UNDERSTANDING UK CITIZENS’ VISIONS OF A GOOD LIFE

SEGMENTS REPORT
ABOUT THIS REPORT

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All images used in the findings (p27 onwards) were sourced by citizens.

This research is part of the Good Life 2030 project. For more information, see https://www.goodlife2030.earth/
Why Good Life 2030?

Our aim is to work with citizens and the advertising industry to surface and bring to life compelling visions of sustainable living in 2030.

Right now, we see a small portion of the UK population responding to mainstream climate narratives and committing to make the lifestyle changes necessary to transition to a low carbon world. Public engagement around low-carbon lifestyles must be broadened, and we aim to enable this by inviting a reimagining of what a “good life” might look like 2030. This report aims to surface ordinary citizens’ visions of a good life in 2030, and the shifts required to make them possible.

About Purpose Disruptors

The Purpose Disruptors mission is to create a visible, large-scale movement within the advertising and marketing communications industry that will work collaboratively to meaningfully tackle climate change.

Our role is to build, encourage and support this community of change agents and influencers through multiple, simultaneous interventions focussed on transforming individuals, agencies and industry bodies.
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WHY REIMAGINE THE GOOD LIFE?
“A goal for public engagement around low-carbon lifestyles is to begin a dialogue to reimagine “a good life”, one that is compatible with a low-carbon world. Given the relationship between income and overconsumption, how can we move beyond the idea that “well-being” and “progress” have to be tied to standard views of “affluence” and “growth”?”

CLIMATE OUTREACH
WHY USE THE FRAMING OF ‘A GOOD LIFE’?

It is becoming clear that the framing of sustainable lifestyles isn’t building the scale of support & transformation needed to support emissions targets. Connotations of compromise & scarcity colour the meaning for many who see affluence and growth as central to their good life. Instead, we need to reimagine the components of a good life that *happens* to be sustainable.

This research aims to contribute to that reimagining.

“Most, if not all, measures to address climate change actually improve quality of life.” – Christiana Figueres
INTRODUCING
UK CITIZEN SEGMENTS
SURFACING CLIMATE VOICES BEYOND THE “13%”

Work has already been done to define segments of the population according to their views on climate. We are working in partnership with Climate Outreach who ran this segmentation work and published Britain Talks Climate as a result.

The report paints a picture of a nation united in climate concern. But the Progressive Activist cohort is distinct in vocalising and acting on that concern in public life. This report aims to surface the voices of the harder-to-reach segments, who are not connecting to mainstream sustainability narratives.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Disengaged Traditionalists</td>
<td>18%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>13%</td>
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<tr>
<td>Established Liberals</td>
<td>17%</td>
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<tr>
<td>Loyal Nationals</td>
<td>12%</td>
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<tr>
<td>Disengaged Battlers</td>
<td>12%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>13%</td>
</tr>
<tr>
<td>Backbone Conservatives</td>
<td>15%</td>
</tr>
</tbody>
</table>

Opinionated, confident, outward looking and restless for change, this segment is probably the most familiar to climate campaigners.

Progressive Activists are very engaged across a wide range of issues, with climate change central among them. From voting, to protesting and signing petitions, members of this segment are boldly progressive in their politics (with the most left-wing views on social and economic issues) and consistently active in their own lives (politically and personally) on climate change.

More info on each segment can be found in the report, right.
INTRODUCING THE CITIZEN SEGMENTS

In this research we have engaged three of the seven segments: Loyal Nationals, Established Liberals and Civic Pragmatists.

Together, they make up 42% of UK citizens, and represent a critical group to engage on climate change.

Overall, this group is engaged in and aware of climate issues. But they are not fully connecting to existing sustainability narratives and that engagement is not translating into action for change.

Educated, comfortable, and often quite wealthy, Established Liberals feel at ease in their own skin – and the country they live in.

They tend to trust the government, institutions, and those around them. They are almost twice as likely as any other group to feel that their voices are represented in politics. They are also most likely to believe that people can change society if they work together. They think compromise is important, feel that diversity enriches society, and think that Britain should be more globally oriented.

Loyal Nationals feel proud of their country and patriotic about its history and past achievements.

They also feel anxious about threats to Britain, in the face of which they believe we need to come together and pursue our national self-interest. Loyal Nationals carry a deep strain of frustration at having their views and values excluded by decision makers in London. They feel disrespected by educated elites, and feel more generally that others’ interests are put ahead of theirs.

Solidly left but not activists, this progressive, practical and moderate Civic Pragmatists are anxious about the future – and concerned that the world is becoming a more dangerous place.

They’re community-oriented, being the most likely to donate to charity (94%), and share socially left beliefs with Progressive Activists. They are equally convinced that inequality and racism are serious problems in the country, and are almost as proud of embracing diversity and of advancements in gender equality.
INTEGRATING THE CITIZENS

Insight Climate Collective recruited **26 citizens** in total, representing our **three priority segments**.

Citizens were recruited using Britain Talks Climate’s Golden Questions Calculator.
We invited citizens to imagine a good life in 2030, both for themselves and their communities, and for wider society.

We encouraged citizens to reflect on shifts in values & what is important to them over the events of the last 18 months.

We invited citizens to paint a picture of their lives as they stand, reflecting on what really matters to them.

We ran a three-day research & exploration journey for citizens in June & September 2021, using online research platform Revelation. Questions were designed to unearth different aspects of citizen values and visions, with respondents using a mixture of video, free writing and imagery to share their views and ideas.

**Research Methodology**

**Day 1**

**Understanding Citizen Values**
We invited citizens to paint a picture of their lives as they stand, reflecting on what really matters to them.

**Day 2**

**Tracking Pandemic Values shift**
We encouraged citizens to reflect on shifts in values & what is important to them over the events of the last 18 months.

**Day 3**

**Good Life 2030**
We invited citizens to imagine a good life in 2030, both for themselves and their communities, and for wider society.
PANDEMIC PRIORITIES SHIFT: KEY TRENDS
CITIZENS’ VISIONS OF A GOOD LIFE HAVE BEEN INFLUENCED BY THE EXPERIENCES OF COVID-19

As we will see, in some respects, COVID has not altered hopes and fears for 2030. There are aspirations and concerns that have been in place for some time and appear to have endured consistently through the pandemic.

But for the most part, COVID has brought people’s visions into clearer relief, giving people a trigger to stop and reflect on what they truly value in life and how they would like their futures to unfold.

We can see that COVID has brought pre-existing ideas – hopes, fears, goals – to the fore. It has nuanced what was already there.
COVID-19 HAS AMPLIFIED, ACCELERATED AND NUANCED PRE-EXISTING VALUES

Values held by individuals and endorsed by wider society do not change overnight. Various studies have already demonstrated that our intrinsic values remain remarkably unchanged across decades. These are the values that are inherently rewarding and fundamental in shaping our motivations in life.

Extrinsic values are more lifestyle-related and more mutable, being more influenced by social context.

Covid has stimulated reflection – conscious and subconscious – on our values. It has had a more direct influence on extrinsic values (as it has led citizens to question aspects of our lifestyles) and has reaffirmed or more subtly nuanced intrinsic values.
ACROSS SEGMENTS, CITIZENS ARE VOCALISING NEW PRIORITIES IN THE WAKE OF THE PANDEMIC

Below are five shared priorities, influenced by the pandemic. These are not pivots, but reflect accelerations or alterations of pre-existing shifts.

1. RECLAIMING TIME
2. REDEFINING ‘ENOUGH’
3. RECENTRING LOVED ONES
4. REBUILDING COMMUNITY
5. RENEWING APPRECIATION IN NATURE
1. RECLAIMING TIME: FROM THE RAT RACE TO A SLOWER PACE

The enforced COVID pause has prompted a reappraisal of how time should be split across work & leisure. Citizens are seeing the pressures of pre-COVID life with new eyes.

“I’ve had a taste of how nice it is being home. Just simple things like cooking from scratch and having the time not to feel like oh, my God, I’m against the clock.”

“My priorities in terms of work and mental health have changed dramatically. I have made my mental health my top priority; I have sorted help for things that have been a problem for years.”

“Lockdown has given me the opportunity to change my career. From an unhealthy career with long, unusual hours and a toxic working environment that didn’t fulfil me to do something worthwhile in life”

“I value free time, a good work–life balance and mental health much more since the opportunity to step back from a ‘normal’ life”
2. REDEFINING “ENOUGH”: BUYING LESS AND BEING MORE

The pandemic has invited citizens to experience more contained lives with less emphasis on affluence and growth.

“I value being able to go out as a treat, not as a given. I’ve spent a lot less. I’ve not needed to, but it’s made me realise I spend a lot of money on trivial things. Money is less important. Necessary to get by but not to have the latest of everything.”

“I think the pandemic made me question the value of hard consumerism and the need to acquire so many material things.”

“I would say my values have been reinforced. The wealth actually feels less important in my life as it is just a means to pay bills rather than seeing my family and friends.”

“Money is not as important, as in I earn the same now as before, but I think I am more careful with money and pursue more activities that don’t involve spending any money, like walking and hiking.”
3. RECENTRING LOVED ONES: FRIENDS & FAMILY FIRST

Citizens are strengthening ties after enforced separation. Supportive, mutually beneficial and sustaining relationships come first.

“We lost so many people during COVID, so making time for each other and making wonderful memories is so important.”

“My eldest especially seems to have missed that ‘starting to go out’ stage with lockdown and I am constantly making him message friends to meet up or have a few over to ours to just hang out.”

“I realised recently that I can have the same amount of enjoyment with my family [as hosting a big event] by simply going around their house and getting a takeaway.”

“Priorities are to spend more time with my family, ensuring my children has the best start in life. I spent quite a bit of time with them already, but now it’s about quality rather than quantity.”
Citizens enjoyed forging stronger support networks in their neighbourhoods. They also observed strengthening divides between advantaged and disadvantaged groups.

“Seeing all these amazing people pull together … working together as a community (door drops, priority access to shops given to those who have worked long shifts).”

“The main thing at first was people coming together, and it felt like the world was a community for the first time ever.”

“Following the pandemic it has been more visible to all, who is essential in our society and how they are often not rewarded adequately for their work. It has also shown those who are disadvantaged or in a minority are at greater risk of dying from COVID.”

“I would be proud if there was more happiness and community spirit – like we saw in the early stages of the pandemic – where people wanted to help others, worked together and shared.”

4. REBUILDING COMMUNITY: FROM LOOSE TIES TO CLOSE KNOT

“Following the pandemic it has been more visible to all, who is essential in our society and how they are often not rewarded adequately for their work. It has also shown those who are disadvantaged or in a minority are at greater risk of dying from COVID.”
5. APPRECIATING NATURE: FROM DISTANT RELATIVE TO CLOSE FAMILY

Lockdown has invited appreciation for the mood-boosting benefits of nature. Citizens report feeling closer to animal and plant life.

“As we were allowed to go out more I really enjoyed spending more time surrounded by nature in outdoor spaces than I had before the pandemic.”

“I care about where I live, my surroundings, we (us and our neighbours) look after... the green space opposite where I live, litter pick if necessary etc. I’ve even got into gardening.”

“I value our surroundings and planet too, as it was nice to see the wildlife coming back to places that it hasn’t for years, due to nobody being around. It was so refreshing to see.”

“We’re pushing for people to pick up rubbish when on the beach. There’s also local groups who do litter picks around our area who try to keep the river and surroundings clean.”
THESE SHIFTS ARE RELEVANT ACROSS SEGMENTS, THOUGH WE DO SEE SOME NUANCES IN MEANING AND EMPHASIS

1. RECLAIMING TIME
   Particularly strong for the Established Liberals

2. REDEFINING 'ENOUGH'
   For Loyal Nationals especially, financial security is a necessary foundation for freeing up time and space to be, not buy more

3. RECENTRING LOVED ONES
   Civic Pragmatists and Loyal Nationals focus on prioritising those closest, over wider networks

4. REBUILDING COMMUNITY
   Particularly strong for the Civic Pragmatists

5. RENEWING APPRECIATION IN NATURE
   Especially strong for Loyal Nationals; anchored in the everyday, local and domestic
4
VISIONS OF A GOOD LIFE: KEY SPHERES OF REFERENCE
VISIONS OF A GOOD LIFE SPEAK TO THE VALUES THAT PEOPLE INCREASINGLY HOLD DEAR

These can be mapped onto three spheres:

- **SELF**
- **OTHERS**
- **PLACE**

PLACE
Home, Neighbourhood, Nature, Planet

OTHERS
Family, Friends, Community

SELF
SHIFT IN CITIZENS’ VALUES CAN BE OVERLAI ONT OTH ESE THREE SPHERES, WHERE EACH HAS A ‘CENTRE OF GRAVITY’

These can be mapped onto three spheres:

- **PLACE**
  - Home, Neighbourhood, Nature, Planet

- **OTHERS**
  - Family, Friends, Community

- **SELF**
Citizens are prioritising themselves and envisioning a more purposeful life in 2030.

Hear how citizens are seeking deeper connection to self.
SEEKING DEEPER CONNECTION TO... SELF

Time is the crucial enabler here. Often felt to be in short supply pre-COVID and still today, the desire to be more connected to the self fundamentally requires the opportunity – headspace and a sense of breathing room – to reflect on what the individual most needs (and wants).

Overwhelmingly, citizens seek to ensure they spend the right amount of time for them on the things that matter most to them – the activities that bring them joy and fulfilment.

“I’m always trying to get better and learn new skills and develop my craft more”

Above images are sourced by citizens to represent the good life in 2030.
SEEKING DEEPER CONNECTION TO... OTHERS

Citizens are envisioning a future where relationships & communities take centre stage.

Hear how citizens are seeking deeper connection to others
SEEKING DEEPER CONNECTION TO... OTHERS

“Spend more time with my family. It’s about quality rather than quantity”

‘Others’ has layers: immediate family; wider family; friends; community; and even wider society for some.

Each person has their own balance of emphasis when it comes to the people that matter to them and how they wish to engage with those people.

But in all cases, people matter deeply to the idea of a good life in 2030 – everyone wants to feel connected and to feel confident they will be living a life full of meaningful, enjoyable relationships.

Above images are sourced by citizens to represent the good life in 2030.
SEEKING DEEPER CONNECTION TO...
A SENSE OF PLACE

Citizens are orienting around their environment and the natural world in new ways.

Hear how citizens are seeking deeper connection to a sense of place
“We are killing Mother Earth and we need to wake up before it’s too late”

SEEKING DEEPER CONNECTION TO... A SENSE OF PLACE

“I’d like to think we could be more at one with the environment... we’re already starting to show signs that we can work with nature”

This longing for a deeper connection to a sense of place almost grounds more aspirational elements of people’s visions. There is a widespread desire for a sense of belonging to a place that promotes wellbeing and joy.

For some, this is particularly community, for others it’s more about being in the natural environment, as brought to life in citizens’ imaginations with visions of rural idylls.

In all cases, there is a fundamental element of people living in harmony with the natural world.
SUMMARY

A good life in 2030 pays attention to...

**SELF**
...Personal aspirations, purpose and well-being

**OTHERS**
...Meaningful connection and enjoyment through time spent with family and friends, as well as people’s relationships with their community and society

**PLACE**
...And lastly their wider context and how individual and collective actions can foster a healthy, pleasant environment.

Within this, there are myriad connections between self, others and place – none are considered in isolation.
These shifts are relevant across segments, though we do see some nuances in meaning and emphasis.

<table>
<thead>
<tr>
<th>Established Liberals</th>
<th>Reconsidering lifestyle priorities &amp; <strong>time use</strong></th>
<th>An emphasis on shared experiences and more time for <strong>conviviality</strong></th>
<th>Aspirational visions of rural <strong>idylls</strong> – a sense of longing for nature</th>
</tr>
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<tbody>
<tr>
<td>Loyal Nationals</td>
<td>Strengthened resolve to make the most of <strong>everyday life</strong></td>
<td>Little change through Covid; sustained emphasis on ensuring good quality of life across generations</td>
<td>Little change through Covid; continued sense of responsibility to ‘<strong>do the right thing</strong>’ for the environment</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>Heightened desire to shore up <strong>stability</strong> (financial, home setting) for self &amp; close family</td>
<td>Amplified concern for and connection to wider <strong>community</strong></td>
<td>While anxious about climate change, people are much more central to their personal visions, with <strong>nature peripheral</strong></td>
</tr>
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VALUES & GOOD LIFE VISIONS BY SEGMENT
While visions reflect commonly held values and demonstrate how these values are being amplified or altered today, they do play out differently across the segments.

These differences are well aligned to the distinct profiles of each segment.
MEET THE ESTABLISHED LIBERALS

Educated, comfortable, and often quite wealthy, Established Liberals feel at ease in their own skin – and the country they live in. They tend to trust the government, institutions, and those around them. They are almost twice as likely as any other group to feel that their voices are represented in politics. They are also most likely to believe that people can change society if they work together. They think compromise is important, feel that diversity enriches society, and think that should be more globally oriented. *Britain Talks Climate*

“I have a good life now or feel that I have a good life. I have family, a job I love, enough money, a nice house and I’d like all of that to stand and be the same in 2030.” Jackie

“I do think that we are showing signs that we are able to work with nature – that we are going towards renewable energies. I am ever (...) an optimist. I am hopeful about the future” Rob

“We live in a capitalist society. Like it or not. And money lubricates life” Charlie, 32

Listen to Established Liberals

Sam  Rob  Charlie  Francesca  Michelle  Christy  Scott  Jason  Jackie
A BUSY & TIME-POOR SEGMENT, ESTABLISHED LIBERALS WERE FORCED TO RECONSIDER ROUTINES IN COVID

Established Liberals’ perspectives have shifted towards a simpler, more local and domestic routine, which is now reflected in their visions of a good life. They all mention the slower pace of life, spending more time with their families, taking up new pursuits, and having more casual interactions with strangers.

Unlike some segments, Established Liberals have all attributed a significant gear shift to the pandemic.

There is a sense of reckoning with their previously ‘go go go’ lifestyles which, on reflection, they can realise were not always healthy or fulfilling.

Established Liberals are generally conscious in the ways they live their lives ~ Covid has given them pause for thought and they’ve really taken the opportunity to reconsider what they most enjoy, and what matters most to them in life.

“I’ve learnt not to take the small things for granted and how important it is to have a peaceful haven at home” Christy

“I realised that we put too much pressure on ourselves” Charlie

“We all got closer and it was lovely” Francesca

“I enjoyed the slower pace of life, the chatting to people on balconies and in the park.” Charlie

“I think recently we have learned to live with slightly simpler terms… we learned to enjoy our homes and our families more. I would like to keep that.” Christy
THE COVID EXPERIENCE HAS TRIGGERED ESTABLISHED LIBERALS TO RE-EVALUATE BROADER LIFE CHOICES

More so than the other two segments, they have a sense of a desire to change their lifestyles not just for the short/mid-term but potentially for the longer term.

Their perceived time poverty is a key consideration here – and there is clear desire to rebalance their lifestyles (particularly their work) to allow for more time for hobbies, friends and family.

Established Liberals are generally optimistic and relatively adaptable – they are more likely than many to seek to find the silver lining in the pandemic and use it to galvanise them to make changes.

They have a relatively strong orientation to look ahead – and are inclined to seek to map out new ways their futures may unfold as they seek to rebalance their priorities and find new avenues to fulfilment. In this respect, they can be described as having a ‘growth mindset’.

“The pandemic taught me to value every moment because you don’t know when things will change” Michelle

“Lockdown made me really feel that life was too short. (...) This made me give up my job and start my own business.” Jackie

“The pandemic allowed me to slow down and really re-group. I learned new skills and an appreciation for the smaller things in life.” Michelle

“I think the COVID pandemic and my extended furlough really made me value my time and made me realise how bad my work/life balance was before the lockdown. This is now most important to me - being able to take time for me.” Sam
ESTABLISHED LIBERALS ENVISION A 2030 OF EASE, LEISURE & ABUNDANCE FOR THEMSELVES

For Established Liberals, having time for hobbies and more meaningful pursuits is a critical component of a good life. Idealised and luxurious lifestyle photography features strongly.

“We don’t have to rush around so much, we can survive by staying at home and not using our cars. We can go on holiday in this country - we don’t need to go on an aeroplane” Jackie

“There is the capacity to make things better and maybe rethink spending time” Francesca

“If everybody just slowed down a little bit and realised that there’s no rush, then that might create a good life” Michelle

These images are chosen by EL to represent a good life: Health and well being | The luxury of personal time | Pursuits of personal interests | Interacting with animals | High-tech lifestyles
More than other segments, Established Liberals envision a life that centres quality time and convivial, enjoyable social experiences. Images of eating, celebrating and enjoying nature together dominate with this cohort.

“Good life to me personally means being happy and it’s all my family & friends around me and them all being happy and content and fit and healthy too”

Jackie

“Living the good life, me and my family would be where my family can grow up safely”

Christy

“I hope that we are living in a world that supports each other a bit more and takes cares of each other a bit more”

Jackie
After the confinement of lockdowns, Established Liberals are longing for the expansiveness and beauty of the natural world.

Within this, there is a recognition of the wellbeing benefits that being in nature brings. Established Liberals are likeliest to think in global terms & integrate ideas around carbon emissions & technology into their understanding of place.

“Lots of green spaces, lots of trees, lots of plants, lots of fresh air and nature.” Sam

“I’d be most proud of a green, sustainable world, with shared resources and technology.” Rob

“I think the most realistic thing we can address is pollution and plastic in the sea. I think that is achievable in 2030.” Jason

RURAL IDYLLS & NATURAL BEAUTY ARE PREVALENT IN ESTABLISHED LIBERALS’ 2030 VISIONS

These images are chosen by EL to represent a good life: Biodiversity | Pastoral scenes | A Renewable world | Local travels | Self-sufficient Farming
All surveyed Established Liberals mentioned climate change & sustainable living in their visions of the good life.

**ESTABLISHED LIBERALS MENTION CLIMATE UNPROMPTED, AND OFTEN IN POSITIVE, SOLUTIONS-ORIENTED TERMS**

Anticipating lifestyle sacrifices to minimise impact

“Maybe I would consider changing various things that maybe I was used to. Because for the greater good I would consider that.” **Francesca**

“[Air travel] would be a kind of sacrifice for me and others to make.” **Christy**

Someone else will take responsibility

“The generation now, who are now in their early teens, these will be the ones having a greater outlook on how we can save the future of the planet.” **Scott**

“The most realistic thing we can address is pollution and plastic... I believe that lies with the manufacturers... not sure it can be done by us.” **Jason**

Technology driving progress

“I think we will see another leap in technology.” **Scott**

“A lot more electric cars.” **Charlie**

“We have the solutions. We can make profit from renewable energy.” **Rob**

Living more in synch with nature

“Finding a way to merge that with nature so that it doesn’t destroy local habitats and so that it actually encourages growth and for things to thrive.” **Christy**

“Nature can look after itself, we just need not to interfere with it.” **Rob**
ESTABLISHED LIBERALS:
GOOD LIFE VISION THEMES

- Conviviality
- Time balance
- Leisure
- Fulfilment
- Connected to nature
- Joy
- Technology
- Self-care
As a successful & privileged group, Established Liberals have disproportionate influence with decision-makers in business and government. How might this segment be mobilised to exert this influence for change?

An optimistic segment, Established Liberals are drawn to stories of solutions, and have faith that business & technology will excite progress. How might this attitude inspire or energise other, less optimistic cohorts?

Established Liberals are used to a degree of comfort that they don’t feel comfortable forgoing. What conditions might help Established Liberals safely explore the tension between affluence and environmental impact in their own lives?
CONNECTING TO ESTABLISHED LIBERALS’ VISIONS: RECOMMENDATIONS

Inspire Established Liberals with visions of a good life where they can be more connected to themselves, their time, passions and the conditions for wellbeing.

A vision of a slower pace is appealing to this segment, even at the expense of material possessions.

Connect to Established Liberals with the prospect of lifestyle changes that protect personal time, such as shorter working weeks, reclaiming time from the commute by working from home, spontaneity and spaciousness in the weekend, trying new hobbies, and putting mental wellbeing first.

Explore imagery of low-impact leisure lifestyles, e.g. holidaying at home, sharing a meal with friends, (learning to) cycle.

Consider the role of technology, which this segment sees playing a positive role in their good life (e.g. electric cars & renewables.)
Not activists, Civic Pragmatists are progressive yet practical, moderate and realistic. This segment are one of the more anxious about the future, concerned that the world is becoming a more dangerous place. They value loved ones, their happiness as well as their own.

Civic Pragmatists are highly concerned, and are the second most engaged on climate change. However, their approach is relatively passive, often marked by negative emotions. They are the most likely to report feeling helpless about climate change.

Britain Talks Climate

“Listen to Civic Pragmatists”

“It’s important to put the people first who care for you” Hazel

“I love being around my family. Nearly everything I have done in my life has revolved around them and it gives me a sense of purpose” Matthew

“Life is so much easier if you are a good person, try to do things for the community (we run a youth football club) and just generally be kind” Rochelle, 45
Civic Pragmatists are caring and people-oriented, and value the stable, mutually supportive relationships they have in their lives. This encompasses both those closest to them, and community and society more broadly.

Civic Pragmatists do not report the COVID gear shift apparent amongst Established Liberals, but rather a reinforcement of the importance of kindness, support and time together.

The pandemic has served as a powerful reminder of what matters most and gratitude for what they have, their loved ones most of all. Unlike Established Liberals, Civic Pragmatists’ loved ones are less singularly focused on family, and more often include close friends, extended family, close neighbours.

Civic Pragmatists generally are sensitive to insecurities in their own lives as well as society more broadly, and COVID has heightened this. Often it is civic concerns that are top of mind when they envision a good life for the future, taking precedence over nature and the environment.

“I am a lot more grateful for life and the people within my life since the pandemic, I have learnt not to take life too seriously and not to take people for granted.” Jordan

“I have always placed my family and loved ones before anything, including work. If anything, the pandemic has simply reinforced my views on what are the most important things in life. Matthew

“It’s about putting the people first who were there for you. I’ve found from talking with friends a lot of people’s friendship groups have got smaller, more about those who check in to see how you are coping.” Tania
Civic Pragmatists’ experience of Covid has triggered both an awareness of instability in society, and appreciation for what matters most.

Their focus on people is key. For the future they intend to prioritise their closest relationships, reinvesting energy that previously was spent on wider social circles, which they have come to see as less rewarding.

Recognising their own good fortune and the power of kindness, they also aim to reach out to those around them in their community, who may need or welcome support.

Looking ahead can provoke anxiety for Civic Pragmatists. They hope for a more stable future, where they can build more financial security for themselves, and where all members of society can feel safe from harm, cared for and free from economic insecurity. However, their hopes are often tempered by their pragmatism and fears, and their examples of enacting any change themselves tend to be envisioned as smaller acts of kindness.

“After COVID, I certainly value friendships and family more than I once did. I think prior to COVID I took it for granted that I could see them whenever and prioritised the wrong people in my life.” Emma

“Personally I find I check on people more like an old man in Sainsbury’s the other day. He was hovering for ages in the same place so I went and helped. He couldn’t find the milk he wanted.” Tania

“I would hope people being kinder to one another like many of us have been during this time.” Colin
Civic Pragmatists’ hopes are focused around job security, good health, financial security and prioritising the fundamentals in life.

They want a safe, comfortable home and opportunities for happy moments and experiences.

“I hope our jobs are still secure and we’re all happy.” Tania

“Happiness and contentment, all kids settled, kids and grandkids happy and settled with what they’re doing, and continued financial security.” Matthew

“I hope that we are more settled than we are now in terms of finances and that my children are set up for their future. It is an uncertain world out there.” Hazel
Civic Pragmatists’ hopes focus on their loved ones and are more intimate than convivial in tone.

They want to enjoy time with their families and strive from contentment in life and to have the opportunity to enjoy the simple pleasures in the everyday.

“We will be enjoying our retirement, being and doing things together – pottering round our house and garden, spending time with our friends and families and enjoying days out.”

Matthew

“Hopefully by then we’ll have started to work together a bit more, old fashioned ways – COVID has brought back the idea of community more, checking on neighbours.”

Tania
The natural world has a limited role in Civic Pragmatists’ visions of a good life.

But local nature does feature somewhat - parks and gardens are a space to share relaxing moments or create memories with the people they love.

“Family days out, relaxing in the garden, BBQ if warm.” Sarah

“My favourite place is our garden... so much work has gone into making it a place we can all relax.” Tania
ALTHOUGH NATURE ISN'T CENTRAL IN CIVIC PRAGMATISTS’ GOOD LIFE VISIONS, ENVIRONMENTAL CONCERNS ARE TOP OF MIND

All surveyed Civic Pragmatists mentioned the environment unprompted, although largely in anxious and passive terms.

**Yearning for environmental education**

“Everyone needs to be more involved and educated in global warming, what we as humans are doing to our beautiful planet.” Jordan

“I would ensure that part of a child’s education is to learn about the world we live in, in depth, about the animals and trees and how they impact our lives.” Jordan

**Fear that change can’t happen**

“Hopefully by then we will have started to address climate change in a meaningful way, but I fear that will not be the case.” Matthew

“As much as I hope for a better world, I just don’t know how possible that is, are things really going to change that much in 10 years.” Rochelle

**Need for individual action**

“I don’t think we are doing enough to help with this. You only have to look at the good lockdown did for the climate. People need to wake up and start making changes before it’s too late.” Tania

“I would do my best to help the planet make sure emissions are as low as they can be and do everything within my power to keep it this way.” Jordan

**Stepping up, coming together & collaborating**

“On a bigger scale I really hope as a country we’ve started to tackle climate change in a proper way.” Matthew

“Would hope to see unity, countries coming together to tackle key problems such as global warming.” Jordan
CIVIC PRAGMATISTS: GOOD LIFE VISION THEMES

- Stability
- Community
- Contentment
- Domesticity
- Care
- Society
- Safety
- Kindness & support
Civic Pragmatists are people-focused, both in their personal lives, and at a societal level. Despite awareness of climate change, other issues overtake. How could this connection to and care for others help to activate them in relation to nature and the environment?

This is one of the segments that experiences the most anxiety around climate change, and it seems they feel little power to directly act upon it. How might community and collective effort encourage them, and reassure of the potential to amplify their impact?

Civic Pragmatists’ visions of a good life centre around stability, security and safety, which for them is the foundation of a contented life. How might the thread from personal, through to local and societal stability be tapped into, to help them create greater stability across all spheres?
CONNECTING TO CIVIC PRAGMATIC'S VISIONS: RECOMMENDATIONS

Inspire Civic Pragmatists with visions of a good life where they can be more connected to others, through networks of care and mutual support.

Civic Pragmatists see a good life as characterised by real, authentic human experiences; they are most likely to use their own personal imagery to illustrate this. Connect to CPs with imagery that reflects the intimacy of real life, instead of putting it on a pedestal.

Civic Pragmatists are lacking in positive visions of place; explore uplifting nature narratives around renewal & growth (e.g. biodiversity, regeneration projects).

Civic Pragmatists see settledness and security as the cornerstone of a good life; this instinct can default to material fixes like home improvements & holidays. Consider what settledness might look like, beyond the material.
Loyal Nationals feel proud of their country and patriotic about its history and past achievements. They also feel anxious about threats to Britain, in the face of which they believe we need to come together and pursue our national self-interest. Loyal Nationals carry a deep strain of frustration at having their views and values excluded by decision-makers in London. They feel disrespected by educated elites, and feel more generally that others’ interests are put ahead of theirs. *Britain Talks Climate*

“Will need to find a job that pays better to enable me to get the freedom I seek.” Martin

“It’s not the amount of money you earn but rather, earning enough to put the necessary foods on your family’s table, paying off your bills and surviving.” Raman

“Looking forward to [the grandkids] having a better life, as we had a better life than our grandfathers.” Tracey

“I believe we have to remain positive no matter what & how life has impacted us. There are better times to come.” Manjit
COVID HASN’T SIGNIFICANTLY SHIFTED LOYAL NATIONALS’ PRIORITIES, BUT IT HAS INVIGORATED THEIR DESIRE TO MAKE THE most OF LIFE

Loyal Nationals seem to be more constrained than other segments – everyday life can be dominated by the need to make a living, underpinned by a lack of financial security. Covid has for some created opportunities to strike a better balance as well as renewed their determination to make time for leisure, relaxation and fun.

COVID has deepened Loyal Nationals’ appreciation for and devotion to loved ones. New working patterns have often opened up more pockets of time and space at home with partners and family – something which they have embraced and want to continue.

It has raised awareness of the preciousness of life, how short it is and strengthened their resolve to enjoy the everyday.

“We’re making time for the little things.”

“COVID hasn’t significantly shifted Loyal Nationals’ priorities, but it has invigorated their desire to make the most of life.”

“My priorities haven’t changed since COVID as I have a clear idea of where I want to be regardless of COVID.”

“Paul

“My priorities have not changed much but I am more conscious that life is short and as such want to enjoy life and ensure I do things I like and do it with the people I love.”

“Charmaine

“My priorities have changed. I did not have a good work – life balance. Now, working from home, I value the fact that my children see me in their lives daily, when they come home from school, when I sit down and eat dinner with them, when I bathe them – knowing they know I’m here when they need me, instead of waiting until after daddy’s home from work to talk.”

“Raman

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COVID HAS FORTIFIED LOYAL NATIONALS’ SENSE OF CONNECTION AND PRIDE IN THEIR COMMUNITY AND COUNTRY

Loyal Nationals have seen their desire to reach out and help others strength during COVID, engaging more with their local community.

The pandemic has enhanced their sense of national spirit. Seeing how UK society has pulled together to overcome a difficult time at both a local level (community support) and national level (recognition of frontline workers and the vaccine roll-out), has reignited their sense of pride.

They are also optimistic that these societal behaviour changes are here to stay and community spirit will be better in the long-run.

“When at home, it was nice to spend quality time together with my husband. Although it was a difficult time, I enjoyed our time together. He made me feel good, and we felt like we had no outside influence or pressure from people to do things that we would sometimes agree to.” Jade

“I feel proud that the pandemic has shown a true British spirit of pulling together in the face of adversity.” Sam

“I’m proud of the community spirit that’s been harnessed through Covid, like the clap for NHS and carers. I think we appreciate the previously under-appreciated more than ever.” Martin
In common with Established Liberals, Loyal Nationals dream of more space from work and chores, and more time to spend how they choose. They want to have a rewarding and fulfilling job, but one that doesn’t overstretch them.

“I would keep citizens happy by providing them with rewarding jobs and they would only have to work four days. People would enjoy gardening and encouraging wildlife.” Jade

“Change the pressure we’re putting on ourselves, jobs running around like ants.” Anna

“What I would like to change is to go on holiday more often as this has been rare in my life so far.” Paul
loyal nationals’ visions of 2030 centre around playing their part in building a fair and better world

loyal nationals’ choice of imagery reflects the joy of everyday togetherness through shared rituals (sport, pub).

There is a shared desire for stronger, more close knit communities, where everyone makes an effort in service of a shared goal.

“More time to spend with my friends and family and the possibility of volunteering as I would have more time on my hands.” Tracey

“We all need to make an effort and give views across various links for us all to be heard. Nationally, we can all work together to be in a better place. We can understand the impact we’re all making.” Manjit
Loyal Nationals share a strong sense of duty to protect Britain’s natural beauty and do their bit, whilst also expecting everyone else to as well.

Loyal Nationals see great importance of lowering their impact and working towards securing a healthy planet for future generations.

“Everyone would ensure they were doing everything they can to ensure our planet is clean and looked after.”

**Charmaine**

“People would enjoy gardening, and encouraging wildlife.”

**Jade**

“More time outside, more awareness amongst people of environment, planting trees, more wildlife. Good life for us is go out and go for a long walk, see countryside and greenery swim in the river.”

**Charmaine**
LOYAL NATIONALS’ CONCERN FOR THE ENVIRONMENT IS EXPRESSED THROUGH DISCRETE, HOT-BUTTON ISSUES

Loyal Nationals all mentioned environmental improvements in their Good Life, although largely through the lens of plastics & recycling

Pride in the beauty on our doorstep, need to respect and protect it

“End the litter and rubbish that is discarded on land and in our oceans. Being respectful to nature and our wildlife.” Jeff

“I value our surroundings - local river, our parks - and planet too.” Jade

Urgency around resolving plastics issue

“I think there needs to be less plastic, and quickly. I see some companies are tackling the plastic, but we have a long way to go still.” Jade

“Obviously plastics are a concern, where they’re wasted. The Government needs to look at this” Manjit

“The volume of plastic in the ocean is disgraceful and should be addressed asap.” Paul

Need for everyone to do their bit

“I hope we hear less about flooding and we have had a better impact on the Ozone layer. We can all try and do our bit to make this happen” Tracey

“We can make a real effort; if people are just going to participate as and when, we’re never going to make change. Everybody’s got to do it.” Tracey

Calling for greater environmental education to learn how to care for the planet

“Education from now on, because we all need to know what to do to look after the planet.” Jade

“People don’t recycle because sometimes they don’t know. They need to make it more known to everybody what you can and can’t do.” Tracey
LOYAL NATIONALS:
GOOD LIFE VISION THEMES

Security
Fairness
Material comfort
Leisure
Locality
Family (across generations)
Perseverance
Work ethic
SUPPORTING LOYAL NATIONALS: PROVOCATIONS

Loyal Nationals describe their visions for a Good Life

Loyal Nationals feel passionately about the harm being done to the planet, but tend to locate this in single issues e.g. plastics. They also recognise the need for greater education around climate. What resources might help deepen their understanding?

A morally driven segment, Loyal Nationals have a strong sense of right and wrong. How can environmental care be coded in the language of doing the right thing, and rewarded as such?

Loyal Nationals are motivated by the prospect of everyone doing their bit. How might a sense of critical mass be built around specific sustainable behaviours to bring about this spirit of togetherness?
CONNECTING TO LOYAL NATIONALS’ VISIONS: RECOMMENDATIONS

Inspire Loyal Nationals with visions of a good life where they can see an improved future for generations to come, empowering everyone in society to do their bit and rewarding those who work towards that vision.

Tap into Loyal Nationals’ strong sense of place, by inviting them to connect more strongly to local nature – especially as it shifts through seasonal and climate changes. Create resources to educate Loyal Nationals & their children about their ecosystems.

Support the Loyal Nationals to recognise the interdependencies between single issues that are important to them, like plastics.

Celebrate heroes – locally and nationally, rewarding those who work towards progression, set an example and do the right thing for the environment, and therefore also for others.

Speak to Loyal Nationals’ strong instinct for intergenerational betterment, by centring their own future generations’ needs in their understanding of a good life.
COVID-19 Creates an Opportunity for Reflection on What Matters in Life

The ongoing experience of pandemic-related uncertainty means that over 18 months from the first major effects being felt in the UK, citizens remain in a period of re-evaluation.

Life has not ‘returned to normal’ and there is no clear sense (as yet) of a ‘post-COVID world’.

In spite of the myriad challenges of life under COVID, citizens can see that it has presented an unexpected opportunity to adapt aspects of their lifestyles that were ‘not working’ and to chart new ways forward.

For organisations wishing to connect with citizens about climate change and on a values level, this remains a unique window of potential to engage.
The desire to move through life more slowly – and thoughtfully – provides opportunity to challenge unsustainable aspects of our ‘always on’ and immediate gratification culture.

FOR ALL, A GOOD LIFE IN 2030 MOVES AT A SLOWER PACE THAN LIFE TODAY

There is a widely-held desire for more time for leisure, relaxation and enjoyment.

People retain their hopes for material comfort, financial security and fulfilment through work, but Covid has prompted reflection on lifestyles for today and the longer term.

Within this, forced deprivation over the past 18 months from aspects of life that bring joy and promote relaxation (being in nature, spending time with friends and family, pursuing hobbies) has encouraged citizens to reflect on how much all of these aspects of life mean to them.
This – latent and conscious – understanding of interconnectedness creates scope for us to engage with citizens with multi-faceted narratives

CITIZENS’ VISIONS OF A GOOD LIFE IN 2030 HAVE AN INHERENT INTERCONNECTEDNESS ACROSS SPHERES OF SELF, OTHERS AND PLACE

While citizens do not always directly voice this notion, there is an understanding that self, others and planet are all connected in myriad ways.

For example, being in nature enhances my wellbeing; knowing I am playing my part to look after the environment alleviates my climate anxiety. While being around others is important again for my wellbeing.

Building and maintaining a sense of community means we all look after each other and our surroundings.

And conversely, we can all be affected by others not playing their part in society.
TO ENGAGE A CROSS-SEGMENT AUDIENCE IN NARRATIVES RELATING TO A GOOD LIFE IN 2030, WE CAN LEVERAGE THE COMMON SHIFTS

Speaking to these themes will enable us to spark a connection with all three segments, as these reflect well-recognised changes provoked by COVID-19. We have the **opportunity to build on these themes** and **bring them to life in an aspirational future state.**

1. **RECLAIMING TIME**
2. **REDEFINING ‘ENOUGH’**
3. **RECENTRING LOVED ONES**
4. **REBUILDING COMMUNITY**
5. **RENEWING APPRECIATION IN NATURE**
Established Liberals
Connect with their lifestyle aspirations and show how these can be realised in a way that does not harm the environment.
Evoke the joy of conviviality and shared experiences.
Reflect their desire to balance their time in a healthy way – reflect mindful lifestyles, considered choices. Within this, demonstrate that a good life does not require trade-offs in what they most value and enjoy.

Civic Pragmatists
Forefront community wellbeing and connection. Show how a good life involves healthy, happy communities – green spaces, civic pride, clean environments.
Embed climate-related messaging in a wider context of depicting a well-rounded good life, bearing in mind that their emphasis is more on societal than environmental issues.
Evoke peaceful, stable and secure lifestyles (and demonstrate how these are enabled by tackling climate change).

Loyal Nationals
Tap into their sense of responsibility to do ‘the right thing’ and for wider society to do so – avoid heavy moralising by bringing to life ideas of shared pride through collective action.
Visualise the joy of being in the natural environment.
Evoke longer-term impacts – connect with the importance of preserving the natural world for future generations (their own family, rather than abstract citizens yet to be born).
CONNECTING TO ESTABLISHED LIBERALS: GOOD LIFE VISION THEMES

Enduring values

- Productivity, efficiency – an orientation to be busy and ‘make the most’ of life
- Progress – a general aspiration to advance, achieve more
- Optimism in advancement through technology
- Joy – embracing life, making the most of opportunities and experiences

Covid nuance

- A rebalancing of time – more emphasis on leisure over productivity
- A questioning of what progress really means (and at what cost it might come).
- More focus on appreciating the here and now, the little things in life
- More inclination to recognise and appreciate the benefits technology brings to our lives
- Greater emphasis on experiences over material possessions

Future visions

- Ample time for hobbies, friends and family
- A focus on achievements that matter and will bring joy and fulfilment
- An expectation technology and innovation will help us solve intractable problems
- More focus on shared experiences with close friends and family – conviviality.
- Greater emphasis on the people within the experience
## CONNECTING TO CIVIC PRAGMATISTS: GOOD LIFE VISION THEMES

<table>
<thead>
<tr>
<th>Enduring values</th>
<th>Covid nuance</th>
<th>Future visions</th>
</tr>
</thead>
<tbody>
<tr>
<td>People first, relationship-focused (family, friends, partner) value mutual support</td>
<td>Strengthened the importance of caring for others and being cared for in return</td>
<td>Focus on their loved ones, enduring closeness and mutual support is core to future vision</td>
</tr>
<tr>
<td>Stable, harmonious and safe society</td>
<td>Anxiety about security, safety and stability, heightened civic concerns</td>
<td>Fear for the future and focus on civic concerns - healthcare, crime and social equality - addressed via collective behaviour change</td>
</tr>
<tr>
<td>Happiness and contentment for self and loved ones</td>
<td>More opportunities to devote uninterrupted time to those closest them</td>
<td>Happiness for self and loved ones: both themselves and those in their life are happy and fulfilled</td>
</tr>
<tr>
<td>Financial security as a foundation for a worry-free and contented life</td>
<td>Heightened appreciation of personal good fortune alongside sense of instability more broadly, triggering focus on building financial security</td>
<td>‘Shoring up’ financial security with a focus on the fundamentals - safe, comfortable and happy home</td>
</tr>
<tr>
<td>A kind, connected community</td>
<td>Desire to reach out more with gestures of kindness, to ‘notice’, connect with and care for those in need</td>
<td>A kinder, closer and more connected community in which people care for and support one another more</td>
</tr>
</tbody>
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CONNECTING TO LOYAL NATIONALISTS: GOOD LIFE VISION THEMES

Enduring values

- Play your part, work ethic, doing the right thing as an individual
- National pride for British tradition, values and its green and pleasant land
- Appreciation for family / close relationships, striving for a better life for us
- A safe, fair and honest society, close knit community
- Financial and material comfort as a foundation for leisure, belief that if you work hard you will be rewarded

Covid nuance

- Strengthened the belief that all should play their part, frustrations with those who don’t
- Amplified national pride and British spirit (vaccines, NHS)
- Re-focus on loyal and rewarding relationships that align with their own values
- Strengthened community spirit & recognition of positive change through covid inspires hope
- Lockdown has opened up more possibilities to do what they want, bringing them closer to life as it ‘should be’

Future visions

- A duty to build a better future for generations to come, everyone has a role to play in getting there
- Protecting what Britain stands for, and its natural beauty, for the future
- A desire to protect and pass down a better life to children and grandchildren
- Optimism for longer - term change, via individual and societal behaviour change
- Yearning for financial security, giving them freedom to do what they want, a more enjoyable and leisurely life
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Please contact lisa@purposedisruptors.org with further questions about this research.
THANK YOU!