STUDENTS TALK CLIMATE

Applying Climate Outreach's segmentation model to students in further and higher education

June 2023
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ABOUT THE RESEARCH
Britain Talks Climate is an evidence-based toolkit designed by Climate Outreach to support organisations to engage the British public on climate change. Underpinning the toolkit is a segmentation model, based on More in Common’s core beliefs approach.

16 ‘golden questions’ are used to categorise people into one of seven segments, with the toolkit offering guidance on how to frame communications to engage each segment on climate change.

This research has been carried out with the general public in the UK, and in August 2022, we used these questions in a new survey with students in further and higher education across the UK.

The survey was sent to students who are NUS TOTUM cardholders and answered by students across the UK in August 2022. We received 1655 responses. The data from the survey was then inputted into the Climate Outreach segmentation calculator to find out the breakdown of segments for the respondents.
The seven segments: snapshot profiles
Progressive Activists

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.

But the Progressive Activists are also exhausted by the division in politics, and the most likely to feel that the country is divided. They are the most likely to believe the system is rigged to serve the rich and influential, and share a disaffection/fatalism about society with Disengaged Battlers and Loyal Nationals, despite having very different demographic profiles. Progressive Activists are united in their belief that inequality is a major problem - sexism, racism, and economic injustice.

Demographically, this segment trends the youngest, has the highest proportion who are university educated, and a large number of high earners. This segment overwhelmingly supports Labour and voted to remain in the European Union (EU).

- 37% of students
- 13% of British public

Backbone Conservatives

Firmly conservative in their social and cultural views, strong supporters of Brexit and the historic achievements and reputation of Britain in the world, and the most authoritarian of the segments, Backbone Conservatives, as their name would suggest, are core Conservative voters. They mirror the Labour-voting Progressive Activists on the left of the political spectrum in terms of their ideological focus and drive.

Older, relatively well off, and relatively well educated, Backbone Conservatives are the most likely to say they are proud to be British.

- 10% of students
- 15% of British public
Civic Pragmatists

Solidly left but not activists, this progressive, practical and moderate segment are anxious about the future - and are one of the segments most concerned that the world is becoming a more dangerous place.

Civic Pragmatists are 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. During a focus group, one participant described their segment as “liberal, creative, kind, caring, calm and realistic”. This is also a majority ‘Remainer’ segment.

- 19% of students
- 13% of British public

Established Liberals

A mostly Conservative Party-voting segment with right-leaning views about the economy (a majority support austerity measures), Established Liberals nonetheless skew towards the left on social/cultural issues (expressing pride in the diversity of the country) and are characterised by their comfortable, trusting and untroubled perspective, linked to their financial security.

Of all the segments, they feel the least threatened or vulnerable, are firmly meritocratic (believing people tend to get what they deserve in life) and are among the least likely to agree that the country is getting worse.

- 12% of students
- 12% of British public
Disengaged Battlers

Britain Talks Climate reveals two ‘Disengaged’ segments that at first glance seem to fall on each side of the political spectrum: Disengaged Battlers on the left, and Disengaged Traditionalists on the right. But a closer look – using a wider range of measures – reveals a more complex picture, and a clear sense that an absence of political engagement underpins both of these segments in different ways.

A relatively young segment, Disengaged Battlers are typically urban and, although educated to a medium level, they tend to be financially insecure.

• 5% of students
• 12% of British public

Disengaged Traditionalists

Disengaged Traditionalists are alienated, disillusioned and sceptical – about progress, about society in general, and to an extent about climate change. Like Disengaged Battlers, they feel excluded and frustrated, and unrepresented politically, and they feel that other segments have been prioritised over them.

This segment is more likely to be male (10% above mean). The largest age groups within Disengaged Traditionalists are millennials and baby boomers. They tend to describe themselves as working class, to be of lower social grades and to have low to medium levels of education.

While demographically similar to Disengaged Battlers, this segment skew right on both social and economic issues, and express authoritarian tendencies, showing the second highest level of support, after Loyal Nationals, for a leader who is willing to break the rules (47%, compared to 38% average). Despite their perceived disconnection from the mainstream of society, they are, after Backbone Conservatives, the most likely to say that things in this country are going in the right direction. In this sense, they have a tenacity and ‘survival’ instinct that represents a form of optimism (but a very different one to the comfortable internationalism of Established Liberals).

• 2% of students
• 18% of British public
Loyal Nationals

The second largest grouping (along with Disengaged Traditionalists, at 18%), they make up 17% of the total population. They feel angry and threatened, and take broadly 'populist' political views on a range of issues, leaning left economically (with anti-big business views, and favourability towards the redistribution of wealth), but right on social issues (having more authoritarian perspectives on governance, crime and punishment).

This is one of the oldest segments (second to Backbone Conservatives). They have a low or medium level of education, are the lowest earning, are the most likely to describe themselves as working class, and are second most likely to be of the lowest social grade (after Disengaged Battlers).

• 15% of students
• 17% of British public

You can read more detail about each of the seven segments online at the Climate Outreach website.
RESEARCH FINDINGS
Based on Climate Outreach’s ‘golden questions’, students in further and higher education fall into the segments as follows...

- Progressive Activists: 37%
- Civic Pragmatists: 19%
- Loyal Nationals: 15%
- Established Liberals: 12%
- Backbone Conservatives: 10%
- Disengaged Battlers: 5%
- Disengaged Traditionalists: 2%
Comparing our survey findings with research carried out by Climate Outreach in 2020 with the general public we can see differences in the proportions within each segment.

- **Progressive Activists**
  - UK general public: 13%
  - Students: 37%

- **Civic Pragmatists**
  - UK general public: 13%
  - Students: 19%

- **Loyal Nationals**
  - UK general public: 15%
  - Students: 17%

- **Established Liberals**
  - UK general public: 12%
  - Students: 15%

- **Backbone Conservatives**
  - UK general public: 10%
  - Students: 12%

- **Disengaged Battlers**
  - UK general public: 12%
  - Students: 5%

- **Disengaged Traditionalists**
  - UK general public: 18%
  - Students: 2%
Progressive Activists - 37%
Values and beliefs

Do you agree or disagree with the following statements?

1. Young people don’t have enough respect for traditional British values
2. People who break the law should be given harsher/stiffer sentences
3. Ordinary working people get their fair share of the nation’s wealth
4. Muslims are often treated unfairly with suspicion due to prejudice
5. There is one law for the rich and one law for the poor
6. Compassion for those who are suffering is the most important virtue
7. I would call some acts wrong on the grounds that they are unnatural
8. The world is becoming a more and more dangerous place
# Importance of traits in children

For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

<table>
<thead>
<tr>
<th>Trait 1</th>
<th>Trait 2</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence</td>
<td>Respect for elders</td>
<td>38%</td>
</tr>
<tr>
<td>Curiosity</td>
<td>Good manners</td>
<td>16%</td>
</tr>
</tbody>
</table>

# Views on control over how life turns out

Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement:

<table>
<thead>
<tr>
<th>Statement 1</th>
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<tr>
<td>People’s outcomes in life are determined largely by forces outside of their control</td>
<td>People are largely responsible for their own outcomes</td>
<td>16%</td>
</tr>
<tr>
<td>Some people’s situations are so challenging that no amount of work will allow them to find success</td>
<td>People who work hard can find success no matter what situation they were born into</td>
<td>37%</td>
</tr>
</tbody>
</table>
Political and civic participation

Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Attended a protest, rally, or march
- Donated to charity
- Volunteered in my local community
- Shared political content on social media

Graph showing percentages:
- Attended a protest, rally, or march: 63% Yes, 37% No
- Donated to charity: 90% Yes, 10% No
- Volunteered in my local community: 58% Yes, 42% No
- Shared political content on social media: 75% Yes, 25% No
CIVIC PRAGMATISTS

19% OF STUDENTS
Civic Pragmatists

Values and beliefs

Do you agree or disagree with the following statements?

- **Young people don’t have enough respect for traditional British values**
  - 13% Strongly agree
  - 5% Somewhat agree
  - 39% Somewhat disagree
  - 41% Strongly disagree

- **People who break the law should be given harsher/stiffer sentences**
  - 15% Strongly agree
  - 7% Somewhat agree
  - 22% Slightly disagree
  - 55% Strongly disagree

- **Ordinary working people get their fair share of the nation’s wealth**
  - 42% Strongly agree
  - 8% Somewhat agree
  - 16% Slightly disagree
  - 38% Strongly disagree

- **Muslims are often treated unfairly with suspicion due to prejudice**
  - 49% Strongly agree
  - 8% Somewhat agree
  - 4% Slightly disagree
  - 38% Strongly disagree

- **There is one law for the rich and one law for the poor**
  - 8% Strongly agree
  - 8% Somewhat agree
  - 20% Slightly disagree
  - 42% Strongly disagree

- **Compassion for those who are suffering is the most important virtue**
  - 38% Strongly agree
  - 16% Somewhat agree
  - 43% Slightly disagree
  - 3% Strongly disagree

- **I would call some acts wrong on the grounds that they are unnatural**
  - 20% Strongly agree
  - 20% Somewhat agree
  - 25% Slightly disagree
  - 19% Strongly disagree

- **The world is becoming a more and more dangerous place**
  - 49% Strongly agree
  - 20% Somewhat agree
  - 25% Slightly disagree
  - 10% Strongly disagree
## Importance of traits in children

For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

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<td>4 - Respect for elders</td>
<td>16%</td>
</tr>
<tr>
<td>1 - Curiosity</td>
<td>4 - Good manners</td>
<td>10%</td>
</tr>
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## Views on control over how life turns out

Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement:

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<td>1 - People’s outcomes in life are determined largely by forces outside of their control</td>
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<td>10%</td>
</tr>
<tr>
<td>1 - Some people’s situations are so challenging that no amount of work will allow them to find success</td>
<td>4 - People who work hard can find success no matter what situation they were born into</td>
<td>20%</td>
</tr>
</tbody>
</table>
Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Shared political content on social media: 82% Yes, 75% No
- Volunteered in my local community: 42% Yes, 58% No
- Donated to charity: 90% Yes, 10% No
- Attended a protest, rally, or march: 63% Yes, 37% No

Civic Pragmatists

STUDENTS TALK CLIMATE

20
LOYAL NATIONALS

15% OF STUDENTS
Loyal Nationals

Values and beliefs

Do you agree or disagree with the following statements?

1. Young people don’t have enough respect for traditional British values
   - 51% Strongly disagree
   - 33% Somewhat disagree
   - 4% Slightly disagree
   - 4% Slightly agree
   - 2% Moderately agree
   - 7% Strongly agree

2. People who break the law should be given harsher/stiffer sentences
   - 41% Strongly disagree
   - 61% Somewhat disagree
   - 7% Slightly disagree
   - 6% Slightly agree
   - 2% Moderately agree
   - 4% Strongly agree

3. Ordinary working people get their fair share of the nation’s wealth
   - 49% Strongly disagree
   - 36% Somewhat disagree
   - 2% Slightly disagree
   - 7% Slightly agree
   - 6% Moderately agree
   - 6% Strongly agree

4. Muslims are often treated unfairly with suspicion due to prejudice
   - 33% Strongly disagree
   - 37% Somewhat disagree
   - 5% Slightly disagree
   - 19% Slightly agree
   - 6% Moderately agree
   - 2% Strongly agree

5. There is one law for the rich and one law for the poor
   - 68% Strongly disagree
   - 27% Somewhat disagree
   - 4% Slightly disagree
   - 0% Slightly agree
   - 6% Moderately agree
   - 0% Strongly agree

6. Compassion for those who are suffering is the most important virtue
   - 40% Strongly disagree
   - 13% Somewhat disagree
   - 3% Slightly disagree
   - 2% Slightly agree
   - 6% Moderately agree
   - 4% Strongly agree

7. I would call some acts wrong on the grounds that they are unnatural
   - 22% Strongly disagree
   - 19% Somewhat disagree
   - 22% Slightly disagree
   - 5% Slightly agree
   - 6% Moderately agree
   - 6% Strongly agree

8. The world is becoming a more and more dangerous place
   - 75% Strongly disagree
   - 0% Somewhat disagree
   - 4% Slightly disagree
   - 0% Slightly agree
   - 5% Moderately disagree
   - 0% Strongly agree
Importance of traits in children
For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

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Views on control over how life turns out
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<tr>
<td>7%</td>
<td>28%</td>
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Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Shared political content on social media: 37% Yes, 63% No
- Volunteered in my local community: 40% Yes, 60% No
- Donated to charity: 1% Yes, 99% No
- Attended a protest, rally, or march: 9% Yes, 91% No
ESTABLISHED LIBERALS

12% OF STUDENTS
Established Liberals

Values and beliefs

Do you agree or disagree with the following statements?

- Young people don’t have enough respect for traditional British values: 19% Strongly agree, 31% Somewhat agree, 44% Neither agree nor disagree, 15% Somewhat disagree, 8% Strongly disagree

- People who break the law should be given harsher/stiffer sentences: 15% Strongly agree, 9% Moderately agree, 38% Slightly agree, 27% Slightly disagree, 16% Moderately disagree, 4% Strongly disagree

- Ordinary working people get their fair share of the nation’s wealth: 13% Strongly agree, 16% Moderately agree, 16% Slightly agree, 27% Slightly disagree, 15% Moderately disagree, 9% Strongly disagree

- Muslims are often treated unfairly with suspicion due to prejudice: 5% Strongly agree, 6% Moderately agree, 23% Slightly agree, 23% Slightly disagree, 16% Moderately disagree, 20% Strongly disagree

- There is one law for the rich and one law for the poor: 11% Strongly agree, 10% Moderately agree, 20% Slightly agree, 36% Slightly disagree, 23% Moderately disagree, 26% Strongly disagree

- Compassion for those who are suffering is the most important virtue: 31% Slightly agree, 36% Moderately agree, 23% Strongly agree, 7% Slightly disagree, 3% Moderately disagree, 2% Strongly disagree

- I would call some acts wrong on the grounds that they are unnatural: 32% Strongly agree, 26% Moderately agree, 20% Slightly agree, 6% Slightly disagree, 4% Moderately disagree, 6% Strongly disagree

- The world is becoming a more and more dangerous place: 43% Strongly agree, 37% Moderately agree, 20% Slightly agree, 6% Slightly disagree, 4% Moderately disagree, 6% Strongly disagree

STUDENTS TALK CLIMATE
Importance of traits in children

For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

1 - Independence

19%  
39%  
33%  
9%

4 - Respect for elders

1 - Curiosity

15%  
28%  
42%  
15%

4 - Good manners

Views on control over how life turns out

Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement:

1 - People’s outcomes in life are determined largely by forces outside of their control

18%  
63%  
17%

4 - People are largely responsible for their own outcomes

1 - Some people’s situations are so challenging that no amount of work will allow them to find success

3%  
24%  
45%  
15%

4 - People who work hard can find success no matter what situation they were born into
Political and civic participation

Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Attended a protest, rally, or march
  - Yes: 92%
  - No: 8%

- Donated to charity
  - Yes: 92%
  - No: 8%

- Shared political content on social media
  - Yes: 79%
  - No: 21%

- Volunteered in my local community
  - Yes: 62%
  - No: 38%
BACKBONE
CONSERVATIVES

10% OF STUDENTS
Values and beliefs
Do you agree or disagree with the following statements?

- Young people don’t have enough respect for traditional British values: 24% Strongly agree, 52% Agree, 20% Disagree, 3% Strongly disagree
- People who break the law should be given harsher/stiffer sentences: 42% Strongly agree, 35% Agree, 9% Disagree, 5% Strongly disagree
- Ordinary working people get their fair share of the nation’s wealth: 52% Strongly agree, 34% Agree, 9% Disagree, 2% Strongly disagree
- Muslims are often treated unfairly with suspicion due to prejudice: 32% Strongly agree, 29% Agree, 12% Disagree, 8% Strongly disagree
- There is one law for the rich and one law for the poor: 34% Strongly agree, 29% Agree, 17% Disagree, 8% Strongly disagree

- Compassion for those who are suffering is the most important virtue: 36% Strongly agree, 24% Agree, 12% Disagree, 9% Strongly disagree
- I would call some acts wrong on the grounds that they are unnatural: 48% Strongly agree, 40% Agree, 3% Disagree, 2% Strongly disagree
- The world is becoming a more and more dangerous place: 45% Strongly agree, 33% Agree, 5% Disagree, 2% Strongly disagree
Importance of traits in children
For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

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<td>4%</td>
<td>4%</td>
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<tr>
<td>Curiosity</td>
<td>Good manners</td>
<td>6%</td>
</tr>
<tr>
<td>13%</td>
<td>20%</td>
<td>37%</td>
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<tr>
<td>39%</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td>12%</td>
<td>36%</td>
<td>12%</td>
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<tr>
<td>1 - People’s situations are so challenging that no amount of work will allow them to find success</td>
<td>People who work hard can find success no matter what situation they were born into</td>
<td>46%</td>
</tr>
<tr>
<td>6%</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>36%</td>
<td>4%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Shared political content on social media: 84% Yes, 16% No
- Volunteered in my local community: 51% Yes, 49% No
- Donated to charity: 99% Yes
- Attended a protest, rally, or march: 99% Yes
DISENGAGED BATTLERS

5% OF STUDENTS
Values and beliefs

Do you agree or disagree with the following statements?

- Young people don’t have enough respect for traditional British values
  - 4% Strongly agree
  - 4% Moderately agree
  - 8% Slightly agree
  - 5% Slightly disagree
  - 20% Moderately disagree
  - 39% Strongly disagree

- People who break the law should be given harsher/stiffer sentences
  - 24% Strongly agree
  - 38% Moderately agree
  - 11% Slightly agree
  - 4% Slightly disagree
  - 4% Moderately disagree
  - 20% Strongly disagree

- Ordinary working people get their fair share of the nation’s wealth
  - 32% Strongly agree
  - 17% Moderately agree
  - 4% Slightly agree
  - 5% Slightly disagree
  - 11% Moderately disagree
  - 41% Strongly disagree

- Muslims are often treated unfairly with suspicion due to prejudice
  - 20% Strongly agree
  - 11% Moderately agree
  - 17% Slightly agree
  - 5% Slightly disagree
  - 14% Moderately disagree
  - 40% Strongly disagree

- There is one law for the rich and one law for the poor
  - 8% Strongly agree
  - 4% Moderately agree
  - 4% Slightly agree
  - 8% Slightly disagree
  - 42% Moderately disagree
  - 50% Strongly disagree

- Compassion for those who are suffering is the most important virtue
  - 32% Strongly agree
  - 18% Moderately agree
  - 4% Slightly agree
  - 11% Slightly disagree
  - 5% Moderately disagree
  - 38% Strongly disagree

- I would call some acts wrong on the grounds that they are unnatural
  - 11% Strongly agree
  - 14% Moderately agree
  - 11% Slightly agree
  - 11% Slightly disagree
  - 5% Moderately disagree
  - 41% Strongly disagree

- The world is becoming a more and more dangerous place
  - 6% Strongly agree
  - 42% Moderately agree
  - 4% Slightly agree
  - 3% Slightly disagree
  - 4% Moderately disagree
  - 52% Strongly disagree
Importance of traits in children
For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

1 - Independence

27%

46%

1 - Curiosity

22%

30%

4 - Respect for elders

20%

7%

4 - Good manners

39%

9%

Views on control over how life turns out
Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement:

1 - People’s outcomes in life are determined largely by forces outside of their control

10%

52%

4 - People are largely responsible for their own outcomes

29%

9%

1 - Some people’s situations are so challenging that no amount of work will allow them to find success

27%

52%

4 - People who work hard can find success no matter what situation they were born into

16%

5%
Political and civic participation

Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Attended a protest, rally, or march: 100%
- Donated to charity: 100%
- Shared political content on social media: 84%
- Volunteered in my local community: 97%
DISENGAGED TRADITIONALISTS

2% OF STUDENTS
Values and beliefs

Do you agree or disagree with the following statements?

1. Young people don’t have enough respect for traditional British values
   - Strongly agree: 23%
   - Moderately agree: 51%
   - Slightly agree: 15%
   - Slightly disagree: 11%
   - Moderately disagree: 4%
   - Strongly disagree: 34%

2. People who break the law should be given harsher/stiffer sentences
   - Strongly agree: 41%
   - Moderately agree: 27%
   - Slightly agree: 12%
   - Slightly disagree: 9%
   - Moderately disagree: 4%
   - Strongly disagree: 11%

3. Ordinary working people get their fair share of the nation’s wealth
   - Strongly agree: 23%
   - Moderately agree: 39%
   - Slightly agree: 32%
   - Slightly disagree: 6%
   - Moderately disagree: 10%
   - Strongly disagree: 22%

4. Muslims are often treated unfairly with suspicion due to prejudice
   - Strongly agree: 6%
   - Moderately agree: 30%
   - Slightly agree: 32%
   - Slightly disagree: 10%
   - Moderately disagree: 6%
   - Strongly disagree: 22%

5. There is one law for the rich and one law for the poor
   - Strongly agree: 10%
   - Moderately agree: 27%
   - Slightly agree: 41%
   - Slightly disagree: 11%
   - Moderately disagree: 6%
   - Strongly disagree: 23%

6. Young people don’t have enough respect for traditional British values
   - Strongly agree: 44%
   - Moderately agree: 28%
   - Slightly agree: 11%
   - Slightly disagree: 11%
   - Moderately disagree: 4%
   - Strongly disagree: 5%

STUDENT TALK CLIMATE
Importance of traits in children

For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

1 - Independence

- Independence: 17%
- Respect for elders: 28%

1 - Curiosity

- Curiosity: 6%
- Good manners: 56%

Views on control over how life turns out

Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement:

1 - People's outcomes in life are determined largely by forces outside of their control

- People's outcomes in life are determined largely by forces outside of their control: 6%
- People are largely responsible for their own outcomes: 43%

4 - People are largely responsible for their own outcomes

1 - Some people's situations are so challenging that no amount of work will allow them to find success

- Some people's situations are so challenging that no amount of work will allow them to find success: 6%
- People who work hard can find success no matter what situation they were born into: 57%

4 - People who work hard can find success no matter what situation they were born into
Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in in the past year?

- Shared political content on social media: 91%
- Volunteered in my local community: 76%
- Donated to charity: 100%
- Attended a protest, rally, or march: 100%
Young people don’t have enough respect for traditional British values

STUDENTS TALK CLIMATE
People who break the law should be given harsher/stiffer sentences

<table>
<thead>
<tr>
<th>Group</th>
<th>1 - Strongly Agree</th>
<th>2 - Somewhat Agree</th>
<th>3 - Neither agree nor disagree</th>
<th>4 - Somewhat disagree</th>
<th>5 - Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone Conservatives</td>
<td>42%</td>
<td></td>
<td>53%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Disengaged Traditionalists</td>
<td>51%</td>
<td></td>
<td>34%</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td></td>
<td></td>
<td>61%</td>
<td></td>
<td>33%</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>9%</td>
<td>38%</td>
<td>35%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Disengaged Battlers</td>
<td>21%</td>
<td></td>
<td>49%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>15%</td>
<td></td>
<td>55%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>7%</td>
<td>31%</td>
<td>27%</td>
<td>23%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Note: The percentages represent the distribution of responses across different categories of agreement and disagreement.
Ordinary working people get their fair share of the nation’s wealth
There is one law for the rich and one for the poor

- **Backbone Conservatives**: 8% Strongly Agree, 35% Somewhat Agree, 29% Neither agree nor disagree, 12% Somewhat disagree, 17% Strongly disagree
- **Disengaged Traditionalists**: 22% Strongly Agree, 30% Somewhat Agree, 32% Neither agree nor disagree, 10% Somewhat disagree, 6% Strongly disagree
- **Loyal Nationals**: 68% Strongly Agree, 27% Somewhat Agree, 4% Neither agree nor disagree
- **Established Liberals**: 10% Strongly Agree, 36% Somewhat Agree, 24% Neither agree nor disagree, 20% Somewhat disagree, 11% Strongly disagree
- **Disengaged Battlers**: 50% Strongly Agree, 42% Somewhat Agree, 8% Neither agree nor disagree
- **Civic Pragmatists**: 42% Strongly Agree, 49% Somewhat Agree, 8% Neither agree nor disagree
- **Progressive Activists**: 72% Strongly Agree, 23% Somewhat Agree, 3% Neither agree nor disagree

**1 - Strongly Agree**  **2 - Somewhat Agree**  **3 - Neither agree nor disagree**  **4 - Somewhat disagree**  **5 - Strongly disagree**
Compassion for those who are suffering is the most important virtue in a person.
I would call some acts wrong on the grounds that they are unnatural

<table>
<thead>
<tr>
<th>Group</th>
<th>1 - Strongly Agree</th>
<th>2 - Moderately agree</th>
<th>3 - Slightly agree</th>
<th>4 - Slightly disagree</th>
<th>5 - Moderately disagree</th>
<th>6 - Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone Conservatives</td>
<td>9%</td>
<td>34%</td>
<td>40%</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Disengaged Traditionalists</td>
<td>11%</td>
<td>46%</td>
<td>28%</td>
<td>11%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td>26%</td>
<td>30%</td>
<td>31%</td>
<td>8%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>4%</td>
<td>20%</td>
<td>32%</td>
<td>25%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Disengaged Battlers</td>
<td>11%</td>
<td>14%</td>
<td>41%</td>
<td>19%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>4%</td>
<td>24%</td>
<td>29%</td>
<td>22%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>4%</td>
<td>9%</td>
<td>18%</td>
<td>19%</td>
<td>27%</td>
<td>23%</td>
</tr>
</tbody>
</table>

STUDENTS TALK CLIMATE
Question: Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement.
How much control do you feel most people have over the way their life turns out?

Question: Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement.

1 - Some people’s situations are so challenging that no amount of work will allow them to find success

2

3

4 - People who work hard can find success no matter what situation they were born into
The world is becoming a more and more dangerous place.

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone Conservatives</td>
<td>45%</td>
<td>48%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Disengaged Traditionalists</td>
<td>40%</td>
<td>51%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td>75%</td>
<td>24%</td>
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<td>3%</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>6%</td>
<td>52%</td>
<td>37%</td>
<td>4%</td>
</tr>
<tr>
<td>Disengaged Battlers</td>
<td>52%</td>
<td>42%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>49%</td>
<td>50%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>33%</td>
<td>49%</td>
<td>16%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Muslims are often unfairly treated with suspicion due to prejudice.

- **Backbone Conservatives**: 19% Strongly agree, 33% Somewhat agree, 34% Neither agree nor disagree, 10% Somewhat disagree, 5% Strongly disagree
- **Disengaged Traditionalists**: 23% Strongly agree, 39% Somewhat agree, 21% Neither agree nor disagree, 11% Somewhat disagree, 6% Strongly disagree
- **Loyal Nationals**: 33% Strongly agree, 38% Somewhat agree, 19% Neither agree nor disagree, 6% Somewhat disagree, 5% Strongly disagree
- **Established Liberals**: 23% Strongly agree, 43% Somewhat agree, 27% Neither agree nor disagree, 5% Somewhat disagree, 2% Strongly disagree
- **Disengaged Battlers**: 40% Strongly agree, 41% Somewhat agree, 17% Neither agree nor disagree, 2% Somewhat disagree, 2% Strongly disagree
- **Civic Pragmatists**: 38% Strongly agree, 51% Somewhat agree, 10% Neither agree nor disagree, 7% Somewhat disagree, 2% Strongly disagree
- **Progressive Activists**: 68% Strongly agree, 27% Somewhat agree, 4% Neither agree nor disagree, 1% Somewhat disagree, 0% Strongly disagree

STUDENTS TALK CLIMATE
Which trait do you think it is more important for a child to have?

Question: For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

[Diagram showing the distribution of responses across different groups with a scale ranging from 1 to 4 for each trait.]
Which trait do you think it is more important for a child to have?

Question: For the following pair of traits, which one do you think is more important for a child to have using the scale below, where 1 means it is much more important for them to have the first trait, and 4 means it is much more important for them to have the second trait.

-STUDENTS TALK CLIMATE-
Attended a protest, rally or march

- Backbone Conservatives: 99%
- Disengaged Traditionalists: 100%
- Loyal Nationals: 9% (Yes) 91% (No)
- Established Liberals: 8% (Yes) 92% (No)
- Disengaged Battlers: 100%
- Civic Pragmatists: 100%
- Progressive Activists: 37% (Yes) 63% (No)

Donated to charity

- Backbone Conservatives: 99%
- Disengaged Traditionalists: 100%
- Loyal Nationals: 99%
- Established Liberals: 92% (Yes) 8% (No)
- Disengaged Battlers: 100%
- Civic Pragmatists: 100%
- Progressive Activists: 90% (Yes) 10% (No)
Volunteered in my local community

<table>
<thead>
<tr>
<th>Political Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone Conservatives</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Disengaged Traditionalists</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Disengaged Battlers</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Shared political content on social media

<table>
<thead>
<tr>
<th>Political Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backbone Conservatives</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>Disengaged Traditionalists</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>Disengaged Battlers</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>Civic Pragmatists</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>Progressive Activists</td>
<td>76%</td>
<td>25%</td>
</tr>
</tbody>
</table>
DEMOGRAPHICS
### STUDY TYPE

- **Full-time**: 59%
- **Part-time**: 28%
- **Distance learner**: 18%
- **Other**: 4%

### NATIONALITY

- **I am a UK citizen studying in the UK**: 90%
- **I am an international student from within the EU studying in the UK**: 4%
- **I am an international student from outside the EU studying in the UK**: 3%
- **Other**: 3%
- **I would prefer not to say**: 1%
### Race / Ethnicity

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White - English</td>
<td>53%</td>
</tr>
<tr>
<td>White - British</td>
<td>12%</td>
</tr>
<tr>
<td>Any other White background</td>
<td>7%</td>
</tr>
<tr>
<td>White - Welsh</td>
<td>5%</td>
</tr>
<tr>
<td>White - Scottish</td>
<td>4%</td>
</tr>
<tr>
<td>Asian or Asian British - Indian</td>
<td>2%</td>
</tr>
<tr>
<td>Black/African/Caribbean/Black British - African</td>
<td>2%</td>
</tr>
<tr>
<td>Mixed / multiple ethnic - White and Asian</td>
<td>1%</td>
</tr>
<tr>
<td>Asian or Asian British - Pakistani</td>
<td>1%</td>
</tr>
<tr>
<td>I would prefer not to say</td>
<td>1%</td>
</tr>
<tr>
<td>Any other Asian / Asian British background</td>
<td>1%</td>
</tr>
<tr>
<td>Any other Mixed / Multiple ethnic background</td>
<td>1%</td>
</tr>
<tr>
<td>Black/African/Caribbean/Black British - British</td>
<td>1%</td>
</tr>
<tr>
<td>White - Irish</td>
<td>1%</td>
</tr>
<tr>
<td>Mixed / multiple ethnic - White and black Caribbean</td>
<td>1%</td>
</tr>
<tr>
<td>Any other mixed / multiple ethnic background</td>
<td>1%</td>
</tr>
<tr>
<td>Asian or Asian British - Chinese</td>
<td>1%</td>
</tr>
<tr>
<td>Asian or Asian British - Bangladeshi</td>
<td>1%</td>
</tr>
<tr>
<td>Black/African/Caribbean/Black British - Caribbean</td>
<td>1%</td>
</tr>
<tr>
<td>Arab</td>
<td>1%</td>
</tr>
<tr>
<td>Latin/South/Central American</td>
<td>1%</td>
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<tr>
<td>Any other ethnic group</td>
<td>1%</td>
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<tr>
<td>White - Northern Irish</td>
<td>0%</td>
</tr>
<tr>
<td>Mixed / multiple ethnic - White and black African</td>
<td>0%</td>
</tr>
<tr>
<td>Jewish</td>
<td>0%</td>
</tr>
<tr>
<td>White - Roma</td>
<td>0%</td>
</tr>
<tr>
<td>Any other Black/African/Caribbean/Black British background</td>
<td>0%</td>
</tr>
<tr>
<td>Mixed British and Latin/South/Central American</td>
<td>0%</td>
</tr>
<tr>
<td>White - Gypsy or Irish Traveller</td>
<td>0%</td>
</tr>
</tbody>
</table>
DISABILITY

- No: 60%
- Yes: 33%
- Don’t know: 4%
- Prefer not to say: 3%

STUDENTS TALK CLIMATE
For further research on sustainability and students by SOS-UK, visit: www.sos-uk.org/research