



**WHAT UNITES
VOTERS**
FROM **itv**



The *What Unites* series

ITV's What Unites research series asks the question what if we thought about audiences in terms of what unites us, rather than what divides us?

So far we have explored what characteristics, behaviours, values and beliefs unite brits, young adults and fans...

... and now voters

Why *voters*?

In a time where the media narrative surrounding the nation is that we've never been more divided. ITV wanted to explore the shared concerns, values and aspirations of everyday brits, regardless of who they intend to vote for..

Based on the hunch that there is more that unites us than divides us.



Comment | 24 April 2024

Britain is divided by educational status

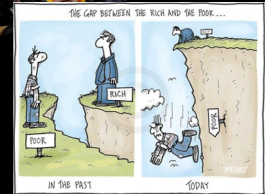
The crisis at Goldsmiths is symbolic of what is going wrong in our universities.

By Jonathan Rutherford



'Woke culture is dividing Britain' - Reform UK candidate for Dudley

Reform UK's general election candidate for Dudley says 'woke madness' is dividing the UK and needs to be stopped.



 LabourLiberal
Democrats DUP

Plaid



SNP

We spoke to...

A politically representative sample of 2,339, from across the UK.

When asked “If there were a general election held tomorrow, which party would you vote for?”, 2,047 expressed an intention to vote*, and for the purposes of this report, these are the “Voters”. When we refer to “Brits” or “The Nation”, there is no such distinction with regards to voting intention.

Recruited and surveyed through national pollster YouGov.

10 minute snap questionnaire exploring the mood of the nation, key issues and causes and hopes for the future.

Fieldwork was conducted 10th-13th June 2024

YouGov**WHAT UNITES
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*Selected a party or “Don’t know”

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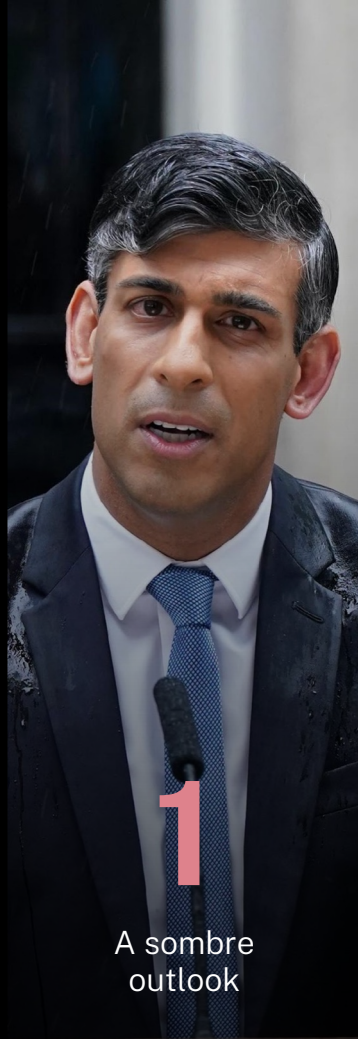
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Britain



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and sports



MOOD OF THE **THE NATION**

We are not in a *good place*...

The most prevalent feeling when voters surveyed were asked about the state of the U.K. was that their outlook on the U.K. at the moment was negative

7/10

Voters feel negative about the current state of the nation vs only 11% who feel positive

A5. How do you feel about the current state of the United Kingdom?
(Please select one option). N: 2,047

...And *we're* *unsure* if things can get better

When asked about the future, the voters surveyed weren't sure what to expect.

Scepticism of the future has been growing - even with the the prospect of major change.

54%

feel pessimistic about the future of the UK vs only 18% who feel optimistic.

2/3

share the belief that it will take the UK a long time to economically recover

A6. How do you feel about the future of the United Kingdom? (Please select one option). N: 2,339 B5_3. Please look at the pairs of opposing statements below. To what extent, if at all, do you agree with either statement? (Please select one option on each row). I think it will take us a long time to recover economically | We are already strongly on the road to economic recovery. N: 2,047

Life *is tough* right now

The majority of Brits share the belief that life in the UK is harder today than it has been previously. Showcased by the belief that half of voters surveyed believe they will be less well off than their parents.

Nearly **7/10**

believe that life in the UK is tougher today for many people than it has been for years

50%*

believe that they will be worse off than their parents

*this significantly differs with age

A7_2. Please indicate how much you agree or disagree with the following statement? believe that I will be worse off in the future than my parents were. N: 2,339 B5_5. Please look at the pairs of opposing statements below. To what extent, if at all, do you agree with either statement? (Please select one option on each row) Life in the UK is tougher today for many people than it has been for years | Life is no tougher today than it was a generation ago. N: 2,339 Brits (2,047 voters)

In response to this, Brits are *prioritising themselves*

Brits are adopting a culture of 'Myself not Ourselves' in their current lives whereby Brits are fully focused on protecting their pack.

TOP CURRENT PRIORITIES

- 1 Taking care of my physical health
- 2 Spending time with family/friends
- 3 Making enough money/having financial security

A3_. Which, if any, of the following are you most focused on at the moment in your life? (Please select up to three options) N: 2,339

We are seeing the breakdown of *“the big society”*

Brits believe that community spirit is in decline and general unhappiness is rife within local communities.

76%

believe that we are becoming a more angry society (78% amongst voters surveyed)

77%

believe that people are more self-centred and less considerate nowadays (78% amongst voters surveyed)

A7_3. Please indicate how much you agree or disagree with the following statement? People are more self-centred and less considerate nowadays. N:2,339
B5_1. Please look at the pairs of opposing statements below. To what extent, if at all, do you agree with either statement? (Please select one option on each row) I think we are becoming a more angry society | I think we are becoming a more peaceful society. N: 2,339

But there are green shoots *of hope*

This Election is a defining moment for the lives of Brits. For some it is a new beginning full of hope but for others the unknown brings anxiety towards the future.

Nearly **1/4**

Of voters surveyed feel
HOPEFUL for the future

TOP VALUES WE ASSOCIATE WITH THE UK

1 **2**

Tolerance

Resilience

A2. Which ONE of the following best describes how you feel when thinking about the future? N: 2,047

B4. In your opinion, which, if any, of the following values are true of the United Kingdom in general? (Please select up to three options). N: 2,339

A photograph of a hospital corridor. In the foreground, a nurse with braided hair, wearing blue scrubs and a face mask, walks away from the camera. In the background, other healthcare workers in scrubs and masks are visible near medical equipment. The corridor has white walls, blue handrails, and a grey floor. Large white text is overlaid on the bottom half of the image.

WHAT MATTERS TO VOTERS?

They want *change*. Period.

The cost of living has brought into sharp focus the reality of life in Britain, with voters of all parties concerned about their finances and funding the NHS.

Despite planning on voting for the current party, 1/2 Conservative voters* wanted significant social change.

Nearly **7/10**

share the belief that we need significant societal change

TOP SHARED CONCERNS:

1

The cost of living

2

NHS funding

3

Wars around the world

4

Crime and violence

B1. Which, if any, of the following social issues concern you the most? (Please select up to three options). N:2,047
B5_1. Please look at the pairs of opposing statements below. To what extent, if at all, do you agree with either statement? (Please select one option on each row) I think we need significant societal change| I think we should keep things the same

*Those intending to vote Conservative (not including NI Conservatives)

A little bit of respect goes a *long way*

After over a decade of austerity, cuts to public services and the increasing cost of living, Brits are feeling disrespected.

Looking forward Brits want their needs to be respected, by institutions, by brands and by their fellow citizens.

TOP VALUES VOTERS BELIEVE THE FUTURE GOVERNMENT SHOULD PROMOTE:

1

Respect

2

Fairness

3

Stability

B3. In your opinion, which, if any, of the following values do you think our future government should promote? (Please select up to three options). N: 2,047

For voters, it starts with...

1

Preserving
the NHS

2

Improving the
standard of living

3

Addressing
climate change

4

Reducing crime

B2. What issues/causes do you feel should be our main priorities as a nation over the next 5 years? (Please select up to three options). N:2,047

But who do voters think are to *blame*?

ON BALANCE DOES MORE BAD THAN GOOD:

1. Government politicians
62% more bad vs 7% more good
2. Big businesses
50% more bad vs 7% more good
3. Advertising
35% more bad vs 5% more good
4. Brands
30% more bad vs 4% more good
5. Local government
22% more bad vs 20% more good

ON BALANCE DOES MORE GOOD THAN BAD:

1. Charities
65% more good than bad vs 4% more bad
2. Small businesses
46% more good than bad vs 2% more bad

B6. Thinking about your everyday life, which of the following do you believe on balance does more good in the world than bad? N:2,047.

B7. Thinking about your everyday life, which of the following do you believe on balance does more bad in the world than good? N: 2,039 (those who selected all options for B6 did not see B7)



WHAT MOMENTS **STILL UNITE US?**

A shared sense of *humour* and *mutual respect* are the glue that bind people together

C1.. For the following question, by "community", we mean the people you associate with in your daily life. This can be your neighbours, friends, work colleagues, peers, extended family, members of clubs and teams you participate in etc. Which, if any of the following, do you feel most strongly unite your community? (Please select all that apply). N:2,047.

*By Conservatives, we are not including those who intend to vote for NI Conservatives.

WHAT UNITES VOTERS WITH THEIR COMMUNITIES

1

Respect for one
another (47%)

48% amongst those
Intending to vote
Conservatives* vs
47% intending to
vote Labour

2

Sense of
humour (40%)

38% amongst those
intending to vote
Conservatives* vs
40% intending to
vote Labour

Sporting success & the NHS are the cultural forces that *unite* *the nation*

Sport, the NHS and significant national events have the power to cross all political divides.

WHAT BRINGS THE NATION TOGETHER

1

Supporting the national teams at big events

45% amongst those intending to vote Conservatives* vs 41% intending to vote Labour

2

The NHS

34% amongst those intending to vote Conservatives* vs 46% intending to vote Labour

3

Royal events

51% amongst those intending to vote Conservatives* vs 28% intending to vote Labour

4

Tragic events

32% amongst those intending to vote Conservatives* vs 33% intending to vote Labour

C2. Which, if any of the following, do you feel most strongly unite the nation as a whole? (Please select all that apply). N:2,339.

*By Conservatives, we are not including those who intend to vote for NI Conservatives.

Key takeaways for brands

1

GIVE A LITTLE
R.E.S.P.E.C.T

Respecting customers
priorities and their
pursestrings

2

GO
LOCAL

Build into and
enhance the fabric
of local communities

3

SWITCH UP
THE NARRATIVE

Most brits want change, but
are anxious about it. Can we
reframe change as positive?

Let's CHAT

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POLLING
STATION



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