

JUST.

GEN VOICES

SOCIAL AND POLITICAL VALUES:

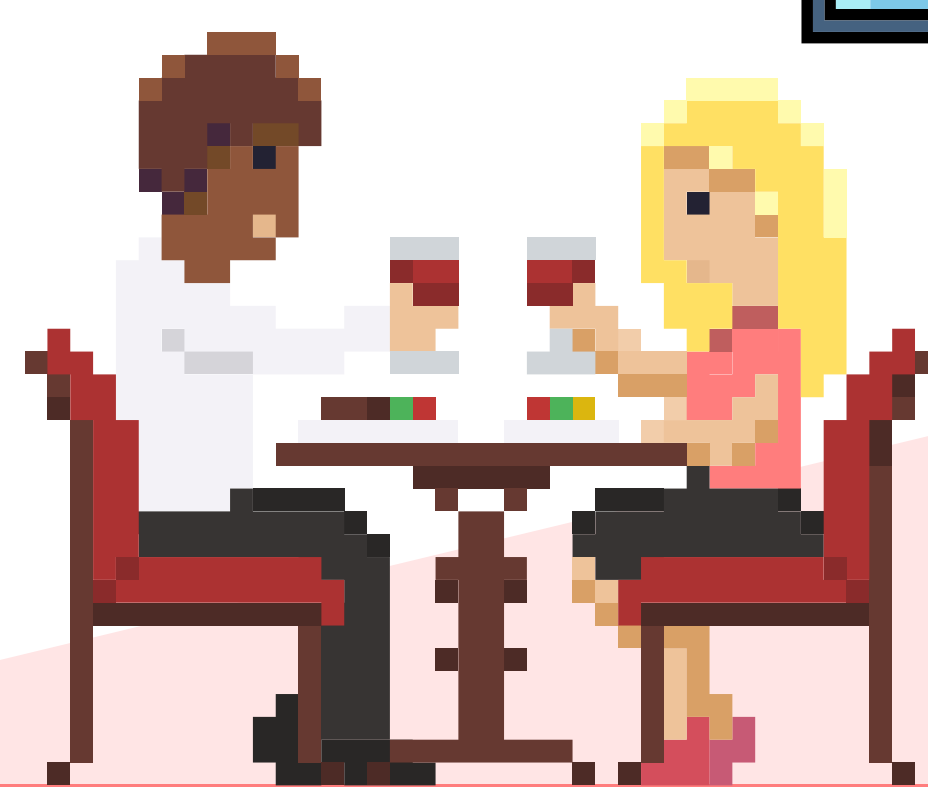
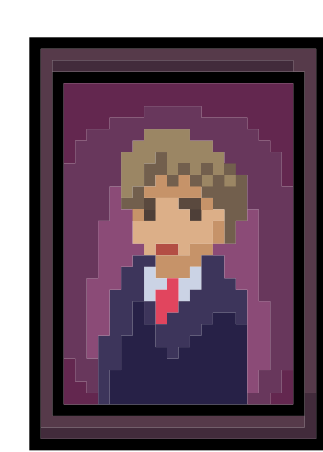
DIVE INTO GEN X'S VARIED VIEWPOINTS

Does Gen X hold diverse perspectives on political and social issues? You bet! With a mix of conservative and liberal viewpoints, this is generally an outward looking bunch with an overwhelming majority feeling there's a lot Britain can learn from the rest of the world. Read on to hear more.

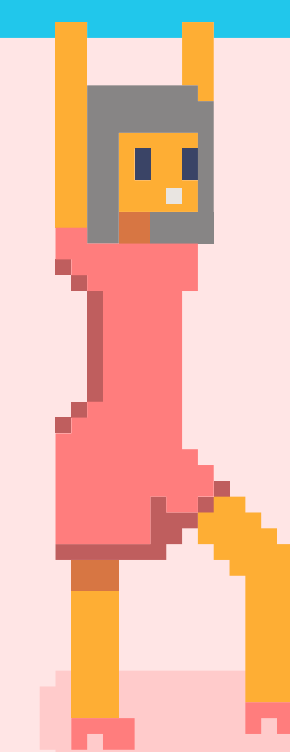
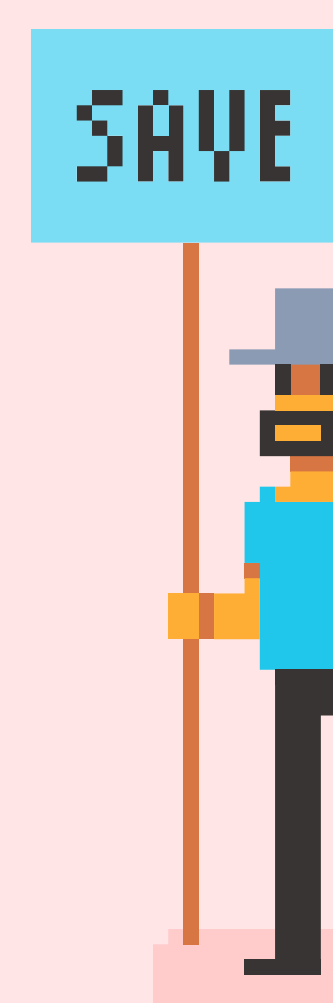
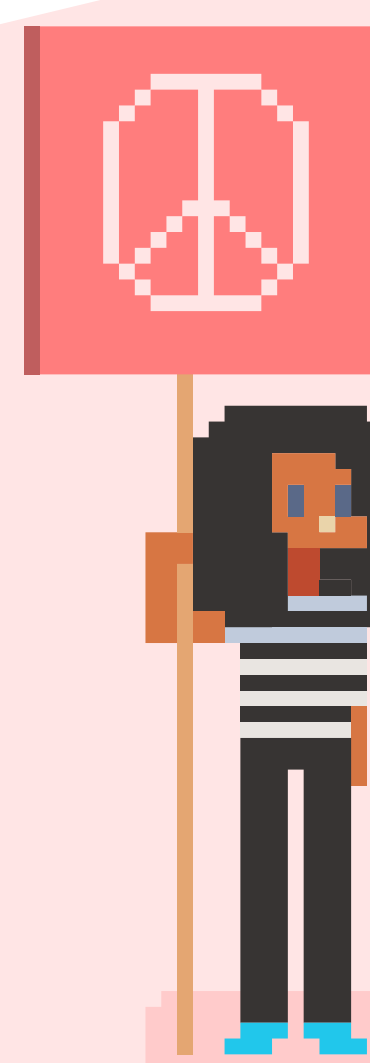


CONSERVATIVE VS. LIBERAL

Gen X families are almost evenly divided when it comes to political values. Comfortable Traditionalists, Anxious Planners and Cynical Fatalists are more likely to describe their family as conservative while, unsurprisingly, the Progressively Engaged and Adventurous Achievers have families with more liberal attitudes.



Anxious Planners are **2.3X MORE LIKELY** to identify their family as conservative than liberal.



Adventurous Achievers are **1.5X MORE LIKELY** to describe their families as liberal compared to other segments.

IS BRITAIN TEACHING OR LEARNING FROM THE WORLD?

Gen X overwhelmingly believes Britain has much to learn from other countries. Gen X is over 2x more likely to believe that Britain has more to learn from the rest of the world than vice versa, with this sentiment particularly strong among the Progressively Engaged (36%).



25%

of Comfortable Traditionalists think Britain has much to learn from other countries.

SHOULD BENEFITS BE EASY ACCESS?

When it comes to state welfare, Gen X's opinions lean toward easier access, but there's a noticeable divide. The Progressively Engaged are the most supportive, with 31% favouring easier access to state benefits whereas Anxious Planners take a stricter stance.

EASY STREET

Progressively Engaged are **3X MORE LIKELY** to support easy access to benefits.

HARD HIGHWAY

Anxious Planers are **1.7X MORE LIKELY** to favour tougher access to welfare.

JUST.