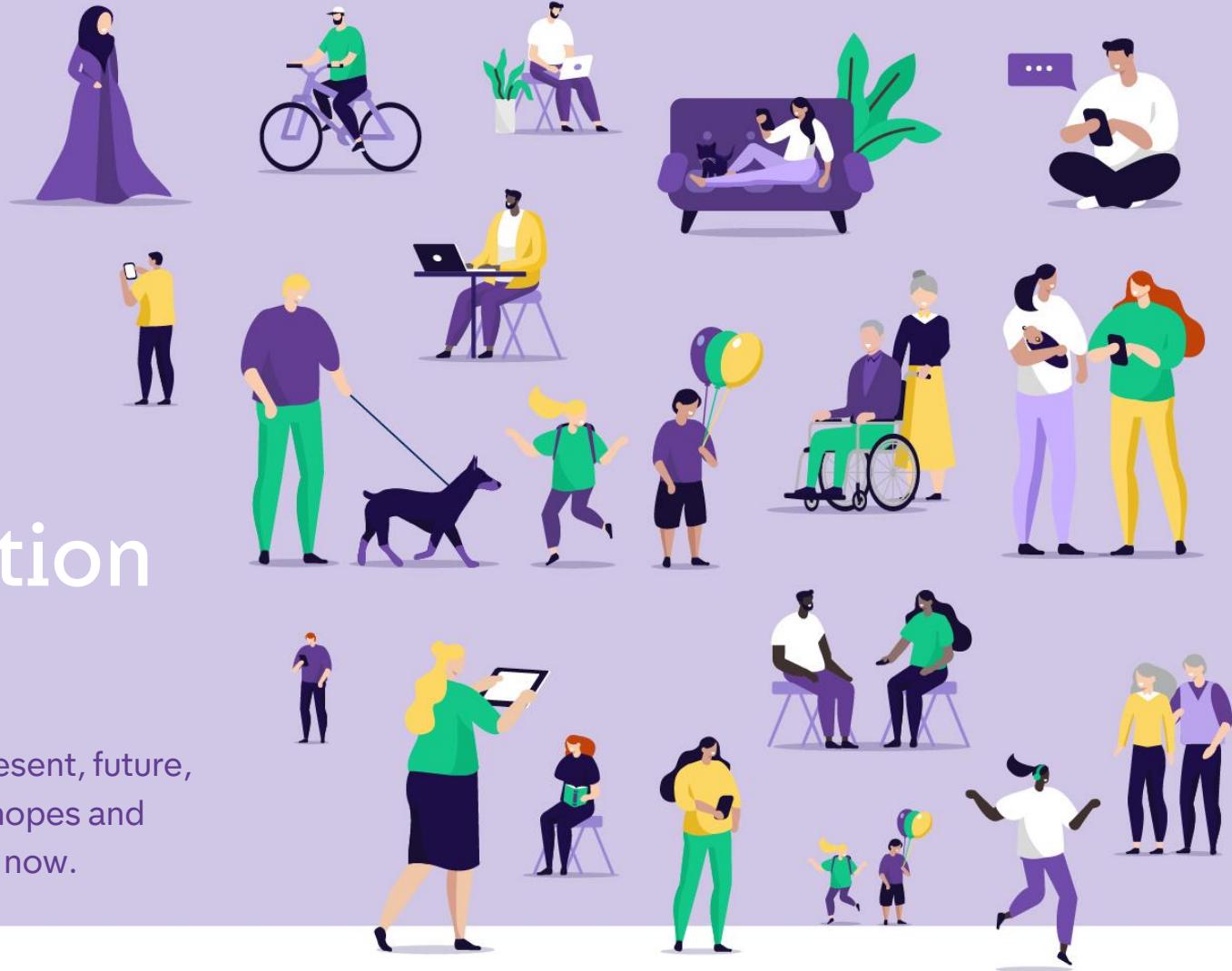




Mood of the Nation

Q3 2021

Exploring viewer sentiment around the present, future, wider society and COVID-19. Along with hopes and fears for the future and key priorities right now.



WHAT'S COVERED...

In the next instalment of our **Mood of the Nation** series of insight studies, we explore:

How viewers feel about **their lifestyle and future**

Feelings towards **society and COVID-19 situation**

Their **hopes** and/or **fears** about the future

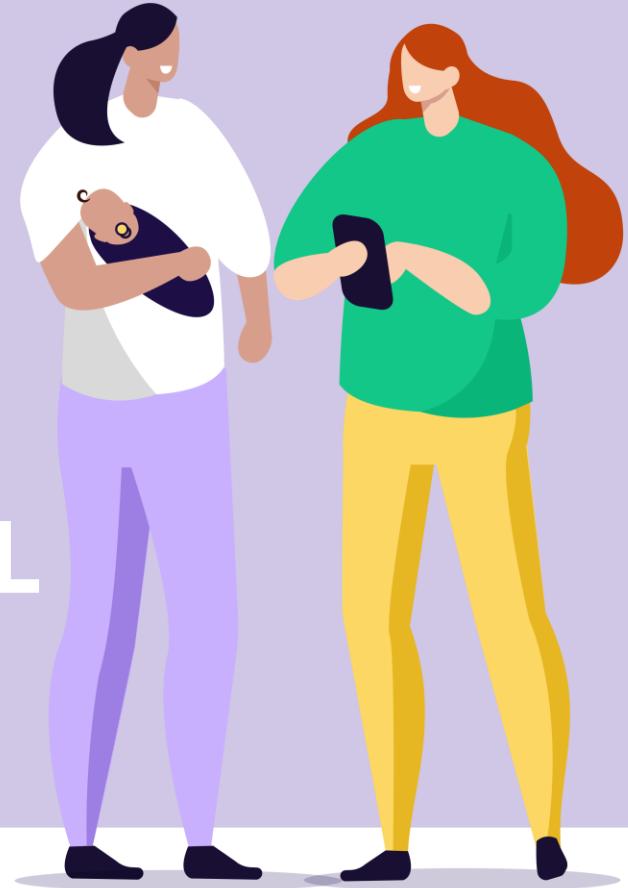
Key focuses from a **personal** and **societal** level

We spoke to a total of **968 Core4 community members**, with our sample weighted to broadly reflect an average TV viewer. Fieldwork took place in Q3 2021. (mid Aug – end Sep)



01

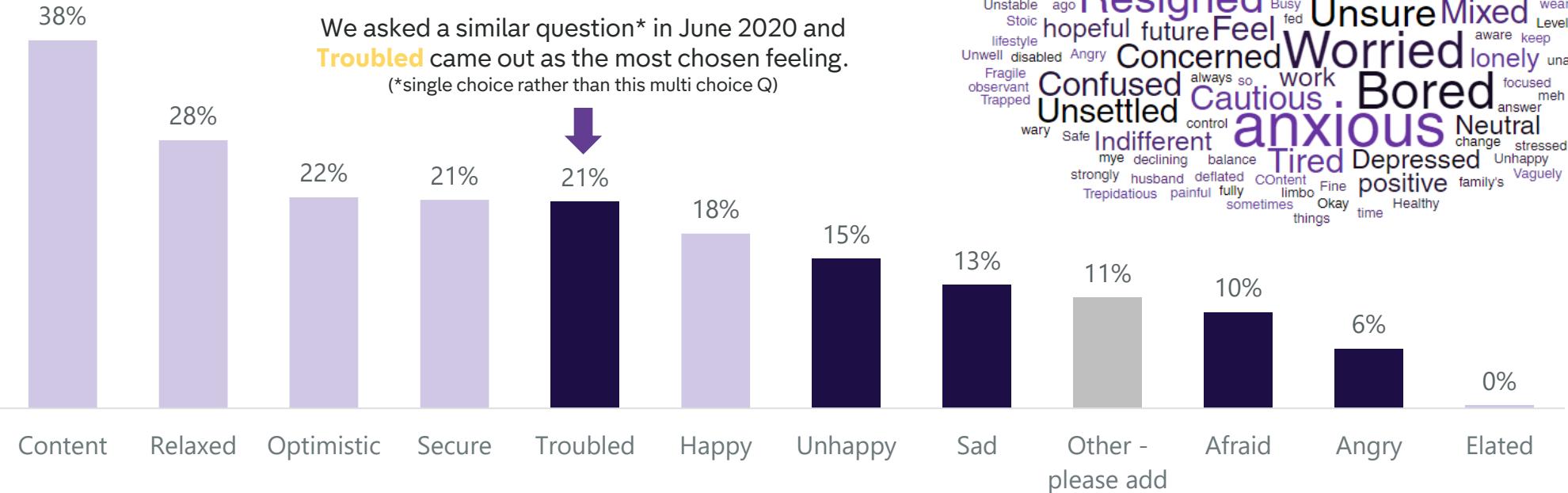
UP CLOSE & PERSONAL



FEELINGS TOWARDS LIFESTYLE



Encouragingly, despite the last 18 months, the most chosen feeling to describe how they feel about their lifestyle is **content**, closely followed by **relaxed, optimistic** and **secure**. However over 1 in 5 chose **troubled** and over 1 in 10 chose **unhappy, sad** and/or **afraid**.



Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Which word(s) best describe how you currently feel about your lifestyle?

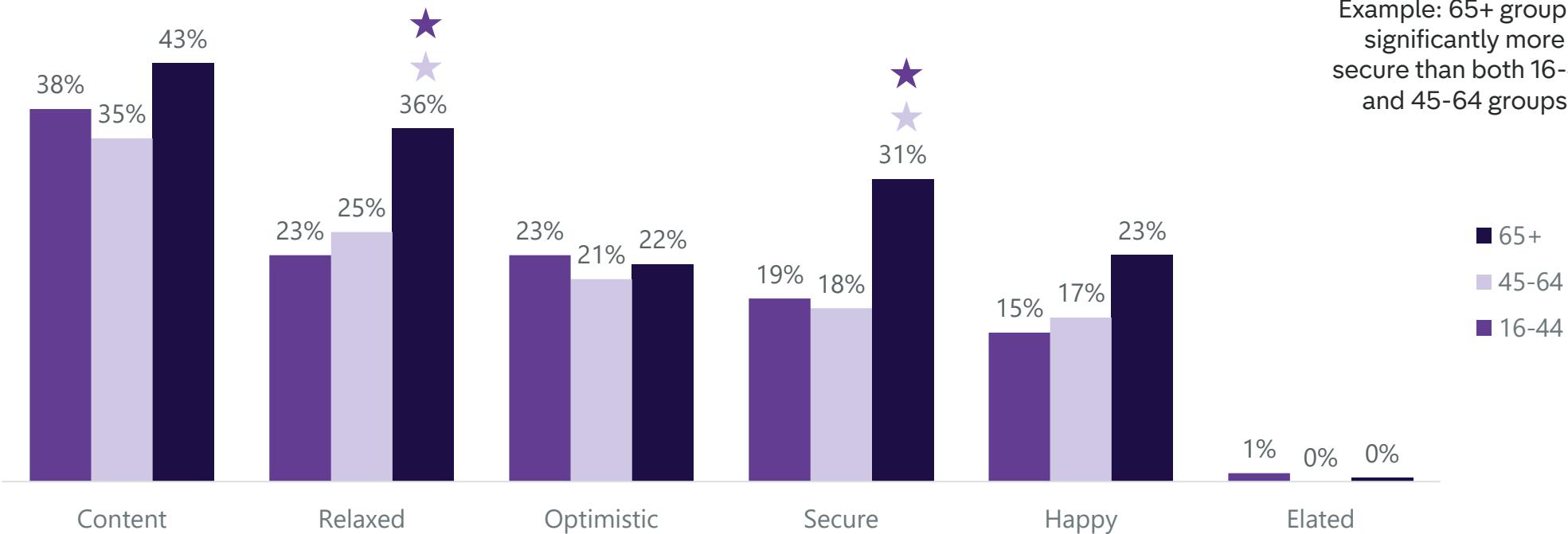
OLDER VIEWERS ARE MORE POSITIVE



Those aged 65 and over are most likely vs. the other age groups to chose positive feelings regarding their lifestyle. With 16-44s and 45-64s being similar in how they are feeling.

★ Significant
(90% confidence)

Example: 65+ group is significantly more secure than both 16-44 and 45-64 groups

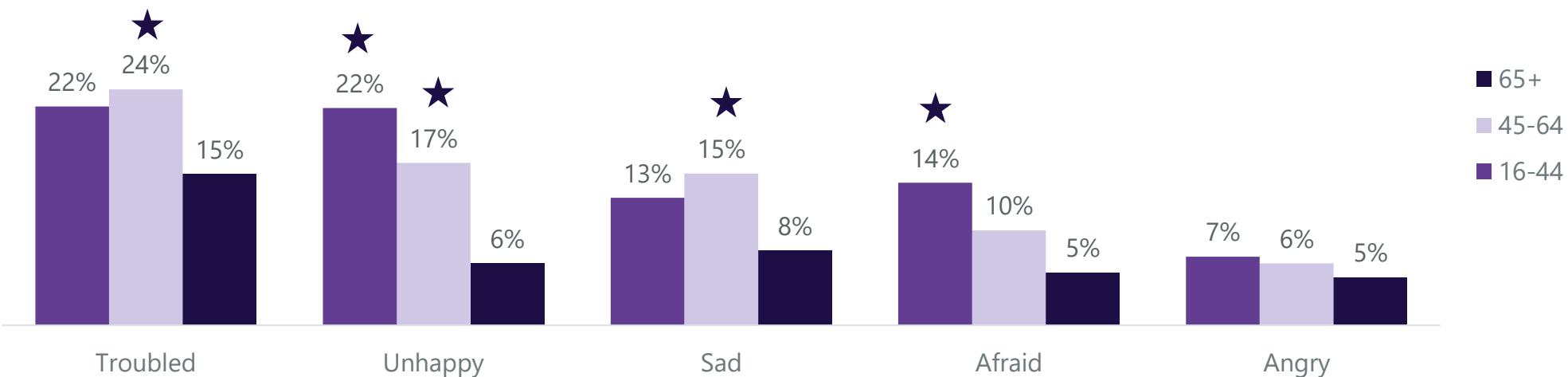


THOSE UNDER 65 ARE LESS POSITIVE



Our 16-44 and 45-64 age groups are more likely vs. our older group to have selected negative feelings when it came to how they feel about their lifestyle currently.

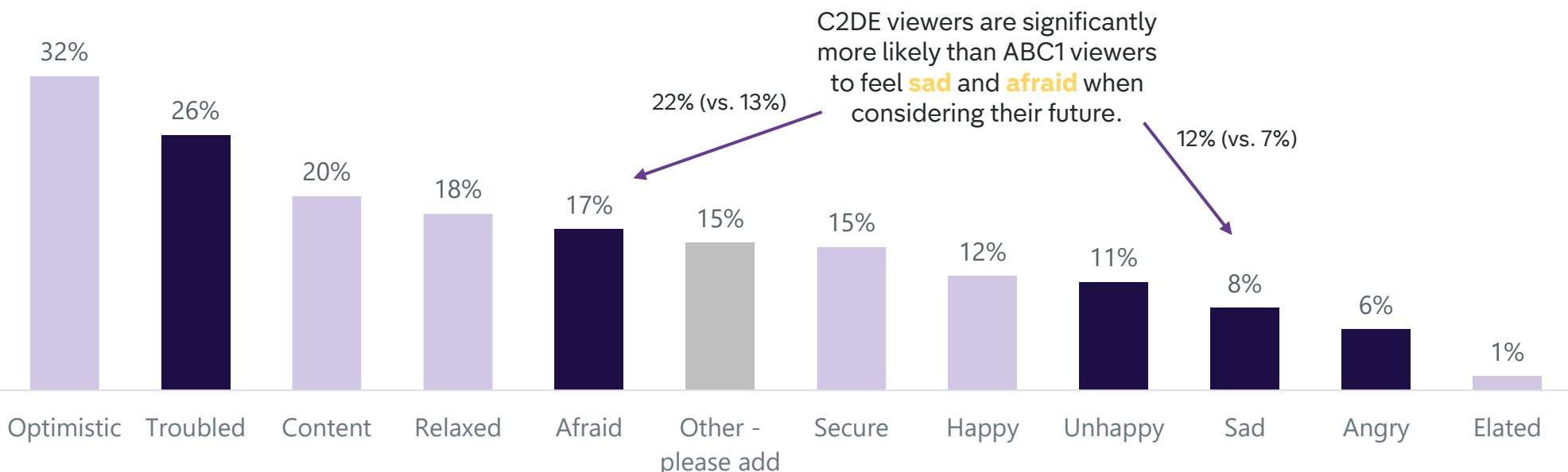
★ Significant
(90% confidence)



THE FUTURE IS LOOKING OPTIMISTIC...?



When comparing their feelings about their future vs. their current lifestyle, we see an increase in **optimism** but also a greater number of people feel **troubled** and **afraid**. While around 1 in 5 feel **content** and/or **relaxed** about the future, this is less than how they currently feel.



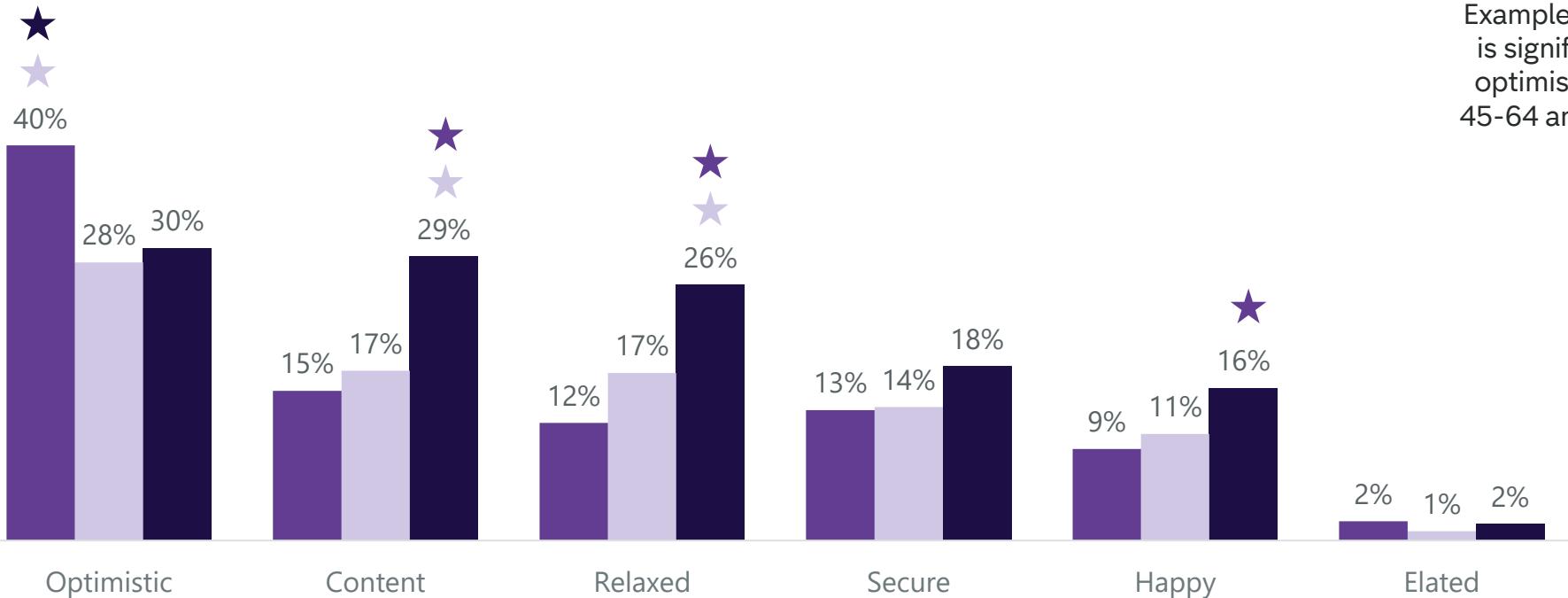
...BUT FEELINGS DIFFER BY AGE GROUP



Considering their future, 16-44s feel the most **optimistic**, while those aged 65 and over are more likely to feel the most **content, relaxed** and **happy**.

★ Significant
(90% confidence)

Example: 16-44 group is significantly more optimistic than both 45-64 and 65+ groups

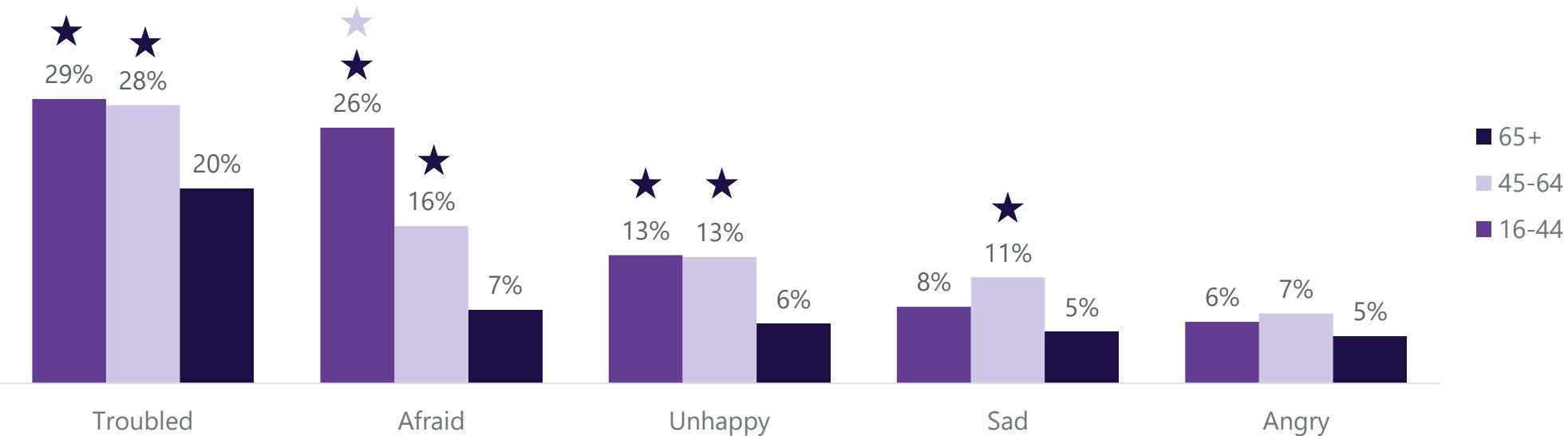


AS YOUNGER VIEWERS ARE MORE UNCERTAIN



16-44s are significantly more likely to feel **afraid** vs. the other age groups when it comes to thinking about their future. The two younger age groups are also more likely to be **troubled** and/or **unhappy** vs. oldest group.

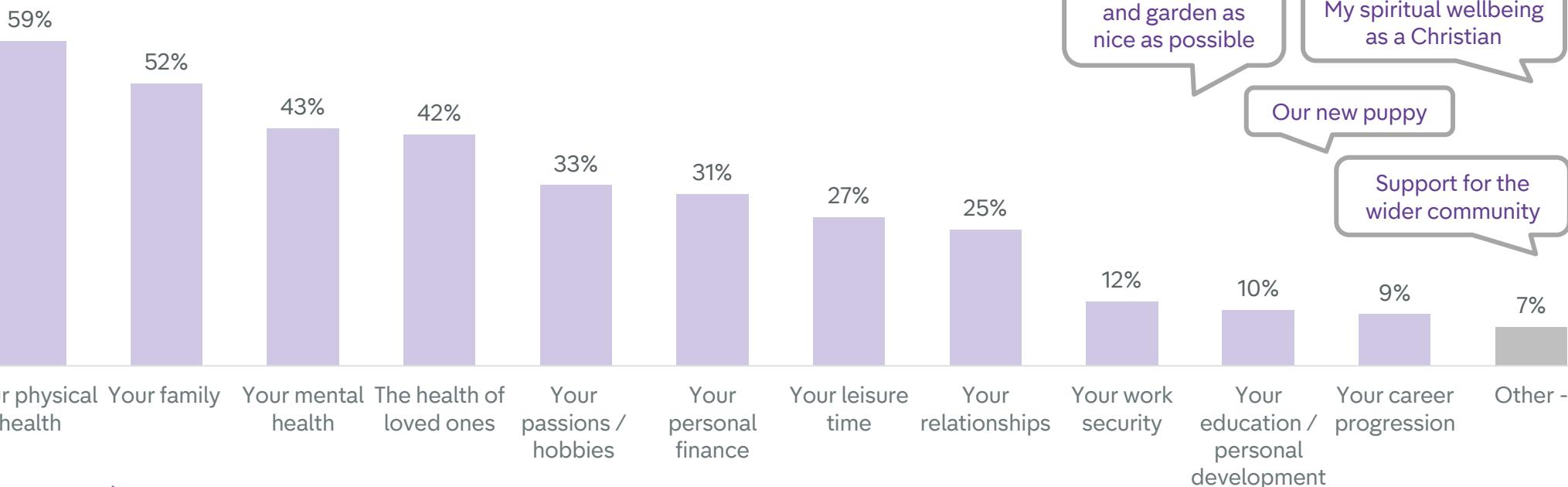
★ Significant
(90% confidence)



MAIN PERSONAL FOCUSES RIGHT NOW....



Overall people are focusing on their **physical and mental health**, along with family and the health of loved ones. Work, education and career rank lower in terms of focus right now, but as you'll see, this differs by age.



Other:

Trying to become a better member of the human race.

Making my home and garden as nice as possible

My spiritual wellbeing as a Christian

Our new puppy

Support for the wider community

HEALTH IS A KEY FOCUS, LESS SO MENTAL HEALTH FOR 65+

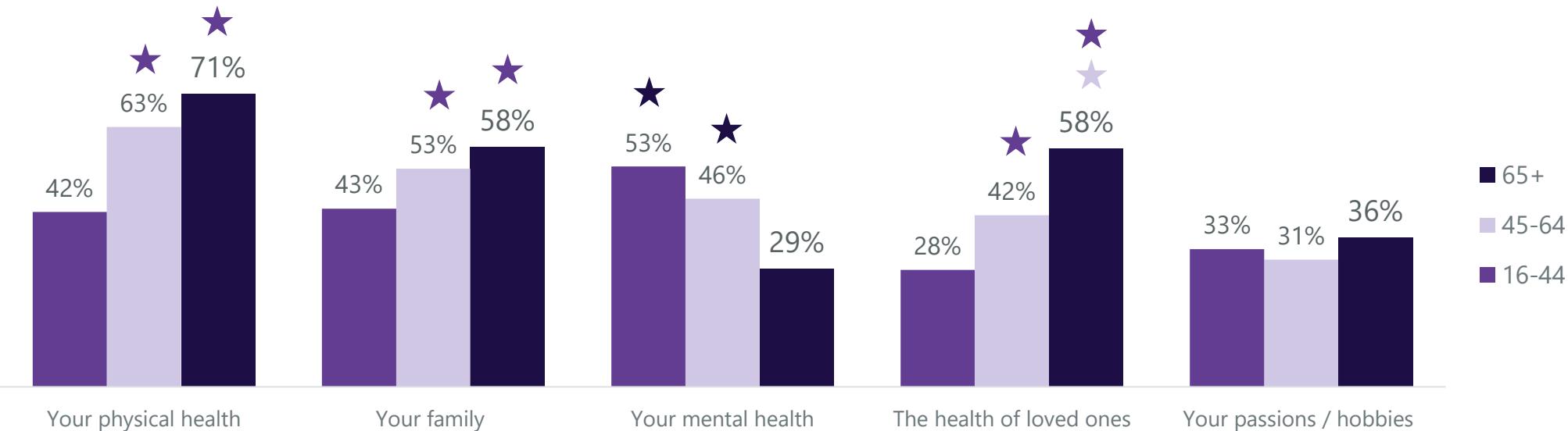


Over half of 16-44s see their mental health as a key focus, more so than their physical health – which over 4-10 are focusing on. Family comes next with 4 in 10 choosing this.

45-64 year olds are also focusing on mental health (more so than those 65+) but physical health comes top. Family & health of loved ones is also important.

7 in 10 of those **aged 65 and over** are focused on physical health. Almost 6 in 10 are chose family & health of loved ones, while mental health ranks low.

★ Significant (90% confidence)



UNSURPRISINGLY THOSE AROUND RETIREMENT AGE ARE FOCUSED ON LEISURE TIME OVER EMPLOYMENT

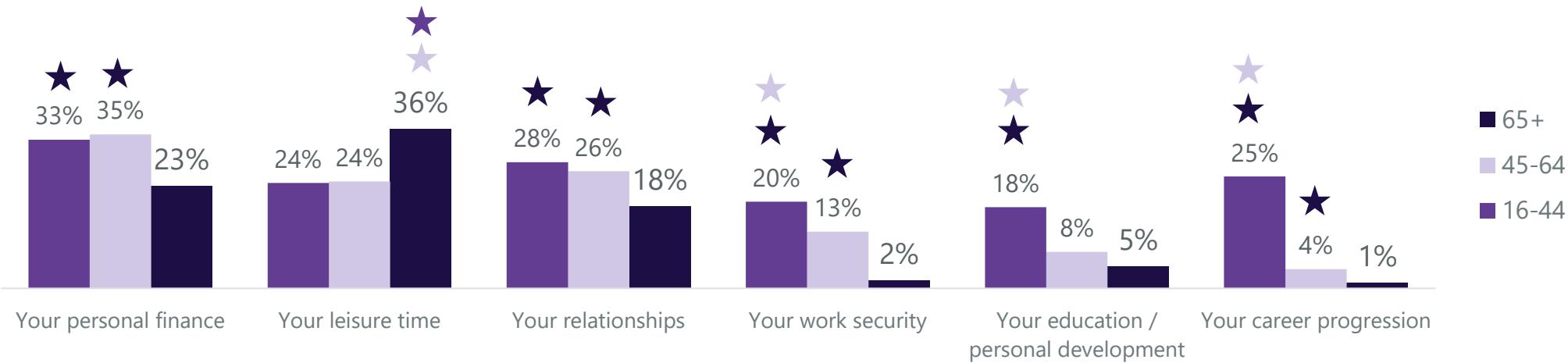


A third of **16-44s** see personal finance as a key focus, while 1 in 5 see work security and 1 in 4 career progression as such. They are more likely vs. those aged 65+ to focus on all of these areas, except leisure time.

45-64 year olds are spreading their focus across many areas, with over a third prioritising personal finance. Less focus is given to work security and career progression (but more so vs. those aged 65+).

Over a third of those **aged 65 and over** are focused on leisure time, more so vs. younger age bands. With focus on other areas far lower on their priorities list.

★ Significant (90% confidence)



02

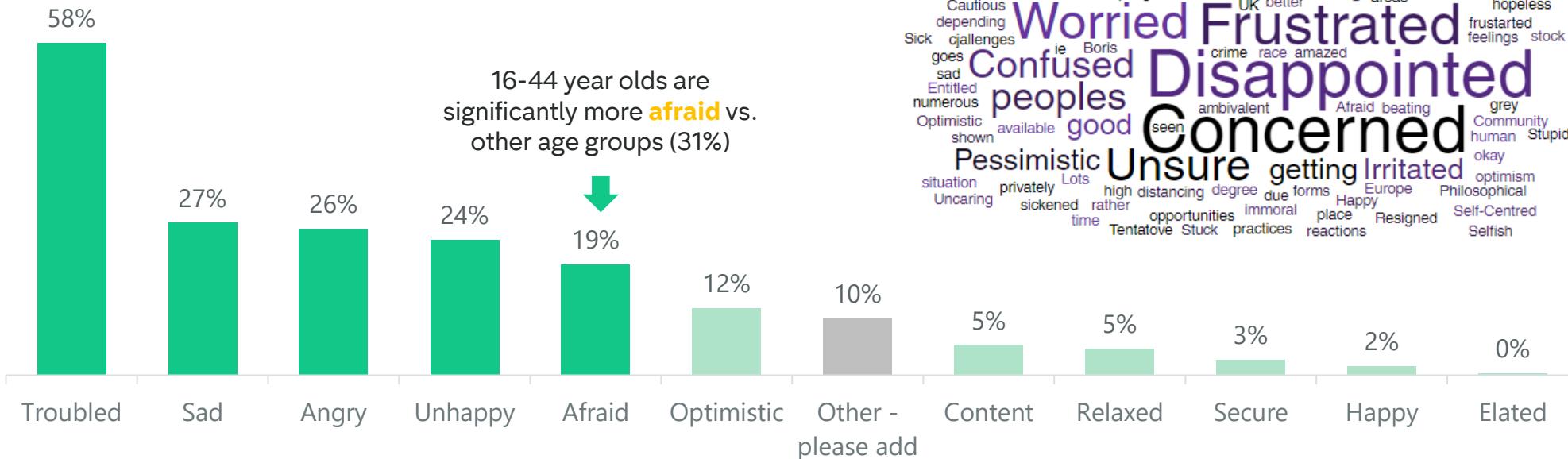
THE BIGGER PICTURE



VIEWERS FEEL LESS POSITIVE ON A SOCIETAL LEVEL



Almost 6 in 10 feel **troubled** about the society they live in, with **sad, angry, unhappy** and **afraid** occupying the remaining top 5 feelings expressed. 1 in 10 chose **optimistic**, while other positive feelings score much lower. There is **more negativity** on a societal level and **less** on a more personal level.



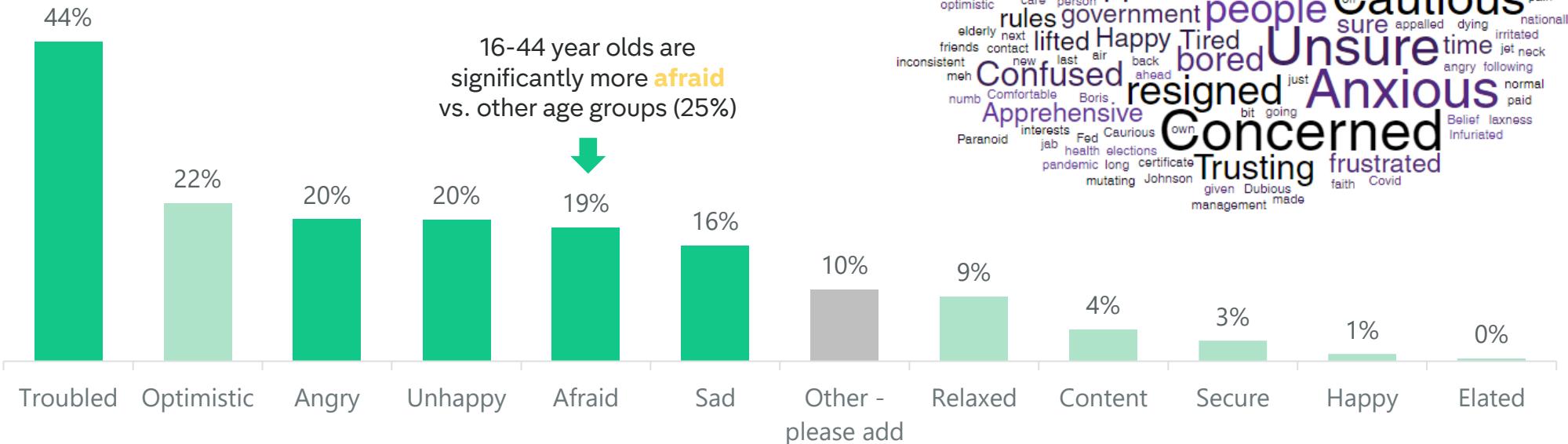
Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Which word(s) best describe how you currently feel about the society we live in.

AS WELL AS AROUND THE COVID-19 CRISIS



Over 4 in 10 are **troubled** about the COVID-19 situation, followed by over 1 in 5 who feel **optimistic**. Negative feelings score higher, with **anger**, **unhappiness**, **fear** and **sadness** being commonly chosen.



Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Which word(s) best describe how you currently feel about the situation surrounding Coronavirus?.

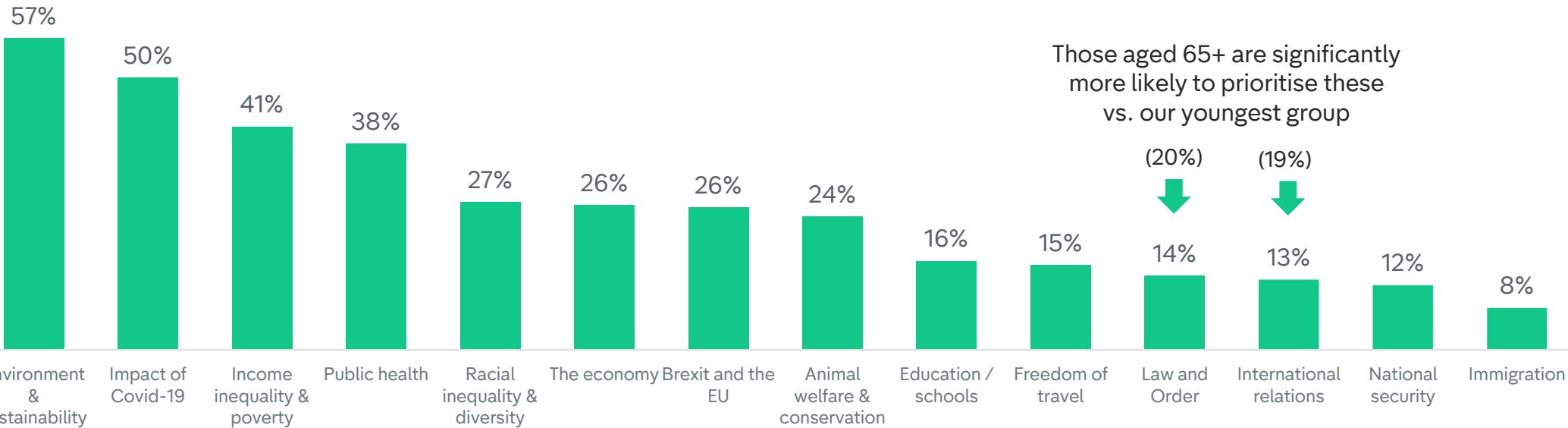
ENVIRONMENTAL CONCERNS ARE MOST IMPORTANT



57% think the environment and sustainability are important right now.

Followed by the **impact of COVID-19, income inequality & poverty** and **public health**.

Possibly in light of George Floyd's murder and continued BLM activism and wider social discussion, **racial inequality & diversity** comes 5th most important overall.



'OTHER' IMPORTANT SOCIETAL AREAS:

7%

Trans rights and LGBTQ+ discrimination

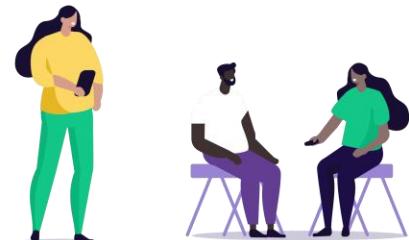
The state of the planet/climate change

The situation in Afghanistan

Something else? -
please share

NHS
sustainability

Housing crisis



CORE 4

Source: Core4 Survey Aug-Sep21. Sample = 66.

Q. From the below list, please choose up to FOUR areas which you are focusing on the most right now. 'Other – please share'

03

HOPES
& FEARS



HOPES & FEARS FOR THE FUTURE

We asked for hopes and fears viewers may have for the future. These ranged from more personal to them and their nearest and dearest, to much wider societal areas.



Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Please share a hope/fear that you may have for the future.
(These can be personal to you and/or on a larger societal level)

KEY THEMES:

The Environment

Government & Politics

Treatment of Others

COVID-19 Recovery

Personal & Family Wellbeing

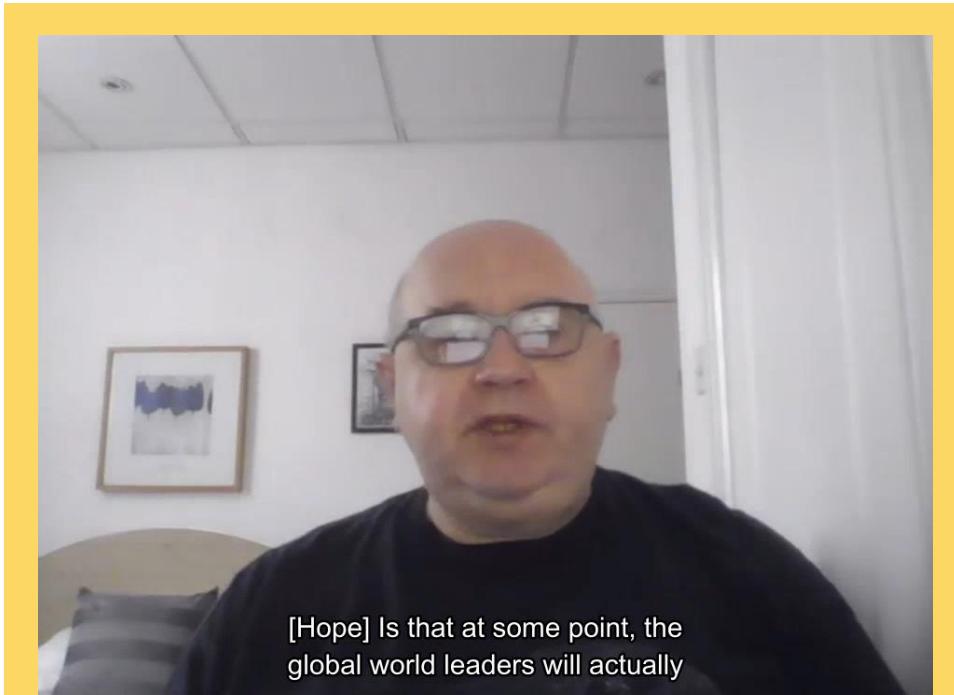
Work & Financial Security

Individual Goals / plans

Get in touch if you'd like to hear more on a specific theme



HOPES & FEARS FOR THE FUTURE



KEY THEMES

KEY THEMES:

- The Environment
- Government & Politics
- Treatment of Others
- COVID-19 Recovery
- Personal & Family Wellbeing
- Work & Financial Security
- Individual Goals / plans

Get in touch if you'd like to hear more on a specific theme



PERSONAL HOPES & FEARS

FAMILY WELLBEING

"To continue living a full and happy life with my new little family"

"That life can be comfortable for my children"

"That my autistic teenager will one day make friends"

"Good health and happiness for my family and friends"

"Declining physical health of myself and my family"

SEEING LOVED ONES

"To be able to do something useful in the future, and be able to see my friends abroad"

"Ability to see family without worries about infection levels - including Christmas dinner indoors!"

"That coronavirus restrictions will stop us visiting family abroad"

"I hope that I get to spend lots more time with mum. I haven't seen her much and I worry that I won't have the time to spend with her."

CAREER & FINANCIAL SECURITY

"I fear very much that if my partner does not get offered a job we shall run out of money very soon"

"Personally a lighter life, happier job situ and security"

"That I can find a job that I am passionate about and that I can have more stability in my life"

"To retire from work financially secure"

"Not fulfilling my goals of owning my own home, and having my own family"

"Finishing my studies and progressing at work"



SOCIETAL HOPES & FEARS

COVID-19 RECOVERY

"I have a hope that by 2023 the virus will be eradicated and normal life will resume"

"That corona virus will continue to take lives"

"Vaccine rollout can allow life to return to better"

"I hope we get through the winter without any further lockdowns or restrictions"

"A new strain of covid results in another lockdown and more deaths"

GOVERNMENT & POLITICS

"That the government remains poor in so many areas"

"That we achieve a government that is efficient and fair to all"

"That world governments will all take climate change seriously"

"I am concerned about the Conservative government's running down of the NHS"

"The government continues to stoke culture wars and splits in society deepen"

SOCIAL RESPONSIBILITY

"I fear that climate change and selfishness may ruin everything"

"Fear is individuals continue to be more selfish and uncaring which breaks down society"

"Lack of personal societal responsibility and selfish people. Loss of community"

"I hope that us as people become better. Better at being nice to one another, better at looking after our environment and better at understanding."

"That people are less selfish there is a greater sense of community"





THE ENVIRONMENT

When you look at the state of the world in terms of climate change,



Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Please share a hope/fear that you may have for the future.
(These can be personal to you and/or on a larger societal level)

that humans will wake up and do something to tackle climate change

Hope - Female, 25-34

That governments are actually serious about climate change and things will improve

Hope - Male, 45-54

That we have wrecked the planet completely and there is no going back from the disaster we have created

Fear - Female, 16-24





TREATMENT OF OTHERS

Source: Core4 Survey Aug-Sep21. Sample = 968.

Q. Please share a hope/fear that you may have for the future.
(These can be personal to you and/or on a larger societal level)

How people have become so aggressive and angry with others for the slightest reasons

Fear - Male, 35-44



People make selfish choices for their own material instant gains.

Fear - Female, 45-54

That general society is much more accepting of diversity and inclusion instead of using it to create more division

Hope - Male, 25-34



IN A NUTSHELL...



Our Q3 findings suggest that how people feel currently in their lives is **more positive than previous waves**. This is somewhat unsurprising considering the impact of COVID-19 is less due to the vaccine rollout (and more recently boosters), as well as businesses returning to a less restricted approach.

However, in this wave, for the first time we explore **sentiment around the future** and while 32% feel optimistic, **26% feel troubled about their future**. This could be linked to feelings towards the COVID-19 crisis and society as a whole, which both scored higher for more negative sentiment.

KEY PERSONAL FOCUSES:

- #1 Their Physical Health
- #2 Their Family
- #3 Their Mental Health

MOST IMPORTANT SOCIETAL AREAS:

- #1 Environment & Sustainability
- #2 Impact Of Covid-19
- #3 Income Inequality & Poverty





If you have any questions get in touch!
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