21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q1A. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
A - A society which emphasises the social and collective provision of welfare	1236 55%	626 56%	604 54%	188 61%	229 55%	212 54%	220 53%	388 54%	712 56%	525 54%	772 54%	464 57%	43 51% *	149 60% Q	101 56% Q	111 58% Q	66 41%	116 54% Q	100 53%	161 54% Q	180 57% Q	61 58% Q*	108 57% Q	39 59% Q*	293 57% Q	294 52% Q	262 53% Q	1197 55% Q
B - A society where the individual is encouraged to look after themselves	830 37%	412 37%	416 37%	101 33%	162 39%	125 32%	156 38%	285 40% F	486 38%	344 36%	552 39% L	277 34%	32 38% *	89 36%	61 34%	59 30%	76 47% OPWYZb	80 38%	72 38%	115 38%	123 39%	38 36% *	62 33%	23 35% *	182 36%	215 38% P	187 38%	807 37%
No opinion	180 8%	73 7%	105 9% B	19 6%	24 6%	53 14% DEH	38 9%	47 7%	83 6%	97 10% I	101 7%	79 10%	9 10% U*	10 4%	17 10% NU	23 12% NU	19 12% NU	18 8%	19 10% NU	25 8%	12 4%	6 6% *	18 10% NU	4 6% *	36 7% N	60 11% NUb	44 9% NU	176 8% NU

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q1A. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
A - A society which emphasises the social and collective provision of welfare	1236 55%	452 62% C	785 52%	343 59% H	294 53%	259 55%	237 56%	103 49%	699 53%	391 58%	146 60%	224 57%	407 50%	248 56%	357 60% M	443 56%	793 54%	1117 55%	114 56%	548 64% U	392 48%	253 41%	375 69% VY	117 64% V	187 58% V
B - A society where the individual is encouraged to look after themselves	830 37%	249 34%	580 38%	181 31%	216 39% D	184 39% D	173 41% D	74 35%	526 40% J	220 33%	83 34%	137 35%	339 41% O	155 35%	198 33%	301 38%	529 36%	751 37%	73 36%	262 31%	371 45% T	329 53% WXY	149 27%	55 30%	118 36% W
No opinion	180 8%	28 4%	152 10% B	58 10% G	50 9% G	29 6% G	11 3%	33 16% EFG	103 8%	63 9%	14 6%	32 8%	72 9%	37 9%	39 7%	44 6%	136 9% P	155 8%	15 7%	44 5%	55 7%	35 6%	23 4%	12 7%	19 6%

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q1A. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
A - A society which emphasises the social and collective provision of welfare	1236 55%	227 60% D	371 56%	277 51%	361 54%	93 70% HIJ	164 62% J	103 52%	219 53%	656 53%	486 55%	585 56%	1020 59% N	196 43%	302 62% P	238 52%
B - A society where the individual is encouraged to look after themselves	830 37%	128 34%	236 36%	208 38%	258 39%	37 28%	87 33%	77 39%	174 42% F	455 37% F	373 42% L	369 36%	605 35%	213 47% M	163 34%	206 45% O
No opinion	180 8%	23 6%	54 8%	59 11% BE	44 7%	3 2%	14 5%	19 10% F	23 6%	121 10% FI	33 4%	84 8% K	114 7%	49 11% M	19 4%	15 3%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q1B. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
A - A society which allows people to make and keep as much money as they can	887	477	407	142	182	138	163	262	558	329	576	311	37	89	59	90	75	79	72	116	146	31	65	28	185	244	187	859
	39%	43%	36%	46%	44%	36%	39%	36%	44%	34%	40%	38%	43%	36%	33%	47%	46%	37%	37%	38%	47%	30%	35%	42%	36%	43%	38%	39%
		C		FH	FH				J				*			OVY	OV				NOVWYb	*		*		OV		
B - A society which emphasises similar incomes and rewards for everyone	1111	528	578	144	210	199	189	368	611	501	718	394	39	138	96	84	56	101	95	145	152	63	104	39	273	240	240	1073
	49%	47%	51%	47%	51%	51%	46%	51%	48%	52%	50%	48%	47%	55%	54%	43%	35%	47%	50%	48%	48%	60%	55%	58%	53%	42%	49%	49%
													*	PQZ	QZ			Q	Q	Q	Q	PQZ*	PQZ	QZ*	PQZ	Q	Q	QZ
No opinion	248	106	140	22	22	52	61	90	112	136	132	115	8	21	23	20	31	34	25	40	16	10	19	-	53	85	64	248
	11%	10%	12%	7%	5%	13%	15%	12%	9%	14%	9%	14%	10%	9%	13%	10%	19%	16%	13%	13%	5%	10%	10%	-	10%	15%	13%	11%
						DE	DE	DE		I		K	X*	X	UX	X	NPUWXYb	NUX	UX	UX		X*	X	*	UX	NUXb	UX	UX

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q1B. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
A - A society which allows people to make and keep as much money as they can	887 39%	320 44% C	567 37%	190 33%	212 38%	184 39%	237 56% DEFH	65 31%	568 43% JK	251 37% K	68 28%	132 33%	322 39%	192 44% L	242 41%	333 42%	554 38%	801 40%	80 39%	295 35%	382 47% T	342 55% WXY	144 26%	65 35% W	127 39% W
B - A society which emphasises similar incomes and rewards for everyone	1111 49%	372 51%	740 49%	321 55% GH	281 50% G	248 52% G	167 40%	95 45%	618 47%	350 52%	143 59% I	216 55% M	382 47%	209 48%	304 51%	406 51%	706 48%	1004 50%	103 51%	473 55% U	361 44%	212 34%	358 65% VXY	95 52% V	183 57% V
No opinion	248 11%	37 5%	210 14% B	72 12% G	68 12% G	41 9% G	17 4%	50 24% DEFG	142 11%	74 11%	32 13%	46 12%	114 14% NO	40 9%	48 8%	50 6%	198 14% P	218 11%	19 10%	85 10%	75 9%	62 10% Y	45 8% Y	24 13% Y	13 4%

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21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

Q1B. People have different views about the ideal society. Please read each pair of statements and then select which one, in each case, comes closest to your ideal – statement A or statement B?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
A - A society which allows people to make and keep as much money as they can	887 39%	171 45% DE	269 41%	206 38%	240 36%	61 46%	101 38%	83 41%	159 38%	483 39%	403 45% L	391 38%	660 38%	223 49% M	239 49%	195 43%
B - A society which emphasises similar incomes and rewards for everyone	1111 49%	180 48%	337 51%	258 47%	337 51%	64 48%	145 55%	95 48%	206 49%	601 49%	439 49%	527 51%	913 53% N	175 38%	212 44%	242 53% O
No opinion	248 11%	27 7%	55 8%	80 15% BC	86 13% BC	7 6%	18 7%	22 11%	52 12% F	148 12% FG	50 6%	119 11% K	166 10%	60 13%	32 7%	21 5%

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q2. To what extent, if at all, do you agree or disagree that people have equal opportunities to get ahead?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Strongly agree	310 14%	179 16% C	131 12%	45 15%	60 14%	87 22% DEGH	39 9%	80 11%	203 16% J	107 11%	229 16% L	81 10%	9 10% *	39 16%	15 9%	29 15%	20 12%	30 14%	18 9%	32 11%	77 24% MNOPQRST WXYZab	17 16% *	19 10%	5 7% *	63 12%	79 14%	50 10%	305 14% a
Tend to agree	543 24%	291 26%	249 22%	82 27% F	103 25%	71 18%	94 23%	192 27% F	304 24%	239 25%	345 24%	198 24%	19 22% *	62 25%	34 19%	43 22%	40 25%	47 22%	40 21%	86 29% O	87 28%	29 27% *	38 20%	19 29% *	115 22%	130 23%	126 26%	524 24%
Neither agree nor disagree	357 16%	169 15%	185 16%	69 23% EFH	64 16% F	39 10%	75 18% F	110 15% F	174 14%	183 19% I	207 15%	150 18% K	20 24% UW*	38 15%	32 18%	32 16%	31 19%	33 15%	29 15%	55 18%	43 14%	13 13% *	23 12%	8 11% *	90 18%	96 17%	85 17%	350 16%
Tend to disagree	676 30%	320 29%	355 32%	71 23%	122 29%	123 31% D	125 30% D	236 33% D	392 31%	284 29%	419 29%	257 31%	27 32% *	73 29%	54 30%	63 33% U	49 30%	78 37% TU	64 34% U	78 26%	71 22%	30 29% *	65 35% U	24 37% U*	153 30% U	190 33% U	142 29%	652 30% U
Strongly disagree	326 15%	141 13%	182 16% B	38 12%	60 14%	59 15%	76 18% H	92 13%	192 15%	135 14%	207 15%	119 14%	8 9% *	33 13%	39 22% MRTUYZb	26 13%	20 13%	24 11%	36 19%	41 14%	37 12%	15 15% *	36 19%	10 16% *	80 16%	70 12%	77 16%	316 14%
Don't know	33 1%	9 1%	24 2% B	3 1%	5 1%	11 3%	4 1%	10 1%	15 1%	18 2%	18 1%	15 2%	2 2% U*	3 1%	5 3% U	1 *	1 1%	2 1%	4 2% U	9 3% UZ	- -	- - *	6 3% UZ	- - *	10 2% U	4 1%	13 3% UZ	33 2% U
NET: Agree	853 38%	471 42% C	380 34%	127 41% G	163 39%	158 41% G	133 32%	272 38%	507 40%	346 36%	575 40% L	279 34%	28 33% *	101 41% OY	49 28%	72 37%	60 37%	77 36%	58 30%	118 39% O	164 52% MNOPQRST WYZab	46 44% O*	57 30%	24 36% *	178 35% O	209 37%	176 36%	829 38% O
NET: Disagree	1002 45%	461 42%	537 48% B	109 35%	181 44% D	182 47% D	202 49% D	328 46% D	584 46%	418 43%	626 44%	376 46%	35 41% *	106 43%	93 52% TU	89 46% U	69 43%	102 48% U	100 52% TUa	119 40%	108 34%	46 44% *	101 54% TUb	35 52% U*	234 46% U	260 46% U	219 44% TU	968 44% U

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q2. To what extent, if at all, do you agree or disagree that people have equal opportunities to get ahead?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Strongly agree	310 14%	122 17% C	187 12%	54 9%	78 14% H	58 12%	105 25% DEFH	16 7%	219 17% JK	71 10%	20 8%	25 6%	94 11% L	55 12% L	137 23% LMN	177 22% Q	133 9%	277 14%	32 16%	106 12%	150 18% T	97 16%	62 11%	43 24% VW	56 17% W
Tend to agree	543 24%	157 22%	386 25% B	135 23%	155 28% H	117 25%	100 24%	37 18%	324 24%	152 23%	67 27%	99 25%	197 24%	108 24%	140 24%	193 24%	351 24%	493 24%	50 25%	180 21%	225 27% T	214 35% WXY	97 18%	33 18%	71 22%
Neither agree nor disagree	357 16%	83 11%	274 18% B	116 20% FG	87 16% G	63 13%	44 11%	46 22% FG	204 15%	113 17%	40 16%	67 17% O	150 18% O	71 16%	68 12%	99 13%	258 18% P	304 15%	50 25% R	102 12%	138 17% T	98 16%	74 14%	28 15%	53 16%
Tend to disagree	676 30%	223 31%	453 30%	178 31%	146 26%	170 36% EG	114 27%	68 32%	390 29%	205 30%	82 34%	130 33%	249 30%	131 30%	166 28%	210 27%	466 32% P	629 31% S	41 20%	310 36% U	217 27%	173 28%	183 34% Y	53 29%	79 24%
Strongly disagree	326 15%	135 19% C	191 13%	85 15%	87 16%	63 13%	55 13%	35 17%	175 13%	120 18% I	31 13%	64 16%	115 14%	69 16%	77 13%	101 13%	225 15%	295 15%	26 13%	147 17% U	78 9%	30 5%	128 23% VX	24 13% V	61 19% V
Don't know	33 1%	7 1%	26 2%	15 3% FG	7 1%	1 *	2 *	8 4% FG	16 1%	14 2%	4 2%	7 2%	13 2%	7 2%	6 1%	8 1%	25 2%	26 1%	3 2%	8 1%	11 1%	5 1%	3 1%	2 1%	4 1%
NET: Agree	853 38%	280 38%	573 38%	188 32%	233 42% DH	175 37% H	205 49% DEFH	52 25%	544 41% J	223 33%	87 36%	124 32%	290 35%	162 37%	276 46% LMN	369 47% Q	484 33%	770 38%	82 40%	286 33%	375 46% T	311 50% WY	159 29%	76 41% W	127 39% W
NET: Disagree	1002 45%	358 49% C	644 42%	263 45%	233 42%	233 49% EG	170 40%	104 49%	565 43%	325 48% I	113 46%	195 50% O	364 45%	200 45%	243 41%	312 40%	691 47% P	924 46% S	67 33%	458 54% U	295 36%	203 33%	311 57% VXY	78 42% V	140 43% V

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q2. To what extent, if at all, do you agree or disagree that people have equal opportunities to get ahead?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Strongly agree	310 14%	53 14%	126 19% DE	60 11%	71 11%	19 15% H	35 13%	14 7%	38 9%	203 16% HI	198 22% L	84 8%	257 15%	52 11%	84 17%	96 21%
Tend to agree	543 24%	99 26%	146 22%	119 22%	179 27%	28 21%	52 20%	45 23%	119 28% G	300 24%	255 29% L	227 22%	408 23%	129 28%	125 26%	135 29%
Neither agree nor disagree	357 16%	85 23% CDE	83 13%	90 17%	98 15%	27 20% GI	26 10%	35 17% G	52 12%	218 18% GI	129 14%	167 16%	234 13%	97 21% M	61 13%	65 14%
Tend to disagree	676 30%	92 24%	194 29%	171 31% B	219 33% B	36 27%	94 36% J	66 33%	140 34%	340 28%	203 23%	376 36% K	558 32% N	111 24%	143 30%	114 25%
Strongly disagree	326 15%	44 12%	100 15%	97 18% BE	86 13%	22 16%	52 20% J	35 17%	63 15%	155 13%	100 11%	176 17% K	266 15%	60 13%	65 14%	48 10%
Don't know	33 1%	4 1%	12 2%	8 1%	10 1%	* *	4 2%	5 2%	6 1%	18 1%	7 1%	7 1%	15 1%	8 2%	5 1%	* *
NET: Agree	853 38%	153 40% D	272 41% D	178 33%	251 38%	47 35%	88 33%	59 30%	156 38%	503 41% H	453 51% L	312 30%	664 38%	181 39%	209 43%	231 50%
NET: Disagree	1002 45%	136 36%	294 44% B	268 49% B	305 46% B	58 44%	146 55% J	101 51% J	203 49% J	494 40%	303 34%	552 53% K	825 47% N	171 37%	209 43% P	162 35%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Summary

All Adults aged 16-75 in UK

	Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever?								
	Which political party I would vote for at a General Election	**Whether the death penalty is justified for some crimes**	**Whether immigration is a good thing or bad thing for Britain overall**	**Whether climate change is mostly caused by humans or if it is mostly natural**	**Which supermarket I prefer to do most of my food and grocery shopping with**	**Whether or not I believe there is a God**	**Whether I would prefer the government to cut taxes or increase public spending**	**Whether gay marriage is acceptable or not**	**Which source I prefer to get news and information about what is going on in the world from**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**
Unweighted base	2246	2246	2246	2246	2246	2246	2246	2246	2246
Weighted base	2246	2246	2246	2246	2246	2246	2246	2246	2246
I last changed my mind on this topic in the past month	100 4% BDF	57 3%	92 4% B	75 3%	163 7% ABCDFHI	68 3%	150 7% ABCDFHI	80 4% B	103 5% BDF
I last changed my mind on this topic in the past six months	163 7% BCDFH	98 4% H	98 4% H	117 5% FH	246 11% ABCDFGHI	78 3%	156 7% BCDFH	57 3%	139 6% BCFH
I last changed my mind on this topic in the past year	225 10% BCFH	93 4%	161 7% BFH	187 8% BFH	309 14% ABCDFGHI	75 3%	191 8% BFH	71 3%	235 10% BCDFGH
I last changed my mind on this topic in the past 5 years	348 16% BCDFGH	182 8% F	231 10% BFH	233 10% BFGH	409 18% ABCDFGH	120 5%	187 8% F	152 7%	389 17% BCDFGH
I last changed my mind on this topic in the past 10 years	169 8% BFGH	117 5%	141 6%	167 7% BFGH	231 10% ABCDFGH	111 5%	107 5%	122 5%	194 9% BCFGH
I last changed my mind on this topic in the past 20 years	97 4%	80 4%	84 4%	96 4%	97 4%	114 5% BG	82 4%	92 4%	101 5%
I last changed my mind on this topic more than 20 years ago	109 5%	113 5%	87 4%	87 4%	86 4%	202 9% ABCDEGHI	95 4%	86 4%	94 4%
I have never changed my mind on this topic	650 29% E	1178 52% ACDEGI	1011 45% AEGI	964 43% AEGI	429 19%	1126 50% ACDEGI	733 33% AEI	1207 54% ACDEFGI	625 28% E
I do not have an opinion on this topic	193 9%	165 7%	169 8%	167 7%	209 9% BCD	227 10% BCD	241 11% ABCD	291 13% ABCDEFGI	220 10% BCD
Don't know	161 7% EFH	142 6% EFH	159 7% EFH	131 6% EFH	60 3%	93 4% EH	284 13% ABCDEFHI	63 3%	136 6% EFH
Prefer not to say	30 1% CEI	23 1% E	14 1%	23 1% CEI	8 *	32 1% CEI	20 1% E	24 1% EI	11 1%
NET: In the past year	488 22% BCDFH	247 11% H	351 16% BFH	379 17% BFH	717 32% ABCDFGHI	221 10%	496 22% BCDFH	209 9%	476 21% BCDFH
NET: In the past 10 years	1005 45% BCDFGH	546 24% FH	723 32% BFH	779 35% BCFH	1357 60% ABCDFGHI	452 20%	790 35% BCFH	483 21%	1059 47% BCDFGH

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which political party I would vote for at a General Election

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	100 4%	57 5%	42 4%	25 8% EGH	12 3%	31 8% EGH	15 4%	17 2%	75 6% J	25 3%	80 6% L	20 2%	1 1% *	8 3%	8 4%	4 2%	6 4%	8 4%	4 2%	14 5%	30 9% MNPRSWYZab	6 5% *	7 4%	4 7% *	17 3%	18 3%	19 4%	96 4%
I last changed my mind on this topic in the past six months	163 7%	78 7%	86 8%	37 12% GH	41 10% H	35 9% H	27 7% H	24 3%	90 7%	73 8%	120 8% L	44 5%	4 5% *	15 6%	11 6%	9 4%	16 10%	9 4%	12 7%	16 5%	42 13% NOPRSTVYZab	3 3% *	15 8%	11 17% MNOPRSTVYZab*	30 6%	34 6%	29 6%	152 7%
I last changed my mind on this topic in the past year	225 10%	105 9%	118 10%	34 11%	61 15% GH	43 11%	30 7%	56 8%	126 10%	99 10%	152 11%	73 9%	2 3% *	31 13% M	18 10%	22 11% M	14 9%	21 10%	17 9%	29 10%	33 11%	14 14% M*	13 7%	10 16% M*	51 10% M	57 10%	45 9%	214 10%
I last changed my mind on this topic in the past 5 years	348 16%	175 16%	172 15%	38 12%	78 19% DH	65 17%	72 17%	95 13%	222 17% J	126 13%	246 17% L	102 12%	17 20% *	44 18%	25 14%	25 13%	21 13%	31 14%	32 17%	55 18%	40 13%	24 23% UZ*	29 15%	7 10% *	85 17%	77 13%	87 18%	342 16%
I last changed my mind on this topic in the past 10 years	169 8%	91 8%	76 7%	21 7%	29 7%	29 7%	29 7%	61 8%	108 8%	61 6%	106 7%	63 8%	8 10% V*	22 9% V	6 4%	7 4%	13 8%	21 10% OPV	16 9% V	25 8% V	24 8%	2 2% *	20 11% OPV	4 6% *	37 7% O	41 7% P	41 8% V	165 8% V
I last changed my mind on this topic in the past 20 years	97 4%	63 6% C	33 3%	18 6%	19 4%	13 3%	13 3%	34 5%	65 5%	32 3%	60 4%	37 4%	2 3% *	9 4% S	4 2%	7 4%	6 4%	12 5% S	1 *	14 5% Sa	22 7% OSYab	5 5% S*	13 7% OSYa	3 4% *	15 3%	24 4% S	14 3% S	94 4% S
I last changed my mind on this topic more than 20 years ago	109 5%	66 6% C	43 4%	21 7% E	6 1%	18 5% E	18 4% E	47 7% E	65 5%	45 5%	68 5%	41 5%	6 8% *	5 2%	9 5%	9 5%	7 4%	16 8% N	9 5%	13 4%	16 5%	2 2% *	15 8% N	1 2% *	21 4%	32 6%	22 4%	108 5%
I have never changed my mind on this topic	650 29%	334 30%	315 28%	54 17%	98 24%	83 21%	133 32% DEF	283 39% DEFG	339 26%	311 32% I	367 26%	283 35% K	31 37% UX*	86 35% UX	60 34% UX	56 29%	53 33% U	57 27%	53 28%	77 26%	67 21%	38 36% UX*	61 32% U	12 17% *	177 35% TUXab	166 29% U	130 26%	639 29% U
I do not have an opinion on this topic	193 9%	78 7%	115 10% B	27 9%	28 7%	48 12% EH	40 10%	50 7%	90 7%	103 11% I	119 8%	74 9%	5 6% *	13 5%	17 9% W	34 18% MNORTUVWYZab	15 10% VW	21 10% VW	24 13% NVWY	28 9% VW	21 7%	2 2% *	4 2%	8 12% VW*	35 7%	70 12% NUVWYb	53 11% NVW	185 8% VW
Don't know	161 7%	59 5%	101 9% B	30 10% F	36 9% F	17 4%	31 8%	47 7%	82 6%	80 8%	89 6%	72 9%	8 9% W*	13 5%	18 10% W	21 11% W	10 6%	17 8%	14 8%	24 8% W	18 6%	7 7% *	5 3%	7 10% W*	38 8% W	48 8% W	39 8% W	154 7% W
Prefer not to say	30 1%	5 *	26 2% B	3 1%	6 1%	8 2%	5 1%	8 1%	19 1%	11 1%	19 1%	12 1%	1 1% *	1 *	5 3% Z	- -	1 1%	1 *	8 4% NPRUYZb	6 2% Z	1 *	1 1% *	6 3% NPUZ	- - *	6 1%	2 *	14 3% NPUZb	30 1% Z
NET: In the past year	488 22%	240 22%	245 22%	96 31% GH	114 28% GH	108 28% GH	73 18%	97 13%	291 23%	197 20%	351 25% L	137 17%	7 8% *	55 22% M	36 20% M	35 18%	36 22% M	39 18%	33 17%	59 20% M	106 34% MNOPQRSTWYZab	23 22% M*	34 18%	26 39% MNOPQRSTVWYZab*	97 19% M	109 19% M	92 19% M	462 21% M
NET: In the past 10 years	1005 45%	506 46%	494 44%	155 50% GH	221 53% GH	202 52% GH	174 42% H	252 35%	622 49% J	384 40%	704 49% L	301 37%	31 37% *	121 49% PY	67 38%	67 35%	69 43%	91 42%	81 43%	139 46% P	170 54% MOPRSYZab	49 47% *	83 44%	36 55% OP*	219 43%	227 40%	221 45% P	969 44% PZ

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which political party I would vote for at a General Election

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	100 4%	46 6% C	54 4%	22 4%	14 2%	26 5% E	33 8% DEH	5 3%	66 5%	27 4%	7 3%	12 3%	26 3%	16 4%	46 8% LMN	61 8% Q	39 3%	92 5%	8 4%	37 4%	41 5%	27 4%	20 4%	12 7%	25 8% W
I last changed my mind on this topic in the past six months	163 7%	63 9%	100 7%	21 4%	39 7% D	42 9% D	45 11% D	17 8% D	110 8% K	44 6%	9 4%	17 4%	43 5%	36 8%	66 11% LM	78 10% Q	86 6%	135 7%	23 12% R	59 7%	54 7%	45 7%	30 6%	16 9%	28 9%
I last changed my mind on this topic in the past year	225 10%	66 9%	159 10%	55 9%	58 10%	39 8%	49 12%	24 11%	125 9%	81 12%	19 8%	37 9%	89 11%	44 10%	55 9%	76 10%	148 10%	198 10%	26 13%	89 10%	75 9%	53 9%	54 10%	25 14%	39 12%
I last changed my mind on this topic in the past 5 years	348 16%	148 20% C	201 13%	78 13%	92 16%	83 18%	68 16%	27 13%	202 15%	105 16%	41 17%	60 15%	120 15%	69 16%	100 17%	141 18%	208 14%	315 16%	31 15%	163 19%	124 15%	85 14%	102 19%	48 26% V	61 19%
I last changed my mind on this topic in the past 10 years	169 8%	78 11% C	91 6%	37 6%	44 8%	40 8%	36 9%	13 6%	109 8%	48 7%	13 5%	33 8%	60 7%	39 9%	36 6%	55 7%	114 8%	152 8%	16 8%	69 8%	65 8%	59 10%	33 6%	20 11%	32 10%
I last changed my mind on this topic in the past 20 years	97 4%	41 6% C	56 4%	32 6%	17 3%	18 4%	25 6% EH	4 2%	58 4%	32 5%	7 3%	16 4%	29 4%	14 3%	37 6% M	28 4%	69 5%	78 4%	19 9% R	41 5%	31 4%	24 4%	24 4%	9 5%	26 8% V
I last changed my mind on this topic more than 20 years ago	109 5%	39 5%	70 5%	31 5%	28 5%	15 3%	27 6% F	7 3%	61 5%	35 5%	14 6%	20 5%	45 6%	18 4%	26 4%	38 5%	71 5%	101 5%	8 4%	52 6%	40 5%	40 6%	28 5%	11 6%	19 6%
I have never changed my mind on this topic	650 29%	184 25%	466 31% B	178 31% G	172 31% G	143 30% G	100 24%	57 27%	385 29%	180 27%	85 35%	138 35% O	243 30% O	135 31% O	134 23%	197 25%	453 31% P	623 31% S	25 13%	262 31%	269 33%	219 35% XY	222 41% XY	28 15%	65 20%
I do not have an opinion on this topic	193 9%	33 5%	160 11% B	71 12% GH	49 9% G	41 9% G	19 5%	13 6%	106 8%	63 9%	24 10%	29 7%	75 9%	33 8%	56 9%	68 9%	125 9%	166 8%	23 12%	37 4%	61 7% T	29 5%	16 3%	5 2%	16 5%
Don't know	161 7%	23 3%	138 9% B	52 9% FG	44 8% G	23 5%	16 4%	27 13% FG	85 6%	54 8%	22 9%	27 7%	72 9%	30 7%	33 6%	37 5%	125 9% P	137 7%	22 11%	37 4%	58 7% T	36 6% W	15 3%	8 4%	14 4%
Prefer not to say	30 1%	8 1%	22 1%	6 1%	3 1%	3 1%	2 1%	16 7% DEFG	22 2%	7 1%	1 1%	2 1%	15 2%	7 2%	6 1%	9 1%	21 1%	26 1%	1 *	7 1% U	- -	- -	1 *	2 1% V	1 *
NET: In the past year	488 22%	175 24%	313 21%	97 17%	110 20%	107 23% D	127 30% DEFH	46 22%	301 23% K	151 22% K	36 15%	67 17%	158 19%	96 22%	167 28% LM	215 27% Q	273 19%	425 21%	58 28% R	185 22%	170 21%	125 20%	105 19%	54 29% VW	92 28% VW
NET: In the past 10 years	1005 45%	400 55% C	605 40%	212 36%	246 44% D	230 49% D	231 55% DEH	86 41%	611 46% K	304 45%	90 37%	160 41%	338 41%	204 46%	303 51% LM	411 52% Q	594 41%	892 44%	105 52%	418 49%	359 44%	270 44%	240 44%	121 66% VW	184 57% VW

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which political party I would vote for at a General Election

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	100 4%	28 7% DE	35 5% E	20 4%	17 3%	11 8% HI	10 4%	6 3%	7 2%	67 5% I	68 8% L	26 2%	84 5%	15 3%	33 7%	21 5%
I last changed my mind on this topic in the past six months	163 7%	44 12% DE	64 10% DE	32 6%	24 4%	15 11% HI	22 8%	7 4%	17 4%	102 8% HI	77 9%	73 7%	125 7%	35 8%	40 8%	42 9%
I last changed my mind on this topic in the past year	225 10%	44 12% E	88 13% DE	44 8%	48 7%	24 18% HIJ	33 13%	18 9%	30 7%	119 10%	93 10%	98 9%	187 11%	33 7%	51 11%	59 13%
I last changed my mind on this topic in the past 5 years	348 16%	53 14%	111 17%	94 17%	90 14%	13 10%	52 20% F	35 18%	55 13%	193 16%	132 15%	176 17%	288 17%	58 13%	90 19%	63 14%
I last changed my mind on this topic in the past 10 years	169 8%	27 7%	47 7%	44 8%	50 8%	7 5%	19 7%	19 9%	35 8%	89 7%	74 8%	78 8%	128 7%	39 8%	37 8%	41 9%
I last changed my mind on this topic in the past 20 years	97 4%	20 5%	28 4%	18 3%	31 5%	8 6%	10 4%	5 3%	23 6%	51 4%	41 5%	49 5%	79 5%	16 3%	24 5%	23 5%
I last changed my mind on this topic more than 20 years ago	109 5%	22 6%	21 3%	22 4%	45 7% C	2 2%	4 1%	16 8% FG	29 7% FG	58 5%	51 6%	44 4%	84 5%	25 5%	39 8%	28 6%
I have never changed my mind on this topic	650 29%	69 18%	152 23%	164 30% BC	265 40% BCD	28 21%	70 26%	72 36% FJ	166 40% FGJ	314 25%	245 27%	326 31%	501 29%	146 32%	115 24%	123 27%
I do not have an opinion on this topic	193 9%	32 9%	56 9%	59 11% E	45 7%	8 6%	26 10%	12 6%	24 6%	123 10% I	56 6%	96 9% K	124 7%	59 13% M	30 6%	28 6%
Don't know	161 7%	36 10%	44 7%	41 7%	40 6%	16 12% HI	17 7%	8 4%	23 6%	97 8%	50 6%	56 5%	118 7%	27 6%	19 4%	27 6%
Prefer not to say	30 1%	3 1%	14 2%	6 1%	8 1%	1 1%	1 *	1 1%	7 2%	21 2%	5 1%	17 2%	20 1%	5 1%	6 1%	3 1%
NET: In the past year	488 22%	116 31% DE	187 28% DE	95 18%	89 13%	49 37% GHIJ	65 25% HI	31 16%	54 13%	287 23% HI	239 27% L	196 19%	396 23%	84 18%	124 26%	122 27%
NET: In the past 10 years	1005 45%	196 52% DE	346 52% DE	234 43% E	229 35%	70 52% I	136 52% I	85 43%	145 35%	569 46% I	444 50% L	450 43%	812 47% N	180 39%	251 52%	226 49%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether the death penalty is justified for some crimes

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	57 3%	37 3% C	19 2%	13 4% H	10 2%	17 4% H	9 2%	7 1%	44 3% J	12 1%	45 3% L	11 1%	3 4% *	5 2%	3 2%	2 1%	2 1%	4 2%	5 2%	4 1%	24 8% NOPQRSTVW YZab	1 1% *	2 1%	- - *	12 2%	8 1%	9 2%	57 3%
I last changed my mind on this topic in the past six months	98 4%	62 6% C	36 3%	35 11% EFGH	26 6% GH	25 7% GH	6 1%	5 1%	59 5%	38 4%	82 6% L	15 2%	2 2% *	12 5% W	8 4% W	5 3%	8 5% W	9 4% W	7 4%	6 2%	37 12% MNOPQRSTV WXYZab	3 3% *	1 1%	1 2% *	21 4% W	22 4%	13 3%	96 4% TWa
I last changed my mind on this topic in the past year	93 4%	51 5%	40 4%	28 9% FGH	32 8% FGH	14 4%	7 2%	13 2%	49 4%	44 5%	63 4%	30 4%	5 6% *	18 7% QRTWZab	7 4%	10 5%	3 2%	4 2%	6 3%	8 3%	22 7% RTZab	2 2% *	4 2%	4 6% *	31 6% RZab	17 3%	14 3%	89 4%
I last changed my mind on this topic in the past 5 years	182 8%	88 8%	93 8%	52 17% FGH	52 13% FGH	29 7% H	22 5%	26 4%	99 8%	83 9%	130 9%	52 6%	3 3% *	18 7%	20 11% Z	13 7%	10 6%	13 6%	18 10%	26 9%	39 12% MRWZb	8 7% *	9 5%	5 7% *	41 8%	35 6%	44 9%	177 8%
I last changed my mind on this topic in the past 10 years	117 5%	72 7% C	43 4%	26 8% FGH	34 8% FGH	15 4%	17 4%	24 3%	73 6%	44 5%	79 6%	37 5%	1 2% *	14 6%	4 2%	9 5%	8 5%	13 6%	6 3%	24 8% OY	22 7%	6 5% *	9 5%	* 1% *	20 4%	30 5%	29 6% S	116 5%
I last changed my mind on this topic in the past 20 years	80 4%	43 4%	36 3%	18 6% GH	22 5% GH	19 5% GH	6 1%	15 2%	51 4%	28 3%	59 4%	20 2%	2 2% *	10 4%	5 3%	5 3%	8 5% R	2 1%	4 2%	8 3%	17 5% R	8 8% RSZab*	7 4%	4 6% R*	16 3%	15 3%	12 2%	76 3%
I last changed my mind on this topic more than 20 years ago	113 5%	65 6%	48 4%	16 5%	23 6%	17 4%	17 4%	40 6%	68 5%	45 5%	70 5%	43 5%	- - *	11 4%	11 6% M	6 3%	6 4%	11 5%	4 2%	19 6% M	24 8% MSZ	3 3% *	17 9% MPSZb	2 3% *	22 4% M	23 4%	23 5% S	111 5%
I have never changed my mind on this topic	1178 52%	560 50%	613 55%	67 22%	159 38% D	189 48% DE	258 62% DEF	505 70% DEFG	684 53%	494 51%	685 48%	493 60% K	52 61% U*	128 52% U	89 50% U	114 59% U	95 59% U	121 57% U	111 58% U	154 51% U	93 30%	64 61% U*	115 61% Ub	41 62% U*	269 53% U	331 58% Ub	265 54% U	1137 52% U
I do not have an opinion on this topic	165 7%	65 6%	99 9% B	28 9% E	16 4%	35 9% E	42 10% EH	44 6%	72 6%	93 10% I	102 7%	63 8%	6 7% *	13 5%	17 9%	12 6%	15 9%	18 8%	15 8%	26 9%	20 6%	3 3% *	15 8%	6 9% *	36 7%	45 8%	41 8%	160 7%
Don't know	142 6%	63 6%	78 7%	19 6%	34 8%	26 7%	26 6%	37 5%	71 6%	71 7%	89 6%	53 6%	8 10% *	17 7%	11 6%	13 7%	5 3%	19 9%	13 7%	20 7%	15 5%	8 8% *	9 5%	4 6% *	36 7%	38 7%	33 7%	138 6%
Prefer not to say	23 1%	4 *	19 2% B	6 2% H	6 1%	3 1%	4 1%	4 *	9 1%	14 1%	20 1% L	2 *	3 3% W*	1 *	3 2%	3 2%	1 1%	1 1%	4 2%	6 2%	1 *	- - *	- -	- - *	7 1%	6 1%	9 2%	23 1%
NET: In the past year	247 11%	151 14% C	95 8%	76 25% EFGH	68 16% GH	57 15% GH	21 5%	25 3%	153 12%	94 10%	191 13% L	56 7%	10 12% W*	35 14% TVWZa	19 10% W	18 9%	13 8%	16 8%	17 9%	18 6%	83 26% MNOPQRSTV WXYZab	6 5% *	7 4%	5 7% *	64 13% TWZa	47 8%	35 7%	242 11% TWZa
NET: In the past 10 years	546 24%	311 28% C	232 21%	154 50% EFGH	154 37% FGH	101 26% GH	61 15%	76 11%	325 25%	221 23%	400 28% L	146 18%	14 17% *	68 27% WZ	43 24% W	40 21%	31 19%	42 20%	41 21%	68 23% W	144 46% MNOPQRSTV WXYZab	19 18% *	26 14%	10 15% *	125 25% W	113 20%	109 22% W	536 25% WZ

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether the death penalty is justified for some crimes

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	57 3%	29 4% C	28 2%	9 2%	9 2%	13 3%	21 5% DE	4 2%	40 3%	15 2%	2 1%	8 2%	8 1%	12 3% M	29 5% LM	37 5% Q	19 1%	51 3%	6 3%	22 3%	23 3%	15 2%	10 2%	8 4%	17 5% W
I last changed my mind on this topic in the past six months	98 4%	37 5%	61 4%	14 2%	20 4%	19 4%	34 8% DEF	11 5%	52 4%	40 6%	6 2%	17 4% M	14 2%	24 6% M	43 7% M	51 6% Q	47 3%	78 4%	17 8% R	28 3%	35 4%	21 3%	20 4%	20 11% VW	21 7%
I last changed my mind on this topic in the past year	93 4%	27 4%	66 4%	27 5%	25 4%	15 3%	17 4%	9 4%	52 4%	35 5%	6 2%	5 1%	35 4% L	16 4%	37 6% L	47 6% Q	46 3%	70 3%	22 11% R	41 5%	25 3%	17 3%	31 6% V	6 3%	18 6%
I last changed my mind on this topic in the past 5 years	182 8%	60 8%	122 8%	50 9%	48 9%	33 7%	38 9%	13 6%	102 8%	67 10%	13 5%	27 7%	54 7%	44 10%	58 10%	85 11% Q	97 7%	155 8%	27 13% R	67 8%	49 6%	44 7%	41 7%	9 5%	35 11% X
I last changed my mind on this topic in the past 10 years	117 5%	40 5%	77 5%	27 5%	32 6%	31 7%	21 5%	6 3%	68 5%	38 6%	11 5%	14 4%	35 4%	27 6%	41 7%	57 7% Q	59 4%	102 5%	15 7%	38 4%	56 7%	45 7%	23 4%	8 4%	29 9% W
I last changed my mind on this topic in the past 20 years	80 4%	39 5% C	40 3%	17 3%	23 4% H	16 3% H	23 5% H	1 *	46 3%	29 4%	4 2%	8 2%	24 3%	21 5%	27 4%	34 4%	46 3%	69 3%	11 5%	29 3%	31 4%	20 3%	23 4%	6 3%	17 5%
I last changed my mind on this topic more than 20 years ago	113 5%	43 6%	70 5%	38 6% H	22 4%	25 5%	25 6% H	4 2%	71 5%	30 4%	12 5%	26 7%	33 4%	19 4%	35 6%	46 6%	67 5%	100 5%	12 6%	49 6%	41 5%	31 5%	29 5%	15 8%	19 6%
I have never changed my mind on this topic	1178 52%	377 52%	801 53%	296 51%	305 55%	261 55%	207 49%	108 52%	724 55% J	293 44%	160 66% IJ	231 59% O	475 58% NO	224 51% O	247 42%	339 43%	839 58% P	1121 55% S	49 24%	486 57%	457 56%	349 57% Y	303 55% Y	89 48%	134 42%
I do not have an opinion on this topic	165 7%	39 5%	126 8% B	53 9%	32 6%	37 8%	24 6%	19 9%	89 7%	62 9%	15 6%	29 7%	73 9%	25 6%	38 6%	45 6%	121 8%	134 7%	26 13% R	42 5%	59 7%	43 7%	30 5%	11 6%	18 5%
Don't know	142 6%	31 4%	111 7% B	43 7% G	40 7% G	21 4%	10 2%	29 14% DEFG	69 5%	60 9% I	13 5%	26 7%	58 7%	25 6%	33 6%	39 5%	103 7%	123 6%	18 9%	50 6%	37 5%	27 4%	33 6%	12 6%	14 4%
Prefer not to say	23 1%	7 1%	15 1%	9 2%	5 1%	1 *	2 *	5 3% FG	16 1%	5 1%	2 1%	3 1%	9 1%	3 1%	8 1%	9 1%	14 1%	20 1%	1 *	2 *	6 1%	2 *	3 1%	2 1%	1 *
NET: In the past year	247 11%	93 13%	154 10%	50 9%	54 10%	47 10%	72 17% DEF	24 11%	143 11% K	90 13% K	14 6%	30 8%	56 7%	53 12% M	109 18% LMN	135 17% Q	112 8%	199 10%	45 22% R	91 11%	84 10%	54 9%	61 11%	33 18% VW	56 17% VW
NET: In the past 10 years	546 24%	192 26%	353 23%	127 22%	134 24%	111 24%	131 31% DEFH	43 20%	313 24% K	195 29% IK	37 15%	70 18%	145 18%	124 28% LM	207 35% LMN	277 35% Q	268 18%	456 23%	87 43% R	196 23%	188 23%	144 23%	125 23%	50 27%	120 37% VWX

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether the death penalty is justified for some crimes

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	57 3%	18 5% DE	23 4% E	9 2%	7 1%	5 4% HI	4 1%	1 *	3 1%	44 4% HI	38 4% L	16 1%	48 3%	9 2%	15 3%	16 3%
I last changed my mind on this topic in the past six months	98 4%	38 10% DE	47 7% DE	8 1%	5 1%	8 6% HI	12 4% I	2 1%	- -	76 6% HI	66 7% L	24 2%	77 4%	19 4%	30 6%	33 7%
I last changed my mind on this topic in the past year	93 4%	34 9% CDE	34 5% DE	11 2%	13 2%	10 8% HI	9 4%	4 2%	10 2%	60 5%	53 6% L	31 3%	81 5%	11 2%	23 5%	31 7%
I last changed my mind on this topic in the past 5 years	182 8%	60 16% CDE	68 10% DE	30 6%	23 3%	26 19% HIJ	34 13% HI	7 3%	9 2%	108 9% HI	83 9%	81 8%	150 9%	26 6%	57 12%	47 10%
I last changed my mind on this topic in the past 10 years	117 5%	32 9% DE	41 6% E	22 4%	22 3%	10 8%	8 3%	12 6%	15 4%	71 6%	63 7%	49 5%	81 5%	33 7%	39 8%	27 6%
I last changed my mind on this topic in the past 20 years	80 4%	21 5% DE	36 6% DE	7 1%	15 2%	6 5%	9 3%	4 2%	11 3%	50 4%	56 6% L	19 2%	66 4%	11 2%	24 5%	27 6%
I last changed my mind on this topic more than 20 years ago	113 5%	17 5%	37 6%	22 4%	36 5%	8 6%	16 6%	11 6%	23 6%	54 4%	60 7% L	37 4%	90 5%	23 5%	31 7%	41 9%
I have never changed my mind on this topic	1178 52%	94 25%	277 42% B	338 62% BC	468 71% BCD	38 29%	137 52% F	126 63% FGJ	309 74% FGHJ	567 46% F	362 41%	654 63% K	915 53%	255 56%	216 45%	183 40%
I do not have an opinion on this topic	165 7%	29 8%	38 6%	63 12% CE	35 5%	10 7%	18 7%	25 13% I	16 4%	97 8% I	58 7%	64 6%	114 7%	44 10%	22 5%	31 7%
Don't know	142 6%	27 7%	51 8%	29 5%	35 5%	7 6%	18 7%	6 3%	17 4%	94 8% HI	41 5%	57 5%	102 6%	23 5%	21 4%	15 3%
Prefer not to say	23 1%	6 2%	8 1%	5 1%	4 1%	3 2%	1 *	2 1%	4 1%	13 1%	11 1%	6 1%	16 1%	4 1%	4 1%	7 2%
NET: In the past year	247 11%	90 24% CDE	105 16% DE	28 5%	25 4%	23 18% GHI	25 9% HI	6 3%	13 3%	180 15% HI	157 18% L	71 7%	205 12%	39 9%	68 14%	80 17%
NET: In the past 10 years	546 24%	182 48% CDE	214 32% DE	80 15%	70 11%	59 45% GHIJ	67 25% HI	25 12%	37 9%	358 29% HI	303 34% L	201 19%	437 25%	97 21%	165 34%	154 34%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether immigration is a good thing or bad thing for Britain overall

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	92 4%	59 5% C	33 3%	24 8% GH	26 6% GH	22 6% GH	9 2%	10 1%	57 4%	34 4%	69 5%	23 3%	3 3% *	12 5%	5 3%	7 4%	2 1%	3 1%	5 2%	8 3%	35 11% NOPQRSTVW YZab	2 2% *	6 3%	4 7% *	20 4%	12 2%	12 3%	87 4% Z
I last changed my mind on this topic in the past six months	98 4%	58 5%	40 4%	26 8% GH	26 6% GH	28 7% GH	8 2%	9 1%	71 6% J	27 3%	74 5% L	24 3%	- - *	9 4%	10 6%	9 4%	5 3%	4 2%	9 5%	6 2%	32 10% MNQRTWYZ ab	5 5% *	4 2%	6 9% MRT*	19 4%	18 3%	15 3%	92 4%
I last changed my mind on this topic in the past year	161 7%	71 6%	90 8%	33 11% FG	33 8%	23 6%	17 4%	56 8% G	100 8%	61 6%	103 7%	58 7%	6 7% *	25 10% QW	12 6%	10 5%	6 3%	19 9%	8 4%	24 8%	34 11% QSWZb	5 5% *	6 3%	7 11% W*	42 8% W	35 6%	32 7%	154 7%
I last changed my mind on this topic in the past 5 years	231 10%	117 11%	114 10%	33 11%	50 12%	43 11%	38 9%	68 9%	130 10%	101 10%	154 11%	78 9%	9 11% *	21 8%	13 7%	20 10%	18 11%	24 11%	19 10%	41 14%	29 9%	10 9% *	18 10%	8 13% *	44 9%	62 11%	60 12%	223 10%
I last changed my mind on this topic in the past 10 years	141 6%	76 7%	65 6%	23 8%	33 8%	19 5%	30 7%	36 5%	83 7%	57 6%	94 7%	47 6%	4 4% *	13 5%	17 10% P	5 3%	11 7%	13 6%	11 6%	15 5%	22 7%	10 9% P*	14 8%	5 7% *	34 7%	30 5%	26 5%	136 6%
I last changed my mind on this topic in the past 20 years	84 4%	47 4%	37 3%	12 4%	15 4%	17 4%	11 3%	29 4%	51 4%	33 3%	49 3%	35 4%	4 5% *	11 4%	9 5%	4 2%	10 6%	10 5%	5 3%	9 3%	10 3%	3 3% *	9 5%	- - *	24 5%	24 4%	15 3%	84 4%
I last changed my mind on this topic more than 20 years ago	87 4%	60 5% C	27 2%	21 7% FH	15 4%	9 2%	18 4%	24 3%	45 4%	42 4%	61 4%	27 3%	2 2% *	12 5%	5 3%	8 4%	5 3%	7 3%	7 4%	7 2%	18 6%	6 6% *	8 5%	2 3% *	20 4%	20 4%	14 3%	86 4%
I have never changed my mind on this topic	1011 45%	484 44%	520 46%	88 28%	153 37% D	156 40% D	213 51% DEF	401 56% DEF	571 45%	440 46%	597 42%	414 50% K	41 49% U*	113 45% U	80 45% U	94 49% U	75 47% U	95 45% U	99 52% U	144 48% U	97 31%	52 50% U*	95 51% U	26 39% *	234 46% U	265 47% U	243 49% U	985 45% U
I do not have an opinion on this topic	169 8%	68 6%	101 9% B	27 9%	28 7%	36 9%	37 9%	41 6%	84 7%	85 9%	121 8%	48 6%	6 7% *	14 6%	17 10%	25 13% NRTUVYab	22 14% NRTUVYab	11 5%	12 6%	19 6%	18 6%	4 4% *	17 9%	3 4% *	38 7%	58 10% RUb	32 6%	166 8%
Don't know	159 7%	66 6%	92 8%	16 5%	33 8%	36 9%	31 8%	43 6%	81 6%	78 8%	95 7%	64 8%	8 9% *	17 7%	10 5%	12 6%	7 4%	25 12% QWZb	14 8%	24 8%	19 6%	9 8% *	9 5%	5 8% *	34 7%	44 8%	39 8%	153 7%
Prefer not to say	14 1%	6 1%	7 1%	5 2%	2 1%	1 *	2 *	3 *	6 1%	7 1%	10 1%	4 *	2 2% *	2 1%	1 1%	- -	- -	2 1%	2 1%	3 1%	2 1%	- - *	- -	- - *	4 1%	2 *	5 1%	14 1%
NET: In the past year	351 16%	187 17%	163 14%	83 27% FGH	85 21% GH	73 19% GH	34 8%	75 10%	228 18% J	123 13%	246 17% L	105 13%	9 10% *	46 19% QWZa	26 15%	26 13%	12 8%	26 12%	21 11%	38 13%	101 32% MNOPQRSTV WYZab	12 12% *	16 9%	17 26% MPQRSTVWZ ab*	81 16% QW	64 11%	59 12%	333 15% QWZ
NET: In the past 10 years	723 32%	380 34%	341 30%	139 45% FGH	168 41% GH	135 35% GH	102 25%	178 25%	442 35% J	281 29%	494 35% L	230 28%	22 26% *	80 32%	57 32%	51 26%	42 26%	63 29%	51 27%	95 31%	152 48% MNOPQRSTV WYZab	32 30% *	49 26%	31 46% MPQRSWYZa b*	158 31%	156 27%	146 30%	692 32% Z

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether immigration is a good thing or bad thing for Britain overall

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	92 4%	35 5%	57 4%	12 2%	20 4%	19 4%	36 9% DEFH	5 2%	52 4%	35 5%	4 2%	12 3%	15 2%	19 4% M	46 8% LMN	55 7% Q	36 2%	78 4%	14 7%	28 3%	32 4%	22 4%	22 4%	12 7%	18 6%
I last changed my mind on this topic in the past six months	98 4%	44 6% C	54 4%	13 2%	29 5% D	17 4%	32 8% DF	7 3%	69 5% K	26 4%	3 1%	9 2%	19 2%	26 6% LM	45 8% LM	60 8% Q	38 3%	80 4%	15 8% R	29 3%	42 5%	22 4%	19 4%	12 6%	23 7% VW
I last changed my mind on this topic in the past year	161 7%	52 7%	109 7%	53 9%	30 5%	28 6%	33 8%	16 8%	97 7%	45 7%	19 8%	19 5%	61 7%	38 9%	43 7%	60 8%	101 7%	145 7%	17 8%	59 7%	58 7%	56 9% X	42 8% X	5 3%	22 7%
I last changed my mind on this topic in the past 5 years	231 10%	81 11%	150 10%	47 8%	64 11%	55 12%	45 11%	21 10%	138 10%	74 11%	20 8%	32 8%	87 11%	45 10%	68 11%	91 12%	141 10%	203 10%	26 13%	80 9%	98 12%	66 11%	48 9%	23 13%	42 13%
I last changed my mind on this topic in the past 10 years	141 6%	48 7%	93 6%	35 6%	30 5%	34 7%	32 8%	10 5%	95 7%	33 5%	13 5%	19 5%	46 6%	31 7%	45 8%	54 7%	87 6%	124 6%	17 8%	52 6%	57 7%	44 7%	40 7%	8 5%	26 8%
I last changed my mind on this topic in the past 20 years	84 4%	30 4%	54 4%	26 4%	15 3%	14 3%	22 5% E	7 4%	48 4%	24 4%	12 5%	16 4%	32 4%	14 3%	22 4%	30 4%	54 4%	75 4%	8 4%	28 3%	32 4%	24 4%	13 2%	10 5%	20 6% W
I last changed my mind on this topic more than 20 years ago	87 4%	34 5%	54 4%	23 4% H	25 5% H	20 4% H	18 4% H	1 *	55 4%	29 4%	3 1%	21 5% M	20 2%	19 4%	28 5% M	35 4%	52 4%	80 4%	7 3%	45 5%	26 3%	24 4%	20 4%	10 5%	20 6%
I have never changed my mind on this topic	1011 45%	338 46%	672 44%	262 45%	262 47%	221 47%	172 41%	95 45%	593 45%	283 42%	134 55% IJ	208 53% NO	392 48% O	192 44%	218 37%	292 37%	719 49% P	946 47% S	59 29%	419 49%	390 48%	287 46% Y	281 51% Y	82 45%	120 37%
I do not have an opinion on this topic	169 8%	43 6%	126 8% B	52 9% G	44 8% G	41 9% G	18 4%	14 7%	91 7%	63 9%	14 6%	27 7%	72 9% N	22 5%	48 8%	58 7%	111 8%	142 7%	23 12% R	54 6%	50 6%	41 7%	27 5%	7 4%	19 6%
Don't know	159 7%	22 3%	136 9% B	57 10% FG	39 7% G	23 5%	11 3%	28 13% EFG	81 6%	57 9%	20 8%	25 6%	69 8%	33 7%	32 5%	51 6%	108 7%	140 7%	16 8%	57 7% U	32 4%	29 5%	34 6%	14 7%	12 4%
Prefer not to say	14 1%	2 *	11 1%	2 *	3 *	1 *	2 *	6 3% DEFG	9 1%	4 1%	1 *	5 1%	5 1%	3 1%	1 *	3 *	11 1%	10 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
NET: In the past year	351 16%	130 18% C	220 15%	78 13%	79 14%	64 14%	102 24% DEFH	28 13%	218 16%	106 16%	26 11%	40 10%	95 12%	82 19% LM	133 22% LM	175 22% Q	176 12%	302 15%	46 23% R	117 14%	132 16%	100 16%	83 15%	29 16%	63 19%
NET: In the past 10 years	723 32%	260 36% C	464 31%	160 27%	173 31%	153 32%	179 42% DEFH	59 28%	451 34% K	213 32%	59 24%	91 23%	227 28%	158 36% LM	246 41% LM	320 41% Q	403 28%	629 31%	88 43% R	249 29%	287 35% T	210 34%	171 31%	61 33%	131 41% W

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether immigration is a good thing or bad thing for Britain overall

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	92 4%	27 7% DE	45 7% DE	10 2%	10 2%	10 8% HI	14 5% H	1 *	8 2%	59 5% HI	54 6% L	33 3%	79 5%	13 3%	29 6%	33 7%
I last changed my mind on this topic in the past six months	98 4%	33 9% DE	43 7% DE	12 2%	9 1%	14 11% GHIJ	11 4% I	3 2%	4 1%	65 5% I	69 8% L	21 2%	81 5%	14 3%	28 6%	27 6%
I last changed my mind on this topic in the past year	161 7%	37 10% D	49 7% D	20 4%	55 8% D	13 10% H	22 8% H	6 3%	35 8% H	85 7%	89 10% L	62 6%	132 8%	28 6%	34 7%	48 10%
I last changed my mind on this topic in the past 5 years	231 10%	43 11%	73 11%	51 9%	65 10%	14 10%	22 8%	19 10%	44 10%	133 11%	102 11%	114 11%	188 11%	40 9%	63 13%	51 11%
I last changed my mind on this topic in the past 10 years	141 6%	27 7%	46 7%	34 6%	34 5%	7 6%	14 5%	18 9%	23 6%	79 6%	73 8% L	57 5%	112 6%	28 6%	41 9%	40 9%
I last changed my mind on this topic in the past 20 years	84 4%	16 4%	26 4%	14 3%	28 4%	4 3%	8 3%	6 3%	15 4%	50 4%	39 4%	36 3%	65 4%	19 4%	19 4%	22 5%
I last changed my mind on this topic more than 20 years ago	87 4%	25 7% CE	19 3%	23 4%	20 3%	7 5%	5 2%	13 7% G	13 3%	50 4%	49 5% L	32 3%	65 4%	20 4%	24 5%	22 5%
I have never changed my mind on this topic	1011 45%	112 30%	249 38% B	288 53% BC	362 55% BC	47 35%	131 50% FJ	107 54% FJ	229 55% FJ	496 40%	324 36%	538 52% K	781 45%	223 49%	190 39%	167 36%
I do not have an opinion on this topic	169 8%	31 8%	49 7%	48 9%	41 6%	8 6%	22 8%	12 6%	23 5%	104 8%	54 6%	68 7%	118 7%	41 9%	22 5%	32 7%
Don't know	159 7%	23 6%	59 9% E	41 8%	36 5%	8 6%	17 6%	12 6%	21 5%	100 8%	37 4%	72 7% K	107 6%	33 7%	31 6%	15 3%
Prefer not to say	14 1%	5 1%	3 1%	2 *	3 1%	- -	- -	- -	2 *	12 1%	3 *	4 *	10 1%	- -	1 *	1 *
NET: In the past year	351 16%	97 26% DE	137 21% DE	42 8%	74 11%	38 29% GHIJ	46 17% H	10 5%	47 11% H	209 17% HI	212 24% L	116 11%	292 17% N	55 12%	91 19%	108 24%
NET: In the past 10 years	723 32%	167 44% DE	256 39% DE	128 24%	173 26%	59 44% GHIJ	82 31%	48 24%	114 27%	421 34% HI	387 43% L	287 28%	592 34% N	123 27%	195 40%	199 43%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether climate change is mostly caused by humans or if it is mostly natural

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	75 3%	53 5% C	22 2%	17 6% GH	23 6% GH	23 6% GH	6 1%	6 1%	54 4% J	21 2%	66 5% L	9 1%	3 3% *	7 3%	5 3%	5 2%	3 2%	4 2%	1 1%	5 2%	39 12% MNOPQRSTV WXYZab	1 1% *	1 1%	1 2% *	14 3%	12 2%	6 1%	73 3% a
I last changed my mind on this topic in the past six months	117 5%	66 6%	51 5%	30 10% GH	34 8% GH	28 7% H	17 4% H	9 1%	70 5%	47 5%	88 6% L	29 4%	4 4% *	11 4%	11 6%	10 5%	3 2%	5 2%	8 4%	14 5%	32 10% NQRSTYZab	3 3% *	9 5%	7 11% QRZ*	25 5%	18 3%	22 4%	110 5% Z
I last changed my mind on this topic in the past year	187 8%	91 8%	96 9%	40 13% FGH	59 14% FGH	18 5%	18 4%	52 7%	92 7%	95 10%	127 9%	61 7%	1 1% *	34 14% MOTWYab	10 5%	14 7%	20 12% MTa	17 8%	13 7%	17 6%	31 10% M	11 11% M*	10 5%	9 13% M*	45 9% M	51 9% M	30 6%	179 8% M
I last changed my mind on this topic in the past 5 years	233 10%	105 9%	126 11%	24 8%	38 9%	31 8%	39 9%	101 14% DF	148 12%	85 9%	131 9%	102 12% K	12 15% S*	25 10%	23 13%	16 8%	15 9%	23 11%	11 6%	32 11%	25 8%	12 12% *	33 18% PSUZab	5 8% *	60 12%	54 9%	43 9%	227 10%
I last changed my mind on this topic in the past 10 years	167 7%	89 8%	77 7%	31 10%	26 6%	29 7%	32 8%	49 7%	90 7%	77 8%	109 8%	59 7%	- - *	24 10% MY	9 5%	12 6% M	6 4%	16 7% M	18 9% M	28 9% M	24 8% M	15 14% MOQWYZb*	11 6%	4 7% M*	33 7% M	34 6% M	45 9% M	163 7% M
I last changed my mind on this topic in the past 20 years	96 4%	56 5%	39 4%	19 6% G	14 3%	19 5%	11 3%	33 5%	54 4%	42 4%	67 5%	28 3%	3 4% *	12 5%	4 2%	4 2%	12 8% OPW	12 6%	10 5%	15 5%	13 4%	5 5% *	4 2%	2 3% *	19 4%	28 5% P	25 5%	94 4%
I last changed my mind on this topic more than 20 years ago	87 4%	44 4%	41 4%	20 6% GH	13 3%	23 6%	11 3%	21 3%	59 5%	28 3%	62 4%	25 3%	3 3% *	6 2%	10 6%	7 3%	5 3%	4 2%	9 5%	9 3%	22 7% NRZb	3 3% *	7 4%	3 5% *	18 4%	15 3%	18 4%	84 4%
I have never changed my mind on this topic	964 43%	466 42%	494 44%	83 27%	155 38% D	159 41% D	202 49% DEF	364 51% DEF	569 44%	395 41%	569 40%	395 48% K	37 44% *	101 41% U	81 46% U	94 49% U	68 42% U	108 51% Ub	92 48% U	126 42% U	96 30%	46 44% U*	88 47% U	27 41% *	219 43% U	270 48% Ub	218 44% U	936 43% U
I do not have an opinion on this topic	167 7%	79 7%	88 8%	19 6%	15 4%	38 10% E	46 11% DEH	49 7%	67 5%	100 10% I	110 8%	57 7%	12 14% NRUYb*	9 4%	11 6%	18 9% N	20 12% NRUYb	11 5%	17 9%	31 10% NU	14 4%	6 6% *	13 7%	5 8% *	32 6% N	49 9% N	48 10% NU	162 7% N
Don't know	131 6%	51 5%	79 7% B	21 7%	27 7%	22 6%	31 7% H	30 4%	69 5%	62 6%	83 6%	48 6%	10 11% VW*	17 7%	14 8%	14 7%	10 6%	9 4%	8 4%	22 7%	15 5%	2 2% *	7 3%	2 3% *	41 8% b	33 6%	30 6%	129 6%
Prefer not to say	23 1%	11 1%	12 1%	5 2%	9 2%	1 *	2 *	6 1%	8 1%	15 2%	14 1%	9 1%	1 1% *	2 1%	2 1%	- -	- -	4 2%	5 3%	2 1%	3 1%	- - *	5 2%	- - *	4 1%	4 1%	7 1%	23 1%
NET: In the past year	379 17%	210 19% C	169 15%	87 28% FGH	116 28% FGH	69 18% GH	40 10%	67 9%	216 17%	163 17%	280 20% L	99 12%	7 9% *	52 21% MRSTWYZa	25 14%	29 15%	26 16%	26 12%	22 12%	35 12%	103 33% MNOPQRSTV WXYZab	15 15% *	20 11%	17 26% MRSTWZa*	85 17%	81 14%	58 12%	362 17% Ta
NET: In the past 10 years	779 35%	404 36%	372 33%	142 46% FGH	180 44% FGH	129 33%	111 27%	217 30%	454 35%	325 34%	520 36% L	259 32%	20 23% *	102 41% MPQRSYZa	57 32%	57 30%	47 29%	65 30%	51 27%	95 32%	152 48% MOPQRSTW YZab	42 40% MS*	64 34%	27 41% *	178 35% M	169 30%	146 30%	752 35% SZa

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether climate change is mostly caused by humans or if it is mostly natural

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	75 3%	33 5% C	42 3%	8 1%	11 2%	20 4% D	34 8% DEFH	3 1%	50 4% K	25 4% K	- -	6 1%	12 1%	17 4% M	39 7% LM	49 6% Q	26 2%	66 3%	8 4%	26 3%	35 4%	20 3%	15 3%	12 6% W	19 6%
I last changed my mind on this topic in the past six months	117 5%	45 6%	72 5%	22 4%	32 6%	29 6%	26 6%	8 4%	71 5%	40 6%	7 3%	9 2%	23 3%	18 4%	67 11% LMN	69 9% Q	48 3%	95 5%	22 11% R	27 3%	45 6% T	26 4%	21 4%	11 6%	31 10% VW
I last changed my mind on this topic in the past year	187 8%	54 7%	133 9%	49 8%	49 9%	33 7%	43 10%	14 7%	104 8%	65 10%	18 7%	23 6%	61 8%	54 12% LM	49 8%	79 10%	108 7%	159 8%	24 12%	62 7%	72 9%	47 8%	52 10%	11 6%	33 10%
I last changed my mind on this topic in the past 5 years	233 10%	80 11%	152 10%	52 9%	51 9%	53 11%	50 12%	27 13%	150 11%	55 8%	28 12%	43 11%	93 11%	42 10%	55 9%	68 9%	165 11%	221 11% S	12 6%	85 10%	100 12%	85 14% WY	49 9%	14 8%	28 9%
I last changed my mind on this topic in the past 10 years	167 7%	54 7%	114 7%	43 7%	47 8%	35 7%	31 7%	12 6%	97 7%	49 7%	21 8%	30 8%	40 5%	39 9% M	59 10% M	75 9% Q	92 6%	148 7%	19 9%	74 9%	61 7%	50 8%	49 9%	16 9%	22 7%
I last changed my mind on this topic in the past 20 years	96 4%	38 5%	58 4%	22 4%	18 3%	31 6% E	19 5%	6 3%	60 5%	27 4%	8 3%	18 5%	34 4%	19 4%	25 4%	40 5%	56 4%	83 4%	12 6%	43 5% U	23 3%	25 4%	15 3%	11 6%	22 7% W
I last changed my mind on this topic more than 20 years ago	87 4%	40 5% C	47 3%	30 5% H	24 4%	17 4%	14 3%	3 1%	41 3%	38 6% I	8 3%	19 5%	24 3%	19 4%	25 4%	38 5%	49 3%	76 4%	11 6%	40 5%	24 3%	19 3%	25 5%	13 7% V	17 5%
I have never changed my mind on this topic	964 43%	333 46%	631 42%	254 44%	236 42%	201 42%	174 41%	98 47%	557 42%	281 42%	125 51% IJ	211 54% NO	386 47% NO	164 37%	204 34%	274 35%	690 47% P	899 44% S	61 30%	402 47%	349 43%	258 42%	267 49% VY	76 41%	124 38%
I do not have an opinion on this topic	167 7%	27 4%	140 9% B	53 9% G	43 8%	38 8%	21 5%	11 5%	114 9% J	37 5%	16 7%	21 5%	74 9%	30 7%	42 7%	53 7%	114 8%	145 7%	15 8%	45 5%	61 7%	53 9% WY	23 4%	7 4%	13 4%
Don't know	131 6%	21 3%	110 7% B	47 8% FG	42 8% FG	17 4%	8 2%	17 8% FG	70 5%	49 7%	12 5%	9 2%	62 8% LO	35 8% LO	26 4%	34 4%	97 7%	113 6%	18 9%	46 5%	46 6%	34 5%	27 5%	12 7%	11 4%
Prefer not to say	23 1%	4 1%	18 1%	4 1%	7 1%	1 *	1 *	10 5% DEFG	14 1%	9 1%	- -	5 1%	8 1%	4 1%	5 1%	9 1%	14 1%	19 1%	- -	5 1%	3 *	2 *	4 1%	1 *	3 1%
NET: In the past year	379 17%	132 18%	247 16%	78 13%	92 16%	81 17%	103 24% DEFH	25 12%	225 17% K	129 19% K	25 10%	38 10%	97 12%	89 20% LM	155 26% LM	198 25% Q	181 12%	320 16%	55 27% R	114 13%	152 19% T	92 15%	88 16%	34 18%	83 26% VW
NET: In the past 10 years	779 35%	266 36%	513 34%	172 30%	190 34%	169 36%	184 44% DEFH	65 31%	472 36%	233 35%	74 30%	111 28%	230 28%	170 39% LM	268 45% LM	340 43% Q	439 30%	689 34%	85 42% R	273 32%	313 38% T	227 37%	186 34%	64 35%	133 41%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether climate change is mostly caused by humans or if it is mostly natural

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	75 3%	20 5% DE	44 7% DE	6 1%	6 1%	4 3% I	14 5% HI	1 *	2 *	55 4% HI	55 6% L	16 2%	64 4%	11 2%	34 7%	24 5%
I last changed my mind on this topic in the past six months	117 5%	40 11% DE	48 7% DE	20 4% E	9 1%	16 12% GHIJ	9 3%	3 2%	5 1%	84 7% HI	69 8% L	39 4%	101 6%	14 3%	37 8%	42 9%
I last changed my mind on this topic in the past year	187 8%	49 13% DE	68 10% D	22 4%	49 7% D	19 15% HI	27 10% H	5 2%	25 6%	111 9% H	97 11% L	66 6%	159 9% N	23 5%	43 9%	52 11%
I last changed my mind on this topic in the past 5 years	233 10%	31 8%	55 8%	56 10%	91 14% BC	12 9%	22 8%	21 10%	61 15% GJ	118 10%	98 11%	108 10%	201 12% N	30 7%	64 13%	45 10%
I last changed my mind on this topic in the past 10 years	167 7%	35 9%	43 7%	42 8%	46 7%	10 8%	11 4%	14 7%	31 7%	102 8%	90 10% L	65 6%	136 8%	27 6%	43 9%	54 12%
I last changed my mind on this topic in the past 20 years	96 4%	23 6%	27 4%	19 4%	26 4%	2 2%	10 4%	7 3%	20 5%	57 5%	37 4%	53 5%	76 4%	20 4%	16 3%	25 5%
I last changed my mind on this topic more than 20 years ago	87 4%	22 6% DE	31 5%	15 3%	19 3%	9 7% G	5 2%	9 5%	15 4%	48 4%	49 6% L	30 3%	66 4%	21 5%	25 5%	21 5%
I have never changed my mind on this topic	964 43%	108 29%	253 38% B	267 49% BC	335 51% BC	43 32%	132 50% FJ	110 55% FJ	207 50% FJ	472 38%	318 36%	502 48% K	757 44%	206 45%	177 37%	158 34%
I do not have an opinion on this topic	167 7%	20 5%	43 6%	58 11% BC	46 7%	4 3%	15 6%	15 7%	29 7%	104 8%	35 4%	87 8% K	87 5%	68 15% M	12 3%	19 4%
Don't know	131 6%	25 7%	40 6%	37 7%	29 4%	12 9%	16 6%	16 8%	19 5%	68 6%	41 5%	60 6%	76 4%	36 8% M	24 5%	18 4%
Prefer not to say	23 1%	5 1%	9 1%	2 *	6 1%	- -	4 2%	- -	4 1%	14 1%	4 *	11 1%	17 1%	1 *	8 2%	1 *
NET: In the past year	379 17%	108 29% DE	159 24% DE	48 9%	64 10%	39 30% GHIJ	50 19% HI	9 4%	31 7%	250 20% HI	221 25% L	120 12%	324 19% N	48 11%	114 24%	118 26%
NET: In the past 10 years	779 35%	175 46% CDE	257 39% DE	145 27%	201 30%	62 46% GHI	82 31%	43 21%	123 29%	470 38% HI	409 46% L	294 28%	660 38% N	106 23%	220 46%	217 47%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which supermarket I prefer to do most of my food and grocery shopping with

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	163 7%	86 8%	76 7%	41 13% EGH	33 8% H	39 10% H	26 6% H	23 3%	90 7%	73 8%	111 8%	52 6%	7 8% *	22 9% W	7 4%	11 6%	6 4%	17 8%	16 8%	15 5%	39 12% OPQTWYZab	6 6% *	6 3%	11 17% OPQTWYZab *	36 7%	34 6%	31 6%	151 7%
I last changed my mind on this topic in the past six months	246 11%	111 10%	133 12%	39 13%	61 15% GH	51 13% H	35 8%	60 8%	147 12%	98 10%	174 12% L	72 9%	8 9% *	31 12%	26 15%	22 12%	12 8%	16 8%	14 8%	28 9%	40 13%	14 14% *	24 13%	9 13% *	65 13%	51 9%	43 9%	237 11%
I last changed my mind on this topic in the past year	309 14%	110 10%	197 18% B	47 15%	64 15% G	61 16% G	41 10%	95 13%	183 14%	125 13%	190 13%	118 14%	13 15% *	43 17% V	25 14%	30 16%	24 15%	26 12%	21 11%	44 15%	35 11%	8 7% *	29 16%	12 17% *	80 16%	80 14%	65 13%	297 14%
I last changed my mind on this topic in the past 5 years	409 18%	191 17%	218 19%	46 15%	79 19%	67 17%	90 22% D	126 17%	258 20% J	151 16%	285 20% L	124 15%	15 17% *	47 19%	27 15%	38 19%	33 20%	50 24% U	37 19%	54 18%	46 14%	17 16% *	36 19%	9 13% *	89 17%	121 21% U	91 18%	400 18%
I last changed my mind on this topic in the past 10 years	231 10%	121 11%	110 10%	12 4%	34 8% D	33 8% D	46 11% D	108 15% DEF	148 12%	83 9%	139 10%	92 11%	9 11% *	22 9%	17 9%	17 9%	16 10%	26 12%	19 10%	31 10%	32 10%	17 16% *	22 12%	4 6% *	47 9%	58 10%	50 10%	227 10%
I last changed my mind on this topic in the past 20 years	97 4%	63 6% C	33 3%	20 6% F	15 4%	9 2%	22 5% F	31 4%	50 4%	47 5%	61 4%	36 4%	2 3% *	7 3%	5 3%	8 4%	10 6%	10 5%	7 4%	17 6%	10 3%	12 11% NOPSUWYZab*	6 3%	2 3% *	14 3%	29 5%	24 5%	95 4%
I last changed my mind on this topic more than 20 years ago	86 4%	46 4%	40 4%	15 5% G	17 4%	15 4%	7 2%	31 4%	61 5% J	25 3%	57 4%	29 4%	3 3% *	6 3%	7 4%	4 2%	10 6%	6 3%	5 2%	10 3%	26 8% NPRSTWYZab	4 3% *	4 2%	2 2% *	16 3%	20 4%	15 3%	84 4%
I have never changed my mind on this topic	429 19%	237 21% C	189 17%	53 17%	70 17%	62 16%	85 21%	158 22% F	209 16%	219 23% I	249 17%	179 22% K	14 16% *	41 16%	44 25% YZ	30 16%	31 19%	35 16%	40 21%	71 24% Z	53 17%	17 17% *	39 21%	14 20% *	99 19%	96 17%	111 23% Z	415 19%
I do not have an opinion on this topic	209 9%	111 10%	95 8%	19 6%	25 6%	36 9%	49 12% DE	79 11% DE	104 8%	104 11%	121 8%	88 11%	8 9% *	20 8%	11 6%	24 12%	18 11%	23 11%	25 13% TX	20 7%	29 9%	9 8% *	21 11%	2 2% *	39 8%	65 11%	45 9% T	207 10%
Don't know	60 3%	32 3%	28 2%	13 4% H	14 3% H	13 3% H	11 3%	9 1%	25 2%	36 4% I	32 2%	29 4%	5 6% QW*	9 4% W	8 5% W	9 5% W	1 1%	4 2%	7 4% W	9 3%	5 2%	1 1% *	* *	3 4% W*	22 4% Wb	14 2%	15 3%	58 3%
Prefer not to say	8 *	2 *	5 *	3 1% H	2 *	2 1%	1 *	* *	4 *	4 *	6 *	2 *	2 2% UZ*	1 *	2 1%	1 *	- -	* *	- -	2 1%	- -	- - *	- -	- - *	5 1%	1 *	2 *	8 *
NET: In the past year	717 32%	307 28%	406 36% B	127 41% GH	159 38% GH	151 39% GH	102 25%	178 25%	421 33%	297 31%	475 33%	242 30%	27 32% *	96 39% QRSTZab	58 32%	63 33%	42 26%	59 28%	51 27%	87 29%	114 36% a	29 27% *	59 31%	32 48% QRSTVZab*	180 35% a	165 29%	139 28%	686 31%
NET: In the past 10 years	1357 60%	619 56%	734 65% B	185 60%	271 65% H	252 65% H	238 58%	412 57%	827 65% J	530 55%	899 63% L	458 56%	51 61% *	165 66% a	101 57%	118 61%	91 57%	136 63%	107 56%	172 57%	191 61%	63 60% *	118 63%	45 67% *	317 62%	345 61%	279 57%	1313 60%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which supermarket I prefer to do most of my food and grocery shopping with

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	163 7%	54 7%	108 7%	40 7%	41 7%	22 5%	45 11% DF	15 7%	105 8%	47 7%	11 4%	18 5%	37 5%	37 8% M	70 12% LM	87 11% Q	76 5%	138 7%	23 11% R	65 8%	51 6%	44 7%	40 7%	19 10%	24 7%
I last changed my mind on this topic in the past six months	246 11%	92 13%	154 10%	48 8%	59 10%	60 13%	62 15% DH	17 8%	149 11%	73 11%	24 10%	36 9%	80 10%	46 11%	84 14% LM	104 13% Q	142 10%	219 11%	23 11%	99 12%	83 10%	62 10%	59 11%	15 8%	48 15%
I last changed my mind on this topic in the past year	309 14%	112 15%	197 13%	77 13%	78 14%	58 12%	62 15%	34 16%	178 13%	93 14%	38 15%	57 14%	110 13%	56 13%	86 14%	108 14%	201 14%	273 14%	34 17%	105 12%	111 14%	72 12%	78 14%	27 15%	43 13%
I last changed my mind on this topic in the past 5 years	409 18%	151 21% C	258 17%	77 13%	127 23% D	95 20% D	75 18%	35 17%	244 18%	122 18%	42 17%	73 18%	159 19%	80 18%	97 16%	147 19%	261 18%	377 19%	31 15%	163 19%	155 19%	127 21%	108 20%	31 17%	59 18%
I last changed my mind on this topic in the past 10 years	231 10%	85 12%	146 10%	57 10%	52 9%	67 14% EGH	39 9%	16 7%	161 12% J	49 7%	21 8%	45 11%	102 12% O	41 9%	44 7%	67 8%	164 11%	214 11%	16 8%	113 13% U	73 9%	63 10%	64 12%	23 13%	30 9%
I last changed my mind on this topic in the past 20 years	97 4%	26 4%	71 5%	34 6%	20 4%	17 4%	20 5%	6 3%	61 5%	27 4%	10 4%	18 5%	34 4%	19 4%	26 4%	37 5%	60 4%	80 4%	16 8% R	47 6%	35 4%	32 5%	26 5%	8 4%	21 6%
I last changed my mind on this topic more than 20 years ago	86 4%	43 6% C	43 3%	20 3%	16 3%	15 3%	26 6% E	9 4%	53 4%	23 3%	10 4%	15 4%	25 3%	8 2%	37 6% MN	40 5% Q	45 3%	75 4%	11 5%	35 4%	38 5%	30 5%	18 3%	13 7% W	12 4%
I have never changed my mind on this topic	429 19%	94 13%	335 22% B	145 25% FG	105 19% G	88 19% G	54 13%	37 17%	225 17%	145 21% I	60 24% I	83 21%	159 20%	88 20%	98 16%	119 15%	309 21% P	407 20% S	22 11%	140 16%	175 21% T	120 19%	98 18%	33 18%	62 19%
I do not have an opinion on this topic	209 9%	61 8%	148 10%	60 10%	49 9%	42 9%	34 8%	23 11%	115 9%	70 10%	24 10%	39 10% O	88 11% O	48 11% O	34 6%	54 7%	155 11% P	189 9%	15 7%	67 8%	83 10%	59 9%	41 8%	10 5%	22 7%
Don't know	60 3%	10 1%	50 3% B	22 4% G	12 2%	8 2%	3 1%	14 7% EFG	31 2%	25 4%	4 2%	8 2%	19 2%	17 4%	17 3%	24 3%	37 3%	47 2%	13 6% R	19 2%	14 2%	8 1%	13 2%	5 3% Y	1 *
Prefer not to say	8 *	1 *	7 *	3 1%	1 *	1 *	* *	3 2% EFG	6 *	2 *	- -	1 *	4 1%	1 *	1 *	2 *	7 *	4 *	2 1%	- -	- -	- -	1 *	- -	* *
NET: In the past year	717 32%	258 35% C	459 30%	165 28%	177 32%	139 29%	169 40% DEF	67 32%	432 33%	212 31%	73 30%	110 28%	227 28%	140 32%	240 40% LMN	298 38% Q	419 29%	631 31%	79 39% R	269 32%	245 30%	178 29%	178 33%	61 33%	116 36%
NET: In the past 10 years	1357 60%	494 68% C	863 57%	298 51%	357 64% D	301 64% D	284 67% DH	118 56%	838 63% J	384 57%	136 56%	228 58%	489 60%	260 59%	381 64%	512 65% Q	845 58%	1222 60%	126 62%	546 64% U	472 58%	368 60%	349 64%	116 63%	205 63%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which supermarket I prefer to do most of my food and grocery shopping with

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	163 7%	47 12% DE	64 10% DE	32 6%	21 3%	21 16% HIJ	26 10% I	11 6%	11 3%	93 8% I	92 10% L	57 5%	134 8%	25 5%	49 10%	42 9%
I last changed my mind on this topic in the past six months	246 11%	49 13% DE	95 14% DE	44 8%	58 9%	17 13%	40 15% HI	14 7%	35 8%	140 11%	109 12%	111 11%	210 12% N	31 7%	61 13%	58 13%
I last changed my mind on this topic in the past year	309 14%	57 15%	102 15%	64 12%	86 13%	29 22% HIJ	43 16% H	16 8%	55 13%	166 13%	117 13%	160 15%	250 14%	55 12%	63 13%	73 16%
I last changed my mind on this topic in the past 5 years	409 18%	65 17%	115 17%	114 21%	115 17%	17 13%	46 17%	48 24% F	76 18%	221 18%	155 17%	207 20%	319 18%	86 19%	91 19%	73 16%
I last changed my mind on this topic in the past 10 years	231 10%	18 5%	46 7%	70 13% BC	96 15% BC	3 3%	11 4%	25 13% FG	74 18% FGJ	118 10% FG	83 9%	131 13%	181 10%	46 10%	45 9%	44 10%
I last changed my mind on this topic in the past 20 years	97 4%	22 6%	21 3%	25 5%	29 4%	5 4%	5 2%	7 3%	21 5%	58 5%	53 6% L	30 3%	65 4%	32 7% M	28 6%	20 4%
I last changed my mind on this topic more than 20 years ago	86 4%	15 4%	31 5% D	12 2%	28 4%	5 4%	13 5%	4 2%	19 5%	44 4%	48 5% L	27 3%	68 4%	18 4%	26 5%	29 6%
I have never changed my mind on this topic	429 19%	66 17%	108 16%	109 20%	145 22% C	23 17%	46 18%	47 23%	81 19%	232 19%	168 19%	190 18%	308 18%	118 26% M	72 15%	90 20%
I do not have an opinion on this topic	209 9%	21 6%	50 8%	61 11% B	76 11% B	5 4%	25 9%	23 11% F	39 9%	117 9% F	48 5%	103 10% K	159 9%	40 9%	32 7%	23 5%
Don't know	60 3%	14 4% E	26 4% E	11 2%	9 1%	8 6% I	9 4%	4 2%	5 1%	34 3%	18 2%	22 2%	42 2%	5 1%	16 3%	6 1%
Prefer not to say	8 *	3 1%	3 1%	2 *	* *	- -	- -	1 *	- -	8 1%	1 *	1 *	2 *	2 *	- -	- -
NET: In the past year	717 32%	153 40% DE	260 39% DE	140 26%	164 25%	66 50% HIJ	109 41% HIJ	42 21%	101 24%	400 32% HI	318 36%	328 32%	594 34% N	111 24%	173 36%	173 38%
NET: In the past 10 years	1357 60%	236 63%	421 64% E	325 60%	375 57%	87 65%	166 63%	115 58%	251 60%	739 60%	556 62%	665 64%	1095 63% N	243 53%	310 64%	290 63%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether or not I believe there is a God

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	68 3%	47 4% C	21 2%	18 6% GH	23 6% GH	21 5% GH	4 1%	2 *	44 3%	24 3%	56 4% L	12 1%	1 1% *	12 5% OPRTYZa	1 1%	2 1%	4 2%	2 1%	2 1%	2 1%	28 9% MOPQRSTVYZab	2 2% *	9 5% OPRTZa	2 3% *	14 3% O	8 1%	5 1%	66 3% TZa
I last changed my mind on this topic in the past six months	78 3%	54 5% C	24 2%	29 9% EGH	14 3% H	23 6% GH	7 2%	6 1%	53 4%	25 3%	60 4% L	18 2%	2 2% *	10 4% R	6 3%	5 3%	6 3%	1 1%	1 1%	6 2%	34 11% MNOPQRSTVWYZab	2 2% *	2 1%	4 7% RSWa*	17 3%	12 2%	7 1%	74 3% Ra
I last changed my mind on this topic in the past year	75 3%	42 4%	33 3%	27 9% FGH	22 5% GH	16 4% GH	5 1%	5 1%	46 4%	29 3%	62 4% L	13 2%	- - *	7 3%	4 2%	7 4%	5 3%	5 3%	6 3%	11 4%	21 7% MWYZb	5 4% *	1 1%	3 4% *	10 2%	18 3%	17 4%	72 3%
I last changed my mind on this topic in the past 5 years	120 5%	62 6%	58 5%	32 10% FGH	40 10% FGH	15 4%	11 3%	22 3%	67 5%	53 6%	85 6%	35 4%	4 5% *	18 7% W	12 7%	10 5%	7 4%	14 6%	8 4%	12 4%	24 8% W	3 3% *	4 2%	5 7% *	35 7% W	30 5%	20 4%	115 5%
I last changed my mind on this topic in the past 10 years	111 5%	49 4%	62 5%	29 9% GH	32 8% GH	22 6% G	6 2%	21 3%	66 5%	44 5%	73 5%	38 5%	5 6% *	10 4%	12 7% P	3 1%	7 5%	17 8% PWZ	7 4%	16 5% P	16 5%	7 7% P*	4 2%	7 10% PW*	27 5% P	27 5% P	23 5%	104 5% P
I last changed my mind on this topic in the past 20 years	114 5%	64 6%	48 4%	22 7% H	35 8% GH	18 5%	17 4%	22 3%	81 6% J	32 3%	96 7% L	18 2%	2 3% *	13 5%	6 3%	9 5%	14 8% Ta	7 3%	9 5%	10 3%	25 8% Ta	2 2% *	14 8%	2 3% *	22 4%	30 5%	18 4%	112 5%
I last changed my mind on this topic more than 20 years ago	202 9%	108 10%	93 8%	14 5%	16 4%	31 8% E	52 13% DE	89 12% DE	121 9%	81 8%	124 9%	78 10%	4 5% *	30 12% U	17 10%	13 7%	11 7%	19 9%	13 7%	34 11%	19 6%	14 13% U*	21 11%	7 10% *	51 10%	44 8%	47 10%	196 9%
I have never changed my mind on this topic	1126 50%	532 48%	589 52%	92 30%	181 44% D	182 47% D	234 57% DEF	437 61% DEF	621 49%	505 52%	652 46%	474 58% K	50 59% U*	114 46%	91 51% U	98 50% U	83 51% U	114 53% U	116 61% NTUYab	148 49% U	118 38%	55 53% U*	108 58% NU	30 46% *	256 50% U	295 52% U	264 54% TU	1096 50% U
I do not have an opinion on this topic	227 10%	111 10%	116 10%	32 10% E	22 5%	40 10% E	50 12% E	85 12% E	107 8%	121 12% I	140 10%	87 11%	8 9% *	21 8%	19 10%	37 19% NORUVWXYZab	22 13% UX	16 7%	21 11%	38 13% UX	17 5%	9 9% *	19 10%	1 2% *	47 9%	74 13% RUXb	59 12% UX	226 10% U
Don't know	93 4%	32 3%	60 5% B	12 4%	22 5%	13 3%	21 5%	25 3%	55 4%	38 4%	58 4%	35 4%	4 5% *	11 4%	8 5%	10 5%	3 2%	14 7% QU	6 3%	18 6%	7 2%	3 3% *	5 3%	4 6% *	23 4%	27 5% Q	24 5%	89 4%
Prefer not to say	32 1%	11 1%	21 2%	2 1%	6 2%	9 2%	8 2%	7 1%	18 1%	14 1%	20 1%	12 1%	4 5% NPWZb*	2 1%	3 2%	1 *	1 *	4 2%	1 1%	6 2%	6 2%	3 3% *	* *	2 3% *	8 2%	5 1%	7 1%	30 1%
NET: In the past year	221 10%	143 13% C	78 7%	73 24% EFGH	59 14% GH	60 15% GH	16 4%	13 2%	143 11% J	78 8%	178 13% L	43 5%	3 3% *	29 12% RSYZa	10 6%	14 7%	15 9%	9 4%	10 5%	19 6%	83 26% MNOPQRSTVWYZab	9 8% *	13 7%	9 14% MRSa*	42 8%	37 7%	29 6%	212 10% RZa
NET: In the past 10 years	452 20%	254 23% C	198 18%	134 44% EFGH	132 32% GH	97 25% GH	33 8%	56 8%	277 22%	175 18%	336 24% L	116 14%	12 14% *	57 23% PSWa	35 19% W	26 13%	29 18%	39 18%	25 13%	48 16%	122 39% MNOPQRSTVWYZab	18 18% *	20 11%	21 32% MPSTWZa*	104 20% W	94 17%	72 15%	431 20% PSWZa

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether or not I believe there is a God

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	68 3%	28 4%	40 3%	9 2%	15 3%	14 3%	23 6% DE	7 3%	35 3%	32 5% IK	1 *	7 2%	15 2%	11 3%	34 6% LMN	43 5% Q	25 2%	58 3%	10 5%	21 2%	27 3%	15 2%	16 3%	8 4%	20 6% VW
I last changed my mind on this topic in the past six months	78 3%	34 5% C	44 3%	15 3%	18 3%	12 3%	24 6% DF	8 4%	48 4%	25 4%	5 2%	9 2%	13 2%	11 3%	45 8% LMN	49 6% Q	29 2%	64 3%	14 7% R	27 3%	31 4%	9 1%	15 3%	16 9% VW	24 7% VW
I last changed my mind on this topic in the past year	75 3%	27 4%	48 3%	15 3%	24 4%	15 3%	18 4%	3 1%	39 3%	31 5%	5 2%	9 2%	12 1%	21 5% M	33 6% LM	35 4%	40 3%	59 3%	14 7% R	25 3%	19 2%	11 2%	21 4%	7 4%	20 6% V
I last changed my mind on this topic in the past 5 years	120 5%	39 5%	81 5%	40 7%	30 5%	21 4%	23 5%	6 3%	58 4%	53 8% I	10 4%	20 5%	40 5%	25 6%	35 6%	50 6%	70 5%	100 5%	20 10% R	52 6%	36 4%	31 5%	42 8%	7 4%	17 5%
I last changed my mind on this topic in the past 10 years	111 5%	43 6%	68 4%	27 5%	31 6%	19 4%	22 5%	10 5%	58 4%	40 6%	12 5%	15 4%	38 5%	24 5%	33 6%	45 6%	65 4%	98 5%	13 6%	45 5%	31 4%	25 4%	31 6%	7 4%	25 8% V
I last changed my mind on this topic in the past 20 years	114 5%	44 6%	70 5%	24 4%	24 4%	31 7% H	31 7% DH	4 2%	78 6%	28 4%	8 3%	14 4%	35 4%	25 6%	40 7%	55 7% Q	59 4%	103 5%	10 5%	43 5%	41 5%	26 4%	25 5%	14 8%	23 7%
I last changed my mind on this topic more than 20 years ago	202 9%	86 12% C	116 8%	52 9%	44 8%	51 11% H	45 11% H	10 5%	135 10% J	35 5%	32 13% J	48 12%	71 9%	36 8%	47 8%	74 9%	128 9%	190 9%	11 5%	95 11%	71 9%	60 10%	48 9%	23 13%	39 12%
I have never changed my mind on this topic	1126 50%	341 47%	785 52% B	289 50%	296 53% G	251 53% G	180 43%	110 52% G	676 51%	316 47%	134 55%	213 54% O	424 52% O	235 53% O	254 43%	346 44%	781 54% P	1042 52% S	77 38%	442 52%	438 54%	344 56% XY	285 52% Y	84 46% Y	106 33%
I do not have an opinion on this topic	227 10%	51 7%	176 12% B	72 12% G	59 11%	47 10%	30 7%	19 9%	134 10%	71 10%	23 9%	41 11%	113 14% NO	31 7%	42 7%	58 7%	170 12% P	211 10%	15 7%	67 8%	90 11%	73 12% X	42 8%	10 5%	37 12% X
Don't know	93 4%	26 4%	66 4%	28 5% F	13 2%	9 2%	20 5% F	23 11% DEFG	53 4%	32 5%	8 3%	10 3%	43 5%	17 4%	23 4%	23 3%	70 5%	76 4%	15 8% R	29 3%	28 3%	18 3%	18 3%	5 3%	9 3%
Prefer not to say	32 1%	9 1%	23 1%	11 2%	5 1%	4 1%	4 1%	8 4% EFG	14 1%	11 2%	7 3%	6 2%	14 2%	4 1%	8 1%	11 1%	21 1%	24 1%	3 1%	7 1%	6 1%	5 1%	3 1%	2 1%	4 1%
NET: In the past year	221 10%	89 12% C	132 9%	39 7%	57 10%	40 9%	66 16% DEFH	19 9%	122 9% K	88 13% IK	11 4%	25 6%	40 5%	44 10% M	113 19% LMN	127 16% Q	94 6%	181 9%	38 19% R	74 9%	77 9%	35 6%	52 9% V	31 17% VW	63 20% VW
NET: In the past 10 years	452 20%	171 24% C	280 18%	106 18%	119 21%	81 17%	111 26% DFH	35 17%	239 18%	181 27% IK	32 13%	60 15%	118 14%	93 21% M	181 30% LMN	222 28% Q	230 16%	378 19%	72 35% R	171 20%	145 18%	90 15%	125 23% V	45 24% V	105 33% VW

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether or not I believe there is a God

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	68 3%	21 6% DE	39 6% DE	6 1%	2 *	6 4% HI	9 4% HI	1 *	2 *	50 4% HI	50 6% L	14 1%	61 3%	7 2%	26 5%	29 6%
I last changed my mind on this topic in the past six months	78 3%	33 9% CDE	30 5% DE	9 2%	6 1%	12 9% GHI	3 1%	3 1%	1 *	59 5% GI	46 5% L	25 2%	63 4%	14 3%	23 5%	25 5%
I last changed my mind on this topic in the past year	75 3%	31 8% DE	33 5% DE	6 1%	5 1%	12 9% GHIJ	9 3%	3 2%	3 1%	48 4% I	54 6% L	14 1%	57 3%	16 3%	26 5%	26 6%
I last changed my mind on this topic in the past 5 years	120 5%	39 10% DE	47 7% DE	16 3%	18 3%	19 14% GHIJ	17 6% I	6 3%	11 3%	67 5%	77 9% L	32 3%	90 5%	30 7%	28 6%	31 7%
I last changed my mind on this topic in the past 10 years	111 5%	35 9% DE	43 6% DE	12 2%	20 3%	14 10% HIJ	13 5%	5 3%	13 3%	66 5%	57 6%	47 5%	91 5%	17 4%	28 6%	35 8%
I last changed my mind on this topic in the past 20 years	114 5%	27 7% E	44 7% E	24 4%	19 3%	10 8%	23 9% J	7 4%	19 5%	54 4%	56 6%	54 5%	86 5%	23 5%	35 7%	35 8%
I last changed my mind on this topic more than 20 years ago	202 9%	20 5%	38 6%	65 12% BC	79 12% BC	1 1%	17 7% F	28 14% FGJ	64 15% FGJ	92 7% F	70 8%	115 11% K	162 9%	38 8%	38 8%	36 8%
I have never changed my mind on this topic	1126 50%	119 31%	300 45% B	302 55% BC	406 61% BC	44 33%	144 54% F	116 58% FJ	233 56% FJ	590 48% F	378 42%	582 56% K	874 50%	243 53%	215 45%	189 41%
I do not have an opinion on this topic	227 10%	33 9%	45 7%	70 13% C	80 12% C	11 9%	16 6%	21 11%	53 13% G	126 10%	73 8%	107 10%	158 9%	56 12%	43 9%	36 8%
Don't know	93 4%	18 5%	27 4%	25 5%	22 3%	5 4%	7 3%	6 3%	16 4%	59 5%	23 3%	40 4%	70 4%	12 3%	19 4%	11 2%
Prefer not to say	32 1%	2 1%	15 2%	10 2%	5 1%	- -	8 3% I	3 1%	2 *	20 2%	8 1%	7 1%	26 1%	1 *	2 *	5 1%
NET: In the past year	221 10%	85 22% CDE	103 16% DE	21 4%	13 2%	29 22% GHIJ	22 8% I	6 3%	7 2%	157 13% HI	150 17% L	53 5%	181 10%	37 8%	75 16%	80 17%
NET: In the past 10 years	452 20%	159 42% CDE	192 29% DE	49 9%	52 8%	62 47% GHIJ	51 19% HI	18 9%	30 7%	291 24% HI	285 32% L	132 13%	362 21%	84 18%	131 27%	146 32%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether I would prefer the government to cut taxes or increase public spending

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	150 7%	85 8%	65 6%	29 9% H	30 7%	36 9% H	23 6%	32 4%	87 7%	63 7%	112 8% L	38 5%	4 4% *	12 5%	6 4%	10 5%	9 5%	10 5%	14 7%	19 6%	43 14% MNOPQRTW YZab	8 8% *	6 3%	9 13% ORWYZ*	23 4%	28 5%	33 7%	141 6%
I last changed my mind on this topic in the past six months	156 7%	71 6%	84 7%	29 10% GH	36 9% H	42 11% GH	22 5%	27 4%	104 8% J	52 5%	107 7%	49 6%	2 3% *	16 7%	16 9%	13 7%	7 4%	12 6%	15 8%	15 5%	33 11% QTZb	5 5% *	11 6%	9 13% MQT*	35 7%	32 6%	30 6%	147 7%
I last changed my mind on this topic in the past year	191 8%	97 9%	94 8%	39 13% GH	42 10%	30 8%	30 7%	50 7%	125 10% J	66 7%	135 9%	56 7%	3 3% *	27 11% S	15 9% S	13 7%	12 7%	18 8% S	5 3%	29 10% Sa	32 10% S	13 13% MS*	13 7%	10 15% MS*	45 9% S	43 7%	34 7% S	180 8% S
I last changed my mind on this topic in the past 5 years	187 8%	92 8%	94 8%	41 13% FGH	35 9%	31 8%	27 7%	53 7%	124 10% J	63 7%	124 9%	63 8%	9 11% *	25 10%	12 7%	19 10%	17 10%	22 10%	8 4%	26 9%	25 8%	8 7% *	13 7%	3 4% *	47 9%	58 10% S	34 7%	184 8%
I last changed my mind on this topic in the past 10 years	107 5%	74 7% C	33 3%	12 4%	28 7% H	17 4%	26 6%	24 3%	63 5%	44 5%	80 6% L	26 3%	3 3% *	13 5%	3 2%	12 6% O	5 3%	12 5%	7 4%	17 6%	14 4%	11 10% OQXYb*	10 6%	- - *	19 4%	29 5%	25 5%	107 5%
I last changed my mind on this topic in the past 20 years	82 4%	47 4%	34 3%	23 8% FGH	18 4% G	13 3%	6 1%	21 3%	45 4%	37 4%	59 4%	23 3%	5 6% P*	7 3% P	3 2%	- -	12 7% OPWYZb	6 3% P	9 5% P	10 3% P	20 6% PWb	5 5% P*	2 1%	3 4% P*	16 3% P	18 3% P	18 4% P	79 4% P
I last changed my mind on this topic more than 20 years ago	95 4%	60 5% C	34 3%	22 7% H	17 4%	17 4%	16 4%	23 3%	56 4%	39 4%	69 5%	26 3%	4 5% *	7 3%	10 6%	8 4%	8 5%	8 4%	7 4%	9 3%	14 4%	3 3% *	14 7% Ta	4 6% *	21 4%	24 4%	15 3%	91 4%
I have never changed my mind on this topic	733 33%	380 34%	348 31%	60 19%	121 29% D	111 29% D	139 34% D	301 42% DEFG	401 31%	333 34%	417 29%	316 39% K	30 36% *	84 34%	68 38% U	56 29%	50 31%	62 29%	70 36%	102 34%	83 27%	33 31% *	79 42% PRUXZb	16 24% *	183 36% U	168 29%	171 35% U	717 33% U
I do not have an opinion on this topic	241 11%	80 7%	161 14% B	22 7%	36 9%	44 11%	55 13% D	85 12% D	125 10%	116 12%	141 10%	101 12%	14 16% NUY*	16 6%	18 10%	28 15% NU	23 14% NU	30 14% NU	23 12%	36 12%	22 7%	10 10% *	14 7%	7 11% *	48 9% N	82 14% NUWYb	58 12% N	234 11% N
Don't know	284 13%	118 11%	166 15% B	27 9%	45 11%	47 12%	68 16% D	97 14%	137 11%	147 15% I	166 12%	118 14%	9 10% *	37 15% U	23 13%	32 17% U	19 12%	33 16% U	32 17% U	36 12%	24 8%	9 8% *	24 13%	6 10% *	68 13% U	85 15% U	67 14% U	278 13% U
Prefer not to say	20 1%	6 1%	13 1%	5 2%	5 1%	2 *	2 1%	6 1%	13 1%	7 1%	16 1%	5 1%	2 2% *	2 1%	2 1%	2 1%	1 1%	1 1%	1 1%	4 1%	3 1%	- - *	2 1%	- - *	6 1%	4 1%	6 1%	20 1%
NET: In the past year	496 22%	253 23%	242 22%	97 31% GH	109 26% GH	107 28% GH	75 18%	109 15%	316 25% J	181 19%	354 25% L	143 17%	8 10% *	56 23% M	38 21%	36 18%	28 17%	40 19%	35 18%	62 21%	109 35% MNOPQRST WYZab	27 25% M*	30 16%	27 41% MNOPQRST WYZab*	103 20% M	103 18%	98 20%	469 22% MZ
NET: In the past 10 years	790 35%	419 38% C	369 33%	149 48% FGH	172 42% GH	156 40% GH	128 31%	186 26%	502 39% J	288 30%	559 39% L	232 28%	21 24% *	94 38% SY	53 30%	67 35%	49 30%	73 34%	50 26%	106 35%	149 47% MOPQRSTW YZab	45 43% MSW*	53 28%	30 45% MSW*	168 33%	189 33%	156 32%	760 35% S

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether I would prefer the government to cut taxes or increase public spending

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	150 7%	60 8% C	90 6%	28 5%	30 5%	44 9% DEH	42 10% DEH	5 3%	90 7%	44 7%	16 6%	23 6%	36 4%	26 6%	65 11% LMN	79 10% Q	71 5%	133 7%	17 8%	45 5%	71 9% T	47 8%	32 6%	14 7%	27 8%
I last changed my mind on this topic in the past six months	156 7%	59 8%	97 6%	27 5%	33 6%	42 9% D	33 8% D	20 10% D	104 8%	36 5%	15 6%	22 6%	40 5%	38 9% M	56 9% M	74 9% Q	82 6%	133 7%	21 10%	40 5%	65 8% T	37 6%	39 7%	15 8%	27 8%
I last changed my mind on this topic in the past year	191 8%	60 8%	131 9%	44 8%	49 9%	37 8%	46 11%	14 7%	118 9%	58 9%	15 6%	21 5%	63 8%	44 10% L	63 11% L	89 11% Q	102 7%	164 8%	24 12%	76 9%	68 8%	58 9%	42 8%	13 7%	33 10%
I last changed my mind on this topic in the past 5 years	187 8%	78 11% C	109 7%	29 5%	57 10% D	45 9% D	39 9% D	17 8%	101 8%	63 9%	23 10%	32 8%	53 6%	39 9%	63 11% M	74 9%	114 8%	171 8%	16 8%	82 10%	59 7%	53 9%	51 9%	15 8%	32 10%
I last changed my mind on this topic in the past 10 years	107 5%	43 6%	63 4%	27 5% H	27 5% H	30 6% H	23 6% H	- -	57 4%	38 6%	12 5%	15 4%	39 5%	24 5%	29 5%	47 6%	60 4%	94 5%	12 6%	53 6%	38 5%	31 5%	25 5%	20 11% VW	21 6%
I last changed my mind on this topic in the past 20 years	82 4%	29 4%	53 4%	30 5% H	18 3%	14 3%	18 4% H	2 1%	42 3%	34 5%	6 2%	12 3%	31 4%	16 4%	23 4%	30 4%	52 4%	65 3%	16 8% R	30 4%	29 4%	18 3%	23 4%	4 2%	21 6% V
I last changed my mind on this topic more than 20 years ago	95 4%	40 6% C	55 4%	22 4%	23 4%	26 5% H	20 5%	3 2%	69 5% K	24 4%	2 1%	14 3%	31 4%	17 4%	34 6%	46 6% Q	49 3%	84 4%	10 5%	38 4%	28 3%	21 3%	25 5%	16 9% V	16 5%
I have never changed my mind on this topic	733 33%	235 32%	499 33%	203 35%	187 33%	152 32%	129 31%	62 30%	448 34%	199 29%	86 35%	150 38% O	291 36% O	134 30%	158 27%	214 27%	519 36% P	681 34% S	50 24%	313 37%	264 32%	182 30%	224 41% VXY	52 28%	100 31%
I do not have an opinion on this topic	241 11%	57 8%	184 12% B	69 12% G	72 13% FG	37 8%	30 7%	33 16% FG	133 10%	75 11%	33 13%	47 12%	95 12% O	54 12% O	46 8%	57 7%	184 13% P	221 11%	17 8%	84 10%	84 10%	84 14% WY	30 5%	21 11% WY	18 5%
Don't know	284 13%	64 9%	220 14% B	97 17% EFG	61 11%	42 9%	35 8%	49 23% EFG	152 11%	98 14%	34 14%	53 13%	132 16% NO	44 10%	55 9%	73 9%	211 15% P	262 13%	19 9%	88 10%	107 13%	81 13% XY	54 10%	13 7%	26 8%
Prefer not to say	20 1%	4 1%	16 1%	6 1%	3 1%	2 *	4 1%	4 2%	13 1%	6 1%	2 1%	4 1%	7 1%	5 1%	4 1%	6 1%	14 1%	17 1%	1 *	5 1%	5 1%	3 1%	1 *	1 1%	3 1%
NET: In the past year	496 22%	178 24%	318 21%	99 17%	112 20%	124 26% DE	122 29% DEH	40 19%	312 24%	139 21%	46 19%	66 17%	139 17%	108 24% LM	184 31% LMN	242 31% Q	255 17%	430 21%	62 30% R	161 19%	205 25% T	142 23%	113 21%	42 23%	87 27%
NET: In the past 10 years	790 35%	300 41% C	491 32%	156 27%	196 35% D	199 42% DH	184 44% DEH	57 27%	470 35%	239 35%	81 33%	113 29%	231 28%	171 39% LM	276 46% LMN	362 46% Q	428 29%	695 34%	90 45% R	296 35%	302 37%	226 37%	190 35%	77 42%	140 43% W

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether I would prefer the government to cut taxes or increase public spending

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	150 7%	33 9% DE	59 9% DE	26 5%	32 5%	16 12% HI	20 7% I	7 4%	12 3%	94 8% I	77 9% L	61 6%	131 8% N	17 4%	45 9%	41 9%
I last changed my mind on this topic in the past six months	156 7%	33 9% E	70 11% DE	29 5%	24 4%	11 9% I	23 9% I	8 4%	12 3%	102 8% I	86 10% L	47 5%	137 8% N	17 4%	46 10%	42 9%
I last changed my mind on this topic in the past year	191 8%	43 11% DE	64 10%	37 7%	46 7%	15 11% I	23 9%	11 5%	25 6%	117 9%	92 10%	80 8%	163 9%	27 6%	48 10%	51 11%
I last changed my mind on this topic in the past 5 years	187 8%	48 13% CDE	52 8%	39 7%	48 7%	20 15% IJ	23 9%	17 9%	27 6%	101 8%	79 9%	95 9%	146 8%	40 9%	41 9%	55 12%
I last changed my mind on this topic in the past 10 years	107 5%	19 5%	32 5%	34 6% E	22 3%	4 3%	11 4%	13 7%	15 4%	64 5%	52 6%	48 5%	82 5%	22 5%	34 7%	20 4%
I last changed my mind on this topic in the past 20 years	82 4%	23 6% DE	30 4% D	10 2%	19 3%	6 5%	7 3%	5 2%	11 3%	53 4%	52 6% L	28 3%	59 3%	21 5%	26 5%	28 6%
I last changed my mind on this topic more than 20 years ago	95 4%	29 8% CDE	25 4%	20 4%	20 3%	4 3%	5 2%	12 6%	16 4%	57 5%	53 6%	39 4%	72 4%	22 5%	27 6%	18 4%
I have never changed my mind on this topic	733 33%	81 21%	193 29% B	178 33% B	281 42% BCD	30 23%	106 40% FJ	74 37% FJ	189 45% FJ	334 27%	263 29%	378 36% K	565 33%	164 36%	142 29%	126 27%
I do not have an opinion on this topic	241 11%	29 8%	57 9%	77 14% BC	78 12%	7 6%	21 8%	29 15% F	50 12%	134 11%	77 9%	113 11%	176 10%	53 12%	26 5%	40 9%
Don't know	284 13%	35 9%	71 11%	90 16% BC	89 13%	18 14%	25 10%	23 11%	58 14%	160 13%	55 6%	144 14% K	195 11%	73 16% M	46 10%	35 8%
Prefer not to say	20 1%	5 1%	7 1%	4 1%	5 1%	- -	2 1%	- -	3 1%	15 1%	5 1%	4 *	13 1%	3 1%	1 *	3 1%
NET: In the past year	496 22%	109 29% DE	194 29% DE	92 17%	102 15%	43 33% HI	65 25% HI	27 13%	48 12%	313 25% HI	256 29% L	188 18%	431 25% N	61 13%	139 29%	134 29%
NET: In the past 10 years	790 35%	176 46% DE	278 42% DE	166 30%	171 26%	67 51% GHIJ	98 37% I	57 29%	90 22%	478 39% HI	387 43% L	330 32%	659 38% N	123 27%	214 44%	209 46%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether gay marriage is acceptable or not

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	80 4%	62 6% C	19 2%	23 7% GH	23 5% GH	26 7% GH	6 2%	2 *	55 4%	26 3%	77 5% L	3 *	1 1% *	8 3%	3 2%	5 2%	3 2%	8 4%	3 1%	3 1%	39 12% MNOPQRSTWXYZab	5 4% *	1 *	1 2% *	12 2%	16 3%	6 1%	79 4% TWa
I last changed my mind on this topic in the past six months	57 3%	38 3% C	19 2%	12 4% GH	23 6% GH	15 4% GH	5 1%	2 *	39 3%	18 2%	46 3% L	11 1%	- - *	1 *	6 3% NRSY	3 1%	4 2%	* *	- -	6 2%	30 10% MNOPQRSTVWXYZab	- - *	4 2%	4 7% MNRSVYZa*	6 1%	7 1%	6 1%	53 2% NRSZ
I last changed my mind on this topic in the past year	71 3%	43 4%	28 2%	17 5% GH	21 5% GH	19 5% GH	6 1%	10 1%	43 3%	28 3%	54 4%	17 2%	3 3% *	14 6% TZa	4 2%	7 4%	3 2%	4 2%	3 1%	5 2%	18 6% TZab	2 2% *	8 4%	2 3% *	20 4%	14 2%	8 2%	69 3% a
I last changed my mind on this topic in the past 5 years	152 7%	78 7%	74 7%	35 11% GH	34 8% G	26 7%	17 4%	40 6%	79 6%	73 8%	94 7%	58 7%	- - *	22 9% MS	12 7% M	17 9% M	14 9% M	13 6% M	6 3%	17 6%	21 7% M	6 6% *	15 8% M	8 12% MS*	34 7% M	44 8% M	23 5%	145 7% M
I last changed my mind on this topic in the past 10 years	122 5%	68 6%	54 5%	22 7% FG	27 6% G	13 3%	11 3%	49 7% G	75 6%	47 5%	78 5%	44 5%	5 6% *	18 7%	9 5%	9 5%	12 7%	9 4%	5 3%	19 6%	18 6%	7 7% *	9 5%	* 1% *	32 6%	30 5%	24 5%	121 6%
I last changed my mind on this topic in the past 20 years	92 4%	49 4%	42 4%	15 5%	19 5%	14 4%	18 4%	26 4%	64 5% J	28 3%	66 5%	26 3%	2 2% *	7 3%	2 1%	2 1%	12 7% OPY	12 6% OPY	10 5%	18 6% OPY	16 5% OPY	3 3% *	6 3%	3 4% *	11 2%	26 5% OPY	28 6% OPY	89 4% OPY
I last changed my mind on this topic more than 20 years ago	86 4%	45 4%	42 4%	11 4%	17 4%	20 5%	9 2%	29 4%	53 4%	34 3%	54 4%	33 4%	4 4% *	12 5%	13 7% PQZb	3 2%	1 1%	8 4%	6 3%	12 4%	14 5%	6 5% *	6 3%	1 1% *	29 6% PQZb	12 2%	19 4%	86 4% Z
I have never changed my mind on this topic	1207 54%	529 48%	672 60% B	130 42%	211 51% D	185 47%	268 65% DEFH	413 57% DF	704 55%	504 52%	736 52%	472 58% K	49 59% U*	125 50% U	101 56% U	100 52% U	83 51% U	119 55% U	136 71% NOPQRTUWXYZab	169 56% U	123 39%	61 58% U*	109 58% U	34 51% *	275 54% U	301 53% U	305 62% NPQTUYZb	1174 54% U
I do not have an opinion on this topic	291 13%	154 14%	136 12%	25 8%	21 5%	53 13% DE	62 15% DE	130 18% DE	122 10%	169 17% I	174 12%	116 14%	18 21% SUa*	30 12%	23 13%	33 17% U	28 18% Ua	30 14%	19 10%	34 11%	25 8%	14 14% *	25 13%	11 16% *	71 14% U	92 16% Uab	53 11%	280 13% U
Don't know	63 3%	37 3%	27 2%	12 4%	14 3%	13 3%	8 2%	17 2%	35 3%	28 3%	32 2%	31 4%	3 3% *	7 3%	5 3%	15 8% NQSUVYZab	1 *	7 3%	3 2%	10 3%	5 2%	1 1% *	5 3%	2 3% *	15 3%	22 4% Q	14 3%	61 3%
Prefer not to say	24 1%	8 1%	14 1%	8 3% H	5 1%	6 1%	3 1%	3 *	12 1%	12 1%	16 1%	8 1%	1 1% *	4 2%	1 1%	1 *	- -	3 2%	- -	8 3% b	5 2%	* * *	- -	1 2% *	6 1%	4 1%	8 2% S	23 1%
NET: In the past year	209 9%	143 13% C	66 6%	51 17% GH	66 16% GH	60 16% GH	17 4%	14 2%	137 11% J	72 7%	177 12% L	31 4%	3 4% *	23 9% Sa	13 7%	14 7%	10 6%	13 6%	5 3%	14 5%	87 28% MNOPQRSTVWXYZab	7 6% *	12 6%	8 12% Sa*	38 8% a	37 6%	20 4%	201 9% STZa
NET: In the past 10 years	483 21%	289 26% C	193 17%	108 35% FGH	127 31% GH	100 26% GH	45 11%	103 14%	291 23%	192 20%	349 24% L	133 16%	8 10% *	63 25% MRSTYa	34 19% S	41 21% Sa	36 22% MSa	35 16%	17 9%	51 17% Sa	127 40% MNOPQRSTVWXYZab	20 19% S*	37 20% S	16 24% S*	105 20% MSa	111 20% Sa	68 14% S	467 21% MSa

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether gay marriage is acceptable or not

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	80 4%	37 5% C	43 3%	15 3%	13 2%	18 4%	28 7% DEH	5 2%	51 4% K	28 4% K	2 1%	6 2%	15 2%	12 3%	47 8% LMN	50 6% Q	30 2%	61 3%	16 8% R	30 4%	24 3%	12 2%	21 4%	9 5% V	28 9% VW
I last changed my mind on this topic in the past six months	57 3%	28 4% C	30 2%	6 1%	17 3%	9 2%	23 5% DFH	2 1%	40 3%	16 2%	1 1%	4 1%	6 1%	10 2%	37 6% LMN	39 5% Q	18 1%	50 2%	8 4%	16 2%	31 4%	16 3%	9 2%	11 6% VW	13 4%
I last changed my mind on this topic in the past year	71 3%	28 4%	43 3%	16 3%	19 3%	15 3%	18 4%	4 2%	38 3%	26 4%	7 3%	6 1%	18 2%	15 3%	32 5% LM	44 6% Q	27 2%	59 3%	13 6% R	21 2%	31 4%	16 3%	16 3%	9 5%	16 5%
I last changed my mind on this topic in the past 5 years	152 7%	47 7%	105 7%	34 6%	49 9%	32 7%	26 6%	11 5%	100 8%	39 6%	14 6%	24 6%	37 5%	43 10% M	48 8% M	68 9% Q	84 6%	133 7%	18 9%	48 6%	56 7%	44 7%	35 6%	11 6%	30 9%
I last changed my mind on this topic in the past 10 years	122 5%	42 6%	80 5%	31 5%	26 5%	25 5%	32 8%	8 4%	68 5%	40 6%	14 6%	22 6%	57 7%	17 4%	26 4%	44 6%	78 5%	105 5%	16 8%	53 6%	41 5%	44 7%	24 4%	17 9% W	23 7%
I last changed my mind on this topic in the past 20 years	92 4%	36 5%	56 4%	25 4%	22 4%	22 5%	17 4%	6 3%	49 4%	33 5%	10 4%	16 4%	28 3%	20 5%	28 5%	41 5%	51 3%	78 4%	13 6%	46 5%	29 4%	32 5%	18 3%	8 4%	18 6%
I last changed my mind on this topic more than 20 years ago	86 4%	31 4%	56 4%	25 4%	20 4%	13 3%	24 6% F	4 2%	58 4%	18 3%	11 5%	15 4%	20 2%	15 3%	36 6% M	39 5%	47 3%	77 4%	9 5%	29 3%	31 4%	28 5%	22 4%	9 5%	12 4%
I have never changed my mind on this topic	1207 54%	408 56%	799 53%	314 54%	291 52%	268 57% G	209 50%	126 60% G	708 53%	362 54%	137 56%	229 58% O	479 59% O	237 54% O	262 44%	370 47%	838 57% P	1136 56% S	66 32%	519 61% U	417 51%	303 49%	341 62% VXY	94 51%	146 45%
I do not have an opinion on this topic	291 13%	54 7%	237 16% B	87 15% G	88 16% G	55 12%	32 8%	29 14% G	174 13%	76 11%	41 17%	56 14% O	126 15% O	54 12%	55 9%	68 9%	222 15% P	263 13%	21 10%	77 9%	131 16% T	105 17% WXY	48 9%	12 6%	30 9%
Don't know	63 3%	12 2%	51 3% B	21 4%	13 2%	11 2%	8 2%	11 5%	30 2%	28 4% I	6 2%	11 3%	26 3%	13 3%	14 2%	13 2%	50 3% P	45 2%	18 9% R	12 1%	23 3%	12 2%	10 2%	4 2%	4 1%
Prefer not to say	24 1%	7 1%	17 1%	9 1%	3 *	4 1%	3 1%	6 3% E	14 1%	10 1%	1 *	5 1%	6 1%	5 1%	8 1%	12 2%	12 1%	16 1%	5 3% R	3 *	4 *	3 1%	1 *	- -	4 1%
NET: In the past year	209 9%	92 13% C	116 8%	37 6%	49 9%	42 9%	70 17% DEFH	10 5%	128 10% K	70 10% K	10 4%	16 4%	39 5%	37 8% LM	117 20% LMN	133 17% Q	76 5%	169 8%	36 18% R	67 8%	86 10%	45 7%	46 8%	30 16% VW	56 17% VW
NET: In the past 10 years	483 21%	182 25% C	301 20%	102 18%	124 22% H	99 21%	128 30% DEFH	29 14%	296 22%	149 22%	38 16%	62 16%	133 16%	96 22% M	191 32% LMN	244 31% Q	238 16%	408 20%	71 35% R	168 20%	182 22%	133 22%	105 19%	58 31% VW	109 34% VW

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Whether gay marriage is acceptable or not

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	80 4%	29 8% DE	40 6% DE	8 2%	2 *	10 7% GHI	7 3% I	1 *	- -	63 5% HI	55 6% L	20 2%	67 4%	10 2%	27 6%	27 6%
I last changed my mind on this topic in the past six months	57 3%	15 4% DE	34 5% DE	6 1%	2 *	6 5% I	9 3% I	3 1% I	- -	40 3% I	45 5% L	13 1%	46 3%	11 2%	23 5%	20 4%
I last changed my mind on this topic in the past year	71 3%	23 6% DE	30 4% DE	10 2%	8 1%	9 6% GHI	4 2%	3 1%	7 2%	48 4%	47 5% L	16 2%	57 3%	14 3%	17 3%	30 6%
I last changed my mind on this topic in the past 5 years	152 7%	41 11% DE	51 8% D	21 4%	40 6%	7 5%	17 6%	10 5%	27 6%	92 7%	80 9% L	62 6%	104 6%	45 10% M	31 6%	44 10%
I last changed my mind on this topic in the past 10 years	122 5%	29 8% D	29 4%	21 4%	43 6%	9 7%	9 3%	7 4%	30 7%	67 5%	60 7%	54 5%	97 6%	22 5%	32 7%	32 7%
I last changed my mind on this topic in the past 20 years	92 4%	17 4%	28 4%	24 4%	22 3%	5 4%	7 3%	6 3%	18 4%	55 4%	44 5%	43 4%	74 4%	18 4%	25 5%	26 6%
I last changed my mind on this topic more than 20 years ago	86 4%	12 3%	32 5%	20 4%	23 3%	5 4%	11 4%	11 6%	14 3%	45 4%	43 5%	39 4%	69 4%	18 4%	24 5%	20 4%
I have never changed my mind on this topic	1207 54%	165 44%	334 51%	326 60% BC	383 58% BC	69 52%	181 69% FIJ	128 64% FJ	233 56% J	596 48%	404 45%	619 60% K	981 56% N	214 47%	235 49%	196 43%
I do not have an opinion on this topic	291 13%	27 7%	52 8%	89 16% BC	122 18% BC	6 4%	12 4%	29 14% FG	75 18% FG	169 14% FG	85 9%	143 14% K	193 11%	85 19% M	51 11%	54 12%
Don't know	63 3%	12 3%	21 3%	14 3%	16 2%	3 2%	6 2%	3 2%	12 3%	39 3%	20 2%	22 2%	37 2%	15 3%	12 2%	5 1%
Prefer not to say	24 1%	8 2% E	10 1%	4 1%	3 *	4 3% GHI	1 *	- -	1 *	19 2%	9 1%	6 1%	13 1%	6 1%	6 1%	4 1%
NET: In the past year	209 9%	67 18% DE	104 16% DE	25 5% E	12 2%	25 18% GHI	20 8% I	6 3%	7 2%	151 12% HI	147 16% L	49 5%	171 10%	35 8%	67 14%	76 17%
NET: In the past 10 years	483 21%	137 36% CDE	184 28% DE	67 12%	95 14%	41 31% GHI	46 17%	23 11%	64 15%	309 25% GHI	287 32% L	165 16%	372 21%	102 22%	130 27%	153 33%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which source I prefer to get news and information about what is going on in the world from

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
I last changed my mind on this topic in the past month	103 5%	63 6% C	39 3%	25 8% H	20 5% H	29 7% H	19 5% H	10 1%	66 5%	36 4%	80 6% L	23 3%	2 3% *	12 5% T	10 6% Ta	3 2%	3 2%	8 4% T	9 5% Ta	2 1%	36 11% MNPQRSTWYZab	5 5% T*	8 4% T	4 5% T*	25 5% T	14 2%	11 2% T	99 5% TZa
I last changed my mind on this topic in the past six months	139 6%	72 6%	66 6%	22 7% H	48 12% GH	30 8% H	18 4%	21 3%	92 7%	47 5%	100 7%	39 5%	2 2% *	18 7% W	8 4%	19 10% QSTWZab	5 3%	10 5%	6 3%	13 4%	39 12% MOQRSTWYZab	7 7% *	3 2%	8 13% MQSTWa*	27 5%	35 6%	19 4%	130 6% W
I last changed my mind on this topic in the past year	235 10%	108 10%	125 11%	51 16% FGH	63 15% FGH	32 8%	36 9%	54 8%	140 11%	95 10%	161 11%	74 9%	7 9% *	26 10%	17 9%	14 7%	16 10%	24 11%	24 13%	30 10%	34 11%	20 19% OPTWYZab*	16 8%	7 11% *	50 10%	54 10%	54 11%	228 10%
I last changed my mind on this topic in the past 5 years	389 17%	190 17%	197 18%	41 13%	65 16%	76 20% D	73 18%	134 19%	235 18%	154 16%	251 18%	138 17%	18 22% *	48 19%	27 15%	34 18%	24 15%	41 19%	22 12%	53 18%	46 15%	19 18% *	39 21% S	17 26% S*	93 18%	98 17%	75 15%	372 17%
I last changed my mind on this topic in the past 10 years	194 9%	95 9%	99 9%	32 11%	26 6%	29 8%	42 10%	64 9%	115 9%	79 8%	122 9%	72 9%	6 7% *	24 10%	13 7%	12 6%	13 8%	19 9%	16 8%	33 11%	26 8%	8 7% *	24 13%	2 4% *	43 8%	43 8%	49 10%	192 9%
I last changed my mind on this topic in the past 20 years	101 5%	59 5%	41 4%	20 6% G	15 4%	14 4%	8 2%	44 6% G	58 5%	43 4%	67 5%	35 4%	3 3% *	10 4%	9 5%	12 6%	11 7% V	7 3%	13 7%	11 4%	16 5%	1 1% *	6 3%	2 3% *	22 4%	30 5%	24 5%	99 5%
I last changed my mind on this topic more than 20 years ago	94 4%	59 5% C	35 3%	13 4%	13 3%	16 4%	16 4%	36 5%	56 4%	38 4%	61 4%	33 4%	3 3% *	5 2%	6 3%	3 1%	9 6%	9 4%	7 4%	6 2%	25 8% NPTYZab	9 8% NPTYa*	8 4%	5 7% *	14 3%	21 4%	13 3%	89 4%
I have never changed my mind on this topic	625 28%	302 27%	320 28%	54 17%	102 25% D	92 24%	125 30% D	252 35% DEF	347 27%	278 29%	358 25%	267 32% K	28 33% U*	77 31% U	54 30% U	48 25%	57 36% UVX	63 30% U	58 30% U	91 30% U	59 19%	23 22% *	54 29% U	12 18% *	159 31% U	169 30% U	149 30% U	613 28% U
I do not have an opinion on this topic	220 10%	110 10%	108 10%	30 10%	31 7%	37 9%	50 12%	72 10%	102 8%	117 12% I	142 10%	78 10%	10 12% *	21 8%	19 10%	33 17% NQRUVYZb	12 8%	13 6%	21 11%	41 14% RU	20 6%	6 6% *	17 9%	7 10% *	50 10%	58 10% R	62 13% RU	213 10%
Don't know	136 6%	46 4%	89 8% B	18 6%	28 7%	33 9% H	26 6%	31 4%	64 5%	72 7%	80 6%	56 7%	4 5% *	5 2%	16 9% NY	17 9% N	9 6%	18 8% N	14 7% N	20 7% N	13 4%	7 7% *	11 6%	2 4% *	25 5% N	44 8% N	33 7% N	133 6% N
Prefer not to say	11 1%	6 *	6 1%	4 1% H	4 1%	1 *	1 *	1 *	6 *	6 1%	5 *	6 1%	1 1% *	2 1%	1 1%	- -	1 1%	2 1%	- -	2 1%	1 *	- - *	2 1%	- - *	4 1%	4 1%	2 *	11 1%
NET: In the past year	476 21%	243 22%	230 20%	97 31% FGH	130 31% FGH	90 23% H	73 18% H	85 12%	298 23% J	178 18%	341 24% L	135 17%	12 14% *	56 23% T	35 19%	36 19%	24 15%	42 20%	39 21%	45 15%	109 35% MNOPQRSTWYZab	32 31% MPQTWYZab*	27 14%	19 29% QTW*	102 20%	102 18%	84 17%	457 21% Ta
NET: In the past 10 years	1059 47%	529 48%	526 47%	170 55% GH	221 53% H	196 50% H	188 45%	283 39%	647 51% J	412 43%	713 50% L	346 42%	36 43% *	128 52% QZa	74 41%	82 42%	60 37%	102 48%	77 41%	131 43%	181 57% MOPQSTYZab	59 56% OPQSZa*	90 48%	39 58% QSa*	238 47%	244 43%	208 42%	1020 47% Q

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ColumnMeans (5%): A,B/C,D/E,F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which source I prefer to get news and information about what is going on in the world from

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
I last changed my mind on this topic in the past month	103 5%	53 7% C	50 3%	13 2%	25 4%	17 4%	36 9% DEF	11 5%	78 6% JK	22 3%	3 1%	9 2%	19 2%	12 3%	63 11% LMN	71 9% Q	31 2%	88 4%	14 7%	42 5%	35 4%	23 4%	19 3%	17 9% VW	26 8% VW
I last changed my mind on this topic in the past six months	139 6%	58 8% C	81 5%	24 4%	33 6%	32 7%	44 10% DEH	6 3%	93 7% K	40 6%	6 3%	15 4%	33 4%	30 7%	60 10% LM	73 9% Q	65 4%	122 6%	16 8%	47 5%	56 7%	47 8%	31 6%	11 6%	17 5%
I last changed my mind on this topic in the past year	235 10%	80 11%	155 10%	49 8%	64 11%	43 9%	54 13% D	26 12%	129 10%	83 12%	23 9%	31 8%	82 10%	47 11%	75 13% L	87 11%	148 10%	201 10%	29 14%	87 10%	83 10%	59 10%	59 11%	22 12%	49 15% V
I last changed my mind on this topic in the past 5 years	389 17%	150 21% C	239 16%	71 12%	112 20% D	77 16%	77 18% D	51 24% DF	241 18%	106 16%	41 17%	62 16%	148 18%	84 19%	94 16%	137 17%	251 17%	352 17%	36 18%	150 18%	152 19%	121 20% Y	106 19% Y	33 18%	42 13%
I last changed my mind on this topic in the past 10 years	194 9%	74 10%	120 8%	41 7%	51 9%	48 10%	43 10%	12 6%	115 9%	61 9%	18 8%	39 10%	65 8%	40 9%	51 9%	71 9%	123 8%	178 9%	15 8%	84 10%	58 7%	57 9%	39 7%	18 10%	32 10%
I last changed my mind on this topic in the past 20 years	101 5%	33 4%	69 5%	40 7% E	12 2%	24 5% E	16 4%	8 4%	54 4%	32 5%	15 6%	26 7% O	41 5%	15 3%	20 3%	35 4%	67 5%	88 4%	12 6%	41 5%	40 5%	26 4%	24 4%	11 6%	22 7%
I last changed my mind on this topic more than 20 years ago	94 4%	42 6% C	52 3%	23 4%	23 4%	24 5%	18 4%	5 2%	53 4%	25 4%	16 6%	27 7% M	23 3%	21 5%	23 4%	33 4%	61 4%	85 4%	9 4%	43 5%	31 4%	25 4%	19 4%	10 5%	22 7%
I have never changed my mind on this topic	625 28%	177 24%	448 30% B	198 34% GH	157 28%	134 28% GH	93 22%	42 20%	370 28%	173 26%	82 34%	116 29% O	256 31% O	130 29% O	123 21%	184 23%	441 30% P	585 29% S	38 19%	238 28%	241 29%	192 31% XY	168 31% Y	41 22%	68 21%
I do not have an opinion on this topic	220 10%	41 6%	178 12% B	75 13% G	55 10% G	49 10% G	23 6%	17 8%	119 9%	86 13% IK	15 6%	49 12% O	90 11% O	37 8%	44 7%	55 7%	165 11% P	208 10%	11 6%	78 9%	83 10%	42 7%	58 11% X	9 5%	29 9%
Don't know	136 6%	20 3%	116 8% B	47 8% G	27 5%	23 5%	14 3%	24 12% EFG	71 5%	43 6%	22 9%	19 5%	57 7%	20 4%	40 7%	35 4%	101 7% P	109 5%	22 11% R	44 5%	38 5%	25 4%	22 4%	12 7%	14 4%
Prefer not to say	11 1%	1 *	10 1%	1 *	1 *	2 *	1 *	6 3% DEFG	7 1%	3 *	1 *	1 *	3 *	5 1%	2 *	7 1%	4 *	8 *	1 1%	1 *	1 *	1 *	1 *	- -	3 1%
NET: In the past year	476 21%	191 26% C	285 19%	86 15%	122 22% D	91 19%	134 32% DEFH	43 21%	299 23% K	145 22% K	32 13%	55 14%	135 16%	90 20% L	197 33% LMN	232 29% Q	244 17%	411 20%	59 29% R	175 20%	174 21%	129 21%	109 20%	50 27%	93 29% VW
NET: In the past 10 years	1059 47%	415 57% C	644 42%	198 34%	284 51% D	216 46% D	254 60% DEFH	106 51% D	655 49% K	312 46%	92 38%	156 40%	348 43%	213 48% L	342 58% LMN	441 56% Q	618 42%	941 47%	110 54%	409 48%	383 47%	307 50%	254 47%	101 55%	166 51%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q3. Thinking about the topics below, when would you say was the last time you changed your mind on each of them, if ever? - Which source I prefer to get news and information about what is going on in the world from

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
I last changed my mind on this topic in the past month	103 5%	29 8% DE	41 6% E	23 4% E	9 1%	10 7% I	9 3%	5 3%	4 1%	74 6% I	72 8% L	23 2%	89 5%	13 3%	34 7%	32 7%
I last changed my mind on this topic in the past six months	139 6%	31 8% E	63 10% DE	26 5%	18 3%	11 8% I	22 8% I	6 3%	10 2%	90 7% I	66 7%	58 6%	107 6%	30 7%	36 8%	33 7%
I last changed my mind on this topic in the past year	235 10%	60 16% DE	79 12% E	47 9%	49 7%	29 22% GHIJ	33 13%	21 10%	33 8%	118 10%	116 13% L	96 9%	196 11% N	32 7%	58 12%	58 13%
I last changed my mind on this topic in the past 5 years	389 17%	52 14%	119 18%	97 18%	122 18%	11 8%	50 19% F	38 19% F	85 20% F	206 17% F	152 17%	210 20%	302 17%	84 18%	89 19%	69 15%
I last changed my mind on this topic in the past 10 years	194 9%	36 9%	48 7%	56 10%	54 8%	10 8%	24 9%	20 10%	35 8%	105 9%	77 9%	97 9%	141 8%	53 12%	51 11%	44 10%
I last changed my mind on this topic in the past 20 years	101 5%	23 6% D	25 4%	14 3%	39 6% D	9 7%	7 3%	6 3%	25 6%	55 4%	58 6% L	36 4%	69 4%	30 7% M	28 6%	21 5%
I last changed my mind on this topic more than 20 years ago	94 4%	15 4%	25 4%	21 4%	33 5%	4 3%	9 3%	8 4%	21 5%	51 4%	44 5%	36 4%	72 4%	22 5%	18 4%	25 6%
I have never changed my mind on this topic	625 28%	71 19%	157 24%	159 29% B	237 36% BCD	29 22%	68 26%	64 32%	143 34% FGJ	321 26%	217 24%	315 30% K	502 29%	117 26%	118 24%	114 25%
I do not have an opinion on this topic	220 10%	35 9%	48 7%	65 12% C	71 11%	8 6%	26 10%	19 10%	40 10%	126 10%	61 7%	110 11% K	163 9%	48 10%	31 7%	36 8%
Don't know	136 6%	22 6%	50 8% E	36 7%	29 4%	11 9%	17 6%	12 6%	20 5%	75 6%	26 3%	55 5% K	92 5%	28 6%	18 4%	24 5%
Prefer not to say	11 1%	4 1%	5 1%	1 *	1 *	* *	- -	- -	- -	11 1%	3 *	- -	5 *	2 *	- -	1 *
NET: In the past year	476 21%	120 32% DE	184 28% DE	96 18% E	76 11%	50 37% GHIJ	64 24% I	32 16%	47 11%	283 23% I	254 28% L	177 17%	393 23% N	75 16%	129 27%	124 27%
NET: In the past 10 years	1059 47%	208 55% DE	351 53% DE	249 46% E	252 38%	71 53% I	138 52% I	90 45%	167 40%	593 48% I	483 54% L	484 47%	835 48%	212 46%	269 56%	237 52%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q4. To what extent, if at all, do you feel that today's youth will have had a better or worse life than their parents, or will it be about the same?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Much better	259 12%	173 16% C	85 8%	40 13%	40 10%	82 21% DEGH	34 8%	63 9%	174 14% J	86 9%	179 13%	80 10%	13 15% RSa*	26 11% S	23 13% RSa	17 9% S	15 9% S	13 6%	6 3%	25 8% S	78 25% NOPQRSTWY Zab	18 17% RSTZa*	17 9% S	8 12% S*	62 12% RSZa	46 8% S	31 6% S	251 12% RSZa
Slightly better	370 16%	197 18%	172 15%	60 20% F	73 18% F	45 12%	63 15%	129 18% F	227 18%	143 15%	250 17%	121 15%	15 18% *	42 17%	27 15%	31 16%	34 21% V	32 15%	34 18%	46 15%	52 16%	9 9% *	35 18%	15 22% V*	84 16%	97 17%	80 16%	356 16%
About the same	437 19%	220 20%	214 19%	65 21%	92 22% F	61 16%	75 18%	145 20%	242 19%	195 20%	270 19%	168 20%	20 23% *	55 22%	31 17%	30 15%	33 20%	49 23% W	43 22%	66 22%	60 19%	17 16% *	26 14%	8 12% *	105 20%	112 20%	109 22% W	429 20%
Slightly worse	680 30%	297 27%	380 34% B	100 33% F	119 29%	94 24%	126 30%	240 33% F	384 30%	296 31%	427 30%	253 31%	26 31% *	79 32% U	52 29% U	58 30% U	44 27%	83 39% QUZb	60 31% U	96 32% U	62 20%	37 36% U*	62 33% U	20 31% *	157 31% U	185 33% U	156 32% U	660 30% U
Much worse	378 17%	175 16%	201 18%	32 11%	73 18% D	75 19% D	93 22% DH	106 15%	201 16%	177 18%	232 16%	147 18%	9 11% *	37 15%	38 21% R	46 24% MNRZb	25 16%	26 12%	34 18%	47 16%	51 16%	21 20% *	32 17%	12 18% *	84 16%	97 17% R	81 16%	366 17%
Don't know	121 5%	48 4%	73 6%	11 3%	16 4%	33 8% DE	23 6%	38 5%	52 4%	69 7% I	69 5%	52 6%	2 3% *	9 4%	8 4%	11 6%	11 7%	10 5%	15 8%	21 7%	12 4%	3 3% *	15 8%	3 5% *	19 4%	32 6%	36 7% Y	118 5%
NET: Better	630 28%	370 33% C	257 23%	100 32% G	114 27%	127 33% G	97 23%	192 27%	401 31% J	229 24%	429 30% L	201 25%	28 33% *	68 27%	50 28%	48 25%	49 30%	45 21%	39 21%	71 24%	130 41% NOPRSTVWY Zab	27 26% *	51 27%	22 34% *	146 29%	143 25%	111 23%	607 28% Ra
NET: Worse	1058 47%	472 43%	581 52% B	133 43%	192 46%	169 43%	219 53% DF	346 48%	585 46%	473 49%	659 46%	400 49%	35 42% *	116 47% U	90 50% U	105 54% U	69 43%	109 51% U	94 49% U	143 48% U	113 36%	58 55% U*	95 50% U	32 49% *	241 47% U	283 50% U	237 48% U	1026 47% U

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q4. To what extent, if at all, do you feel that today's youth will have had a better or worse life than their parents, or will it be about the same?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Much better	259 12%	116 16% C	143 9%	40 7%	54 10%	51 11%	97 23% DEFH	17 8%	171 13%	68 10%	20 8%	42 11%	75 9%	32 7%	110 18% LMN	130 16% Q	129 9%	235 12%	22 11%	92 11%	119 15%	73 12%	50 9%	40 22% VW	48 15% W
Slightly better	370 16%	119 16%	251 17%	95 16%	96 17%	90 19% H	65 15%	25 12%	220 17%	113 17%	37 15%	60 15%	146 18%	64 14%	101 17%	132 17%	239 16%	333 16%	37 18%	128 15%	155 19%	122 20%	94 17%	28 15%	55 17%
About the same	437 19%	128 18%	309 20%	136 23% FG	119 21% F	67 14%	68 16%	47 22% F	269 20%	134 20%	34 14%	85 22%	163 20%	82 19%	107 18%	135 17%	302 21%	385 19%	49 24%	161 19%	137 17%	131 21%	100 18%	33 18%	58 18%
Slightly worse	680 30%	222 30%	458 30%	164 28%	162 29%	172 36% DEG	118 28%	64 31%	394 30%	192 29%	94 39% IJ	112 28%	258 32%	150 34% O	160 27%	218 28%	462 32%	625 31%	52 26%	266 31%	255 31%	199 32%	166 30%	47 26%	102 31%
Much worse	378 17%	117 16%	261 17%	98 17%	100 18%	79 17%	66 16%	36 17%	210 16%	125 19%	44 18%	71 18%	122 15%	93 21% M	93 16%	138 17%	240 16%	344 17%	32 16%	157 18%	124 15%	67 11%	120 22% VXY	26 14%	47 14%
Don't know	121 5%	27 4%	94 6% B	49 8% FG	30 5% G	13 3%	7 2%	21 10% EFG	64 5%	42 6%	15 6%	24 6%	53 6%	20 5%	24 4%	35 4%	86 6%	102 5%	11 5%	50 6%	29 4%	25 4%	17 3%	10 5%	14 4%
NET: Better	630 28%	235 32% C	394 26%	136 23%	149 27%	141 30% DH	162 38% DEFH	41 20%	392 29%	181 27%	57 23%	102 26%	222 27%	96 22%	210 35% LMN	261 33% Q	368 25%	568 28%	59 29%	220 26%	273 33% T	195 32%	144 26%	68 37% W	103 32%
NET: Worse	1058 47%	339 47%	719 47%	262 45%	262 47%	251 53% DG	184 44%	100 48%	603 45%	317 47%	138 57% IJ	182 46%	381 47%	242 55% LMO	253 43%	356 45%	702 48%	969 48%	84 41%	423 50%	379 46%	266 43%	286 52% VX	74 40%	149 46%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q4. To what extent, if at all, do you feel that today's youth will have had a better or worse life than their parents, or will it be about the same?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Much better	259 12%	49 13%	100 15% DE	52 9%	59 9%	15 11%	31 12% H	10 5%	36 9%	168 14% HI	162 18% L	76 7%	218 13%	41 9%	73 15%	74 16%
Slightly better	370 16%	79 21% C	87 13%	86 16%	118 18%	30 22% G	34 13%	28 14%	68 16%	211 17%	189 21% L	143 14%	296 17%	71 15%	74 15%	85 18%
About the same	437 19%	77 20%	134 20%	99 18%	128 19%	23 18%	47 18%	40 20%	75 18%	252 20%	158 18%	218 21%	310 18%	117 26% M	107 22%	97 21%
Slightly worse	680 30%	119 31%	176 27%	160 29%	225 34% C	48 36% J	78 29%	67 33%	157 38% J	331 27%	222 25%	372 36% K	539 31%	134 29%	142 29%	122 27%
Much worse	378 17%	41 11%	124 19% B	114 21% BE	99 15%	15 12%	64 24% FIJ	47 24% FIJ	57 14%	195 16%	144 16%	181 17%	297 17%	77 17%	76 16%	74 16%
Don't know	121 5%	12 3%	40 6%	33 6%	36 5%	2 1%	10 4%	8 4%	25 6% F	75 6% F	17 2%	47 4% K	79 5%	19 4%	10 2%	6 1%
NET: Better	630 28%	129 34% DE	187 28%	137 25%	177 27%	44 33% H	65 25%	37 19%	103 25%	380 31% H	351 39% L	220 21%	514 30%	112 24%	148 31%	159 35%
NET: Worse	1058 47%	160 42%	301 45%	275 51% B	323 49%	63 48%	142 54% J	113 57% J	213 51% J	526 43%	366 41%	553 53% K	836 48%	210 46%	219 45%	196 43%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ƨ1-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Summary

All Adults aged 16-75 in UK

	Q5. To what extent, if at all, do you agree with the following statements?	
	Given the choice, I would prefer to have grown up at the time when my parents were children	Given the choice, I would prefer to be a young person growing up today than when I was a child
	(A)	(B)
Unweighted base	2246	2246
Weighted base	2246	2246
Strongly agree (2)	284 13% B	196 9%
Tend to agree (1)	478 21% B	325 14%
Neither agree nor disagree (0)	457 20% B	373 17%
Tend to disagree (-1)	630 28%	630 28%
Strongly disagree (-2)	327 15%	663 30% A
Don't know	70 3%	59 3%
NET: Agree	762 34% B	521 23%
NET: Disagree	957 43%	1293 58% A
Mean	-0.11 B	-0.57

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to have grown up at the time when my parents were children

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Strongly agree (2)	284 13%	164 15% C	120 11%	64 21% GH	86 21% GH	67 17% GH	38 9% H	28 4%	175 14%	110 11%	222 16% L	63 8%	5 6% *	35 14% Sa	25 14% Sa	21 11%	14 9%	25 12%	12 6%	24 8%	80 25% MNOPQRST WYZab	16 16% Sa*	19 10%	8 12% *	64 13% Sa	60 11%	36 7%	276 13% STa
Tend to agree (1)	478 21%	252 23%	224 20%	86 28% GH	133 32% GH	102 26% GH	74 18% H	82 11%	265 21%	213 22%	347 24% L	131 16%	18 22% *	55 22%	40 22%	39 20%	30 19%	42 20%	49 25%	61 20%	76 24%	24 23% *	31 16%	14 21% *	113 22%	111 19%	110 22%	464 21%
Neither agree nor disagree (0)	457 20%	219 20%	236 21%	64 21%	83 20%	75 19%	87 21%	148 21%	227 18%	230 24% I	292 20%	165 20%	13 15% *	40 16%	45 25% NY	37 19%	41 25%	42 20%	37 19%	65 21%	68 22%	20 19% *	31 17%	19 28% *	99 19%	119 21%	101 21%	439 20%
Tend to disagree (-1)	630 28%	275 25%	354 31% B	54 17%	73 18%	81 21%	133 32% DEF	290 40% DEFG	385 30%	245 25%	355 25%	275 34% K	27 32% OU*	84 34% OUY	34 19%	60 31% OU	45 28% U	65 31% OU	63 33% OU	96 32% OU	45 14%	31 30% U*	62 33% OU	16 23% *	146 29% OU	171 30% OU	159 32% OU	614 28% OU
Strongly disagree (-2)	327 15%	169 15%	154 14%	30 10%	28 7%	46 12% E	64 15% DE	159 22% DEFG	198 15%	129 13%	167 12%	160 19% K	20 23% NUY*	27 11%	27 15%	28 14%	26 16%	34 16%	26 14%	42 14%	38 12%	12 11% *	39 21% NUb	8 12% *	74 15%	88 15%	68 14%	319 15%
Don't know	70 3%	32 3%	36 3%	10 3%	11 3%	18 5% H	18 4% H	13 2%	30 2%	39 4%	43 3%	26 3%	1 2% *	7 3%	7 4%	10 5%	6 4%	5 2%	5 2%	14 5%	7 2%	2 2% *	6 3%	2 2% *	15 3%	20 4%	18 4%	68 3%
NET: Agree	762 34%	416 37% C	345 31%	150 49% GH	220 53% FGH	170 43% GH	113 27% H	110 15%	440 34%	323 33%	569 40% L	194 24%	23 27% *	90 36%	65 36%	59 31%	44 27%	67 31%	60 32%	85 28%	157 50% MNOPQRST WXYZab	40 38% *	50 27%	22 33% *	178 35%	171 30%	145 30%	740 34% Za
NET: Disagree	957 43%	444 40%	508 45% B	84 27%	100 24%	127 33% E	197 48% DEF	449 62% DEFG	583 46% J	374 39%	522 37%	435 53% K	47 56% OUXYb*	112 45% U	62 34%	88 45% U	71 44% U	100 47% OU	90 47% OU	138 46% OU	83 27%	43 41% U*	101 54% OUXYb	24 36% *	220 43% OU	259 45% OU	227 46% OU	933 43% OU
Mean	-0.11	-0.03 C	-0.18	0.34 GH	0.44 FGH	0.17 GH	-0.28 H	-0.66	-0.13	-0.08	0.07 L	-0.43	-0.47 *	-0.06 MW	* MW	-0.19	-0.24	-0.20	-0.23	-0.24	0.37 MNOPQRST WYZab	0.02 MW*	-0.39	-0.02 *	-0.11 MW	-0.21	-0.24	-0.11 MWa

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to have grown up at the time when my parents were children

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Strongly agree (2)	284 13%	109 15% C	175 12%	56 10%	64 11% H	70 15% DH	83 20% DEH	11 5%	172 13% K	100 15% K	13 5%	37 9%	66 8%	63 14% M	118 20% LMN	169 21% Q	115 8%	256 13%	28 14%	93 11%	124 15% T	62 10%	76 14%	33 18% V	58 18% V
Tend to agree (1)	478 21%	148 20%	330 22%	105 18%	138 25% DH	113 24% H	91 22%	30 14%	290 22% K	156 23% K	32 13%	55 14%	129 16%	134 30% LM	160 27% LM	231 29% Q	247 17%	427 21%	49 24%	183 21%	158 19%	115 19%	127 23%	32 17%	72 22%
Neither agree nor disagree (0)	457 20%	113 16%	344 23% B	151 26% FG	122 22% G	78 16%	58 14%	49 23% G	243 18%	157 23% I	58 24%	92 23% O	174 21%	93 21%	99 17%	134 17%	323 22% P	393 19%	62 31% R	156 18%	163 20%	112 18%	92 17%	40 22%	71 22%
Tend to disagree (-1)	630 28%	216 30%	414 27%	158 27%	141 25%	139 29%	124 29%	69 33%	392 30% J	151 22%	87 36% J	127 32% NO	284 35% NO	87 20%	132 22%	155 20%	474 33% P	595 29% S	31 15%	273 32%	234 29%	204 33% Y	154 28%	55 30%	78 24%
Strongly disagree (-2)	327 15%	128 18% C	199 13%	82 14%	85 15%	62 13%	61 14%	37 18%	200 15%	84 13%	42 17%	66 17% O	150 18% NO	52 12%	59 10%	69 9%	258 18% P	296 15%	25 13%	137 16%	112 14%	103 17%	88 16%	21 11%	38 12%
Don't know	70 3%	15 2%	54 4%	31 5% EFG	10 2%	10 2%	5 1%	13 6% EFG	30 2%	27 4%	13 5% I	17 4% M	15 2%	11 3%	26 4% M	30 4%	39 3%	56 3%	7 3%	14 2%	29 4% T	20 3%	9 2%	4 2%	7 2%
NET: Agree	762 34%	257 35%	505 33%	161 28%	202 36% DH	183 39% DH	174 41% DH	42 20%	462 35% K	255 38% K	45 18%	92 23%	195 24%	197 45% LM	279 47% LM	400 51% Q	363 25%	683 34%	77 38%	276 32%	281 34%	177 29%	203 37% V	65 35%	130 40% V
NET: Disagree	957 43%	343 47% C	614 40%	240 41%	226 40%	201 42%	184 44%	106 51% DE	593 45% J	235 35%	129 53% J	192 49% NO	434 53% NO	139 32%	191 32%	224 28%	732 50% P	891 44% S	57 28%	409 48% U	345 42%	307 50% Y	243 44% Y	76 41%	115 36%
Mean	-0.11	-0.15	-0.09	-0.19 H	-0.08 H	-0.02 H	0.03 DH	-0.46	-0.12 K	0.05 IK	-0.49	-0.34	-0.40	0.16 LM	0.26 LM	0.36 Q	-0.36	-0.13	0.12 R	-0.21	-0.07	-0.29	-0.10 V	0.01 V	0.11 V

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to have grown up at the time when my parents were children

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Strongly agree (2)	284 13%	77 20% DE	135 20% DE	45 8% E	28 4%	32 24% HIJ	40 15% I	19 10% I	10 2%	183 15% I	179 20% L	79 8%	239 14%	44 10%	83 17%	91 20%
Tend to agree (1)	478 21%	111 29% DE	188 28% DE	104 19% E	75 11%	37 27% HI	82 31% HIJ	32 16%	42 10%	286 23% HI	217 24% L	199 19%	389 22%	86 19%	107 22%	119 26%
Neither agree nor disagree (0)	457 20%	77 20%	129 20%	115 21%	137 21%	26 19%	40 15%	45 22%	70 17%	277 22% GI	153 17%	219 21%	328 19%	109 24%	88 18%	87 19%
Tend to disagree (-1)	630 28%	70 18%	126 19%	168 31% BC	266 40% BCD	22 16%	62 23%	60 30% F	177 42% FGHJ	309 25% F	209 23%	351 34% K	508 29%	109 24%	109 23%	108 24%
Strongly disagree (-2)	327 15%	32 8%	58 9%	92 17% BC	145 22% BC	14 10%	30 11%	39 20% FGJ	109 26% FGJ	135 11%	121 14%	173 17%	240 14%	85 18% M	86 18% P	48 10%
Don't know	70 3%	11 3%	25 4%	20 4%	13 2%	3 3%	11 4%	4 2%	9 2%	42 3%	12 1%	18 2%	36 2%	25 5% M	10 2%	6 1%
NET: Agree	762 34%	187 50% DE	323 49% DE	149 27% E	103 16%	68 51% HIJ	122 46% HIJ	51 26% I	52 12%	469 38% HI	396 44% L	278 27%	627 36% N	130 28%	190 39%	209 46%
NET: Disagree	957 43%	102 27%	184 28%	261 48% BC	411 62% BCD	35 27%	91 35%	99 50% FGJ	285 69% FGHJ	445 36% F	330 37%	524 50% K	748 43%	194 42%	195 40%	156 34%
Mean	-0.11	0.36 DE	0.34 DE	-0.30 E	-0.65	0.39 HIJ	0.17 HI	-0.35 I	-0.81	0.06 HI	0.14 L	-0.33	-0.07 N	-0.24	-0.02	0.21 O

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Overlap formulae used

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to be a young person growing up today than when I was a child

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Strongly agree (2)	196 9%	148 13% C	48 4%	42 14% GH	42 10% GH	67 17% EGH	22 5%	22 3%	135 11% J	61 6%	144 10% L	52 6%	3 3% *	25 10% Ta	18 10% Ta	10 5%	13 8%	12 6%	8 4%	10 3%	78 25% MNOPQRSTV WXYZab	9 9% T*	10 5%	1 1% *	46 9% Ta	35 6%	18 4%	195 9% STZa
Tend to agree (1)	325 14%	192 17% C	130 12%	57 18% GH	88 21% GH	70 18% GH	32 8%	79 11%	198 15%	127 13%	247 17% L	78 10%	11 13% *	36 14%	21 12%	25 13%	33 20% SZa	25 12%	21 11%	40 13%	71 23% NOPRSTVWY Zab	11 11% *	24 13%	7 11% *	68 13%	83 15%	61 12%	318 15%
Neither agree nor disagree (0)	373 17%	183 16%	188 17%	68 22% FH	76 18%	57 15%	66 16%	106 15%	202 16%	171 18%	247 17%	126 15%	13 15% *	34 14%	27 15%	42 22% SY	26 16%	35 16%	24 13%	57 19%	59 19%	16 16% *	25 13%	15 23% *	73 14%	103 18%	81 16%	358 16%
Tend to disagree (-1)	630 28%	288 26%	340 30%	75 24%	91 22%	82 21%	122 30% EF	260 36% DEF	374 29%	256 27%	358 25%	272 33% K	34 41% PQUZb*	85 34% UZb	52 29% U	47 24% U	40 25% U	58 27% U	68 35% PUZb	95 32% U	46 15%	31 29% U*	52 28% U	22 34% U*	171 33% PUZb	146 26% U	162 33% UZb	608 28% U
Strongly disagree (-2)	663 30%	272 24%	390 35% B	53 17%	105 25% D	101 26% D	159 38% DEF	246 34% DEF	341 27%	322 33% I	395 28%	268 33% K	22 26% *	62 25%	59 33% U	66 34% U	42 26%	72 34% U	64 34% U	94 31% U	56 18%	34 32% U*	73 39% NQUYb	19 28% *	143 28% U	181 32% U	158 32% U	644 30% U
Don't know	59 3%	28 3%	30 3%	14 4% H	12 3%	13 3% H	13 3% H	7 1%	30 2%	29 3%	35 2%	23 3%	2 3% *	6 2%	2 1%	3 2%	8 5%	11 5% Ub	6 3%	6 2%	5 2%	4 4% *	3 2%	2 3% *	10 2%	22 4%	13 3%	57 3%
NET: Agree	521 23%	340 31% C	177 16%	99 32% GH	130 31% GH	137 35% GH	54 13%	101 14%	333 26% J	188 19%	391 27% L	130 16%	14 16% *	61 25% STa	39 22%	35 18%	45 28% RSTXZa	37 18%	29 15%	50 16%	149 47% MNOPQRSTV WXYZab	20 19% *	34 18%	8 13% *	114 22% a	117 21%	78 16%	513 24% STa
NET: Disagree	1293 58%	560 50%	730 65% B	128 41%	196 47%	183 47%	281 68% DEF	506 70% DEF	715 56%	578 60%	753 53%	540 66% K	56 66% U*	147 59% U	111 62% U	114 59% U	83 51% U	130 61% U	132 69% QUZb	189 63% QU	102 32%	64 61% U*	125 67% QUb	41 62% U*	314 61% QU	326 57% U	320 65% QUZb	1252 57% U
Mean	-0.57	-0.32 C	-0.82	-0.13 GH	-0.32 GH	-0.21 GH	-0.90	-0.88	-0.47 J	-0.69	-0.44 L	-0.78	-0.74 *	-0.51 SWa	-0.64	-0.71	-0.44 STWZa	-0.75	-0.86	-0.76	0.22 MNOPQRSTV WXYZab	-0.67 *	-0.84	-0.78 *	-0.59 Sa	-0.65	-0.80	-0.56 STWa

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to be a young person growing up today than when I was a child

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Strongly agree (2)	196 9%	94 13% C	101 7%	44 8%	31 6%	39 8%	73 17% DEFH	8 4%	126 9% K	61 9% K	9 4%	18 5%	37 5%	26 6%	114 19% LMN	125 16% Q	70 5%	170 8%	25 12%	76 9%	64 8%	36 6%	57 10% V	28 15% V	39 12% V
Tend to agree (1)	325 14%	106 15%	219 14%	85 15%	82 15%	72 15%	69 16% H	19 9%	193 15%	108 16%	24 10%	49 13%	95 12%	74 17% M	106 18% M	159 20% Q	167 11%	271 13%	53 26% R	129 15%	113 14%	83 13%	82 15%	34 18%	57 18%
Neither agree nor disagree (0)	373 17%	107 15%	266 18%	111 19% G	88 16%	80 17%	53 13%	42 20% G	212 16%	129 19%	32 13%	71 18%	130 16%	81 18%	91 15%	123 16%	250 17%	309 15%	56 27% R	124 15%	120 15%	89 14%	76 14%	26 14%	53 16%
Tend to disagree (-1)	630 28%	215 29%	415 27%	145 25%	171 31%	134 28%	114 27%	66 31%	397 30% J	158 23%	75 31%	112 28%	266 33% NO	115 26%	137 23%	177 22%	453 31% P	598 30% S	26 13%	274 32% U	212 26%	189 31%	154 28%	53 29%	83 26%
Strongly disagree (-2)	663 30%	188 26%	475 31% B	175 30%	179 32% G	139 30%	102 24%	67 32%	383 29%	182 27%	98 40% IJ	128 33% O	272 33% O	134 30% O	128 22%	188 24%	474 33% P	626 31% S	36 18%	236 28%	295 36% T	213 34% XY	165 30% X	39 21%	83 26%
Don't know	59 3%	18 2%	41 3%	23 4%	10 2%	9 2%	9 2%	7 3%	17 1%	36 5% I	6 2%	14 4%	16 2%	10 2%	18 3%	16 2%	43 3%	48 2%	7 3%	15 2%	14 2%	7 1%	13 2%	4 2%	9 3%
NET: Agree	521 23%	201 28% C	321 21%	129 22% H	113 20%	111 23% H	142 34% DEFH	27 13%	319 24% K	170 25% K	33 14%	67 17%	132 16%	101 23% M	221 37% LMN	284 36% Q	237 16%	441 22%	78 39% R	205 24%	177 22%	119 19%	139 25% V	62 34% V	96 30% V
NET: Disagree	1293 58%	403 55%	890 59%	320 55%	350 62% DG	273 58%	217 51%	133 63% G	780 59% J	340 50%	173 71% IJ	240 61% O	539 66% NO	249 57% O	265 45%	365 46%	927 64% P	1224 61% S	62 31%	510 60%	507 62%	402 65% WXY	319 58%	92 50%	166 51%
Mean	-0.57	-0.42 C	-0.64	-0.58	-0.70	-0.57 H	-0.25 DEFH	-0.81	-0.55 K	-0.46 K	-0.96	-0.75	-0.80	-0.60 M	-0.10 LMN	-0.19 Q	-0.77	-0.63	0.02 R	-0.55	-0.70	-0.75	-0.54 V	-0.23 VW	-0.36 V

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UK Adults 16-75

Q5. To what extent, if at all, do you agree with the following statements? - Given the choice, I would prefer to be a young person growing up today than when I was a child

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Strongly agree (2)	196 9%	47 13% DE	99 15% DE	30 6%	19 3%	9 7% HI	25 9% HI	3 1%	7 2%	153 12% HI	142 16% L	39 4%	166 10%	30 7%	71 15%	59 13%
Tend to agree (1)	325 14%	74 20% DE	127 19% DE	56 10%	68 10%	31 23% HI	44 17% I	19 10%	32 8%	200 16% HI	188 21% L	107 10%	266 15%	56 12%	91 19%	93 20%
Neither agree nor disagree (0)	373 17%	80 21% DE	114 17%	82 15%	98 15%	23 17%	42 16%	30 15%	62 15%	217 18%	132 15%	179 17%	270 16%	86 19%	74 15%	83 18%
Tend to disagree (-1)	630 28%	94 25%	134 20%	163 30% C	239 36% BC	37 28%	63 24%	58 29%	171 41% FGHJ	300 24%	206 23%	332 32% K	512 29% N	108 23%	114 24%	108 24%
Strongly disagree (-2)	663 30%	65 17%	167 25% B	197 36% BC	234 35% BC	31 23%	84 32%	84 42% FJ	142 34% FJ	322 26%	214 24%	358 35% K	490 28%	166 36% M	127 26%	112 25%
Don't know	59 3%	17 5% E	20 3% E	15 3% E	6 1%	2 2%	7 3%	5 2%	3 1%	42 3% I	9 1%	23 2%	34 2%	12 3%	7 1%	3 1%
NET: Agree	521 23%	122 32% DE	227 34% DE	86 16%	87 13%	40 30% HI	68 26% HI	22 11%	38 9%	352 29% HI	330 37% L	146 14%	432 25% N	86 19%	161 33%	152 33%
NET: Disagree	1293 58%	159 42%	301 45%	361 66% BC	473 71% BC	68 51%	148 56%	142 71% FGJ	313 75% FGJ	622 50%	421 47%	690 67% K	1002 58%	273 60%	241 50%	220 48%
Mean	-0.57	-0.15 DE	-0.22 DE	-0.83	-0.91	-0.39 HI	-0.54 HI	-1.03	-0.99	-0.37 HI	-0.18 L	-0.85	-0.52 N	-0.73	-0.29	-0.27

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q6. Which of the following generations, if any, had you heard of before this interview? Please select all you have heard anything about, but only if you are certain you have heard about them, not if you are unsure.

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
The Baby Boomer generation	1469 65%	671 60%	791 70% B	124 40%	198 48%	247 63% DE	290 70% DE	610 85% DEFG	870 68% J	599 62%	867 61%	603 73% K	58 68% U*	150 60% U	117 66% U	129 67% U	96 60% U	159 74% NQUYZb	137 72% NQU	208 69% U	149 47%	79 76% NQUY*	138 74% NQUYb	48 72% U*	325 64% U	385 68% QU	345 70% NQUb	1422 65% U
The Millennial generation	1394 62%	654 59%	735 65% B	142 46%	259 62% D	242 62% D	274 66% D	478 66% D	836 65% J	558 58%	875 61%	520 63%	46 55% *	136 55%	112 63%	133 69% NUY	99 61%	142 66% NU	133 70% MNUY	189 63%	174 55%	71 67% *	117 63%	43 64% *	295 58%	373 66% NUY	322 65% NUY	1352 62% NUY
Generation X	1069 48%	528 48%	533 47%	128 42%	178 43%	224 58% DEH	247 60% DEH	291 40%	636 50%	433 45%	705 49% L	364 44%	36 43% *	115 46%	83 46%	91 47%	64 39%	111 52% Q	92 48%	150 50%	140 45%	52 49% *	101 54% Q	34 52% *	234 46%	266 47%	242 49%	1035 47%
The pre-war generation	930 41%	472 42%	455 40%	56 18%	108 26% D	136 35% DE	202 49% DEF	428 59% DEFG	589 46% J	341 35%	561 39%	369 45% K	33 39% *	83 34%	72 40%	84 43% X	66 41%	97 46% NX	90 47% NXY	131 44% NX	126 40%	55 52% NXY*	75 40%	17 26% *	188 37%	247 43% NX	221 45% NXY	913 42% NXY
Generation Z	874 39%	429 39%	439 39%	155 50% GH	200 48% GH	182 47% GH	160 39% H	177 25%	546 43% J	328 34%	615 43% L	259 32%	30 36% *	79 32%	69 38%	76 39%	49 30%	83 39%	86 45% NQY	124 41% Q	144 46% NQYZb	37 35% *	72 38%	26 39% *	177 35%	208 37%	210 43% NQY	848 39% NQ
Generation Alpha	203 9%	115 10%	86 8%	65 21% EFGH	52 12% GH	55 14% GH	15 4%	16 2%	136 11% J	68 7%	160 11% L	43 5%	3 3% *	15 6%	13 7%	18 9% Q	5 3%	13 6%	19 10% Q	18 6%	79 25% MNOPQRSTV WXYZab	7 6% *	12 6%	3 4% *	30 6%	36 6%	37 7%	201 9% QYZ
Generation Gamma	126 6%	87 8% C	39 3%	34 11% GH	34 8% GH	39 10% GH	9 2%	11 2%	85 7%	41 4%	102 7% L	24 3%	1 1% *	10 4%	9 5%	8 4%	1 1%	13 6% Q	4 2%	16 5% Q	53 17% MNOPQRSTV WYZab	2 2% *	5 3%	4 6% *	20 4%	22 4% Q	20 4%	122 6% Q
I think I have heard of some of these, but I am not certain	151 7%	74 7%	75 7%	14 5%	32 8%	19 5%	30 7%	56 8%	72 6%	79 8%	86 6%	65 8%	9 11% U*	20 8%	11 6%	11 6%	18 11% SUa	16 7%	8 4%	20 7%	13 4%	4 4% *	18 10% U	2 3% *	41 8%	45 8%	28 6%	149 7%
I have not heard of any of these names	97 4%	48 4%	48 4%	18 6% H	14 3%	24 6% H	25 6% H	15 2%	36 3%	61 6% I	71 5%	26 3%	3 4% *	17 7%	5 3%	8 4%	10 6%	7 3%	7 4%	14 5%	8 3%	6 6% *	9 5%	3 4% *	25 5%	25 4%	21 4%	94 4%
Don't know	60 3%	28 3%	32 3%	12 4% H	18 4% H	13 3% H	12 3% H	6 1%	34 3%	26 3%	39 3%	22 3%	3 4% *	8 3%	6 3%	8 4%	5 3%	3 1%	7 3%	11 4%	4 1%	2 2% *	3 1%	* 1% *	18 3%	16 3%	18 4%	60 3%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q6. Which of the following generations, if any, had you heard of before this interview? Please select all you have heard anything about, but only if you are certain you have heard about them, not if you are unsure.

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
The Baby Boomer generation	1469 65%	508 70% C	962 63%	368 63%	374 67%	301 64%	286 68%	140 67%	879 66% J	388 58%	202 83% IJ	285 72% NO	599 73% NO	266 60%	319 54%	413 52%	1056 72% P	1376 68% S	85 42%	613 72%	561 69%	451 73% Y	369 68% Y	125 68% Y	181 56%
The Millennial generation	1394 62%	497 68% C	898 59%	318 55%	360 64% D	287 61%	293 70% DF	136 65% D	826 62%	399 59%	169 70% J	258 66% O	525 64% O	271 62%	340 57%	448 57%	947 65% P	1289 64% S	95 47%	580 68% U	505 62%	422 68% XY	373 68% XY	103 56%	160 49%
Generation X	1069 48%	424 58% C	645 43%	250 43%	253 45%	237 50%	237 56% DEH	92 44%	635 48%	332 49%	101 42%	187 48%	378 46%	205 46%	300 50%	388 49%	681 47%	987 49% S	73 36%	473 55% U	339 41%	287 46%	274 50%	94 51%	141 44%
The pre-war generation	930 41%	357 49% C	573 38%	211 36%	229 41%	202 43%	198 47% D	90 43%	568 43% J	223 33%	138 57% IJ	199 51% NO	374 46% NO	146 33%	212 36%	266 34%	663 46% P	877 43% S	49 24%	382 45%	374 46%	298 48% Y	233 43%	95 52% Y	118 36%
Generation Z	874 39%	367 50% C	506 33%	172 30%	216 39% D	194 41% D	223 53% DEFH	68 32%	483 36%	313 46% IK	77 32%	130 33%	283 35%	186 42% LM	275 46% LM	336 43% Q	538 37%	785 39%	81 40%	381 45% U	256 31%	199 32%	255 47% VY	72 39%	118 36%
Generation Alpha	203 9%	107 15% C	97 6%	46 8% H	46 8% H	34 7% H	72 17% DEFH	5 2%	128 10% K	66 10% K	10 4%	24 6%	36 4%	38 9% M	105 18% LMN	120 15% Q	84 6%	171 8%	32 16% R	83 10% U	50 6%	37 6%	53 10% V	27 14% V	45 14% V
Generation Gamma	126 6%	72 10% C	54 4%	23 4%	20 4%	23 5%	55 13% DEFH	5 2%	82 6% K	39 6%	5 2%	12 3%	17 2%	28 6% M	69 12% LMN	85 11% Q	42 3%	111 6%	14 7%	59 7%	39 5%	26 4%	28 5%	23 12% VW	26 8% V
I think I have heard of some of these, but I am not certain	151 7%	33 5%	118 8% B	50 9% G	30 5%	38 8% G	16 4%	17 8% G	98 7%	37 5%	16 7%	31 8%	50 6%	34 8%	36 6%	49 6%	102 7%	134 7%	16 8%	52 6%	52 6%	38 6%	28 5%	8 4%	17 5%
I have not heard of any of these names	97 4%	19 3%	78 5% B	36 6% G	21 4%	26 6% G	7 2%	7 3%	61 5% K	33 5% K	3 1%	16 4%	36 4%	25 6%	20 3%	42 5%	55 4%	80 4%	16 8% R	23 3%	32 4%	23 4%	22 4%	2 1%	5 2%
Don't know	60 3%	9 1%	52 3% B	16 3%	16 3%	5 1%	8 2%	15 7% DEFG	32 2%	25 4%	3 1%	7 2%	24 3%	7 2%	22 4%	16 2%	45 3%	43 2%	11 5% R	18 2%	16 2%	6 1%	12 2%	5 3%	10 3%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q6. Which of the following generations, if any, had you heard of before this interview? Please select all you have heard anything about, but only if you are certain you have heard about them, not if you are unsure.

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
The Baby Boomer generation	1469 65%	161 43%	363 55% B	385 71% BC	561 85% BCD	63 47%	177 67% FJ	159 80% FGJ	389 93% FGHJ	681 55%	526 59%	764 74% K	1188 68% N	270 59%	307 63% P	255 56%
The Millennial generation	1394 62%	180 48%	422 64% B	356 65% B	436 66% B	68 51%	225 85% FIJ	154 77% FJ	308 74% FJ	640 52%	522 59%	699 67% K	1146 66% N	237 52%	302 62%	266 58%
Generation X	1069 48%	163 43%	324 49% E	321 59% BCE	261 39%	64 48%	152 57% IJ	181 91% FGIJ	185 44%	488 40%	424 48%	519 50%	881 51% N	174 38%	241 50% P	183 40%
The pre-war generation	930 41%	73 19%	198 30% B	267 49% BC	392 59% BCD	32 24%	88 33%	107 54% FGJ	265 64% FGJ	438 36% F	347 39%	486 47% K	756 43% N	169 37%	193 40%	167 36%
Generation Z	874 39%	195 52% DE	310 47% DE	212 39% E	156 24%	96 72% HIJ	165 62% IJ	119 59% IJ	112 27%	383 31%	368 41%	424 41%	722 42% N	145 32%	208 43%	177 39%
Generation Alpha	203 9%	72 19% DE	93 14% DE	24 4%	14 2%	38 29% GHIJ	31 12% I	15 8% I	8 2%	111 9% I	141 16% L	56 5%	182 10% N	16 3%	54 11%	73 16%
Generation Gamma	126 6%	40 10% DE	64 10% DE	12 2%	10 2%	14 11% HI	16 6% I	8 4% I	5 1%	83 7% I	91 10% L	29 3%	107 6%	19 4%	40 8%	42 9%
I think I have heard of some of these, but I am not certain	151 7%	15 4%	41 6%	39 7%	56 8% B	5 4%	13 5%	4 2%	22 5%	107 9% H	39 4%	79 8% K	110 6%	38 8%	26 5%	20 4%
I have not heard of any of these names	97 4%	19 5% E	34 5% E	29 5% E	15 2%	- -	7 3% I	1 *	1 *	88 7% FGHI	20 2%	41 4%	52 3%	32 7% M	8 2%	9 2%
Don't know	60 3%	13 4% E	27 4% E	14 3%	6 1%	4 3% I	4 2% I	1 *	- -	52 4% HI	14 2%	23 2%	31 2%	15 3%	2 *	9 2%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Summary

All UK adults aged 16-75 who have heard of each generation

	Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups?					
	The Pre-war generation	The Baby Boomer generation	Generation X	The Millennial generation	Generation Z	Generation Alpha
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	981	1512	1140	1450	978	238
Weighted base	930	1469	1069	1394	874	203
Very favourable (2)	238 26% BCDE	217 15% CDE	111 10% D	107 8%	78 9%	49 24% BCDE
Fairly favourable (1)	310 33% BCDEF	432 29% CDE	245 23%	333 24%	198 23%	51 25%
Neither favourable nor unfavourable (0)	293 32%	545 37% A	486 45% ABDF	573 41% ABF	365 42% ABF	65 32%
Fairly unfavourable (-1)	44 5%	154 10% A	100 9% A	247 18% ABCEF	121 14% ABC	22 11% A
Very unfavourable (-2)	17 2%	43 3%	19 2%	46 3% C	25 3%	6 3%
Don't know	27 3%	79 5% A	107 10% ABDF	88 6% A	88 10% ABD	12 6%
NET: Favourable	548 59% BCDEF	649 44% CDE	357 33%	440 32%	275 31%	100 49% CDE
NET: Unfavourable	61 7%	196 13% A	119 11% A	293 21% ABCEF	146 17% ABC	27 13% A
Mean	0.78 BCDEF	0.45 CDE	0.34 DE	0.16	0.23	0.60 CDE

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Pre-war generation

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	981	501	477	69	112	150	219	431	785	196	597	384	38	90	77	94	70	101	84	138	129	57	88	15	205	265	222	966
Weighted base	930	472	455	56	108	136	202	428	589	341	561	369	33	83	72	84	66	97	90	131	126	55	75	17	188	247	221	913
Very favourable (2)	238 26%	119 25%	118 26%	6 10% *	15 14% *	46 34% DE	49 24% D	121 28% DE	164 28%	74 22%	146 26%	91 25%	9 28% **	19 23% *	19 26% *	19 22% *	20 31% *	24 25% *	14 16% *	35 27% *	38 30% S*	16 29% *	20 27% *	4 26% **	47 25%	63 26%	49 22%	233 26%
Fairly favourable (1)	310 33%	163 35%	147 32%	12 22% *	38 35% *	41 30%	71 35%	148 35%	197 33%	114 33%	183 33%	127 34%	9 28% **	32 38% *	23 31% *	30 36% *	21 32% *	35 36% *	30 33% *	44 34% *	33 26% *	22 39% *	22 30% *	10 56% **	63 34%	86 35%	74 34%	301 33%
Neither favourable nor unfavourable (0)	293 32%	139 30%	154 34%	26 46% FH*	39 36% *	35 26%	65 32%	129 30%	185 31%	109 32%	176 31%	117 32%	12 38% **	24 29% *	27 37% *	30 36% *	17 26% *	23 23% *	30 33% *	41 31% *	44 35% *	14 25% *	28 38% *	3 18% **	63 34%	70 28%	71 32%	290 32%
Fairly unfavourable (-1)	44 5%	20 4%	24 5%	8 14% FGH*	10 9% H*	5 4%	7 3%	14 3%	22 4%	22 6%	24 4%	20 5%	- - **	7 8% OY*	- - *	3 3% *	5 7% O*	3 3% *	10 11% OYb*	5 4% *	7 6% *	1 2% *	3 4% *	- - **	7 4% O	11 4%	15 7% T	44 5%
Very unfavourable (-2)	17 2%	14 3% C	1 *	3 6% H*	1 1% *	3 2%	5 3%	5 1%	7 1%	10 3%	13 2%	5 1%	2 6% **	- - *	3 4% *	- - *	- - *	4 4% *	1 1% *	4 3% *	4 3% *	1 1% *	- - *	- - **	4 2%	4 1%	5 2%	17 2%
Don't know	27 3%	16 3%	11 2%	1 2% *	5 5% *	6 5%	4 2%	10 2%	14 2%	13 4%	20 3%	8 2%	* 1% **	2 2% *	1 1% *	2 2% *	3 5% *	9 9% TUYb*	5 5% *	3 2% *	1 * *	2 3% *	1 1% *	- - **	3 2%	13 5% Ub	8 3%	27 3%
NET: Favourable	548 59%	282 60%	265 58%	18 32% *	53 49% *	87 64% D	121 60% D	270 63% DE	360 61%	188 55%	329 59%	219 59%	18 55% **	51 61% *	41 58% *	49 59% *	41 62% *	59 61% *	44 49% *	79 60% *	71 56% *	38 69% *	43 57% *	14 82% **	110 59%	150 61%	123 56%	534 58%
NET: Unfavourable	61 7%	34 7%	25 6%	11 20% FGH*	11 10% *	8 6%	13 6%	19 4%	29 5%	32 9% I	36 6%	25 7%	2 6% **	7 8% *	3 4% *	3 3% *	5 7% *	7 7% *	11 12% *	9 7% *	11 9% *	2 4% *	3 4% *	- - **	11 6%	14 6%	19 9%	61 7%
Mean	0.78	0.78	0.80	0.17 *	0.56 D*	0.94 DE	0.77 D	0.88 DE	0.85 J	0.67	0.79	0.78	0.72 **	0.78 *	0.78 *	0.79 *	0.91 *	0.82 *	0.54 *	0.79 *	0.75 *	0.96 S*	0.80 *	1.08 **	0.77	0.83 S	0.69	0.78

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Pre-war generation

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	981	591	390	167	215	234	270	95	643	212	126	184	408	162	227	295	686	920	55	460	364	315	238	118	139
Weighted base	930	357	573	211	229	202	198	90	568	223	138	199	374	146	212	266	663	877	49	382	374	298	233	95	118
Very favourable (2)	238 26%	102 29%	135 24%	52 25%	44 19%	51 25%	68 34% E	23 25% *	160 28% J	41 18%	37 27% *	56 28%	82 22%	43 29%	57 27%	72 27%	165 25%	233 27% S	4 9% *	90 23%	124 33% T	96 32% W	45 19%	37 39% W*	31 26% *
Fairly favourable (1)	310 33%	124 35%	186 33%	59 28%	90 39% D	71 35%	63 32%	27 30% *	197 35%	69 31%	45 32% *	49 25%	149 40% L	45 31%	67 32%	88 33%	223 34%	292 33%	18 37% *	139 36%	120 32%	115 39% X	74 32%	25 26% *	36 30% *
Neither favourable nor unfavourable (0)	293 32%	106 30%	188 33%	76 36%	70 31%	66 32%	53 27%	29 32% *	171 30%	81 36%	41 30% *	76 38% O	115 31%	46 31%	57 27%	75 28%	218 33%	272 31%	19 39% *	121 32%	101 27%	70 23%	87 37% VX	23 24% *	37 32% *
Fairly unfavourable (-1)	44 5%	14 4%	30 5%	16 7%	13 6%	6 3%	7 4%	1 2% *	18 3%	18 8% I	8 6% *	12 6%	11 3%	4 3%	17 8% M	16 6%	28 4%	41 5%	2 5% *	18 5%	16 4%	11 4%	11 5%	9 10% V*	8 7% *
Very unfavourable (-2)	17 2%	5 1%	13 2%	5 2%	6 3%	4 2%	2 1%	1 1% *	6 1%	6 3%	5 4% *	4 2%	4 1%	2 2%	7 3%	6 2%	11 2%	13 1%	4 7% R*	3 1%	7 2%	6 2%	5 2%	- - *	1 1% *
Don't know	27 3%	6 2%	21 4%	4 2%	6 3%	4 2%	4 2%	9 10% DEFG*	17 3%	8 4%	2 1% *	2 1%	12 3%	6 4%	7 3%	9 3%	18 3%	26 3%	2 3% *	12 3%	5 1%	2 1%	11 5% V	1 1% *	5 4% V*
NET: Favourable	548 59%	227 63% C	321 56%	111 52%	134 58%	122 61%	131 66% D	50 56% *	357 63% J	109 49%	82 59% *	105 53%	231 62%	88 60%	124 59%	160 60%	388 58%	525 60%	23 46% *	229 60%	244 65%	211 71% WY	119 51%	62 65% W*	66 56% *
NET: Unfavourable	61 7%	19 5%	42 7%	21 10%	19 8%	10 5%	9 5%	2 2% *	24 4%	24 11% I	13 10% I*	16 8%	16 4%	6 4%	23 11% M	22 8%	39 6%	54 6%	6 12% *	21 6%	23 6%	16 5%	17 7%	9 10% *	9 8% *
Mean	0.78	0.87 C	0.73	0.66	0.68	0.81	0.97 DE	0.87 *	0.88 J	0.56	0.73 *	0.71	0.81	0.87	0.74	0.79	0.78	0.81 S	0.36 *	0.79	0.92	0.96 W	0.63	0.95 W*	0.77 *

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Pre-war generation

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	981	86	212	283	400	38	92	117	289	445	389	508	813	163	197	177
Weighted base	930	73	198	267	392	32	88	107	265	438	347	486	756	169	193	167
Very favourable (2)	238 26%	8 11% *	53 27% B	67 25% B	110 28% B	3 9% **	16 18% *	28 26% *	88 33% GJ	102 23%	127 37% L	91 19%	188 25%	50 29%	49 26%	46 27%
Fairly favourable (1)	310 33%	22 30% *	54 28%	93 35%	141 36%	9 28% **	19 22% *	37 34% *	85 32%	160 37% G	110 32%	171 35%	261 34%	47 28%	72 37%	51 31%
Neither favourable nor unfavourable (0)	293 32%	31 42% E*	61 31%	87 33%	114 29%	16 50% **	35 39% *	30 28% *	74 28%	139 32%	81 23%	173 36% K	236 31%	57 34%	49 26%	48 29%
Fairly unfavourable (-1)	44 5%	8 10% DE*	14 7%	8 3%	14 4%	2 6% **	8 9% *	6 6% *	10 4%	18 4%	20 6%	22 4%	35 5%	9 5%	10 5%	12 7%
Very unfavourable (-2)	17 2%	3 5% *	4 2%	5 2%	5 1%	2 7% **	2 2% *	5 5% IJ*	2 1%	6 1%	6 2%	9 2%	14 2%	4 2%	4 2%	5 3%
Don't know	27 3%	1 2% *	11 6% E	7 2%	8 2%	- - **	8 9% HIJ*	1 1% *	5 2%	13 3%	4 1%	20 4% K	23 3%	4 2%	9 4%	4 2%
NET: Favourable	548 59%	30 41% *	107 54%	160 60% B	251 64% B	12 36% **	36 40% *	65 60% G*	174 66% G	262 60% G	237 68% L	261 54%	448 59%	97 57%	121 63%	97 58%
NET: Unfavourable	61 7%	11 15% DE*	18 9%	14 5%	19 5%	4 14% **	10 11% *	12 11% I*	12 4%	24 5%	25 7%	31 6%	49 6%	12 7%	14 7%	17 10%
Mean	0.78	0.33 *	0.75 B	0.80 B	0.88 B	0.24 **	0.51 *	0.71 *	0.96 GJ	0.79 G	0.97 L	0.67	0.78	0.79	0.82	0.74

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Baby Boomer generation

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1512	704	801	144	233	243	311	581	1170	342	923	589	64	165	125	133	102	156	134	218	149	82	143	41	354	391	352	1471
Weighted base	1469	671	791	124	198	247	290	610	870	599	867	603	58	150	117	129	96	159	137	208	149	79	138	48	325	385	345	1422
Very favourable (2)	217 15%	110 16%	106 13%	10 8%	18 9%	39 16% DG	25 9%	125 20% DEG	138 16%	78 13%	120 14%	97 16%	6 10% S*	26 17% S	13 11% S*	16 13% S*	17 17% S*	26 16% S	3 2% *	31 15% Sa	38 25% MOPSTXYZab	15 19% S*	24 17% S*	2 4% *	45 14% S	59 15% S	34 10% S	215 15% Sa
Fairly favourable (1)	432 29%	210 31%	222 28%	27 22%	48 24%	57 23%	89 31%	211 35% DEF	262 30%	170 28%	242 28%	190 32%	17 30% U*	52 35% U	39 33% U*	38 30% U*	27 28% U*	45 28% U	37 27% U*	57 27% U	23 16%	30 38% U*	33 24% *	32 68% MNOPQRSTU VWYZab*	108 33% Ub	110 29% U	94 27% U	400 28% U
Neither favourable nor unfavourable (0)	545 37%	221 33%	321 41% B	42 33%	68 34%	77 31%	129 44% EF	230 38%	312 36%	233 39%	306 35%	239 40%	25 43% VX*	51 34%	47 40% *	47 36% *	42 44% VX*	66 42% VX	65 48% NTVWXab*	72 35%	58 39%	19 24% *	44 32% *	10 20% *	122 38%	155 40% VX	137 40% TVX	535 38% V
Fairly unfavourable (-1)	154 10%	76 11%	77 10%	29 23% GH	39 20% GH	37 15% H	25 9% H	24 4%	92 11%	62 10%	109 13% L	45 7%	9 16% *	9 6%	8 7% *	14 11% *	5 6% *	10 6%	15 11% *	31 15% NQRYZ	15 10%	7 9% *	28 20% NOQRUXYZb*	2 4% *	27 8%	29 8%	46 13% NRZ	152 11% Z
Very unfavourable (-2)	43 3%	27 4% C	12 2%	11 9% GH	13 7% GH	12 5% H	7 2% H	- -	21 2%	21 4%	31 4%	11 2%	1 1% *	6 4%	4 3% *	5 4% *	- - *	2 1%	6 5% *	11 5%	5 4%	1 1% *	1 1% *	- - *	11 3%	7 2%	17 5% Z	43 3%
Don't know	79 5%	27 4%	52 7%	6 5%	12 6%	25 10% GH	15 5%	21 3%	45 5%	34 6%	58 7% L	21 3%	- - *	6 4%	6 5% *	9 7% *	5 6% *	10 6%	10 7% *	7 3%	10 7%	7 9% *	8 6% *	2 4% *	12 4%	24 6%	17 5%	78 5%
NET: Favourable	649 44%	320 48% C	328 42%	36 29%	66 33%	96 39%	115 39%	335 55% DEFG	401 46%	248 41%	362 42%	287 48%	23 40% *	78 52% Sab	52 45% S*	55 42% *	44 45% S*	71 45% S	40 29% *	88 42% Sa	61 41%	45 57% SUab*	57 41% *	34 72% MNOPQRSTU WYZab*	153 47% Sa	170 44% S	128 37% S	614 43% Sa
NET: Unfavourable	196 13%	103 15%	89 11%	40 32% FGH	52 26% GH	49 20% GH	32 11% H	24 4%	114 13%	83 14%	140 16% L	56 9%	10 17% Q*	16 10%	12 10% *	19 15% Z*	5 6% *	12 8%	21 15% Q*	41 20% NQRXYZb	21 14%	8 10% *	29 21% NQRXYZb*	2 4% *	38 12%	36 9%	63 18% QRYZb	194 14% QRZ
Mean	0.45	0.47	0.45	-0.04	0.10	0.34 D	0.37 DE	0.74 DEFG	0.49	0.39	0.38	0.54 K	0.31 *	0.57 Sa	0.44 S*	0.40 *	0.61 Sa*	0.55 Sa	0.12 *	0.34	0.52 Sa*	0.71 MSTab*	0.39 *	0.74 **	0.48 Sa	0.51 Sa	0.25	0.44 Sa

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Baby Boomer generation

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1512	859	653	275	352	355	384	146	942	384	186	275	608	284	345	452	1060	1405	98	709	520	456	394	153	202
Weighted base	1469	508	962	368	374	301	286	140	879	388	202	285	599	266	319	413	1056	1376	85	613	561	451	369	125	181
Very favourable (2)	217 15%	84 16%	133 14%	51 14%	47 13%	48 16%	55 19% EH	15 11%	145 16% J	36 9%	35 17% J	43 15%	92 15%	31 12%	50 16%	62 15%	155 15%	210 15% S	5 6% *	74 12%	132 24% T	99 22% W	38 10%	32 26% W	39 22% W
Fairly favourable (1)	432 29%	145 29%	287 30%	97 26%	130 35%	91 30%	78 27%	36 25%	276 31% J	88 23%	68 34% J	83 29%	189 32%	79 30%	80 25%	119 29%	313 30%	410 30%	21 24% *	186 30%	173 31%	164 36% WY	87 23%	37 30%	44 24%
Neither favourable nor unfavourable (0)	545 37%	178 35%	367 38%	154 42% G	133 36%	105 35%	90 31%	64 45% G	301 34%	167 43% I	78 38%	129 45% MO	213 36%	98 37%	106 33%	130 31%	415 39% P	502 37%	38 45% *	223 36%	187 33%	144 32%	150 41% VX	34 27%	64 35%
Fairly unfavourable (-1)	154 10%	68 13% C	86 9%	30 8%	39 10%	35 12%	43 15% DH	8 6%	90 10%	53 14% K	11 5%	19 7%	48 8%	38 14% LM	48 15% LM	66 16% Q	88 8%	141 10%	13 15% *	77 13% U	37 7%	26 6%	54 15% V	15 12% V	21 11% V
Very unfavourable (-2)	43 3%	16 3%	27 3%	13 3%	11 3%	10 3%	7 3%	2 1%	19 2%	20 5% I	3 1%	3 1%	13 2%	12 4% L	14 5% L	17 4%	25 2%	40 3%	1 1% *	22 4% U	5 1%	3 1%	21 6% VX	1 1%	6 3% V
Don't know	79 5%	18 4%	61 6% B	24 6%	14 4%	12 4%	13 5%	16 11% EFG	49 6%	23 6%	8 4%	8 3%	43 7% LN	8 3%	20 6%	21 5%	59 6%	73 5%	6 7% *	31 5%	26 5%	15 3%	20 5%	4 3%	7 4%
NET: Favourable	649 44%	229 45%	420 44%	148 40%	177 47% H	139 46%	133 46%	51 36%	421 48% J	125 32%	104 51% J	126 44%	282 47%	110 41%	131 41%	180 44%	468 44%	620 45% S	26 31% *	259 42%	305 54% T	263 58% WY	124 34%	70 56% W	83 46% W
NET: Unfavourable	196 13%	83 16% C	113 12%	42 12%	49 13%	45 15% H	50 17% H	10 7%	110 12% K	73 19% IK	13 7%	22 8%	62 10%	50 19% LM	62 20% LM	83 20% Q	114 11%	181 13%	14 17% *	99 16% U	42 8%	30 7%	75 20% V	17 13% V	27 15% V
Mean	0.45	0.44	0.46	0.42	0.46	0.46	0.48	0.43 *	0.53 J	0.18	0.63 J	0.52 N	0.54 NO	0.31	0.35	0.36	0.49	0.47 S	0.21 *	0.36	0.73 T	0.75 WY	0.19	0.70 W	0.51 W

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Baby Boomer generation

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1512	184	386	402	540	76	195	177	395	669	568	789	1251	249	313	272
Weighted base	1469	161	363	385	561	63	177	159	389	681	526	764	1188	270	307	255
Very favourable (2)	217 15%	10 6%	53 15% B	37 10%	117 21% BCD	2 3% *	11 6%	18 12%	105 27% FGHJ	81 12% F	148 28% L	64 8%	167 14%	50 18%	52 17%	49 19%
Fairly favourable (1)	432 29%	35 22%	82 23%	118 31% C	196 35% BC	10 15% *	43 24%	53 33% F	158 41% FGJ	169 25%	183 35% L	208 27%	349 29%	81 30%	89 29%	89 35%
Neither favourable nor unfavourable (0)	545 37%	59 37%	115 32%	163 42% C	208 37%	23 36% *	60 34%	53 33%	110 28%	298 44% GHI	100 19%	348 46% K	435 37%	106 39%	99 32%	76 30%
Fairly unfavourable (-1)	154 10%	35 22% DE	62 17% DE	34 9% E	23 4%	22 35% GHIJ*	35 20% IJ	21 13% I	13 3%	63 9% I	62 12%	84 11%	140 12% N	13 5%	40 13%	25 10%
Very unfavourable (-2)	43 3%	13 8% DE	23 6% DE	7 2% E	- -	5 8% HIJ*	20 11% HIJ	2 1% I	- -	16 2% I	27 5% L	13 2%	34 3%	8 3%	13 4%	8 3%
Don't know	79 5%	8 5%	28 8% E	26 7% E	17 3%	2 3% *	8 4% I	11 7% I	4 1%	55 8% I	6 1%	47 6% K	62 5%	13 5%	13 4%	7 3%
NET: Favourable	649 44%	45 28%	135 37%	155 40% B	313 56% BCD	11 18% *	54 31%	71 45% FG	263 68% FGHJ	249 37% F	331 63% L	272 36%	516 43%	130 48%	141 46%	138 54%
NET: Unfavourable	196 13%	48 30% DE	85 23% DE	41 11% E	23 4%	27 43% HIJ*	55 31% HIJ	23 15% I	13 3%	78 12% I	89 17%	97 13%	174 15% N	21 8%	54 17%	33 13%
Mean	0.45	-0.03	0.24 B	0.40 B	0.75 BCD	-0.30 *	-0.06	0.43 FG	0.92 FGHJ	0.38 FG	0.70 L	0.31	0.42	0.59 M	0.43	0.59

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation X

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1140	546	586	147	196	225	269	303	881	259	769	371	47	128	90	102	74	111	95	156	140	59	108	30	265	287	251	1110
Weighted base	1069	528	533	128	178	224	247	291	636	433	705	364	36	115	83	91	64	111	92	150	140	52	101	34	234	266	242	1035
Very favourable (2)	111 10%	69 13% C	42 8%	16 13% H	15 8%	35 16% H	30 12% H	15 5%	72 11%	39 9%	85 12% L	27 7%	8 22% OPRSTZab*	16 14% RZa*	5 6% *	6 7% *	6 9% *	5 5% *	5 5% *	9 6%	31 22% OPQRSTWYZab	8 15% *	9 9% *	4 11% **	29 12% OZa	17 6%	14 6%	108 10% Za
Fairly favourable (1)	245 23%	133 25%	110 21%	34 27% H	46 26%	43 19%	71 29% FH	50 17%	156 25%	89 21%	176 25%	69 19%	9 26% *	30 26% *	14 17% *	22 24% *	14 22% *	16 14% *	26 29% R*	27 18%	33 24%	11 22% *	28 28% R*	14 42% **	53 23%	52 20%	53 22%	231 22%
Neither favourable nor unfavourable (0)	486 45%	225 43%	257 48%	42 33%	73 41%	101 45% D	109 44% D	161 55% DEFG	279 44%	207 48%	298 42%	188 52% K	16 45% *	47 41% *	49 59% NQUYb*	45 50% U*	26 41% *	55 50% U*	43 47% *	68 45%	47 34%	23 45% *	55 54% U*	11 33% **	113 48% U	127 48% U	111 46% U	475 46% U
Fairly unfavourable (-1)	100 9%	49 9%	50 9%	21 16% FGH	20 11%	17 8%	15 6%	27 9%	64 10%	36 8%	70 10%	30 8%	1 3% *	7 6% *	9 11% *	7 8% *	11 18% MNYb*	13 12% *	8 8% *	18 12%	14 10%	4 8% *	7 7% *	* 1% **	17 7%	32 12%	26 11%	100 10%
Very unfavourable (-2)	19 2%	13 2%	5 1%	7 5% FGH	8 4% FG	- -	1 *	4 1%	12 2%	7 2%	12 2%	7 2%	1 2% *	1 1% *	1 2% *	* * *	4 6% RWZb*	1 1% *	1 1% *	6 4%	3 2%	* 1% *	- - *	- - **	3 1%	5 2%	8 3%	19 2%
Don't know	107 10%	39 7%	68 13% B	8 6%	16 9%	28 12%	20 8%	35 12%	53 8%	54 13%	65 9%	42 12%	1 3% *	14 12% W*	4 5% *	10 11% W*	3 5% *	21 19% MOQUWYZb*	9 10% W*	21 14% W	12 9%	5 10% *	2 2% *	5 13% **	19 8%	34 13% QW	30 13% W	103 10% W
NET: Favourable	357 33%	202 38% C	152 29%	51 39% H	61 34% H	78 35% H	102 41% H	65 22%	228 36%	128 30%	260 37% L	96 27%	17 48% ORTZa*	46 40% ORTZ*	19 23% *	28 31% *	20 31% *	21 19% *	31 34% R*	36 24%	64 46% OPRTZab	19 36% R*	37 37% R*	18 53% **	82 35% ORZ	69 26%	67 28%	339 33% RTZ
NET: Unfavourable	119 11%	62 12%	55 10%	28 22% FGH	28 16% FG	17 8%	15 6%	30 10%	76 12%	43 10%	82 12%	38 10%	2 5% *	8 7% *	10 12% *	8 8% *	15 24% MNP5WYZb*	14 12% *	9 10% *	24 16%	17 12%	4 9% *	7 7% *	* 1% **	20 9%	36 14%	33 14%	119 11%
Mean	0.34	0.40	0.29	0.27	0.25	0.49 EH	0.52 DEH	0.18	0.36	0.31	0.39 L	0.24	0.64 OQRTZab*	0.52 OQRTZa*	0.16 *	0.32 *	0.11 *	0.13 *	0.31 *	0.12 *	0.58 OQRTZab*	0.46 *	0.40 T*	0.72 **	0.41 OQRTZa	0.19	0.19	0.33 TZa

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation X

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1140	700	440	203	243	268	328	98	702	334	104	195	407	216	322	411	729	1043	88	565	325	299	314	115	164
Weighted base	1069	424	645	250	253	237	237	92	635	332	101	187	378	205	300	388	681	987	73	473	339	287	274	94	141
Very favourable (2)	111 10%	56 13% C	55 9%	22 9%	21 8%	20 8%	44 18% DEFH	5 5% *	70 11%	32 10%	10 9% *	11 6%	27 7%	20 10%	54 18% LMN	67 17% Q	44 6%	106 11%	6 8% *	53 11%	35 10%	34 12%	22 8%	16 17% W*	26 19% W
Fairly favourable (1)	245 23%	120 28% C	125 19%	54 22%	60 24%	62 26%	54 23%	15 17% *	145 23%	77 23%	24 23% *	50 26%	72 19%	53 26%	71 24%	91 23%	154 23%	224 23%	21 28% *	124 26%	74 22%	60 21%	71 26%	34 36% VY*	32 23%
Neither favourable nor unfavourable (0)	486 45%	170 40%	317 49% B	116 46%	120 47%	106 45%	102 43%	43 47% *	281 44%	156 47%	50 49% *	97 52% O	195 52% O	90 44%	104 35%	139 36%	347 51% P	446 45%	32 43% *	215 45%	156 46%	128 45%	128 47% X	32 34% *	56 40%
Fairly unfavourable (-1)	100 9%	47 11%	53 8%	20 8%	28 11%	27 11%	20 8%	6 6% *	64 10%	33 10%	4 4% *	13 7%	30 8%	28 14%	30 10%	41 10%	59 9%	89 9%	11 15% *	42 9%	34 10%	33 11%	25 9%	5 5% *	17 12%
Very unfavourable (-2)	19 2%	5 1%	14 2%	3 1%	8 3%	4 2%	3 1%	1 1% *	8 1%	10 3%	1 1% *	1 *	8 2%	4 2%	7 2%	7 2%	12 2%	18 2%	1 1% *	3 1%	6 2%	4 2%	7 2%	1 1% *	1 1%
Don't know	107 10%	25 6%	82 13% B	35 14% EG	17 7%	19 8%	14 6%	22 24% EFG*	68 11%	26 8%	14 14% *	16 8%	47 12% N	10 5%	34 11% N	43 11%	64 9%	104 10%	4 5% *	36 8%	35 10%	27 9%	21 8%	7 8% *	9 7%
NET: Favourable	357 33%	177 42% C	180 28%	77 31%	80 32%	82 34%	98 41% DEH	20 22% *	215 34%	109 33%	33 33% *	61 32%	98 26%	73 36% M	125 42% M	158 41% Q	198 29%	329 33%	26 36% *	177 37%	108 32%	94 33%	93 34%	50 53% VW*	58 41%
NET: Unfavourable	119 11%	52 12%	67 10%	23 9%	36 14%	31 13%	23 10%	7 7% *	72 11%	42 13% K	5 5% *	14 7%	38 10%	31 15% L	36 12%	48 12%	71 10%	108 11%	11 15% *	45 10%	40 12%	37 13%	32 12%	5 6% *	17 12%
Mean	0.34	0.44 C	0.27	0.34	0.25	0.30	0.52 EF	0.24 *	0.36	0.29	0.42 *	0.33	0.24	0.30	0.51 M	0.50 Q	0.26	0.35	0.29 *	0.42	0.32	0.33	0.30	0.68 VW*	0.50

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation X

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1140	182	337	346	275	75	161	195	206	503	480	553	951	177	258	212
Weighted base	1069	163	324	321	261	64	152	181	185	488	424	519	881	174	241	183
Very favourable (2)	111 10%	18 11% E	43 13% E	37 12% E	13 5%	6 10% *	13 9%	32 18% GIJ	9 5%	51 11% I	92 22% L	16 3%	101 12%	10 6%	36 15%	29 16%
Fairly favourable (1)	245 23%	42 26% E	75 23% E	90 28% E	39 15%	21 32% IJ*	32 21%	75 42% GIJ	29 16%	88 18%	130 31% L	106 20%	226 26% N	17 10%	57 24%	56 30%
Neither favourable nor unfavourable (0)	486 45%	57 35%	137 42%	147 46% B	146 56% BCD	20 32% *	72 47% FH	58 32%	102 55% FH	234 48% FH	124 29%	283 55% K	383 43%	99 57% M	100 41%	58 32%
Fairly unfavourable (-1)	100 9%	27 16% CD	30 9%	18 6%	26 10%	11 17% H*	16 10% H	4 2%	21 11% H	48 10% H	46 11%	52 10%	80 9%	20 11%	26 11%	19 10%
Very unfavourable (-2)	19 2%	7 4% D	8 2% D	1 *	4 1%	3 5% HI*	7 5% HI	- -	1 1%	8 2%	13 3% L	5 1%	13 1%	6 3%	4 1%	5 3%
Don't know	107 10%	12 7%	33 10%	28 9%	34 13%	3 4% *	12 8%	11 6%	22 12%	59 12%	20 5%	57 11% K	79 9%	23 13%	19 8%	16 9%
NET: Favourable	357 33%	60 37% E	118 36% E	127 40% E	51 20%	27 42% IJ*	45 30%	107 59% FGIJ	38 21%	139 29%	222 52% L	122 24%	327 37% N	27 16%	93 38%	85 46%
NET: Unfavourable	119 11%	34 21% CDE	37 11% D	19 6%	29 11% D	14 22% HJ*	23 15% H	4 2%	22 12% H	56 11% H	59 14%	57 11%	92 10%	26 15%	30 12%	24 13%
Mean	0.34	0.25	0.40 E	0.50 BE	0.14	0.26 *	0.20 *	0.79 FGIJ	0.15	0.30	0.60 L	0.17	0.40 N	0.04 *	0.43	0.51

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Millennial generation

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	1450	672	772	155	277	244	296	478	1127	323	929	521	55	155	123	136	103	146	127	203	154	79	130	39	333	385	330	1411
Weighted base	1394	654	735	142	259	242	274	478	836	558	875	520	46	136	112	133	99	142	133	189	174	71	117	43	295	373	322	1352
Very favourable (2)	107 8%	57 9%	49 7%	16 11% GH	41 16% GH	29 12% GH	6 2%	15 3%	70 8%	36 6%	84 10% L	22 4%	2 4% *	16 12% RTa	7 6% *	8 6%	13 13% RTZa*	5 3%	7 5% *	9 5%	28 16% OPRSTWYZab	5 8% *	7 6% *	1 1% **	25 9%	26 7%	16 5%	106 8% a
Fairly favourable (1)	333 24%	156 24%	176 24%	48 34% GH	83 32% GH	63 26% G	46 17%	94 20%	189 23%	144 26%	223 25%	111 21%	12 27% *	34 25%	20 18% *	36 27%	25 25% *	31 22%	25 19% *	50 27%	46 26%	19 27% *	27 23% *	9 21% **	66 22%	92 25%	75 23%	324 24%
Neither favourable nor unfavourable (0)	573 41%	268 41%	303 41%	44 31%	78 30%	80 33%	136 50% DEF	235 49% DEF	356 43%	217 39%	334 38%	239 46% K	20 43% *	53 39%	53 48% Q*	61 46%	32 32% *	62 43%	60 45% *	82 44%	63 36%	25 35% *	45 38% *	17 39% **	126 43%	155 42%	142 44%	556 41%
Fairly unfavourable (-1)	247 18%	120 18%	126 17%	21 14%	32 12%	43 18%	56 21% E	96 20% E	156 19%	92 16%	147 17%	100 19%	10 21% *	22 16%	20 18% *	16 12%	14 14% *	25 18%	26 19% *	35 18%	24 14%	19 26% PUZ*	25 21% *	11 27% **	52 18%	56 15%	61 19%	236 17%
Very unfavourable (-2)	46 3%	23 4%	22 3%	5 4%	5 2%	5 2%	17 6% E	14 3%	28 3%	18 3%	27 3%	19 4%	1 2% *	4 3%	6 6% *	6 4%	7 8% ab*	3 2%	2 2% *	5 3%	4 2%	1 1% *	4 4% *	2 5% **	11 4%	16 4%	7 2%	44 3%
Don't know	88 6%	29 4%	59 8% B	8 6%	19 7%	23 9%	13 5%	26 5%	37 4%	52 9% I	60 7%	29 6%	1 3% *	7 5%	5 5% *	6 4%	7 7% *	16 12% TYb	13 10% *	8 4%	10 5%	2 3% *	10 9% *	3 6% **	14 5%	29 8%	20 6% T	86 6%
NET: Favourable	440 32%	212 32%	226 31%	64 45% GH	124 48% GH	91 38% GH	52 19%	109 23%	260 31%	180 32%	307 35% L	133 26%	14 31% *	50 36%	27 24% *	44 33%	38 38% O*	36 25%	32 24% *	59 31%	74 42% ORSWYZab	24 34% *	33 28% *	10 23% **	91 31%	117 31%	91 28%	430 32%
NET: Unfavourable	293 21%	144 22%	148 20%	26 18%	37 14%	48 20%	73 27% E	109 23% E	184 22%	110 20%	174 20%	120 23%	11 23% *	26 19%	27 24% *	22 17%	21 22% *	28 20%	28 21% *	40 21%	28 16%	19 27% *	29 25% *	14 32% **	63 21%	72 19%	68 21%	280 21%
Mean	0.16	0.16	0.16	0.36 GH	0.51 GH	0.31 GH	-0.12	*	0.15	0.17	0.23 L	0.03	0.10 *	0.28 *	0.01 *	0.18 *	0.24 *	0.07 *	0.08 *	0.12	0.42 ORSTWYZab*	0.14 *	0.06 *	-0.13 **	0.15	0.16	0.10	0.17

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Millennial generation

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1450	839	611	244	338	342	387	139	897	394	159	257	552	285	356	471	979	1330	109	687	467	421	404	132	184
Weighted base	1394	497	898	318	360	287	293	136	826	399	169	258	525	271	340	448	947	1289	95	580	505	422	373	103	160
Very favourable (2)	107 8%	53 11% C	54 6%	11 3%	26 7%	20 7%	43 15% DEFH	6 4%	73 9%	27 7%	6 4%	13 5%	28 5%	20 7%	46 14% LMN	60 13% Q	47 5%	100 8%	6 7% *	55 9% U	28 6%	16 4%	41 11% V	15 14% V	17 11% V
Fairly favourable (1)	333 24%	120 24%	213 24%	59 19%	93 26% H	84 29% DH	77 26% H	20 15%	199 24%	95 24%	39 23%	50 19%	103 20%	75 28% M	105 31% LM	134 30% Q	200 21%	296 23%	36 38% R*	158 27%	108 21%	107 25%	98 26%	26 25%	41 26%
Neither favourable nor unfavourable (0)	573 41%	189 38%	384 43%	150 47% G	138 38%	121 42% G	98 33%	65 48% G	315 38%	182 46% I	76 45%	133 51% NO	228 43% O	101 37%	111 33%	141 32%	431 46% P	535 42% S	29 31% *	221 38%	212 42%	167 40%	156 42%	44 43%	60 37%
Fairly unfavourable (-1)	247 18%	93 19%	154 17%	62 19%	71 20%	45 16%	53 18%	17 13%	157 19%	63 16%	28 17%	48 19% O	106 20% O	54 20% O	39 12%	69 15%	178 19%	236 18%	12 12% *	98 17%	106 21%	94 22% W	49 13%	14 13%	24 15%
Very unfavourable (-2)	46 3%	20 4%	26 3%	7 2%	15 4%	7 2%	11 4%	6 4%	32 4%	8 2%	7 4%	5 2%	20 4%	10 4%	12 4%	14 3%	32 3%	41 3%	5 6% *	12 2%	28 6% T	22 5%	8 2%	1 1%	8 5%
Don't know	88 6%	22 4%	67 7% B	29 9% FG	16 4%	11 4%	11 4%	22 16% EFG	51 6%	24 6%	13 8%	9 4%	41 8%	12 5%	26 8%	29 7%	59 6%	82 6%	7 7% *	36 6%	23 5%	16 4%	21 6%	4 4%	9 6%
NET: Favourable	440 32%	173 35%	266 30%	70 22%	119 33% DH	104 36% DH	120 41% DH	26 19%	272 33%	123 31%	45 27%	63 24%	131 25%	95 35% LM	152 45% LMN	193 43% Q	247 26%	395 31%	42 45% R*	213 37% U	136 27%	123 29%	139 37% V	40 39%	59 37%
NET: Unfavourable	293 21%	113 23%	180 20%	69 22%	87 24%	51 18%	64 22%	23 17%	188 23%	71 18%	35 20%	53 21%	125 24% O	64 23% O	51 15%	84 19%	210 22%	277 21%	17 18% *	110 19%	134 27% T	116 27% WX	57 15%	15 14%	32 20%
Mean	0.16	0.20	0.14	0.02	0.12	0.24 D	0.32 DEH	0.03 *	0.16	0.19	0.07 *	0.07	0.03	0.16	0.43 LMN	0.37 Q	0.06	0.15	0.30 *	0.27 U	*	*	0.33 V	0.40 V*	0.24 V

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - The Millennial generation

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1450	195	437	378	440	78	233	168	326	645	562	737	1211	229	312	274
Weighted base	1394	180	422	356	436	68	225	154	308	640	522	699	1146	237	302	266
Very favourable (2)	107 8%	25 14% DE	60 14% DE	7 2%	15 3%	12 17% HIJ*	38 17% HIJ	1 1%	14 5%	42 7% H	83 16% L	20 3%	99 9% N	7 3%	28 9%	33 12%
Fairly favourable (1)	333 24%	58 32% DE	129 31% DE	64 18%	82 19%	21 31% IJ*	94 42% HIJ	36 23%	59 19%	124 19%	173 33% L	136 20%	297 26% N	33 14%	78 26%	91 34%
Neither favourable nor unfavourable (0)	573 41%	59 33%	133 32%	162 45% BC	219 50% BC	24 36% *	56 25%	63 41% G	157 51% FGJ	273 43% G	157 30%	321 46% K	463 40%	108 45%	102 34%	91 34%
Fairly unfavourable (-1)	247 18%	22 12%	58 14%	79 22% BC	88 20% BC	7 10% *	24 11%	33 21% FG	61 20% G	123 19% G	79 15%	143 20% K	189 16%	59 25% M	64 21%	37 14%
Very unfavourable (-2)	46 3%	5 3%	8 2%	23 6% CE	9 2%	3 5% *	2 1%	15 10% GIJ	5 2%	21 3%	21 4%	22 3%	29 3%	16 7% M	8 3%	4 1%
Don't know	88 6%	11 6%	34 8%	20 6%	23 5%	2 2% *	12 5%	6 4%	12 4%	57 9% I	8 2%	56 8% K	68 6%	14 6%	22 7%	10 4%
NET: Favourable	440 32%	83 46% DE	189 45% DE	71 20%	97 22%	32 48% HIJ*	132 59% HIJ	37 24%	73 24%	166 26%	256 49% L	157 22%	396 35% N	40 17%	106 35%	124 47% O
NET: Unfavourable	293 21%	28 15%	66 16%	102 29% BC	97 22% C	10 14% *	26 12%	48 31% FGIJ	66 21% G	144 22% G	100 19%	165 24%	218 19%	75 32% M	72 24% P	41 15%
Mean	0.16	0.44 DE	0.45 DE	-0.14	0.01 D	0.47 HIJ*	0.66 HIJ	-0.17	0.05 H	0.07 H	0.42 L	-0.01	0.23 N	-0.20	0.20	0.44 O

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Z

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	978	458	514	185	221	189	184	199	769	209	695	283	36	103	80	92	56	84	88	145	141	43	84	26	219	232	233	952
Weighted base	874	429	439	155	200	182	160	177	546	328	615	259	30	79	69	76	49	83	86	124	144	37	72	26	177	208	210	848
Very favourable (2)	78 9%	51 12% C	25 6%	24 16% EGH	15 8%	24 13% GH	8 5%	6 3%	59 11% J	19 6%	66 11% L	12 5%	2 5% **	3 3% *	5 8% *	3 4% *	4 8% *	4 5% *	2 2% *	11 9%	35 24% NOPQRSTVW YZab*	2 5% *	4 5% *	2 9% **	9 5%	11 5%	13 6%	75 9%
Fairly favourable (1)	198 23%	96 22%	99 23%	44 29% H	60 30% H	44 24% H	32 20% H	18 10%	123 23%	75 23%	157 25% L	41 16%	7 23% **	18 23% *	12 18% *	21 28% RZ*	9 18% *	11 13% *	23 27% *	20 16%	44 30% RTZb*	7 20% *	15 21% *	10 38% **	37 21%	41 20%	43 21%	188 22%
Neither favourable nor unfavourable (0)	365 42%	174 41%	190 43%	41 27%	68 34%	70 38% D	81 51% DEF	104 59% DEF	238 44%	127 39%	241 39%	124 48% K	15 51% **	38 48% U*	33 48% U*	32 42% U*	20 41% *	41 49% U*	41 48% U*	51 41% U	37 26% *	19 52% U*	32 45% U*	5 19% **	86 49% U	93 45% U	93 44% U	360 42% U
Fairly unfavourable (-1)	121 14%	60 14%	60 14%	33 21% FH	32 16%	18 10%	21 13%	17 10%	66 12%	55 17%	81 13%	40 15%	4 14% **	11 14% *	12 17% *	12 15% *	7 13% *	14 17% *	7 8% *	24 20% SUa	13 9% *	5 14% *	8 11% *	5 19% **	27 15%	32 15%	31 15% S	116 14%
Very unfavourable (-2)	25 3%	18 4% C	6 1%	4 3%	9 4%	4 2%	4 2%	5 3%	18 3%	8 2%	17 3%	9 3%	2 6% **	4 5% S*	1 2% *	4 5% *	2 5% *	2 2% *	- - *	4 4%	1 1% *	- - *	2 3% *	2 8% **	8 4%	8 4%	4 2%	23 3%
Don't know	88 10%	29 7%	59 13% B	8 5%	16 8%	23 13% D	13 8%	28 16% DEG	43 8%	44 14% I	54 9%	34 13%	* 1% **	5 6% *	5 7% *	4 5% *	7 15% Y*	12 14% Y*	13 15% Y*	12 10%	14 10% *	3 8% *	11 15% Y*	2 7% **	10 6%	23 11% P	25 12% Y	86 10% Y
NET: Favourable	275 31%	148 34%	124 28%	68 44% GH	75 37% GH	68 37% GH	41 26% H	23 13%	182 33%	94 29%	222 36% L	53 20%	8 28% **	21 26% *	18 26% *	25 33% R*	13 26% *	15 17% *	25 29% *	32 26%	79 55% NOPQRSTVW YZab*	9 26% *	19 27% *	12 48% **	47 26%	52 25%	57 27%	263 31% RZ
NET: Unfavourable	146 17%	79 18%	66 15%	37 24% FH	41 21%	22 12%	24 15%	22 12%	83 15%	63 19%	98 16%	48 19%	6 20% **	15 20% S*	13 19% *	16 21% SU*	9 18% *	16 19% *	7 8% *	29 23% SUa	14 10% *	5 14% *	10 14% *	7 27% **	35 20% SU	40 19% SU	35 17% S	139 16% U
Mean	0.23	0.25	0.21	0.35 H	0.22	0.41 GH	0.14	0.02 *	0.28	0.15	0.31 L	0.03	0.06 **	0.05 *	0.13 *	0.12 *	0.13 *	0.01 *	0.28 *	0.09 *	0.76 NOPQRSTWY Zab*	0.19 **	0.18 *	0.24 **	0.08	0.08	0.16	0.23 YZ

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Z

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	978	615	363	146	218	238	297	79	569	329	80	147	321	209	301	374	604	869	101	471	259	220	295	92	143
Weighted base	874	367	506	172	216	194	223	68	483	313	77	130	283	186	275	336	538	785	81	381	256	199	255	72	118
Very favourable (2)	78 9%	42 12% C	35 7%	4 2%	20 9% D	12 6%	37 17% DEFH	4 6% *	52 11%	23 7%	2 3% *	4 3%	17 6%	12 6%	44 16% LMN	44 13% Q	34 6%	70 9%	7 9% *	32 8%	25 10%	15 8%	18 7%	10 14% *	20 17% VW
Fairly favourable (1)	198 23%	90 24%	108 21%	37 21%	57 26%	48 25%	47 21%	9 14% *	101 21%	87 28% IK	10 13% *	25 19%	49 17%	42 22%	83 30% LM	83 25%	114 21%	169 22%	26 32% R*	107 28% U	37 15%	37 19%	68 27%	23 32% V*	31 26%
Neither favourable nor unfavourable (0)	365 42%	141 38%	223 44%	74 43%	86 40%	89 46%	90 40%	26 39% *	211 44%	113 36%	41 53% J*	68 52% O	130 46% O	84 45% O	83 30%	120 36%	245 46% P	332 42%	27 34% *	159 42%	109 43%	86 43%	109 43%	25 34% *	42 36%
Fairly unfavourable (-1)	121 14%	51 14%	69 14%	25 14%	33 15%	22 11%	30 13%	11 16% *	57 12%	54 17%	9 12% *	21 16%	36 13%	32 17%	31 11%	48 14%	73 14%	111 14%	10 12% *	41 11%	47 18% T	36 18%	29 11%	6 8% *	12 10%
Very unfavourable (-2)	25 3%	13 3%	13 3%	5 3%	5 2%	7 4%	5 2%	4 6% *	13 3%	10 3%	3 3% *	3 2%	10 4%	3 2%	9 3%	10 3%	15 3%	21 3%	4 5% *	4 1%	13 5% T	6 3%	6 2%	2 3% *	3 2%
Don't know	88 10%	30 8%	58 11%	29 17% EFG	16 7%	15 8%	15 7%	13 20% EFG*	49 10%	26 8%	13 16% *	9 7%	41 15% N	13 7%	24 9%	31 9%	57 11%	81 10%	6 8% *	37 10%	25 10%	19 9%	24 9%	6 9% *	11 9%
NET: Favourable	275 31%	132 36% C	143 28%	40 23%	77 36% DH	61 31%	84 38% DH	13 19% *	153 32% K	110 35% K	12 16% *	29 22%	66 23%	54 29%	127 46% LMN	127 38% Q	148 28%	239 30%	34 42% R*	139 37% U	62 24%	53 26%	86 34%	33 45% V*	50 43% V
NET: Unfavourable	146 17%	64 17%	82 16%	29 17%	38 18%	29 15%	34 15%	15 22% *	70 15%	64 20%	12 15% *	24 19%	46 16%	36 19%	40 15%	58 17%	88 16%	133 17%	13 17% *	45 12%	60 23% T	42 21%	35 14%	8 11% *	15 13%
Mean	0.23	0.29	0.19	0.07 *	0.27	0.21	0.39 DH	-0.03 *	0.28	0.21	* *	0.05 *	0.11	0.15	0.49 LMN	0.34 Q	0.16	0.22	0.32 *	0.35 U	0.06	0.11	0.27	0.50 V*	0.49 V*

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Z

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	978	230	328	240	180	114	176	136	140	412	431	473	819	153	232	202
Weighted base	874	195	310	212	156	96	165	119	112	383	368	424	722	145	208	177
Very favourable (2)	78 9%	27 14% DE	34 11% DE	11 5%	6 4%	19 20% GHIJ*	13 8%	5 4% *	6 5% *	34 9%	68 19% L	8 2%	76 11% N	1 1%	26 13%	23 13%
Fairly favourable (1)	198 23%	59 30% DE	84 27% E	42 20% E	13 8%	37 38% GHIJ*	38 23% I	24 20% I*	11 10% *	88 23% I	122 33% L	67 16%	182 25% N	16 11%	49 24%	61 34% O
Neither favourable nor unfavourable (0)	365 42%	58 30%	107 35%	105 50% BC	94 60% BC	25 26% *	59 36%	59 50% FG*	67 60% FGJ*	154 40% F	106 29%	216 51% K	294 41%	68 47%	75 36%	56 32%
Fairly unfavourable (-1)	121 14%	39 20% CE	39 13%	26 12%	17 11%	12 12% *	27 17%	16 13% *	12 11% *	54 14%	49 13%	67 16%	91 13%	29 20% M	33 16%	24 13%
Very unfavourable (-2)	25 3%	4 2%	12 4%	6 3%	3 2%	1 1% *	10 6%	5 4% *	2 2% *	9 2%	8 2%	17 4%	13 2%	12 8% M	7 3%	2 1%
Don't know	88 10%	8 4%	35 11% B	21 10% B	24 15% B	3 3% *	17 11% F	10 9% *	14 12% F*	44 11% F	16 4%	50 12% K	66 9%	19 13%	17 8%	11 6%
NET: Favourable	275 31%	86 44% DE	118 38% DE	53 25% E	19 12%	56 58% GHIJ*	51 31% I	29 24% *	17 15% *	123 32% I	190 52% L	75 18%	258 36% N	17 12%	75 36%	84 47%
NET: Unfavourable	146 17%	43 22% E	51 16%	32 15%	20 13%	12 13% *	37 22%	20 17% *	14 13% *	62 16%	57 15%	83 20%	104 14%	42 29% M	39 19%	26 15%
Mean	0.23	0.35 DE	0.32 E	0.13	0.01 *	0.65 GHIJ*	0.12 *	0.08 *	0.06 *	0.25	0.55 L	-0.04	0.33 N	-0.28 *	0.29	0.48

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Alpha

All UK adults aged 16-75 who have heard of each generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	238	133	102	71	56	68	22	21	192	46	190	48	4	20	15	23	7	12	18	22	88	8	18	3	39	42	40	235
Weighted base	203	115	86	65	52	55	15	16	136	68	160	43	3	15	13	18	5	13	19	18	79	7	12	3	30	36	37	201
Very favourable (2)	49 24%	35 31% C*	13 16% *	7 10% *	13 26% D*	24 43% D*	5 30% **	1 3% **	46 34% J	2 4% *	46 28% L	3 7% *	- - **	4 28% **	3 24% **	2 13% **	- - **	- - **	4 20% **	3 15% **	30 38% Zb*	* 5% **	2 16% **	1 20% **	7 24% **	2 6% *	7 18% **	48 24% Z
Fairly favourable (1)	51 25%	32 28% *	18 21% *	20 30% *	10 20% *	16 29% *	2 14% **	2 15% **	37 28%	14 20% *	47 30% L	4 9% *	1 41% **	3 18% **	3 26% **	3 19% **	3 49% **	3 23% **	2 9% **	5 26% **	24 30% *	1 9% **	3 29% **	1 23% **	7 24% **	9 24% *	6 17% **	50 25%
Neither favourable nor unfavourable (0)	65 32%	33 29% *	29 34% *	19 28% *	20 38% F*	10 19% *	6 40% **	11 65% **	34 25%	30 45% I*	45 28%	20 47% K*	1 40% **	4 28% **	3 25% **	9 50% **	2 34% **	5 36% **	7 37% **	5 30% **	20 25% *	3 44% **	6 52% **	- - **	8 28% **	16 43% *	12 33% **	65 32%
Fairly unfavourable (-1)	22 11%	7 6% *	15 17% B*	11 17% F*	6 11% *	3 5% *	- - **	2 11% **	11 8%	11 16% *	13 8%	8 19% *	- - **	3 21% **	3 21% **	2 9% **	1 16% **	2 14% **	3 13% **	1 5% **	5 6% *	3 42% **	* 3% **	- - **	6 19% **	4 12% *	3 9% **	22 11%
Very unfavourable (-2)	6 3%	4 3% *	2 2% *	5 7% *	1 1% *	- - *	* 3% **	- - **	2 2%	3 5% *	3 2%	2 6% *	- - **	- - **	* 4% **	2 9% **	- - **	3 21% **	1 5% **	- - **	- - *	- - **	- - **	- - **	* 2% **	4 12% Ub*	1 2% **	6 3% U
Don't know	12 6%	3 3% *	8 10% B*	5 7% *	2 3% *	2 4% *	2 14% **	1 5% **	5 3%	7 10% *	6 4%	6 13% K*	1 19% **	1 4% **	- - **	- - **	- - **	1 6% **	3 16% **	4 24% **	1 1% *	- - **	- - **	2 56% **	1 4% **	1 2% *	7 20% **	10 5% U
NET: Favourable	100 49%	68 59% C*	31 36% *	26 40% *	24 46% *	40 72% DE*	7 44% **	3 18% **	84 62% J	16 24% *	93 58% L	7 16% *	1 41% **	7 47% **	6 50% **	6 31% **	3 49% **	3 23% **	6 29% **	7 41% **	54 68% Zb*	1 14% **	5 45% **	1 44% **	14 47% **	11 31% *	13 35% **	98 49% Z
NET: Unfavourable	27 13%	11 9% *	17 19% *	16 24% F*	6 12% *	3 5% *	* 3% **	2 11% **	13 10%	14 21% *	17 10%	11 24% K*	- - **	3 21% **	3 25% **	3 19% **	1 16% **	5 34% **	3 18% **	1 5% **	5 6% *	3 42% **	* 3% **	- - **	6 21% **	9 24% U*	4 12% **	27 14% U
Mean	0.60	0.79 C*	0.34 *	0.20 *	0.61 *	1.15 DE*	0.79 **	0.11 **	0.87 J	0.01 *	0.77	-0.08 **	0.50 **	0.56 **	0.45 **	0.16 **	0.33 **	-0.34 **	0.32 **	0.68 **	1.01 Zb*	-0.22 **	0.57 **	1.46 **	0.51 **	0.01 *	0.48 **	0.60 Z

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Alpha

All UK adults aged 16-75 who have heard of each generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	238	164	74	42	44	45	100	7	158	68	12	22	46	48	122	143	95	204	33	107	58	42	58	38	54
Weighted base	203	107	97	46	46	34	72	5	128	66	10	24	36	38	105	120	84	171	32	83	50	37	53	27	45
Very favourable (2)	49 24%	35 32% C	14 15% *	5 11% *	9 19% **	5 15% *	29 40% DF*	1 12% **	37 29%	11 16% *	1 14% **	5 21% **	4 11% *	3 7% *	37 35% MN*	38 32% Q	11 13% *	42 24%	7 22% **	19 23% *	22 44% T*	8 22% **	11 20% *	14 51% WY*	13 29% *
Fairly favourable (1)	51 25%	31 29%	20 21% *	6 13% *	11 23% **	12 37% D*	21 29% *	1 11% **	29 23%	19 29% *	3 30% **	3 14% **	6 18% *	16 42% MO*	25 24% *	35 29%	16 19% *	42 25%	9 27% **	20 24% *	11 21% *	12 33% **	15 28% *	5 21% *	12 27% *
Neither favourable nor unfavourable (0)	65 32%	28 26%	37 39% *	18 39% G*	19 42% **	10 30% *	14 19% *	3 68% **	38 30%	25 37% *	2 23% **	14 56% **	16 45% O*	9 23% *	26 25% *	27 22%	38 46% P*	54 31%	11 34% **	30 36% *	14 28% *	14 39% **	20 38% X*	2 7% *	13 28% X*
Fairly unfavourable (-1)	22 11%	8 8%	13 14% *	6 14% *	6 12% **	3 10% *	6 9% *	- - **	12 9%	9 13% *	1 10% **	- - **	6 16% *	7 19% *	9 8% *	11 9%	11 13% *	18 11%	3 10% **	10 13% U*	1 1% *	1 4% **	4 8% *	3 10% *	4 10% *
Very unfavourable (-2)	6 3%	2 2%	4 4% *	3 7% G*	1 2% **	1 3% *	- - *	* 9% **	4 3%	* 1% *	2 18% **	- - **	1 4% *	1 3% *	3 3% *	4 4%	1 2% *	3 2%	2 7% **	1 1% *	1 2% *	- - **	1 2% *	- - *	3 6% *
Don't know	12 6%	4 4%	8 8% *	7 16% G*	1 2% **	2 5% *	2 3% *	- - **	8 7%	3 4% *	1 5% **	2 8% **	3 8% *	2 5% *	5 5% *	5 4%	7 8% *	12 7%	- - **	2 3% *	1 3% *	1 2% **	2 4% *	3 11% Y*	- - *
NET: Favourable	100 49%	65 61% C	34 35% *	11 24% *	19 42% **	18 52% D*	50 69% D*	1 23% **	66 52%	30 44% *	4 44% **	9 36% **	10 28% *	19 50% *	62 59% M*	73 61% Q	27 32% *	84 49%	16 49% **	39 47% *	33 65% *	20 55% **	25 48% *	19 71% W*	25 56% *
NET: Unfavourable	27 13%	10 9%	17 18% *	10 21% *	6 14% **	4 13% *	6 9% *	* 9% **	15 12%	9 14% *	3 28% **	- - **	7 19% *	8 22% *	12 11% *	15 13%	12 15% *	22 13%	6 17% **	12 14% *	2 4% *	1 4% **	5 10% *	3 10% *	7 16% *
Mean	0.60	0.86 C	0.30 *	0.09 **	0.47 **	0.54 *	1.03 F*	0.15 **	0.70	0.47 *	0.14 **	0.62 **	0.17 **	0.34 *	0.83 N*	0.80 Q*	0.31 *	0.63	0.47 **	0.57 *	1.06 T*	0.75 **	0.58 *	1.27 **	0.63 *

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q7. From what you have seen or heard about them, how favourable or unfavourable would you say you feel towards each of the following generational groups? - Generation Alpha

All UK adults aged 16-75 who have heard of each generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	238	78	106	35	19	42	36	21	13	126	169	63	216	17	67	82
Weighted base	203	72	93	24	14	38	31	15	8	111	141	56	182	16	54	73
Very favourable (2)	49 24%	7 9% *	35 37% B*	7 29% B*	1 4% **	2 5% *	4 13% **	3 21% **	1 7% **	39 35% F	46 33% L	2 4% *	45 25%	1 5% **	19 35% *	19 25% *
Fairly favourable (1)	51 25%	21 30% *	22 23% *	6 26% *	2 13% **	12 30% *	7 24% **	3 18% **	2 23% **	27 25%	42 30% L	8 14% *	48 26%	3 21% **	16 30% *	21 29% *
Neither favourable nor unfavourable (0)	65 32%	22 31% *	26 28% *	8 33% *	9 64% **	13 33% *	14 45% **	7 45% **	5 60% **	27 24%	35 25%	27 49% K*	57 31%	8 51% **	12 23% *	19 25% *
Fairly unfavourable (-1)	22 11%	13 18% CD*	6 7% *	1 3% *	2 13% **	7 17% *	5 15% **	- - **	- - **	10 9%	11 8%	10 18% *	20 11%	2 10% **	4 7% *	10 13% *
Very unfavourable (-2)	6 3%	5 7% *	1 1% *	* 2% *	- - **	2 6% *	- - **	* 3% **	- - **	3 3%	3 2%	2 4% *	3 2%	2 13% **	2 3% *	1 2% *
Don't know	12 6%	5 6% *	4 5% *	2 8% *	1 6% **	3 8% *	1 3% **	2 14% **	1 10% **	5 4%	2 2%	6 10% K*	10 5%	- - **	2 3% *	4 5% *
NET: Favourable	100 49%	28 39% *	56 60% B*	13 55% *	2 17% **	14 36% *	11 37% **	6 39% **	2 29% **	66 60% F	88 63% L	10 19% *	93 51%	4 25% **	35 65% *	40 55% *
NET: Unfavourable	27 13%	18 24% CD*	7 7% *	1 4% *	2 13% **	9 24% *	5 15% **	* 3% **	- - **	13 12%	15 11%	12 22% K*	23 13%	4 23% **	5 10% *	11 15% *
Mean	0.60	0.18 *	0.94 B*	0.85 **	0.08 **	0.12 **	0.36 **	0.63 **	0.40 **	0.84	0.84 L	-0.04 *	0.65	-0.07 **	0.90 *	0.67 *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q8. And which of these generational groups do you think you personally belong in?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
The Baby Boomer generation	522 23%	275 25%	245 22%	21 7% E	13 3%	30 8% E	29 7% E	430 60% DEFG	306 24%	216 22%	227 16%	295 36% K	27 32% NUY*	46 19% U	41 23% U	47 24% U	43 27% U	67 31% NUYb	44 23% U	70 23% U	36 11%	34 32% NU*	52 28% U	15 23% U*	114 22% U	157 28% NUb	115 23% U	507 23% U
The Millennial generation	355 16%	173 16%	180 16%	46 15% GH	191 46% DFGH	100 26% DGH	12 3% H	7 1%	196 15%	159 16%	281 20% L	75 9%	5 6% *	48 19% MV	27 15%	26 14%	22 14%	37 17% M	30 16%	42 14%	69 22% MTVZab	9 9% *	31 17% M	7 11% *	80 16% M	86 15%	72 15%	348 16% M
Generation X	343 15%	184 17%	157 14%	44 14% H	40 10% H	74 19% EH	154 37% DEFH	31 4%	192 15%	151 16%	256 18% L	87 11%	20 23% RSUV*	50 20% RSUVb	24 13%	32 17% R	27 17% R	18 9%	20 11%	57 19% RSUVa	38 12%	8 8% *	29 16%	18 27% ORSUVZb*	93 18% RSVb	78 14% R	78 16% RS	325 15% R
Generation Z	215 10%	112 10%	102 9%	118 38% EFGH	45 11% GH	27 7% H	20 5% H	4 1%	120 9%	95 10%	153 11% L	62 8%	5 5% *	14 6%	16 9%	19 10% W	13 8%	13 6%	18 9%	30 10% W	67 21% MNOPQRSTVWYZab	6 6% *	7 4%	6 10% *	35 7%	45 8%	48 10% W	208 10% WY
Generation Alpha	66 3%	42 4%	24 2%	15 5% GH	17 4% GH	25 7% GH	2 1%	6 1%	44 3%	22 2%	53 4% L	12 2%	2 2% *	6 2%	4 2%	3 2%	5 3%	5 2%	6 3%	2 1%	29 9% NOPQRSTVWYZab	- - *	3 2%	2 3% *	11 2%	13 2%	7 1% T	64 3% T
The pre-war generation	43 2%	30 3% C	13 1%	9 3% G	12 3% G	11 3% G	3 1%	8 1%	29 2%	14 1%	36 3% L	7 1%	1 1% *	2 1%	6 3% Ta	3 1%	1 *	3 1%	3 1%	* *	17 5% NQTWYZab	6 6% NQTWYZab*	2 1%	* 1% *	8 2%	6 1%	3 1%	43 2% Ta
I don’t belong in any	255 11%	126 11%	129 11%	20 7%	30 7%	32 8%	71 17% DEF	102 14% DEF	124 10%	131 14% I	150 11%	105 13%	10 12% *	38 15% RU	17 10%	21 11%	21 13% U	17 8%	24 13% U	36 12% U	17 5%	15 14% U*	30 16% RU	8 11% *	65 13% U	59 10% U	60 12% U	247 11% U
Don’t know	448 20%	168 15%	276 25% B	35 11%	65 16%	91 23% DE	124 30% DEH	132 18% D	270 21%	178 18%	270 19%	178 22%	15 18% *	45 18%	44 25% U	42 21%	30 18%	52 25% U	46 24% U	63 21% U	43 14%	25 24% U*	33 18%	10 15% *	104 20% U	124 22% U	109 22% U	438 20% U

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

Q8. And which of these generational groups do you think you personally belong in?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
The Baby Boomer generation	522 23%	163 22%	359 24%	144 25% G	146 26% G	115 24% G	69 16%	48 23%	324 24% J	96 14%	102 42% IJ	143 36% NO	262 32% NO	68 15% O	49 8%	75 10%	447 31% P	501 25% S	20 10%	204 24%	264 32% T	206 33% WY	108 20%	57 31% W	76 24%
The Millennial generation	355 16%	138 19% C	217 14%	66 11%	84 15%	86 18% D	91 22% DEH	29 14%	197 15% K	141 21% IK	18 7%	45 12%	90 11%	105 24% LM	115 19% LM	182 23% Q	173 12%	311 15%	40 20%	164 19% U	87 11%	61 10%	112 21% V	26 14%	50 15% V
Generation X	343 15%	136 19% C	206 14%	76 13%	87 16%	73 16%	84 20% DH	23 11%	210 16%	101 15%	32 13%	55 14%	108 13%	68 15%	112 19% M	147 19% Q	196 13%	310 15%	31 15%	148 17%	119 15%	112 18%	82 15%	37 20%	44 13%
Generation Z	215 10%	74 10%	140 9%	52 9%	52 9%	42 9%	57 14% DFH	11 5%	81 6%	126 19% IK	7 3%	19 5%	37 5%	54 12% LM	105 18% LMN	103 13% Q	112 8%	178 9%	37 18% R	61 7%	55 7%	28 5%	54 10% V	21 11% V	46 14% V
Generation Alpha	66 3%	30 4% C	35 2%	15 3%	16 3%	9 2%	22 5% FH	3 2%	45 3% K	20 3%	1 *	2 1%	16 2%	9 2%	38 6% LMN	46 6% Q	20 1%	49 2%	16 8% R	19 2%	24 3%	16 3%	14 3%	10 5%	18 6% VW
The pre-war generation	43 2%	18 3%	25 2%	9 2%	14 2%	10 2%	10 2% H	- -	29 2%	11 2%	3 1%	9 2%	6 1%	9 2%	18 3% M	25 3% Q	18 1%	37 2%	6 3%	9 1%	23 3% T	8 1%	10 2%	3 2%	19 6% VW
I don’t belong in any	255 11%	53 7%	202 13% B	86 15% G	56 10%	52 11%	30 7%	30 14% G	163 12%	64 9%	28 11%	45 11% O	124 15% O	51 12% O	35 6%	62 8%	193 13% P	235 12%	19 9%	101 12%	86 11%	66 11%	68 13% X	10 6%	26 8%
Don’t know	448 20%	115 16%	332 22% B	134 23% G	105 19%	84 18%	58 14%	67 32% DEFG	278 21%	116 17%	53 22%	75 19%	175 21%	77 17%	121 20%	148 19%	300 21%	403 20%	34 17%	148 17%	160 19%	119 19% X	98 18% X	20 11%	45 14%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q8. And which of these generational groups do you think you personally belong in?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
The Baby Boomer generation	522	21	34	51	417	-	-	-	417	105	214	270	389	130	104	91
	23%	5%	5%	9%	63%	-	-	-	100%	9%	24%	26%	22%	29%	21%	20%
				C	BCD				FGHJ	FGH				M		
The Millennial generation	355	70	265	15	7	-	265	-	-	91	172	151	300	48	90	87
	16%	18%	40%	3%	1%	-	100%	-	-	7%	19%	15%	17%	11%	19%	19%
		DE	BDE				FHIJ			FHI	L		N			
Generation X	343	53	79	199	12	-	-	199	-	143	186	130	272	66	64	73
	15%	14%	12%	37%	2%	-	-	100%	-	12%	21%	13%	16%	14%	13%	16%
		E	E	BCE				FGIJ		FGI	L					
Generation Z	215	133	53	25	4	133	-	-	-	82	124	79	177	36	73	68
	10%	35%	8%	5%	1%	100%	-	-	-	7%	14%	8%	10%	8%	15%	15%
		CDE	DE	E		GHIJ				GHI	L					
Generation Alpha	66	16	40	6	3	-	-	-	-	66	45	20	56	9	21	31
	3%	4%	6%	1%	1%	-	-	-	-	5%	5%	2%	3%	2%	4%	7%
		DE	DE							FGHI	L					
The pre-war generation	43	12	20	3	8	-	-	-	-	43	35	8	33	10	13	17
	2%	3%	3%	1%	1%	-	-	-	-	3%	4%	1%	2%	2%	3%	4%
		D	D							FGHI	L					
I don't belong in any	255	27	50	82	96	-	-	-	-	255	46	154	185	58	43	35
	11%	7%	8%	15%	15%	-	-	-	-	21%	5%	15%	11%	13%	9%	8%
				BC	BC					FGHI		K				
Don't know	448	46	121	163	117	-	-	-	-	448	70	225	327	99	76	56
	20%	12%	18%	30%	18%	-	-	-	-	36%	8%	22%	19%	22%	16%	12%
			B	BCE	B					FGHI		K				

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_1.Your age makes you part of Generation Z. How strongly, if at all, do you identify with being a member of this generation?

Generation Z

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	415	200	211	344	71	-	-	-	275	140	281	134	15	52	34	41	36	28	29	49	81	16	22	12	101	105	78	403
Weighted base	378	189	185	308	69	-	-	-	186	192	257	121	14	52	30	33	33	29	28	40	77	11	18	12	96	95	68	365
Very strongly	65 17%	37 19%	27 15%	56 18%	9 12% *	- -	- -	- -	35 19%	30 16%	52 20% L	13 11%	1 6% **	7 12% *	8 25% **	9 27% *	6 18% **	2 6% **	3 10% **	6 16% *	18 23% *	2 22% **	2 14% **	2 16% **	15 16% *	16 17% *	9 14% *	63 17%
Fairly strongly	121 32%	56 30%	63 34%	99 32%	22 32% *	- -	- -	- -	60 32%	61 32%	77 30%	44 37%	5 34% **	8 15% *	12 40% **	5 14% *	12 37% **	9 32% **	10 35% **	11 28% *	33 43% NPYb*	5 51% **	6 33% **	6 46% **	24 25% N*	26 27% P*	21 31% *	116 32% NP
Not very strongly	120 32%	62 33%	57 31%	95 31%	24 35% *	- -	- -	- -	52 28%	67 35%	81 32%	38 32%	5 34% **	26 50% UYZb*	5 17% **	10 29% *	9 26% **	9 30% **	9 34% **	15 37% *	17 22% *	3 28% **	9 51% **	4 29% **	36 37% *	27 28% *	24 36% *	116 32%
Not at all strongly	35 9%	19 10%	17 9%	26 9%	9 13% *	- -	- -	- -	19 10%	17 9%	23 9%	12 10%	1 10% **	6 12% *	3 10% **	5 14% *	1 2% **	4 14% **	3 12% **	5 14% *	5 6% *	- - **	* 2% **	1 10% **	11 11% *	9 10% *	9 13% *	34 9%
Don't know	36 10%	16 8%	21 11%	31 10%	5 8% *	- -	- -	- -	20 11%	16 9%	24 9%	12 10%	2 16% **	6 11% *	2 8% **	5 16% *	6 17% **	5 19% **	2 9% **	2 6% *	5 6% *	- - **	- - **	- - **	10 11% *	16 17% b*	5 7% *	36 10%
NET: Strongly	186 49%	93 49%	90 49%	155 50%	31 44% *	- -	- -	- -	95 51%	91 48%	129 50%	58 48%	6 41% **	14 27% *	20 65% **	13 41% *	18 55% **	11 38% **	12 45% **	18 44% *	51 65% NPTYZab*	8 72% **	8 47% **	8 61% **	39 41% N*	43 45% *	30 44% *	179 49% N
NET: Not strongly	155 41%	81 43%	73 40%	122 39%	33 48% *	- -	- -	- -	71 38%	84 44%	104 41%	51 42%	6 44% **	32 62% UYZb*	8 27% **	14 43% *	9 28% **	12 44% **	13 47% **	20 50% U*	22 28% *	3 28% **	9 53% **	5 39% **	46 48% U*	36 38% *	33 49% U*	150 41% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_1.Your age makes you part of Generation Z. How strongly, if at all, do you identify with being a member of this generation?

Generation Z

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	415	166	249	105	118	93	69	30	134	270	11	47	96	105	167	153	262	320	94	124	61	48	119	21	89
Weighted base	378	83	295	114	105	79	52	27	127	241	9	49	84	97	147	143	234	293	83	107	49	40	103	15	80
Very strongly	65 17%	19 23%	45 15%	22 19% *	21 20% *	11 14% *	9 18% *	2 6% **	19 15%	44 18%	2 20% **	11 22% *	19 23% *	16 16% *	19 13%	31 21%	34 15%	49 17%	16 19% *	21 19% *	13 26% *	8 21% *	19 18% *	4 27% **	17 21% *
Fairly strongly	121 32%	25 30%	96 33%	46 40% *	31 30% *	24 31% *	15 29% *	5 18% **	45 35%	74 31%	2 23% **	12 24% *	26 31% *	37 38% *	46 31%	54 37%	68 29%	96 33%	25 30% *	30 28% *	19 37% *	13 33% *	30 29% *	3 20% **	33 41% *
Not very strongly	120 32%	28 33%	92 31%	26 23% *	36 34% *	33 42% DG*	13 24% *	12 44% **	36 29%	81 34%	2 26% **	15 31% *	19 23% *	31 32% *	54 37% M	41 29%	78 33%	89 30%	30 36% *	36 33% *	13 27% *	15 37% *	33 32% *	6 40% **	22 27% *
Not at all strongly	35 9%	6 7%	29 10%	10 9% *	8 8% *	7 9% *	9 18% *	1 5% **	15 12%	18 8%	2 19% **	3 5% *	11 13% *	6 6% *	16 11%	9 6%	27 11%	29 10%	6 8% *	11 10% *	3 6% *	2 6% *	10 10% *	1 7% **	6 7% *
Don't know	36 10%	5 6%	32 11%	10 9% *	9 9% *	4 5% *	6 11% *	7 27% **	11 9%	24 10%	1 12% **	9 18% *	9 10% *	7 7% *	12 8%	9 6%	27 12%	30 10%	6 7% *	10 10% *	2 4% *	1 4% *	10 10% *	1 6% **	3 3% *
NET: Strongly	186 49%	45 54%	142 48%	68 59% *	52 50% *	35 45% *	24 47% *	6 24% **	64 51%	118 49%	4 43% **	23 46% *	45 54% *	53 54% *	65 44%	84 59% Q	102 43%	145 49%	41 49% *	50 47% *	32 64% *	21 54% *	49 48% *	7 47% **	50 63% *
NET: Not strongly	155 41%	34 41%	121 41%	36 31% *	44 42% *	40 51% D*	22 42% *	13 48% **	52 41%	99 41%	4 45% **	18 36% *	30 36% *	37 38% *	71 48%	50 35%	105 45%	118 40%	37 44% *	46 43% *	16 32% *	17 42% *	43 42% *	7 48% **	27 34% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_1.Your age makes you part of Generation Z. How strongly, if at all, do you identify with being a member of this generation?

Generation Z

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	415	415	-	-	-	156	-	-	-	259	208	166	324	83	127	132
Weighted base	378	378	-	-	-	133	-	-	-	245	186	155	287	81	112	116
Very strongly	65 17%	65 17%	- -	- -	- -	30 22%	- -	- -	- -	35 14%	65 35% L	- -	55 19%	9 11% *	26 23% *	19 16%
Fairly strongly	121 32%	121 32%	- -	- -	- -	47 36%	- -	- -	- -	74 30%	121 65% L	- -	97 34%	24 30% *	35 31% *	49 42%
Not very strongly	120 32%	120 32%	- -	- -	- -	45 34%	- -	- -	- -	74 30%	- -	120 77% K	87 30%	28 35% *	39 34% *	31 27%
Not at all strongly	35 9%	35 9%	- -	- -	- -	4 3%	- -	- -	- -	31 13% F	- -	35 23% K	24 8%	12 14% *	7 6% *	13 11%
Don't know	36 10%	36 10%	- -	- -	- -	6 5%	- -	- -	- -	30 12% F	- -	- -	24 8%	8 9% *	5 5% *	4 4%
NET: Strongly	186 49%	186 49%	- -	- -	- -	77 58% J	- -	- -	- -	109 45%	186 100% L	- -	152 53%	33 41% *	61 54% *	67 58%
NET: Not strongly	155 41%	155 41%	- -	- -	- -	49 37%	- -	- -	- -	105 43%	- -	155 100% K	110 38%	40 50% *	46 41% *	44 38%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_2. Your age makes you part of the Millennial Generation. How strongly, if at all, do you identify with being a member of this generation?

Millennial Generation

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	663	294	365	-	343	320	-	-	529	134	576	87	16	79	51	49	36	49	44	85	154	28	51	21	146	134	129	642
Weighted base	661	330	327	-	345	316	-	-	403	258	542	119	16	72	47	47	35	53	50	79	163	28	49	23	135	135	129	638
Very strongly	131 20%	93 28% C	38 12%	- -	59 17%	72 23%	- -	- -	94 23% J	37 15%	110 20%	21 18% *	- - **	13 18% a*	9 18% *	12 26% STa*	5 15% **	7 13% *	2 4% *	7 9% *	61 37% NORSTYZab	6 20% **	10 20% a*	- - **	22 16%	24 18% a*	9 7% *	131 21% STa
Fairly strongly	200 30%	106 32%	92 28%	- -	122 35% F	79 25%	- -	- -	124 31%	76 30%	179 33% L	21 17% *	6 37% **	19 26% *	8 18% *	14 30% *	10 27% **	14 26% *	13 26% *	30 38% O*	56 34%	5 18% **	16 32% *	11 48% **	33 24%	37 28% *	43 33% *	189 30%
Not very strongly	152 23%	61 19%	91 28% B	- -	85 25%	67 21%	- -	- -	89 22%	63 25%	116 21%	37 31% *	5 31% **	20 28% U*	11 23% *	8 17% *	11 32% **	11 20% *	17 34% U*	22 28% U*	23 14%	5 17% **	11 23% *	8 33% **	36 27% U	30 22% *	39 30% U*	145 23% U
Not at all strongly	85 13%	39 12%	45 14%	- -	36 11%	49 15%	- -	- -	54 13%	32 12%	71 13%	14 12% *	3 22% **	9 12% *	13 27% PTUb*	4 8% *	6 16% **	13 24% TUb*	10 21% U*	6 8% *	7 4%	4 13% **	8 17% U*	3 12% **	25 18% U	22 16% U*	17 13% U*	82 13% U
Don't know	92 14%	31 9%	61 19% B	- -	43 12%	50 16%	- -	- -	43 11%	50 19% I	66 12%	26 22% K*	2 10% **	12 16% *	6 13% *	9 20% *	3 10% **	9 17% *	8 15% *	14 17% *	15 9%	9 32% **	4 8% *	2 7% **	19 14%	22 16% *	21 16% *	91 14%

NET: Strongly	331 50%	198 60% C	131 40%	- -	181 52%	151 48%	- -	- -	217 54%	114 44%	289 53% L	42 35% *	6 37% **	32 44% *	17 36% *	26 55% S*	15 43% **	20 39% *	15 30% *	37 47% *	117 72% NORSTWYZab	11 38% **	25 52% *	11 48% **	54 40%	61 45% *	52 40% *	320 50% SYa
NET: Not strongly	238 36%	101 31%	136 42% B	- -	121 35%	116 37%	- -	- -	143 35%	95 37%	186 34%	51 43% *	8 53% **	29 40% U*	24 51% PUb*	12 25% *	17 48% **	23 44% U*	28 55% PUb*	28 36% U*	31 19%	8 30% **	20 40% U*	10 45% **	61 45% PUb	52 38% PU*	56 43% U*	227 36% U

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_2. Your age makes you part of the Millennial Generation. How strongly, if at all, do you identify with being a member of this generation?

Millennial Generation

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	663	444	219	89	116	162	241	55	470	173	20	61	156	165	281	419	244	564	90	305	194	124	185	82	107
Weighted base	661	288	373	124	142	155	181	59	425	212	24	61	153	170	277	406	255	573	76	271	206	118	187	70	93
Very strongly	131 20%	80 28% C	51 14%	22 18% H*	22 16% *	15 10%	69 38% DEFH	3 4% *	92 22%	37 18%	2 9% **	16 27% N*	25 16% N	10 6%	79 29% MN	93 23% Q	38 15%	119 21%	12 15% *	48 18%	58 28% T	15 13% *	42 22%	33 47% VW*	29 31% V*
Fairly strongly	200 30%	91 32%	109 29%	30 25% *	53 37% H*	57 37% H	50 27%	11 18% *	144 34%	54 26%	2 7% **	15 24% *	43 28%	60 35%	83 30%	131 32%	69 27%	171 30%	28 37% *	92 34%	62 30%	43 36% *	54 29%	24 34% *	37 40% *
Not very strongly	152 23%	58 20%	94 25%	30 24% *	32 22% *	35 23%	36 20%	19 31% *	79 19%	62 29% I	12 50% **	10 17% *	38 25%	49 29%	56 20%	93 23%	60 23%	132 23%	20 26% *	66 24%	43 21%	32 28% XY*	52 28% XY	5 7% *	12 13% *
Not at all strongly	85 13%	38 13%	47 13%	12 10% *	20 14% *	26 16% G	13 7%	13 23% G*	54 13%	28 13%	3 14% **	10 16% *	23 15%	30 18% O	23 8%	44 11%	42 16%	79 14%	4 6% *	37 14%	27 13%	16 13% *	20 11%	5 7% *	7 7% *
Don't know	92 14%	20 7%	72 19% B	28 23% EG*	15 11% *	22 14%	13 7%	14 23% G*	56 13%	31 15%	5 19% **	10 16% *	25 16%	20 12%	37 13%	45 11%	47 19% P	73 13%	12 15% *	28 10%	16 8%	12 10% *	18 10%	4 5% *	8 8% *
NET: Strongly	331 50%	171 59% C	160 43%	53 43% H*	75 53% H*	71 46% H	118 65% DFH	13 23% *	236 55% J	92 43%	4 16% **	31 51% *	68 44%	70 41%	162 58% MN	224 55% Q	107 42%	290 51%	40 53% *	140 52%	120 58%	58 49% *	96 51%	57 81% VW*	66 71% VW*
NET: Not strongly	238 36%	96 34%	141 38%	43 34% *	52 37% *	61 39% G	50 27%	32 54% DG*	133 31%	89 42% I	15 65% **	20 33% *	60 39%	79 47% O	78 28%	136 34%	101 40%	211 37%	24 32% *	103 38%	70 34%	48 41% XY*	73 39% XY	10 14% *	19 21% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q9_2. Your age makes you part of the Millennial Generation. How strongly, if at all, do you identify with being a member of this generation?

Millennial Generation

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	663	-	663	-	-	-	268	-	-	395	349	240	557	90	160	178
Weighted base	661	-	661	-	-	-	265	-	-	396	331	238	537	103	153	169
Very strongly	131 20%	- -	131 20%	- -	- -	- -	48 18%	- -	- -	83 21%	131 40% L	- -	127 24% N	4 3% *	45 29%	51 30%
Fairly strongly	200 30%	- -	200 30%	- -	- -	- -	88 33%	- -	- -	112 28%	200 60% L	- -	168 31%	28 27% *	51 33%	69 41%
Not very strongly	152 23%	- -	152 23%	- -	- -	- -	73 28%	- -	- -	79 20%	- -	152 64% K	124 23%	28 27% *	37 24%	30 18%
Not at all strongly	85 13%	- -	85 13%	- -	- -	- -	27 10%	- -	- -	58 15%	- -	85 36% K	53 10%	31 30% M*	13 8%	6 4%
Don't know	92 14%	- -	92 14%	- -	- -	- -	28 11%	- -	- -	64 16%	- -	- -	64 12%	14 14% *	9 6%	13 8%
NET: Strongly	331 50%	- -	331 50%	- -	- -	- -	136 52%	- -	- -	195 49%	331 100% L	- -	295 55% N	31 30% *	96 62%	120 71%
NET: Not strongly	238 36%	- -	238 36%	- -	- -	- -	100 38%	- -	- -	137 35%	- -	238 100% K	177 33%	58 56% M*	49 32%	36 21%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q9_3. Your age makes you part of Generation X. How strongly, if at all, do you identify with being a member of this generation?

Generation X

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	550	258	292	-	-	77	426	47	422	128	429	121	27	60	52	56	35	49	54	97	41	19	47	13	139	140	151	537
Weighted base	544	270	274	-	-	73	414	57	321	223	400	144	24	62	45	61	37	48	54	100	37	17	43	14	132	146	154	530
Very strongly	45	33	12	-	-	6	39	-	23	21	36	8	2	6	5	3	1	2	4	4	11	2	1	3	13	7	7	42
	8%	12%	4%	-	-	8%	9%	-	7%	10%	9%	6%	10%	9%	10%	5%	3%	5%	7%	4%	29%	13%	3%	21%	10%	5%	5%	8%
		C				*		*				*	**	*	*	*	**	*	*	*	NPRSTWYZab*	**	*	**				
Fairly strongly	112	54	59	-	-	20	84	9	76	37	89	23	8	13	11	12	3	8	10	23	12	2	8	3	32	23	33	109
	21%	20%	22%	-	-	27%	20%	16%	24%	16%	22%	16%	35%	21%	24%	19%	9%	17%	18%	23%	32%	9%	18%	21%	25%	16%	21%	21%
						*		*				*	**	*	*	*	**	*	*	*	Z*	**	*	**				
Not very strongly	126	63	63	-	-	14	94	18	79	47	98	27	5	12	9	15	9	9	15	19	4	5	16	6	27	32	35	119
	23%	23%	23%	-	-	19%	23%	31%	25%	21%	25%	19%	22%	20%	21%	24%	24%	19%	28%	19%	9%	30%	38%	44%	21%	22%	23%	23%
						*		*				*	**	*	*	*	**	*	*	*	*	**	TUYb*	**				
Not at all strongly	135	59	77	-	-	19	97	19	76	59	91	44	4	16	12	19	9	14	16	25	6	2	9	2	33	42	42	133
	25%	22%	28%	-	-	27%	24%	32%	24%	26%	23%	31%	16%	27%	27%	31%	25%	29%	30%	26%	15%	11%	22%	14%	25%	29%	27%	25%
						*		*				*	**	*	*	*	**	*	*	*	*	**	*	**				
Don't know	126	62	64	-	-	14	100	12	66	60	85	41	4	14	8	13	14	15	9	28	6	6	8	-	27	41	38	126
	23%	23%	23%	-	-	19%	24%	21%	21%	27%	21%	28%	18%	23%	18%	21%	38%	30%	17%	29%	15%	37%	19%	-	20%	28%	24%	24%
						*		*				*	**	*	*	*	**	*	*	*	*	**	*	**				
NET: Strongly	157	86	71	-	-	26	122	9	99	58	125	32	11	19	16	15	5	10	13	26	23	4	9	6	45	30	40	151
	29%	32%	26%	-	-	35%	30%	16%	31%	26%	31%	22%	45%	31%	34%	24%	13%	22%	25%	27%	61%	22%	21%	42%	34%	20%	26%	28%
						H*		*				*	**	*	*	*	**	*	*	*	NOPRSTWYZab*	**	*	**	Z			Z
NET: Not strongly	261	122	140	-	-	34	191	36	155	106	190	72	9	29	22	34	18	23	31	45	9	7	26	8	60	75	76	253
	48%	45%	51%	-	-	46%	46%	63%	48%	47%	47%	50%	37%	46%	48%	55%	49%	48%	58%	45%	24%	41%	60%	58%	45%	51%	50%	48%
						*		*				*	**	*	U*	U*	**	U*	U*	U*	*	**	U*	**	U	U	U	U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q9_3. Your age makes you part of Generation X. How strongly, if at all, do you identify with being a member of this generation?

Generation X

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	550	311	239	94	115	120	163	58	358	120	72	100	186	111	153	213	337	517	28	252	202	181	126	51	63
Weighted base	544	184	360	122	134	110	122	56	352	123	69	94	192	108	150	208	336	512	27	215	225	186	109	43	62
Very strongly	45 8%	23 12% C	22 6%	8 7% *	10 7% *	9 8% *	16 13% H	2 3% *	30 9%	8 6% *	6 9% *	4 4% *	12 6%	8 8% *	20 13% L	31 15% Q	14 4%	42 8%	3 11% **	20 9%	20 9%	17 9%	8 7% *	3 8% *	9 15% *
Fairly strongly	112 21%	47 26% C	65 18%	22 18% *	36 27% H*	20 18% *	28 23%	6 11% *	73 21%	30 24% *	10 14% *	21 23% *	39 20%	17 16% *	35 23%	46 22%	66 20%	108 21%	4 17% **	46 22%	47 21%	39 21%	24 22% *	11 26% *	14 22% *
Not very strongly	126 23%	51 28%	75 21%	25 21% *	33 24% *	23 21% *	31 25%	14 25% *	79 22%	29 23% *	18 26% *	28 29% *	42 22%	23 21% *	33 22%	42 20%	84 25%	119 23%	7 24% **	53 25%	48 21%	43 23%	31 29% X*	5 12% *	15 25% *
Not at all strongly	135 25%	40 22%	95 26%	30 25% *	29 21% *	37 34% *	29 24%	10 19% *	94 27%	29 23% *	13 19% *	20 22% *	48 25%	32 29% *	35 23%	47 23%	88 26%	124 24%	8 28% **	56 26%	49 22%	42 23%	21 19% *	17 40% VWY*	11 17% *
Don't know	126 23%	23 13%	103 29% B	36 30% G*	27 20% *	21 19% *	18 14%	24 43% EFG*	77 22%	28 23% *	21 31% *	21 23% *	50 26%	27 25% *	27 18%	41 20%	85 25%	120 23%	6 21% **	39 18%	61 27%	45 24%	25 23% *	6 14% *	13 21% *
NET: Strongly	157 29%	70 38% C	87 24%	30 25% *	46 34% H*	29 26% *	44 36% H	8 14% *	103 29%	38 31% *	16 24% *	25 27% *	51 26%	26 24% *	55 37%	77 37% Q	80 24%	150 29%	7 27% **	67 31%	67 30%	56 30%	31 29% *	15 34% *	23 37% *
NET: Not strongly	261 48%	91 49%	170 47%	55 45% *	61 45% *	61 55% *	60 49%	24 43% *	173 49%	57 46% *	31 46% *	48 51% *	90 47%	55 51% *	68 45%	90 43%	172 51%	242 47%	14 52% **	109 51%	97 43%	85 46%	52 48% *	22 52% *	26 42% *

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q9_3. Your age makes you part of Generation X. How strongly, if at all, do you identify with being a member of this generation?

Generation X

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	550	-	-	550	-	-	-	215	-	335	170	273	430	112	96	83
Weighted base	544	-	-	544	-	-	-	199	-	345	157	261	408	125	94	80
Very strongly	45	-	-	45	-	-	-	28	-	17	45	-	42	3	10	11
	8%	-	-	8%	-	-	-	14%	-	5%	28%	-	10%	2%	11%	14%
								J			L		N	*	*	*
Fairly strongly	112	-	-	112	-	-	-	70	-	43	112	-	95	18	27	27
	21%	-	-	21%	-	-	-	35%	-	12%	72%	-	23%	14%	29%	34%
								J			L			*	*	*
Not very strongly	126	-	-	126	-	-	-	54	-	71	-	126	102	24	24	14
	23%	-	-	23%	-	-	-	27%	-	21%	-	48%	25%	19%	26%	17%
												K		*	*	*
Not at all strongly	135	-	-	135	-	-	-	27	-	108	-	135	82	48	22	15
	25%	-	-	25%	-	-	-	14%	-	31%	-	52%	20%	39%	24%	19%
										H		K		M*	*	*
Don't know	126	-	-	126	-	-	-	20	-	106	-	-	87	32	10	13
	23%	-	-	23%	-	-	-	10%	-	31%	-	-	21%	26%	10%	17%
										H				*	*	*
NET: Strongly	157	-	-	157	-	-	-	98	-	59	157	-	137	20	38	38
	29%	-	-	29%	-	-	-	49%	-	17%	100%	-	34%	16%	40%	48%
								J			L		N	*	*	*
NET: Not strongly	261	-	-	261	-	-	-	82	-	180	-	261	184	72	46	28
	48%	-	-	48%	-	-	-	41%	-	52%	-	100%	45%	58%	49%	35%
										H		K		M*	*	*

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q9_4. Your age makes you part of the Baby Boomer generation. How strongly, if at all, do you identify with being a member of this generation?

Baby Boomer

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	618	347	269	-	-	-	-	618	472	146	185	433	28	59	51	50	55	82	57	77	28	45	72	14	138	187	134	604
Weighted base	663	322	339	-	-	-	-	663	371	292	227	436	30	62	57	53	56	85	60	82	37	48	78	16	149	193	142	647
Very strongly	59 9%	26 8%	33 10%	- -	- -	- -	- -	59 9%	41 11%	18 6%	22 10%	37 9%	3 11% **	7 12% *	5 9% *	2 4% *	4 8% *	10 12% *	1 1% *	9 11% *	2 6% **	8 16% S*	5 6% *	2 11% **	16 11% *	16 9%	10 7% S*	57 9%
Fairly strongly	159 24%	80 25%	78 23%	- -	- -	- -	- -	159 24%	81 22%	77 26%	62 28%	96 22%	7 23% **	18 29% *	13 24% *	21 39% SWb*	12 21% *	21 25% *	9 16% *	22 27% *	5 15% **	13 28% *	10 13% *	6 38% **	39 26% *	53 27% W	32 23% *	153 24%
Not very strongly	248 37%	116 36%	131 39%	- -	- -	- -	- -	248 37%	143 39%	105 36%	74 33%	174 40%	13 42% **	21 34% *	18 31% *	18 33% *	22 39% *	32 37% *	29 48% *	36 44% *	10 27% **	16 33% *	28 36% *	6 36% **	52 35% *	71 37%	65 46% *	242 37%
Not at all strongly	136 20%	70 22%	65 19%	- -	- -	- -	- -	136 20%	82 22%	54 18%	49 22%	86 20%	7 23% **	8 13% *	11 20% *	9 18% *	12 21% *	14 16% *	17 28% Ta*	9 11% *	12 34% **	6 13% *	28 36% NRTVYZab*	2 14% **	26 18% *	35 18%	25 18% T*	133 21% T
Don't know	62 9%	30 9%	32 9%	- -	- -	- -	- -	62 9%	23 6%	38 13% I	19 8%	42 10%	- - **	7 12% *	9 16% *	3 5% *	7 12% *	8 10% *	4 7% *	5 7% *	7 19% **	5 10% *	6 8% *	- - **	16 11% *	18 9%	9 7% *	62 10%
NET: Strongly	218 33%	106 33%	111 33%	- -	- -	- -	- -	218 33%	122 33%	96 33%	84 37%	134 31%	11 35% **	25 41% SW*	19 33% *	23 43% SW*	16 28% *	31 37% SW*	10 17% *	32 39% SWa*	7 20% **	21 44% SW*	15 19% *	8 50% **	54 37% SW*	70 36% SW	42 30% S*	210 32% SW
NET: Not strongly	384 58%	186 58%	196 58%	- -	- -	- -	- -	384 58%	225 61%	159 54%	123 54%	260 60%	20 65% **	29 47% *	29 51% *	27 51% *	33 60% *	46 54% *	45 76% NOPRTVYZab *	45 55% *	23 61% **	22 46% *	56 72% NORVYZb*	8 50% **	78 52% *	106 55%	90 64% T*	375 58%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q9_4. Your age makes you part of the Baby Boomer generation. How strongly, if at all, do you identify with being a member of this generation?

Baby Boomer

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	618	300	318	152	167	142	90	67	415	81	122	162	369	64	23	31	587	601	13	279	291	258	132	64	83
Weighted base	663	174	490	223	178	128	66	68	424	97	142	189	389	66	19	31	632	645	16	262	338	273	148	56	89
Very strongly	59 9%	21 12%	38 8%	22 10%	8 4%	14 11% *	10 16% E*	6 8% *	37 9%	5 5% *	17 12% *	20 10%	31 8%	5 8% *	3 16% **	5 16% **	54 9%	57 9%	2 10% **	22 8%	35 10%	33 12%	11 8% *	6 11% *	6 7% *
Fairly strongly	159 24%	42 24%	117 24%	57 26%	45 25%	30 23% *	15 24% *	12 17% *	99 23%	30 31% *	30 21% *	45 24%	96 25%	16 24% *	2 11% **	7 22% **	152 24%	154 24%	5 29% **	52 20%	92 27%	76 28% X	33 23% *	5 9% *	24 26% X*
Not very strongly	248 37%	66 38%	182 37%	72 32%	84 47% DF	39 31% *	27 42% *	25 37% *	170 40% J	21 21% *	57 40% J*	57 30%	154 39%	29 43% *	9 48% **	7 23% **	241 38%	243 38%	5 28% **	98 37%	117 35%	96 35%	48 32% *	25 45% *	32 36% *
Not at all strongly	136 20%	39 22%	97 20%	42 19%	30 17%	37 29% E*	11 16% *	16 24% *	86 20%	28 28% *	22 15% *	42 22%	77 20%	14 21% *	3 17% **	10 31% **	126 20%	133 21%	2 11% **	64 24%	64 19%	39 14%	44 30% V*	14 26% *	21 24% *
Don't know	62 9%	5 3%	56 12% B	30 13% G	11 6%	9 7% *	2 3% *	10 14% G*	31 7%	14 14% *	17 12% *	25 14%	32 8%	3 4% *	1 8% **	2 7% **	59 9%	58 9%	4 23% **	26 10%	30 9%	29 11%	12 8% *	5 10% *	6 7% *
NET: Strongly	218 33%	63 37%	154 32%	79 35%	52 29%	43 34% *	26 39% *	17 26% *	136 32%	35 36% *	46 33% *	65 34%	127 33%	21 32% *	5 27% **	12 38% **	206 33%	211 33%	6 39% **	74 28%	126 37%	109 40% X	45 30% *	11 20% *	29 33% *
NET: Not strongly	384 58%	105 60%	279 57%	115 51%	114 64% D	76 59% *	38 58% *	41 60% *	256 61%	48 50% *	79 56% *	98 52%	230 59%	42 64% *	13 65% **	17 55% **	367 58%	376 58%	6 39% **	161 62%	181 54%	135 49%	92 62% *	39 70% V*	54 60% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q9_4. Your age makes you part of the Baby Boomer generation. How strongly, if at all, do you identify with being a member of this generation?

Baby Boomer

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	618	-	-	-	618	-	-	-	416	202	213	363	479	134	109	88
Weighted base	663	-	-	-	663	-	-	-	417	247	218	384	507	148	124	94
Very strongly	59 9%	- -	- -	- -	59 9%	- -	- -	- -	54 13% J	5 2%	59 27% L	- -	46 9%	13 9% *	11 9% *	15 16% *
Fairly strongly	159 24%	- -	- -	- -	159 24%	- -	- -	- -	118 28% J	41 17%	159 73% L	- -	118 23%	41 28% *	30 24% *	32 34% *
Not very strongly	248 37%	- -	- -	- -	248 37%	- -	- -	- -	168 40%	80 32%	- -	248 65% K	183 36%	62 42% *	42 34% *	28 30% *
Not at all strongly	136 20%	- -	- -	- -	136 20%	- -	- -	- -	54 13%	82 33% I	- -	136 35% K	112 22%	20 14% *	24 20% *	12 13% *
Don't know	62 9%	- -	- -	- -	62 9%	- -	- -	- -	23 6%	39 16% I	- -	- -	47 9%	12 8% *	17 14% *	8 8% *
NET: Strongly	218 33%	- -	- -	- -	218 33%	- -	- -	- -	172 41% J	46 19%	218 100% L	- -	164 32%	54 36% *	41 33% *	46 49% *
NET: Not strongly	384 58%	- -	- -	- -	384 58%	- -	- -	- -	222 53%	162 66% I	- -	384 100% K	295 58%	82 55% *	66 53% *	40 43% *

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes... - Summary

All Adults aged 16-75 in UK

	Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes...									
	Willing to make significant lifestyle changes to reduce their carbon emissions	Values career advancement over having a good work-life balance	Financially insecure	Willing to pay higher taxes to fund more spending on government benefits	Has the greatest influence over decisions made by the UK government	Open to people from different backgrounds and lifestyles	Too easily offended by things other people say	Have benefited the most from spending on public services	Self-centred	Not prepared to work hard to get ahead in life
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2246	2246	2246	2246	2246	2246	2246	2246	2246	2246
Weighted base	2246	2246	2246	2246	2246	2246	2246	2246	2246	2246
Pre-war generation (aged 78 and over)	74 3%	80 4%	135 6% ABFIJ	104 5% AFJ	121 5% ABFIJ	65 3%	130 6% ABFIJ	257 11% ABCDEFGIJ	89 4%	64 3%
Baby Boomers (aged between 57 and 77)	174 8% J	300 13% ACFGIJ	156 7% J	289 13% ACFGIJ	584 26% ABCDFGHIJ	152 7% J	181 8% J	511 23% ABCDFGIJ	213 10% CFJ	102 5%
Generation X (aged between 43 and 56)	254 11% CGIJ	409 18% ACDFGHIJ	165 7%	295 13% CFGIJ	406 18% ACDFGHIJ	232 10% CGIJ	153 7%	274 12% CGIJ	169 8%	141 6%
Millennials (aged between 27 and 42)	427 19% DEGHJ	594 26% ACDEFGHIJ	441 20% DEGHJ	324 14% EH	267 12%	462 21% DEGHIJ	349 16% EHJ	249 11%	386 17% DEHJ	284 13%
Generation Z (aged between 26 and 10)	649 29% BDEH	188 8% E	698 31% BDEFH	158 7% E	103 5%	631 28% BDEH	862 38% ABCDEFHI	188 8% E	686 31% BDEH	843 38% ABCDEFHI
Doesn't apply to any of them	156 7% BCFG	109 5%	98 4%	440 20% ABCEFGHIJ	229 10% ABCFGHI	90 4%	115 5%	136 6% CF	168 7% BCFG	319 14% ABCEFGHI
Applies to more than one equally	234 10% BDEIJ	179 8%	256 11% BDEGHIJ	180 8%	182 8%	329 15% ABCDEGHIJ	197 9%	205 9%	193 9%	172 8%
Don't know	278 12%	385 17% ACFGIJ	297 13% G	457 20% ABCEFGIJ	353 16% ACFG	284 13%	257 11%	426 19% ACEFGIJ	341 15% ACFG	321 14% AG

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to make significant lifestyle changes to reduce their carbon emissions

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	74 3%	42 4%	32 3%	14 4% H	16 4% H	25 6% GH	9 2%	10 1%	46 4%	27 3%	54 4%	20 2%	3 4% *	4 2%	5 3%	3 1%	2 1%	11 5% TWZa	3 2%	3 1%	26 8% NOPQSTWYZab	7 7% NPQTWa*	2 1%	5 7% QTWa*	13 2%	15 3%	6 1%	69 3% Ta
Baby Boomers (aged between 57 and 77)	174 8%	83 8%	90 8%	38 12% FG	32 8% G	16 4%	9 2%	79 11% FG	103 8%	71 7%	109 8%	65 8%	1 1% *	24 10% MOWY	6 3%	16 8% W	11 7%	20 9% MOW	19 10% MOW	19 6%	43 14% MOTWXYZab	9 8% W*	4 2%	2 3% *	31 6%	47 8% MOW	38 8% W	172 8% MOW
Generation X (aged between 43 and 56)	254 11%	147 13% C	108 10%	44 14% FH	51 12%	34 9%	60 14% FH	65 9%	138 11%	116 12%	174 12%	80 10%	12 14% *	35 14% S	24 14% S	15 8%	32 20% PRSTUWZab	19 9%	12 6%	32 11%	29 9%	16 15% S*	15 8%	13 20% PRSUWa*	72 14% Sab	66 12%	44 9%	241 11%
Millennials (aged between 27 and 42)	427 19%	215 19%	211 19%	46 15%	92 22% DG	85 22% D	66 16%	138 19%	251 20%	176 18%	281 20%	145 18%	15 18% *	44 18%	41 23%	30 16%	32 20%	46 22%	37 19%	56 18%	67 21%	13 12% *	36 19%	9 14% *	101 20%	108 19%	93 19%	417 19%
Generation Z (aged between 26 and 10)	649 29%	297 27%	348 31%	95 31%	122 30%	109 28%	125 30%	197 27%	397 31% J	251 26%	433 30%	216 26%	34 40% ORUYZb*	69 28%	42 23%	52 27%	47 29%	51 24%	53 28%	97 32%	81 26%	29 28% *	70 37% ORUZb	25 37% *	145 28%	150 26%	150 30%	624 29%
Doesn’t apply to any of them	156 7%	86 8%	70 6%	18 6%	27 7%	30 8%	29 7%	52 7%	73 6%	83 9% I	86 6%	70 9%	3 3% *	22 9% QZ	19 11% QZ	13 6% Q	2 1%	10 5%	16 8% Q	26 9% QZ	27 9% QZ	4 4% *	13 7% Q	2 3% *	43 8% QZ	24 4% Q	42 8% QZ	154 7% QZ
Applies to more than one equally	234 10%	107 10%	124 11%	23 8%	31 8%	32 8%	49 12%	98 14% DEF	147 11%	88 9%	142 10%	92 11%	11 13% U*	23 9% U	26 15% U	28 14% U	15 9% U	21 10% U	26 14% U	28 9% U	11 3%	12 12% U*	25 13% U	7 11% U*	60 12% U	64 11% U	54 11% U	227 10% U
Don’t know	278 12%	135 12%	142 13%	30 10%	42 10%	58 15%	67 16% DEH	81 11%	126 10%	152 16% I	146 10%	132 16% K	5 6% *	27 11%	16 9%	38 19% MNOUXYb	21 13%	35 17% MUXY	25 13%	41 14%	30 9%	15 14% *	23 12%	3 5% *	47 9%	94 17% MOUXYb	66 13%	275 13% Y

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to make significant lifestyle changes to reduce their carbon emissions

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	74 3%	34 5% C	39 3%	11 2%	19 3%	8 2%	27 6% DEF	10 5% F	49 4%	20 3%	5 2%	6 1%	14 2%	13 3%	41 7% LMN	53 7% Q	21 1%	66 3%	5 3%	21 2%	28 3%	9 1%	10 2%	11 6% VW	28 9% VW
Baby Boomers (aged between 57 and 77)	174 8%	50 7%	124 8%	49 8% H	46 8% H	39 8% H	33 8%	7 3%	111 8%	48 7%	16 6%	30 8%	65 8%	31 7%	48 8%	68 9%	106 7%	154 8%	19 9%	57 7%	71 9%	59 10%	39 7%	13 7%	32 10%
Generation X (aged between 43 and 56)	254 11%	77 11%	177 12%	76 13%	61 11%	50 11%	50 12%	18 9%	141 11%	80 12%	33 14%	50 13% M	69 8%	57 13% M	79 13% M	105 13%	149 10%	221 11%	33 16% R	99 12%	103 13%	74 12%	65 12%	27 15%	44 14%
Millennials (aged between 27 and 42)	427 19%	151 21%	275 18%	93 16%	96 17%	116 25% DEH	92 22% DH	30 14%	264 20%	124 18%	39 16%	82 21%	141 17%	88 20%	116 19%	154 20%	272 19%	374 18%	51 25% R	169 20%	156 19%	127 21% Y	109 20%	42 23% Y	45 14%
Generation Z (aged between 26 and 10)	649 29%	233 32% C	416 27%	130 22%	185 33% D	136 29% D	136 32% D	62 29%	387 29%	190 28%	72 30%	88 22%	248 30% L	138 31% L	175 29% L	212 27%	437 30%	597 30%	49 24%	280 33% U	223 27%	164 27%	180 33% V	51 28%	95 29%
Doesn't apply to any of them	156 7%	48 7%	108 7%	47 8%	30 5%	37 8%	21 5%	21 10% EG	90 7%	48 7%	18 7%	34 9%	56 7%	34 8%	33 6%	50 6%	106 7%	141 7%	13 7%	45 5%	63 8%	58 9% WY	23 4%	8 5%	14 4%
Applies to more than one equally	234 10%	78 11%	156 10%	69 12%	52 9%	46 10%	40 9%	28 13%	134 10%	68 10%	32 13%	53 14% NO	101 12% NO	33 8%	47 8%	65 8%	169 12% P	222 11% S	10 5%	101 12%	73 9%	61 10%	65 12%	14 8%	29 9%
Don't know	278 12%	56 8%	222 15% B	108 19% EFG	72 13% G	40 9%	24 6%	35 17% FG	153 12%	97 14%	28 11%	50 13%	126 15% NO	47 11%	55 9%	81 10%	197 14%	247 12%	24 12%	82 10%	101 12%	66 11%	55 10%	16 9%	37 11%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to make significant lifestyle changes to reduce their carbon emissions

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	74 3%	15 4% E	38 6% DE	12 2%	10 1%	3 2% I	4 2%	5 2% I	2 *	60 5% I	54 6% L	16 2%	61 4%	11 2%	31 6%	22 5%
Baby Boomers (aged between 57 and 77)	174 8%	43 11% CD	41 6%	18 3%	72 11% CD	11 8% H	13 5%	3 1%	40 10% H	108 9% H	98 11% L	66 6%	144 8%	26 6%	46 9%	62 14%
Generation X (aged between 43 and 56)	254 11%	50 13% E	71 11%	77 14% E	56 8%	19 14% G	15 6%	35 17% GI	35 8%	150 12% G	127 14% L	103 10%	203 12%	47 10%	55 11%	90 20% O
Millennials (aged between 27 and 42)	427 19%	59 16%	148 22% BD	88 16%	131 20%	19 14%	82 31% FHIJ	28 14%	79 19%	218 18%	182 20%	205 20%	351 20%	74 16%	103 21%	86 19%
Generation Z (aged between 26 and 10)	649 29%	123 33%	185 28%	158 29%	182 27%	59 45% IJ	90 34% J	69 35% J	132 32% J	298 24%	273 31%	312 30%	516 30%	129 28%	145 30%	129 28%
Doesn't apply to any of them	156 7%	23 6%	44 7%	49 9%	41 6%	2 2%	13 5%	17 8% F	30 7% F	93 8% F	32 4%	97 9% K	91 5%	61 13% M	32 7%	20 4%
Applies to more than one equally	234 10%	29 8%	52 8%	61 11%	93 14% BC	7 5%	23 9%	23 11%	63 15% FJ	118 10%	68 8%	133 13% K	192 11%	41 9%	29 6%	17 4%
Don't know	278 12%	35 9%	84 13%	81 15% B	78 12%	12 9%	23 9%	20 10%	36 9%	187 15% GI	58 6%	105 10% K	182 10%	69 15% M	42 9%	31 7%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Values career advancement over having a good work-life balance

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	80 4%	52 5% C	27 2%	11 3%	21 5%	17 4%	11 3%	20 3%	42 3%	39 4%	56 4%	25 3%	1 2% *	8 3%	10 6% STa	5 2%	7 4% Sa	4 2%	1 *	4 1%	25 8% NPRSTYZab	6 5% STa*	8 4% Sa	2 4% *	19 4% a	15 3%	5 1%	78 4% STa
Baby Boomers (aged between 57 and 77)	300 13%	155 14%	145 13%	41 13%	60 15%	51 13%	50 12%	97 14%	176 14%	124 13%	190 13%	111 14%	11 14% *	30 12%	20 11%	23 12%	17 10%	32 15%	29 15%	45 15%	45 14%	14 13% *	26 14%	8 12% *	62 12%	72 13%	73 15%	292 13%
Generation X (aged between 43 and 56)	409 18%	197 18%	211 19%	47 15%	89 22%	78 20%	76 18%	119 17%	258 20% J	151 16%	290 20% L	120 15%	17 20% *	64 26% PRUVZb	37 20%	32 17%	26 16%	34 16%	34 18%	58 19%	49 15%	13 12% *	34 18%	12 19% *	117 23% UVZb	93 16%	92 19%	397 18%
Millennials (aged between 27 and 42)	594 26%	295 27%	298 27%	83 27%	106 26%	85 22%	102 25%	218 30% F	345 27%	250 26%	375 26%	219 27%	21 25% *	69 28%	44 24%	58 30%	53 33% Sa	49 23%	42 22%	71 24%	80 25%	37 35% Sa*	47 25%	25 37% Sa*	133 26%	161 28%	113 23%	570 26%
Generation Z (aged between 26 and 10)	188 8%	105 9%	81 7%	47 15% EFGH	40 10%	35 9%	24 6%	44 6%	113 9%	76 8%	139 10% L	49 6%	12 14% PRZ*	16 6%	13 7%	9 4%	17 11% Z	10 5%	22 11% PR	26 9%	42 13% NPRWYZb	6 6% *	12 6%	4 6% *	41 8%	36 6%	48 10%	184 8%
Doesn't apply to any of them	109 5%	54 5%	55 5%	21 7%	15 4%	18 5%	17 4%	38 5%	61 5%	49 5%	65 5%	44 5%	6 8% *	13 5%	6 4%	7 4%	6 4%	14 7%	12 6%	14 5%	15 5%	4 4% *	9 5%	2 3% *	26 5%	27 5%	26 5%	107 5%
Applies to more than one equally	179 8%	87 8%	89 8%	19 6%	23 6%	24 6%	44 11% E	69 10%	98 8%	80 8%	100 7%	79 10%	8 9% *	14 5%	15 9%	23 12% NQU	6 4%	19 9%	15 8%	27 9%	19 6%	6 6% *	21 11% Q	5 8% *	37 7%	49 9% Q	42 9%	174 8%
Don't know	385 17%	167 15%	218 19% B	40 13%	59 14%	81 21% DE	90 22% DEH	115 16%	188 15%	198 20% I	211 15%	175 21% K	7 8% *	35 14%	34 19%	37 19%	29 18%	51 24% MNUYb	37 19%	57 19% M	42 13%	19 18% *	31 16%	7 11% *	76 15%	116 20% MUY	94 19% M	378 17%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Values career advancement over having a good work-life balance

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	80 4%	34 5%	47 3%	20 3%	25 5%	13 3%	18 4%	3 2%	45 3%	28 4%	7 3%	18 4%	27 3%	11 3%	24 4%	29 4%	52 4%	72 4%	8 4%	33 4%	29 4%	12 2%	24 4% V	11 6% V	25 8% V
Baby Boomers (aged between 57 and 77)	300 13%	120 16% C	180 12%	53 9%	80 14% D	73 15% D	70 17% D	24 12%	181 14%	93 14%	26 11%	44 11%	111 14%	46 10%	99 17% LN	109 14%	192 13%	277 14%	19 9%	124 15%	105 13%	86 14%	69 13%	30 16%	44 13%
Generation X (aged between 43 and 56)	409 18%	155 21% C	254 17%	90 15%	97 17%	98 21%	85 20%	39 18%	252 19%	104 15%	54 22% J	69 17%	137 17%	93 21%	111 19%	171 22% Q	238 16%	361 18%	46 23%	169 20%	136 17%	114 18%	108 20%	39 21%	51 16%
Millennials (aged between 27 and 42)	594 26%	175 24%	419 28%	137 24%	166 30%	121 26%	126 30% DH	45 21%	360 27%	168 25%	67 27%	102 26%	210 26%	119 27%	164 28%	206 26%	389 27%	540 27%	52 26%	258 30%	225 27%	201 33% Y	151 28%	45 24%	71 22%
Generation Z (aged between 26 and 10)	188 8%	70 10%	119 8%	48 8%	34 6%	49 10% E	45 11% E	13 6%	109 8%	62 9%	18 7%	35 9%	48 6%	39 9%	66 11% M	90 11% Q	99 7%	167 8%	21 10%	56 7%	78 10%	43 7%	57 10%	17 9%	30 9%
Doesn't apply to any of them	109 5%	32 4%	77 5%	39 7% G	23 4%	27 6% G	10 2%	10 5%	66 5%	32 5%	11 5%	17 4%	49 6%	18 4%	26 4%	33 4%	76 5%	94 5%	15 7%	32 4%	47 6%	31 5%	20 4%	6 3%	22 7%
Applies to more than one equally	179 8%	56 8%	123 8%	57 10%	34 6%	38 8%	33 8%	18 8%	102 8%	54 8%	23 10%	44 11% O	64 8%	41 9% O	29 5%	48 6%	130 9% P	164 8%	10 5%	60 7%	61 7%	39 6%	45 8%	12 6%	34 10%
Don't know	385 17%	87 12%	299 20% B	139 24% FG	101 18% FG	54 11%	33 8%	59 28% EFG	214 16%	134 20%	37 15%	65 17%	172 21% O	74 17%	74 12%	103 13%	283 19% P	348 17%	31 15%	122 14%	137 17%	91 15%	71 13%	25 13%	48 15%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Values career advancement over having a good work-life balance

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	80 4%	14 4%	30 5%	17 3%	19 3%	2 2%	6 2%	5 2%	14 3%	53 4%	49 5% L	29 3%	76 4% N	5 1%	34 7%	26 6%
Baby Boomers (aged between 57 and 77)	300 13%	49 13%	94 14%	67 12%	90 14%	23 17%	41 16%	30 15%	63 15%	144 12%	128 14%	146 14%	240 14%	57 12%	72 15%	65 14%
Generation X (aged between 43 and 56)	409 18%	61 16%	136 21%	108 20%	104 16%	21 16%	68 26% FIJ	43 22%	69 17%	208 17%	188 21%	188 18%	321 18%	84 18%	80 17%	104 23% O
Millennials (aged between 27 and 42)	594 26%	104 28%	159 24%	133 24%	198 30%	41 31%	67 26%	54 27%	123 29%	309 25%	267 30%	267 26%	462 27%	130 28%	132 27%	124 27%
Generation Z (aged between 26 and 10)	188 8%	54 14% CDE	60 9%	32 6%	43 6%	13 9%	22 8%	9 4%	24 6%	121 10% HI	105 12% L	70 7%	151 9%	36 8%	55 11%	60 13%
Doesn't apply to any of them	109 5%	21 6%	31 5%	24 4%	33 5%	3 2%	8 3%	8 4%	26 6%	65 5%	36 4%	57 5%	72 4%	38 8% M	25 5%	22 5%
Applies to more than one equally	179 8%	27 7%	36 5%	51 9% C	65 10% C	10 7%	13 5%	15 8%	43 10% G	98 8%	47 5%	108 10% K	150 9% N	23 5%	25 5%	18 4%
Don't know	385 17%	48 13%	114 17%	112 21% B	111 17%	20 15%	40 15%	36 18%	54 13%	235 19% I	73 8%	171 17% K	268 15%	86 19%	60 13%	38 8%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Financially insecure

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	135 6%	67 6%	65 6%	19 6%	15 4%	29 8% EG	14 3%	57 8% EG	80 6%	55 6%	84 6%	51 6%	7 9% Ta*	15 6%	12 7%	10 5%	8 5%	18 8% Ta	7 4%	8 3%	29 9% TWab	7 7% *	7 4%	6 9% *	34 7% Ta	36 6% Ta	16 3%	129 6% Ta
Baby Boomers (aged between 57 and 77)	156 7%	79 7%	77 7%	30 10% FG	42 10% FG	20 5%	11 3%	53 7% G	73 6%	83 9% I	94 7%	62 8%	4 4% *	17 7% W	8 5%	7 4%	14 9% W	16 8% W	15 8% W	22 7% W	34 11% OPWYb	12 11% PW*	4 2%	4 5% *	29 6%	38 7% W	37 8% W	153 7% W
Generation X (aged between 43 and 56)	165 7%	93 8%	72 6%	32 10% H	31 8% H	35 9% H	38 9% H	29 4%	106 8%	59 6%	126 9% L	39 5%	8 9% *	14 6%	13 7%	10 5%	13 8%	11 5%	12 6%	14 5%	32 10% Ta	5 5% *	21 11% Ta	12 18% NOPRSTVYZab*	35 7%	35 6%	26 5%	154 7%
Millennials (aged between 27 and 42)	441 20%	214 19%	225 20%	52 17%	116 28% DFGH	66 17%	80 19%	127 18%	269 21%	171 18%	294 21%	146 18%	10 12% *	62 25% MW	36 20%	32 16%	36 22%	39 18%	36 19%	63 21%	66 21%	19 18% *	29 15%	12 18% *	108 21%	107 19%	99 20%	429 20%
Generation Z (aged between 26 and 10)	698 31%	351 32%	343 31%	97 32%	115 28%	119 31%	135 33%	231 32%	416 33%	281 29%	461 32%	236 29%	32 38% *	83 34%	59 33%	66 34%	44 27%	63 29%	68 35%	99 33%	81 26%	30 29% *	57 30%	16 24% *	174 34% U	174 31%	166 34% U	682 31%
Doesn't apply to any of them	98 4%	56 5%	43 4%	25 8% GH	23 6%	17 4%	11 3%	23 3%	48 4%	50 5%	70 5%	29 3%	4 5% *	8 3%	11 6% S	8 4%	12 7% S	6 3%	2 1%	16 5% S	9 3%	7 6% S*	12 6% S	3 4% *	23 5%	25 4%	19 4% S	96 4%
Applies to more than one equally	256 11%	115 10%	140 12%	17 5%	27 6%	48 12% DE	49 12% DE	116 16% DE	145 11%	111 11%	137 10%	119 15% K	13 15% *	25 10%	22 12%	25 13%	14 9%	27 13%	22 11%	30 10%	29 9%	13 13% *	27 15%	9 13% *	59 12%	66 12%	52 11%	247 11%
Don't know	297 13%	136 12%	159 14%	36 12%	45 11%	55 14%	77 19% DEH	84 12%	142 11%	155 16% I	160 11%	136 17% K	6 7% *	24 10%	19 11%	35 18% MNUY	21 13%	33 15%	29 15%	48 16% Y	34 11%	11 11% *	31 16% Y	6 9% *	49 10%	89 16% Y	76 16% Y	291 13% Y

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Financially insecure

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	135 6%	43 6%	92 6%	38 7%	23 4%	33 7%	28 7%	13 6%	89 7% J	27 4%	19 8%	24 6%	42 5%	22 5%	48 8% M	54 7%	81 6%	122 6%	12 6%	50 6%	62 8%	45 7%	28 5%	14 8%	32 10% W
Baby Boomers (aged between 57 and 77)	156 7%	38 5%	118 8% B	55 9% H	40 7% H	30 6% H	28 7% H	4 2%	84 6%	55 8%	17 7%	24 6%	60 7%	32 7%	41 7%	66 8%	90 6%	132 7%	25 12% R	59 7%	44 5%	41 7%	30 6%	26 14% VW	28 9%
Generation X (aged between 43 and 56)	165 7%	62 9%	103 7%	33 6%	42 8%	33 7%	41 10% D	16 8%	111 8%	42 6%	12 5%	27 7%	45 6%	35 8%	58 10% M	84 11% Q	81 6%	143 7%	20 10%	57 7%	66 8%	43 7%	31 6%	22 12% VW	30 9%
Millennials (aged between 27 and 42)	441 20%	172 24% C	268 18%	92 16%	129 23% D	96 20%	88 21%	36 17%	270 20%	117 17%	53 22%	85 21%	153 19%	80 18%	123 21%	163 21%	277 19%	387 19%	49 24%	183 21%	155 19%	125 20%	117 21%	38 21%	59 18%
Generation Z (aged between 26 and 10)	698 31%	248 34% C	449 30%	136 23%	169 30% D	181 38% DEH	154 37% DH	57 27%	414 31%	213 32%	70 29%	108 28%	259 32%	156 35% L	175 29%	224 28%	474 32%	646 32%	50 25%	294 34%	255 31%	208 34% XY	200 37% XY	41 22%	78 24%
Doesn't apply to any of them	98 4%	24 3%	75 5%	30 5%	21 4%	22 5%	17 4%	8 4%	59 4%	32 5%	7 3%	12 3%	29 4%	22 5%	36 6%	44 6%	54 4%	91 4%	7 3%	22 3%	45 5% T	24 4%	19 4%	7 4%	12 4%
Applies to more than one equally	256 11%	89 12%	167 11%	81 14%	64 11%	43 9%	41 10%	26 12%	149 11%	70 10%	37 15%	61 15% O	88 11%	48 11%	59 10%	71 9%	185 13% P	241 12% S	11 5%	110 13%	91 11%	53 9%	70 13%	18 10%	51 16% V
Don't know	297 13%	51 7%	246 16% B	118 20% EFG	71 13% FG	34 7%	23 6%	50 24% EFG	152 11%	117 17% I	28 11%	54 14%	141 17% NO	47 11%	55 9%	81 10%	215 15% P	262 13%	29 14%	79 9%	100 12%	78 13%	50 9%	17 9%	34 10%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Financially insecure

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	135 6%	20 5%	40 6%	19 4%	55 8% D	5 4%	8 3%	5 2%	31 7% GH	86 7% GH	76 9% L	49 5%	107 6%	24 5%	33 7%	38 8%
Baby Boomers (aged between 57 and 77)	156 7%	34 9% D	56 8% D	16 3%	50 7% D	13 10% H	15 6%	4 2%	24 6%	99 8% H	97 11% L	46 4%	119 7%	37 8%	40 8%	42 9%
Generation X (aged between 43 and 56)	165 7%	42 11% E	52 8% E	50 9% E	22 3%	9 7% I	13 5%	13 7%	11 3%	119 10% GI	95 11% L	60 6%	127 7%	35 8%	41 8%	52 11%
Millennials (aged between 27 and 42)	441 20%	65 17%	156 24% BE	106 19%	113 17%	21 16%	92 35% FIJ	55 27% FJ	92 22% J	181 15%	207 23% L	196 19%	350 20%	91 20%	90 19%	95 21%
Generation Z (aged between 26 and 10)	698 31%	125 33%	183 28%	174 32%	216 33%	53 40% J	86 32%	75 37% J	148 36% J	336 27%	250 28%	377 36% K	565 32%	126 28%	162 33%	150 33%
Doesn’t apply to any of them	98 4%	29 8% DE	30 5%	19 3%	20 3%	6 5%	4 1%	7 4%	9 2%	72 6% GI	39 4%	48 5%	69 4%	27 6%	26 5%	22 5%
Applies to more than one equally	256 11%	19 5%	64 10% B	68 12% B	105 16% BC	6 4%	26 10%	21 10%	64 15% F	140 11% F	73 8%	149 14% K	197 11%	56 12%	47 10% P	24 5%
Don’t know	297 13%	43 11%	80 12%	91 17% BC	83 12%	19 14%	21 8%	20 10%	37 9%	199 16% GI	55 6%	113 11% K	206 12%	61 13%	44 9%	36 8%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to pay higher taxes to fund more spending on government benefits

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	104 5%	56 5%	46 4%	26 8% GH	19 5%	20 5%	14 3%	25 3%	67 5%	36 4%	77 5% L	27 3%	6 7% *	11 4%	4 2%	5 2%	16 10% OPRSTYZab	6 3%	6 3%	9 3%	27 9% OPRSTYab	3 2% *	9 5%	4 6% *	21 4%	26 5%	15 3%	100 5%
Baby Boomers (aged between 57 and 77)	289 13%	155 14%	134 12%	39 13%	50 12%	39 10%	53 13%	107 15%	182 14%	107 11%	197 14%	91 11%	9 11% *	37 15%	22 13%	18 9%	17 11%	30 14%	31 16%	43 14%	34 11%	17 16% *	25 14%	5 8% *	69 13%	65 11%	73 15%	283 13%
Generation X (aged between 43 and 56)	295 13%	164 15%	131 12%	49 16%	61 15%	45 11%	57 14%	85 12%	179 14%	117 12%	191 13%	105 13%	7 9% *	41 16%	24 14%	19 10%	20 12%	28 13%	22 11%	33 11%	53 17%	11 11% *	26 14%	12 19% *	72 14%	66 12%	55 11%	283 13%
Millennials (aged between 27 and 42)	324 14%	183 16% C	141 13%	60 20% GH	97 23% GH	68 18% GH	37 9%	61 8%	174 14%	149 15%	240 17% L	84 10%	9 11% *	31 13%	21 12%	20 10%	27 17%	33 16%	19 10%	36 12%	78 25% MNOPRSTWYZab	16 16% *	25 13%	8 12% *	61 12%	81 14%	54 11%	316 14% a
Generation Z (aged between 26 and 10)	158 7%	88 8%	68 6%	50 16% EFGH	33 8% H	27 7%	19 5%	28 4%	96 8%	61 6%	112 8%	46 6%	5 6% *	21 9% R	14 8%	14 7%	10 6%	7 3%	14 8%	13 4%	38 12% RTWZab	8 8% *	6 3%	7 11% *	40 8%	31 5%	27 6%	151 7%
Doesn't apply to any of them	440 20%	206 19%	231 21%	22 7%	69 17% D	74 19% D	99 24% DE	175 24% DE	249 19%	191 20%	253 18%	187 23% K	21 25% U*	46 18% U	42 24% U	47 24% U	34 21% U	45 21% U	46 24% U	67 22% U	29 9%	18 17% *	33 18% U	11 17% *	109 21% U	126 22% U	113 23% U	428 20% U
Applies to more than one equally	180 8%	86 8%	92 8%	11 4%	20 5%	22 6%	35 8% D	92 13% DEF	107 8%	74 8%	89 6%	91 11% K	10 12% U*	21 9%	10 6%	16 8%	9 5%	11 5%	16 8%	31 10% U	14 5%	8 7% *	27 14% OQRUYZb	7 11% *	41 8%	36 6%	46 9% U	173 8% U
Don't know	457 20%	173 16%	283 25% B	52 17%	65 16%	94 24% DE	99 24% DE	148 21%	226 18%	231 24% I	268 19%	189 23% K	16 20% *	40 16%	41 23% U	55 29% NQUYb	29 18%	54 25% NU	38 20%	71 23% U	41 13%	24 23% U*	37 20%	11 16% *	97 19%	138 24% NUb	109 22% U	446 20% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to pay higher taxes to fund more spending on government benefits

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	104 5%	45 6% C	59 4%	18 3%	22 4%	30 6% D	27 6% D	7 3%	58 4%	35 5%	11 4%	17 4%	29 3%	21 5%	37 6% M	44 6%	60 4%	86 4%	16 8% R	37 4%	40 5%	16 3%	28 5%	13 7% V	26 8% V
Baby Boomers (aged between 57 and 77)	289 13%	97 13%	192 13%	58 10%	78 14% H	71 15% DH	64 15% DH	17 8%	189 14% J	70 10%	29 12%	46 12%	109 13%	60 14%	74 12%	110 14%	179 12%	263 13%	24 12%	127 15%	99 12%	86 14%	69 13%	31 17%	41 13%
Generation X (aged between 43 and 56)	295 13%	111 15%	185 12%	67 12%	62 11%	71 15%	70 17% DE	25 12%	193 15%	76 11%	27 11%	39 10%	107 13%	58 13%	92 15% L	125 16% Q	170 12%	257 13%	38 19% R	130 15% U	90 11%	81 13%	76 14%	28 15%	54 17%
Millennials (aged between 27 and 42)	324 14%	124 17% C	200 13%	78 13%	92 16% H	66 14% H	72 17% H	16 8%	183 14%	119 18% K	22 9%	60 15% M	74 9%	78 18% M	112 19% M	149 19% Q	175 12%	282 14%	38 19%	133 16%	118 14%	90 15%	87 16%	28 15%	55 17%
Generation Z (aged between 26 and 10)	158 7%	59 8%	98 6%	36 6%	47 8%	25 5%	37 9%	12 6%	87 7%	62 9% K	9 4%	14 4%	50 6%	30 7%	64 11% LM	73 9% Q	85 6%	136 7%	22 11%	64 7%	51 6%	39 6%	46 8%	15 8%	23 7%
Doesn't apply to any of them	440 20%	117 16%	322 21% B	113 19%	100 18%	107 23% G	72 17%	48 23%	268 20% J	107 16%	65 27% J	89 23% O	176 22% O	92 21% O	82 14%	134 17%	306 21% P	411 20% S	28 14%	144 17%	206 25% T	150 24% WXY	95 17%	30 17%	43 13%
Applies to more than one equally	180 8%	62 9%	118 8%	56 10%	45 8%	33 7%	29 7%	17 8%	113 9%	38 6%	29 12% J	39 10% O	82 10% O	34 8% O	25 4%	35 4%	145 10% P	169 8%	8 4%	87 10%	65 8%	47 8%	48 9%	13 7%	37 11%
Don't know	457 20%	114 16%	343 23% B	157 27% EFG	113 20% FG	69 15%	50 12%	69 33% EFG	237 18%	168 25% I	52 21%	90 23% N	192 23% NO	67 15%	108 18%	119 15%	338 23% P	421 21% S	29 14%	133 16%	150 18%	108 17%	98 18%	26 14%	44 13%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Willing to pay higher taxes to fund more spending on government benefits

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	104 5%	29 8% DE	36 5% D	15 3%	24 4%	9 7% H	8 3%	2 1%	14 3%	71 6% H	68 8% L	30 3%	87 5%	16 4%	22 5%	40 9% O
Baby Boomers (aged between 57 and 77)	289 13%	47 12%	71 11%	77 14%	94 14%	13 10%	28 11%	28 14%	65 16%	155 13%	145 16% L	127 12%	238 14%	46 10%	78 16%	57 12%
Generation X (aged between 43 and 56)	295 13%	60 16% E	88 13%	77 14%	71 11%	21 16%	38 14%	36 18%	48 11%	153 12%	148 17% L	127 12%	230 13%	63 14%	64 13%	98 21% O
Millennials (aged between 27 and 42)	324 14%	71 19% DE	146 22% DE	52 10%	55 8%	24 18% I	67 25% HIJ	22 11%	30 7%	181 15% I	178 20% L	116 11%	265 15%	56 12%	105 22%	85 19%
Generation Z (aged between 26 and 10)	158 7%	55 15% CDE	51 8% E	26 5%	26 4%	23 17% GHIJ	23 9% I	12 6%	18 4%	82 7%	89 10% L	61 6%	129 7%	28 6%	45 9%	36 8%
Doesn’t apply to any of them	440 20%	35 9%	118 18% B	127 23% BC	161 24% BC	7 5%	51 19% F	48 24% F	110 26% FJ	224 18% F	116 13%	255 25% K	313 18%	116 25% M	80 17%	61 13%
Applies to more than one equally	180 8%	18 5%	29 4%	46 8% C	87 13% BCD	5 4%	9 3%	18 9% G	54 13% FGJ	95 8% G	49 5%	110 11% K	152 9%	26 6%	21 4%	26 6%
Don’t know	457 20%	63 17%	123 19%	126 23% B	145 22%	31 23%	40 15%	35 17%	79 19%	273 22% G	100 11%	211 20% K	325 19%	106 23%	68 14%	56 12%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Has the greatest influence over decisions made by the UK government

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	121 5%	64 6%	57 5%	16 5%	28 7%	24 6%	22 5%	31 4%	75 6%	46 5%	93 7% L	28 3%	6 7% *	12 5%	7 4%	6 3%	6 4%	10 5%	15 8% Ta	7 2%	25 8% PTZ	12 11% PTYZab*	12 6%	2 4% *	26 5%	22 4%	23 5% T	119 5% T
Baby Boomers (aged between 57 and 77)	584 26%	333 30% C	247 22%	63 20%	112 27%	104 27%	128 31% D	178 25%	354 28%	231 24%	396 28% L	188 23%	29 34% PQZ*	70 28% QZ	55 31% QZ	41 21%	27 17%	50 24%	51 26%	89 29% QZ	81 26%	29 28% *	46 24%	17 26% *	154 30% PQZb	118 21%	139 28% QZ	567 26% QZ
Generation X (aged between 43 and 56)	406 18%	198 18%	206 18%	65 21% G	88 21% G	63 16%	55 13%	135 19% G	235 18%	171 18%	237 17%	169 21% K	14 17% *	52 21%	25 14%	34 18%	33 20%	36 17%	33 17%	47 16%	56 18%	20 19% *	33 17%	24 36% MNOPQRSTU VWYZab*	91 18%	103 18%	80 16%	382 18%
Millennials (aged between 27 and 42)	267 12%	126 11%	141 13%	56 18% FGH	72 17% FGH	43 11%	32 8%	66 9%	157 12%	110 11%	177 12%	90 11%	9 11% *	29 12%	21 12%	21 11%	31 19% STWXYZab	25 12%	17 9%	32 11%	54 17% SWXab	13 12% *	14 8%	2 3% *	59 12%	77 14% X	49 10%	265 12%
Generation Z (aged between 26 and 10)	103 5%	69 6% C	34 3%	41 13% EFGH	19 5% H	31 8% GH	8 2% H	3 *	64 5%	39 4%	83 6% L	20 2%	2 2% *	12 5%	7 4%	9 5%	10 6%	6 3%	6 3%	12 4%	23 7% b	2 2% *	10 6%	4 6% *	20 4%	25 4%	18 4%	99 5%
Doesn’t apply to any of them	229 10%	86 8%	142 13% B	16 5%	29 7%	40 10% D	47 11% D	97 14% DE	115 9%	114 12%	123 9%	106 13% K	8 10% *	23 9%	20 11%	22 11%	16 10%	21 10%	24 13% V	36 12% V	29 9%	4 4% *	21 11%	4 6% *	51 10%	60 11%	60 12% V	225 10%
Applies to more than one equally	182 8%	87 8%	93 8%	20 6%	22 5%	20 5%	33 8%	87 12% DEF	105 8%	76 8%	105 7%	76 9%	6 7% *	14 6%	16 9%	22 11% U	15 9%	22 10% U	14 7%	24 8%	15 5%	12 11% *	16 9%	6 9% *	36 7%	59 10% U	38 8%	176 8%
Don’t know	353 16%	149 13%	203 18% B	32 10%	44 11%	65 17% DE	88 21% DE	124 17% DE	175 14%	178 18% I	210 15%	143 17%	10 12% *	36 15%	28 16%	38 20% U	24 15%	43 20% U	32 17%	53 18% U	33 10%	14 14% *	35 19% U	7 11% *	74 14%	105 18% U	85 17% U	346 16% U

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Has the greatest influence over decisions made by the UK government

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	121 5%	49 7%	72 5%	24 4%	25 4%	25 5%	37 9% DE	10 5%	82 6% K	34 5%	4 2%	19 5%	37 5%	25 6%	40 7%	48 6%	73 5%	108 5%	13 6%	58 7%	35 4%	17 3%	35 6% V	13 7% V	31 9% V
Baby Boomers (aged between 57 and 77)	584 26%	232 32% C	352 23%	128 22%	152 27%	138 29% DH	125 30% DH	42 20%	328 25%	188 28%	69 28%	111 28%	186 23%	130 30% M	157 26%	205 26%	379 26%	538 27%	43 21%	265 31% U	205 25%	152 25%	178 33% VY	58 32%	77 24%
Generation X (aged between 43 and 56)	406 18%	130 18%	276 18%	96 17%	122 22%	79 17%	77 18%	31 15%	240 18%	106 16%	60 25% IJ	69 18%	149 18%	76 17%	112 19%	149 19%	257 18%	353 17%	50 25% R	151 18%	147 18%	125 20%	86 16%	33 18%	50 15%
Millennials (aged between 27 and 42)	267 12%	101 14% C	166 11%	45 8%	61 11%	72 15% D	70 17% DEH	19 9%	174 13% K	77 11%	17 7%	29 7%	78 10%	55 13% L	104 18% LM	129 16% Q	138 9%	233 12%	31 16%	100 12%	96 12%	92 15% W	55 10%	18 10%	54 17% W
Generation Z (aged between 26 and 10)	103 5%	41 6%	63 4%	25 4%	28 5%	22 5%	25 6% H	4 2%	57 4% K	44 7% K	2 1%	14 4%	20 2%	21 5%	48 8% LM	62 8% Q	41 3%	82 4%	21 10% R	35 4%	26 3%	19 3%	30 5%	10 6%	16 5%
Doesn’t apply to any of them	229 10%	54 7%	175 12% B	78 13% FG	51 9%	41 9%	35 8%	25 12%	136 10%	65 10%	28 12%	50 13% O	103 13% O	40 9%	36 6%	59 8%	170 12% P	219 11% S	9 5%	67 8%	105 13% T	68 11%	53 10%	13 7%	34 10%
Applies to more than one equally	182 8%	54 7%	127 8%	50 9%	39 7%	41 9%	26 6%	25 12% G	114 9%	43 6%	25 10%	43 11% O	69 8%	37 8%	32 5%	44 6%	138 9% P	171 8%	10 5%	69 8%	73 9%	55 9%	43 8%	14 8%	22 7%
Don’t know	353 16%	67 9%	287 19% B	136 23% EFG	82 15% G	54 12% G	28 7%	53 25% EFG	198 15%	118 17%	38 15%	57 14%	175 21% LNO	56 13%	65 11%	91 11%	263 18% P	320 16%	26 13%	109 13%	131 16%	90 15%	67 12%	24 13%	40 12%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Has the greatest influence over decisions made by the UK government

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	121 5%	26 7%	40 6%	24 4%	31 5%	8 6%	15 6%	9 5%	15 4%	74 6%	57 6%	47 5%	98 6%	19 4%	35 7%	33 7%
Baby Boomers (aged between 57 and 77)	584 26%	77 20%	179 27% B	170 31% BE	158 24%	29 22%	105 40% FIJ	74 37% FJ	119 28% J	258 21%	251 28%	286 28%	479 28%	103 22%	137 28%	115 25%
Generation X (aged between 43 and 56)	406 18%	84 22% D	124 19%	78 14%	121 18%	26 20%	44 17%	30 15%	74 18%	232 19%	184 21%	196 19%	320 18%	83 18%	77 16%	104 23% O
Millennials (aged between 27 and 42)	267 12%	66 17% DE	97 15% DE	48 9%	56 8%	21 16% I	40 15% I	25 13%	31 7%	150 12% I	139 16% L	115 11%	205 12%	59 13%	68 14%	76 17%
Generation Z (aged between 26 and 10)	103 5%	44 12% CDE	43 6% DE	14 2% E	3 *	17 13% GHIJ	14 5% HI	2 1%	* *	68 6% HI	58 6% L	40 4%	79 5%	24 5%	36 7%	40 9%
Doesn't apply to any of them	229 10%	22 6%	56 8%	59 11% B	92 14% BC	8 6%	8 3%	16 8% G	64 15% FGHJ	133 11% G	66 7%	122 12% K	173 10%	48 11%	44 9%	34 7%
Applies to more than one equally	182 8%	22 6%	35 5%	44 8%	80 12% BC	10 7%	16 6%	15 7%	59 14% GHJ	82 7%	57 6%	98 9% K	142 8%	40 9%	33 7% P	15 3%
Don't know	353 16%	38 10%	88 13%	106 19% BC	122 18% BC	14 10%	23 9%	26 13%	55 13%	235 19% FGI	81 9%	133 13% K	242 14%	82 18%	53 11%	40 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Open to people from different backgrounds and lifestyles

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	65 3%	41 4%	24 2%	13 4%	10 2%	14 4%	7 2%	22 3%	28 2%	37 4%	46 3%	20 2%	- - *	8 3% T	10 6% TVW	9 5% T	5 3%	3 2%	10 5% TVa	1 *	17 5% TVWb	- - *	2 1%	- - *	18 3% T	17 3% T	11 2% T	65 3% T
Baby Boomers (aged between 57 and 77)	152 7%	94 8% C	57 5%	26 8% G	27 7% G	27 7% G	9 2%	62 9% G	91 7%	61 6%	89 6%	62 8%	6 7% *	10 4%	6 3%	13 7%	15 9% Ya	25 12% NOSTYab	6 3%	15 5%	41 13% NOSTVWYab	4 4% *	10 5%	2 3% *	22 4%	53 9% NOSYab	21 4%	150 7% Ya
Generation X (aged between 43 and 56)	232 10%	124 11%	108 10%	31 10%	43 10%	31 8%	68 16% DEFH	59 8%	145 11%	87 9%	155 11%	77 9%	13 16% RS*	35 14% RSa	15 8%	19 10%	21 13% R	12 5%	12 6%	30 10%	34 11%	19 18% ORSZab*	17 9%	6 9% *	63 12% RS	52 9% R	42 8%	226 10% R
Millennials (aged between 27 and 42)	462 21%	227 20%	234 21%	50 16%	105 25% DG	84 21% G	62 15%	162 22% DG	262 20%	200 21%	298 21%	164 20%	13 16% *	57 23%	37 21%	35 18%	24 15%	47 22%	37 19%	62 20%	73 23%	21 20% *	37 20%	19 29% Q*	108 21%	106 19%	99 20%	443 20%
Generation Z (aged between 26 and 10)	631 28%	292 26%	336 30%	122 40% EFGH	127 31% H	115 29% H	118 29% H	150 21%	382 30%	249 26%	438 31% L	194 24%	27 32% *	75 30%	48 27%	43 22%	45 28%	51 24%	70 36% PRZb	87 29%	83 26%	30 29% *	54 29%	18 27% *	150 29%	139 24%	156 32% PZ	614 28% Z
Doesn't apply to any of them	90 4%	52 5%	38 3%	21 7% G	14 3%	15 4%	11 3%	28 4%	49 4%	41 4%	58 4%	32 4%	5 6% *	9 4%	10 6%	3 2%	2 1%	9 4%	7 3%	10 3%	19 6% QZ	1 1% *	10 5%	4 6% *	25 5%	15 3%	17 3%	86 4%
Applies to more than one equally	329 15%	147 13%	179 16%	15 5%	45 11% D	53 14% D	66 16% D	150 21% DEF	196 15%	133 14%	182 13%	147 18% K	11 14% *	30 12%	27 15% U	30 16% U	22 13%	40 19% U	30 15% U	50 17% U	25 8%	15 15% *	37 20% U	12 18% U*	69 13%	92 16% U	80 16% U	317 15% U
Don't know	284 13%	135 12%	148 13%	30 10%	43 10%	52 13%	73 18% DEH	87 12%	127 10%	157 16% I	161 11%	123 15% K	8 10% *	24 10%	25 14% U	40 21% NSUWYab	28 17% NU	28 13%	21 11%	46 15% U	22 7%	14 14% *	22 11%	6 9% *	57 11%	96 17% NUYb	67 14% U	278 13% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes... - Open to people from different backgrounds and lifestyles

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	65 3%	22 3%	43 3%	16 3%	20 4%	12 2%	16 4% H	2 1%	48 4% K	15 2%	2 1%	8 2%	16 2%	13 3%	29 5% M	37 5% Q	29 2%	61 3%	4 2%	22 3%	31 4%	26 4% W	9 2%	6 3%	15 5% W
Baby Boomers (aged between 57 and 77)	152 7%	47 6%	105 7%	40 7%	45 8%	26 5%	30 7%	10 5%	88 7%	45 7%	18 7%	31 8%	46 6%	26 6%	48 8%	63 8%	89 6%	130 6%	21 10%	58 7%	60 7%	37 6%	44 8%	16 9%	31 10%
Generation X (aged between 43 and 56)	232 10%	79 11%	153 10%	57 10%	64 11%	49 10%	47 11%	15 7%	160 12% J	47 7%	25 10%	34 9%	76 9%	49 11%	73 12%	105 13% Q	127 9%	208 10%	24 12%	88 10%	104 13%	78 13%	50 9%	22 12%	44 14%
Millennials (aged between 27 and 42)	462 21%	163 22%	299 20%	109 19%	113 20%	108 23%	93 22%	39 19%	272 20%	144 21%	47 19%	86 22%	176 22%	80 18%	120 20%	165 21%	298 20%	416 21%	44 22%	184 22%	168 21%	133 22%	110 20%	51 28%	64 20%
Generation Z (aged between 26 and 10)	631 28%	222 30%	409 27%	134 23%	151 27%	150 32% DH	150 36% DEH	47 22%	358 27%	215 32%	59 24%	96 25%	198 24%	150 34% LM	187 31% LM	233 30%	398 27%	567 28%	59 29%	263 31% U	192 23%	153 25%	179 33% VY	48 26%	69 21%
Doesn't apply to any of them	90 4%	26 4%	64 4%	28 5%	14 2%	22 5%	12 3%	14 7% EG	47 4%	31 5%	12 5%	11 3%	36 4%	22 5%	22 4%	34 4%	55 4%	78 4%	12 6%	22 3%	39 5%	21 3%	18 3%	5 3%	19 6%
Applies to more than one equally	329 15%	114 16%	216 14%	99 17% G	83 15%	57 12%	50 12%	41 19% FG	197 15%	80 12%	52 22% IJ	81 21% NO	141 17% O	54 12%	53 9%	73 9%	257 18% P	307 15% S	16 8%	140 16%	115 14%	90 15%	75 14%	26 14%	48 15%
Don't know	284 13%	55 8%	229 15% B	100 17% FG	71 13% G	49 10% G	22 5%	43 20% EFG	158 12%	97 14%	29 12%	47 12%	130 16% NO	45 10%	62 10%	79 10%	205 14% P	256 13%	23 11%	78 9%	109 13% T	80 13% X	61 11%	11 6%	33 10%

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Overlap formulae used

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Open to people from different backgrounds and lifestyles

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	65 3%	15 4%	20 3%	9 2%	22 3%	5 4% H	7 3%	* *	11 3%	42 3% H	46 5% L	17 2%	43 2%	19 4%	21 4%	15 3%
Baby Boomers (aged between 57 and 77)	152 7%	30 8% D	47 7% D	13 2%	62 9% D	8 6%	8 3%	7 4%	39 9% GH	89 7% G	92 10% L	53 5%	120 7%	30 7%	40 8%	52 11%
Generation X (aged between 43 and 56)	232 10%	37 10%	64 10%	83 15% BCE	49 7%	14 10%	22 8%	36 18% GIJ	27 7%	133 11% I	122 14% L	95 9%	180 10%	49 11%	56 12%	69 15%
Millennials (aged between 27 and 42)	462 21%	63 17%	164 25% BD	86 16%	149 23% D	15 11%	79 30% FHJ	29 15%	105 25% FHJ	235 19% F	204 23%	214 21%	373 21%	83 18%	103 21%	97 21%
Generation Z (aged between 26 and 10)	631 28%	149 40% CDE	191 29% E	157 29% E	134 20%	65 49% GHIJ	91 34% IJ	65 33% I	89 21%	321 26%	256 29%	298 29%	520 30% N	106 23%	153 32%	145 32%
Doesn't apply to any of them	90 4%	21 6%	26 4%	17 3%	25 4%	7 5%	6 2%	8 4%	19 5%	50 4%	35 4%	45 4%	61 4%	28 6% M	24 5%	17 4%
Applies to more than one equally	329 15%	26 7%	77 12% B	88 16% B	137 21% BC	8 6%	33 12%	35 18% F	86 21% FGJ	167 14% F	75 8%	204 20% K	254 15%	71 16%	49 10%	29 6%
Don't know	284 13%	36 9%	73 11%	91 17% BC	85 13%	11 8%	19 7%	18 9%	40 10%	196 16% FGHI	63 7%	112 11% K	187 11%	70 15% M	37 8%	34 7%

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

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All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	130 6%	62 6%	67 6%	22 7%	20 5%	21 5%	18 4%	49 7%	88 7% J	42 4%	88 6%	42 5%	3 4% *	16 7%	6 4%	8 4%	12 7%	16 8%	8 4%	11 4%	33 11% OPSTYab	3 3% *	10 5%	2 3% *	26 5%	36 6%	20 4%	128 6%
Baby Boomers (aged between 57 and 77)	181 8%	94 8%	84 8%	38 12% GH	47 11% GH	48 12% GH	24 6%	25 3%	100 8%	82 8%	141 10% L	40 5%	5 6% *	23 9%	19 11%	11 6%	12 7%	13 6%	12 6%	23 8%	31 10%	8 8% *	18 10%	6 8% *	47 9%	37 6%	35 7%	176 8%
Generation X (aged between 43 and 56)	153 7%	80 7%	72 6%	34 11% GH	43 10% GH	33 8% GH	16 4%	27 4%	94 7%	59 6%	117 8% L	36 4%	3 4% *	19 7%	9 5%	10 5%	12 7%	14 7%	16 8%	15 5%	30 10% W	11 11% W*	7 4%	7 11% *	30 6%	36 6%	31 6%	146 7%
Millennials (aged between 27 and 42)	349 16%	186 17%	162 14%	39 13%	57 14%	44 11%	57 14%	152 21% DEFG	202 16%	147 15%	216 15%	134 16%	13 16% *	44 18%	28 15%	36 19%	37 23% TVWab	31 14%	30 16%	40 13%	48 15%	10 10% *	24 13%	9 13% *	84 17%	104 18%	70 14%	341 16%
Generation Z (aged between 26 and 10)	862 38%	415 37%	445 40%	95 31%	155 37%	152 39% D	177 43% D	283 39% D	493 39%	369 38%	538 38%	324 40%	39 46% U*	94 38%	69 39%	75 39%	58 36%	76 36%	88 46% U	127 42% U	97 31%	39 37% *	71 38%	29 43% *	202 40% U	209 37%	216 44% UZb	834 38% U
Doesn't apply to any of them	115 5%	66 6%	49 4%	24 8% H	32 8% H	18 5%	19 4%	21 3%	54 4%	61 6%	87 6% L	28 3%	4 5% *	16 7%	6 3%	8 4%	5 3%	10 5%	5 3%	20 7%	20 6%	7 7% *	12 6%	2 3% *	26 5%	23 4%	25 5%	113 5%
Applies to more than one equally	197 9%	82 7%	115 10% B	21 7%	14 3%	32 8% E	38 9% E	92 13% DE	122 10%	75 8%	93 7%	104 13% K	6 7% *	17 7%	17 9%	16 8%	7 4%	31 14% NQTUYZab	14 7%	20 7%	25 8%	14 13% Q*	22 12% Q	8 13% *	39 8%	53 9% Q	34 7%	189 9%
Don't know	257 11%	125 11%	131 12%	34 11%	45 11%	42 11%	65 16% H	72 10%	127 10%	130 13% I	144 10%	113 14% K	11 13% *	19 7%	26 14% N	30 15% N	19 12%	22 10%	18 9%	44 15% N	31 10%	12 12% *	23 12%	3 5% *	55 11% N	71 12%	62 13%	254 12%

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21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

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		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	130 6%	50 7%	80 5%	41 7%	27 5%	23 5%	27 6%	11 5%	75 6%	43 6%	13 5%	30 8%	38 5%	22 5%	40 7%	55 7%	75 5%	118 6%	13 6%	63 7% U	35 4%	28 5%	38 7%	15 8%	28 9% V
Baby Boomers (aged between 57 and 77)	181 8%	81 11% C	100 7%	38 7%	54 10% H	38 8%	43 10% H	9 4%	101 8%	64 9%	16 7%	29 7%	62 8%	34 8%	56 9%	73 9%	108 7%	163 8%	17 9%	97 11% U	40 5%	22 3%	66 12% V	28 15% V	41 13% V
Generation X (aged between 43 and 56)	153 7%	56 8%	97 6%	25 4%	43 8%	35 7%	38 9% D	12 6%	92 7%	51 8%	10 4%	24 6%	35 4%	30 7%	65 11% LMN	82 10% Q	71 5%	129 6%	22 11% R	61 7%	47 6%	46 7%	32 6%	10 5%	35 11% W
Millennials (aged between 27 and 42)	349 16%	114 16%	235 16%	78 13%	87 15%	84 18%	72 17%	29 14%	225 17% J	84 12%	40 17%	56 14%	141 17%	60 14%	93 16%	114 15%	235 16%	311 15%	36 18%	125 15%	157 19% T	130 21% W	74 14%	38 20% W	49 15%
Generation Z (aged between 26 and 10)	862 38%	256 35%	606 40% B	210 36%	211 38%	193 41%	165 39%	83 40%	524 39%	245 36%	94 38%	156 40%	302 37%	181 41%	224 38%	286 36%	576 40%	796 39% S	60 30%	289 34%	364 44% T	279 45% WXY	192 35% X	48 26%	90 28%
Doesn't apply to any of them	115 5%	50 7% C	65 4%	25 4%	24 4%	33 7%	18 4%	15 7%	67 5%	37 6%	11 5%	12 3%	39 5%	32 7% L	31 5%	45 6%	70 5%	97 5%	17 8%	45 5%	40 5%	17 3%	42 8% V	7 4%	14 4%
Applies to more than one equally	197 9%	63 9%	134 9%	70 12% F	46 8%	33 7%	34 8%	15 7%	119 9%	49 7%	29 12%	41 10%	84 10% O	34 8%	38 6%	53 7%	145 10% P	185 9%	11 5%	89 10%	59 7%	48 8%	51 9%	15 8%	34 10%
Don't know	257 11%	57 8%	200 13% B	96 16% FG	68 12% FG	33 7%	25 6%	36 17% FG	125 9%	102 15% I	30 12%	45 11%	117 14% O	47 11%	49 8%	80 10%	178 12%	225 11%	27 13%	85 10%	76 9%	47 8%	51 9%	24 13% V	33 10%

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21-087515-38 - 21st September - 22nd September 2022

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Generations

UK Adults 16-75

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All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	130 6%	27 7%	35 5%	26 5%	43 6%	4 3%	8 3%	5 3%	24 6%	89 7% GH	62 7%	56 5%	106 6%	22 5%	31 6%	42 9%
Baby Boomers (aged between 57 and 77)	181 8%	49 13% DE	82 12% DE	27 5%	24 4%	19 14% IJ	36 14% IJ	17 8% I	9 2%	100 8% I	106 12% L	67 6%	150 9%	27 6%	55 11%	45 10%
Generation X (aged between 43 and 56)	153 7%	38 10% DE	66 10% DE	27 5%	22 3%	9 6%	16 6%	10 5%	16 4%	102 8% I	96 11% L	49 5%	116 7%	35 8%	40 8%	56 12%
Millennials (aged between 27 and 42)	349 16%	49 13%	78 12%	84 15%	138 21% BCD	16 12%	29 11%	33 17%	86 21% FGJ	186 15%	155 17%	170 16%	278 16%	68 15%	78 16%	80 17%
Generation Z (aged between 26 and 10)	862 38%	120 32%	247 37%	234 43% B	261 39% B	49 37%	131 50% FJ	93 47% J	177 43% J	411 33%	322 36%	425 41%	655 38%	196 43%	190 39%	155 34%
Doesn't apply to any of them	115 5%	27 7% E	48 7% DE	21 4%	19 3%	8 6%	18 7% I	8 4%	11 3%	69 6%	41 5%	58 6%	94 5%	21 5%	24 5%	27 6%
Applies to more than one equally	197 9%	25 7%	38 6%	48 9%	87 13% BCD	11 9%	11 4%	12 6%	54 13% GHJ	108 9% G	55 6%	112 11% K	155 9%	40 9%	31 6%	18 4%
Don't know	257 11%	43 11%	67 10%	77 14%	70 11%	16 12% G	15 6%	20 10%	39 9%	167 14% G	56 6%	99 10% K	184 11%	48 11%	35 7%	35 8%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Have benefited the most from spending on public services

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	257 11%	135 12%	122 11%	31 10%	31 8%	30 8%	65 16% EF	99 14% EF	160 13%	97 10%	176 12%	81 10%	8 9% *	27 11%	22 12%	24 12%	22 13%	23 11%	24 13%	31 10%	31 10%	13 12% *	28 15%	5 8% *	57 11%	69 12%	55 11%	252 12%
Baby Boomers (aged between 57 and 77)	511 23%	246 22%	262 23%	55 18%	100 24%	107 28% DH	99 24%	150 21%	295 23%	216 22%	326 23%	185 23%	30 36% OPRUWYZb*	59 24%	34 19%	35 18%	41 25%	46 22%	53 28%	80 27%	60 19%	23 22% *	37 20%	13 19% *	123 24%	122 22%	133 27% PUb	498 23%
Generation X (aged between 43 and 56)	274 12%	150 14%	121 11%	45 14% H	79 19% FGH	45 12%	43 10%	62 9%	173 14%	101 10%	201 14% L	74 9%	3 4% *	38 15% M	22 13%	24 13%	19 12%	20 9%	21 11%	38 13% M	41 13% M	10 9% *	28 15% M	10 15% M*	64 12% M	63 11%	59 12%	264 12% M
Millennials (aged between 27 and 42)	249 11%	140 13%	108 10%	50 16% GH	50 12%	45 12%	33 8%	70 10%	153 12%	95 10%	174 12%	74 9%	10 12% *	29 12%	16 9%	19 10%	16 10%	26 12%	21 11%	24 8%	45 14% T	13 13% *	17 9%	12 19% Ta*	54 11%	61 11%	45 9%	236 11%
Generation Z (aged between 26 and 10)	188 8%	107 10%	80 7%	47 15% FGH	41 10% G	34 9%	21 5%	44 6%	111 9%	77 8%	117 8%	71 9%	5 6% *	11 5%	17 10%	9 4%	14 8%	16 7%	12 6%	25 8%	50 16% NPRSTXYZab	9 9% *	16 9%	3 4% *	34 7%	38 7%	37 8%	185 8% N
Doesn't apply to any of them	136 6%	64 6%	72 6%	17 6%	38 9% FG	17 4%	14 3%	49 7% G	70 5%	66 7%	85 6%	51 6%	6 7% *	17 7%	5 3%	10 5%	8 5%	21 10% OTW	13 7%	13 4%	29 9% OTWb	8 7% *	4 2%	3 4% *	27 5%	39 7% W	26 5%	133 6% W
Applies to more than one equally	205 9%	101 9%	103 9%	19 6%	30 7%	34 9%	32 8%	91 13% DEG	113 9%	92 10%	118 8%	87 11%	7 9% *	23 9%	14 8%	23 12%	12 7%	16 7%	17 9%	24 8%	24 8%	9 9% *	29 15% QRTUYZab	6 9% *	45 9%	50 9%	42 8%	199 9%
Don't know	426 19%	167 15%	258 23% B	43 14%	45 11%	76 19% E	107 26% DE	154 21% DE	203 16%	223 23% I	229 16%	197 24% K	15 18% *	44 18% U	48 27% SUWYb	49 25% Ub	30 19% U	47 22% U	30 16%	65 22% U	34 11%	20 19% *	29 16%	14 22% U*	108 21% U	126 22% U	95 19% U	412 19% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Have benefited the most from spending on public services

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	257 11%	97 13%	160 11%	43 7%	63 11%	57 12% D	73 17% DEFH	21 10%	165 12%	63 9%	30 12%	47 12%	80 10%	47 11%	83 14% M	98 12%	159 11%	238 12%	18 9%	115 13%	93 11%	78 13%	53 10%	26 14%	43 13%
Baby Boomers (aged between 57 and 77)	511 23%	212 29% C	299 20%	108 18%	137 24%	120 25% DH	111 26% DH	36 17%	319 24%	147 22%	45 18%	76 19%	198 24%	105 24%	132 22%	176 22%	335 23%	463 23%	44 22%	264 31% U	147 18%	122 20%	159 29% VY	57 31% VY	69 21%
Generation X (aged between 43 and 56)	274 12%	93 13%	182 12%	49 8%	79 14% D	75 16% DH	52 12%	19 9%	178 13%	75 11%	21 9%	35 9%	92 11%	62 14%	86 14% L	114 14% Q	161 11%	235 12%	39 19% R	99 12%	96 12%	88 14%	70 13%	18 10%	33 10%
Millennials (aged between 27 and 42)	249 11%	89 12%	159 10%	66 11% H	60 11%	53 11% H	58 14% H	11 5%	150 11%	75 11%	23 10%	36 9%	81 10%	41 9%	91 15% LMN	112 14% Q	137 9%	219 11%	27 13%	85 10%	107 13%	70 11%	62 11%	21 12%	45 14%
Generation Z (aged between 26 and 10)	188 8%	57 8%	130 9%	52 9%	46 8%	40 8%	36 8%	14 7%	103 8%	69 10%	16 7%	38 10%	55 7%	47 11% M	48 8%	75 10%	112 8%	163 8%	24 12%	66 8%	69 8%	54 9%	30 6%	15 8%	39 12% W
Doesn't apply to any of them	136 6%	36 5%	100 7%	44 8% G	29 5%	35 7% G	15 3%	13 6%	69 5%	48 7%	18 8%	29 7%	47 6%	30 7%	30 5%	46 6%	90 6%	127 6%	9 4%	25 3%	75 9% T	42 7% X	33 6%	4 2%	22 7%
Applies to more than one equally	205 9%	55 7%	151 10%	61 10%	39 7%	40 9%	35 8%	30 14% EG	115 9%	63 9%	27 11%	49 12% O	73 9%	37 8%	46 8%	53 7%	152 10% P	194 10% S	10 5%	72 8%	70 9%	54 9%	50 9%	13 7%	32 10%
Don't know	426 19%	90 12%	336 22% B	160 27% EFG	106 19% FG	52 11%	42 10%	66 31% EFG	230 17%	134 20%	62 26% I	83 21% O	193 24% NO	72 16%	79 13%	114 14%	312 21% P	386 19%	33 16%	127 15%	161 20% T	109 18%	89 16%	31 17%	41 13%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Have benefited the most from spending on public services

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	257 11%	39 10%	51 8%	78 14% C	89 13% C	7 6%	16 6%	27 14% FG	55 13% FG	151 12% FG	103 12%	117 11%	207 12%	46 10%	68 14%	48 10%
Baby Boomers (aged between 57 and 77)	511 23%	69 18%	171 26% BE	136 25% B	135 20%	33 25%	89 34% IJ	68 34% IJ	98 23% J	223 18%	217 24%	266 26%	429 25% N	80 17%	122 25%	91 20%
Generation X (aged between 43 and 56)	274 12%	49 13% E	113 17% DE	56 10%	57 9%	13 10%	43 16% I	20 10%	38 9%	159 13%	136 15% L	120 12%	211 12%	59 13%	74 15%	79 17%
Millennials (aged between 27 and 42)	249 11%	61 16% DE	79 12%	47 9%	62 9%	16 12%	38 14% HI	14 7%	30 7%	151 12% I	120 13%	110 11%	191 11%	54 12%	72 15%	69 15%
Generation Z (aged between 26 and 10)	188 8%	57 15% CDE	57 9%	32 6%	42 6%	21 16% GHIJ	17 7%	6 3%	31 7%	112 9% H	98 11% L	74 7%	141 8%	44 10%	40 8%	46 10%
Doesn't apply to any of them	136 6%	23 6%	43 6%	25 5%	45 7%	7 5%	14 5%	12 6%	30 7%	73 6%	61 7%	55 5%	95 5%	40 9% M	27 6%	31 7%
Applies to more than one equally	205 9%	28 7%	50 8%	42 8%	85 13% BCD	12 9%	16 6%	15 7%	56 13% GJ	106 9%	64 7%	115 11% K	161 9%	41 9%	19 4%	28 6%
Don't know	426 19%	52 14%	98 15%	128 24% BC	148 22% BC	22 17%	31 12%	36 18%	80 19% G	257 21% G	93 10%	181 17% K	302 17%	94 21%	60 13%	65 14%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Self-centred

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	89 4%	49 4%	40 4%	23 7% GH	17 4%	17 4%	13 3%	19 3%	51 4%	38 4%	60 4%	29 3%	2 3% *	12 5%	7 4%	3 2%	7 5%	14 7% P	8 4%	10 3%	16 5%	4 4% *	4 2%	- - *	22 4%	25 4% P	18 4%	89 4%
Baby Boomers (aged between 57 and 77)	213 10%	130 12% C	82 7%	48 16% GH	59 14% GH	48 12% H	34 8% H	24 3%	126 10%	88 9%	155 11% L	58 7%	8 10% *	24 10% R	12 7%	15 7%	15 9%	9 4%	16 8%	31 10% R	53 17% NOPRSYZab	9 9% *	17 9%	4 6% *	44 9%	38 7%	47 10% R	210 10% RZ
Generation X (aged between 43 and 56)	169 8%	108 10% C	59 5%	40 13% GH	58 14% FGH	32 8% H	18 4%	21 3%	86 7%	84 9%	138 10% L	32 4%	5 5% *	16 6%	12 7%	8 4%	13 8%	12 6%	18 9%	12 4%	41 13% NPRTVYZab	5 5% *	16 9%	12 18% MNOPRTVYZab*	32 6%	34 6%	30 6% T	157 7% T
Millennials (aged between 27 and 42)	386 17%	196 18%	190 17%	43 14%	55 13%	52 13%	64 16%	172 24% DEFG	217 17%	169 18%	241 17%	146 18%	21 25% UXa*	51 21% X	28 16%	36 19%	34 21% X	37 17%	28 15%	46 15%	44 14%	28 26% STUWXab*	28 15%	5 8% *	100 20%	107 19%	74 15%	381 17%
Generation Z (aged between 26 and 10)	686 31%	313 28%	372 33% B	68 22%	132 32% D	114 29%	134 32% D	237 33% D	412 32%	274 28%	431 30%	255 31%	21 25% *	81 33%	52 29%	62 32%	46 29%	67 31%	62 33%	97 32%	85 27%	28 27% *	51 27%	32 49% MNOPQRTUVWYZab*	154 30%	175 31%	160 32%	653 30%
Doesn’t apply to any of them	168 7%	81 7%	86 8%	27 9%	28 7%	37 9%	27 7%	49 7%	111 9%	57 6%	118 8%	50 6%	7 8% *	18 7%	16 9%	14 7%	14 8%	16 7%	17 9%	21 7%	21 7%	5 5% *	18 10%	1 2% *	41 8%	44 8%	39 8%	167 8%
Applies to more than one equally	193 9%	72 7%	120 11% B	19 6%	14 3%	31 8% E	34 8% E	96 13% DEFG	115 9%	78 8%	98 7%	95 12% K	7 8% *	15 6%	24 13% NUY	15 8%	10 6%	23 11%	12 6%	32 11%	20 6%	8 7% *	23 12% U	5 7% *	46 9%	48 8%	44 9%	189 9%
Don’t know	341 15%	161 15%	177 16%	39 13%	52 13%	58 15%	89 22% DEFH	102 14%	162 13%	178 18% I	185 13%	156 19% K	13 15% *	30 12%	29 16%	41 21% NUb	22 14%	36 17%	30 16%	51 17%	34 11%	18 17% *	29 16%	7 11% *	72 14%	99 17% U	81 16%	333 15%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Self-centred

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	89 4%	27 4%	63 4%	29 5%	20 4%	16 3%	20 5%	4 2%	51 4%	34 5%	4 2%	11 3%	26 3%	20 4%	33 6%	43 5% Q	46 3%	77 4%	12 6%	30 3%	25 3%	14 2%	19 4%	8 4%	27 8% VW
Baby Boomers (aged between 57 and 77)	213 10%	88 12% C	126 8%	50 9%	47 8%	47 10%	57 14% DEH	12 6%	122 9%	74 11%	17 7%	26 7%	51 6%	52 12% LM	84 14% LM	104 13% Q	110 8%	187 9%	26 13%	120 14% U	45 6%	24 4%	84 15% V	25 14% V	42 13% V
Generation X (aged between 43 and 56)	169 8%	58 8%	112 7%	27 5%	54 10% DH	50 11% DH	32 8% H	6 3%	106 8%	53 8%	10 4%	21 5%	37 5%	38 9% M	73 12% LM	95 12% Q	74 5%	148 7%	21 10%	63 7%	64 8%	46 7%	38 7%	21 11%	28 9%
Millennials (aged between 27 and 42)	386 17%	138 19%	248 16%	104 18%	79 14%	103 22% EH	76 18% H	24 11%	241 18% J	93 14%	52 21% J	68 17%	169 21% N	51 12%	98 17%	119 15%	267 18%	352 17%	33 16%	152 18%	164 20%	137 22% X	95 17%	25 14%	63 19%
Generation Z (aged between 26 and 10)	686 31%	217 30%	469 31%	149 26%	190 34% D	143 30%	132 31%	72 34% D	417 31%	186 28%	83 34%	122 31%	255 31%	155 35% O	153 26%	233 30%	453 31%	616 30%	64 32%	244 29%	282 34% T	233 38% WXY	144 26% Y	52 28% Y	64 20%
Doesn’t apply to any of them	168 7%	64 9%	104 7%	44 8%	38 7%	35 7%	36 9%	15 7%	94 7%	56 8%	18 7%	29 8%	63 8%	34 8%	42 7%	52 7%	116 8%	151 7%	13 7%	58 7%	60 7%	36 6%	44 8%	15 8%	27 8%
Applies to more than one equally	193 9%	65 9%	128 8%	63 11% F	47 8%	29 6%	34 8%	21 10%	120 9%	53 8%	20 8%	47 12% O	74 9%	32 7%	40 7%	44 6%	150 10% P	183 9% S	8 4%	82 10%	60 7%	54 9%	46 8%	14 8%	29 9%
Don’t know	341 15%	73 10%	268 18% B	118 20% FG	85 15% G	50 11%	32 8%	55 26% EFG	176 13%	125 19% I	39 16%	68 17% O	143 17% O	59 13%	71 12%	99 13%	241 17% P	309 15%	26 13%	105 12%	118 14%	74 12%	76 14%	23 13%	44 14%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Self-centred

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	89 4%	26 7% DE	29 4%	15 3%	19 3%	7 5%	5 2%	7 3%	11 3%	59 5%	45 5%	33 3%	66 4%	23 5%	25 5%	24 5%
Baby Boomers (aged between 57 and 77)	213 10%	56 15% DE	97 15% DE	42 8% E	19 3%	31 23% HIJ	52 20% IJ	24 12% I	14 3%	93 8% I	120 13% L	79 8%	172 10%	40 9%	58 12%	55 12%
Generation X (aged between 43 and 56)	169 8%	55 14% DE	69 10% DE	28 5% E	17 3%	16 12% I	20 7% I	13 6% I	6 2%	114 9% I	109 12% L	53 5%	146 8% N	23 5%	52 11%	60 13%
Millennials (aged between 27 and 42)	386 17%	61 16%	77 12%	86 16%	162 24% BCD	20 15%	34 13%	34 17%	111 27% FGHJ	187 15%	165 18%	195 19%	311 18%	70 15%	80 17%	81 18%
Generation Z (aged between 26 and 10)	686 31%	77 20%	210 32% B	183 34% B	216 33% B	24 18%	103 39% FJ	61 31% F	137 33% F	361 29% F	261 29%	349 34%	516 30%	164 36% M	152 31%	126 27%
Doesn't apply to any of them	168 7%	36 10%	51 8%	37 7%	44 7%	8 6%	12 5%	17 9%	27 6%	104 8%	61 7%	86 8%	133 8%	33 7%	35 7%	38 8%
Applies to more than one equally	193 9%	22 6%	36 5%	49 9% C	87 13% BC	8 6%	10 4%	16 8%	58 14% FGJ	101 8% G	60 7%	103 10% K	146 8%	43 9%	28 6%	26 6%
Don't know	341 15%	45 12%	91 14%	103 19% BC	101 15%	20 15%	28 10%	27 13%	53 13%	213 17% G	71 8%	139 13% K	247 14%	62 14%	53 11%	47 10%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Not prepared to work hard to get ahead in life

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	64 3%	40 4% C	22 2%	24 8% EGH	10 2% G	19 5% GH	2 *	10 1%	40 3%	24 2%	43 3%	21 3%	1 1% *	12 5% TWa	3 2%	2 1%	6 4% W	6 3%	3 2%	4 1%	22 7% OPSTWYZab	1 1% *	1 *	4 6% W*	16 3%	14 2%	7 1%	60 3%
Baby Boomers (aged between 57 and 77)	102 5%	63 6% C	38 3%	24 8% GH	35 9% GH	19 5% H	9 2%	15 2%	59 5%	43 4%	83 6% L	19 2%	4 5% *	10 4%	7 4%	6 3%	10 6%	10 5%	6 3%	13 4%	30 9% NPSTVWYZab	1 1% *	6 3%	1 1% *	20 4%	26 5%	19 4%	101 5%
Generation X (aged between 43 and 56)	141 6%	80 7%	61 5%	34 11% GH	44 11% GH	26 7% H	17 4%	21 3%	75 6%	66 7%	119 8% L	22 3%	5 6% *	10 4%	6 3%	10 5%	7 4%	13 6%	15 8%	12 4%	38 12% NOPQTWYZab	8 7% *	8 4%	10 15% NOPQTWYZab*	21 4%	31 5%	26 5%	131 6%
Millennials (aged between 27 and 42)	284 13%	156 14%	126 11%	37 12%	50 12%	43 11%	52 13%	101 14%	168 13%	115 12%	179 13%	104 13%	10 12% *	42 17% PZ	21 12%	15 8%	18 11%	23 11%	30 16% P	41 14%	40 13%	20 19% PZ*	20 10%	5 7% *	73 14% P	56 10%	71 14% P	279 13% Z
Generation Z (aged between 26 and 10)	843 38%	413 37%	428 38%	85 28%	159 38% D	136 35%	167 40% D	296 41% D	481 38%	361 37%	534 37%	308 38%	33 39% *	90 36%	78 44% SUa	86 44% SUa	60 37%	87 41%	58 30%	106 35%	100 32%	41 39% *	76 41%	27 40% *	201 39%	233 41% SUa	164 33%	816 37%
Doesn’t apply to any of them	319 14%	133 12%	185 16% B	47 15%	51 12%	63 16%	53 13%	105 15%	196 15%	124 13%	199 14%	120 15%	14 17% *	34 14%	23 13%	18 9%	24 15%	26 12%	37 20% PUZ	52 17% PU	33 11%	12 11% *	38 20% PUZ	8 12% *	71 14%	68 12%	90 18% PUZb	311 14%
Applies to more than one equally	172 8%	82 7%	89 8%	12 4%	14 3%	34 9% DE	33 8% DE	79 11% DE	101 8%	71 7%	90 6%	82 10% K	6 7% *	24 10%	14 8%	19 10%	12 8%	15 7%	12 6%	20 7%	19 6%	8 8% *	16 8%	6 9% *	44 9%	46 8%	32 7%	166 8%
Don’t know	321 14%	144 13%	176 16%	46 15%	50 12%	49 13%	82 20% EFH	94 13%	159 12%	162 17% I	179 13%	142 17% K	12 14% *	27 11%	27 15%	37 19% NU	24 15%	34 16%	30 16%	53 18% NU	33 10%	14 14% *	24 13%	6 9% *	65 13%	95 17% U	84 17% U	315 14%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes... - Not prepared to work hard to get ahead in life

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	64 3%	26 4%	38 3%	15 3%	20 4%	7 2%	19 4% F	3 2%	36 3%	23 3%	5 2%	4 1%	14 2%	13 3%	33 6% LM	43 5% Q	21 1%	52 3%	11 5% R	31 4% U	13 2%	15 2%	14 3%	11 6% VW	14 4%
Baby Boomers (aged between 57 and 77)	102 5%	34 5%	68 5%	17 3%	25 5%	34 7% D	18 4%	7 4%	58 4% K	42 6% K	2 1%	13 3%	29 4%	17 4%	43 7% LM	60 8% Q	43 3%	89 4%	11 5%	36 4%	37 4%	21 3%	26 5%	11 6%	23 7% V
Generation X (aged between 43 and 56)	141 6%	56 8%	85 6%	35 6%	39 7%	28 6%	28 7%	11 5%	84 6%	50 7% K	7 3%	19 5%	37 5%	34 8%	51 9% M	71 9% Q	70 5%	117 6%	21 10% R	59 7%	44 5%	30 5%	35 6%	20 11% V	33 10% V
Millennials (aged between 27 and 42)	284 13%	96 13%	188 12%	68 12%	76 14%	54 11%	67 16% H	18 9%	180 14%	68 10%	37 15%	51 13%	95 12%	36 8%	101 17% MN	105 13%	179 12%	257 13%	25 12%	86 10%	139 17% T	100 16%	70 13%	19 10%	46 14%
Generation Z (aged between 26 and 10)	843 38%	247 34%	596 39% B	194 33%	213 38%	198 42% D	156 37%	81 39%	535 40% J	212 31%	96 39%	147 37%	314 38% O	196 45% O	186 31%	275 35%	567 39%	771 38%	68 34%	296 35%	357 44% T	296 48% WXY	184 34%	48 26%	100 31%
Doesn't apply to any of them	319 14%	145 20% C	174 11%	80 14%	74 13%	60 13%	72 17%	33 16%	173 13%	108 16%	38 16%	60 15%	110 13%	66 15%	83 14%	101 13%	219 15%	289 14%	27 14%	173 20% U	73 9%	45 7%	109 20% V	35 19% V	47 15% V
Applies to more than one equally	172 8%	61 8%	111 7%	47 8%	42 7%	37 8%	32 8%	15 7%	106 8%	46 7%	20 8%	43 11% NO	63 8%	28 6%	38 6%	46 6%	126 9% P	162 8%	9 4%	75 9%	63 8%	52 8%	40 7%	15 8%	24 8%
Don't know	321 14%	64 9%	257 17% B	127 22% EFG	70 13% G	53 11%	30 7%	41 19% EFG	157 12%	125 19% I	39 16%	55 14%	154 19% NO	51 12%	60 10%	87 11%	234 16% P	285 14%	31 15%	98 11%	93 11%	58 9%	69 13%	25 13%	37 11%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q10. Please read each of the following statements, and for each, please select the generation you think the statement most closely describes… - Not prepared to work hard to get ahead in life

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	64 3%	28 8% CDE	23 3% DE	4 1%	9 1%	9 7% GHI	7 2%	1 1%	4 1%	43 3% I	48 5% L	14 1%	52 3%	12 3%	22 4%	22 5%
Baby Boomers (aged between 57 and 77)	102 5%	28 8% DE	47 7% DE	14 3%	13 2%	10 8% HI	12 5% I	4 2%	4 1%	72 6% I	69 8% L	29 3%	79 5%	21 5%	32 7%	33 7%
Generation X (aged between 43 and 56)	141 6%	39 10% DE	61 9% DE	22 4%	19 3%	12 9% HI	17 7% I	5 3%	11 3%	96 8% HI	96 11% L	36 3%	118 7%	20 4%	36 7%	52 11%
Millennials (aged between 27 and 42)	284 13%	47 12%	81 12%	61 11%	96 14%	19 14%	32 12%	30 15%	63 15%	140 11%	155 17% L	110 11%	214 12%	68 15%	75 16%	75 16%
Generation Z (aged between 26 and 10)	843 38%	111 29%	238 36%	224 41% B	270 41% B	35 26%	101 38% F	78 39% F	167 40% F	462 37% F	290 33%	446 43% K	647 37%	182 40%	177 37%	155 34%
Doesn't apply to any of them	319 14%	54 14%	96 14%	75 14%	95 14%	21 16%	51 19% J	32 16%	67 16%	148 12%	118 13%	179 17% K	267 15% N	50 11%	68 14%	56 12%
Applies to more than one equally	172 8%	16 4%	38 6%	45 8% B	73 11% BC	3 3%	14 5%	18 9% F	54 13% FGJ	83 7%	47 5%	93 9% K	130 7%	41 9%	25 5%	20 4%
Don't know	321 14%	54 14%	78 12%	100 18% CE	89 13%	24 18%	31 12%	30 15%	47 11%	189 15%	68 8%	130 13% K	230 13%	63 14%	49 10%	45 10%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - Summary

All Adults aged 16-75 in UK

	Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on.	
	Which of the following generations, if any, would you say will have had the best quality of life over their lifetime?	And which will have had the worst?
	(A)	(B)
Unweighted base	2246	2246
Weighted base	2246	2246
Pre-war generation (aged 78 and over)	141 6%	529 24% A
Baby Boomers (aged between 57 and 77)	776 35% B	135 6%
Generation X (aged between 43 and 56)	403 18% B	119 5%
Millennials (aged between 27 and 42)	288 13% B	230 10%
Generation Z (aged between 26 and 10)	159 7%	394 18% A
Generation Alpha (aged under 10)	85 4%	369 16% A
None of them	107 5%	111 5%
Don't know	288 13%	359 16% A

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - Which of the following generations, if any, would you say will have had the best quality of life over their lifetime?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	141 6%	72 6%	69 6%	19 6%	15 4%	37 9% EG	21 5%	49 7%	80 6%	61 6%	101 7%	40 5%	3 4% *	10 4%	17 10% NTY	9 5%	11 7%	14 7%	15 8%	12 4%	28 9% T	7 7% *	12 7%	1 2% *	31 6%	34 6%	27 5%	139 6%
Baby Boomers (aged between 57 and 77)	776 35%	369 33%	403 36%	50 16%	97 23% D	107 27% D	162 39% DEF	361 50% DEFG	466 36%	310 32%	444 31%	332 40% K	33 39% U*	87 35% U	53 30%	63 33% U	56 35% U	87 41% OU	73 38% U	114 38% U	64 20%	46 44% OU*	77 41% OU	21 31% *	173 34% U	207 36% U	187 38% U	755 35% U
Generation X (aged between 43 and 56)	403 18%	202 18%	200 18%	72 23% FH	101 24% FH	57 15%	80 19% H	94 13%	222 17%	181 19%	279 20% L	124 15%	16 19% *	48 19%	37 21% P	22 11%	20 12%	36 17%	39 20% P	59 19% P	62 20% P	17 16% *	33 17%	16 25% P*	100 20% PZ	78 14%	97 20% PZ	387 18% PZ
Millennials (aged between 27 and 42)	288 13%	164 15% C	122 11%	64 21% FGH	84 20% FGH	54 14% H	44 11% H	42 6%	168 13%	120 12%	214 15% L	74 9%	3 4% *	49 20% MRSTVWYZab	27 15% MSa	27 14% MS	20 12% S	24 11%	9 5%	31 10%	58 18% MSTVZab	8 7% *	20 11%	12 18% MSa*	79 15% MSa	71 12% S	40 8%	276 13% MSa
Generation Z (aged between 26 and 10)	159 7%	79 7%	80 7%	46 15% FGH	42 10% GH	30 8% GH	14 3%	27 4%	100 8%	59 6%	113 8%	46 6%	7 8% *	18 7%	15 8%	16 8%	16 10% a	10 4%	9 5%	14 5%	30 10% a	7 6% *	14 8%	4 5% *	40 8%	42 7%	23 5%	156 7% a
Generation Alpha (aged under 10)	85 4%	55 5% C	30 3%	9 3%	17 4%	29 8% DGH	10 2%	19 3%	53 4%	31 3%	54 4%	30 4%	5 6% R*	3 1%	5 3%	8 4%	5 3%	2 1%	9 5% R	8 3%	29 9% NOQRTWYZab	3 3% *	4 2%	4 6% R*	13 3%	15 3%	17 3%	81 4% R
None of them	107 5%	41 4%	64 6%	22 7% F	16 4%	12 3%	23 6%	34 5%	44 3%	63 7% I	54 4%	53 6% K	6 7% *	10 4%	12 7%	11 6%	12 7%	7 3%	8 4%	14 5%	12 4%	7 7% *	6 3%	2 3% *	28 5%	29 5%	22 5%	105 5%
Don't know	288 13%	130 12%	156 14%	26 9%	43 10%	63 16% DE	60 15% D	95 13%	147 11%	141 15%	166 12%	122 15%	11 13% *	23 9%	13 7%	37 19% NOUYb	22 14%	35 16% OY	29 15% O	50 17% NOUY	31 10%	10 10% *	21 11%	7 10% *	46 9%	94 16% NOUYb	79 16% NOUY	281 13% OY

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - Which of the following generations, if any, would you say will have had the best quality of life over their lifetime?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	141 6%	49 7%	92 6%	39 7%	26 5%	28 6%	35 8% E	12 6%	82 6%	49 7%	10 4%	31 8% M	36 4%	27 6%	47 8% M	66 8% Q	75 5%	129 6%	11 6%	47 5%	64 8%	36 6%	33 6%	13 7%	30 9%
Baby Boomers (aged between 57 and 77)	776 35%	286 39% C	490 32%	163 28%	218 39% D	175 37% D	146 35% D	74 35%	504 38% J	184 27%	88 36% J	145 37% O	328 40% O	149 34% O	153 26%	197 25%	579 40% P	738 36% S	35 17%	343 40%	299 37%	254 41% Y	207 38% Y	74 40% Y	92 29%
Generation X (aged between 43 and 56)	403 18%	133 18%	270 18%	114 20% H	83 15%	104 22% EH	82 19% H	19 9%	228 17%	115 17%	60 25% IJ	62 16%	145 18%	91 21%	105 18%	163 21% Q	240 16%	353 17%	49 24% R	155 18%	134 16%	100 16%	99 18%	34 18%	62 19%
Millennials (aged between 27 and 42)	288 13%	96 13%	192 13%	59 10%	81 15%	74 16% D	53 12%	20 10%	142 11%	117 17% I	28 12%	46 12%	65 8%	66 15% M	111 19% LM	137 17% Q	150 10%	233 12%	52 26% R	102 12%	95 12%	79 13%	62 11%	23 13%	54 17%
Generation Z (aged between 26 and 10)	159 7%	48 7%	111 7%	41 7%	44 8%	24 5%	38 9% F	13 6%	92 7%	58 9% K	9 4%	16 4%	47 6%	37 8% L	59 10% LM	80 10% Q	79 5%	138 7%	20 10%	64 7%	46 6%	35 6%	48 9% X	5 3%	26 8% X
Generation Alpha (aged under 10)	85 4%	36 5% C	48 3%	20 3%	17 3%	15 3%	27 6% DEF	5 3%	60 5%	20 3%	5 2%	11 3%	18 2%	11 2%	45 8% LMN	50 6% Q	34 2%	81 4%	3 2%	23 3%	52 6% T	27 4%	11 2%	13 7% W	15 5%
None of them	107 5%	18 2%	89 6% B	52 9% EFG	17 3%	8 2%	11 3%	19 9% EFG	57 4%	39 6%	11 5%	30 8% O	42 5%	19 4%	16 3%	22 3%	85 6% P	93 5%	10 5%	32 4%	31 4%	20 3%	25 5%	2 1%	17 5% X
Don't know	288 13%	64 9%	224 15% B	95 16% FG	73 13% G	44 9%	29 7%	47 22% EFG	164 12%	92 14%	32 13%	53 13%	136 17% NO	41 9%	58 10%	72 9%	215 15% P	257 13%	22 11%	89 10%	97 12%	64 10%	61 11%	20 11%	28 9%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - Which of the following generations, if any, would you say will have had the best quality of life over their lifetime?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	141 6%	22 6%	41 6%	33 6%	46 7%	10 8% G	5 2%	13 7% G	25 6% G	88 7% G	63 7%	62 6%	107 6%	31 7%	35 7%	28 6%
Baby Boomers (aged between 57 and 77)	776 35%	62 16%	165 25% B	213 39% BC	337 51% BCD	28 21%	92 35% FJ	81 41% FJ	239 57% FGHJ	336 27%	287 32%	411 40% K	625 36%	142 31%	182 38% P	124 27%
Generation X (aged between 43 and 56)	403 18%	88 23% E	132 20% E	104 19% E	80 12%	27 20% I	56 21% I	55 28% IJ	48 11%	217 18% I	185 21%	179 17%	310 18%	86 19%	97 20%	99 22%
Millennials (aged between 27 and 42)	288 13%	72 19% DE	122 18% DE	54 10% E	39 6%	18 14% I	46 17% I	20 10%	26 6%	178 14% I	139 16% L	116 11%	219 13%	67 15%	61 13%	88 19% O
Generation Z (aged between 26 and 10)	159 7%	59 16% CDE	54 8% DE	21 4%	25 4%	28 21% GHIJ	23 9% HI	4 2%	8 2%	96 8% HI	92 10% L	56 5%	132 8%	28 6%	41 9%	44 10%
Generation Alpha (aged under 10)	85 4%	13 3%	41 6% DE	16 3%	15 2%	2 2%	15 6% I	5 3%	6 2%	56 5% I	51 6% L	27 3%	64 4%	20 4%	19 4%	28 6%
None of them	107 5%	25 7% C	23 3%	32 6%	27 4%	6 5%	4 2%	8 4%	16 4%	73 6% G	33 4%	49 5%	68 4%	34 7% M	13 3%	13 3%
Don't know	288 13%	38 10%	83 13%	72 13%	95 14%	12 9%	23 9%	13 7%	50 12%	189 15% GH	42 5%	139 13% K	214 12%	50 11%	35 7%	35 8%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - And which will have had the worst?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	529 24%	254 23%	273 24%	33 11%	79 19% D	70 18% D	106 26% DF	240 33% DEFG	329 26% J	200 21%	292 20%	237 29% K	24 28% U*	69 28% U	36 20%	48 25% U	36 22% U	54 25% U	48 25% U	70 23% U	44 14%	26 25% U*	51 27% U	23 35% OU*	129 25% U	138 24% U	117 24% U	505 23% U
Baby Boomers (aged between 57 and 77)	135 6%	75 7%	59 5%	34 11% EGH	25 6%	27 7%	18 4%	30 4%	78 6%	57 6%	101 7% L	34 4%	5 6% *	18 7%	12 6%	9 5%	9 6%	9 4%	6 3%	15 5%	29 9% SZab	3 3% *	18 10% SZa	1 1% *	35 7%	28 5%	21 4%	134 6%
Generation X (aged between 43 and 56)	119 5%	74 7% C	45 4%	34 11% EFH	23 6% H	23 6% H	26 6% H	13 2%	82 6% J	37 4%	91 6% L	28 3%	5 6% *	11 4%	11 6%	8 4%	6 4%	4 2%	9 5%	16 5%	38 12% NPQRSTVWXYZab	4 4% *	7 3%	* 1% *	28 5%	19 3%	24 5%	118 5% RZ
Millennials (aged between 27 and 42)	230 10%	133 12% C	95 8%	38 12% GH	85 21% DFGH	39 10% H	25 6%	43 6%	127 10%	102 11%	171 12% L	58 7%	5 6% *	23 9%	16 9%	18 9%	19 12%	25 11%	23 12%	28 9%	44 14% W	7 6% *	12 7%	10 15% *	45 9%	61 11%	51 10%	219 10%
Generation Z (aged between 26 and 10)	394 18%	194 17%	199 18%	56 18%	67 16%	55 14%	71 17%	144 20% F	231 18%	163 17%	256 18%	137 17%	12 15% *	41 16%	25 14%	23 12%	35 22% P	35 16%	30 16%	52 17%	59 19%	36 34% MNOPRSTUWXYZab*	35 19%	11 16% *	78 15%	93 16%	82 17%	383 18%
Generation Alpha (aged under 10)	369 16%	174 16%	193 17%	51 16%	68 16%	79 20%	63 15%	109 15%	203 16%	167 17%	243 17%	127 15%	12 14% *	44 18%	35 19%	37 19%	22 14%	36 17%	30 15%	54 18%	54 17%	13 12% *	26 14%	8 13% *	91 18%	95 17%	83 17%	361 17%
None of them	111 5%	52 5%	58 5%	24 8% F	17 4%	8 2%	27 6% F	35 5%	55 4%	56 6%	61 4%	50 6%	5 6% *	11 4%	18 10% NRUWZab	11 6%	13 8% R	6 3%	8 4%	14 5%	12 4%	5 5% *	5 3%	2 3% *	34 7%	30 5%	22 5%	109 5%
Don't know	359 16%	155 14%	202 18% B	38 12%	49 12%	89 23% DEH	78 19% DE	106 15%	176 14%	183 19% I	210 15%	149 18%	15 18% *	31 12%	26 14%	39 20% U	21 13%	45 21% NUVY	39 20% U	54 18%	36 11%	11 10% *	34 18%	10 15% *	72 14%	105 18% U	92 19% U	349 16% U

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - And which will have had the worst?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	529 24%	163 22%	365 24%	128 22%	137 24%	117 25%	95 23%	52 25%	344 26% J	107 16%	78 32% J	101 26% O	232 28% NO	91 21%	105 18%	147 19%	381 26% P	501 25% S	23 11%	198 23%	249 30% T	186 30% WY	112 20%	43 24%	63 20%
Baby Boomers (aged between 57 and 77)	135 6%	52 7%	83 5%	28 5%	39 7%	30 6%	29 7%	10 5%	81 6%	45 7%	9 4%	21 5%	35 4%	28 6%	51 9% M	59 8%	76 5%	116 6%	19 10% R	48 6%	48 6%	30 5%	27 5%	13 7%	34 10% VW
Generation X (aged between 43 and 56)	119 5%	46 6%	72 5%	29 5%	32 6%	20 4%	28 7%	9 4%	66 5%	42 6%	10 4%	23 6% M	20 2%	27 6% M	49 8% M	67 8% Q	52 4%	96 5%	22 11% R	48 6%	35 4%	32 5%	20 4%	11 6%	33 10% VW
Millennials (aged between 27 and 42)	230 10%	78 11%	152 10%	53 9%	64 11% H	48 10% H	57 13% H	9 4%	136 10%	80 12% K	14 6%	28 7%	74 9%	52 12%	75 13% L	119 15% Q	110 8%	200 10%	29 15%	105 12%	77 9%	60 10%	64 12%	19 10%	37 11%
Generation Z (aged between 26 and 10)	394 18%	143 20%	251 17%	91 16%	85 15%	96 20%	89 21% DE	32 15%	243 18%	106 16%	45 19%	65 17%	145 18%	80 18%	103 17%	124 16%	270 18%	349 17%	43 21%	171 20%	134 16%	116 19%	109 20%	37 20%	55 17%
Generation Alpha (aged under 10)	369 16%	121 17%	248 16%	94 16%	101 18%	82 17%	68 16%	25 12%	192 14%	128 19% I	49 20%	62 16%	113 14%	92 21% M	102 17%	137 17%	232 16%	339 17%	29 14%	122 14%	131 16%	86 14%	113 21% VY	28 15%	46 14%
None of them	111 5%	34 5%	77 5%	38 7%	20 4%	24 5%	17 4%	13 6%	58 4%	42 6%	11 5%	30 8% N	42 5%	14 3%	25 4%	21 3%	90 6% P	97 5%	14 7%	36 4%	35 4%	29 5%	20 4%	9 5%	16 5%
Don't know	359 16%	91 12%	268 18% B	121 21% EFG	82 15% G	57 12%	40 9%	60 28% EFG	207 16%	124 18% K	28 12%	62 16%	156 19% NO	57 13%	84 14%	113 14%	246 17%	326 16%	23 12%	127 15%	109 13%	77 13%	81 15%	23 12%	40 12%

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q11. I'd now like you to think about the things that make up people's quality of life, such as access to jobs, healthcare, education, housing, benefits from government and so on. - And which will have had the worst?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	529 24%	41 11%	129 19% B	138 25% BC	221 33% BCD	15 12%	70 26% FJ	51 26% F	149 36% FGHJ	243 20% F	199 22%	267 26%	397 23%	126 27%	94 19%	88 19%
Baby Boomers (aged between 57 and 77)	135 6%	39 10% DE	46 7%	22 4%	29 4%	12 9% I	11 4%	10 5%	11 3%	91 7% I	77 9% L	44 4%	104 6%	31 7%	30 6%	47 10% O
Generation X (aged between 43 and 56)	119 5%	38 10% CE	37 6% E	40 7% E	4 1%	13 10% GI	8 3% I	14 7% I	2 1%	81 7% I	68 8% L	44 4%	89 5%	28 6%	39 8%	33 7%
Millennials (aged between 27 and 42)	230 10%	49 13% DE	110 17% DE	29 5%	41 6%	14 11%	63 24% FHIJ	13 7%	24 6%	115 9%	142 16% L	81 8%	181 10%	48 10%	63 13%	52 11%
Generation Z (aged between 26 and 10)	394 18%	72 19%	93 14%	100 18%	129 19% C	23 17%	29 11%	34 17%	90 22% G	218 18% G	151 17%	189 18%	332 19% N	57 12%	83 17%	104 23%
Generation Alpha (aged under 10)	369 16%	63 17%	114 17%	89 16%	103 15%	29 22%	42 16%	44 22% J	65 16%	189 15%	138 15%	195 19%	293 17%	70 15%	96 20%	79 17%
None of them	111 5%	26 7% C	21 3%	30 5%	35 5%	9 7% G	3 1%	10 5% G	20 5% G	70 6% G	43 5%	47 4%	62 4%	42 9% M	24 5%	19 4%
Don't know	359 16%	49 13%	111 17%	97 18%	102 15%	18 13%	39 15%	22 11%	55 13%	225 18% H	74 8%	171 16% K	281 16%	55 12%	56 12%	36 8%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - Summary

All Adults aged 16-75 in UK

	Q12. Now think about the quality of life for people in Britain who have grown up in different generations.	
	Which of the following generations, if any, do you think should be the highest priority for government help for their quality of life over the next few years?	And which should be lowest priority?
	(A)	(B)
Unweighted base	2246	2246
Weighted base	2246	2246
Pre-war generation (aged 78 and over)	400 18% B	287 13%
Baby Boomers (aged between 57 and 77)	313 14% B	219 10%
Generation X (aged between 43 and 56)	205 9% B	156 7%
Millennials (aged between 27 and 42)	333 15% B	199 9%
Generation Z (aged between 26 and 10)	344 15% B	279 12%
Generation Alpha (aged under 10)	180 8%	284 13% A
None of them	135 6%	450 20% A
Don't know	336 15%	372 17% A

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - Which of the following generations, if any, do you think should be the highest priority for government help for their quality of life over the next few years?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	400 18%	179 16%	220 20%	16 5%	33 8%	54 14% DE	87 21% DEF	210 29% DEFG	245 19%	155 16%	218 15%	182 22% K	25 29% PQSTUZab*	49 20% U	37 21% QU	25 13%	19 11%	52 24% PQUZb	32 17%	52 17%	37 12%	18 18% *	45 24% PQU	11 16% *	110 22% PQUb	95 17%	84 17%	390 18% U
Baby Boomers (aged between 57 and 77)	313 14%	156 14%	157 14%	24 8%	38 9%	41 10%	38 9%	173 24% DEFG	182 14%	131 14%	166 12%	147 18% K	13 15% *	46 18% Tab	23 13%	26 14%	26 16%	24 11%	23 12%	33 11%	40 13%	17 16% *	25 14%	18 27% OPRSTUWZab*	81 16%	76 13%	56 11%	295 14%
Generation X (aged between 43 and 56)	205 9%	118 11% C	86 8%	46 15% FH	49 12% H	36 9% H	54 13% H	20 3%	126 10%	79 8%	158 11% L	47 6%	7 8% *	27 11%	15 8%	18 9%	12 7%	16 8%	22 12%	31 10%	25 8%	11 11% *	10 5%	10 15% W*	49 10%	46 8%	53 11%	195 9%
Millennials (aged between 27 and 42)	333 15%	172 15%	158 14%	66 21% GH	115 28% FGH	69 18% GH	35 9%	47 7%	184 14%	149 15%	239 17% L	94 11%	8 9% *	35 14%	22 13%	28 14%	34 21% MTYab	34 16%	24 13%	36 12%	62 20% TYab	15 14% *	26 14%	9 13% *	65 13%	96 17%	60 12%	324 15%
Generation Z (aged between 26 and 10)	344 15%	181 16%	160 14%	87 28% FGH	90 22% FGH	58 15% H	50 12%	59 8%	208 16%	135 14%	258 18% L	86 10%	11 13% *	27 11%	22 13%	28 14%	28 17%	23 11%	24 13%	53 17%	72 23% NOPRSXYZab	16 15% *	34 18%	5 8% *	60 12%	79 14%	77 16%	339 16% Y
Generation Alpha (aged under 10)	180 8%	97 9%	83 7%	27 9%	30 7%	43 11% G	26 6%	54 7%	91 7%	90 9%	121 9%	59 7%	7 8% *	22 9%	16 9%	17 9%	5 3%	14 6%	14 7%	27 9% Q	37 12% QZb	7 6% *	10 5%	4 6% *	45 9% Q	36 6%	41 8%	176 8% Q
None of them	135 6%	80 7%	55 5%	15 5%	13 3%	14 4%	37 9% EF	56 8% EF	73 6%	63 6%	69 5%	67 8% K	6 7% *	14 6%	14 8%	14 7%	10 6%	13 6%	10 5%	27 9% U	12 4%	6 6% *	8 4%	1 1% *	34 7%	37 6%	37 7%	135 6%
Don't know	336 15%	128 12%	206 18% B	28 9%	46 11%	75 19% DE	85 21% DEH	102 14%	171 13%	165 17%	198 14%	138 17%	9 10% *	28 11%	29 16% U	38 20% NU	28 17% U	38 18% U	41 22% NUYb	43 14%	29 9%	14 14% *	29 16%	10 15% *	66 13%	103 18% NUYb	85 17% U	326 15% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - Which of the following generations, if any, do you think should be the highest priority for government help for their quality of life over the next few years?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	400 18%	124 17%	276 18%	99 17%	104 19%	79 17%	75 18%	43 20%	247 19%	97 14%	56 23% J	82 21% O	179 22% O	77 17% O	62 10%	105 13%	295 20% P	382 19% S	16 8%	152 18%	184 22% T	138 22% WY	81 15%	36 20%	47 15%
Baby Boomers (aged between 57 and 77)	313 14%	94 13%	219 14%	94 16%	80 14%	57 12%	51 12%	31 15%	179 13%	80 12%	54 22% IJ	81 21% NO	134 16% NO	38 9%	59 10%	81 10%	232 16% P	288 14%	24 12%	96 11%	149 18% T	103 17%	70 13%	24 13%	44 14%
Generation X (aged between 43 and 56)	205 9%	67 9%	138 9%	44 8%	63 11% H	48 10% H	41 10% H	9 4%	131 10%	56 8%	18 7%	27 7%	62 8%	52 12% LM	63 11%	86 11%	119 8%	174 9%	28 14% R	95 11% U	56 7%	47 8%	50 9%	14 7%	46 14% VWX
Millennials (aged between 27 and 42)	333 15%	124 17% C	209 14%	67 12%	79 14%	91 19% DH	71 17% D	25 12%	181 14%	126 19% IK	27 11%	47 12%	89 11%	82 19% LM	115 19% LM	154 19% Q	179 12%	281 14%	51 25% R	133 16%	105 13%	81 13%	94 17%	27 15%	57 18%
Generation Z (aged between 26 and 10)	344 15%	129 18% C	214 14%	72 12%	90 16% H	69 15% H	94 22% DEFH	17 8%	199 15%	117 17%	28 12%	35 9%	94 12%	76 17% LM	138 23% LMN	159 20% Q	185 13%	308 15%	33 16%	142 17%	104 13%	89 14%	91 17%	27 15%	58 18%
Generation Alpha (aged under 10)	180 8%	72 10% C	109 7%	48 8%	39 7%	39 8%	32 8%	22 10%	99 7%	63 9%	19 8%	41 10% M	44 5%	40 9% M	55 9% M	77 10%	103 7%	168 8%	12 6%	67 8%	58 7%	32 5%	68 12% VY	20 11% V	22 7%
None of them	135 6%	42 6%	93 6%	47 8% E	21 4%	34 7% E	25 6%	9 4%	87 7%	33 5%	15 6%	29 7% O	62 8% O	21 5%	22 4%	21 3%	115 8% P	116 6%	17 8%	40 5%	62 8% T	52 8% W	27 5%	7 4%	18 5%
Don't know	336 15%	77 11%	259 17% B	111 19% FG	84 15% G	55 12%	31 7%	55 26% EFG	206 16%	103 15%	27 11%	50 13%	152 19% LNO	54 12%	80 14%	106 13%	230 16%	306 15%	22 11%	129 15%	100 12%	74 12%	66 12%	28 15%	31 10%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - Which of the following generations, if any, do you think should be the highest priority for government help for their quality of life over the next few years?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	400 18%	22 6%	71 11% B	114 21% BC	193 29% BCD	4 3%	18 7%	35 18% FG	108 26% FGHJ	235 19% FG	138 15%	221 21% K	324 19%	76 17%	74 15%	60 13%
Baby Boomers (aged between 57 and 77)	313 14%	33 9%	62 9%	55 10%	163 25% BCD	15 11%	25 10%	19 10%	102 24% FGHJ	151 12%	134 15%	146 14%	237 14%	72 16%	75 16%	64 14%
Generation X (aged between 43 and 56)	205 9%	53 14% E	68 10% E	70 13% E	14 2%	12 9% I	15 6% I	32 16% GI	7 2%	140 11% GI	112 13% L	76 7%	154 9%	46 10%	65 13%	60 13%
Millennials (aged between 27 and 42)	333 15%	78 21% DE	164 25% DE	44 8%	47 7%	26 20% HI	96 36% FHIJ	14 7%	36 9%	161 13% HI	171 19% L	133 13%	255 15%	77 17%	86 18%	89 19%
Generation Z (aged between 26 and 10)	344 15%	107 28% CDE	117 18% DE	68 13% E	51 8%	50 37% GHIJ	46 17% I	36 18% I	35 8%	177 14% I	160 18%	161 16%	303 17% N	39 9%	86 18%	94 21%
Generation Alpha (aged under 10)	180 8%	33 9%	63 9%	35 6%	50 8%	12 9%	20 8%	18 9%	39 9%	91 7%	82 9%	74 7%	158 9% N	20 4%	40 8%	52 11%
None of them	135 6%	19 5%	20 3%	44 8% C	53 8% C	* *	7 3%	14 7% F	39 9% FG	75 6% F	32 4%	75 7% K	63 4%	67 15% M	16 3%	11 2%
Don't know	336 15%	33 9%	97 15% B	113 21% BCE	93 14% B	14 10%	38 14%	31 16%	52 13%	201 16%	64 7%	151 15% K	244 14%	59 13%	41 8%	29 6%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - And which should be lowest priority?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	287 13%	145 13%	140 12%	62 20% FGH	68 16% H	43 11%	48 12%	66 9%	165 13%	122 13%	194 14%	93 11%	8 10% *	29 12%	17 10%	28 14%	16 10%	30 14%	28 15%	40 13%	51 16%	7 7% *	24 13%	8 13% *	54 11%	74 13%	68 14%	279 13%
Baby Boomers (aged between 57 and 77)	219 10%	129 12% C	88 8%	38 12% H	61 15% GH	45 12% H	33 8%	41 6%	131 10%	87 9%	161 11% L	57 7%	11 13% *	29 12%	16 9%	13 7%	15 9%	14 7%	14 7%	35 12%	42 13% PRXZ	9 9% *	17 9%	2 3% *	57 11%	42 7%	49 10%	217 10% Z
Generation X (aged between 43 and 56)	156 7%	87 8%	68 6%	25 8% G	38 9% G	39 10% GH	11 3%	43 6% G	97 8%	59 6%	112 8%	44 5%	7 8% T*	25 10% Ta	9 5%	8 4%	15 9% Ta	15 7% T	12 6%	7 2%	30 10% Ta	13 12% PTa*	10 5%	5 7% *	41 8% Ta	39 7% T	19 4% T	151 7% Ta
Millennials (aged between 27 and 42)	199 9%	114 10% C	84 7%	35 11%	38 9%	31 8%	36 9%	59 8%	119 9%	80 8%	130 9%	69 8%	6 7% *	24 9%	16 9%	15 8%	12 7%	15 7%	11 6%	32 11%	34 11%	14 14% *	18 10%	4 5% *	45 9%	41 7%	43 9%	196 9%
Generation Z (aged between 26 and 10)	279 12%	153 14%	125 11%	36 12%	43 10%	45 12%	38 9%	118 16% EG	158 12%	122 13%	174 12%	105 13%	11 13% *	34 14%	20 11%	17 9%	20 12%	33 15% W	17 9%	43 14% W	41 13%	14 14% *	13 7%	17 25% OPSUWYZab *	65 13%	69 12%	60 12%	263 12%
Generation Alpha (aged under 10)	284 13%	144 13%	140 12%	29 9%	51 12%	44 11%	60 14%	100 14%	162 13%	122 13%	182 13%	102 12%	12 14% *	21 9%	23 13%	34 18% NY	22 14%	31 15%	24 12%	38 13%	37 12%	14 13% *	23 12%	5 7% *	56 11%	87 15% N	62 13%	279 13%
None of them	450 20%	199 18%	248 22% B	52 17%	54 13%	63 16%	109 26% DEF	170 24% DEF	260 20%	189 20%	257 18%	193 23% K	18 21% *	59 24% U	42 24% U	33 17%	35 21%	34 16%	31 16%	61 20%	47 15%	21 20% *	51 27% PRSUZab	17 25% *	120 23% U	101 18%	92 19%	433 20%
Don't know	372 17%	139 13%	232 21% B	32 10%	60 15%	78 20% D	78 19% D	123 17% D	187 15%	185 19% I	215 15%	157 19% K	12 14% *	27 11%	35 20% NUY	45 23% NTUVYb	27 17%	43 20% NU	54 28% MNQTUVWY Zab	44 15%	33 10%	12 11% *	30 16%	10 15% *	74 14%	115 20% NUYb	99 20% NTUY	362 17% NU

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - And which should be lowest priority?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	287 13%	109 15% C	178 12%	59 10%	87 15% DFH	48 10%	78 19% DFH	15 7%	155 12%	108 16% IK	23 10%	50 13%	74 9%	74 17% M	89 15% M	121 15% Q	166 11%	261 13%	26 13%	115 13%	85 10%	65 11%	83 15%	31 17% V	38 12%
Baby Boomers (aged between 57 and 77)	219 10%	95 13% C	124 8%	41 7%	52 9%	65 14% DH	48 11% D	13 6%	130 10% K	77 11% K	12 5%	27 7%	70 9%	52 12% L	70 12% L	90 11%	129 9%	195 10%	22 11%	114 13% U	56 7%	46 7%	70 13% V	22 12%	50 16% V
Generation X (aged between 43 and 56)	156 7%	58 8%	98 6%	36 6%	36 6%	34 7%	40 10%	10 5%	104 8%	43 6%	9 4%	18 5%	54 7%	28 6%	56 9% L	79 10% Q	77 5%	129 6%	27 13% R	72 8% U	44 5%	46 8%	36 7%	14 8%	28 9%
Millennials (aged between 27 and 42)	199 9%	78 11% C	121 8%	50 9%	51 9%	31 7%	54 13% FH	13 6%	118 9%	56 8%	25 10%	31 8%	56 7%	42 10%	69 12% M	86 11% Q	113 8%	179 9%	20 10%	76 9%	84 10%	55 9%	51 9%	22 12%	35 11%
Generation Z (aged between 26 and 10)	279 12%	82 11%	197 13%	84 14%	69 12%	49 10%	55 13%	22 11%	156 12%	77 11%	47 19% IJ	70 18% MNO	101 12%	42 9%	67 11%	97 12%	182 12%	248 12%	29 14%	74 9%	127 16% T	103 17% WY	57 10%	20 11%	26 8%
Generation Alpha (aged under 10)	284 13%	85 12%	199 13%	70 12%	77 14%	73 15% G	44 10%	21 10%	181 14%	74 11%	28 12%	56 14%	104 13%	60 14%	64 11%	83 11%	201 14%	259 13%	25 12%	84 10%	149 18% T	107 17% WX	53 10%	17 9%	47 15%
None of them	450 20%	137 19%	313 21%	133 23% EG	91 16%	106 23% EG	68 16%	52 25% EG	260 20%	130 19%	59 24%	84 21% O	195 24% O	81 18%	91 15%	117 15%	333 23% P	412 20%	31 15%	197 23% U	140 17%	102 17%	120 22%	35 19%	67 21%
Don't know	372 17%	84 12%	288 19% B	110 19% G	98 18% G	66 14% G	34 8%	64 30% DEFG	224 17%	108 16%	39 16%	57 15%	164 20% NO	63 14%	88 15%	114 15%	258 18%	341 17%	23 11%	122 14%	133 16%	92 15%	78 14%	24 13%	32 10%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Generations

UK Adults 16-75

Q12. Now think about the quality of life for people in Britain who have grown up in different generations. - And which should be lowest priority?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	287 13%	67 18% DE	100 15% E	59 11%	60 9%	30 23% HIJ	41 15% I	23 11%	37 9%	156 13%	128 14%	138 13%	242 14% N	43 9%	72 15%	71 15%
Baby Boomers (aged between 57 and 77)	219 10%	52 14% DE	86 13% DE	43 8%	38 6%	18 14% I	40 15% IJ	24 12%	30 7%	106 9%	117 13% L	90 9%	178 10%	39 8%	55 11%	57 12%
Generation X (aged between 43 and 56)	156 7%	38 10% DE	60 9% D	18 3%	40 6%	9 7%	22 8% H	5 2%	29 7% H	92 7% H	94 11% L	56 5%	133 8%	24 5%	43 9%	42 9%
Millennials (aged between 27 and 42)	199 9%	41 11%	58 9%	45 8%	55 8%	10 8%	23 9%	21 11%	36 9%	108 9%	111 12% L	74 7%	156 9%	44 10%	56 12%	52 11%
Generation Z (aged between 26 and 10)	279 12%	43 11%	75 11%	60 11%	101 15%	20 15%	27 10%	22 11%	63 15%	147 12%	122 14%	127 12%	198 11%	81 18% M	66 14%	74 16%
Generation Alpha (aged under 10)	284 13%	38 10%	72 11%	82 15%	91 14%	12 9%	29 11%	21 10%	46 11%	176 14%	116 13%	131 13%	209 12%	71 15%	50 10%	71 16% O
None of them	450 20%	62 16%	94 14%	129 24% BC	165 25% BC	22 17%	36 13%	53 27% FGJ	111 27% FGJ	228 18%	132 15%	244 24% K	343 20%	97 21%	91 19% P	57 13%
Don't know	372 17%	36 10%	115 17% B	107 20% B	114 17% B	12 9%	46 18% F	31 15%	65 16%	219 18% F	72 8%	176 17% K	282 16%	61 13%	50 10%	34 7%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - Summary

All Adults aged 16-75 in UK

	Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain.	
	Which of the following generations, if any, do you think has been most negatively affected by living through the coronavirus pandemic over the last few years?	And which has been least negatively affected?
	(A)	(B)
Unweighted base	2246	2246
Weighted base	2246	2246
Pre-war generation (aged 78 and over)	612 27% B	194 9%
Baby Boomers (aged between 57 and 77)	178 8%	275 12% A
Generation X (aged between 43 and 56)	153 7%	236 10% A
Millennials (aged between 27 and 42)	229 10%	221 10%
Generation Z (aged between 26 and 10)	482 21% B	213 10%
Generation Alpha (aged under 10)	266 12%	527 23% A
None of them	85 4%	265 12% A
Don't know	241 11%	314 14% A

ts of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - Which of the following generations, if any, do you think has been most negatively affected by living through the coronavirus pandemic over the last few years?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	612 27%	295 27%	317 28%	40 13%	79 19%	78 20% D	133 32% DEF	281 39% DEF	346 27%	266 27%	332 23%	280 34% K	17 20% *	66 27% U	52 29% U	58 30% U	49 30% U	65 30% U	47 25%	95 32% U	57 18%	25 24% *	65 34% MU	16 25% *	135 26% U	172 30% U	142 29% U	595 27% U
Baby Boomers (aged between 57 and 77)	178 8%	112 10% C	65 6%	30 10% G	36 9% G	34 9% G	13 3%	64 9% G	93 7%	84 9%	111 8%	67 8%	11 13% TZa*	19 8%	18 10%	11 6%	8 5%	13 6%	12 6%	15 5%	38 12% QTZab	10 9% *	13 7%	11 17% PQRSTWZab*	48 9% Z	31 6%	27 6%	166 8% Z
Generation X (aged between 43 and 56)	153 7%	86 8%	66 6%	47 15% FGH	44 11% GH	28 7% H	22 5% H	13 2%	93 7%	60 6%	112 8% L	41 5%	5 6% *	18 7%	10 6%	11 5%	16 10% S	17 8% S	5 2%	21 7%	31 10% Sa	7 7% *	8 4%	4 6% *	33 6%	44 8% S	26 5%	149 7% S
Millennials (aged between 27 and 42)	229 10%	129 12%	100 9%	48 16% GH	75 18% GH	49 13% GH	14 4%	42 6%	114 9%	115 12%	157 11%	72 9%	7 9% *	23 9%	16 9%	16 8%	18 11%	22 10%	23 12%	21 7%	50 16% NPTYZab	9 9% *	16 9%	8 12% *	45 9%	55 10%	45 9%	221 10%
Generation Z (aged between 26 and 10)	482 21%	230 21%	249 22%	85 27% EFH	81 19%	76 20%	106 26% H	134 19%	295 23%	187 19%	342 24% L	140 17%	22 26% *	59 24% W	35 19%	42 22%	34 21%	45 21%	44 23%	75 25% W	62 20%	28 27% W*	27 14%	10 15% *	115 23% W	121 21%	119 24% W	472 22% W
Generation Alpha (aged under 10)	266 12%	104 9%	159 14% B	27 9%	54 13%	60 15% D	43 10%	82 11%	180 14% J	86 9%	174 12%	92 11%	8 10% *	37 15%	18 10%	23 12%	14 8%	23 11%	22 12%	32 11%	42 13%	9 8% *	27 14%	11 16% *	63 12%	60 11%	55 11%	255 12%
None of them	85 4%	50 5%	34 3%	9 3%	5 1%	8 2%	26 6% EF	37 5% EF	43 3%	42 4%	51 4%	34 4%	6 7% R*	8 3%	8 4%	7 4%	8 5%	3 1%	10 5% R	11 4%	10 3%	5 5% *	7 4%	3 4% *	22 4%	18 3% R	21 4%	83 4%
Don't know	241 11%	104 9%	135 12%	22 7%	41 10%	56 14% DH	56 13% D	66 9%	116 9%	126 13% I	147 10%	94 11%	9 11% *	18 7%	23 13%	26 13%	16 10%	26 12%	27 14% N	31 10%	25 8%	11 10% *	25 13%	4 6% *	50 10%	68 12%	58 12%	237 11%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - Which of the following generations, if any, do you think has been most negatively affected by living through the coronavirus pandemic over the last few years?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	612 27%	195 27%	417 27%	169 29%	141 25%	116 24%	120 28%	67 32%	370 28%	163 24%	78 32%	132 34% NO	247 30% NO	99 23%	133 22%	154 20%	457 31% P	576 28% S	34 17%	230 27%	249 30%	185 30% Y	138 25%	47 25%	73 22%
Baby Boomers (aged between 57 and 77)	178 8%	54 7%	123 8%	39 7%	46 8%	48 10%	33 8%	11 5%	102 8%	59 9%	17 7%	21 5%	76 9% L	27 6%	54 9%	68 9%	109 8%	159 8%	18 9%	58 7%	72 9%	40 6%	38 7%	18 10%	40 12% VW
Generation X (aged between 43 and 56)	153 7%	51 7%	102 7%	35 6%	35 6%	43 9% H	32 8%	7 3%	85 6%	61 9% K	7 3%	25 6%	37 4%	39 9% M	53 9% M	65 8%	88 6%	122 6%	29 14% R	48 6%	48 6%	40 7%	37 7%	15 8%	30 9%
Millennials (aged between 27 and 42)	229 10%	76 10%	153 10%	63 11%	69 12%	42 9%	41 10%	14 7%	134 10%	81 12% K	13 5%	40 10%	59 7%	56 13% M	74 12% M	111 14% Q	118 8%	199 10%	30 15% R	88 10%	77 9%	62 10%	66 12%	17 9%	41 13%
Generation Z (aged between 26 and 10)	482 21%	179 25% C	303 20%	94 16%	134 24% D	111 24% D	104 25% D	40 19%	280 21%	151 22%	52 21%	73 18%	169 21%	113 26% L	127 21%	183 23%	299 20%	430 21%	47 23%	227 27% U	159 19%	128 21%	148 27% V	41 22%	69 21%
Generation Alpha (aged under 10)	266 12%	101 14% C	165 11%	53 9%	71 13%	55 12%	60 14% D	27 13%	168 13%	64 9%	34 14%	40 10%	86 10%	51 12%	90 15% M	117 15% Q	149 10%	247 12%	18 9%	104 12%	95 12%	78 13%	58 11%	33 18% WY	34 11%
None of them	85 4%	21 3%	64 4%	41 7% EFGH	13 2%	12 3%	13 3%	5 3%	44 3%	26 4%	16 6% I	29 7% MNO	32 4% O	15 3%	10 2%	12 2%	73 5% P	75 4%	10 5%	23 3%	38 5%	30 5%	17 3%	5 3%	7 2%
Don't know	241 11%	51 7%	190 13% B	88 15% EFG	52 9% G	45 10% G	17 4%	39 19% EFG	146 11%	69 10%	26 11%	34 9%	112 14% LO	40 9%	55 9%	77 10%	164 11%	216 11%	16 8%	76 9%	81 10%	53 9%	44 8%	10 5%	29 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - Which of the following generations, if any, do you think has been most negatively affected by living through the coronavirus pandemic over the last few years?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	612 27%	56 15%	125 19%	176 32% BC	256 39% BC	22 16%	54 20%	55 28% F	168 40% FGHJ	312 25% F	225 25%	312 30% K	479 28%	126 27%	122 25%	103 23%
Baby Boomers (aged between 57 and 77)	178 8%	37 10% D	54 8%	29 5%	58 9%	9 7%	19 7%	7 4%	33 8%	110 9% H	91 10% L	70 7%	130 7%	45 10%	47 10%	50 11%
Generation X (aged between 43 and 56)	153 7%	53 14% CDE	62 9% DE	25 5% E	13 2%	16 12% HI	17 6% I	11 5% I	6 2%	103 8% I	95 11% L	51 5%	117 7%	34 7%	44 9%	50 11%
Millennials (aged between 27 and 42)	229 10%	61 16% DE	109 16% DE	20 4%	39 6%	15 11% H	46 17% HIJ	9 4%	24 6%	135 11% HI	120 13% L	92 9%	187 11%	40 9%	56 12%	56 12%
Generation Z (aged between 26 and 10)	482 21%	98 26% CE	128 19%	131 24%	126 19%	47 35% IJ	66 25%	59 30% IJ	76 18%	234 19%	208 23%	223 22%	393 23%	82 18%	122 25%	101 22%
Generation Alpha (aged under 10)	266 12%	37 10%	94 14%	62 11%	73 11%	15 11%	37 14%	30 15%	52 13%	132 11%	92 10%	143 14% K	218 13%	47 10%	52 11%	60 13%
None of them	85 4%	11 3%	10 1%	29 5% C	36 5% C	2 1%	2 1%	12 6% FG	23 5% G	47 4% G	26 3%	43 4%	42 2%	36 8% M	11 2%	14 3%
Don't know	241 11%	26 7%	80 12% B	72 13% B	63 9%	7 5%	23 9%	17 8%	34 8%	160 13% FI	35 4%	103 10% K	172 10%	47 10%	28 6%	23 5%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	194 9%	91 8%	102 9%	28 9%	34 8%	43 11% H	39 10%	49 7%	128 10% J	66 7%	123 9%	70 9%	7 9% *	30 12% PW	15 9% W	10 5%	11 7%	24 11% W	23 12% PW	32 11% W	24 8%	4 4% *	5 3%	7 10% *	52 10% W	45 8% W	55 11% PWb	187 9% W
Baby Boomers (aged between 57 and 77)	275 12%	166 15% C	106 9%	31 10%	71 17% DH	49 12%	50 12%	74 10%	175 14%	100 10%	203 14% L	72 9%	12 14% *	30 12%	15 8%	20 11%	14 8%	22 11%	26 14%	39 13%	54 17% OQXYZb	14 13% *	26 14%	3 5% *	57 11%	56 10%	65 13%	272 12%
Generation X (aged between 43 and 56)	236 10%	116 10%	119 11%	45 15% H	47 11%	47 12%	41 10%	56 8%	136 11%	100 10%	172 12% L	64 8%	12 15% *	28 11%	14 8%	18 9%	26 16% ORWZb	17 8%	20 11%	33 11%	29 9%	10 10% *	13 7%	14 22% OPRUWYZab *	55 11%	62 11%	53 11%	221 10%
Millennials (aged between 27 and 42)	221 10%	125 11%	95 8%	46 15% FGH	48 12%	34 9%	37 9%	56 8%	135 11%	86 9%	153 11%	69 8%	6 7% *	22 9%	27 15% PSZab	12 6%	18 11%	21 10%	12 6%	28 9%	33 10%	15 15% P*	23 13%	3 4% *	55 11%	51 9%	40 8%	218 10%
Generation Z (aged between 26 and 10)	213 10%	124 11% C	89 8%	51 16% FGH	51 12% GH	30 8%	25 6%	57 8%	129 10%	85 9%	140 10%	73 9%	7 8% *	26 11%	19 11%	16 8%	22 13% Ta	19 9%	13 7%	16 5%	48 15% PSTWab	10 10% *	13 7%	5 8% *	52 10% Ta	56 10% a	29 6%	208 10% Ta
Generation Alpha (aged under 10)	527 23%	260 23%	268 24%	39 13%	70 17%	83 21% D	95 23% D	240 33% DEFG	283 22%	244 25%	288 20%	239 29% K	16 19% *	52 21%	35 20%	52 27% Q	27 17%	61 29% QUY	41 22%	86 29% QUY	60 19%	27 26% *	58 31% NOQUYb	13 19% *	102 20%	140 25% Q	127 26% Q	515 24%
None of them	265 12%	101 9%	163 14% B	27 9%	45 11%	41 11%	63 15% D	90 12%	145 11%	120 12%	162 11%	103 13%	11 13% *	35 14%	19 11%	35 18% RSTUZab	22 13%	19 9%	16 8%	28 9%	29 9%	14 13% *	20 11%	18 27% NOQRSTUWY Zab*	65 13%	76 13% Ra	44 9%	248 11%
Don’t know	314 14%	129 12%	183 16% B	41 13%	48 12%	64 16%	63 15%	99 14%	150 12%	165 17% I	184 13%	131 16%	13 15% *	25 10%	35 19% NXY	31 16%	22 13%	30 14%	39 20% NUXb	40 13%	38 12%	11 10% *	29 16%	3 5% *	72 14% N	83 15%	78 16% X	311 14%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	194 9%	60 8%	133 9%	39 7%	44 8%	47 10%	47 11% D	16 8%	128 10% J	40 6%	25 10%	26 7%	65 8%	44 10%	59 10%	87 11% Q	106 7%	169 8%	23 11%	76 9%	63 8%	54 9%	54 10%	19 10%	21 6%
Baby Boomers (aged between 57 and 77)	275 12%	120 17% C	154 10%	52 9%	86 15% DH	56 12%	67 16% DH	14 7%	170 13%	86 13%	18 7%	39 10%	100 12%	45 10%	91 15% LN	116 15% Q	159 11%	254 13%	20 10%	136 16% U	89 11%	73 12%	79 14%	35 19% V	54 17%
Generation X (aged between 43 and 56)	236 10%	84 12%	151 10%	53 9%	61 11%	48 10%	54 13%	21 10%	142 11%	68 10%	26 11%	36 9%	71 9%	56 13% M	73 12%	99 13% Q	137 9%	208 10%	27 13%	100 12%	78 10%	79 13%	52 10%	17 9%	39 12%
Millennials (aged between 27 and 42)	221 10%	93 13% C	128 8%	45 8%	51 9%	50 11%	56 13% D	20 9%	119 9%	88 13% IK	14 6%	36 9%	72 9%	47 11%	66 11%	91 12%	130 9%	193 10%	26 13%	73 9%	84 10%	62 10%	50 9%	25 13%	33 10%
Generation Z (aged between 26 and 10)	213 10%	72 10%	142 9%	59 10%	44 8%	47 10%	47 11%	17 8%	115 9%	75 11%	23 10%	33 8%	64 8%	41 9%	75 13% M	82 10%	131 9%	184 9%	29 14% R	78 9%	78 10%	68 11%	50 9%	18 10%	35 11%
Generation Alpha (aged under 10)	527 23%	151 21%	377 25% B	156 27%	124 22%	116 25%	89 21%	42 20%	307 23%	149 22%	72 30%	127 32% MNO	193 24% O	103 23%	104 18%	143 18%	384 26% P	496 24% S	30 15%	187 22%	224 27% T	145 24%	125 23%	34 18%	70 22%
None of them	265 12%	79 11%	187 12%	79 14% G	66 12%	56 12%	36 9%	29 14%	158 12%	72 11%	35 14%	44 11%	112 14% O	56 13%	53 9%	75 10%	190 13% P	235 12%	27 14%	106 12%	90 11%	62 10%	77 14%	18 10%	30 9%
Don’t know	314 14%	69 9%	245 16% B	101 17% FG	84 15% G	53 11% G	25 6%	51 24% EFG	189 14%	95 14%	30 12%	52 13%	141 17% NO	49 11%	73 12%	95 12%	220 15%	286 14%	19 10%	98 12%	112 14%	74 12%	60 11%	18 10%	41 13%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q13. Please think about the impact of the coronavirus pandemic on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	194 9%	32 9%	64 10%	50 9%	48 7%	11 8%	30 11%	18 9%	33 8%	102 8%	97 11% L	77 7%	151 9%	41 9%	61 13% P	34 7%
Baby Boomers (aged between 57 and 77)	275 12%	44 12%	103 16% E	61 11%	67 10%	14 10%	51 19% FIJ	38 19% FJ	52 12%	120 10%	147 17% L	112 11%	236 14% N	38 8%	54 11%	79 17% O
Generation X (aged between 43 and 56)	236 10%	54 14% E	78 12% E	59 11% E	44 7%	22 16% I	30 11% I	29 15% I	21 5%	133 11% I	101 11%	115 11%	189 11%	41 9%	50 10%	69 15%
Millennials (aged between 27 and 42)	221 10%	53 14% DE	68 10%	45 8%	55 8%	17 12%	22 8%	17 8%	29 7%	137 11% I	98 11%	99 10%	176 10%	45 10%	64 13%	45 10%
Generation Z (aged between 26 and 10)	213 10%	61 16% CDE	64 10%	37 7%	51 8%	24 18% GHIJ	26 10%	12 6%	30 7%	121 10%	112 13% L	88 8%	157 9%	56 12%	58 12%	67 15%
Generation Alpha (aged under 10)	527 23%	51 13%	123 19%	137 25% BC	217 33% BCD	16 12%	57 22% F	38 19%	143 34% FGHJ	273 22% F	201 23%	260 25%	394 23%	129 28% M	104 22%	85 19%
None of them	265 12%	36 10%	69 10%	73 13%	88 13%	13 10%	16 6%	26 13% G	56 13% G	154 12% G	78 9%	150 14% K	196 11%	58 13%	44 9%	38 8%
Don't know	314 14%	46 12%	93 14%	81 15%	94 14%	17 13%	32 12%	21 10%	51 12%	193 16%	58 6%	136 13% K	239 14%	51 11%	48 10%	42 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - Summary

All Adults aged 16-75 in UK

	Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain.	
	Which of the following generations, if any, do you think is being most negatively affected by living through this current period of rapidly rising costs of living?	And which has been least negatively affected?
	(A)	(B)
Unweighted base	2246	2246
Weighted base	2246	2246
Pre-war generation (aged 78 and over)	329 15%	297 13%
Baby Boomers (aged between 57 and 77)	217 10%	358 16% A
Generation X (aged between 43 and 56)	305 14% B	144 6%
Millennials (aged between 27 and 42)	593 26% B	174 8%
Generation Z (aged between 26 and 10)	331 15% B	163 7%
Generation Alpha (aged under 10)	86 4%	508 23% A
None of them	75 3%	247 11% A
Don't know	309 14%	356 16% A

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - Which of the following generations, if any, do you think is being most negatively affected by living through this current period of rapidly rising costs of living?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humbersi de	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	329 15%	162 15%	166 15%	12 4%	37 9% D	50 13% D	56 14% D	174 24% DEFG	188 15%	140 15%	163 11%	166 20% K	6 8% *	36 14%	29 16%	29 15%	24 15%	38 18%	21 11%	40 13%	37 12%	20 19% *	37 20% MSUa	11 16% *	71 14%	91 16%	61 12%	318 15%
Baby Boomers (aged between 57 and 77)	217 10%	102 9%	114 10%	24 8%	28 7%	24 6%	25 6%	115 16% DEFG	123 10%	95 10%	103 7%	115 14% K	11 13% *	17 7%	23 13%	14 7%	14 9%	17 8%	24 13%	24 8%	39 13%	10 10% *	16 9%	8 12% *	50 10%	45 8%	48 10%	209 10%
Generation X (aged between 43 and 56)	305 14%	168 15%	135 12%	49 16% H	57 14% H	53 14% H	85 21% EFH	61 8%	180 14%	125 13%	230 16% L	74 9%	11 13% *	40 16%	19 11%	20 10%	22 13%	29 13%	27 14%	51 17%	44 14%	15 15% *	19 10%	7 11% *	71 14%	70 12%	78 16%	297 14%
Millennials (aged between 27 and 42)	593 26%	269 24%	320 28%	78 25%	156 38% DGH	123 31% GH	86 21%	150 21%	348 27%	246 25%	407 29% L	187 23%	18 22% *	65 26%	35 20%	58 30% O	38 24%	66 31% O	51 27%	91 30% O	75 24%	36 34% OY*	48 25%	13 19% *	118 23%	162 28% O	143 29% O	581 27% O
Generation Z (aged between 26 and 10)	331 15%	189 17% C	141 12%	89 29% EFGH	75 18% FH	46 12%	53 13%	68 9%	190 15%	142 15%	241 17% L	90 11%	18 21% RV*	41 16% V	28 16% V	26 14% V	32 20% RVZ	21 10%	28 15% V	38 13% V	65 21% RTVWZab	4 4% *	23 12% V	8 12% *	87 17% RV	79 14% V	66 13% V	324 15% V
Generation Alpha (aged under 10)	86 4%	56 5% C	30 3%	14 5%	20 5%	23 6% GH	10 2%	19 3%	53 4%	33 3%	74 5% L	12 1%	4 5% *	8 3%	5 3%	7 4%	4 3%	4 2%	4 2%	5 2%	25 8% RSTYZab	4 4% *	8 4%	6 10% RSTYZab*	17 3%	15 3%	9 2%	79 4% a
None of them	75 3%	43 4%	32 3%	18 6% EF	5 1%	7 2%	18 4% E	27 4%	39 3%	36 4%	37 3%	38 5% K	5 6% R*	11 4% R	6 3%	8 4% R	7 4% R	1 1%	4 2%	11 4%	10 3%	2 2% *	7 4%	3 5% R*	22 4% R	16 3% R	15 3%	72 3% R
Don't know	309 14%	122 11%	188 17% B	25 8%	35 8%	64 16% DE	79 19% DE	106 15% DE	160 13%	149 15%	171 12%	139 17% K	12 14% U*	30 12% U	33 19% U	31 16% U	20 12%	39 18% U	31 16% U	41 14% U	19 6%	13 12% *	29 16% U	10 16% U*	75 15% U	90 16% U	72 15% U	299 14% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - Which of the following generations, if any, do you think is being most negatively affected by living through this current period of rapidly rising costs of living?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	329 15%	105 14%	223 15%	80 14%	78 14%	67 14%	60 14%	44 21% DEG	217 16% J	72 11%	40 16%	66 17% O	142 17% O	61 14%	60 10%	91 12%	238 16% P	311 15% S	15 7%	118 14%	162 20% T	118 19% WY	73 13%	34 19% Y	29 9%
Baby Boomers (aged between 57 and 77)	217 10%	64 9%	154 10%	78 13% FG	59 10%	34 7%	29 7%	17 8%	118 9%	66 10%	34 14%	52 13% NO	87 11%	30 7%	48 8%	55 7%	162 11% P	202 10%	15 7%	66 8%	96 12% T	65 10%	54 10%	18 10%	42 13%
Generation X (aged between 43 and 56)	305 14%	99 14%	206 14%	61 10%	90 16% DH	74 16% DH	61 15%	18 9%	189 14%	90 13%	26 11%	41 10%	98 12%	62 14%	104 18% LM	138 18% Q	167 11%	272 13%	31 15%	112 13%	109 13%	102 16%	66 12%	20 11%	54 17%
Millennials (aged between 27 and 42)	593 26%	223 31% C	371 24%	120 21%	158 28% D	134 28% D	134 32% DH	48 23%	378 28% K	165 24%	51 21%	88 22%	211 26%	115 26%	180 30% L	233 30% Q	360 25%	532 26%	59 29%	273 32% U	184 22%	149 24%	162 30%	53 29%	88 27%
Generation Z (aged between 26 and 10)	331 15%	115 16%	216 14%	84 14%	72 13%	81 17% H	75 18% H	19 9%	167 13%	127 19% I	38 15%	54 14%	91 11%	84 19% M	103 17% M	130 16%	202 14%	285 14%	43 21% R	141 16% U	91 11%	80 13%	94 17%	23 13%	46 14%
Generation Alpha (aged under 10)	86 4%	36 5%	50 3%	22 4%	23 4% H	16 3%	24 6% H	1 1%	51 4%	22 3%	12 5%	12 3%	18 2%	28 6% M	28 5% M	49 6% Q	37 3%	78 4%	8 4%	25 3%	41 5%	15 2%	24 4%	9 5%	20 6% V
None of them	75 3%	18 3%	57 4%	35 6% EF	11 2%	9 2%	13 3%	7 3%	43 3%	27 4%	5 2%	15 4%	37 5% N	9 2%	15 2%	18 2%	58 4%	61 3%	13 6% R	20 2%	25 3%	21 3%	12 2%	5 3%	8 3%
Don't know	309 14%	68 9%	241 16% B	103 18% EFG	69 12% G	57 12% G	25 6%	55 26% DEFG	165 12%	106 16%	38 16%	65 17% O	134 16% O	53 12%	57 10%	75 10%	234 16% P	281 14%	19 10%	99 12%	110 14%	69 11%	62 11%	22 12%	36 11%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - Which of the following generations, if any, do you think is being most negatively affected by living through this current period of rapidly rising costs of living?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	329 15%	15 4%	77 12% B	71 13% B	165 25% BCD	6 4%	29 11% F	20 10%	89 21% FGHJ	185 15% F	114 13%	176 17% K	250 14%	77 17%	69 14%	44 10%
Baby Boomers (aged between 57 and 77)	217 10%	32 8%	36 5%	38 7%	112 17% BCD	11 8% G	5 2%	13 7% G	73 18% FGHJ	115 9% G	102 11%	96 9%	167 10%	48 10%	54 11%	43 9%
Generation X (aged between 43 and 56)	305 14%	62 16% E	76 12% E	120 22% CE	47 7%	20 15% I	25 10%	46 23% GIJ	31 7%	182 15% I	143 16% L	122 12%	240 14%	60 13%	86 18%	86 19%
Millennials (aged between 27 and 42)	593 26%	98 26%	249 38% BDE	111 20%	136 20%	35 26%	139 53% FHIJ	46 23%	99 24%	275 22%	264 30%	272 26%	487 28% N	97 21%	136 28%	128 28%
Generation Z (aged between 26 and 10)	331 15%	105 28% CDE	96 14% E	68 12%	63 9%	38 29% GHIJ	40 15%	35 17% I	43 10%	175 14%	143 16%	158 15%	272 16%	56 12%	76 16%	87 19%
Generation Alpha (aged under 10)	86 4%	16 4%	39 6% DE	13 2%	17 3%	6 5%	3 1%	6 3%	9 2%	62 5% GI	41 5%	40 4%	66 4%	17 4%	19 4%	29 6%
None of them	75 3%	19 5% C	11 2%	21 4% C	25 4%	4 3% G	1 *	5 2%	11 3%	54 4% G	23 3%	32 3%	40 2%	30 7% M	9 2%	8 2%
Don't know	309 14%	31 8%	77 12%	102 19% BC	99 15% B	12 9%	21 8%	29 14%	62 15% G	185 15% G	63 7%	141 14% K	216 12%	72 16%	34 7%	33 7%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Pre-war generation (aged 78 and over)	297 13%	151 14%	144 13%	41 13%	63 15%	46 12%	57 14%	91 13%	163 13%	134 14%	200 14%	98 12%	9 10% *	33 13%	16 9%	34 17% OX	21 13%	23 11%	24 12%	52 17% OXY	47 15%	11 10% *	24 13%	3 5% *	58 11%	77 14%	76 15%	294 13%
Baby Boomers (aged between 57 and 77)	358 16%	207 19% C	150 13%	51 17%	89 21% GH	67 17%	56 14%	95 13%	226 18% J	132 14%	257 18% L	101 12%	21 25% PRSVZb*	43 17%	26 14%	26 14%	26 16%	26 12%	26 14%	54 18%	53 17%	12 12% *	36 19%	8 12% *	90 18%	78 14%	80 16%	350 16%
Generation X (aged between 43 and 56)	144 6%	82 7%	62 5%	29 9% H	33 8%	28 7%	22 5%	32 4%	85 7%	59 6%	102 7%	42 5%	8 9% TYa*	9 4%	5 3%	10 5%	20 12% NOPSTYZab	15 7%	7 3%	9 3%	36 11% NOPSTYab	8 8% *	14 8% Ta	4 6% *	22 4%	44 8% TYa	16 3%	140 6% Ta
Millennials (aged between 27 and 42)	174 8%	111 10% C	63 6%	46 15% FGH	47 11% GH	29 7%	18 4%	34 5%	94 7%	80 8%	119 8%	55 7%	3 3% *	23 9% PW	14 8% W	7 4%	15 9% W	20 9% PW	10 5%	17 6%	44 14% MPSTWYZab	12 12% PWa*	4 2%	5 8% *	40 8% W	41 7% PW	27 6%	169 8% PW
Generation Z (aged between 26 and 10)	163 7%	97 9% C	66 6%	36 12% EGH	26 6%	32 8% G	18 4%	51 7%	103 8%	60 6%	109 8%	54 7%	7 8% *	22 9%	10 5%	11 6%	14 9%	16 8%	12 6%	17 6%	31 10%	10 9% *	12 6%	2 3% *	38 7%	41 7%	29 6%	161 7%
Generation Alpha (aged under 10)	508 23%	236 21%	270 24%	44 14%	79 19%	93 24% D	98 24% D	194 27% DE	286 22%	221 23%	299 21%	209 26% K	19 22% *	49 20%	45 25%	48 25%	27 16%	58 27% QU	51 27% U	77 26% U	52 17%	23 22% *	41 22%	18 28% *	113 22%	133 23% Q	128 26% QU	489 22% U
None of them	247 11%	91 8%	152 14% B	28 9%	37 9%	32 8%	61 15% DEF	89 12%	142 11%	105 11%	141 10%	106 13%	11 13% *	38 15% RUZb	22 12%	20 10%	22 13% R	13 6%	19 10%	32 11%	26 8%	9 9% *	23 12%	13 19% RUZ*	71 14% RUb	54 9% R	51 10%	234 11% R
Don't know	356 16%	136 12%	219 19% B	33 11%	39 10%	64 16% E	84 20% DE	135 19% DE	181 14%	175 18% I	199 14%	157 19% K	7 8% *	31 13%	40 23% MNQTUYb	39 20% MQU	18 11%	45 21% MNQU	42 22% MNQUb	43 14%	27 8%	18 18% U*	33 18% U	13 20% U*	79 15% U	101 18% QU	85 17% TU	343 16% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Pre-war generation (aged 78 and over)	297 13%	102 14%	196 13%	61 11%	79 14%	66 14%	74 18% DH	17 8%	191 14%	74 11%	32 13%	43 11%	92 11%	62 14%	101 17% LM	127 16% Q	170 12%	272 13%	23 12%	132 15% U	89 11%	88 14%	73 13%	22 12%	43 13%
Baby Boomers (aged between 57 and 77)	358 16%	149 20% C	209 14%	64 11%	98 17% DH	92 19% DH	85 20% DH	19 9%	236 18% K	96 14%	26 11%	47 12%	131 16%	80 18% L	100 17%	135 17%	222 15%	323 16%	33 16%	182 21% U	106 13%	81 13%	119 22% V	37 20% V	62 19% V
Generation X (aged between 43 and 56)	144 6%	53 7%	91 6%	33 6%	39 7%	28 6%	31 7%	13 6%	74 6%	57 8% I	13 5%	27 7%	41 5%	33 8%	43 7%	67 8% Q	77 5%	118 6%	26 13% R	65 8%	46 6%	48 8%	28 5%	18 10% W	28 9%
Millennials (aged between 27 and 42)	174 8%	58 8%	116 8%	43 7% H	46 8% H	39 8% H	42 10% H	5 2%	95 7%	71 11% IK	8 3%	23 6%	41 5%	40 9% M	70 12% LM	82 10% Q	92 6%	146 7%	28 14% R	53 6%	67 8%	50 8%	41 7%	16 9%	33 10%
Generation Z (aged between 26 and 10)	163 7%	53 7%	109 7%	50 9%	28 5%	37 8%	34 8%	14 7%	92 7%	48 7%	23 10%	31 8%	51 6%	33 7%	48 8%	61 8%	102 7%	138 7%	22 11%	60 7%	59 7%	47 8%	41 8%	17 9%	30 9%
Generation Alpha (aged under 10)	508 23%	157 22%	350 23%	131 22%	135 24%	105 22%	85 20%	51 24%	301 23%	143 21%	63 26%	106 27% O	199 24% O	93 21%	110 18%	153 19%	354 24% P	481 24% S	25 13%	154 18%	236 29% T	164 27% WXY	108 20%	29 16%	50 15%
None of them	247 11%	84 11%	163 11%	77 13%	50 9%	47 10%	40 9%	32 15% EG	139 10%	75 11%	33 14%	45 11%	98 12%	49 11%	55 9%	72 9%	175 12%	220 11%	24 12%	97 11%	81 10%	50 8%	70 13% V	18 10%	38 12%
Don't know	356 16%	73 10%	283 19% B	122 21% EFG	85 15% G	59 13% G	29 7%	60 28% EFG	200 15%	111 17%	45 18%	71 18% NO	166 20% NO	50 11%	69 12%	91 11%	265 18% P	325 16%	21 11%	112 13%	134 16%	89 14%	66 12%	27 15%	40 12%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q14. Now please think about the impact of the rising cost of living on the different generations of people living in Britain. - And which has been least negatively affected?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Pre-war generation (aged 78 and over)	297 13%	60 16%	82 12%	70 13%	86 13%	19 15%	33 12%	26 13%	55 13%	164 13%	116 13%	155 15%	246 14% N	42 9%	66 14%	74 16%
Baby Boomers (aged between 57 and 77)	358 16%	56 15%	144 22% BDE	72 13%	87 13%	19 14%	80 30% FIJ	45 22% J	69 17% J	145 12%	182 20% L	153 15%	304 17% N	52 11%	91 19%	80 17%
Generation X (aged between 43 and 56)	144 6%	33 9% E	52 8% E	36 7% E	23 3%	12 9% I	16 6%	10 5%	13 3%	93 8% I	77 9% L	54 5%	105 6%	37 8%	42 9%	45 10%
Millennials (aged between 27 and 42)	174 8%	55 15% CDE	65 10% DE	21 4%	33 5%	16 12% HI	21 8%	10 5%	24 6%	104 8%	113 13% L	52 5%	134 8%	39 8%	52 11%	59 13%
Generation Z (aged between 26 and 10)	163 7%	45 12% CDE	42 6%	30 5%	46 7%	16 12% GHI	9 3%	10 5%	22 5%	106 9% G	78 9%	63 6%	119 7%	44 10%	53 11%	36 8%
Generation Alpha (aged under 10)	508 23%	56 15%	136 21%	142 26% B	174 26% BC	24 18%	61 23%	46 23%	104 25%	273 22%	184 21%	261 25% K	388 22%	117 25%	95 20%	90 20%
None of them	247 11%	34 9%	56 8%	71 13% C	85 13% C	14 10%	20 8%	26 13%	52 12%	136 11%	64 7%	141 14% K	184 11%	55 12%	40 8%	32 7%
Don't know	356 16%	38 10%	85 13%	104 19% BC	129 19% BC	12 9%	25 10%	28 14%	78 19% FG	213 17% FG	80 9%	158 15% K	259 15%	72 16%	45 9%	42 9%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q15. How concerned, if at all, are you about climate change, sometimes referred to as "global warming"?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Very concerned	828 37%	426 38%	398 35%	98 32%	153 37%	185 48% DEGH	143 35%	248 34%	531 42% J	296 31%	560 39% L	268 33%	20 24% *	95 38% M	70 39% M	69 35%	47 29%	76 36%	66 34%	100 33%	162 51% MNOPQRSTVWXYZab	34 32% *	69 37%	21 32% *	185 36% M	192 34%	165 34%	806 37% M
Fairly concerned	911 41%	427 38%	480 43%	128 41%	177 43%	138 35%	165 40%	303 42%	493 38%	418 43%	580 41%	331 40%	44 52% OUYb*	97 39%	59 33%	74 38%	71 44%	83 39%	77 40%	124 41%	107 34%	48 46% *	91 49% OUb	34 52% OU*	201 39%	228 40%	202 41%	876 40%
Not very concerned	329 15%	167 15%	161 14%	59 19% F	58 14%	41 11%	56 14%	115 16% F	174 14%	155 16%	188 13%	141 17% K	12 14% *	35 14%	34 19% UW	29 15%	25 16%	35 17%	31 16%	54 18% UW	34 11%	14 13% *	17 9%	8 12% *	81 16%	90 16%	84 17% UW	321 15%
Not at all concerned	129 6%	75 7%	53 5%	14 5%	14 3%	16 4%	38 9% DEF	46 6%	68 5%	61 6%	67 5%	62 8% K	6 7% U*	14 5%	14 8% U	14 7% U	15 10% U	18 8% U	11 5%	15 5%	6 2%	7 7% U*	7 4%	1 2% *	33 6% U	48 8% Ub	26 5%	127 6% U
Don't know	50 2%	16 1%	33 3% B	9 3%	13 3%	8 2%	11 3%	8 1%	15 1%	35 4% I	32 2%	18 2%	2 2% *	7 3%	3 1%	7 4%	3 2%	2 1%	7 4%	8 3%	5 2%	2 2% *	3 2%	1 2% *	12 2%	11 2%	15 3%	49 2%
NET: Concerned	1739 77%	853 77%	878 78%	226 73%	329 80%	324 83% DGH	308 75%	551 77%	1024 80% J	714 74%	1139 80% L	599 73%	64 76% *	192 78%	129 72%	143 74%	118 73%	159 74%	143 75%	224 74%	269 85% NOPQRSTYZab	81 78% *	160 85% OPQRSTYZab	56 84% *	386 75%	420 74%	367 75%	1683 77%
NET: Not Concerned	458 20%	242 22%	214 19%	73 24% F	72 17%	58 15%	95 23% F	161 22% F	241 19%	216 22%	255 18%	203 25% K	18 21% *	49 20%	47 26% UW	44 23% UW	41 25% UW	53 25% UW	41 21% U	69 23% UW	41 13%	21 20% *	24 13%	10 14% *	114 22% UW	138 24% UWb	110 22% UW	448 21% UW

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Overlap formulae used

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q15. How concerned, if at all, are you about climate change, sometimes referred to as "global warming"?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Very concerned	828 37%	364 50% C	464 31%	174 30%	213 38% D	157 33%	218 52% DEFH	65 31%	502 38%	238 35%	87 36%	142 36%	262 32%	168 38%	254 43% M	324 41% Q	503 35%	749 37%	73 36%	403 47% U	255 31%	171 28%	249 46% V	101 55% VY	133 41% V
Fairly concerned	911 41%	262 36%	649 43% B	247 42% G	236 42% G	204 43% G	138 33%	87 41%	553 42%	266 39%	92 38%	147 37%	354 43%	186 42%	224 38%	315 40%	596 41%	830 41%	76 37%	348 41%	327 40%	265 43% X	233 43% X	61 33%	115 36%
Not very concerned	329 15%	61 8%	268 18% B	103 18% G	74 13%	78 16%	49 12%	25 12%	180 14%	110 16%	39 16%	57 15%	133 16%	54 12%	85 14%	103 13%	226 16%	292 14%	35 17%	67 8%	151 18% T	125 20% WXY	40 7%	14 7%	46 14% WX
Not at all concerned	129 6%	36 5%	93 6%	45 8% G	24 4%	28 6% G	12 3%	19 9% EG	63 5%	43 6%	23 9% I	37 9% NO	49 6%	22 5%	21 3%	36 5%	92 6%	118 6%	10 5%	21 2%	75 9% T	49 8% WX	19 3%	3 1%	20 6% X
Don't know	50 2%	7 1%	43 3% B	14 2%	13 2%	5 1%	4 1%	14 7% DEFG	30 2%	17 3%	2 1%	10 2%	19 2%	10 2%	11 2%	10 1%	40 3% P	35 2%	9 5% R	15 2%	10 1%	6 1%	6 1%	6 3%	10 3% V
NET: Concerned	1739 77%	625 86% C	1113 73%	421 72%	449 80% DH	361 76%	356 85% DFH	152 72%	1056 79% J	504 75%	179 73%	289 74%	617 75%	354 80%	478 80% L	640 81% Q	1099 75%	1579 78%	149 73%	751 88% U	582 71%	436 71%	482 88% VY	162 88% VY	248 77%
NET: Not Concerned	458 20%	97 13%	361 24% B	148 25% EG	99 18%	106 22% G	61 14%	45 21%	243 18%	153 23%	62 26% I	94 24% O	182 22%	76 17%	106 18%	139 18%	319 22% P	409 20%	44 22%	88 10%	226 28% T	174 28% WXY	59 11%	16 9%	66 20% WX

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q15. How concerned, if at all, are you about climate change, sometimes referred to as "global warming"?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Very concerned	828 37%	118 31%	287 43% BDE	198 36%	224 34%	57 43% J	120 46% IJ	92 46% IJ	144 34%	414 34%	408 46% L	335 32%	828 48% N	- -	202 42%	209 46%
Fairly concerned	911 41%	169 45%	250 38%	210 39%	282 43%	51 39%	103 39%	69 35%	168 40%	519 42%	340 38%	432 42%	911 52% N	- -	193 40%	199 43%
Not very concerned	329 15%	67 18% C	80 12%	77 14%	105 16%	17 13%	28 11%	21 11%	69 17%	194 16%	100 11%	192 18% K	- -	329 72% M	73 15% P	44 10%
Not at all concerned	129 6%	14 4%	24 4%	48 9% BC	43 7% C	6 4%	9 3%	15 7%	34 8% G	66 5%	39 4%	61 6%	- -	129 28% M	11 2%	4 1%
Don't know	50 2%	9 2%	21 3%	11 2%	8 1%	2 1%	4 2%	2 1%	2 *	40 3% I	5 1%	18 2%	- -	- -	5 1%	2 *
NET: Concerned	1739 77%	287 76%	537 81% D	408 75%	507 76%	108 81%	224 85% IJ	161 81%	312 75%	933 76%	748 84% L	767 74%	1739 100% N	- -	395 82%	408 89% O
NET: Not Concerned	458 20%	81 22% C	103 16%	125 23% C	148 22% C	23 17%	37 14%	36 18%	103 25% G	260 21% G	139 16%	253 24% K	- -	458 100% M	83 17% P	48 11%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Generations

UK Adults 16-75

Q16. To what extent do you agree or disagree with the following statement? - I feel guilty about my impact on the environment

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region															
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
Strongly agree	309 14%	184 17% C	124 11%	57 18% GH	67 16% H	101 26% DEGH	44 11% H	40 6%	212 17% J	98 10%	239 17% L	70 9%	8 9% *	33 13% Q	31 17% QSZ	22 11%	9 5%	21 10%	15 8%	41 14% Q	93 29% MNOPQRSTV WXYZab	8 8% *	23 12%	6 9% *	71 14% QZ	52 9%	56 11%	303 14% QSZ
Tend to agree	710 32%	326 29%	378 34%	109 35% H	162 39% FGH	119 30%	129 31%	190 26%	426 33%	284 29%	472 33%	238 29%	27 32% *	89 36%	50 28%	55 28%	47 29%	65 31%	63 33%	87 29%	104 33%	37 35% *	63 34%	22 33% *	166 33%	167 29%	150 31%	687 32%
Neither agree nor disagree	589 26%	276 25%	309 27%	81 26% F	106 26% F	72 19%	105 25% F	225 31% F	299 23%	290 30% I	356 25%	232 28%	20 24% *	61 25%	51 29%	55 28%	41 25%	58 27%	49 26%	78 26%	72 23%	37 36% U*	49 26%	16 25% *	132 26%	154 27%	128 26%	572 26%
Tend to disagree	356 16%	169 15%	187 17%	37 12%	38 9%	68 18% E	67 16% E	146 20% DE	204 16%	152 16%	223 16%	133 16%	14 16% *	36 15% U	28 15% U	36 18% U	31 19% UV	41 19% UV	36 19% UV	55 18% UV	25 8%	9 8% *	34 18% U	12 19% U*	77 15% U	107 19% UVb	91 19% UV	344 16% U
Strongly disagree	243 11%	139 12% C	103 9%	15 5%	30 7%	22 6%	63 15% DEF	113 16% DEF	132 10%	111 11%	117 8%	125 15% K	15 17% UY*	21 9%	15 9%	22 11%	31 19% NOTUWYZab	26 12% U	25 13% U	34 11%	19 6%	13 13% *	16 8%	6 9% *	51 10%	79 14% Ub	59 12% U	237 11% U
Don't know	40 2%	15 1%	24 2%	9 3% H	11 3%	6 2%	6 2%	7 1%	8 1%	31 3% I	19 1%	21 3%	2 2% *	7 3%	4 2%	4 2%	3 2%	3 1%	2 1%	5 2%	3 1%	- - *	2 1%	4 6% UV*	12 2%	11 2%	8 2%	36 2%
NET: Agree	1019 45%	511 46%	502 45%	166 54% GH	229 55% GH	220 56% GH	173 42% H	230 32%	637 50% J	381 39%	711 50% L	308 38%	35 41% *	122 49% QZ	81 45%	77 40%	56 34%	86 40%	79 41%	128 42%	197 62% MNOPQRSTV WXYZab	46 43% *	86 46%	28 42% *	238 46% QZ	218 38%	207 42%	991 45% QZ
NET: Disagree	599 27%	308 28%	290 26%	52 17%	68 16%	91 23% E	129 31% DEF	259 36% DEF	336 26%	263 27%	340 24%	259 32% K	28 33% U*	58 23% U	43 24% U	58 30% U	62 38% NOUVYb	66 31% U	61 32% U	89 30% U	44 14%	22 21% *	50 27% U	18 28% U*	129 25% U	186 33% NUVYb	150 31% U	580 27% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q16. To what extent do you agree or disagree with the following statement? - I feel guilty about my impact on the environment

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
Strongly agree	309 14%	166 23% C	143 9%	53 9%	59 11%	63 13%	116 28% DEFH	19 9%	213 16% K	88 13% K	9 4%	34 9%	72 9%	59 13% M	145 24% LMN	170 22% Q	139 10%	266 13%	42 21% R	147 17% U	99 12%	57 9%	96 18% V	49 27% VWY	55 17% V
Tend to agree	710 32%	260 36% C	449 30%	162 28%	196 35% DH	152 32%	148 35% DH	52 25%	418 31%	217 32%	75 31%	107 27%	218 27%	188 43% LMO	197 33% M	274 35% Q	435 30%	639 32%	66 32%	323 38% U	219 27%	156 25%	216 40% V	59 32%	110 34% V
Neither agree nor disagree	589 26%	126 17%	462 30% B	184 32% EG	136 24% G	131 28% G	67 16%	70 33% EG	327 25%	189 28%	72 30%	115 29% O	247 30% NO	102 23%	124 21%	181 23%	408 28% P	536 26%	50 24%	191 22%	212 26%	170 28% X	132 24%	32 17%	75 23%
Tend to disagree	356 16%	111 15%	245 16%	90 15%	110 20% G	70 15%	57 14%	28 13%	225 17%	88 13%	42 17%	69 18% N	153 19% NO	52 12%	82 14%	98 12%	258 18% P	330 16%	24 12%	142 17%	130 16%	121 20% W	68 12%	32 17%	49 15%
Strongly disagree	243 11%	60 8%	182 12% B	83 14% EG	49 9%	54 12% G	30 7%	27 13% G	127 10%	72 11%	44 18% IJ	63 16% NO	109 13% NO	38 9%	33 6%	54 7%	189 13% P	227 11%	13 6%	41 5%	150 18% T	111 18% WXY	27 5%	9 5%	29 9% W
Don't know	40 2%	5 1%	35 2% B	11 2% F	11 2% F	1 *	3 1%	15 7% DEFG	18 1%	20 3% I	1 *	5 1%	18 2%	3 1%	14 2%	11 1%	29 2%	26 1%	9 4% R	10 1%	8 1%	2 *	7 1%	4 2% V	5 2%
NET: Agree	1019 45%	427 59% C	592 39%	215 37%	255 46% DH	215 46% DH	264 63% DEFH	70 33%	630 47% K	305 45% K	84 35%	141 36%	290 35%	246 56% LM	342 57% LM	444 56% Q	575 39%	905 45%	108 53% R	470 55% U	318 39%	213 35%	312 57% V	107 58% V	165 51% V
NET: Disagree	599 27%	171 23%	428 28% B	173 30% G	159 28% G	125 26%	87 21%	55 26%	352 27%	161 24%	86 35% IJ	132 34% NO	262 32% NO	90 20%	115 19%	152 19%	447 31% P	557 28% S	37 18%	183 21%	280 34% T	231 38% WXY	95 17%	41 22%	78 24% W

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q16. To what extent do you agree or disagree with the following statement? - I feel guilty about my impact on the environment

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
Strongly agree	309 14%	60 16% DE	154 23% BDE	58 11% E	38 6%	30 23% HIJ	64 24% HIJ	25 12% I	14 3%	176 14% I	198 22% L	94 9%	304 18% N	5 1%	84 17%	101 22%
Tend to agree	710 32%	142 38% DE	229 35% E	165 30%	173 26%	56 42% IJ	93 35%	66 33%	112 27%	382 31%	311 35%	329 32%	674 39% N	32 7%	153 32%	179 39% O
Neither agree nor disagree	589 26%	101 27%	144 22%	139 26%	204 31% C	22 17%	61 23%	41 21%	129 31% FH	335 27% F	197 22%	269 26%	439 25%	132 29%	117 24%	110 24%
Tend to disagree	356 16%	43 11%	78 12%	96 18% BC	138 21% BC	12 9%	33 12%	41 21% FG	90 22% FGJ	181 15%	106 12%	210 20% K	249 14%	105 23% M	75 16% P	47 10%
Strongly disagree	243 11%	21 5%	39 6%	79 14% BC	104 16% BC	8 6%	12 5%	23 12% G	71 17% FGJ	129 10% G	79 9%	125 12%	64 4%	177 39% M	48 10% P	21 5%
Don't know	40 2%	10 3%	17 3%	6 1%	7 1%	5 4% I	2 1%	2 1%	1 *	29 2% I	2 *	11 1%	9 *	7 2% M	5 1%	- -
NET: Agree	1019 45%	203 54% DE	383 58% DE	223 41% E	210 32%	86 65% HIJ	157 59% HIJ	91 46% I	126 30%	558 45% I	508 57% L	423 41%	978 56% N	37 8%	238 49%	280 61% O
NET: Disagree	599 27%	64 17%	117 18%	175 32% BC	242 37% BC	19 15%	45 17%	65 32% FG	160 38% FGJ	310 25% FG	185 21%	335 32% K	313 18%	281 61% M	124 26% P	67 15%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)

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21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q17. There are different opinions on where the UK should focus its action to tackle climate change. Of the two statements below, which, if either, do you agree with more?

All Adults aged 16-75 in UK

		Gender		Age					Social grade		Employment status		Region														
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	ABC1	C2DE	Working	Not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	North	Midlands	South ex London	Great Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	2246	1099	1137	344	414	397	426	665	1698	548	1471	775	86	250	188	196	162	208	184	308	304	108	192	60	524	566	492	2186
Weighted base	2246	1111	1125	308	414	390	414	720	1280	966	1426	820	84	248	179	194	162	214	191	301	315	105	188	66	511	569	492	2180
The most effective way for the UK to fight climate change is by focussing on investment in new technologies that can help reduce carbon emissions	483 22%	276 25% C	205 18%	96 31% FGH	101 25% G	83 21%	65 16%	138 19%	271 21%	213 22%	322 23%	161 20%	6 7% *	46 19% M	38 21% M	37 19% M	32 20% M	41 19% M	43 22% M	65 22% M	104 33% MNOPQRSTVWYZab	18 17% *	40 21% M	13 19% *	90 18% M	110 19% M	108 22% M	471 22% MY
The most effective way for the UK to fight climate change is by focussing on changing people's behaviours so they produce fewer carbon emissions	458 20%	224 20%	231 21%	95 31% FGH	123 30% FGH	79 20% H	61 15%	99 14%	274 21%	184 19%	326 23% L	132 16%	23 27% RSWa*	60 24% RSWa	33 18%	31 16%	41 26% PRSWZa	32 15%	21 11%	55 18%	101 32% OPRSTWYZab	23 22% S*	25 13%	14 21% *	116 23% RSWa	104 18% S	75 15%	444 20% SWa
Both equally	1025 46%	467 42%	554 49% B	86 28%	150 36% D	181 46% DE	216 52% DE	392 54% DEF	606 47%	419 43%	624 44%	402 49% K	43 51% U*	116 47% U	79 44% U	92 47% U	66 41% U	115 54% QUb	97 51% U	137 45% U	94 30%	50 48% U*	101 54% QUb	36 55% U*	237 46% U	274 48% U	234 47% U	989 45% U
Neither - fighting climate change should not be a priority for the UK	186 8%	103 9%	82 7%	19 6%	24 6%	21 5%	43 10% EF	78 11% DEF	90 7%	96 10%	94 7%	91 11% K	10 12% U*	20 8% U	24 13% UWXb	20 10% U	13 8%	15 7%	21 11% U	29 9% U	11 3%	11 10% U*	11 6%	1 2% *	54 11% U	48 8% U	50 10% U	184 8% U
Don't know	94 4%	41 4%	53 5%	12 4%	15 4%	26 7% H	28 7% H	13 2%	40 3%	54 6% I	60 4%	34 4%	3 3% *	5 2%	5 3%	15 8% NUYb	9 5%	10 5%	9 5%	16 5%	6 2%	3 3% *	11 6% U	2 4% *	14 3%	33 6% UY	25 5% U	92 4%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b Minimum Base: 30(**) Small Base: 100(*)

21-087515-38 - 21st September - 22nd September 2022

PUBLIC

Generations

UK Adults 16-75

Q17. There are different opinions on where the UK should focus its action to tackle climate change. Of the two statements below, which, if either, do you agree with more?

All Adults aged 16-75 in UK

		Education		Income					Marital Status			Household Size				Presence of children HH (17 or under)		Ethnicity		2016 EU Vote (EU01)		General Election 2019 Vote			
	Total	Graduates	Non-graduates	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	ANY	NONE	White ethnic group	Minority ethnic group	Remain	Leave	Conservative	Labour	Liberal Democrats	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2246	1221	1025	440	516	517	563	210	1377	644	225	370	807	445	624	816	1430	2002	225	960	748	611	562	218	342
Weighted base	2246	729	1517	583	560	472	421	210	1328	674	243	393	818	441	594	788	1458	2024	203	854	818	617	546	184	324
The most effective way for the UK to fight climate change is by focussing on investment in new technologies that can help reduce carbon emissions	483 22%	169 23%	314 21%	118 20%	117 21%	99 21%	110 26%	39 19%	278 21%	163 24%	42 17%	76 19%	155 19%	96 22%	156 26% LM	204 26% Q	279 19%	422 21%	57 28% R	199 23%	168 20%	125 20%	127 23%	53 29% V	77 24%
The most effective way for the UK to fight climate change is by focussing on changing people's behaviours so they produce fewer carbon emissions	458 20%	169 23% C	289 19%	110 19% H	115 21% H	103 22% H	107 25% DH	24 11%	279 21%	139 21%	41 17%	68 17%	123 15%	114 26% LM	153 26% LM	199 25% Q	259 18%	403 20%	54 27% R	161 19%	166 20%	118 19%	115 21%	54 29% VW	76 24%
Both equally	1025 46%	338 46%	687 45%	258 44%	269 48%	212 45%	184 44%	102 49%	615 46%	280 42%	130 53% J	190 48% O	423 52% NO	185 42%	227 38%	309 39%	716 49% P	952 47% S	67 33%	450 53% U	353 43%	287 47% X	261 48% X	68 37%	134 41%
Neither - fighting climate change should not be a priority for the UK	186 8%	42 6%	143 9% B	63 11% G	40 7% G	43 9% G	16 4%	23 11% G	107 8%	54 8%	25 10%	43 11% O	78 9% O	31 7%	35 6%	55 7%	131 9%	168 8%	18 9%	23 3%	108 13% T	75 12% WX	31 6% X	1 1%	28 9% X
Don't know	94 4%	11 2%	83 5% B	33 6% G	19 3% G	15 3% G	4 1%	23 11% DEFG	50 4%	39 6%	6 2%	17 4%	39 5%	15 3%	24 4%	21 3%	73 5% P	78 4%	7 3%	21 2%	24 3%	11 2%	12 2%	8 4%	9 3%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L/M/N/O,P/Q,R/S,T/U,V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q17. There are different opinions on where the UK should focus its action to tackle climate change. Of the two statements below, which, if either, do you agree with more?

All Adults aged 16-75 in UK

		Generation				Correctly identifies own generation					Identification with own generation		Concern about climate change		Focus for climate action	
	Total	Gen Z	Millennial	Gen X	Baby Boomer	Yes-Gen Z	Yes-Millennial	Yes-Gen X	Yes-Baby Boomer	No	Strong	Weak	Concerned	Not concerned	New tech	Behaviour change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	2246	415	663	550	618	156	268	215	416	1191	940	1042	1790	419	492	481
Weighted base	2246	378	661	544	663	133	265	199	417	1233	892	1037	1739	458	483	458
The most effective way for the UK to fight climate change is by focussing on investment in new technologies that can help reduce carbon emissions	483 22%	112 30% CDE	153 23% D	94 17%	124 19%	46 34% HIJ	65 24%	32 16%	76 18%	265 22%	235 26% L	207 20%	395 23%	83 18%	483 100% P	- -
The most effective way for the UK to fight climate change is by focussing on changing people's behaviours so they produce fewer carbon emissions	458 20%	116 31% DE	169 26% DE	80 15%	94 14%	42 32% HIJ	61 23%	33 16%	66 16%	257 21%	272 30% L	148 14%	408 23% N	48 11%	- -	458 100% O
Both equally	1025 46%	113 30%	272 41% B	281 52% BC	359 54% BC	36 27%	114 43% F	109 55% FGJ	216 52% FJ	551 45% F	307 34%	550 53% K	872 50% N	142 31%	- -	- -
Neither - fighting climate change should not be a priority for the UK	186 8%	21 6%	34 5%	55 10% BC	75 11% BC	6 4%	14 5%	18 9%	56 13% FGJ	92 7%	66 7%	94 9%	24 1%	159 35% M	- -	- -
Don't know	94 4%	16 4% E	33 5% E	34 6% E	12 2%	4 3%	11 4% I	8 4% I	3 1%	68 5% I	13 1%	38 4% K	39 2%	25 6% M	- -	- -

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J,K/L,M/N,O/P Minimum Base: 30(**) Small Base: 100(*)