

# Global Progress Action Report

## Autumn 2023

### Aligning with citizens

September 2023

# About the research

## 10

Countries



UK (2057)



France (1299)



Germany (2142)



US (2205)



Netherlands (1103)



Spain (1321)



Canada (1031)



Australia (1017)



Sweden (1007)



Poland (1106)

## 3

Continents

## 14,000+

Respondents

- This research is presented on the basis of a public opinion poll in ten countries across three continents conducted via an online survey, carried out by YouGov
- Surveys were launched in both English and languages local to the country.
- Fieldwork was conducted across August and September 2023 using Active Sampling
- All surveys were politically representative

YouGov®

## Survey

& comparative analysis

This report brings together findings tracking public opinion on key issues including democracy, the economy and security.

# Summarizing statement

- Executive summary point 1
- Executive summary point 2
- Executive summary point 3

# Support for radical policies | Q4

Thinking about particular policies, do you think each of the following policies are or are not 'extreme'?

■ Support

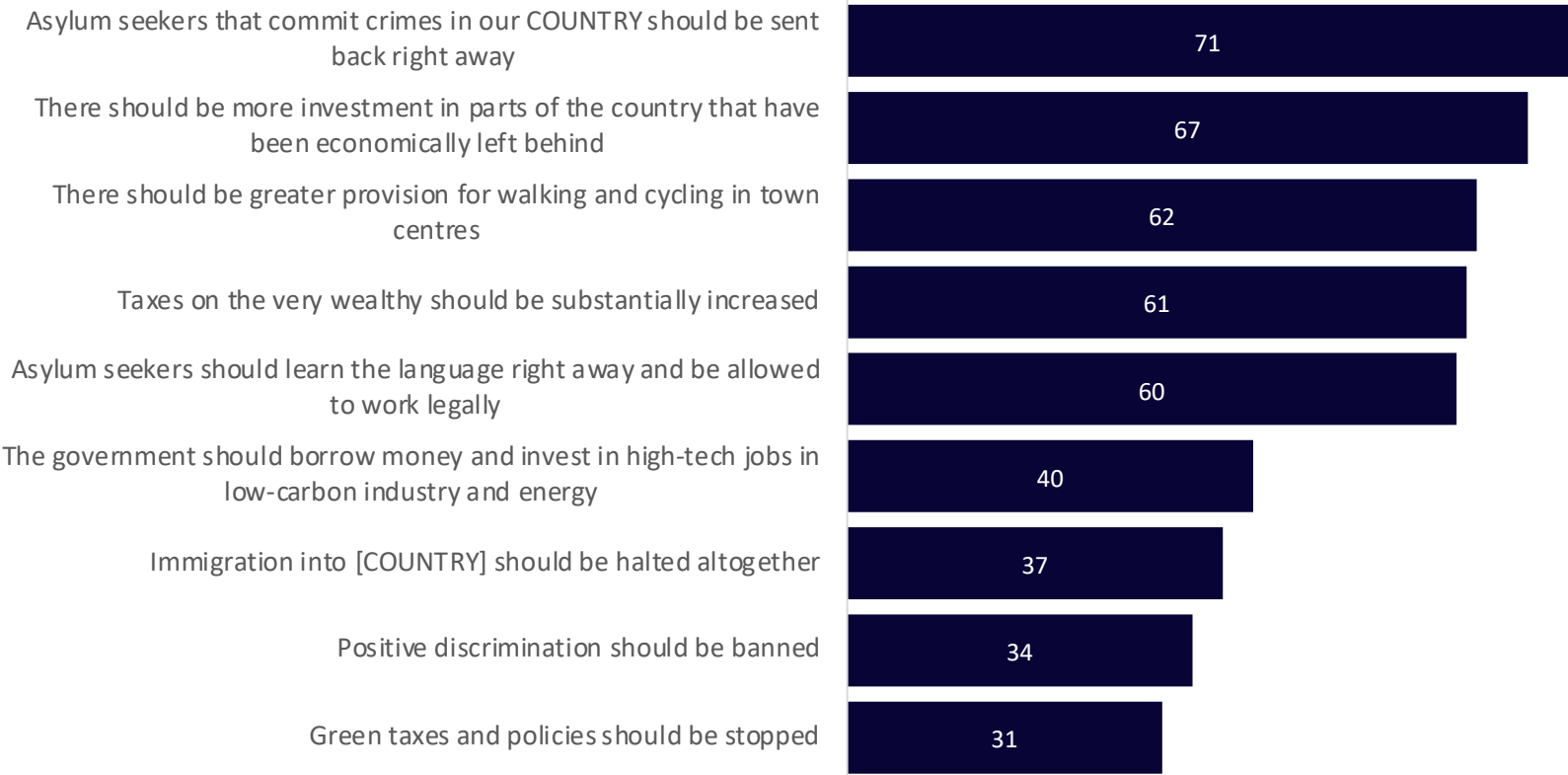
Key results

60%

Across all countries support asylum seekers learning the language and be allowed to work legally.

37%

Across all countries support halting immigration altogether.



# Support for radical policies | Q4 - continued

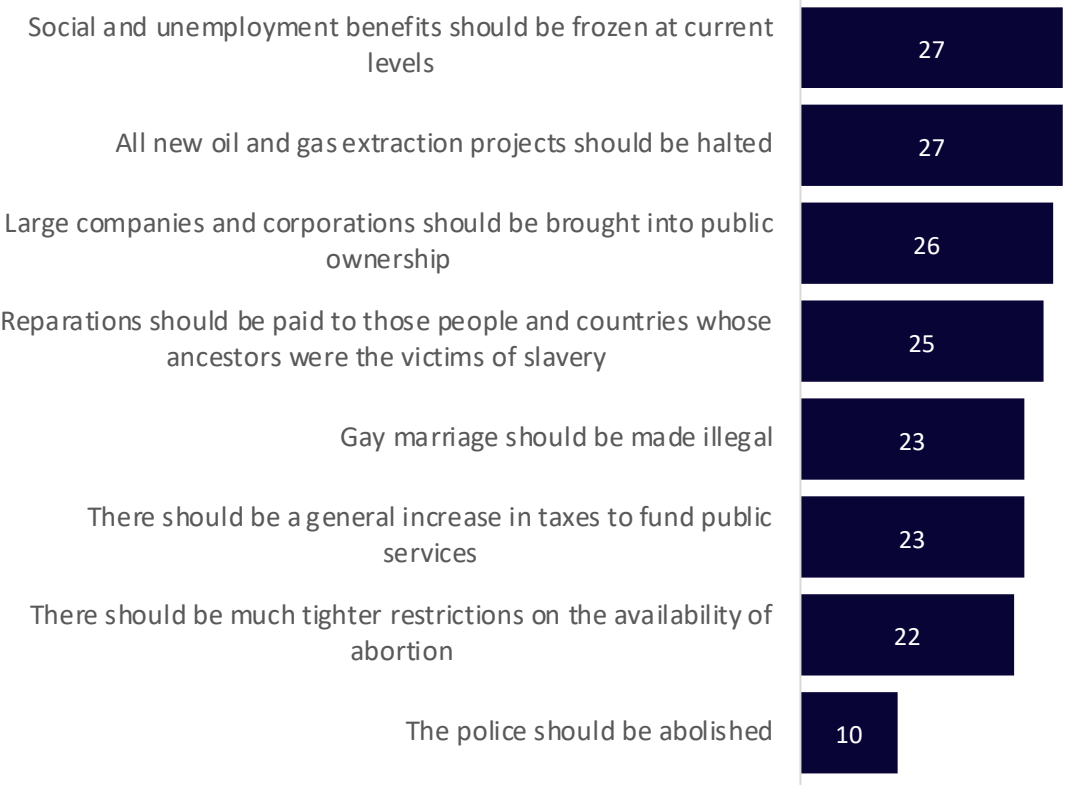
Thinking about particular policies, do you think each of the following policies are or are not 'extreme'?

■ Support

Key result

Just 10%

Across all countries **believe the police should be abolished**



# Government’s main economic priority | Q8

Thinking about the current state of the economy, which of the following do you think should be the Government’s main priority?

■ Mentioned (pick 3 from list)

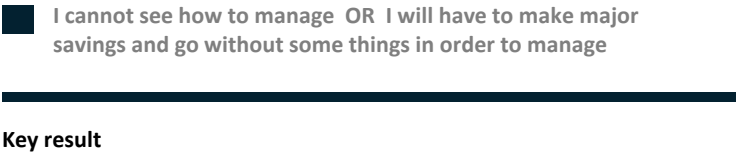
Key result

In each country, cap on prices of basic groceries mentioned most often.



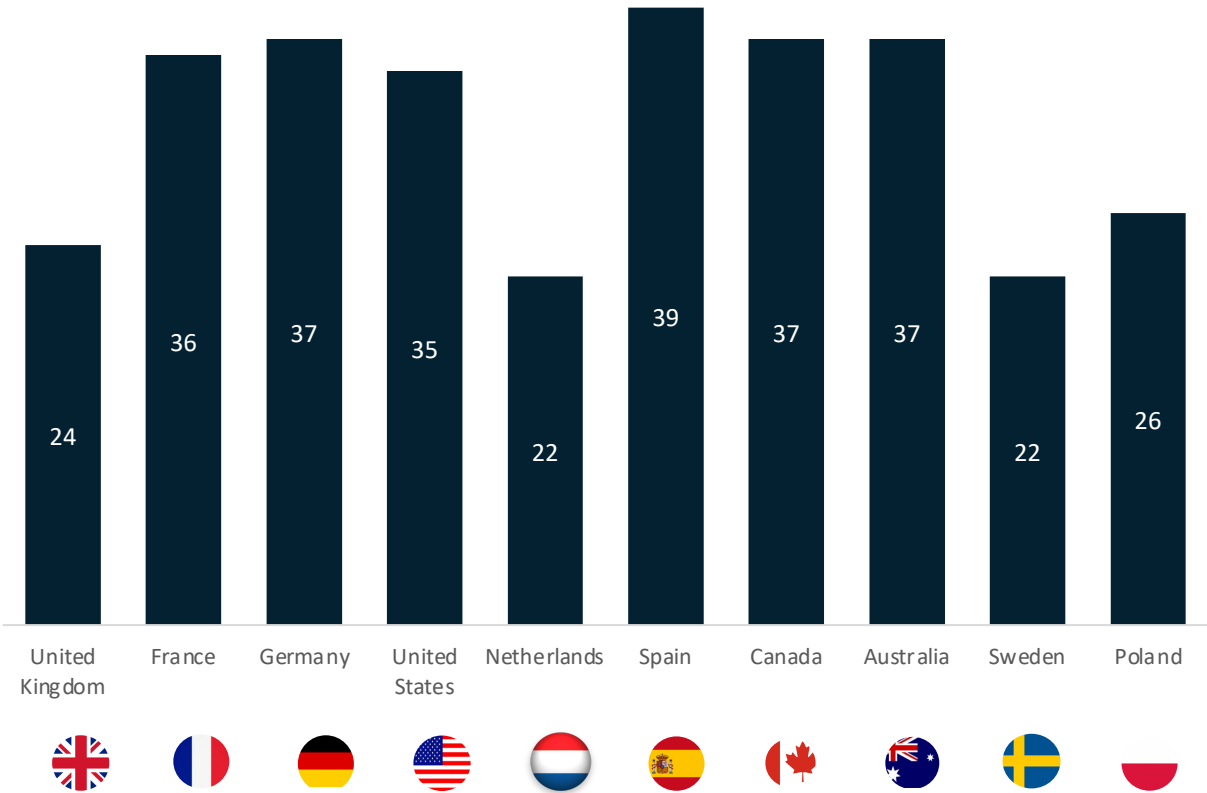
# Impact of rising prices, many directly affected | Q9

Thinking about your own situation, how are rising prices likely to affect you personally?



Relatively insulated:

-  The Netherlands
-  Sweden



# Where are we with inflation? | Q13

Thinking about the problems with rising prices, which of the following best reflect your view?

Not getting better yet

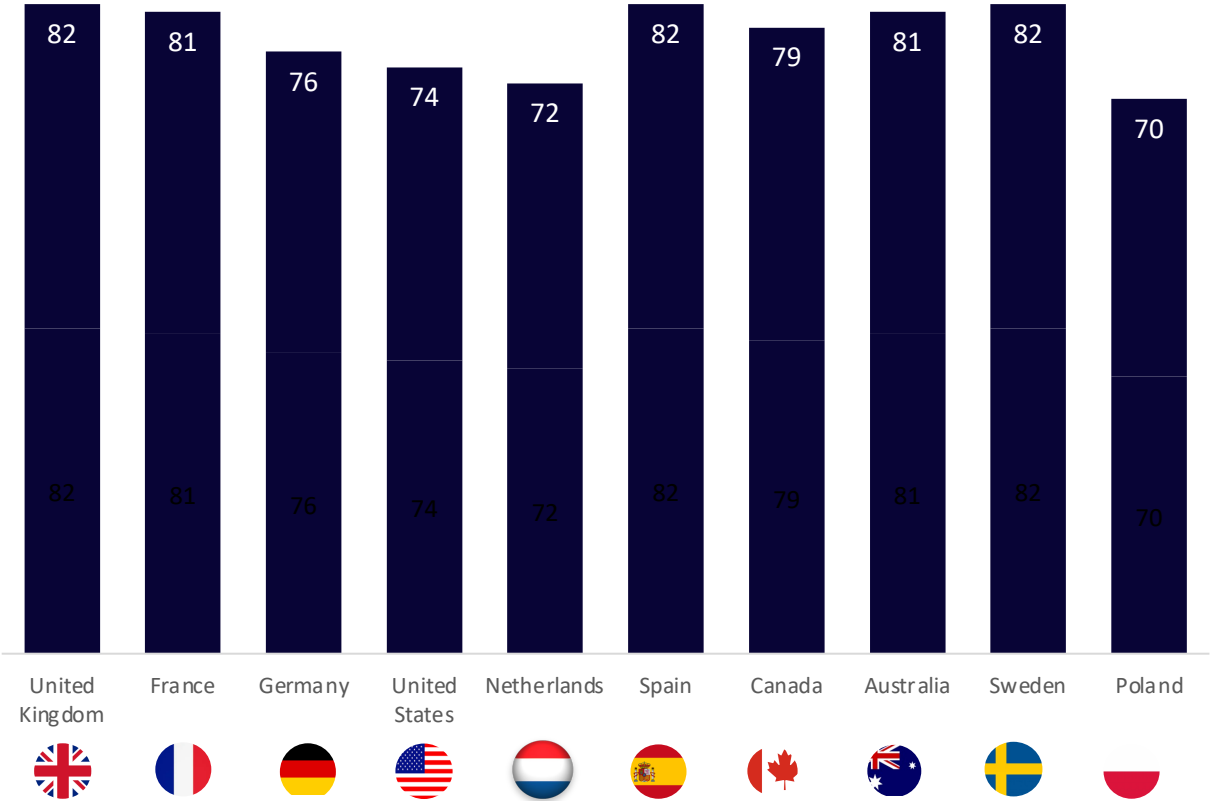
Key result

Greatest intensity:

-  Spain
-  France
-  Australia
-  Canada

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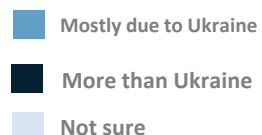
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# Inflation and Ukraine | Q14

And now thinking about the link between rising prices and the situation in Ukraine, which of the following best reflects your view?



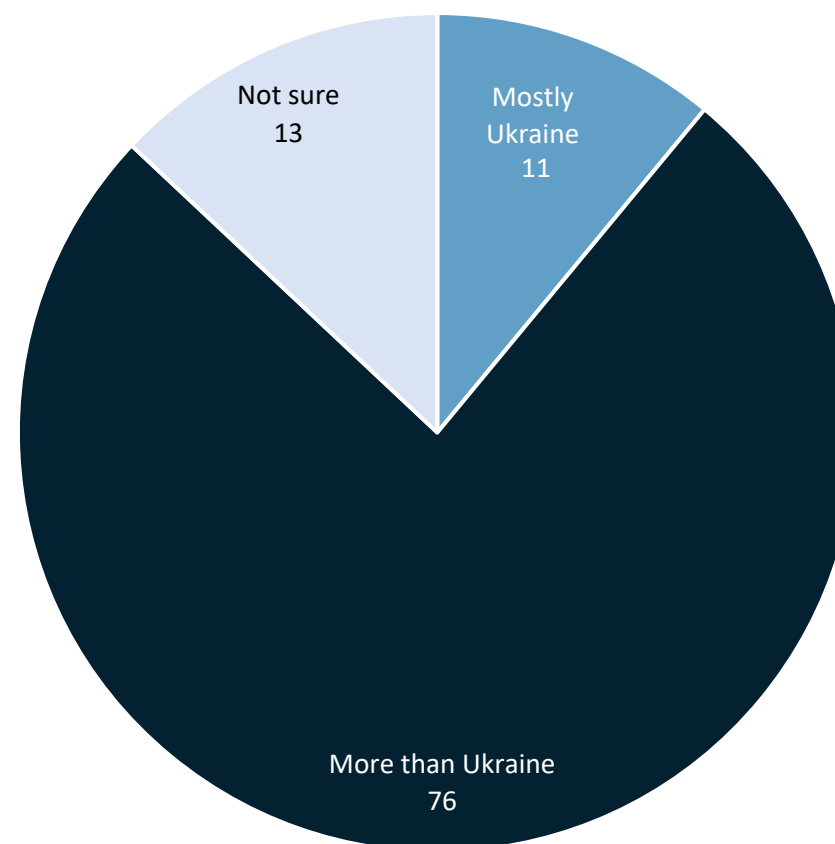
Key result

# 16%

Strongest belief that rising prices will go away after the situation in Ukraine is resolved



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# Inflation comes out of the blue | Q10

To what extent, if at all, do you think the following factors have caused the recent rises in the cost of living?

■ Total ‘a large part’ and ‘a significant part’ of the cause

Key result

## Top scores Russian invasion Ukraine:

-  Germany
-  Netherlands
-  Sweden
-  Poland



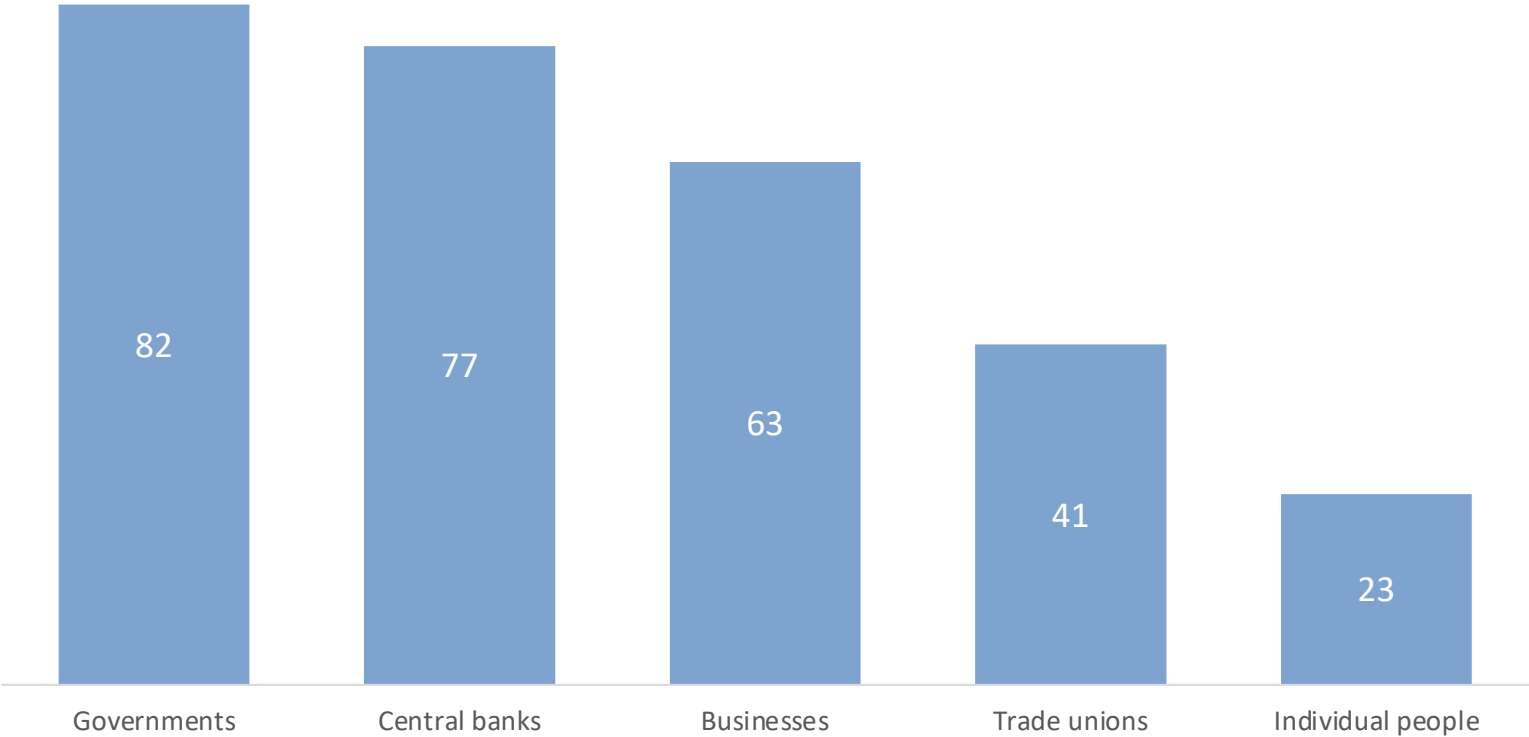
# Keeping down inflation: who is responsible? | Q11

How much responsibility, if any, do you think the following have in helping to keep down inflation?

■ Total 'A lot' and 'A fair amount'

Key results

In each country:  
Government #1 position  
Central banks #2 position



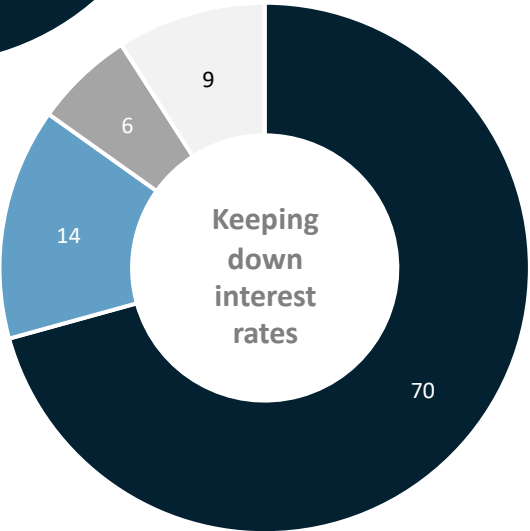
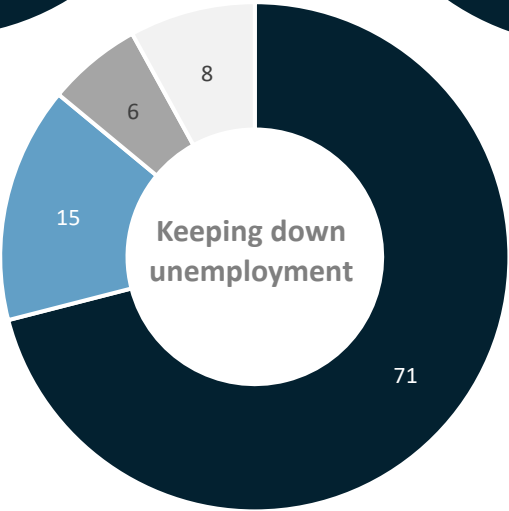
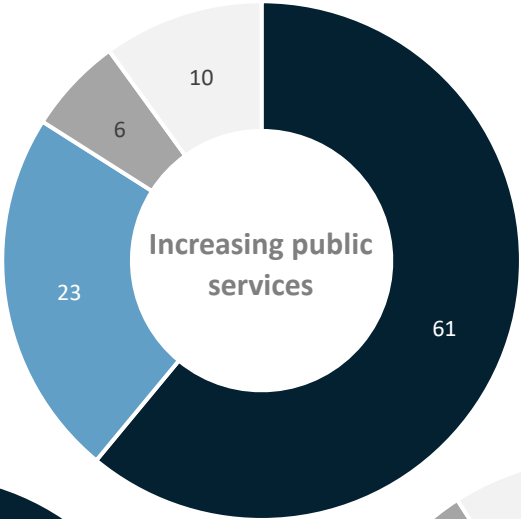
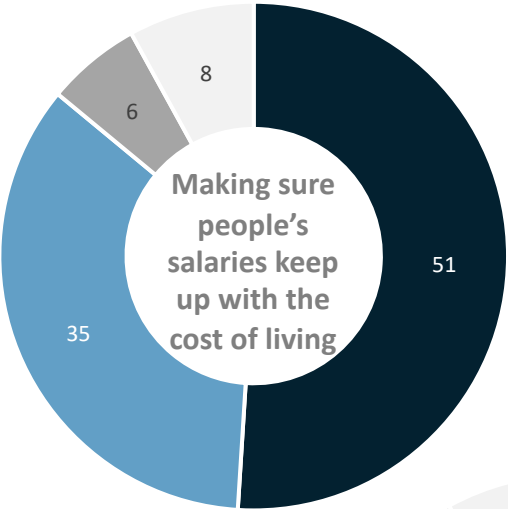
Priorities on inflation | Q15 | Q16 | Q17 | Q18

Controlling inflation is key, salaries close second in some countries

Which of the following do you think is more important for the Government to prioritize at the present time?

- Controlling inflation
- [Other option]
- Neither
- Don't know

Key result



# Priorities on inflation | Q15

## Controlling inflation is key, salaries close second in some countries

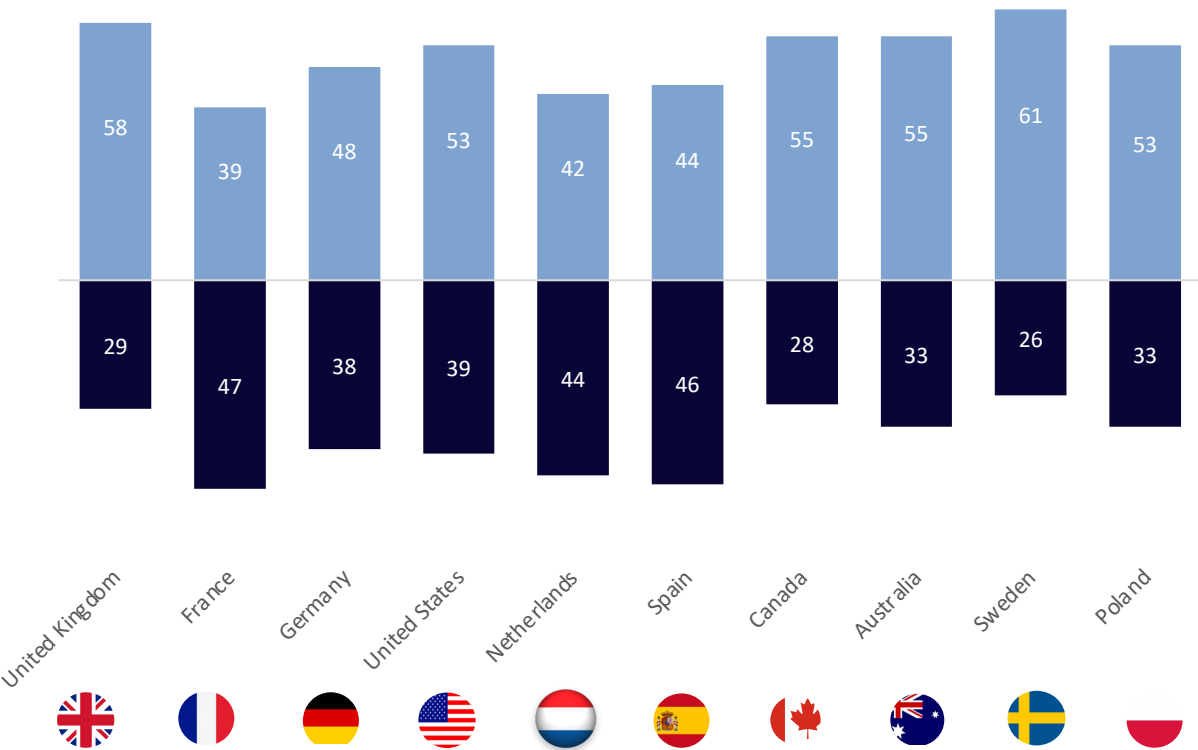
Which of the following do you think is more important for the Government to prioritize at the present time?

- Controlling inflation
- Making sure people's salaries keep up with the cost of living

Key result

### Salaries 'beat' inflation in:

- France
- Spain
- Netherlands



# Governments: damned if you do, damned if you don't | Q19

Thinking about the potential actions that Governments could take in order to combat inflation, if you HAD to choose just one, which of the following would you pick?

 Pick 1 (out of 5 response options)

Key result

**‘None of these’: plurality in all countries, except for**

 Poland

 Sweden

None of these – I would rather we accepted higher inflation than do any of these

35

The Government reducing spending on public services and increasing taxes, to decrease the amount it borrows

20

The country going into recession and the economy shrinking

18

Increased interest rates, so many people's housing costs and the costs of borrowing rise

14

Lower pay rises, so peoples wages rise more slowly than the cost of living

13

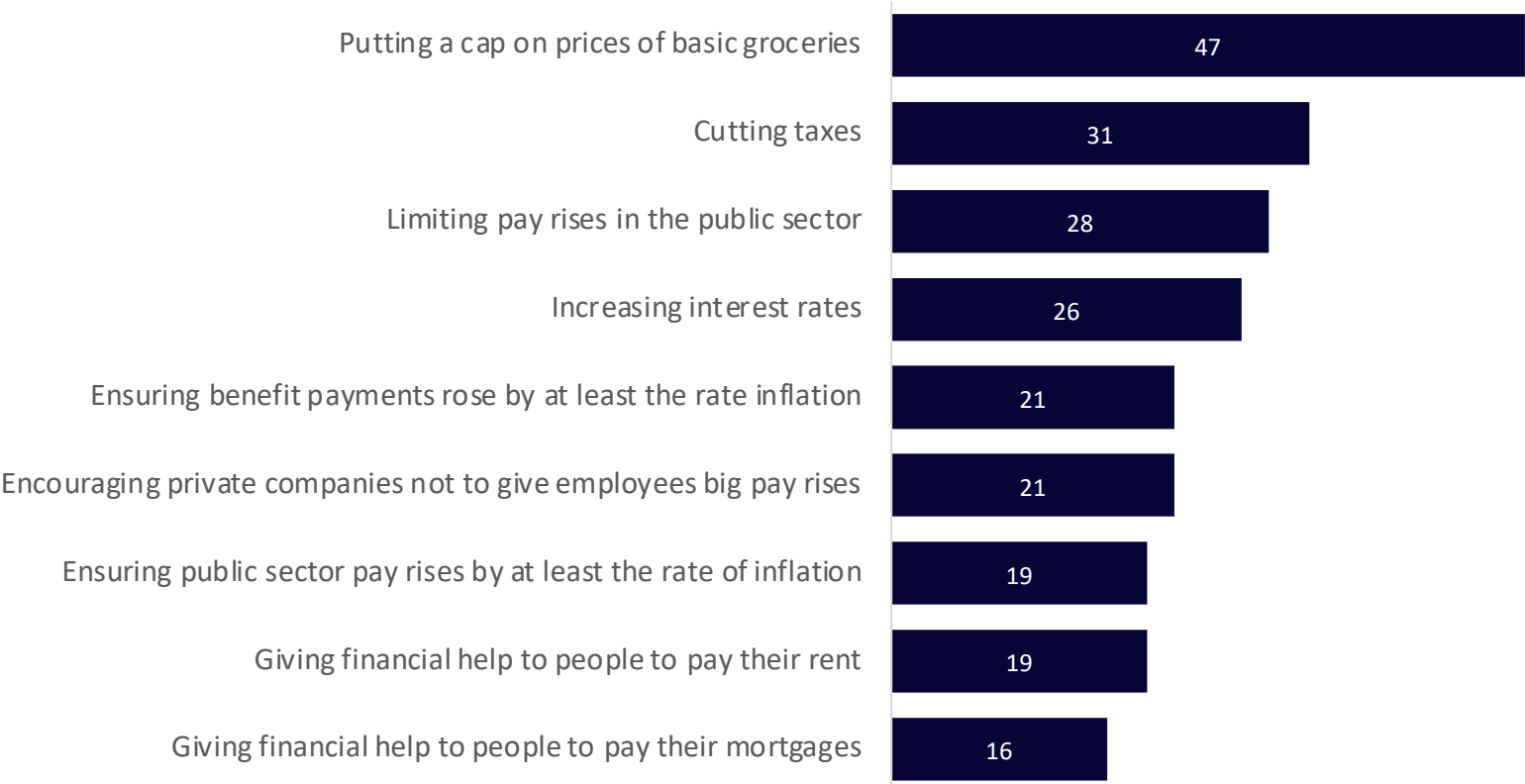
# Reducing inflation | Q22

And now we'd like you to think about what the impact of each of these policies would be on inflation itself. Whether or not it would help people cope with rising prices, would it actually make inflation itself better or worse, or make no difference?

 It would probably help reduce inflation

Key results

**'Cap on grocery prices' dominates across the board, except for**



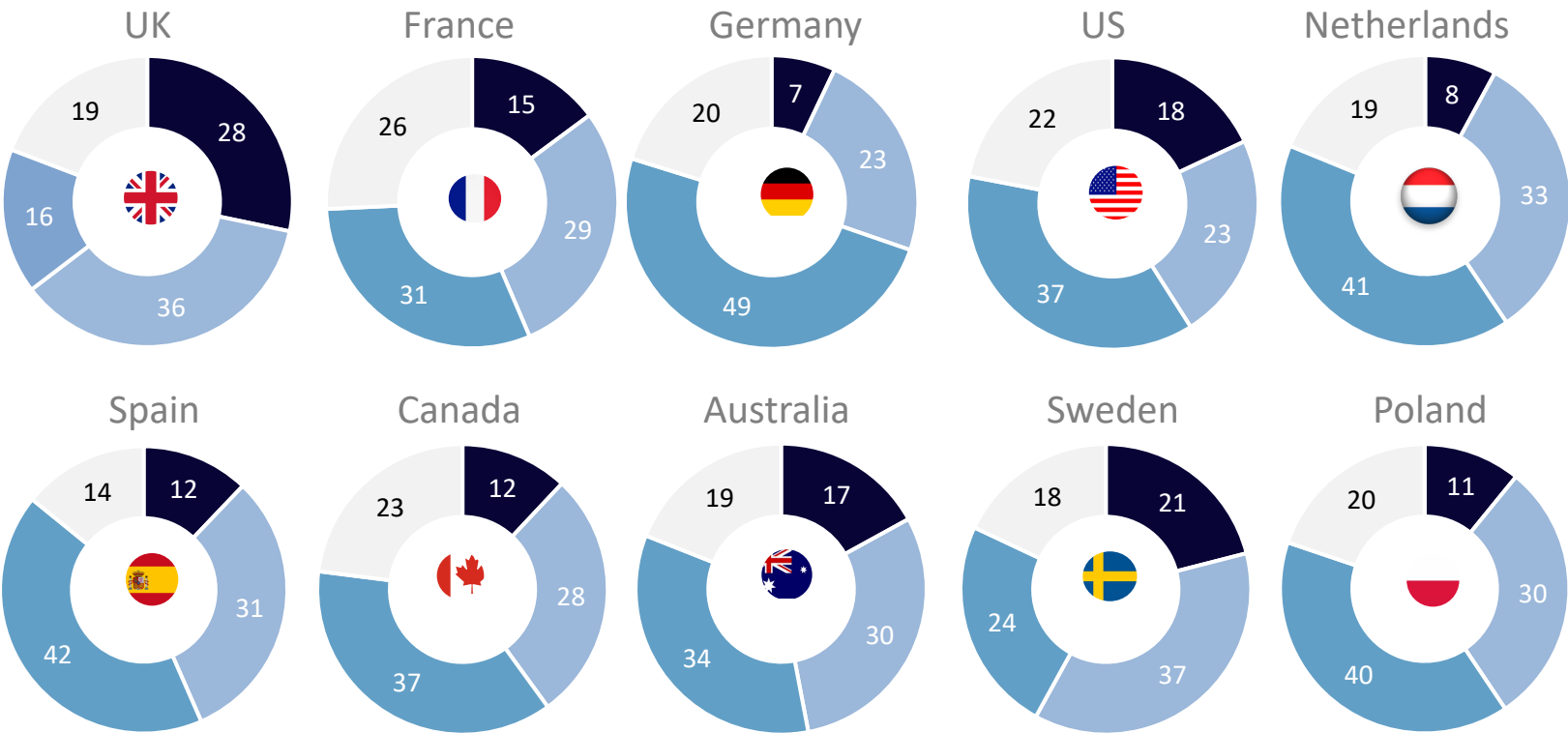
| Q23

At the present time, which of the following would you prefer to see?

- Government taxing MORE and spending MORE on public services
- Government keeping taxes and spending on public services at their current level
- Government taxing LESS and spending LESS on public services
- Don't know

Key result

Across all countries are worried about the impact of cost of living in the year ahead.





# Taxation: willing to pay more? | Q24

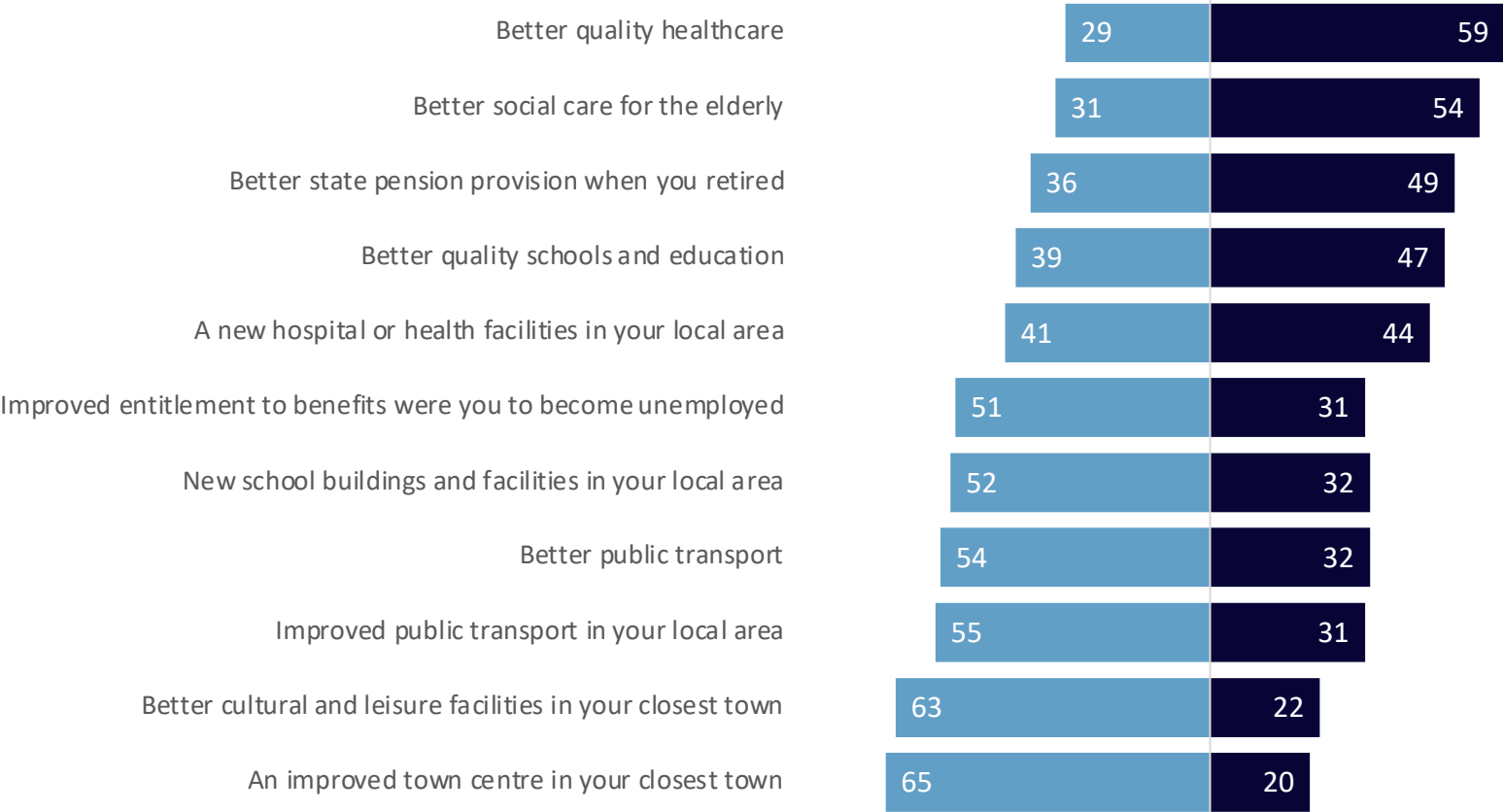
More specifically, would you be willing to pay more in taxation if it meant...

- Would NOT be willing to pay more taxes for this
- Would be willing to pay more taxes for this

Key result

xx%

Across all countries are worried about the impact of cost of living in the year ahead.



# Taxation: willing to pay more? | Q25

Which of the following best reflects your view?

- If we want high quality public services then they need to be paid for, and that means raising more in taxation than we do at the moment
- Taxes are already high enough to fund high quality public services, it is just a case of spending the money more efficiently and sensibly

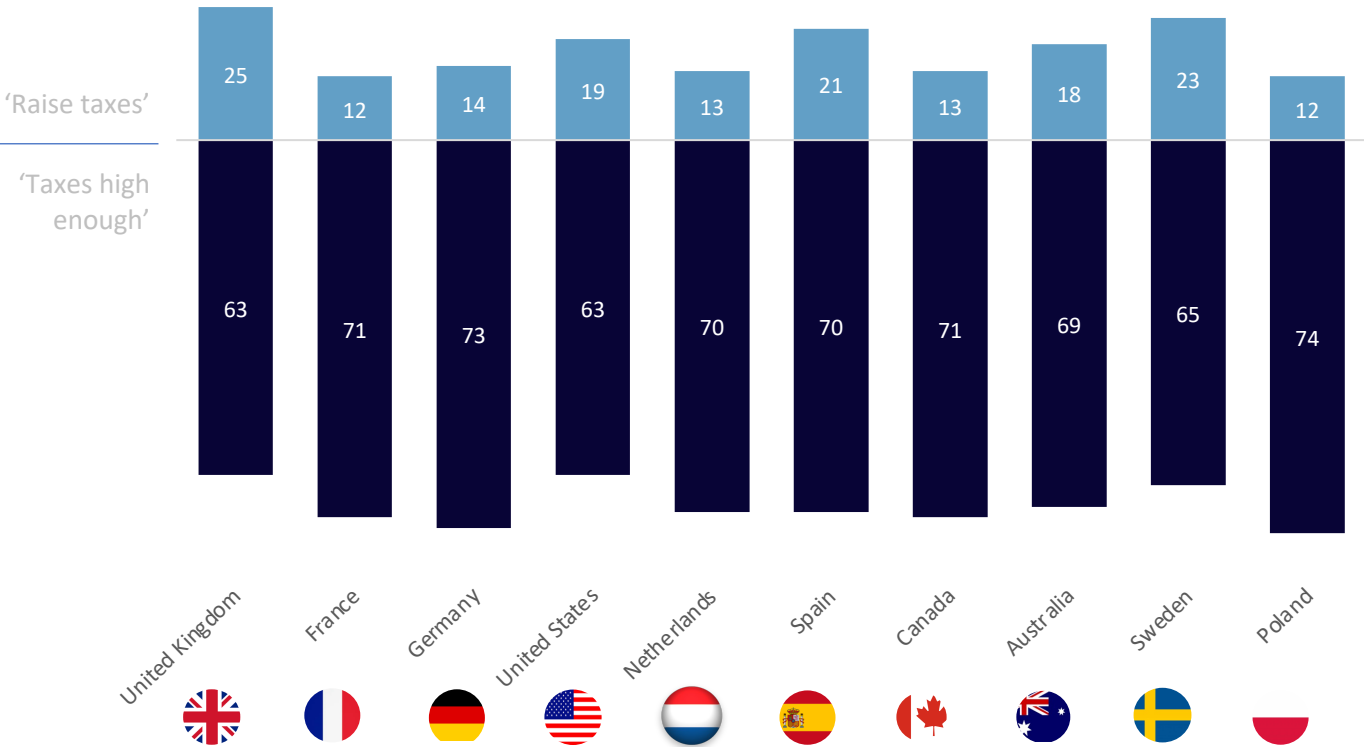
Key result

XXX

 XXX

 XX

 XX



# Taxation: willing to pay more? | Q26

Which of the following best reflects your view?

- It is possible to raise any extra money we need for public services by putting extra taxes on the rich and on big businesses. There is no need for ordinary people to pay more in tax
- It is naïve to believe we can fund everything just through taxing business and the rich. The reality is that if we want better services, ordinary people must contribute more through taxation

Key result

XXX



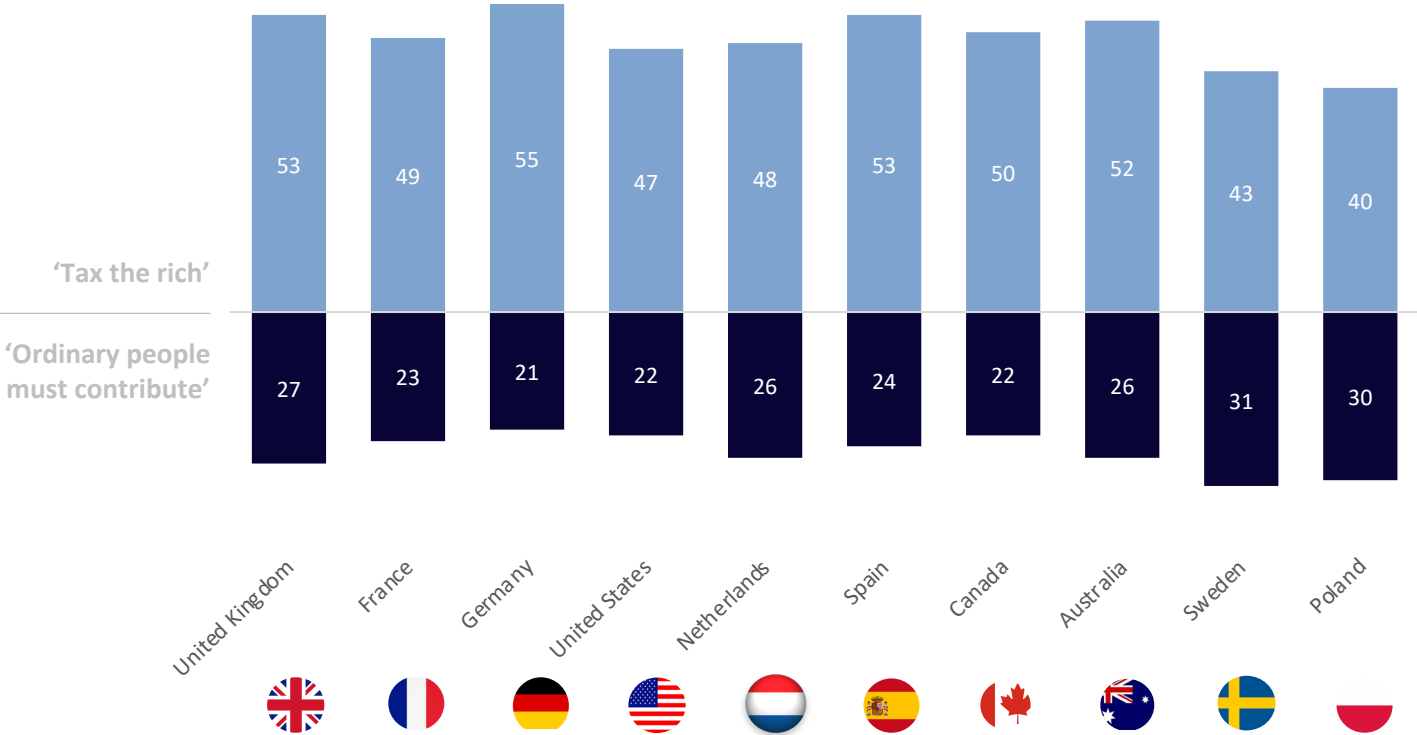
XXX



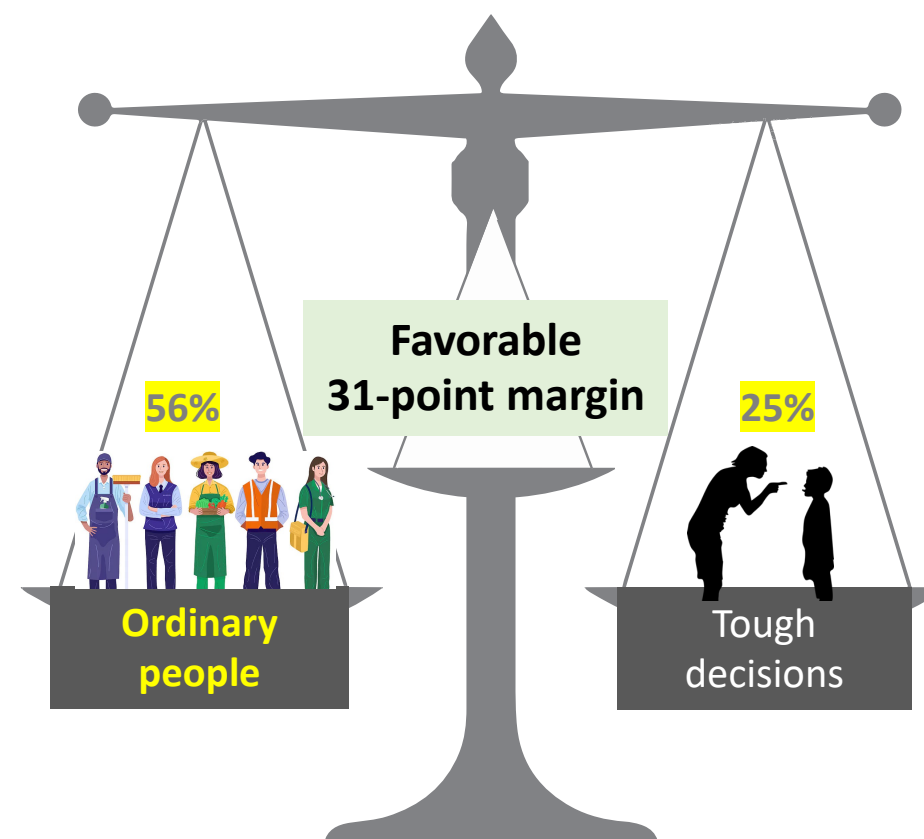
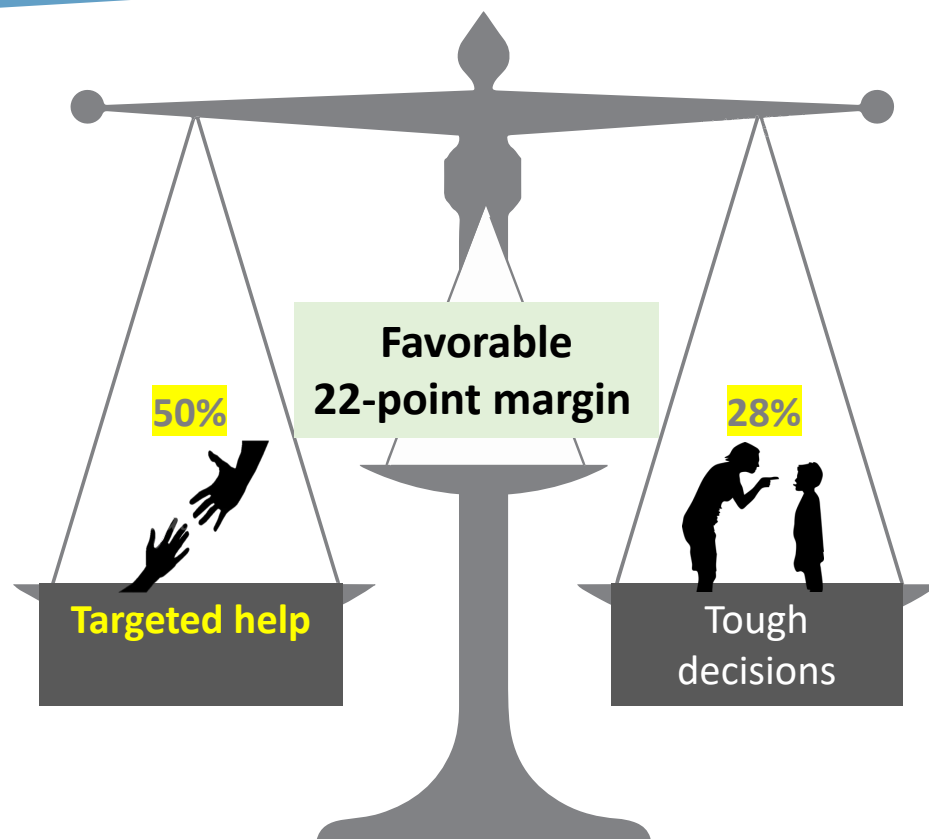
XX



XX



# Inflation messaging – it's about wages! | Q21



# Messaging: immigration | Q7

Favorable 22-point margin

## Targeted help – *split sample*

'We need to focus on providing help to those people who are struggling with the rising cost of living, that means targeted financial help on energy prices, food prices and mortgage costs.'

Favorable 31-point margin

## Ordinary people – *split sample*

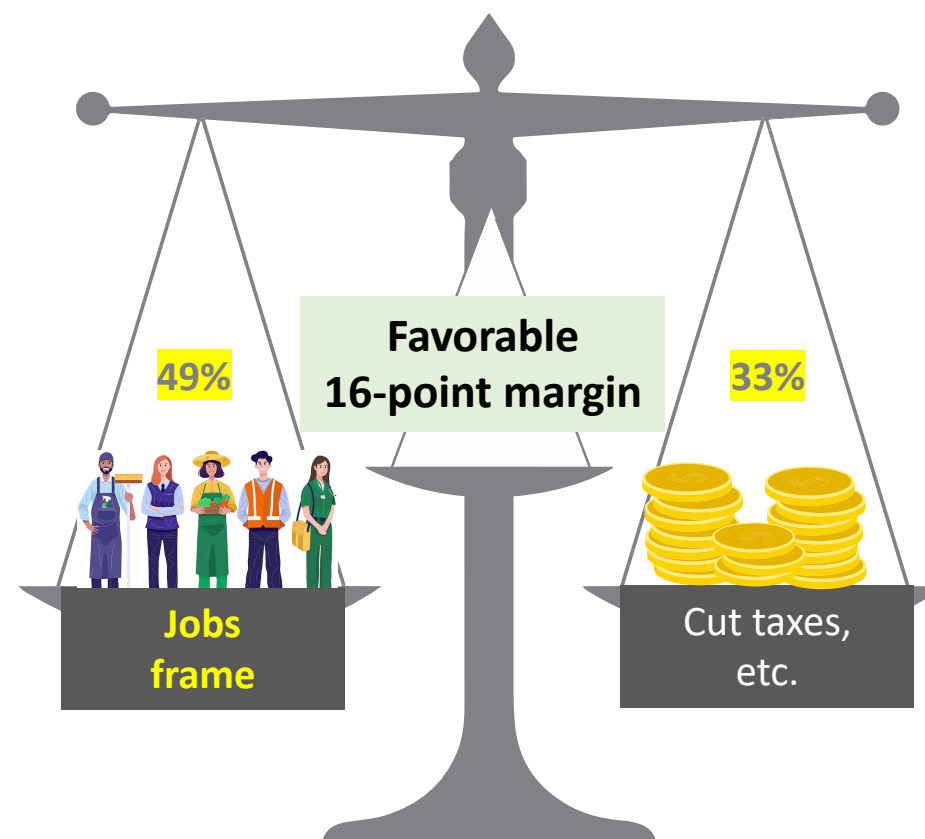
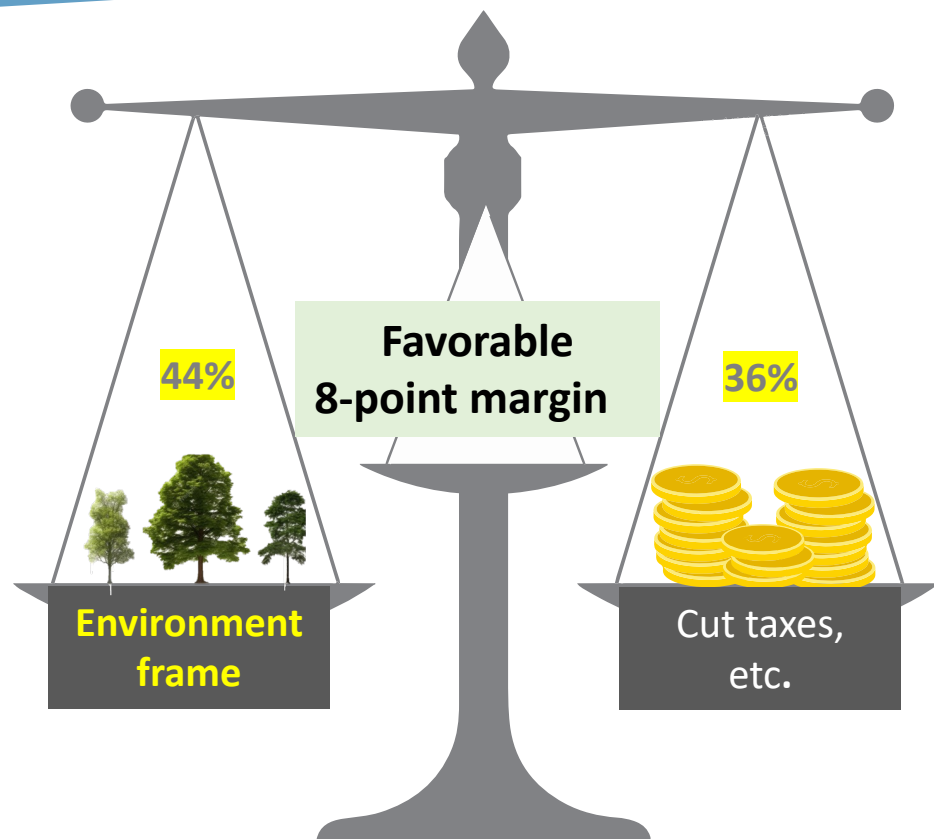
'It is important to tackle the cost of living, but that doesn't mean ordinary people have to go without pay rises, or that ordinary people have to suffer.'



## Tough decisions frame – *asked of all*

'We need to focus upon tackling the causes of the rises in the cost of living, and that means some **tough decisions** that people won't necessarily like, such as controlling wages or limiting spending'

# Message test: environment | Q6





# Messaging: environment | Q6

## Favorable 8-point margin

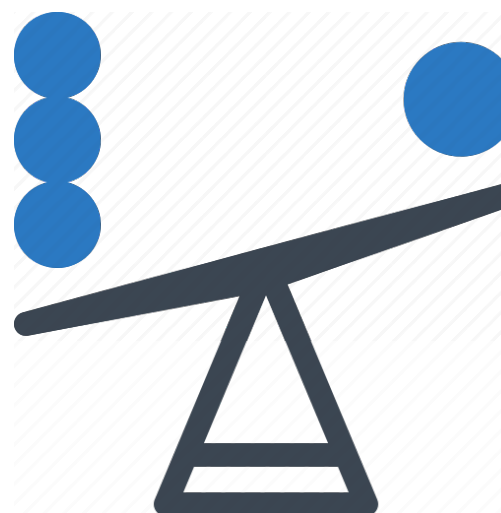
### Environmental frame (*split sample*)

‘There is a climate emergency, and it is vital for us all, and for the planet, that we meet the challenge of making the COUNTRY Net Zero. We need to invest in new carbon-free industries, building green transport, pioneering green investment and environmentally friendly technology that will provide high-quality and secure jobs for our young people.’

## Favorable 16-point margin

### Jobs frame (*split sample*)

‘We need to prioritize new, high-quality jobs for COUNTRY in the industries of the future. We need to invest in renewing the COUNTRY, in making the COUNTRY a leader in high-tech jobs of the future like electric cars, batteries, wind and solar power, providing the energy & infrastructure our cities need and providing secure, well-paid jobs for our young people.’



### Cut (green) taxes frame (*asked of all*)

‘We need to cut taxes and free our businesses from red tape and green regulations. Ordinary people and businesses are being forced to pay green taxes while China is still burning coal and storming ahead of us. Cutting taxes for ordinary people and freeing up great [COUNTRY] businesses to innovate and expand will lead to a more prosperous country for us all.’

# Who should be allowed in? | Q27

Thinking about different types of people who want to come and live in COUNTRY, to what extent should the following groups of people be allowed to come and live in [COUNTRY]?

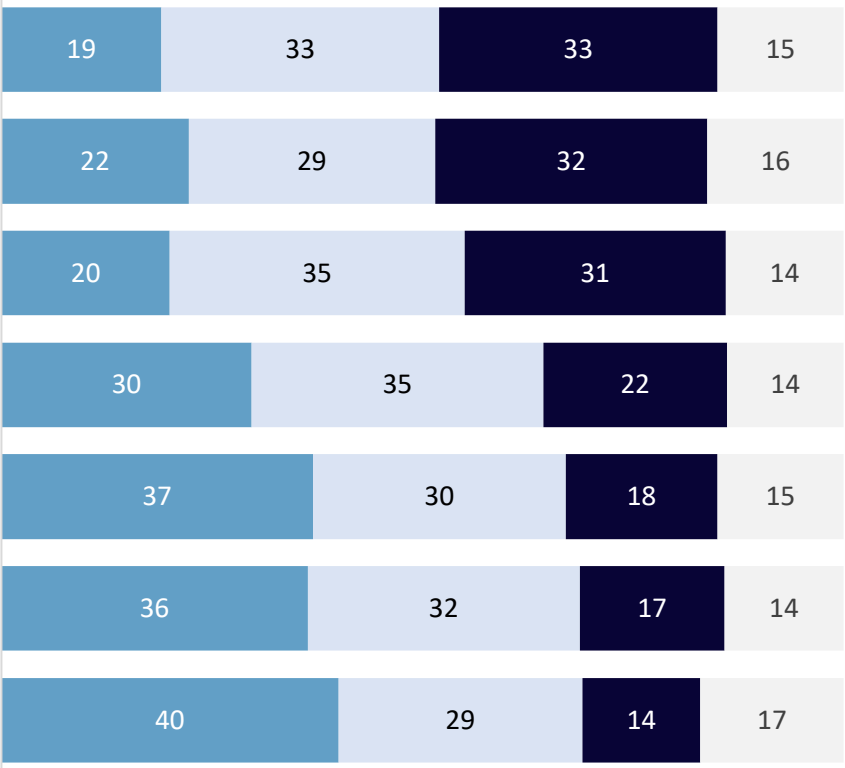
- We should allow less of this group
- We should allow the present numbers of this group
- We should allow MORE of this group
- Don't know

Key result

48%

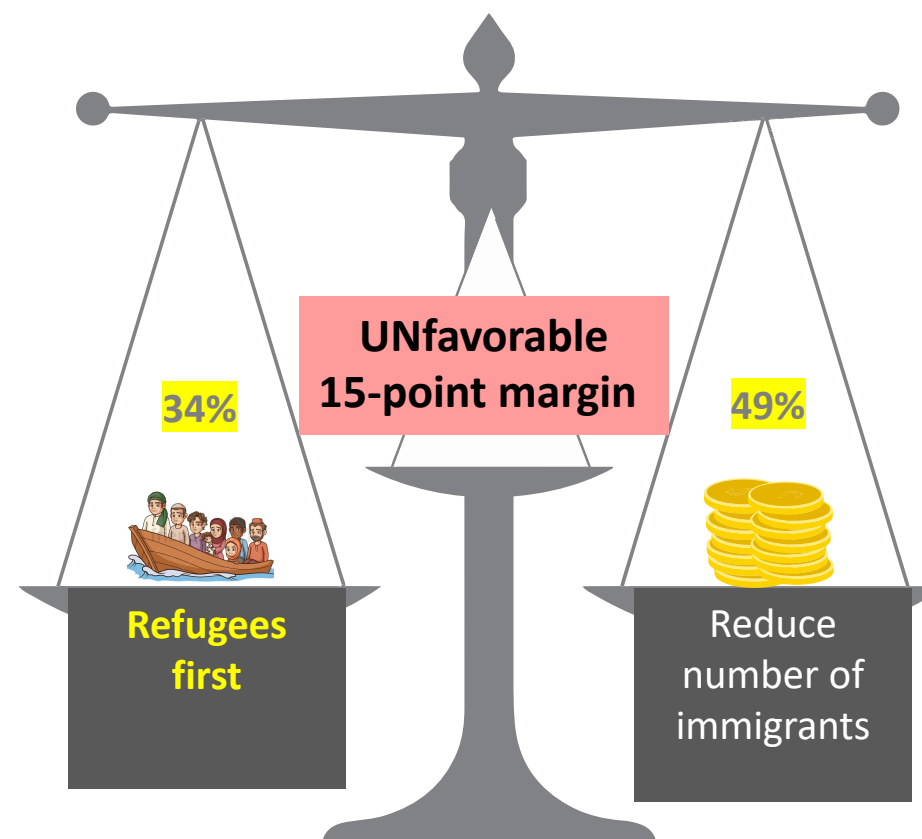
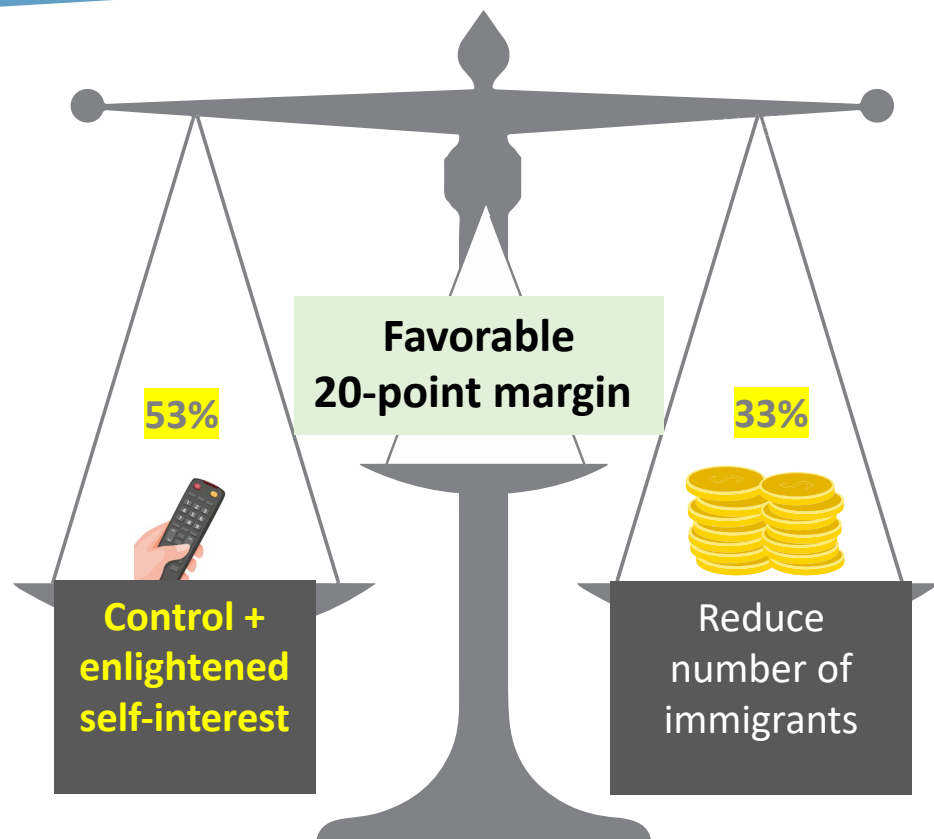
Across all countries are of Spanish respondents welcome 'wealthy people to about the impact of cost of living in the year ahead.  
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- People with high levels of education and skills, looking for high paid jobs
- Wealthy people looking to invest in COUNTRY
- People paying to study in COUNTRY universities
- People who have been recognised as refugees from war in other countries
- People looking to claim asylum because they say they face war or persecution in their own country
- People with family already in COUNTRY, coming to live with their relatives
- People with low levels of education and skills, looking for low paid work





# Message test: immigration | Q7



# Messaging: immigration | Q7

Favorable 20-point margin

## Control immigration frame (*split sample*)

It is important that we control immigration with clear rules that are enforced firmly and fairly. If people don't have the right to be here, they shouldn't be here. So, while we need to be strict, genuine refugees fleeing danger should be able to count on our humanity, the same way we would want to be able to count on theirs if something were to happen here.

UNfavorable 15-point margin

## Refugees frame (*split sample*)

Refugees are people fleeing war and persecution and we cannot look away when they need our help. (COUNTRY) is a rich country with a long tradition of offering aid to those who need it. We have always welcomed refugees, and they have made our country better and richer. How can we turn our backs upon them now?



## Reduce numbers frame (*asked of all*)

We do not want an open-door immigration policy. It is not about racism, but a case of numbers, and the pressure that immigration brings on housing and public services. At this time the country simply cannot afford to house and look after any more immigrants, and we should do all we can to reduce numbers.

# Immigration messaging | Q7

## Margin scores and swing

