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Happiness and Wellbeing



Happiness

Happy: 53% (+ 3pp)
Unhappy: 21% (N/C)



Healthiness

Healthy: 44% (N/C)
Unhealthy: 26% (+ 1pp)



Loneliness

Not lonely: 58% (+ 4pp)
Lonely: 20% (- 1pp)



Stress / Anxiety

Not stressed: 35% (+ 2pp)
Stressed: 36% (N/C)



Worthwhileness

Worthwhile: 49% (- 2pp)
Not worthwhile: 18% (+ 3pp)



Optimism

Optimistic: 42% (+ 1pp)
Pessimistic: 24% (- 4pp)



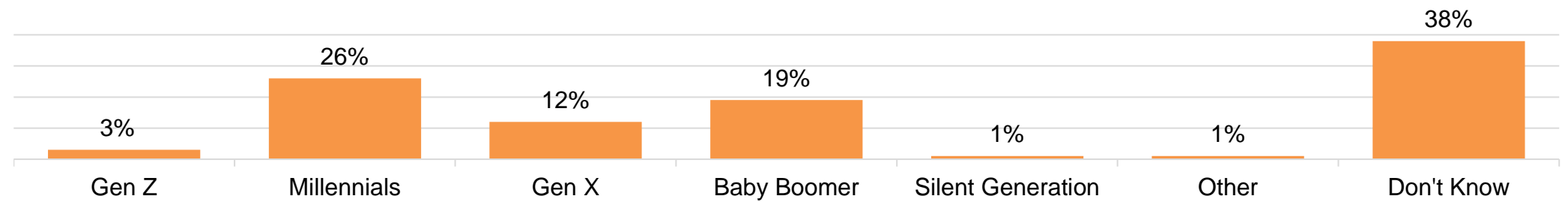
Hopefulness

Hopeful: 45% (- 1pp)
Not hopeful: 21% (+ 1pp)

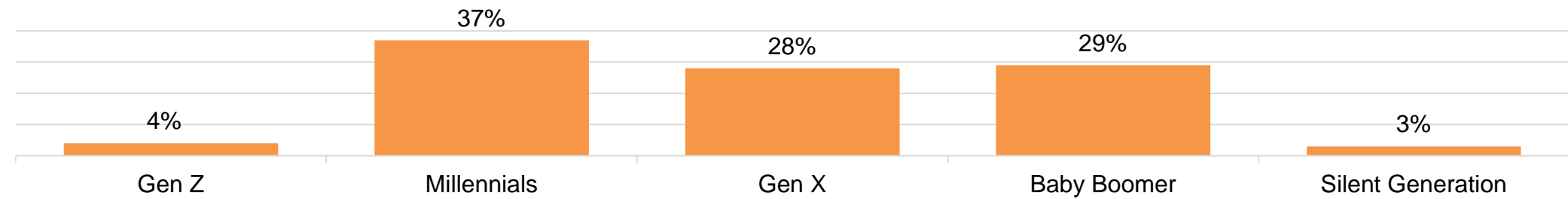
The Generation Game

As far as you know, which of these generations do you belong to?

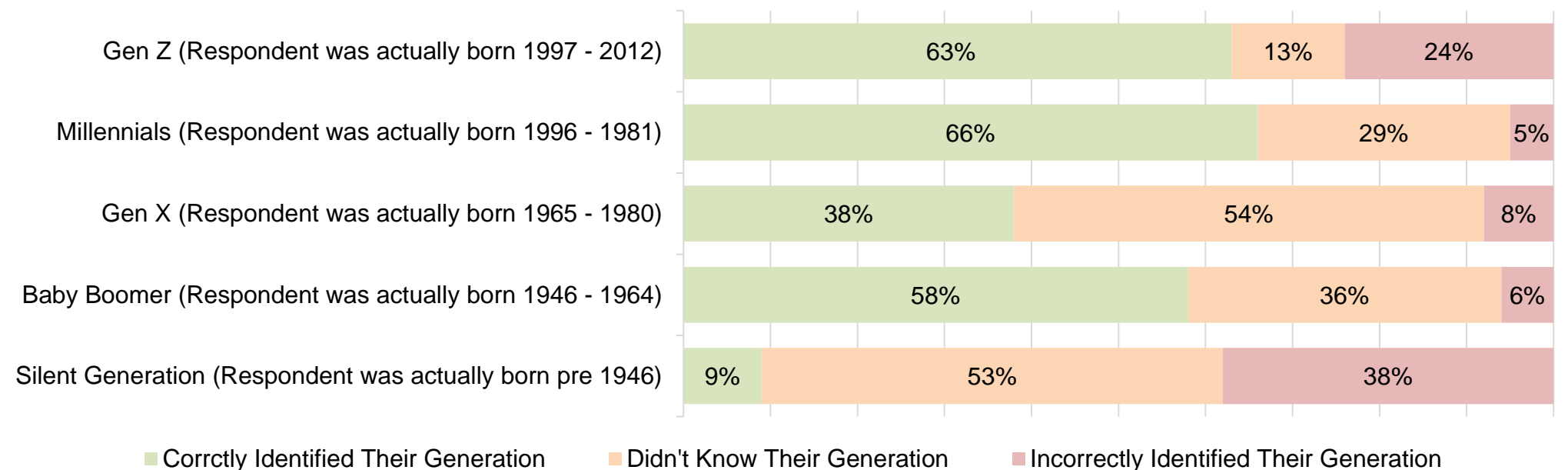
* Definitions of generations based on year of birth taken from www.pewresearch.org



Actual breakdown based on respondents' year of birth



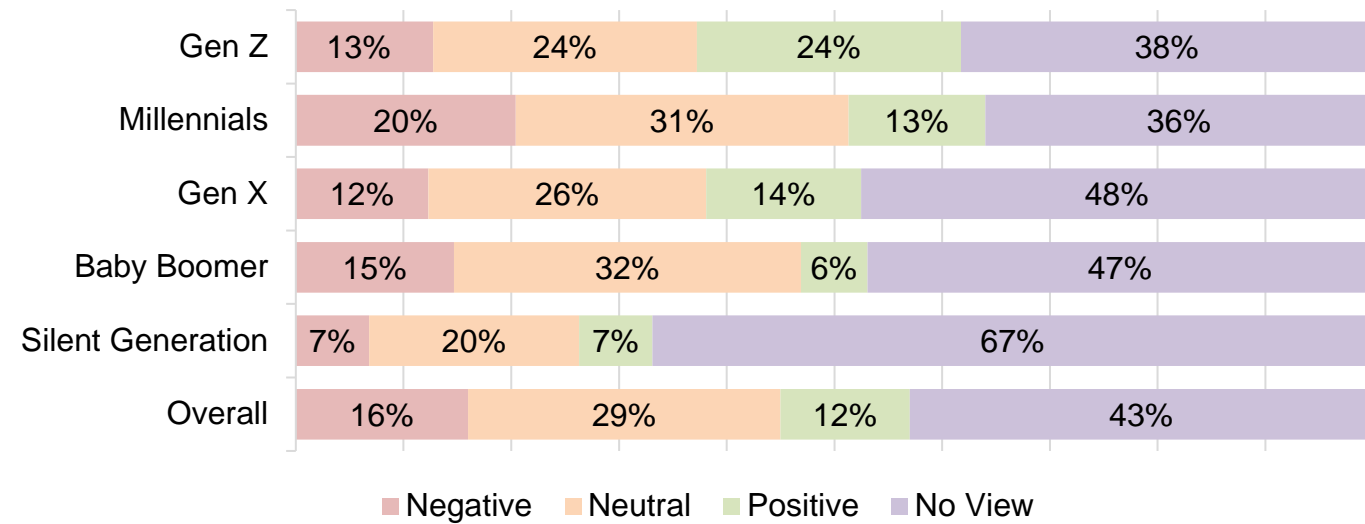
Analysis by actual generation (based on respondent year of birth):



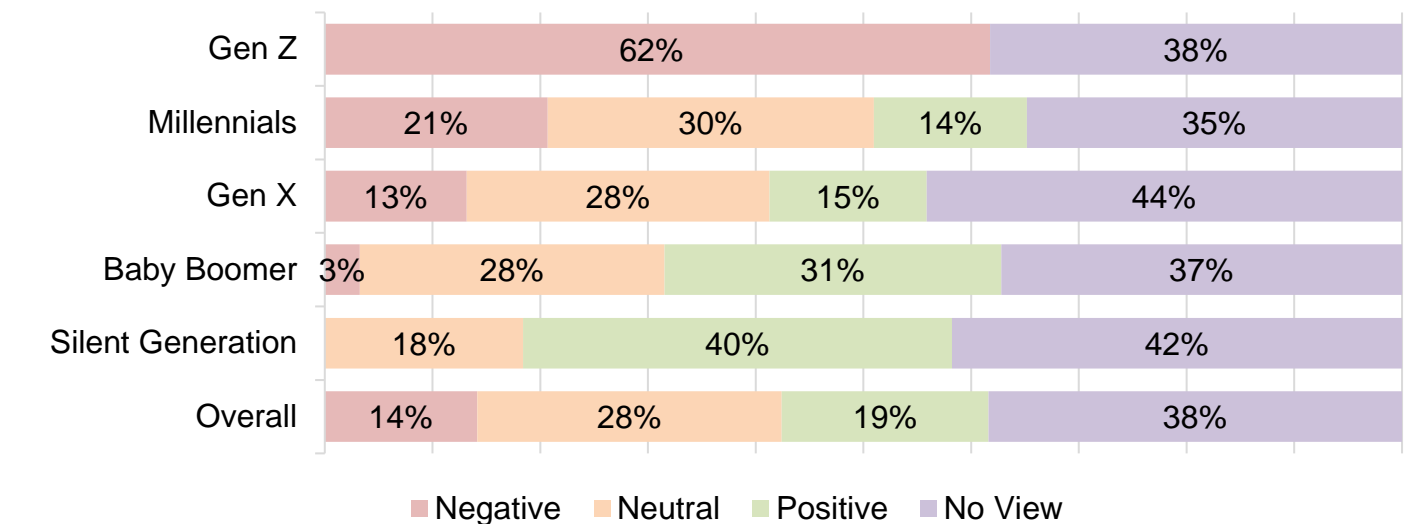
* Change compared to Mar 2023 People's Panel

And what is your opinion of each of these generations?

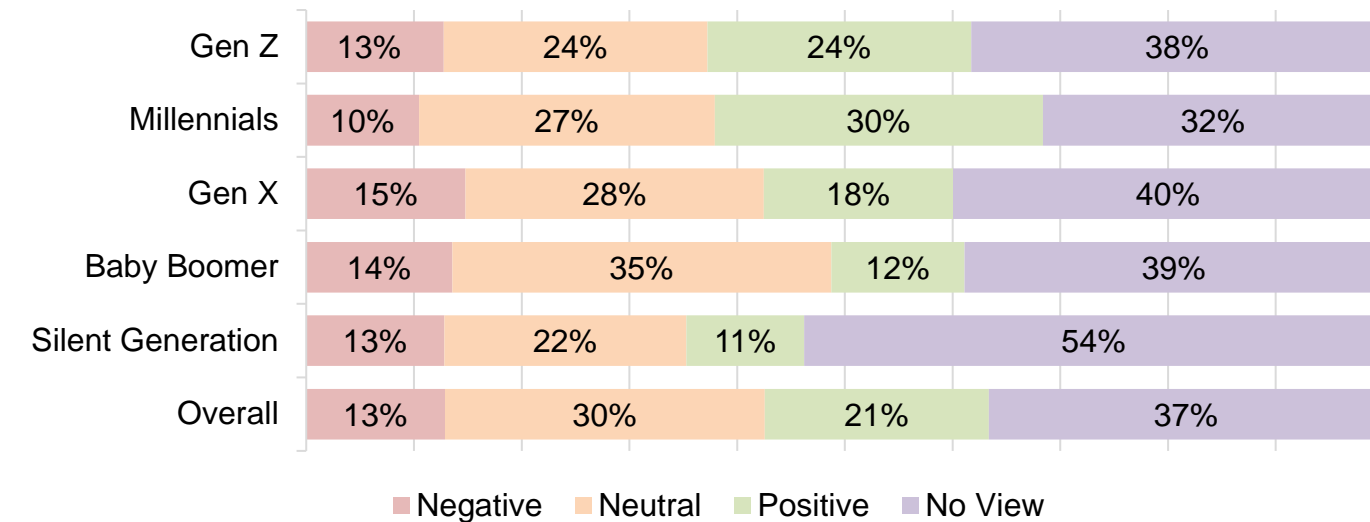
Opinions of Gen Z by Respondent Generation



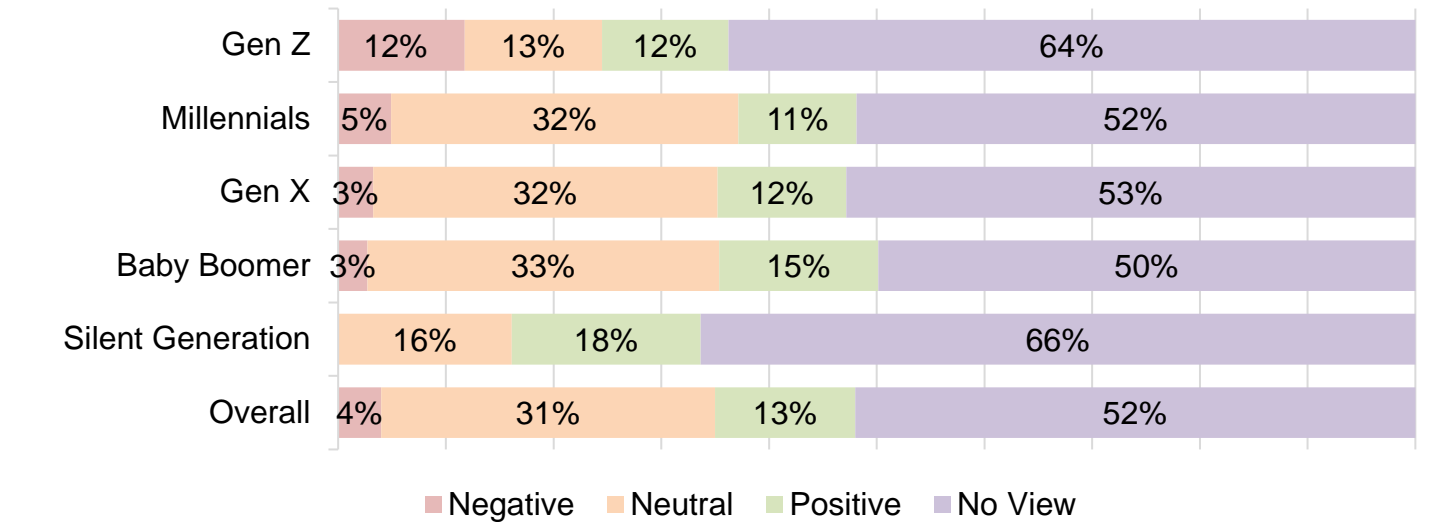
Opinions of Baby Boomers by Respondent Generation



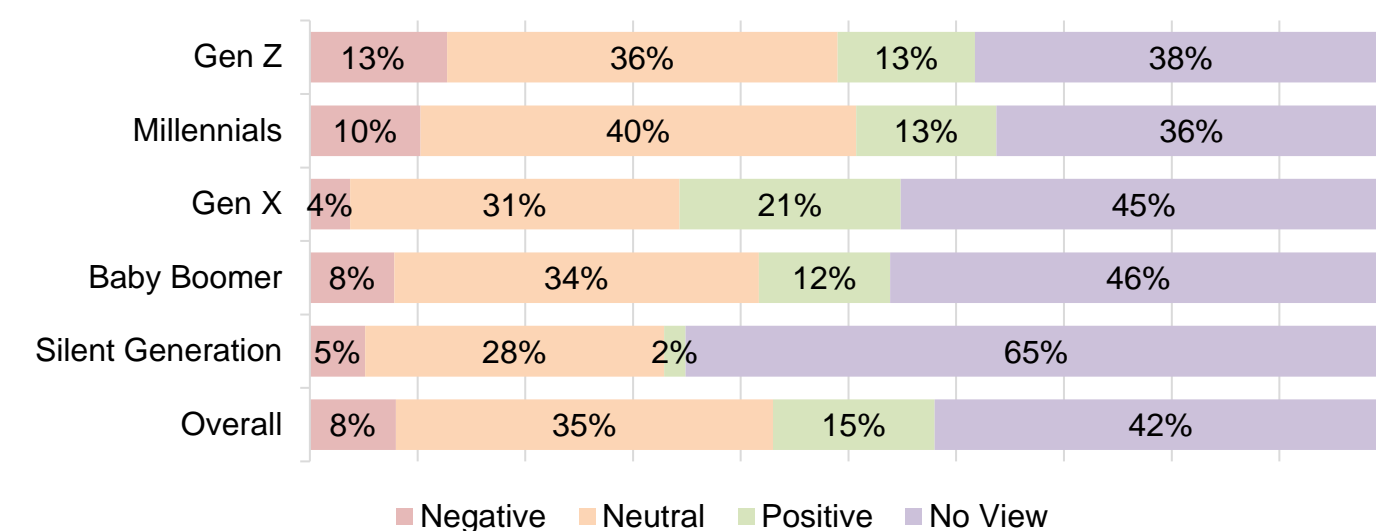
Opinions of Millennials by Respondent Generation



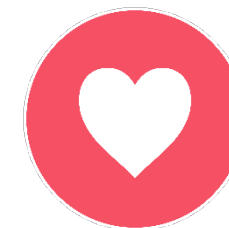
Opinions of Silent Generation by Respondent Generation



Opinions of Gen X by Respondent Generation



Most Positive Sentiments:



- **Silent Generation for Baby Boomers (40%)**
- **Baby Boomers for Baby Boomers (31%)**
- **Millennials for Millennials (30%)**
- Gen Z for Millennials (24%)
- Gen Z for Gen Z (24%)

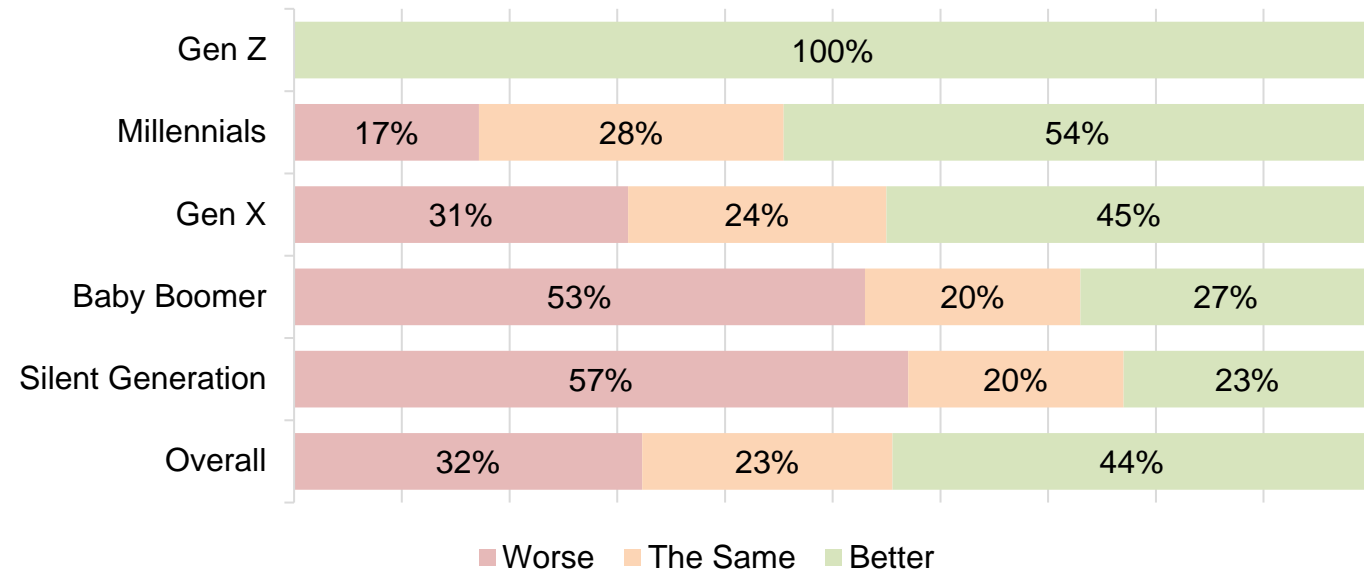
Most Negative Sentiments:



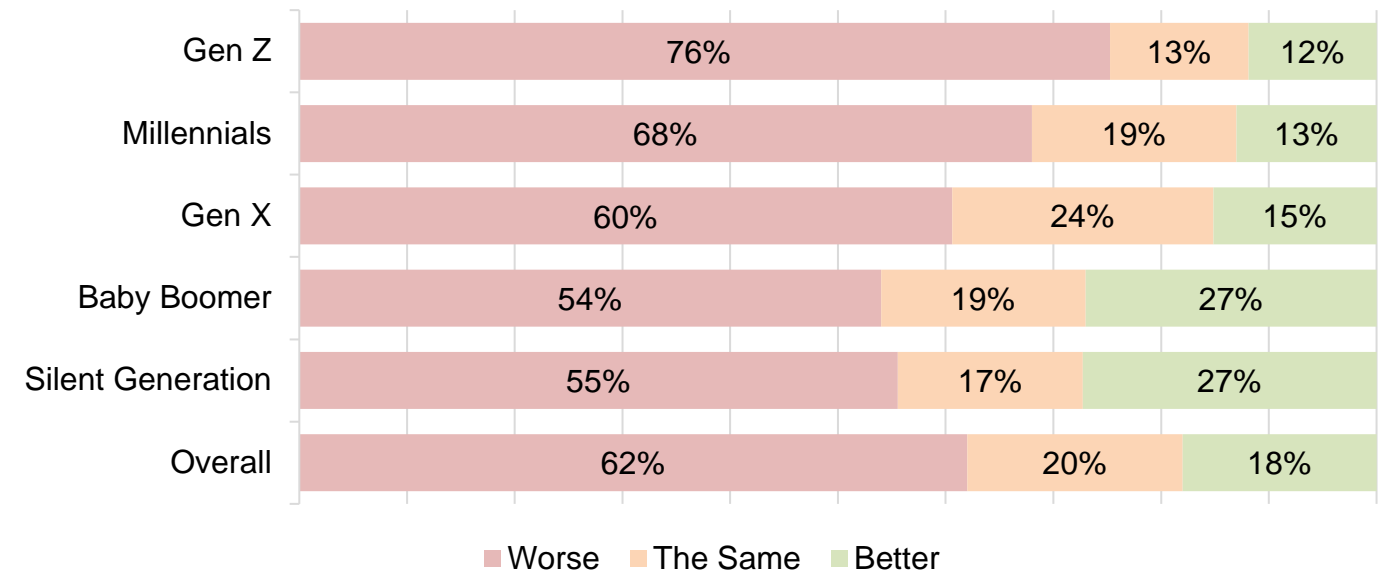
- **Gen Z for Baby Boomers (62%)**
- Millennials for Baby Boomers (21%)
- Millennials for Gen Z (20%)

Do think that the following generations had / have / will have it better, worse or the same as your generation?

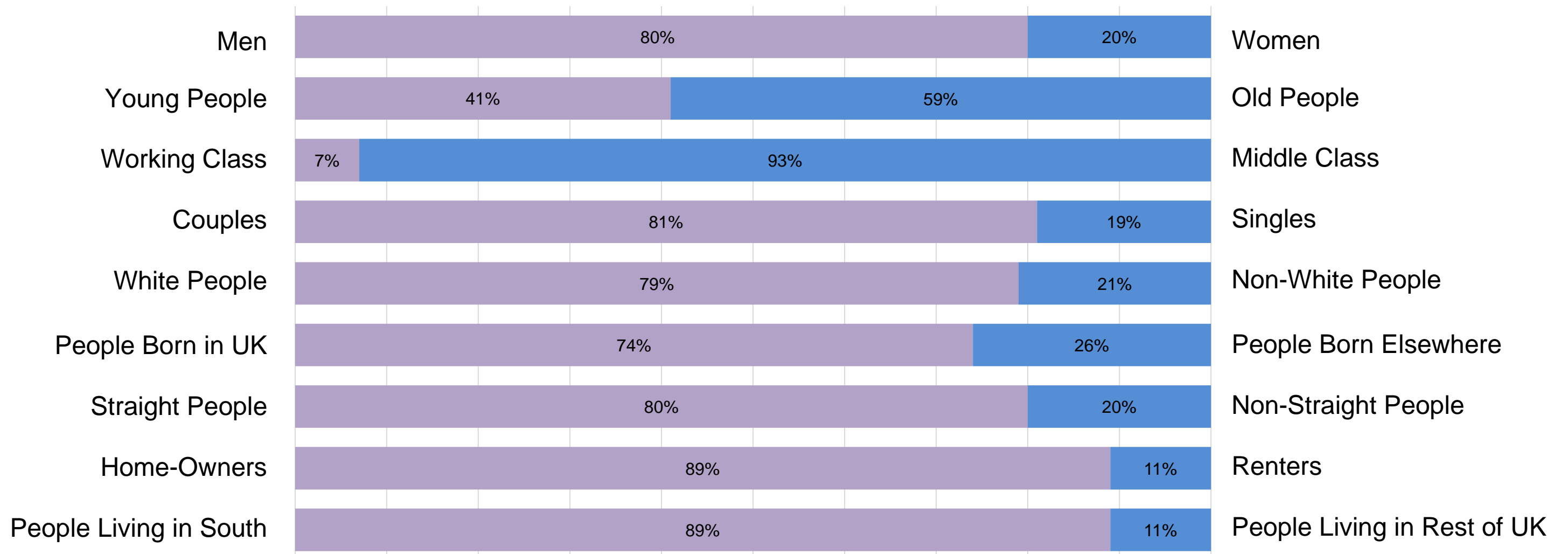
Your Parent's Generation



Your Children's Generation

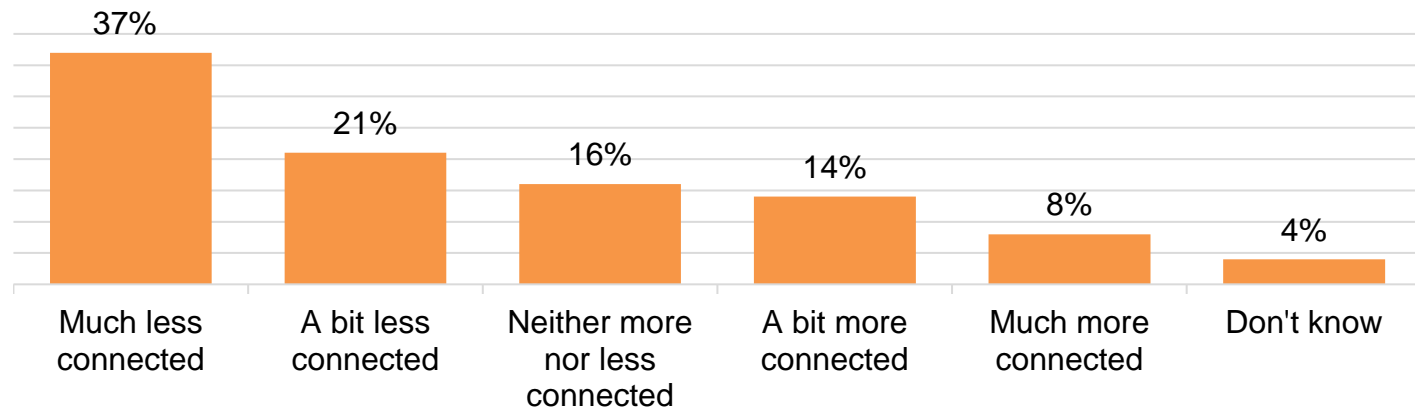


Who has it best in British society?

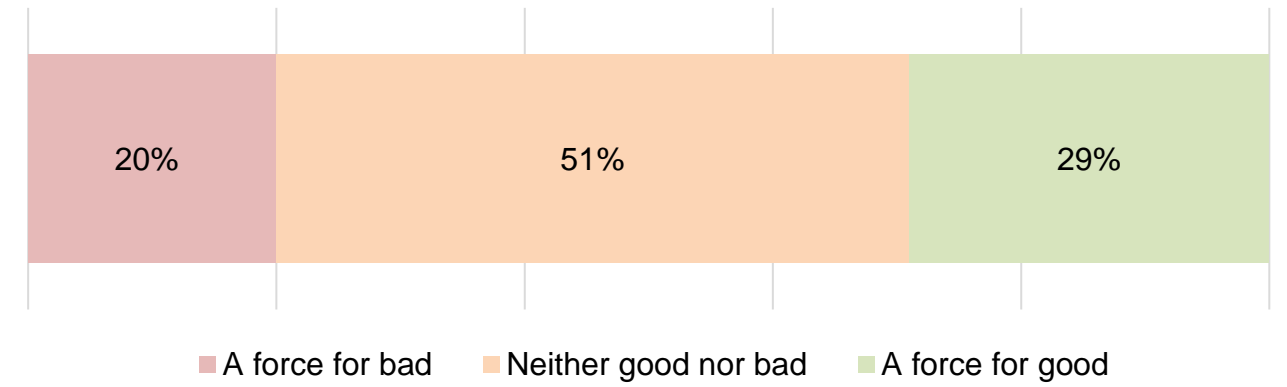


Tech Nation

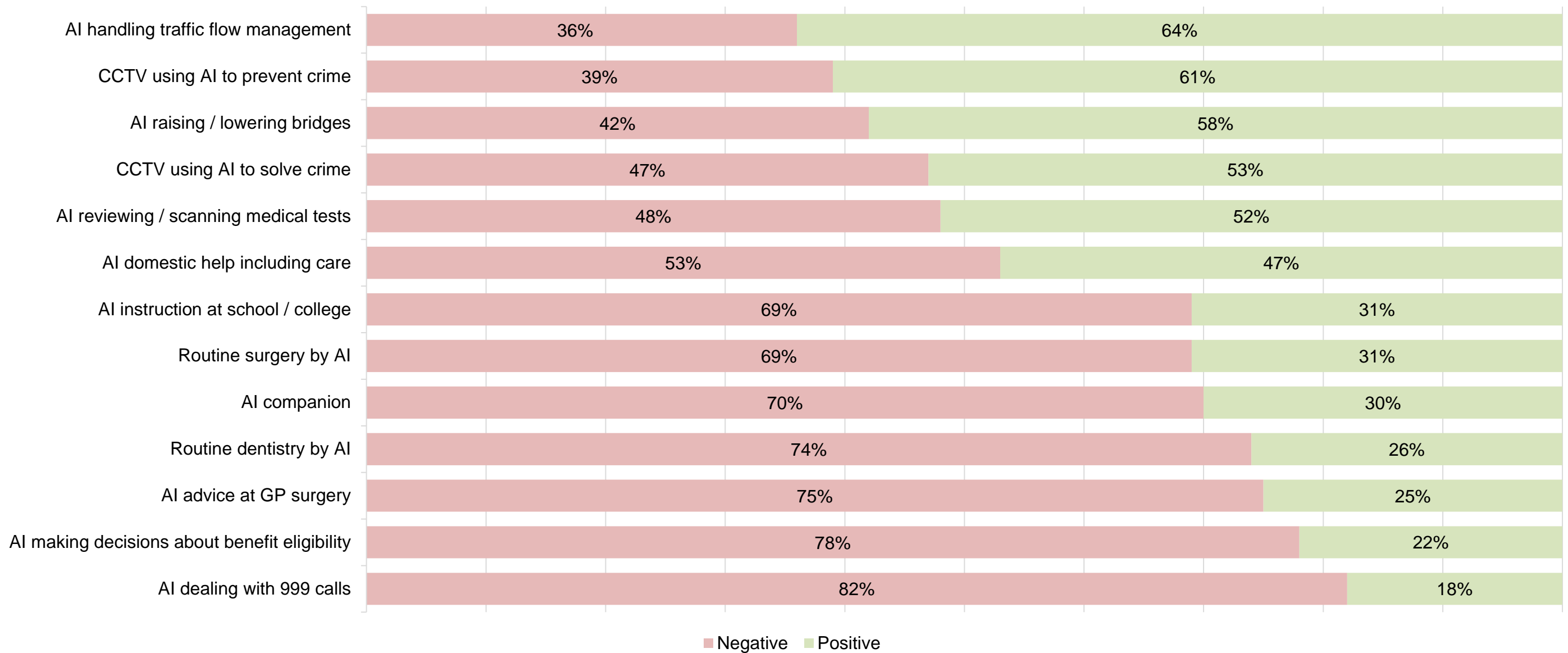
"I feel like social and technological changes in the near future will make communities..."



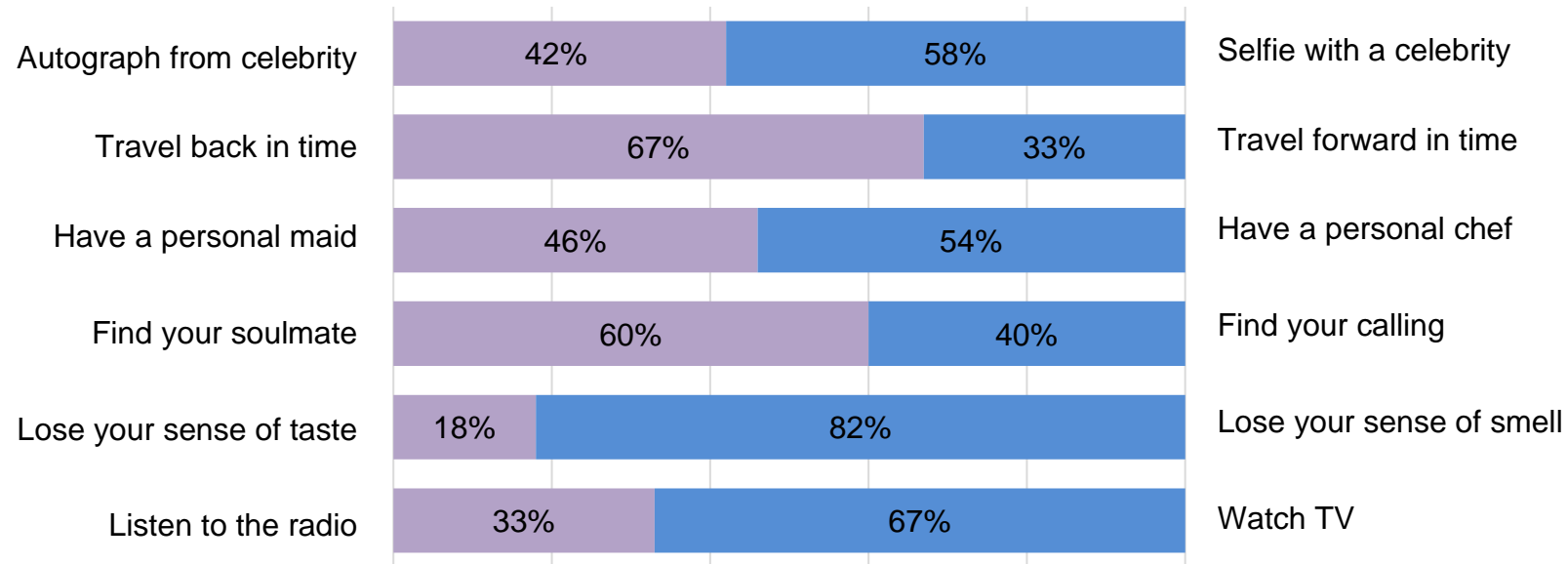
How do you feel, generally, about advances in all kinds of technology, overall?



How do you feel about the following uses of Artificial Intelligence (AI) programmes?

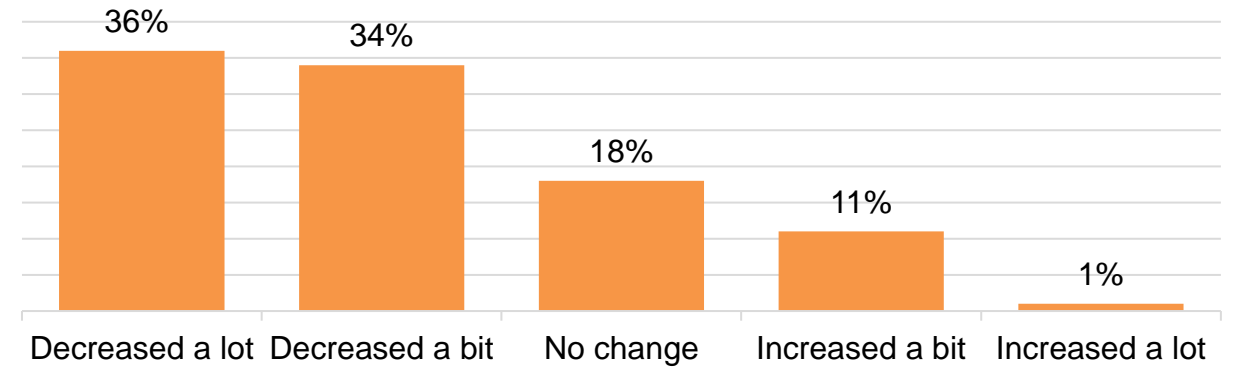


Would You Rather

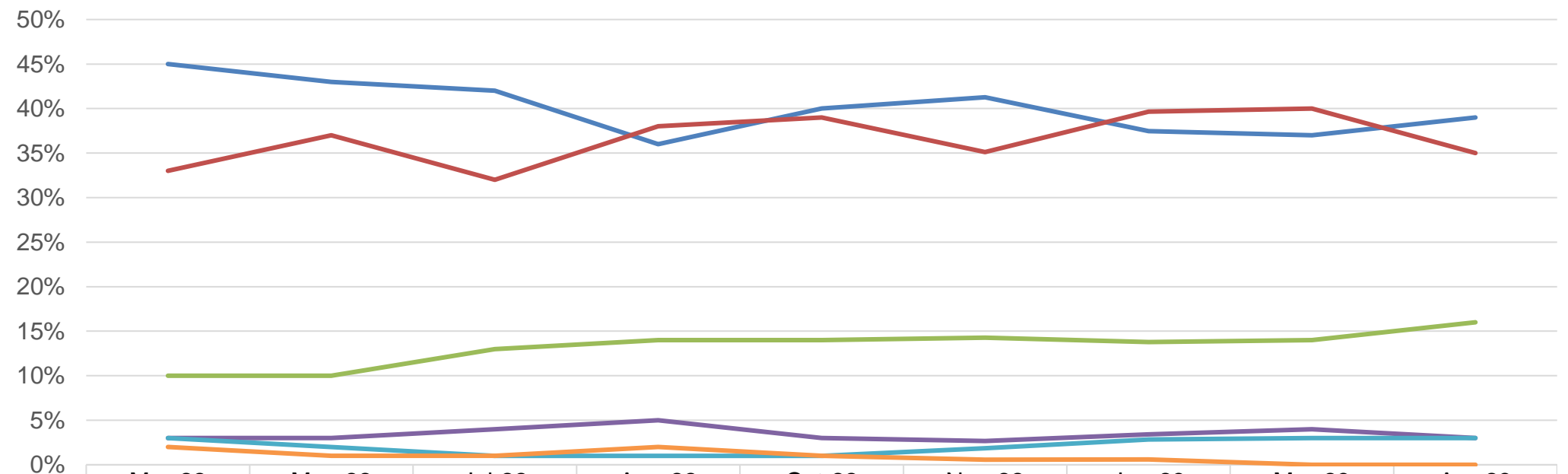


And Finally

Would you say the overall current sense of social togetherness has decreased, stayed about the same, or increased, compared with before the Coronavirus pandemic started (before March 2020)?



Financial Stability Tracker



Category	Mar-22	May-22	Jul-22	Aug-22	Oct-22	Nov-22	Jan-23	Mar-23	Apr-23
Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	37%	39%
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	40%	40%	35%
Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	14%	14%	16%
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	4%	3%
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	3%	3%	3%
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	0%	0%