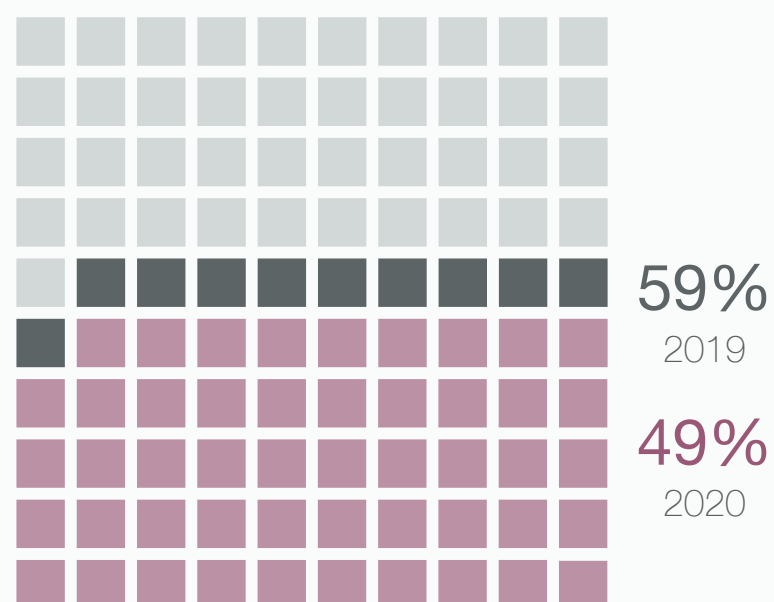
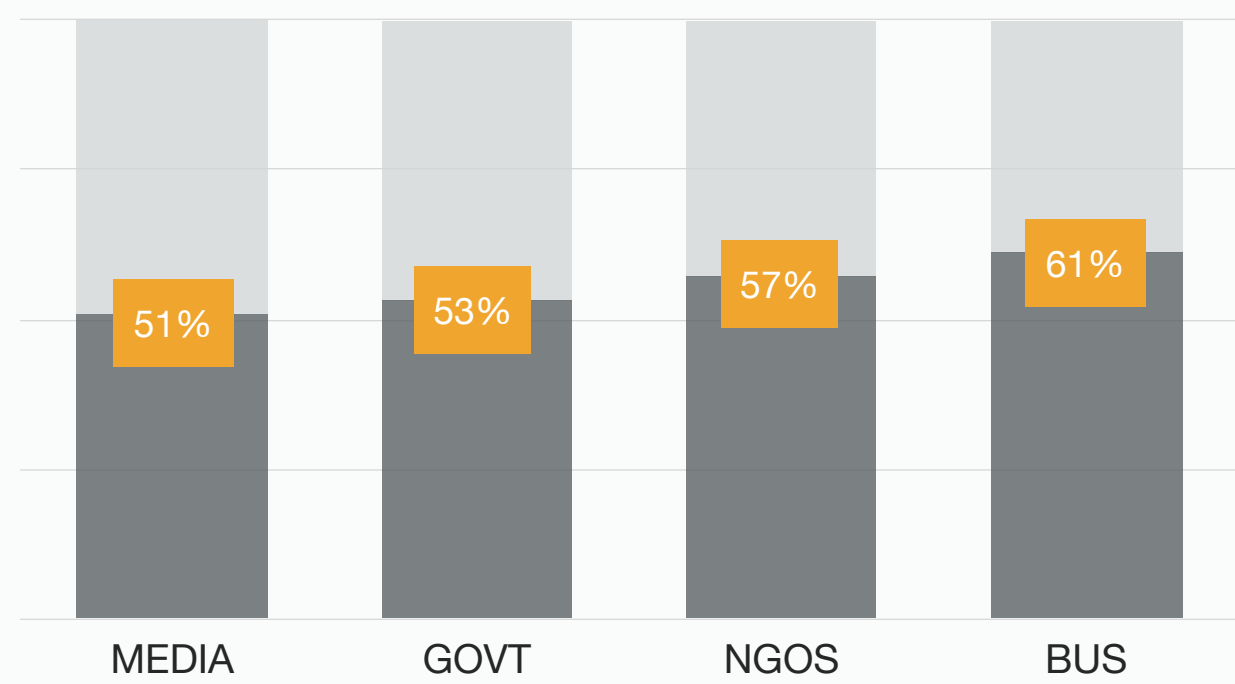


HOW WE SEE OURSELVES

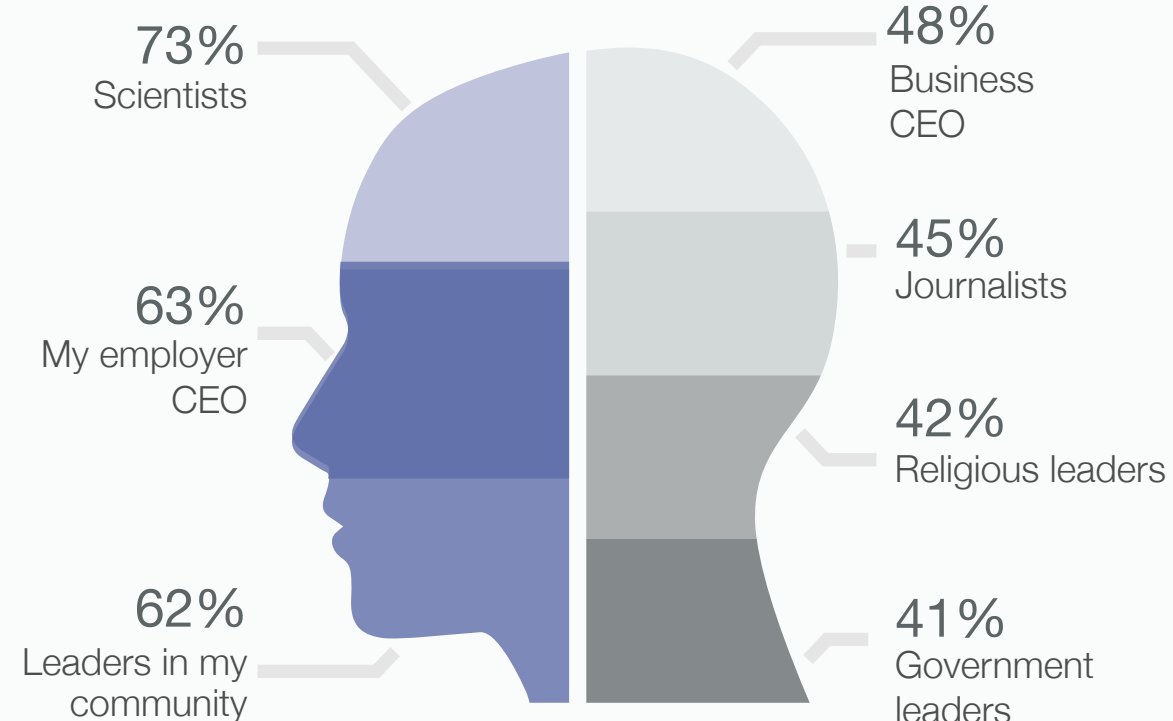


UK CITIZENS WHO THINK GREAT BRITAIN IS A FORCE FOR GOOD IN THE WORLD

LOW LEVELS OF TRUST

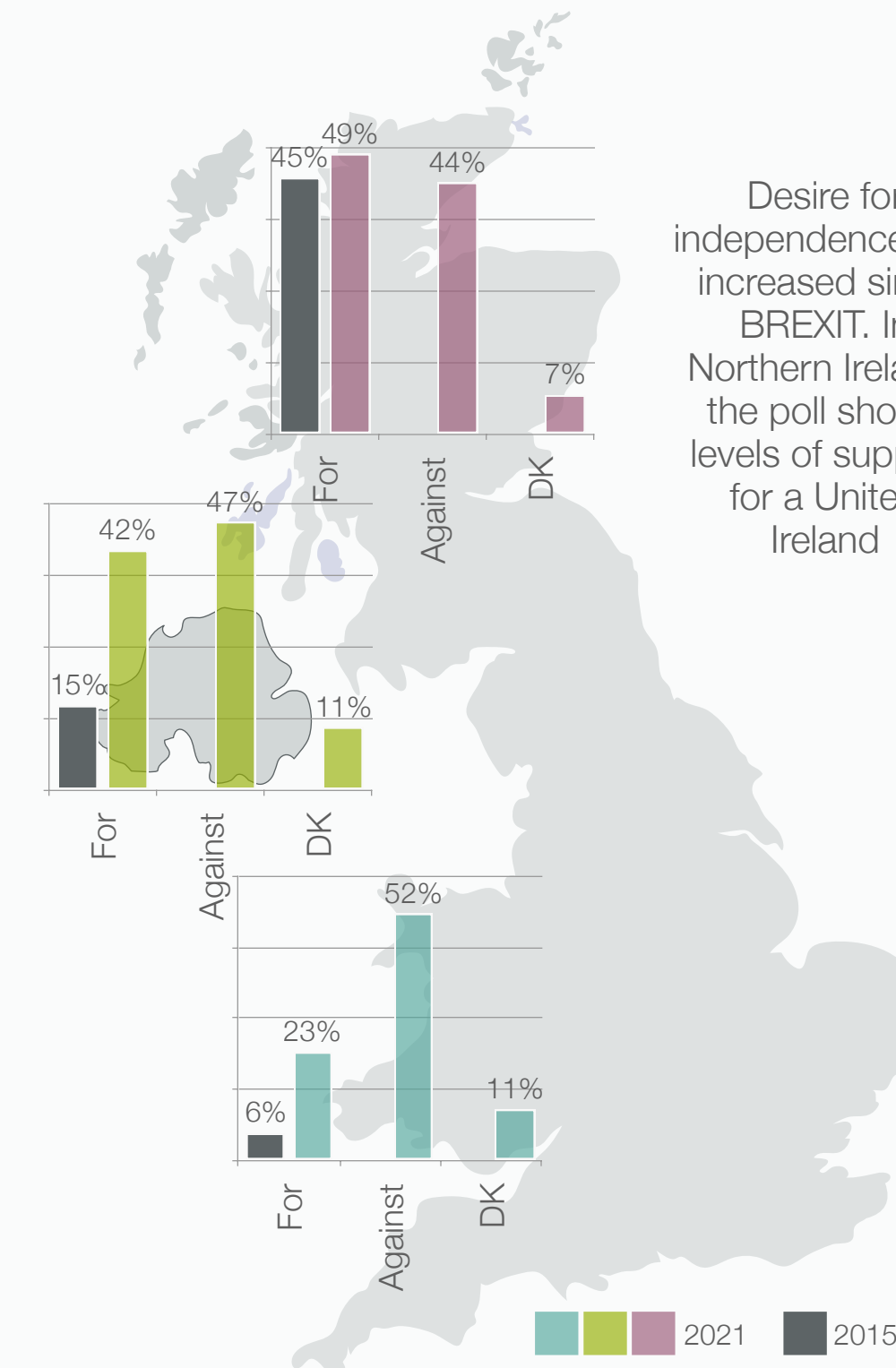


WHICH INSTITUTIONS DO WE TRUST? Poll across 27 countries 2021



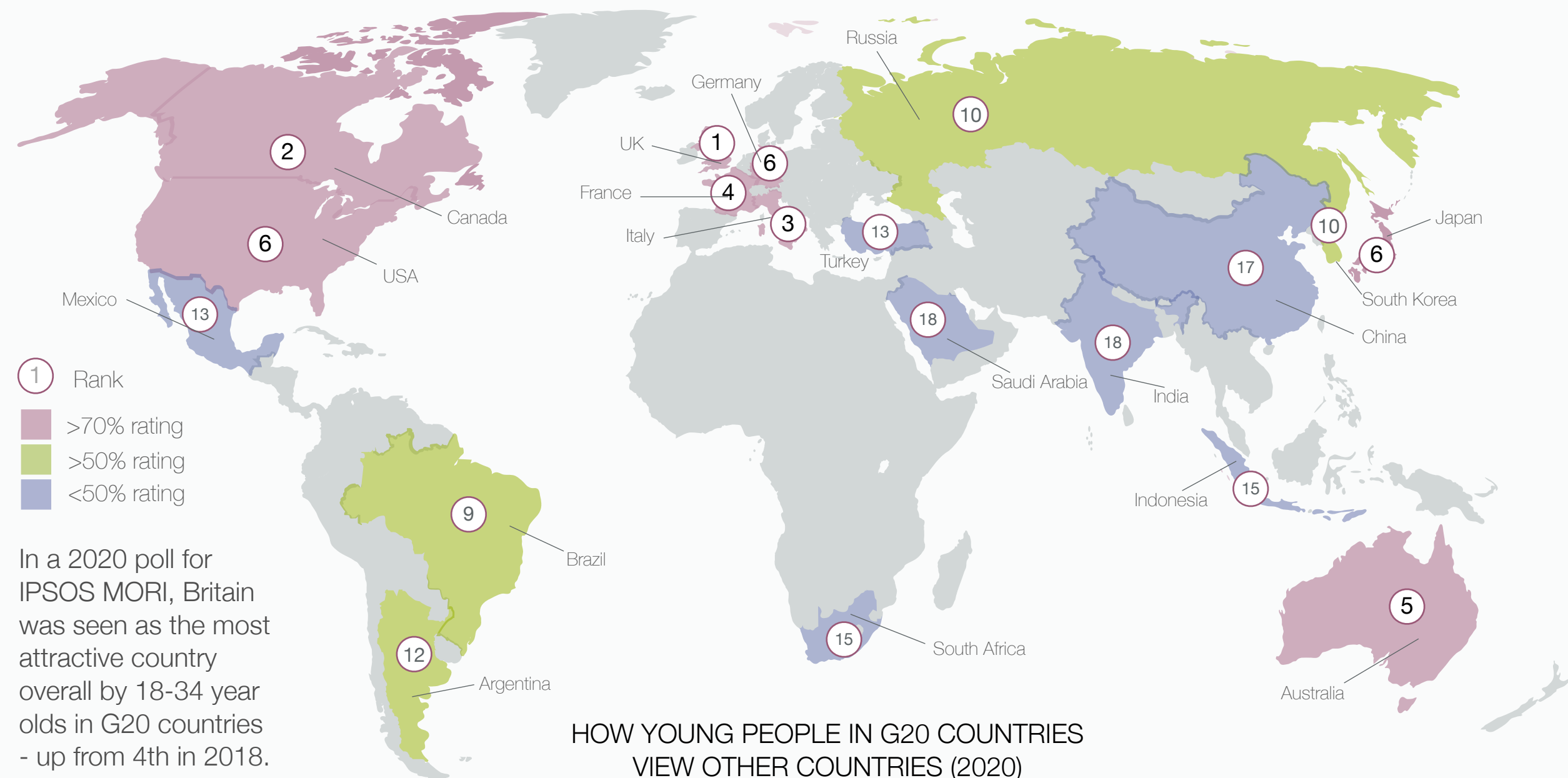
DO WE TRUST LEADERS? Poll across 27 countries 2021

STICKING TOGETHER?



Desire for independence has increased since BREXIT. In Northern Ireland, the poll shows levels of support for a United Ireland

HOW OTHERS SEE US



HOW YOUNG PEOPLE IN G20 COUNTRIES VIEW OTHER COUNTRIES (2020)

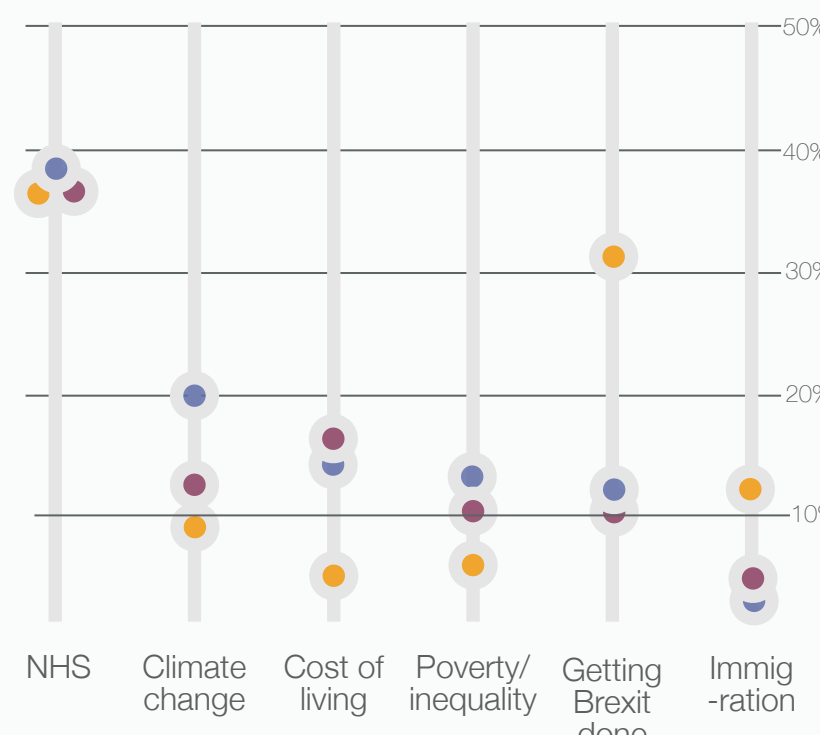
In a 2020 poll for IPSOS MORI, Britain was seen as the most attractive country overall by 18-34 year olds in G20 countries - up from 4th in 2018.

THE GREAT DIVIDE



The most important issues for voters vary hugely by age, according to 2019 election day poll. LORD ASHCROFT POLLS

- 18-24
- 25-34
- 65+



Two thirds of those aged 18-24 voted for broadly leftist, anti-austerity and cosmopolitan parties such as Labour (57%), Greens (5%) and the SNP (4%). In addition, a further 12% voted for the Lib Dems. [2019 general election]

