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.

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

About the research

10 Countries

3 Continents

14,000+ Respondents

Survey

& comparative analysis

UK (2057)
France (1299)
Germany (2142)
US (2205)
Netherlands (1103)
Spain (1321)
Canada (1031)
Australia (1017)
Sweden (1007)
Poland (1106)
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'?

**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.

- Asylum seekers that commit crimes in our COUNTRY should be sent back right away
- There should be more investment in parts of the country that have been economically left behind
- There should be greater provision for walking and cycling in town centres
- Taxes on the very wealthy should be substantially increased
- Asylum seekers should learn the language right away and be allowed to work legally
- The government should borrow money and invest in high-tech jobs in low-carbon industry and energy
- Immigration into [COUNTRY] should be halted altogether
- Positive discrimination should be banned
- Green taxes and policies should be stopped
Thinking about particular policies, do you think each of the following policies are or are not 'extreme'?

- Social and unemployment benefits should be frozen at current levels
- All new oil and gas extraction projects should be halted
- Large companies and corporations should be brought into public ownership
- Reparations should be paid to those people and countries whose ancestors were the victims of slavery
- Gay marriage should be made illegal
- There should be a general increase in taxes to fund public services
- There should be much tighter restrictions on the availability of abortion
- The police should be abolished

Just 10% believe the police should be abolished.
Thinking about the current state of the economy, which of the following do you think should be the Government’s main priority?

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?

- I cannot see how to manage OR I will have to make major savings and go without some things in order to manage

Key result

Relatively insulated:
- The Netherlands
- Sweden
Thinking about the problems with rising prices, which of the following best reflect your view?

- Not getting better yet

**Greatest intensity:**

- Spain
- France
- Australia
- Canada

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**Key result**

- United Kingdom: 82
- France: 81
- Germany: 76
- United States: 74
- Netherlands: 72
- Spain: 82
- Canada: 79
- Australia: 81
- Sweden: 82
- Poland: 70
And now thinking about the link between rising prices and the situation in Ukraine, which of the following best reflects your view?

- Mostly due to Ukraine
- More than Ukraine
- Not sure

**Key result**

16%

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

Mostly due to Ukraine

More than Ukraine

Not sure
To what extent, if at all, do you think the following factors have caused the recent rises in the cost of living?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greedy corporations and businesses</td>
<td>64</td>
</tr>
<tr>
<td>Interruptions to international supply chains</td>
<td>59</td>
</tr>
<tr>
<td>The impact of the Russian invasion of Ukraine</td>
<td>58</td>
</tr>
<tr>
<td>Government spending too much during the Coronavirus outbreak</td>
<td>54</td>
</tr>
<tr>
<td>The impact of sanctions against Russia</td>
<td>48</td>
</tr>
<tr>
<td>Increased demand as the global economy recovers from Coronavirus</td>
<td>48</td>
</tr>
<tr>
<td>Measures to combat climate change</td>
<td>38</td>
</tr>
<tr>
<td>Trade union pay demands</td>
<td>29</td>
</tr>
</tbody>
</table>

Key result

**Top scores Russian invasion Ukraine:**
- Germany
- Netherlands
- Sweden
- Poland

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Keeping down inflation: who is responsible? | Q11

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

Key results

<table>
<thead>
<tr>
<th>Total ‘A lot’ and ‘A fair amount’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governments</td>
</tr>
<tr>
<td>Central banks</td>
</tr>
<tr>
<td>Businesses</td>
</tr>
<tr>
<td>Trade unions</td>
</tr>
<tr>
<td>Individual people</td>
</tr>
</tbody>
</table>

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:

1. Making sure people’s salaries keep up with the cost of living: 51%
2. Increasing public services: 61%
3. Keeping down unemployment: 71%
4. Keeping down interest rates: 70%
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
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?

- 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)

Key result

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

- Poland
- Sweden
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?

### Key results

- **Putting a cap on prices of basic groceries**: 47%
- **Cutting taxes**: 31%
- **Limiting pay rises in the public sector**: 28%
- **Increasing interest rates**: 26%
- **Ensuring benefit payments rose by at least the rate inflation**: 21%
- **Encouraging private companies not to give employees big pay rises**: 21%
- **Ensuring public sector pay rises by at least the rate of inflation**: 19%
- **Giving financial help to people to pay their rent**: 19%
- **Giving financial help to people to pay their mortgages**: 16%

- **‘Cap on grocery prices’ dominates across the board, except for Sweden**

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*September 2023022*  
*Global Progress Action Report Autumn 2023*
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 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.
More specifically, would you be willing to pay more in taxation if it meant:

- Better quality healthcare
- Better social care for the elderly
- Better state pension provision when you retired
- Better quality schools and education
- A new hospital or health facilities in your local area
- Improved entitlement to benefits were you to become unemployed
- New school buildings and facilities in your local area
- Better public transport
- Improved public transport in your local area
- Better cultural and leisure facilities in your closest town
- An improved town centre in your closest town

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

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

United Kingdom | France | Germany | United States | Netherlands | Spain | Canada | Australia | Sweden | Poland
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
63 | 71 | 73 | 63 | 70 | 70 | 71 | 69 | 65 | 74

‘Raise taxes’
‘Taxes high enough’
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**

<table>
<thead>
<tr>
<th>Country</th>
<th>‘Tax the rich’</th>
<th>‘Ordinary people must contribute’</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>53</td>
<td>27</td>
</tr>
<tr>
<td>France</td>
<td>49</td>
<td>23</td>
</tr>
<tr>
<td>Germany</td>
<td>55</td>
<td>21</td>
</tr>
<tr>
<td>United States</td>
<td>47</td>
<td>22</td>
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<tr>
<td>Netherlands</td>
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<td>26</td>
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<tr>
<td>Spain</td>
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<td>Sweden</td>
<td>43</td>
<td>31</td>
</tr>
<tr>
<td>Finland</td>
<td>40</td>
<td>30</td>
</tr>
</tbody>
</table>

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ALIGNING WITH VOTERS

Inflation messaging – it’s about wages! | Q21

Favorable 22-point margin
Targeted help
50%
Tough decisions
28%

Favorable 31-point margin
Ordinary people
56%
Tough decisions
25%

Tough decisions
Targeted help
Favorable

Inflation messaging – it’s about wages! | Q21
**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.’

**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

Environment frame: Favorable (44%) with an 8-point margin.
Cut taxes, etc. (36%)

Jobs frame: Favorable (49%) with a 16-point margin.
Cut taxes, etc. (33%)
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.’

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.’
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]?

<table>
<thead>
<tr>
<th>Group</th>
<th>We should allow less of this group</th>
<th>We should allow the present numbers of this group</th>
<th>We should allow MORE of this group</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with high levels of education and skills, looking for high paid jobs</td>
<td>19</td>
<td>33</td>
<td>33</td>
<td>15</td>
</tr>
<tr>
<td>Wealthy people looking to invest in COUNTRY</td>
<td>22</td>
<td>29</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>People paying to study in COUNTRY universities</td>
<td>20</td>
<td>35</td>
<td>31</td>
<td>14</td>
</tr>
<tr>
<td>People who have been recognised as refugees from war in other countries</td>
<td>30</td>
<td>35</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td>People looking to claim asylum because they say they face war or persecution in their own country</td>
<td>37</td>
<td>30</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>People with family already in COUNTRY, coming to live with their relatives</td>
<td>36</td>
<td>32</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>People with low levels of education and skills, looking for low paid work</td>
<td>40</td>
<td>29</td>
<td>14</td>
<td>17</td>
</tr>
</tbody>
</table>

Key result 48%

Across all countries are of Spanish respondents welcome ‘wealthy people lo about the impact of cost of living in the year ahead.

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ALIGNING WITH VOTERS

Message test: immigration | Q7

Control + enlightened self-interest
Favorable 20-point margin
53%
Reduce number of immigrants
33%

Refugees first
UNfavorable 15-point margin
34%
Reduce number of immigrants
49%

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September 2023
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.

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?

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.
ALIGNING WITH VOTERS

Immigration messaging | Q7
Margin scores and swing

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<td>+2</td>
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<td>+19</td>
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