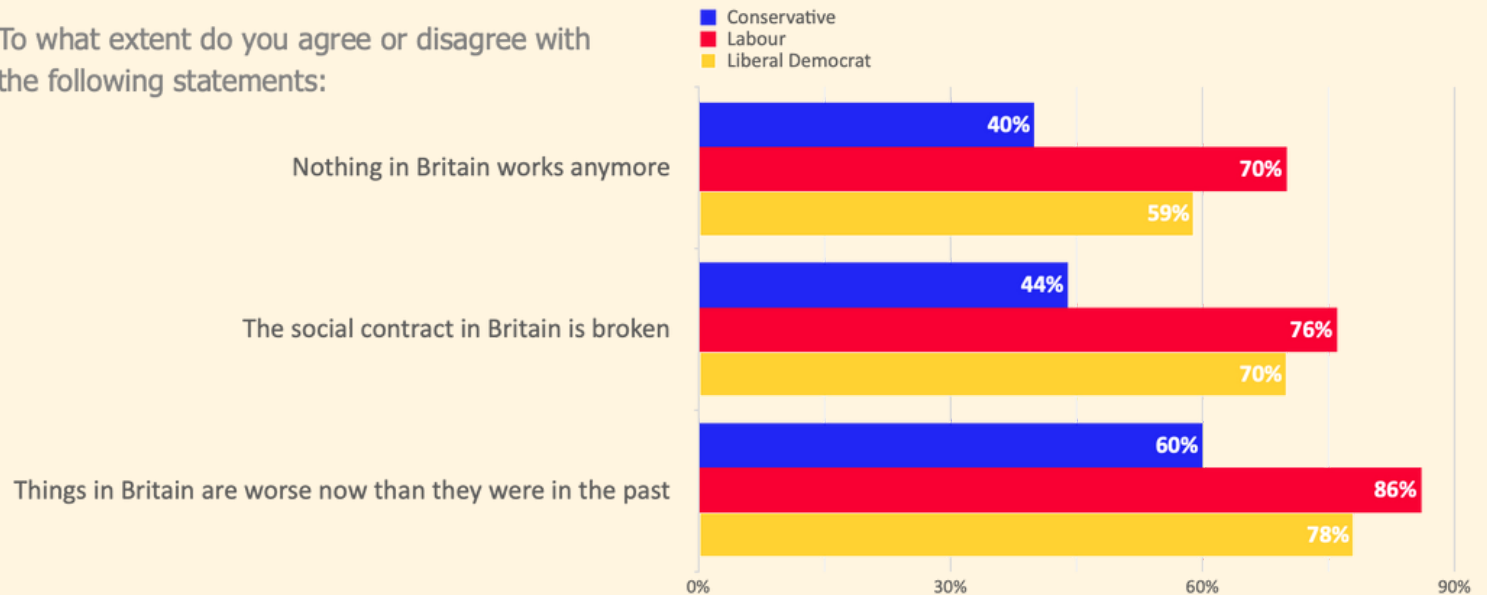
To what extent do you agree or disagree with the following statements:



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

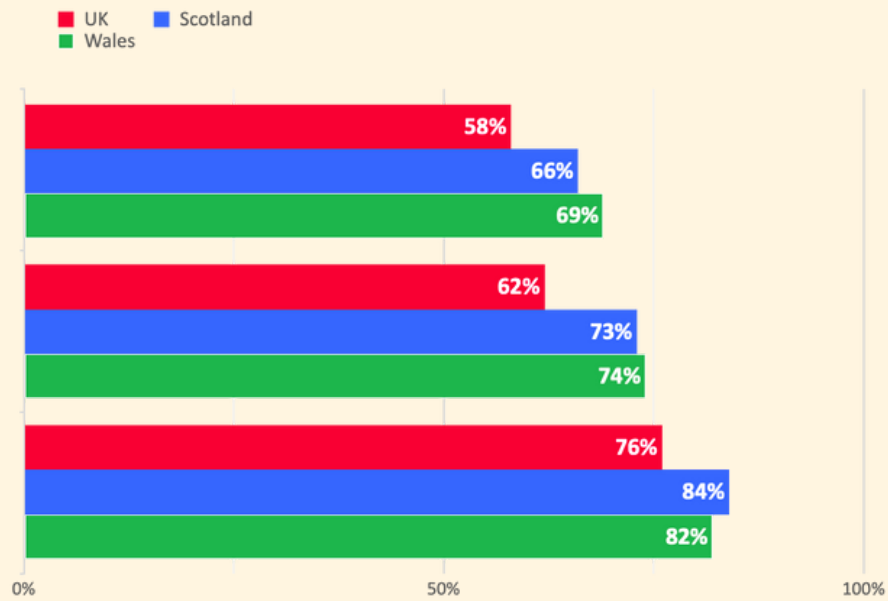
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# Scotland and Wales feel the most despairing

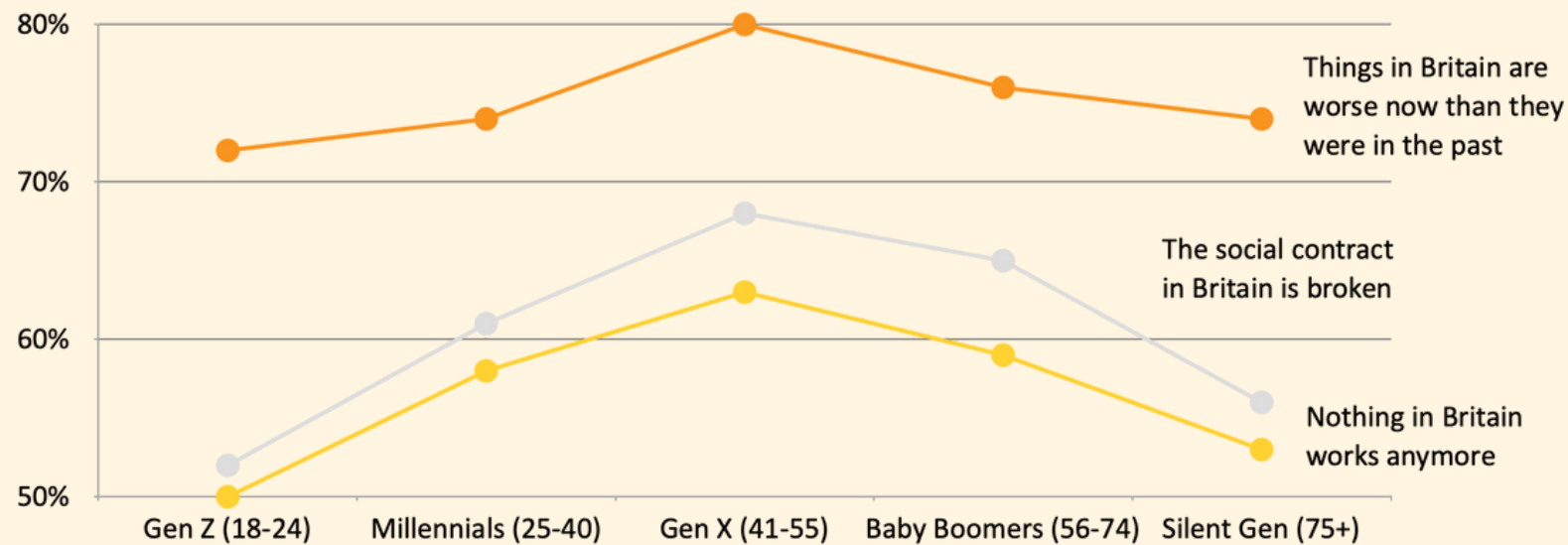
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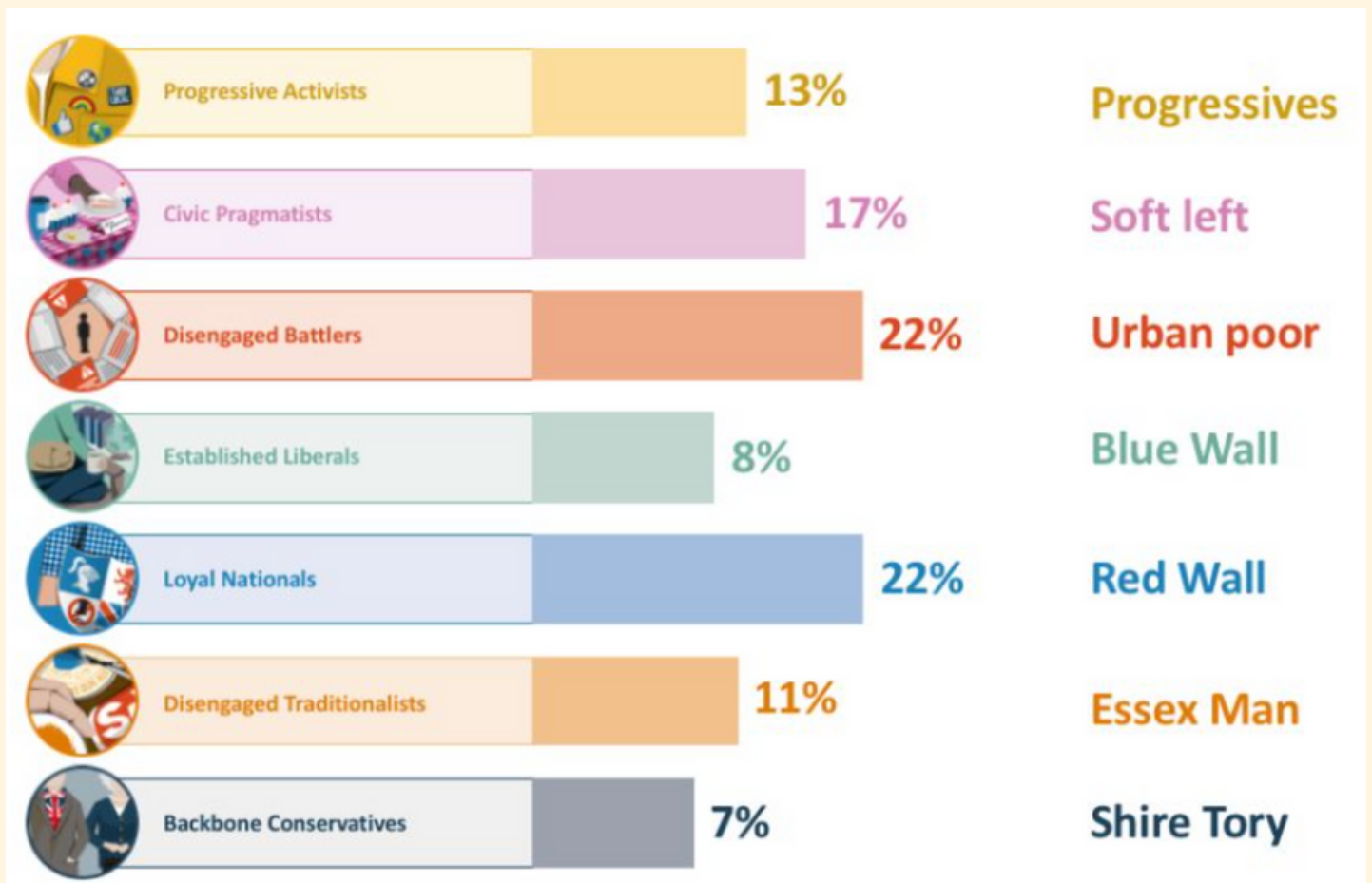
# Gen X most likely to feel Britain is broken

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



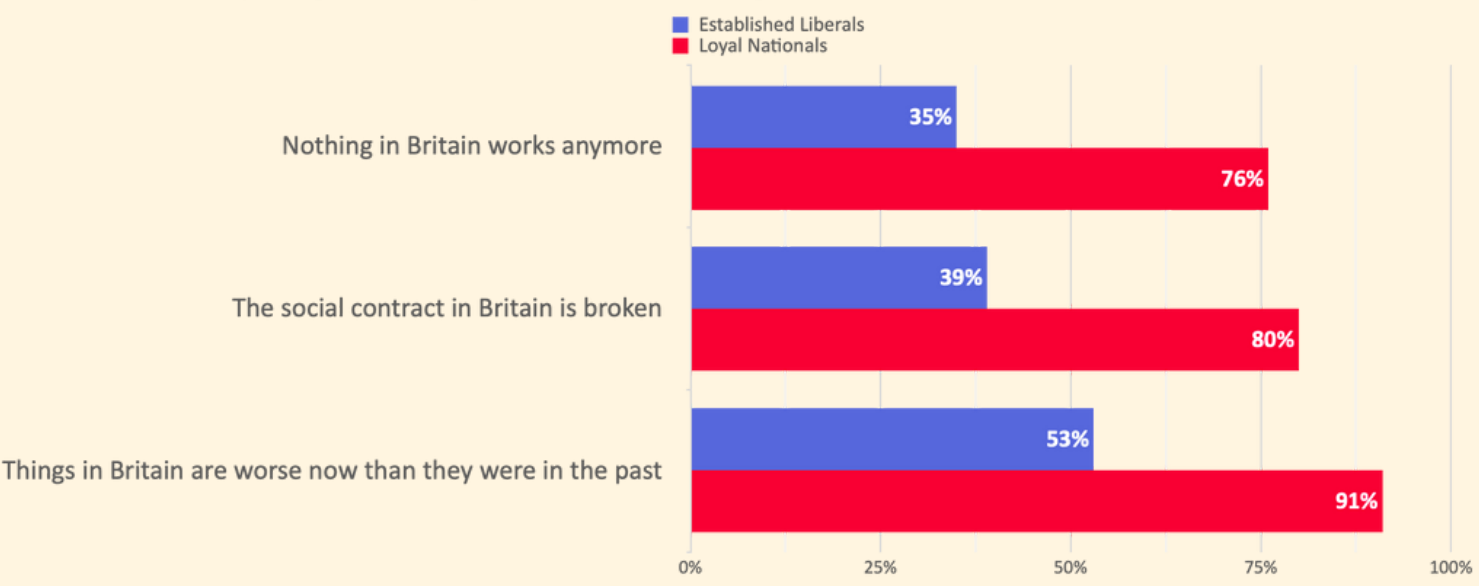
A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May

# MORE IN COMMON THE BRITISH SEVEN



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

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

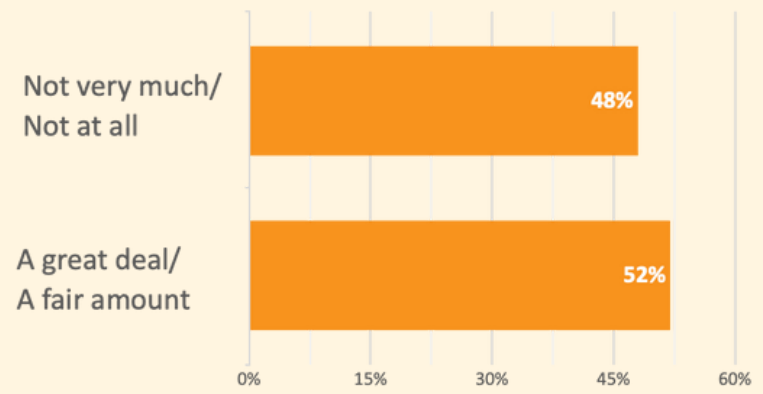
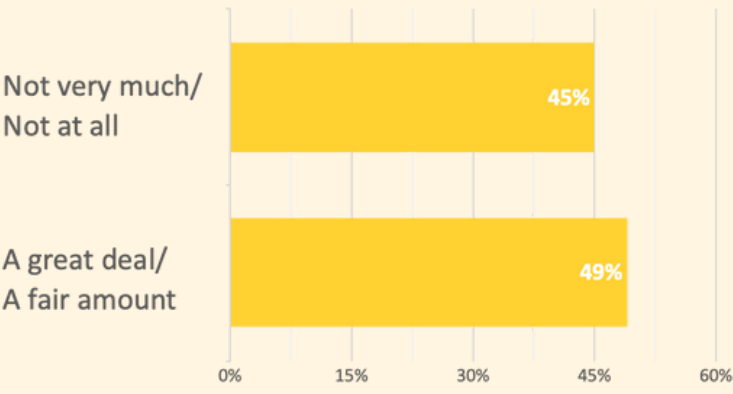


A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May

# And almost half of its people feel broken too

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

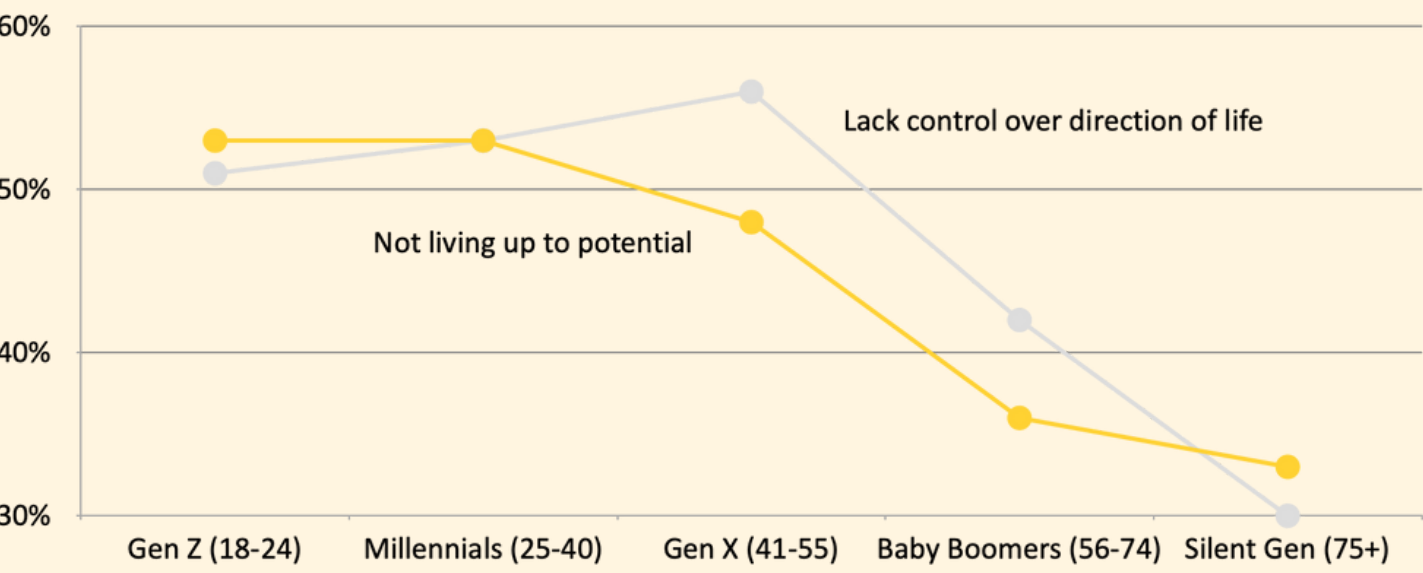
How much do you feel you have control over the direction of your life?



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

# Gen X feel they have the least agency

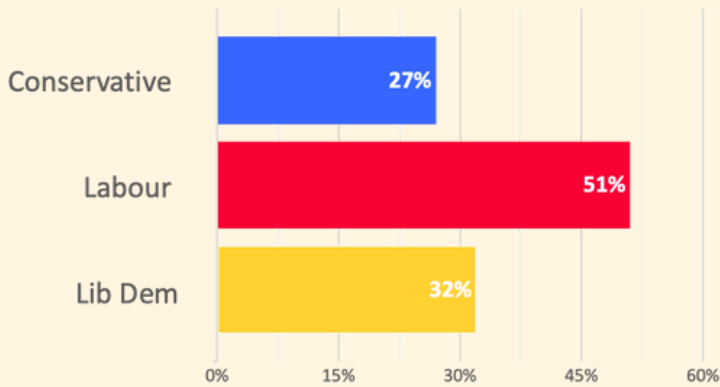
How much do you feel you have control over the direction of your life?  
How much do you feel you are living up to your potential?



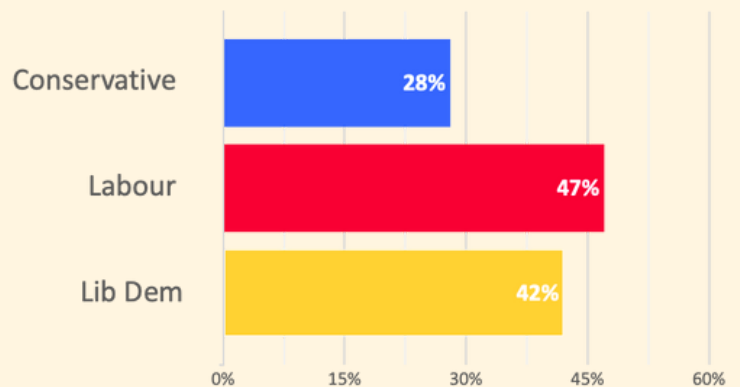
A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May

# And it feels personal to Labour voters

Don't feel they are living up to their potential



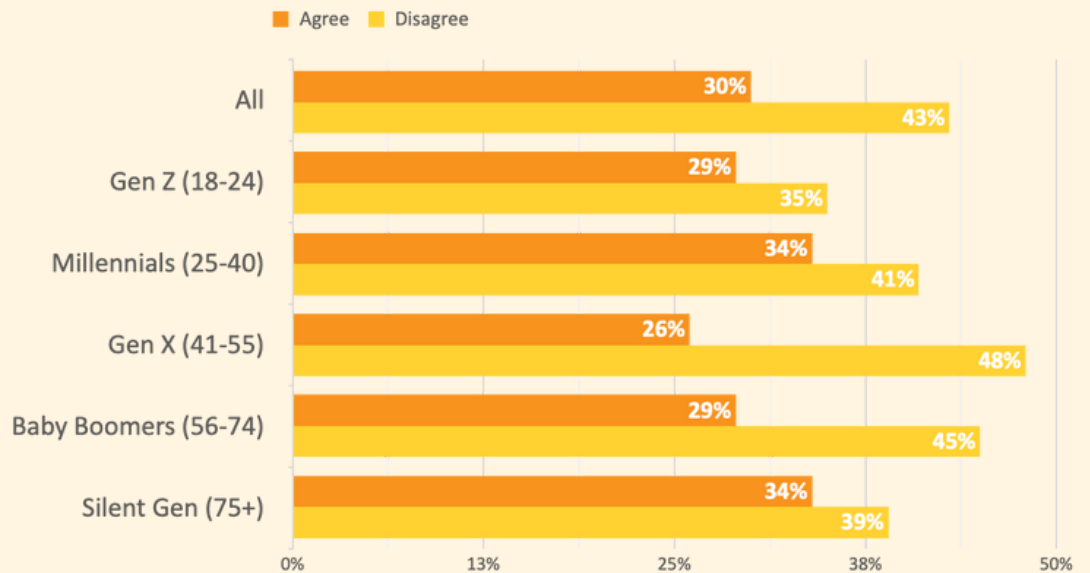
Don't feel they have control over the direction of their life



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

# Britons lack optimism about the future

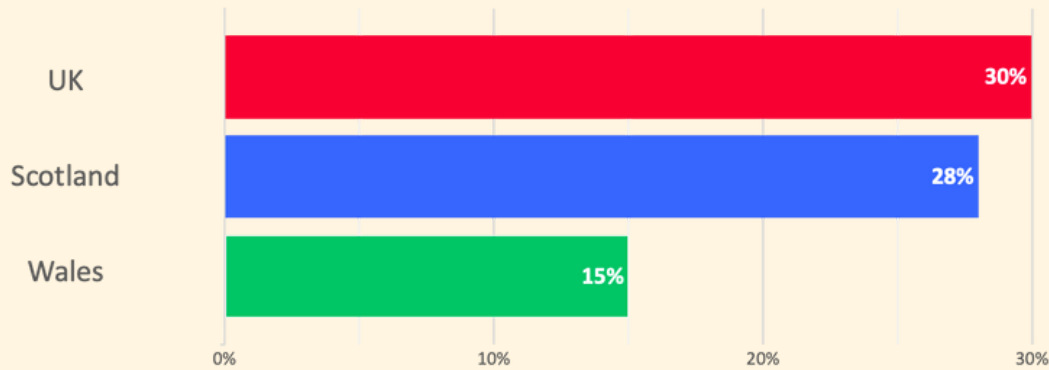
To what extent do you agree or disagree with the following statements: I'm optimistic about the future of Britain



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

# Wales and Scotland are the least optimistic about the future

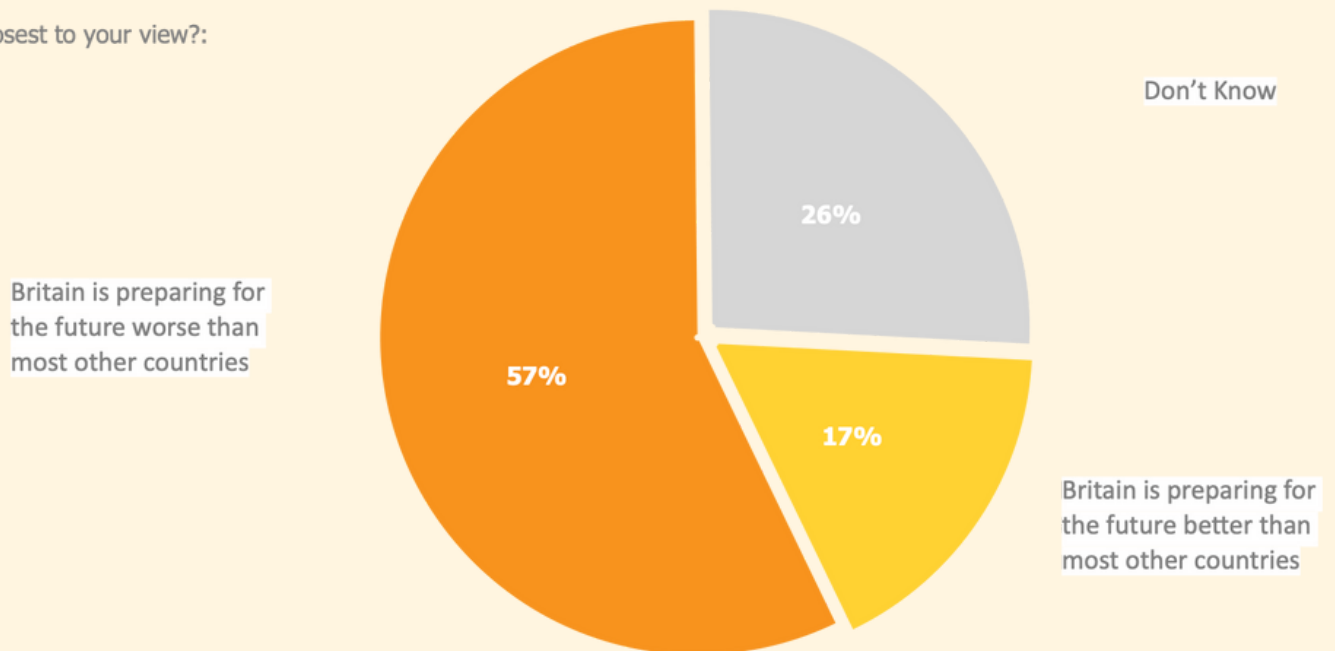
To what extent do you agree with the following statement: I'm optimistic about the future of Britain



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

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

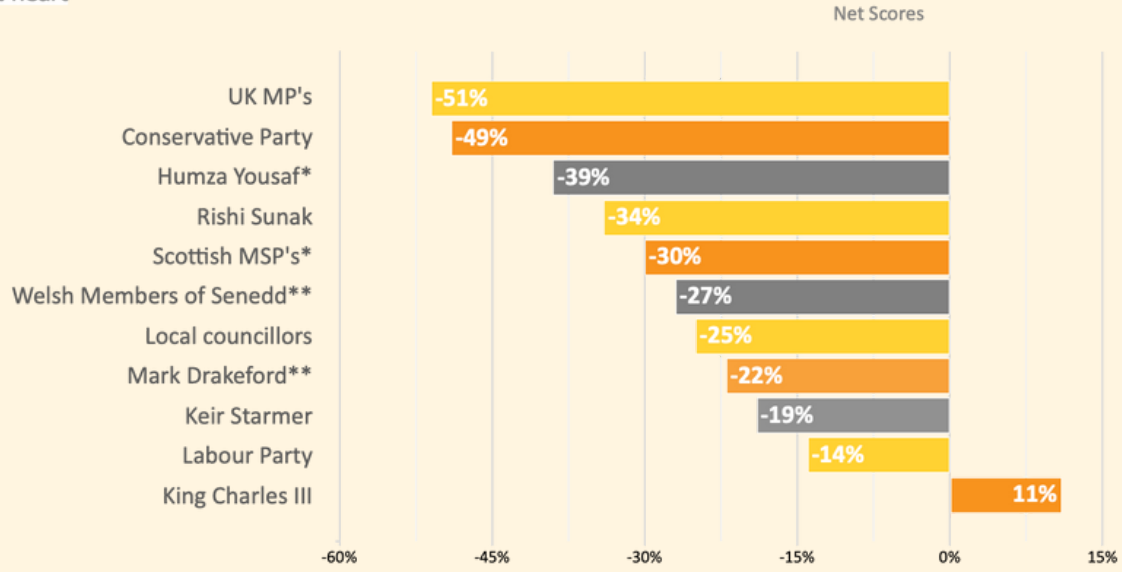
Which comes closest to your view?:



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

# Politicians are just out for themselves

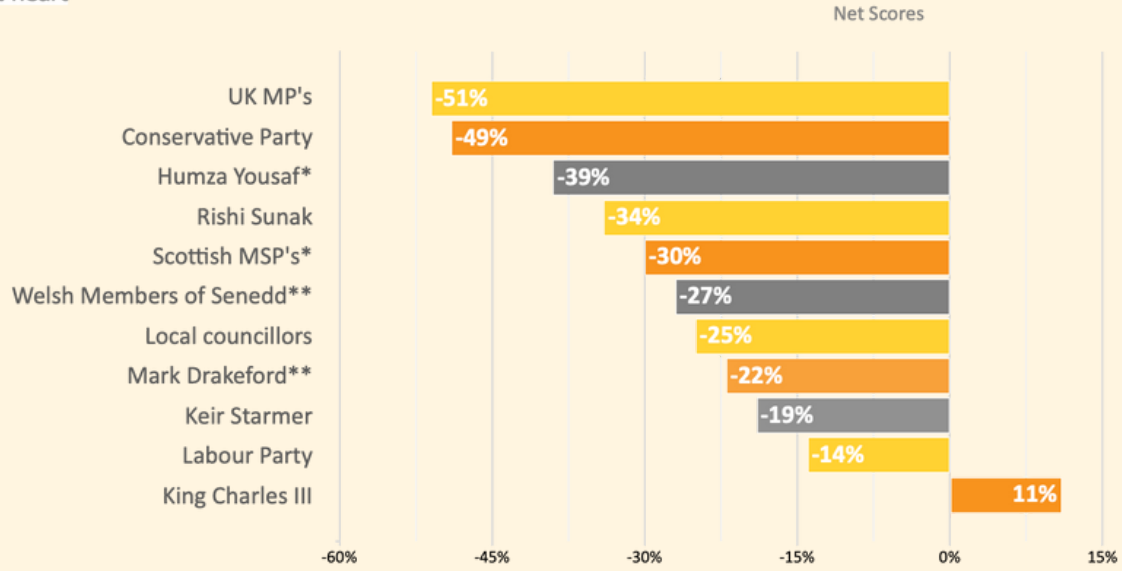
Thinking about the following, which of the statements comes closest to your view?  
 They have the public's best interests at heart  
 They are just out just for themselves



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  
 \*Only asked to those in Scotland  
 \*\*Only asked to those in Wales

# 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

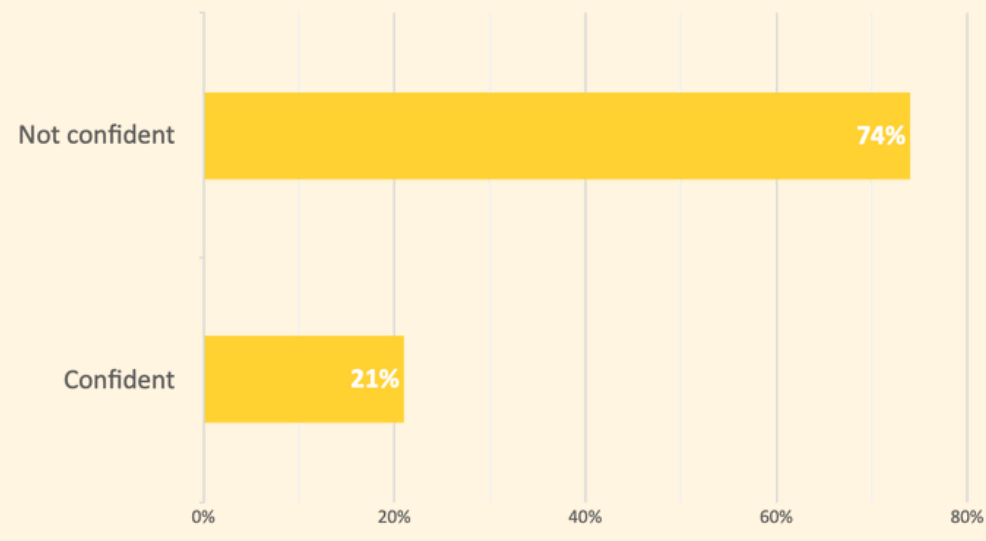


A nat rep online poll of 2017 adults in Great Britain undertaken for The New Britain Project by More in Common between 12th and 15th May  
 \*Only asked to those in Scotland  
 \*\*Only asked to those in Wales



# 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?



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

# 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

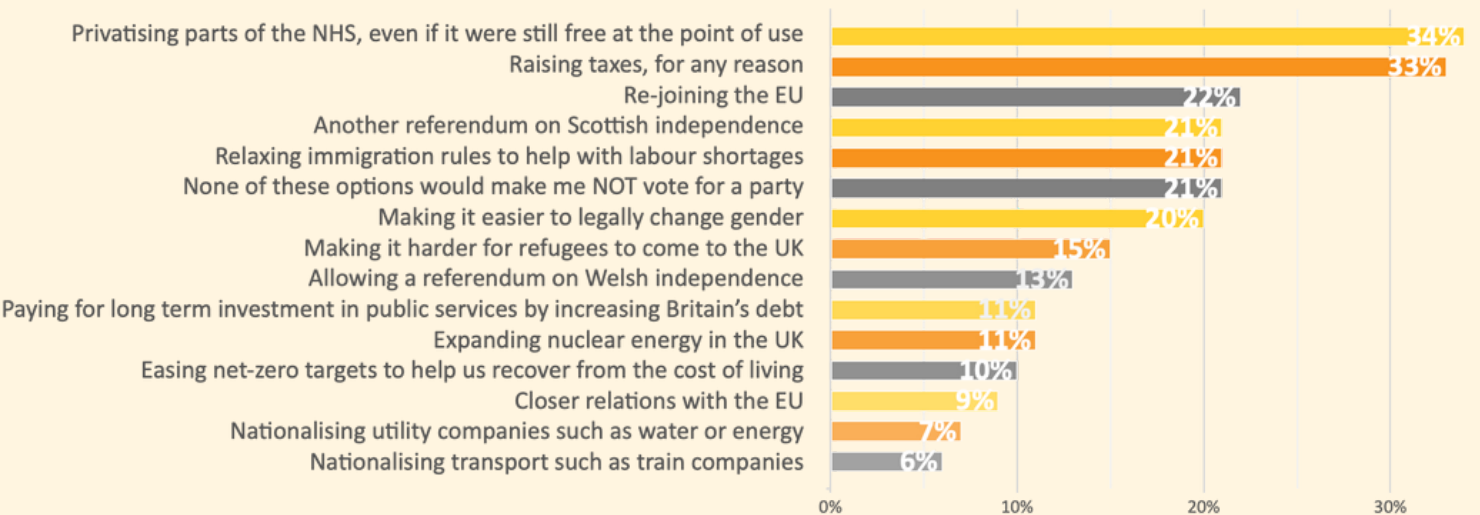
Which of the following, if any, would have the biggest impact on your quality of life over the next twelve months? Select up to three.

	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

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...

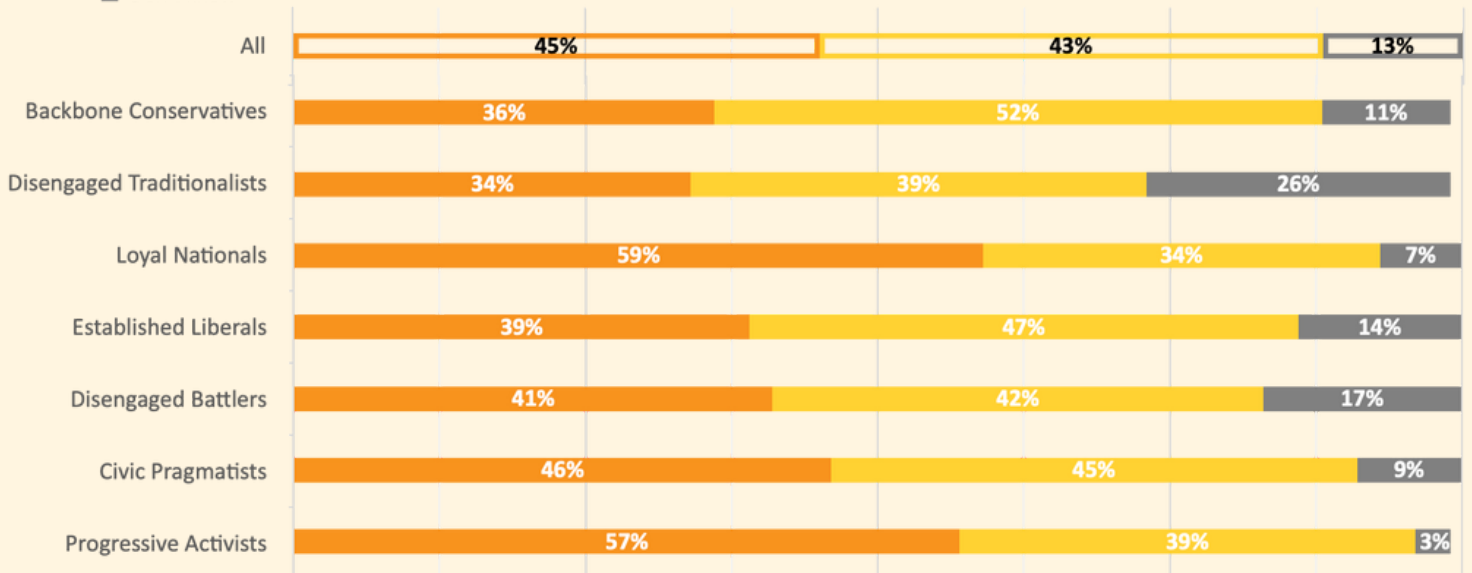


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# The public are torn on the need for a shake up of public services

Which do you agree with more?:

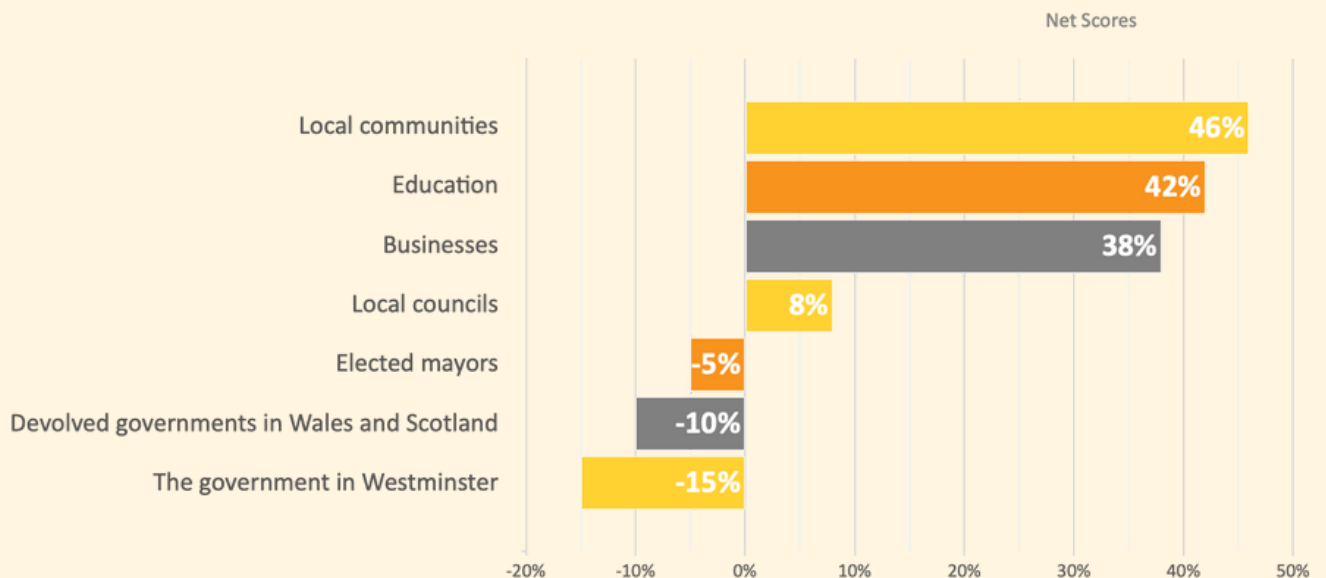
- The challenges Britain faces are so great we need to completely rethink how we run our public services
- The challenges Britain face are difficult but we can fix them by doing some basic things better in our public services
- Don't know



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

# People have more confidence in solutions closer to home

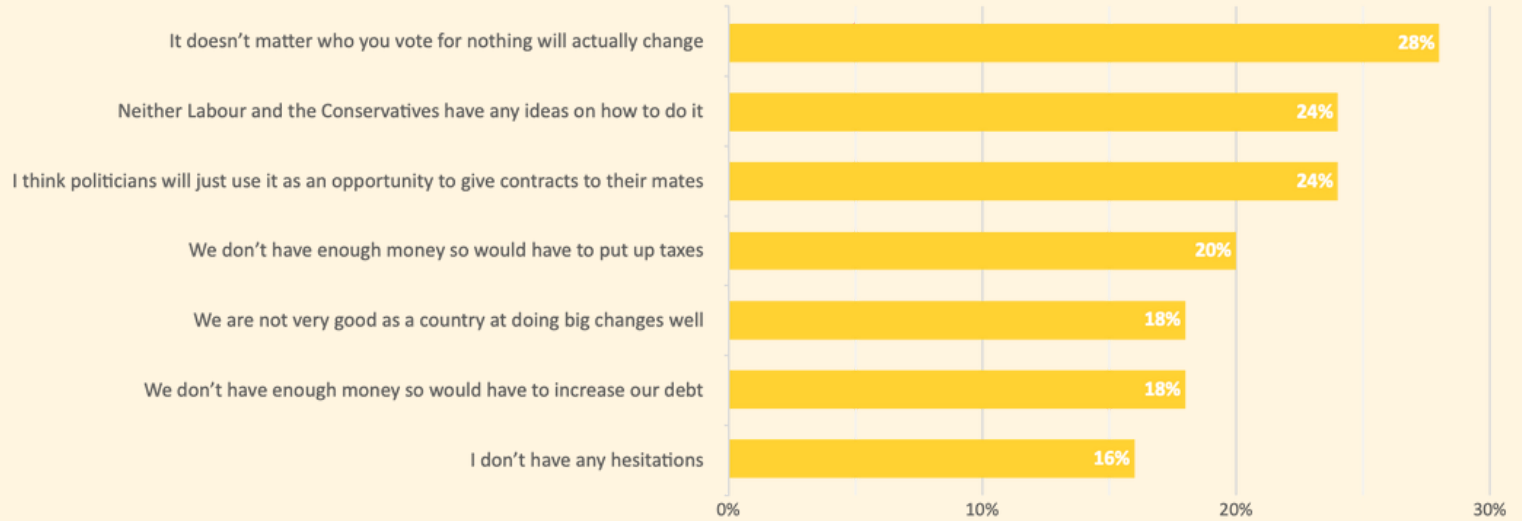
In the future, what impact do you think the following will have on solving the country's biggest problems?:



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

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

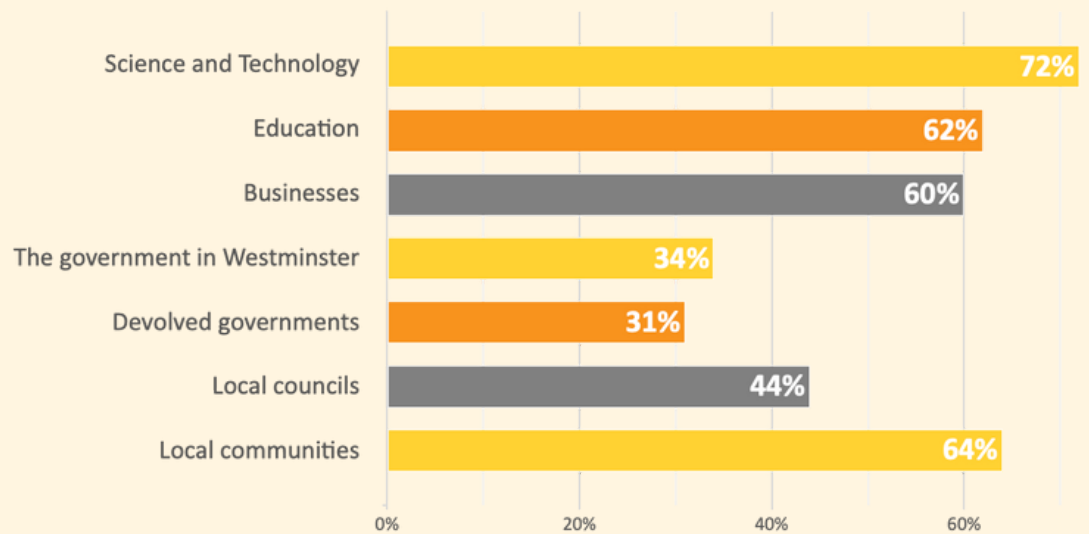
What are your main hesitations, if any, about voting for a political party whose manifesto proposed a major shake up to improve our public services? Please select up to two.



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

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

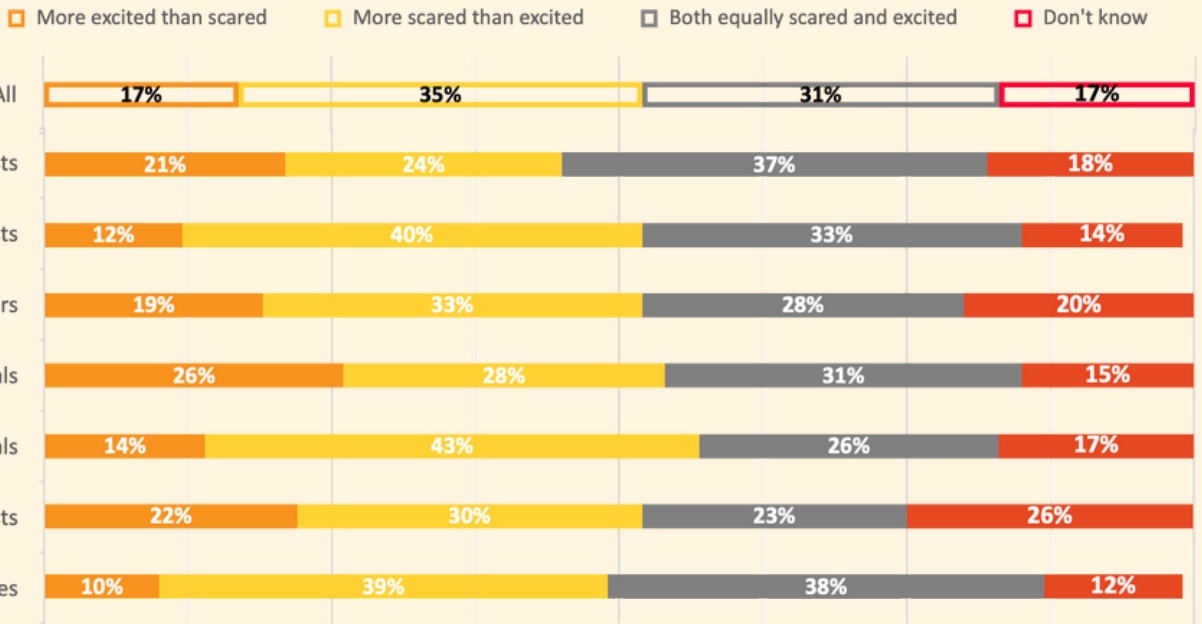
In the future, what impact do you think the following will have on solving the country's biggest problems?



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# Red wall voters are most anxious about AI

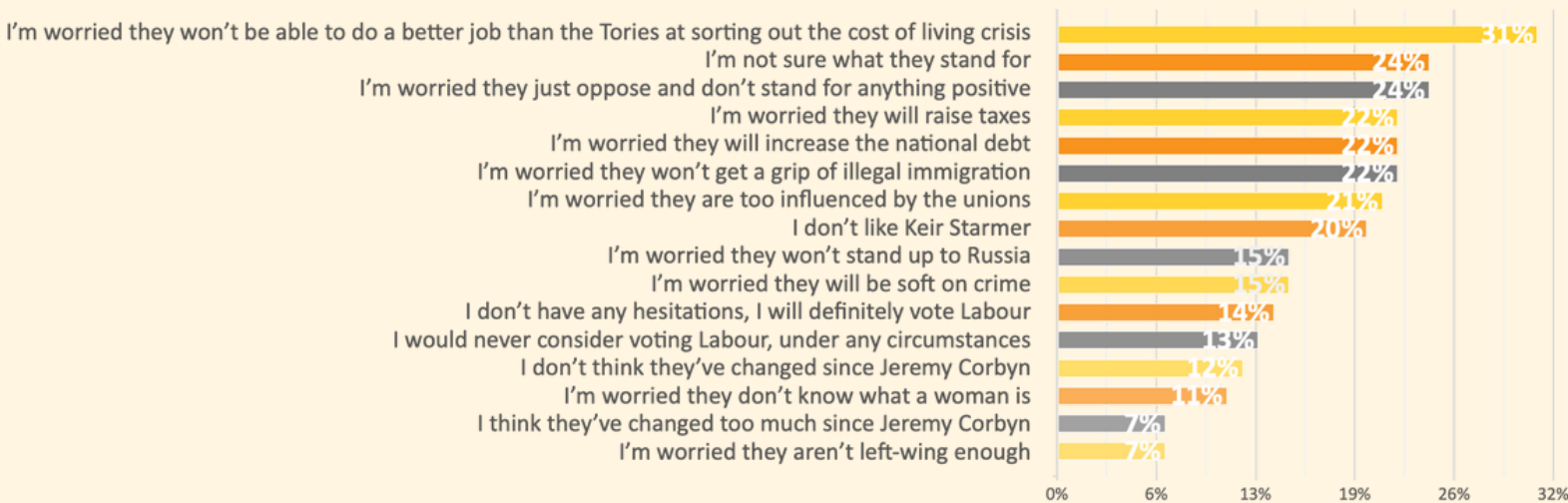
Artificial intelligence has been in the news a lot lately especially with the rise of technologies such as Chat GPT. Overall how do you feel about the impact artificial intelligence will have on the economy and society in the future?



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

# Voters believe Keir Starmer has cleaned up the party

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

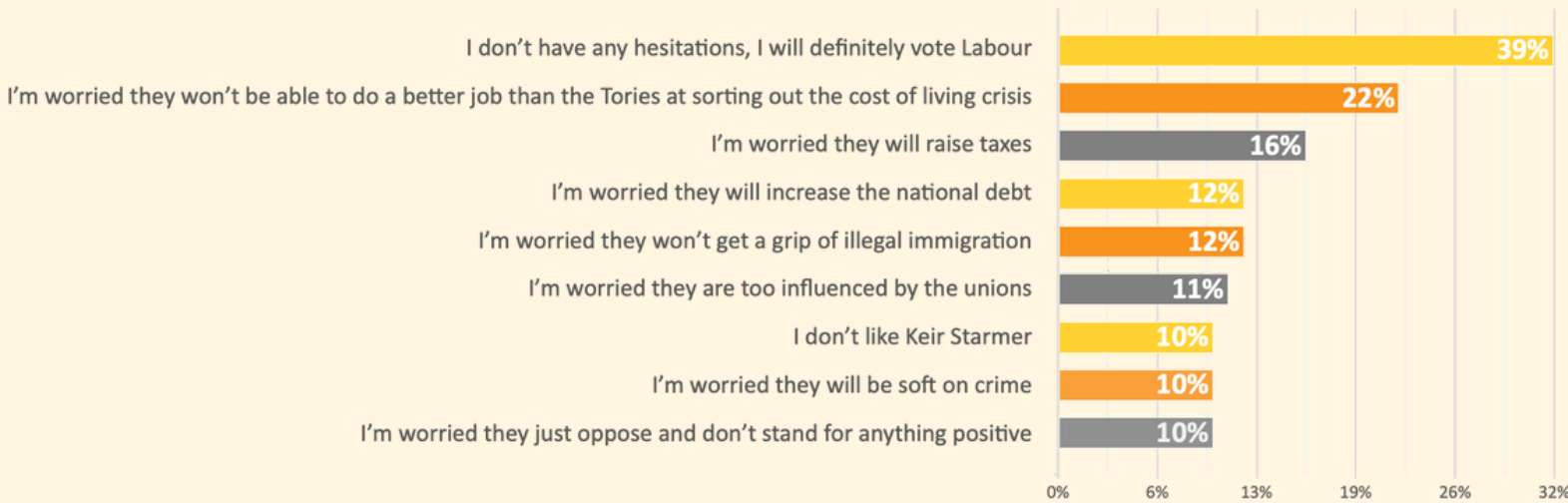


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# Intended Labour voters have fewer hesitations

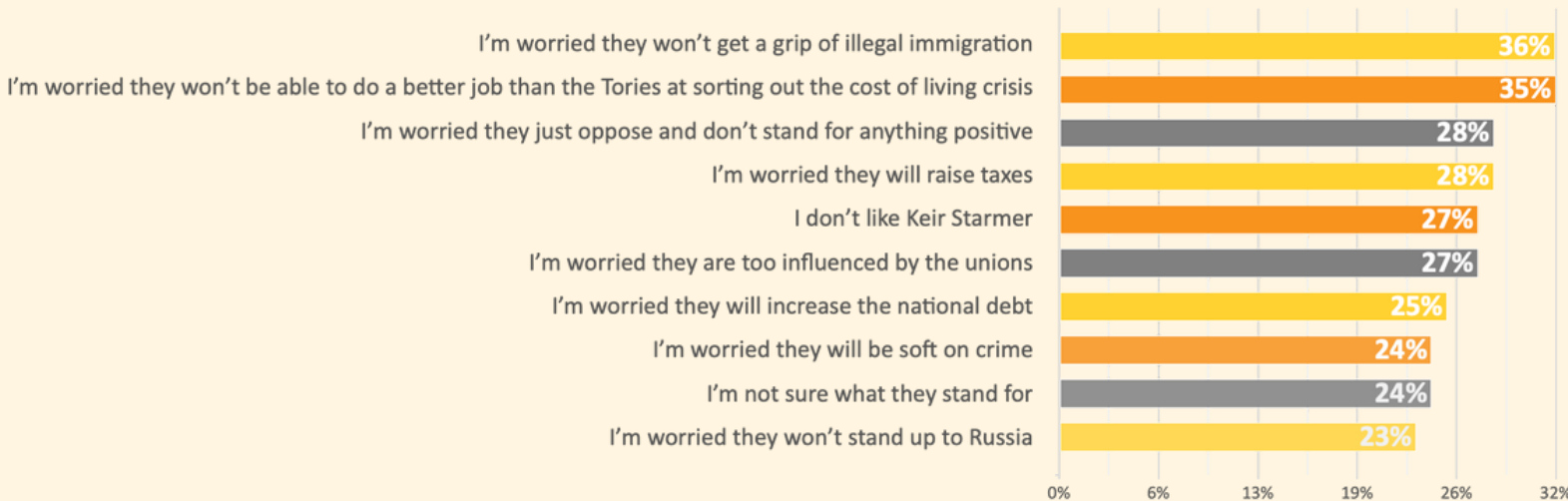
What would be your main hesitations if any about voting Labour? Select all that apply.



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# Voters in the red wall are most worried about immigration

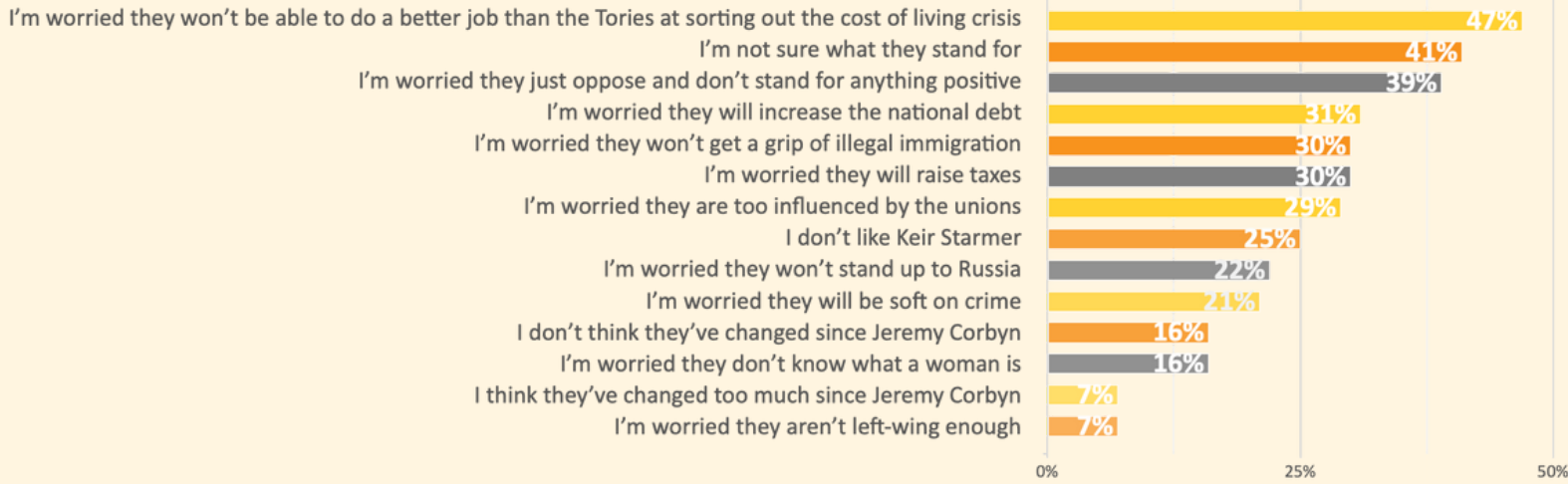
What would be your main hesitations if any about voting Labour? Select all that apply.



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

# 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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# METHODOLOGY

<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



**Britain is broken. Let's fix it.**

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## **The New Britain Project**

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