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# What the Public Thinks: What's next for UK Aid?



Tuesday, 30 September



09:00 to 10:00



Sherwood Arena Room,  
Secure Zone, ACC Liverpool



**Sophie  
Stowers (Chair)**

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**Luke  
Tryl**

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**Baroness  
Chapman**

Minister of State for  
Development



**Dr Jeevun  
Sandher MP**

Member, Treasury  
Select Committee



**Moazzam  
Malik**

Save the  
Children



**David  
Hudson**

Development  
Engagement Lab

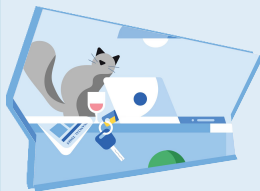
## Progressive Activists



## Incrementalist Left



## Established Liberals



## Sceptical Scrollers



## Rooted Patriots



## Traditional Conservatives



## Dissenting Disruptors



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

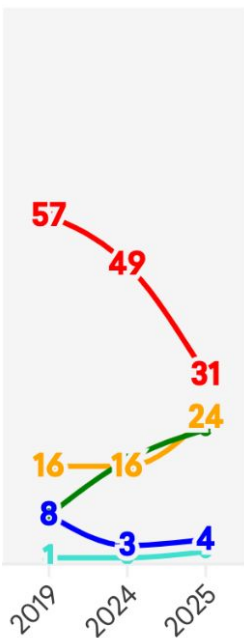
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

# How would the seven segments vote?

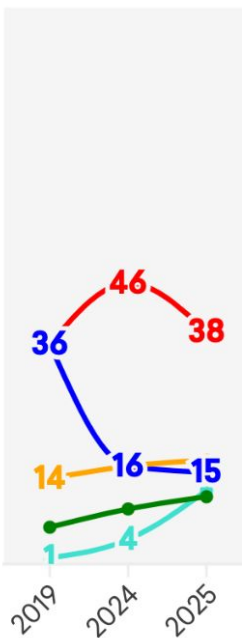
## Progressive Activists

"Corbynites"



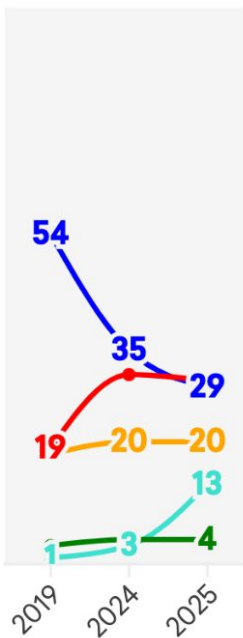
## Incrementalist Left

"Social democrats"



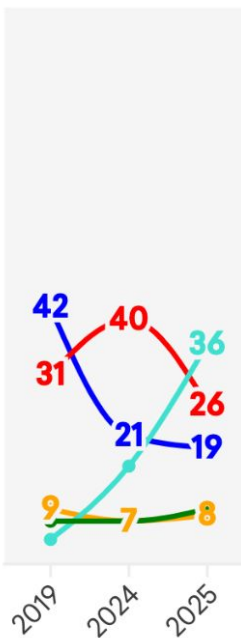
## Established Liberals

"Blue Wall"



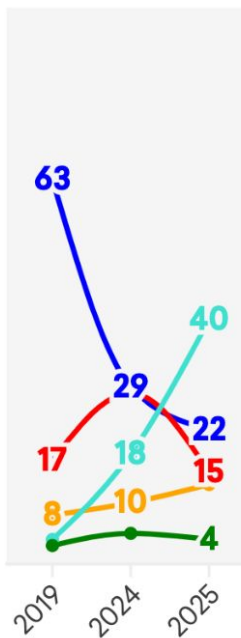
## Sceptical Scrollers

"Online Disengaged"



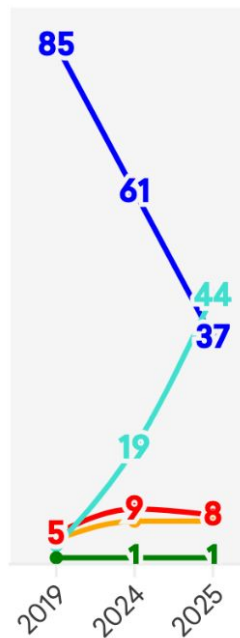
## Rooted Patriots

"Red Wall"



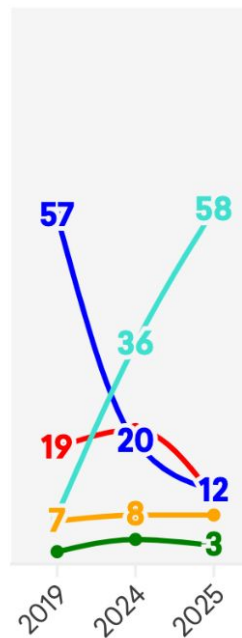
## Traditional Conservatives

"Shire Tory"



## Dissenting Disruptors

"Populist Right"



Labour's 2024 coalition

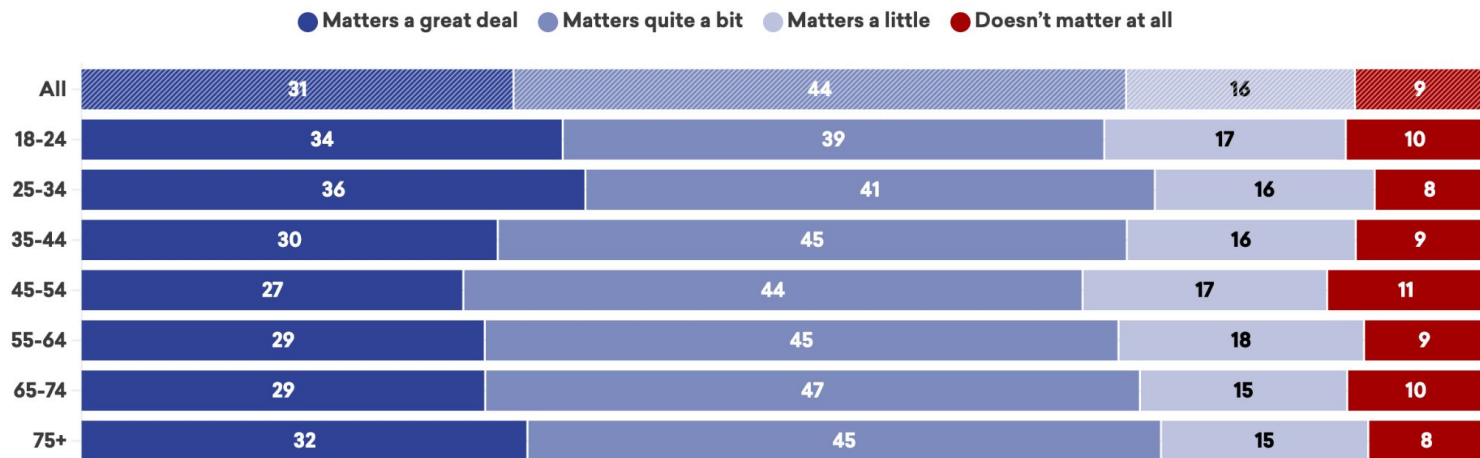


# **Britain's Role in the World**

# The UK's international perception matters to the British public

75 per cent of Britons say it matters how positively or negatively the UK is perceived by the rest of the world. This view is shared by every voter group and age group.

To what extent do you think it matters how positively or negatively the UK is perceived by the rest of the world?

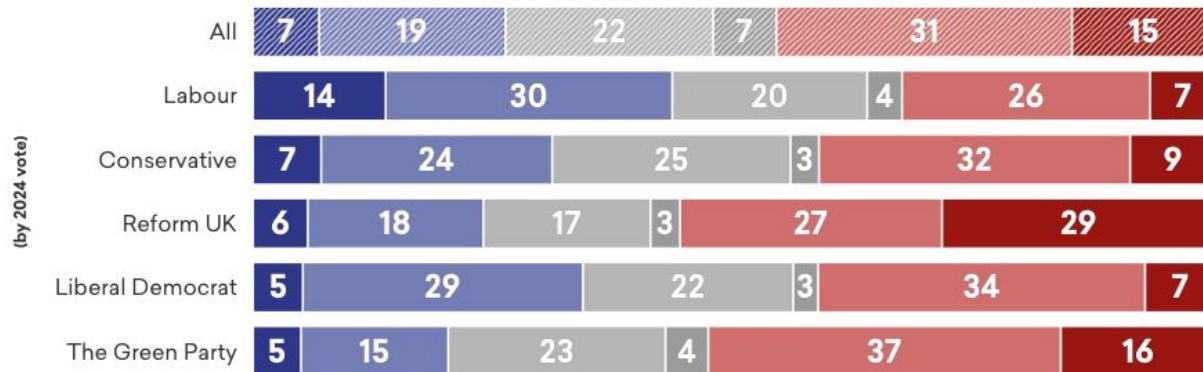


# Just one in four think the rest of the world views Britain positively

Almost half the British public, 46 per cent, think the UK is perceived negatively. This opinion unites Reform and Green voters - a majority of Green (53 per cent) and Reform (56 per cent) voters think the UK is perceived negatively.

How do you think the UK is perceived by the rest of the world?

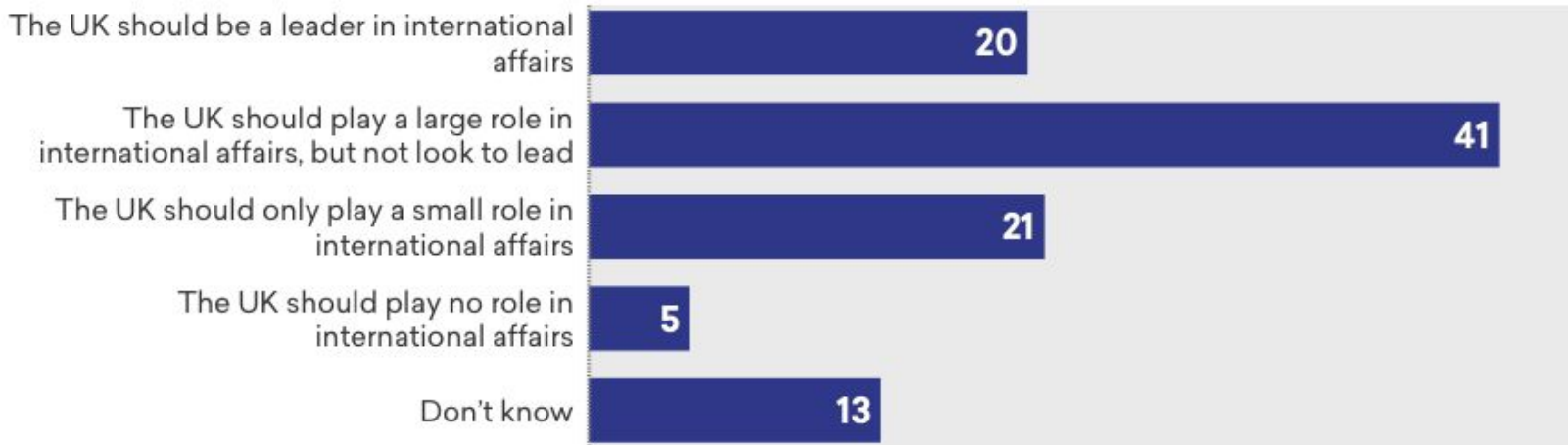
● Very positively ● Somewhat positively ● Neither positively nor negatively  
● Don't know ● Somewhat negatively ● Very negatively



# Public thinks Britain has a role to play on the world stage

Three in five (61 per cent) say the UK should play a large role in international affairs. Just 5 per cent think the UK should not play a role.

Which of the following statements comes closest to your view?

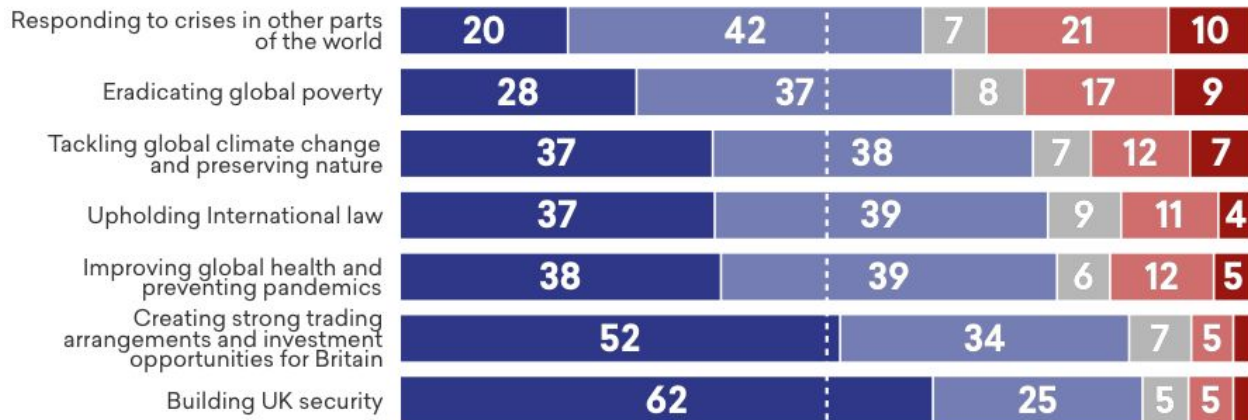




# Britons see our role in the world as multidimensional

How important, if at all, is it for the UK to play a role in the world in the following areas?

● **Very important** ● **Somewhat important** ● **Don't know** ● **Not that important**  
● **Not important at all**



Two in three (65 per cent) think it is important for the UK to play a role in eradicating global poverty.

Three quarters (74 per cent) of the public think the UK has an important role to play in tackling global climate change and preserving nature.

Three in five (61 per cent) think it's important that the UK responds to global crises.





# Britons on aid

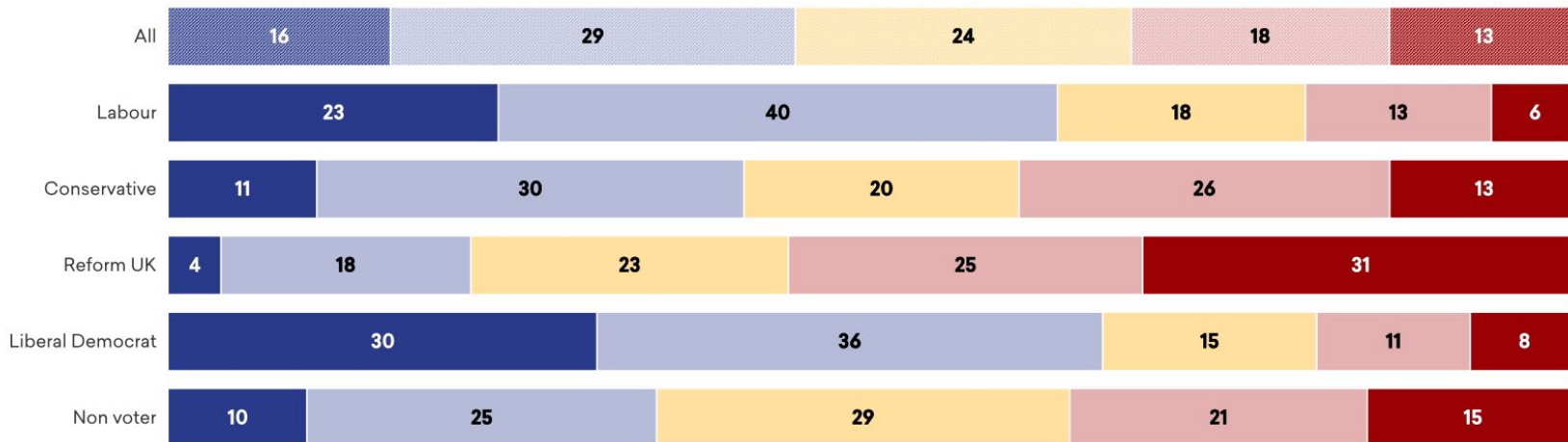
# Britons tend to support the principle of international aid

The public are more likely to support than oppose the UK providing international aid - though they are fairly evenly divided (39% vs 35%) Three quarters of the public do not hold strong views on the UK providing international aid.

To what extent do you support or oppose the UK providing international aid?

● Strongly support ● Somewhat support ● Neither support nor oppose ● Somewhat oppose ● Strongly oppose

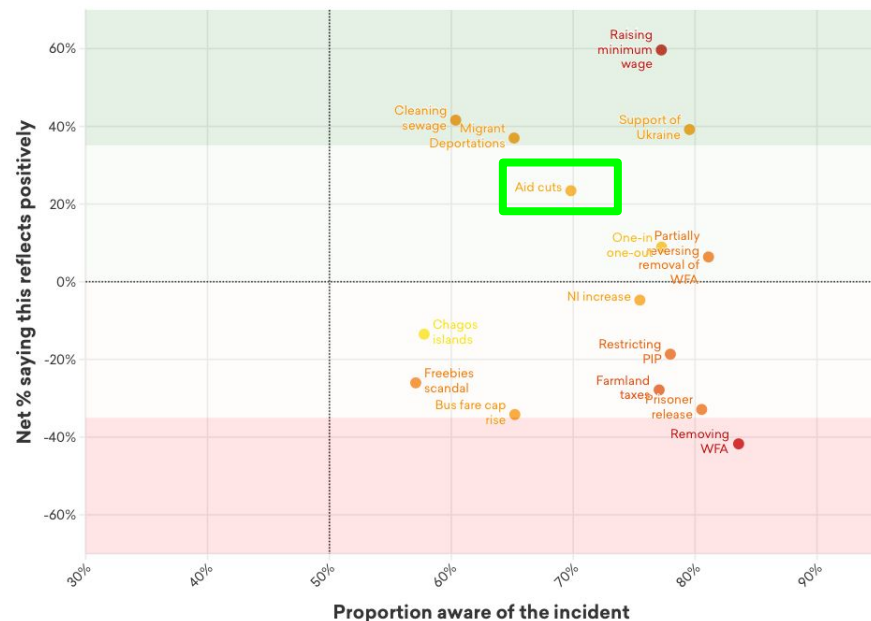
2024 GE Vote



# Aid cuts to fund defence spending had public support

## The government's successes and failures

Lighter colours indicate greater ambivalence (more people expressing neither a negative nor positive view of the event)



In general, the public backed the government's decision to increase the defence budget through aid cuts by a margin of more than two to one.

When judged against other policy decisions by the Government, the decision is about as popular as junior doctor pay rises, but significantly less popular than some of the government's other decisions such as the negotiations about the war in Ukraine, the minimum wage increase and the sewage bill.

The cut to aid was most popular among Reform and Conservative voters.

## Many feel aid spending has been wasteful and ineffective

**In a word or two, how would you describe international aid?**



The public's immediate reaction to aid is often a perception of wastefulness.

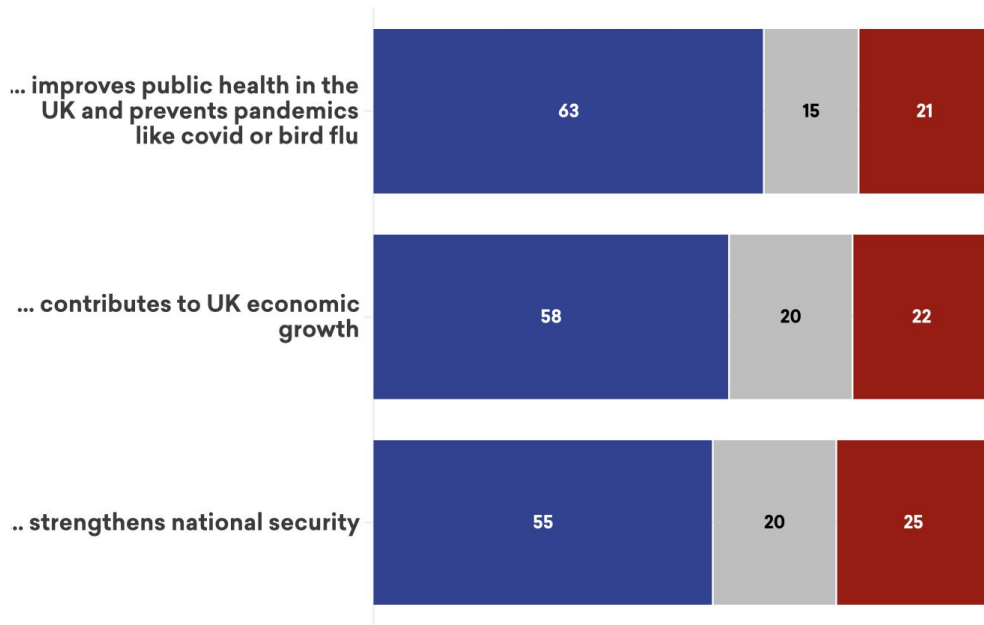
The main reasons why people are content to see a decrease in the aid budget is because they want to focus on domestic spending, they fear it is unaffordable and they are concerned that much of overseas aid goes to the private benefit of corrupt politicians.

Public support for aid going forward will depend on making the argument that international aid can provide value for money and do the job it intends to.

# Making Britain stronger, safer and better off

It is worth the UK sending international aid to poorer countries if it ...

● Worth ● Don't Know ● Not Worth



Aid scepticism often hinges on the public not being convinced that aid spending benefits Britain.

The US Secretary of State Marco Rubio has applied the following tests to justify US aid spending: *Does it make America safer? Does it make America stronger? Does it make America more prosperous?*

An aid system which demonstrably makes the UK safer, stronger and more prosperous is likely to be better able to command broader public support.



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# More in Common at Labour Party Conference 2025

*All events take place in the Sherwood Arena Room, ACC, unless indicated otherwise*



## Later today

### **The heat is on: powering up Britain's home energy transition**

*With Charlie Cooper, Luke Tryl, Martin McCluskey MP (invited), Tom Iowe, Jane Dawson and Richard Hauxwell-Baldwin*

**10AM-11AM**

**Nova Scotia**

### **Things can only get hotter: Is ambition on climate and nature a route for electoral success?**

*With Fiona Harvey, Luke Tryl, Toby Perkins MP, Luke Murphy MP and Angela Francis*

**12:15PM-1:15PM**

### **What do we think of the speech? Expert analysis of the Prime Minister's speech to party conference**

*With Luke Tryl, Marc Stears, Josie Rourke, Tom Baldwin and Rachel Sylvester*

**5:30PM-6:30PM**