

March 2023

Welcoming Ukrainians

The hosts' perspective



**More in
Common**

Luke Tryl
Tyron Surmon

Acknowledgements

More in Common appreciates the valuable input and advice relating to this study that we received from colleagues, experts, friends, and partners. For their assistance with many elements of this work, we thank our partners in Reset Communities and Refugees, the Sanctuary Foundation and British Future.

FROM OUR PARTNERS

The Homes for Ukraine scheme has demonstrated the incredible capacity of communities in the UK to open their homes and their hearts to those in need. It's gratifying to see this report reconfirm that the UK public have a fantastic generosity of spirit, and have found the experience of hosting Ukrainians overwhelmingly positive. At Reset, we plan to build on that huge potential as we continue or work to develop community-led welcome pathways for those forced to flee their homes

Kate Brown, CEO, Reset Communities and Refugees

This has been an incredible year of hospitality across the entire United Kingdom towards Ukrainian people fleeing the war. Never before in our recent history have so many people opened their homes to so many strangers. What this report confirms is that hosts up and down the country have not only relished the opportunity to extend compassion and community to Ukrainians but are also keen to offer the same kindness to others too. Despite so much anti-immigrant rhetoric in our political discourse here is hard evidence that the British people are willing to welcome those in need

Dr. Krish Kandiah OBE, Director, Sanctuary Foundation

Just as the highly polarised political argument about asylum reaching a new boiling point, this timely More in Common research shows the potential to find so much more common ground on how Britain can welcome refugees well. The 165,000 Ukrainians who came to Britain are the largest group of refugees from one country in one year for over a century. That was made possible only because tens of thousands of people stepped up - from every nation and region, and as this research shows from all political traditions too.

For those of us who believe Britain's proud tradition of welcoming refugees must be part of our future too, the pressing challenge is to broaden the political and public coalition of support for this country playing its part. More in Common present clear evidence that the idea of community welcoming significantly increases public support and confidence for the UK doing more, not less, to protect refugees. The experience of both hosts and guests as a crucial resource - to sustain the welcome for Ukrainians - and to start to establish a new social norm of community contact for many more of those making a new life in Britain.

Perhaps most crucially of all, this research proves that the desire to host Ukrainians was a not a one-off. It has often been asserted that an exceptionalist response to Ukrainians would be impossible to replicate for people not fleeing a war in Europe. This report provides new proof that this notion has been significantly exaggerated. The issue is not that hosts or the broader public only want to support Ukrainians - but that there have been too few opportunities to invite people to get practically involved in helping others. More in Common shows that many existing hosts and others want to step up and help others too. It would be crazy for this government - or the next one - to not want to develop a new welcoming framework that could unlock that civic groundswell of energy and capacity. It can make such a difference both to those making a new life in Britain and to the confidence of the communities they join - and so offers a pathway to shifting the narrative around refugees to a much more positive one than we see today.

Sunder Katwala, Director, British Future

Foreword

Within weeks of Putin launching his barbaric invasion of Ukraine, the British public were offered the opportunity to do their bit to welcome Ukrainian families seeking sanctuary and safety from Russian aggression.

Within days more than 200,000 Britons had volunteered to open up their homes, and in doing so have allowed more than 150,000 Ukrainians to seek shelter in the UK. At the same time, beyond those immediately involved in hosting, the Homes for Ukraine scheme has enjoyed high levels of public support. That Britons responded so immediately and with such generosity should not be a surprise. This country has a proud history of supporting those fleeing conflict and persecution, and despite heated debates about refugees and asylum online and across the front pages, Britons respond compassionately and practically to those in need.

Earlier this year, More in Common conducted a survey of more than 1,200 hosts who've been at the forefront of welcoming Ukrainians to the UK over the last year, along with focus group discussions and one to one interviews with hosts and organisations who have supported them.

This report tells the remarkable story of the hosts who have led the Homes for Ukraine scheme. It is a story of a group of people who believed that opening their homes up to families fleeing the Russian invasion of Ukraine was simply the right thing to do. We heard from hosts about the immense pride they felt in being able to do their small part to stand up to Putin, and the admiration they had for the resilience of their guests. We also heard a lot about the journey that hosts and their guests have been on over the past year, the ups and downs of living together, learning from each other, and the tribulations of navigating Britain's, often creaking, public services.

Homes for Ukraine is not just remarkable because of the numbers of Ukrainian refugees who we have welcomed to the UK, but also because it represents the largest ever experiment in people-led and community-led welcome efforts. More in Common's research shows us that involving communities in refugee welcome increases public buy in – particularly among groups who can sometimes be more sceptical. As such, community sponsorship offers an opportunity to reframe some of the ways we think about our approach to refugees. That in turn places a premium on learning the lessons from the Homes for Ukraine scheme to identify how it could form the basis for welcoming other groups fleeing conflict in the future.

This research highlights that many of those involved in this scheme would not limit their support to those from Ukraine, but instead want to continue playing a part in providing support and welcome, especially to groups such as Afghan refugees – over 8000 of whom remain stuck in hotel accommodation more than eighteen months after Operation Pitting. We owe it to both hosts and their guests to use the experiences of the last year to make sure future schemes are as robust, supportive, and enriching as they can be.

This is the first of a series of papers that More in Common will publish this year along with our partners on how Britain Welcomes – we hope that the insights and suggestions within will play a useful and constructive role in setting out a blueprint for how community sponsorship can become a greater feature of Britain's approach to supporting those in need.

Executive summary

In January 2023, More in Common, with support from our partners in Reset and the Sanctuary Foundation, surveyed over 1200 Home for Ukraine hosts and conducted focus groups with others. This research represents the largest survey of hosts of the scheme outside of the ongoing ONS research.

The key insights from this research and More in Common's wider public opinion insights include:

Support for the UK taking in refugees from Ukraine is strong and consistently so: Polling from March 2023 found that 71 per cent of Britons believed that the fact that the UK had taken in more than 150,000 refugees is a good thing and only 16 per cent thought it was a bad thing. Polling from November 2022 found that most of the public think that the UK should continue taking in refugees and that these refugees should be able to stay for as long as they need to.

The hosts' experience of the scheme has been overwhelmingly positive. Eight in ten hosts (81 per cent) say they had a positive experience of the Homes for Ukraine scheme. Hosts rate their overall experience of the scheme at 7.72 out of 10. When asked to rate out of ten how well they got on with their guests, the average was 8.43. The overwhelming majority of hosts (88 per cent) are glad they took part in the scheme, while only a tiny minority (three per cent) say they regret it. Pride and positivity about the scheme were a consistent finding across our research.

Hosts and guests matched in a variety of ways. A quarter of hosts said they were matched through specific named organisations like 'Reset' and 'Citizens UK', with many more meeting their Ukrainian guests through other channels such as local charities, faith groups or social media. Hosts cite a range of factors that motivated them to open their doors to their Ukrainian guests. These include doing their small bit to stand up to the Russian invaders, being compelled by the media coverage of the war in Ukraine, and more practical considerations such as having the spare room available for guests.

The community of hosts come from across British society. The Homes for Ukraine scheme has engaged an entirely new cohort of hosts in the UK – only four per cent of the hosts surveyed had taken part in previous refugee welcome efforts. Hosts reflect the political diversity of the UK. At the last general election, 27 per cent of hosts voted Conservative, 37 per cent voted Labour, and 25 per cent voted Liberal Democrat – showing that the welcoming of Ukrainians extends beyond progressive circles.

Most hosts are willing to continue hosting their guests, and would be willing to host new Ukrainian guests, either immediately or after a break. More than half of hosts we surveyed say they are willing to continue hosting their Ukrainian guest beyond the initial six-month commitment – if their guest wants to continue (38 per cent) and if payments continue (15 per cent). More than two in five hosts (43 per cent) are ready to host another Ukrainian refugee. A further 36 per cent are currently unsure but many of that group would consider hosting again after a break. Only 21 per cent would not consider hosting a Ukrainian refugee again – most of this group felt they had done their bit.

Hosts are open about the challenges they face and those their guests face as they settle in the UK. Many of these challenges are those which the wider public also experience in Britain today – struggles to get dentist appointments, limited public transport connections outside of large urban areas and navigating government bureaucracy in areas such as benefits.

The key challenge hosts identified was the lack of support helping their guests to find appropriate alternative accommodation. Only one in eight (12 per cent) say their local council has given support to

find private rented accommodation. The most popular response when hosts were asked about improvements to the scheme was more support from local authorities to find more permanent housing for their guests. This is a particular priority given that almost a quarter (23 per cent) wish to bring their period of hosting to a close but are waiting for their guests to find alternative accommodation – while five per cent of hosts say they need to stop hosting whether their guests can find alternative accommodation or not.

Support from the government and local authorities has been patchy. Hosts rank guidance from national government and support from local authorities before and after the arrival of their Ukrainian guests as between five and six out of ten. Despite generous payments to local authorities to support Ukrainian refugees, 17 per cent of hosts say councils have not given nearly enough support to hosts - almost double that number (36 per cent) say the same about the government's guidance.

There's an opportunity to build on the success of the Homes for Ukraine model across other welcoming efforts. Many hosts are willing to support guests from other countries. Three in ten hosts (30 per cent) would support an Afghan refugee currently in hotel accommodation in the UK. Three quarters of those hosts ready to host again are open to supporting either an Afghan or Ukrainian refugee. More broadly, these findings demonstrate that people-led approaches to community welcome work. As organisations such as Reset have highlighted there is a clear opportunity to learn from and build on this scheme for the future.

Following our research with hosts, **More in Common has identified a series of opportunities for government, local authorities and the broader refugee welcome sector as we think about the next phase of Homes for Ukraine and the future of community-led welcome. They include:**

- Providing proper access to counselling and mental health services for hosts and guests to deal with the trauma of conflict
- Developing a new scheme so that local authorities can act as guarantors for Ukrainians who want to seek alternative employment in the private rental sector
- Producing better guidance to hosts on how to navigate specific cultural differences among different refugee cohorts and to reduce potential for friction
- Collecting best practice of local authorities who've been able to provide the most effective and consistent support to act as a model to others
- Launching a new mobilisation campaign for the next wave of hosts which makes use of the experiences of existing hosts to provide mentorship and guidance
- Engaging the thousands of would-be hosts willing and ready to deliver people-led welcome efforts to support other cohorts of refugees

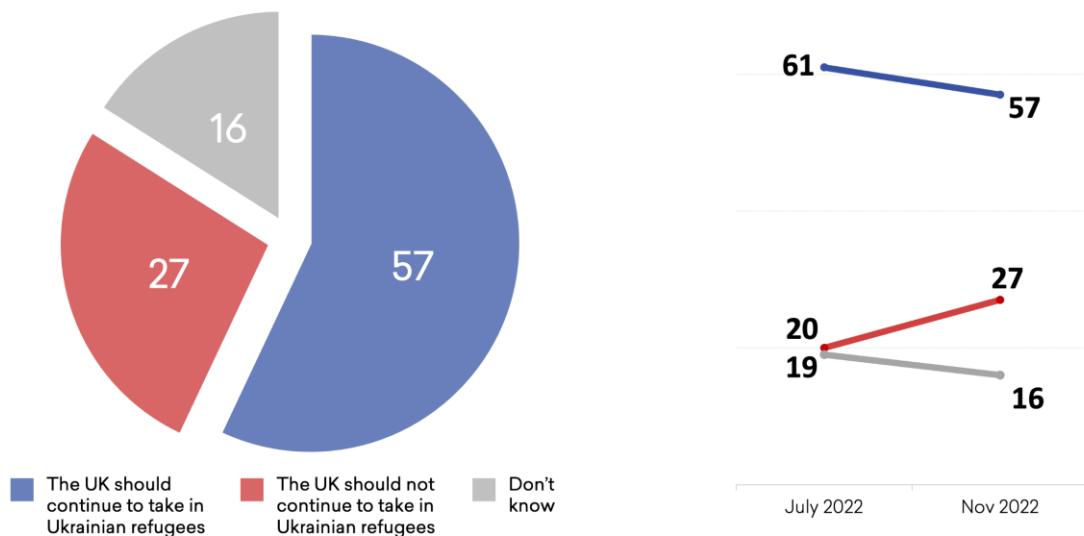
1. Britons and Ukraine

A consistent finding from More in Common’s public opinion research has been the high levels of public support for supporting Ukraine, both in winning the war and in providing sanctuary to those who are fleeing its effects.

Figure 1

Support for the UK continuing to welcome Ukrainian refugees

Almost six in ten Britons think the UK should continue to welcome Ukrainian refugees.

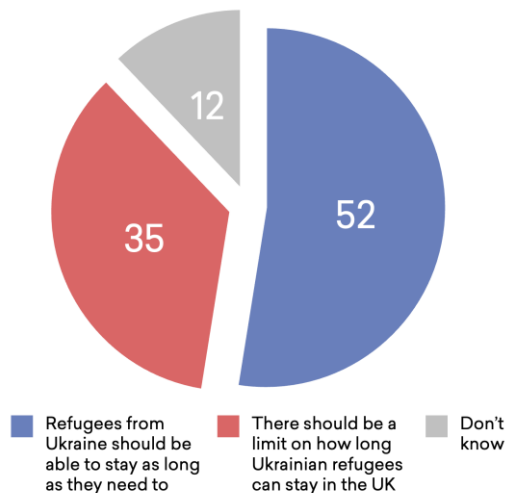


In polling shortly after the launch of the Homes for Ukraine scheme in April 2022, 83 per cent of the public supported the UK taking in Ukrainian refugees, with fewer than one in ten opposed. This broad public support has been maintained over the course of the past year.

Figure 2

How long can Ukrainians stay

A clear majority think refugees from Ukraine should be able to stay as long as they need to. Only one in three disagree



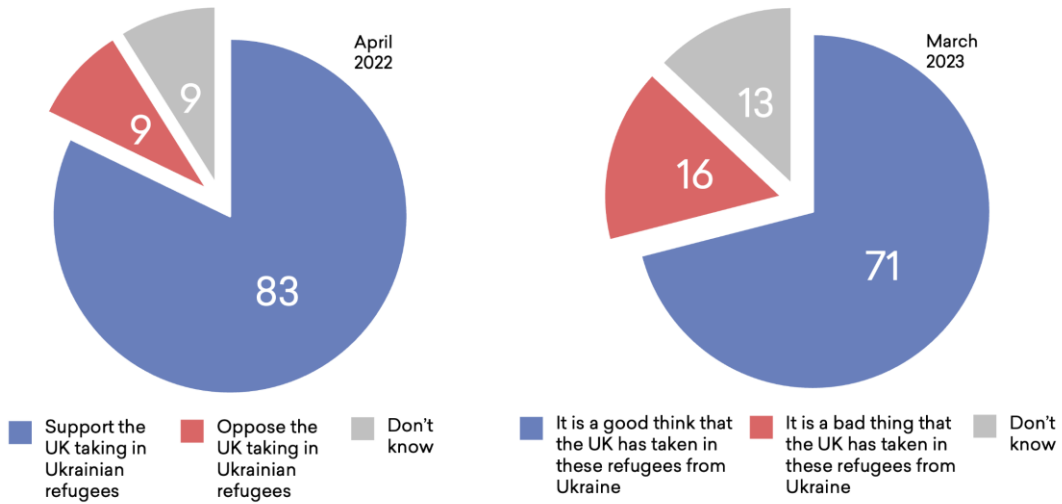
Despite the high numbers of Ukrainians who had already arrived, polling in November found a strong majority of the public (57 per cent) want the UK to continue taking in more refugees, while only 27 per cent disagreed. That same polling found that a clear majority believed that Ukrainian refugees should be able to stay in the UK as long as they need to.

A year since the launch of the Homes for Ukraine scheme, that strong public support for Ukrainian refugees continues. More in Common's polling from March 2023 found 71 per cent of the public believed that the fact that the UK had taken in over 150,000 Ukrainians was a good thing, compared to only 16 per cent who disagreed.

Figure 3

Widespread support for Ukrainian refugees

Immediately after the invasion, eight in ten people supported taking in Ukrainian refugees. Today over seven in ten say it is a good thing that the UK has taken in 150,000+ refugees



2. Who are the hosts?

More than 117,000 Ukrainians have arrived in the UK through the Homes for Ukraine scheme over the past year. The thousands of Britons who've opened up their homes to Ukrainian families represent a cross-section of British society.

The ONS November follow-up survey¹ with hosts found that two thirds of hosts (67 per cent) were employed, while around a quarter were retired. They found that there were more female than male sponsors (55 per cent female versus 45 per cent male), and almost half of sponsors (48 per cent) were aged 50 to 69 years old, and nearly two in five (38 per cent) were aged between 30 and 49. While this doesn't map exactly to the demographic make-up of Britain, it is to be expected given hosts require spare rooms. Many people in our survey explained they had spare rooms available because their children had moved out for work or study.

Beyond demographics, our survey with hosts and sponsors illustrates three key ways in which Homes for Ukraine has engaged a diverse group of Britons.

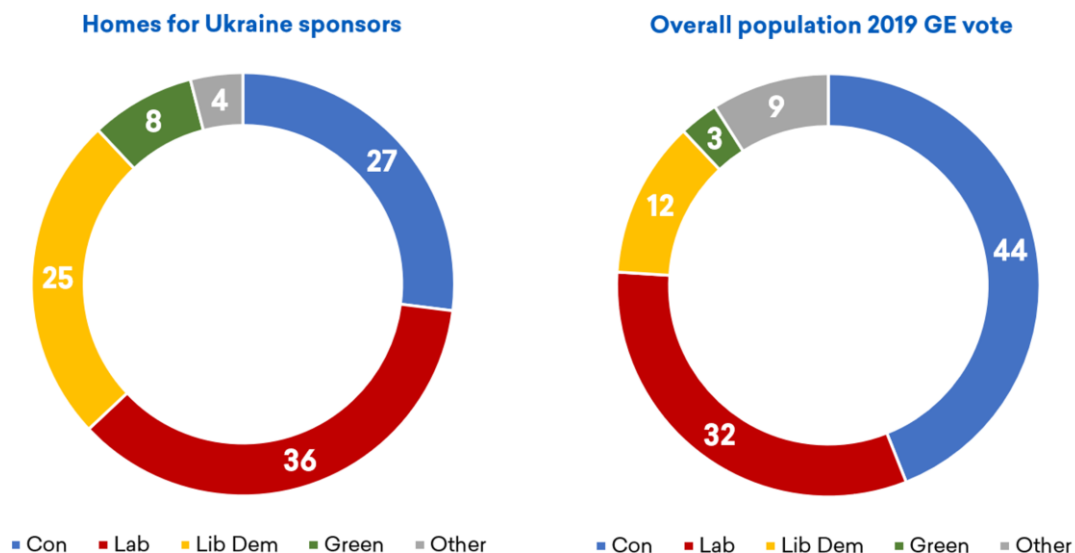
This is the first experience of refugee welcome that almost all Homes for Ukraine hosts have been involved in – only four per cent of hosts had been involved in previous refugee sponsorship initiatives.

Homes for Ukraine hosts are drawn from across the political spectrum – while the number of Conservative-voting hosts is slightly lower than their vote share in 2019, this survey shows refugee welcome is something that not only engages left-leaning voters, but instead is attractive to people of diverse political views.

Figure 4

Hosts and 2019 General Election vote

Homes for Ukraine hosts come from across the political spectrum



¹[Experiences of Homes for Ukraine scheme sponsors - follow-up, UK: 21 to 28 November 2022](#)

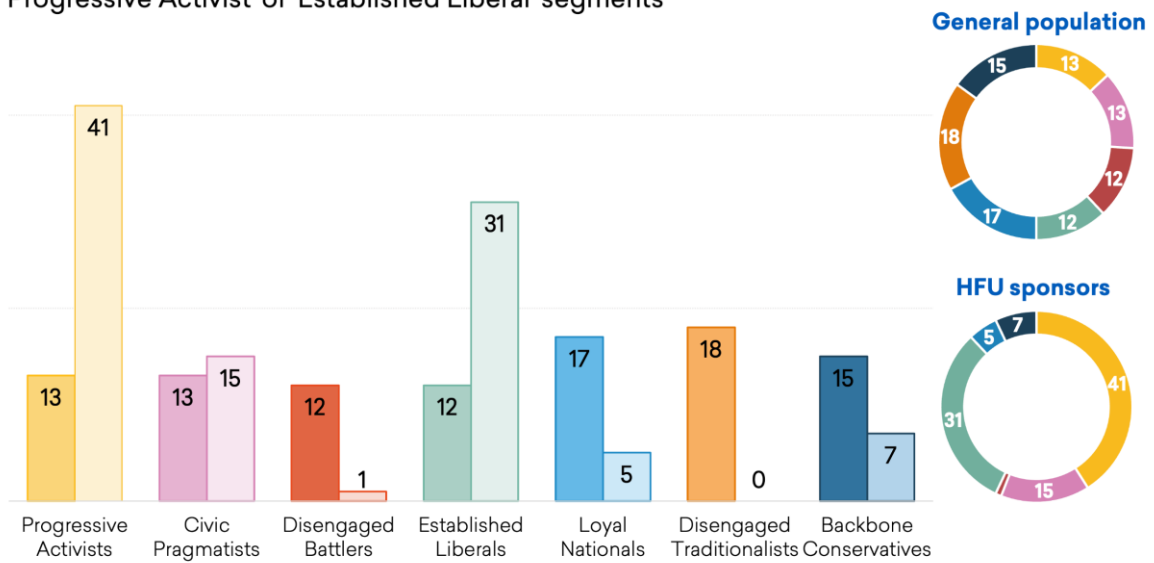
Using the lens of More in Common’s values-based segmentation highlights the diversity of hosts.

While the largest group of hosts are from the Progressive Activists segment (41 per cent) whose pro-refugee views are a key part of their identity, they are not a majority. The programme has effectively engaged the Established Liberals segment who make up 31 per cent of hosts and Civic Pragmatists who make 15 per cent. More than one in ten hosts (12 per cent) are from the more socially-conservative Loyal National and Backbone Conservative segments. It is unsurprising that Disengaged Battlers and Disengaged Traditionalists, who are much less involved in civic life, have not signed up to be hosts under this scheme.

Figure 5

Hosts and the ‘British Seven’ segments

Hosts are drawn from different segments of the population, with most belonging to the ‘Progressive Activist’ or ‘Established Liberal’ segments



3. Becoming a host – why and how?

Why hosts signed up?

Homes for Ukraine hosts were motivated to welcome Ukrainian families for a variety of reasons – from wanting to help those fleeing Russian aggression to more practical considerations such as having a spare room available to welcome a Ukrainian family.

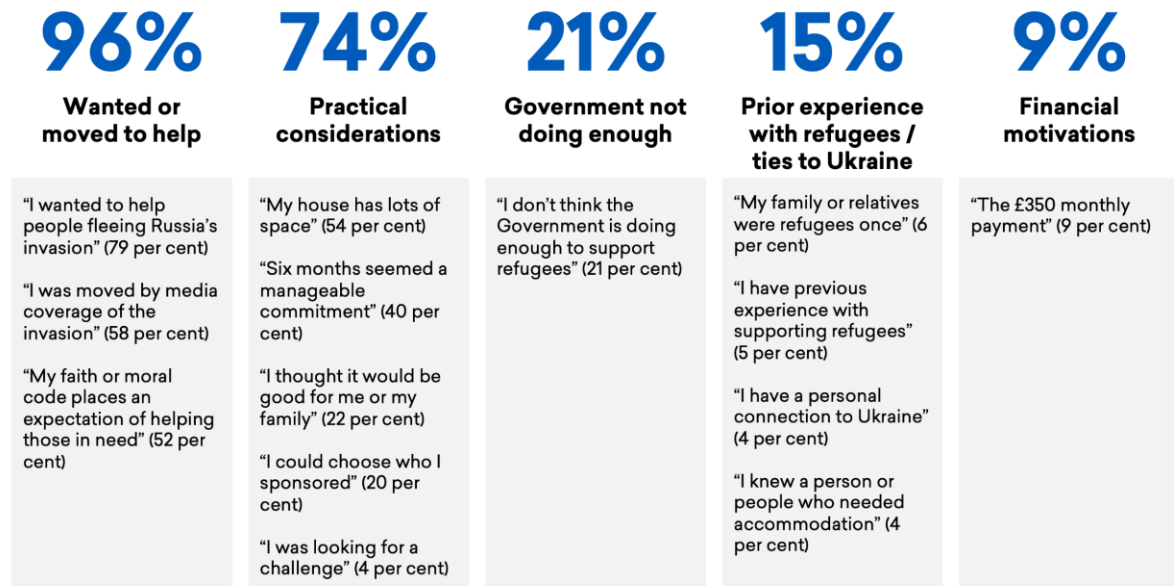
Clear sense of responsibility – Unsurprisingly, a sense of responsibility and moral obligation tops the lists whenever hosts were asked why they took part in the Homes for Ukraine scheme. Eight in ten hosts (79 per cent) said they wanted to help those fleeing the Russian invasion of Ukraine, and a large proportion felt driven by the media coverage of the invasion (58 per cent). For others, their faith or moral codes compelled them to offer sanctuary to those in need. Part of the broader success of the scheme rests on this sense of purpose that people felt both when signing up and taking part.

More practical motivations – Alongside this sense of responsibility are the host's more practical motivations. Hosts told us that they signed up because their house had the space (54 per cent), or the six-month commitment seemed manageable (40 per cent). For a smaller group of people, the way that the Homes for Ukraine scheme was designed – giving them some control over who they hosted (20 per cent) was a motivating factor. The attractiveness of the ability to 'name' guests should be a consideration for future welcoming schemes.

What did not motivate hosts – In contrast to these clear moral and practical considerations, few hosts decided to participate in the scheme for more 'political' reasons such as the view the government was not doing enough to support refugees (21 per cent). Very few hosts had a personal connection to Ukraine or a personal refugee story prior to the scheme – only 6 per cent had a history of family or relatives being refugees, only 4 per cent had a personal connection to Ukraine or knew someone who needed sponsoring. While only one in ten (9 per cent) indicated the initial £350 monthly payment encouraged them to take part in the scheme. These insights show that this new cohort of hosts in the UK were motivated by a sense of responsibility, rather than a unique personal proximity to Ukraine or refugee issues more generally.

Figure 6

Why hosts took part in scheme



IN THEIR OWN WORDS

Why hosts took part in the scheme

It didn't take a lot of thinking about after seeing the events on the news. We had spare bedrooms and a unanimous family position to help. As a dad, I particularly found it devastating seeing images of dads leaving their children behind to fight – *Ben*

It was a no brainer we'd help people. We took five people in the end, two of whom I knew personally. We have a lot of shared values, but it was really hard work, day to day. I would still definitely do it again. – *Rachel*

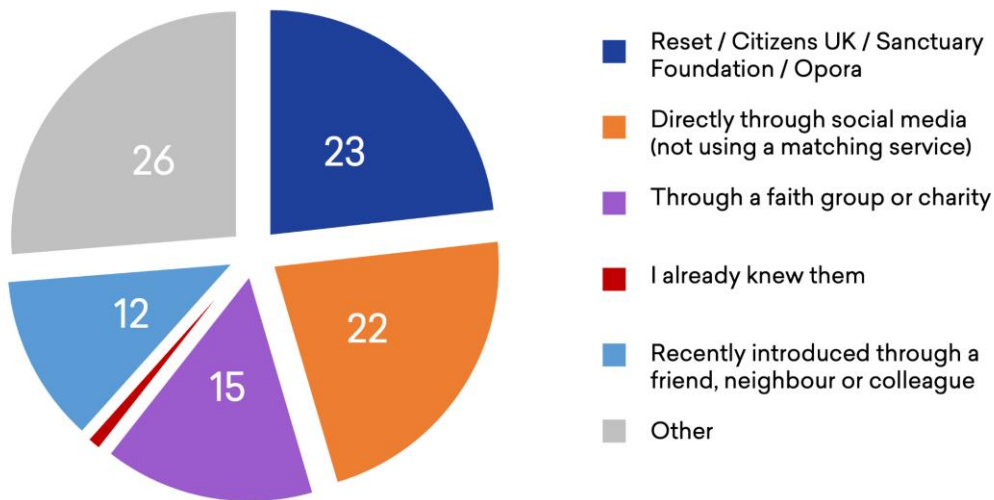
I have four children in their twenties – so I opted to host people in their twenties as I'd want people to do the same for my kids if they needed it – *Elizabeth*

How hosts met their guests

Figure 7

How hosts met their Ukrainian guests

There is great diversity in how Homes for Ukraine hosts met their Ukrainian guests



Hosts and guests were matched in a variety of ways. A quarter of hosts were matched with their guests through official matching organisations such as Reset or host support organisations such as the Sanctuary Foundation. A further one in five hosts were matched through social media and smaller numbers met their Ukrainian guests through a faith group or being introduced by someone they knew. More than a quarter of hosts said they were matched with their guest through an 'other' route. These include local councils, Church of England dioceses, friends of friends, and a multitude of local (and in some cases Polish or Ukrainian) charities such as Opora. One host even described how they matched with their guest through "a chance meeting in a supermarket".

Our survey found a smaller proportion of people who knew their Ukrainian guest before or were introduced by a friend, colleague or neighbour, compared to the results from the ONS survey in July 2022 – but the broader diversity of routes into becoming a host is consistent across our insights and those of the ONS.

This discrepancy is likely a result of the fact that official matching host organisations such as Reset and the host supporting organisation, Sanctuary Foundation, distributed our survey. Terminology challenges are also a challenge – for example, a religious matching service could either be termed as a 'matching service' or a 'faith group' by respondents. These results should therefore be considered an overall picture of how hosts and guests were matched, rather than the precise proportion of each of the ways into hosting.

Nonetheless, these figures underscore how the people-led Homes for Ukraine model worked in practice. It also shows how this approach has been able to engage a much larger and more representative sample of the public than previous centralised, government-run resettlement schemes.

4. The reality of hosting

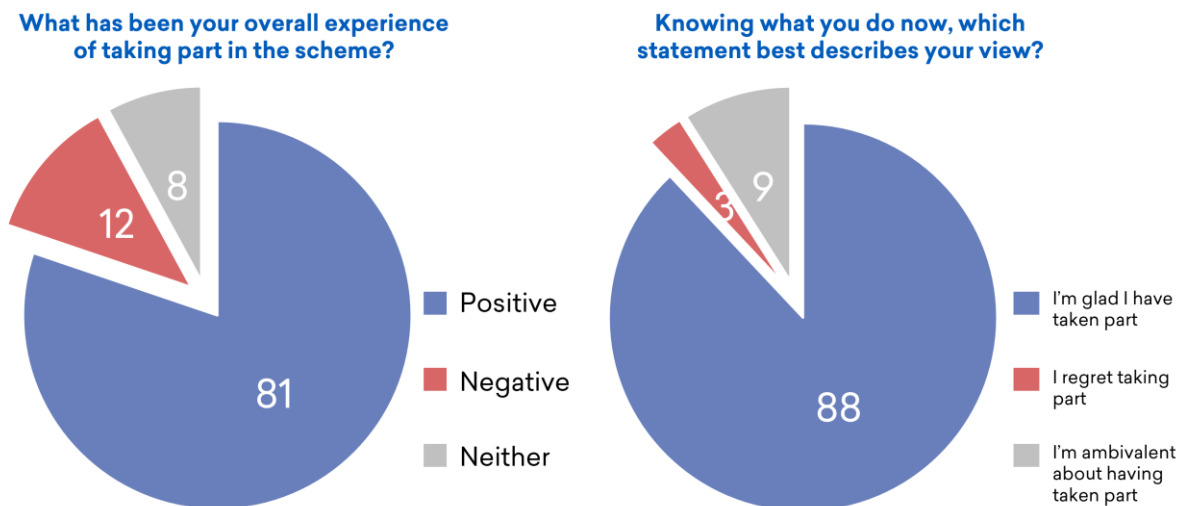
An overwhelmingly positive experience for hosts

Hosts' experience of the scheme has been overwhelmingly positive. Eight in ten hosts (81 per cent) say they had a positive experience with the Homes for Ukraine scheme – half (50 per cent) had a very positive experience, while just under a third (31 per cent) had a somewhat positive experience. The overwhelming majority of hosts (88 per cent) are glad they took part in the programme, while only a tiny minority (three per cent) say they regret it. This pride in, and positive experience of, the scheme was reflected in qualitative research.

Figure 8

Hosts' verdict on their experience

Hosts are overwhelmingly positive in their overall appraisal of their experience

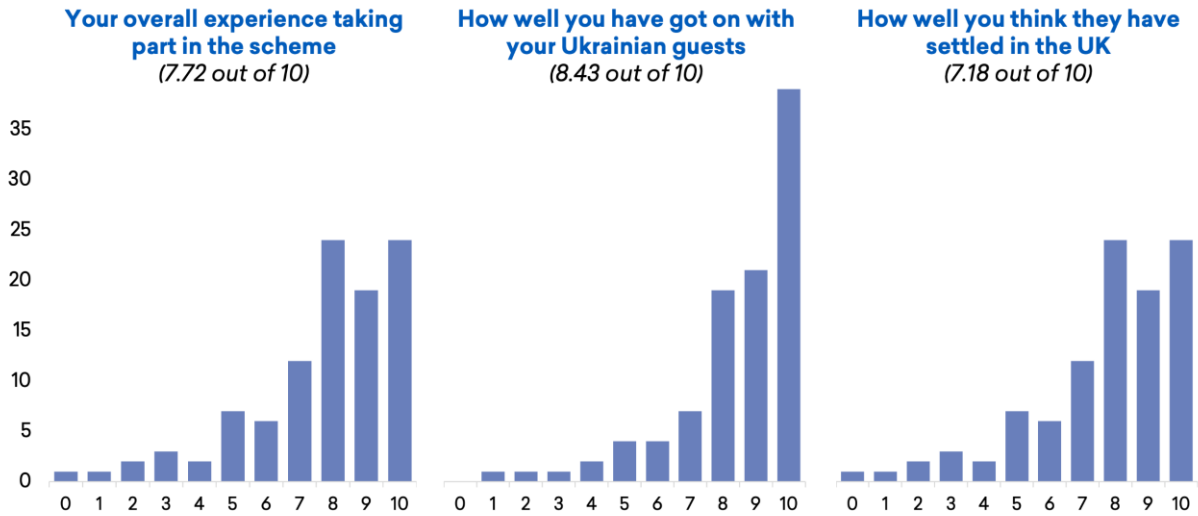


Pride and positivity towards the scheme extends across its core elements.

- Asked about their overall experience taking part in the scheme, the average score given by hosts was 7.72 out of 10. This included 78 per cent of hosts giving a score of seven or above. Just seven per cent gave a score of three or less.
- Most guests have now stayed with hosts for more than six months. Throughout that time relations between hosts and guests have been positive. On average hosts gave a score of 8.43 out of 10 for how well they were getting on with their guests – considering the pressures of having another family living in your home for more than half a year, this is a remarkably high score. Most hosts (60 per cent) gave a nine (21 per cent) or ten (39 per cent) out of ten for how well they got on with their guest, less than three per cent gave a score less than three.
- When asked about how well Ukrainian guests had settled in the UK, hosts gave an average score of 7.18 out of 10. The vast majority gave a high score (70 per cent giving a score of 7 or above), and very few gave a low one (eight per cent giving a score of three or less), though a significant minority gave a middling score here.

Figure 9

Hosts' rating of their experience



Qualitative research and open-text survey responses provide further insight on the experience of hosting. Hosts explain how they viewed opening their house to Ukrainian guests as a 'tiny' way to help, that their guests had become part of the family and spoke about their respect and admiration for the resilience of these Ukrainian families in navigating the trauma of the war.

IN THEIR OWN WORDS

The hosts' experience

It's been hard. But to see the little girl playing in the garden when there's war going on in her home country and seeing her thriving here will stay with me forever

The thought that we actually helped in some tiny way; we couldn't stop the invasion but we could give this one Mum a safe haven

It is a privilege to be able to support those in need who have had to flee the war. Our guests are lovely. And we have met many wonderful people who are hosts or involved with refugees in other ways.

I love having children in the house again. I have enjoyed the challenge of getting to grips with the systems we have in place in the UK to help people.

We have been lucky enough to have a wonderful, positive, respectful guest who has brought much life and happiness to our home. Her baby (our now second guest) was born 2 months after she arrived and we have loved watching her grow

Our guest is the most delightful, highly intelligent, motivated, funny and kind young woman who has become a member of our family and enriched our lives

It's been a great enhancement to our lives to have two precious people sharing our home. They have engaged very sensitively and wholeheartedly with us, our whole family and our friends. They have been thoughtful, kind and generous in helping around the home.

There are emotional as well as physical demands to hosting

While the hosting experience was immensely rewarding for the vast majority of hosts, it was not without demands. Many hosts explained the perspective they gained on the war in Ukraine through the stories shared by their guests. At the same time, many guests arrived still processing and dealing with the impact of this war. Hosts described supporting their guests when family members were killed in the war, spending time talking with guests about the trauma of the war, or even helping to support guests who were not yet able to process their trauma. Their stories make plain that the demands of hosting are not only material, but also involve a degree of emotional support. **Given most hosts are not and will not be trauma specialists, their experience makes plain the need to ensure that hosts and guests are provided with proper access to counselling and mental health services.**

IN THEIR OWN WORDS

The demands of hosting

The war is challenging and harrowing. There have been many times where I have had to listen and offer comfort and support as my guest needs and wants to talk about the war. This has obviously been sad and traumatic. It is difficult but a worthwhile investment. It has made me appreciate peace in our country

The husband/dad was killed by the Russians. So working out how best to support an orphan and widow is an ongoing challenge. Their English is good, but feelings and emotions are hard to translate

The two sets of families I have sponsored have been a joy to be with. I feel I have made friends for life...The single hardest thing is feeling helpless when yet more bad news comes in

I tried to think through all possibilities, but didn't consider what it would be like sharing my flat with someone dealing with trauma. The first 3 months were very hard...subsequently she's told me she's seen people killed and tortured, she fled in a convoy and 5 of the vehicles were destroyed and people killed. She has rarely spoken about this and on the few occasions she has, she is then very unsettled for several days after

Varying levels of time and material commitment

Hosts were split on the extent to which the commitment involved in the scheme matched their expectations. Half (50 per cent) said the scheme had taken up more time than they expected, compared to two in five (39 per cent) who said it took up as much time as they expected, and eight per cent who said it had taken less time than expected. Three in five hosts (59 per cent) incurred additional costs as a result of hosting their guests, which often related to getting spare rooms fit for purpose. At the same time, the slow pace of securing employment for guests has meant that few guests (17 per cent) had to this point been able to contribute to the running of hosts' homes.

IN THEIR OWN WORDS

The commitments with hosting

When our guest arrived, we had to work everything out ourselves - bank, GP, job centre, biometric visa etc. Luckily we had the time and resources, but it was still a lot. It does feel like our council and the refugee council, for all their best efforts, are always several steps behind re what hosts and guests need

Too much pressure on me to do everything - find schools, uniform, bank account, apply for Universal Credit, job centre appointments, apply for child benefits, apply for visas, mobile phone, free resources for children (ipads etc), doctors, dentist...It was too much for one untrained person to possibly do

The time commitment has turned out to be more than we expected as our guests don't speak much English, are not very tech savvy and the UK systems are complicated for them to navigate. We have ended up having to help them to find work, get to places and to do all the life admin (they can't read English well yet so don't understand all the emails, letters and other communications from the various authorities and potential employers etc, so it's full on for us helping them). We are retired and happy to help them but hadn't expected it to be such a lot of work

Through our church connections we got together a WhatsApp group and supported one another. There was very little coordinated support from the council - we organised all networks and visa lawyers - hosts and communities were doing a lot themselves - Rachel

Most will continue hosting for as long as they are needed

Despite these challenges and demands on hosts, most hosts (52 per cent) want to continue hosting their Ukrainian guests even though the initial six-month commitment has passed. 38 per cent said they would do so subject to their guest wanting and needing to remain a guest, while another 15 percent said they would do if thank you payments continued. Of the remainder, 23 per cent want to stop hosting soon, but will wait for alternative accommodation to become available, while only five per cent will stop hosting regardless of whether their guest has secured somewhere new to live. The government has allocated a specific £150 million funding pot for these cases where sponsorships can no longer continue.

That said, it is clear and understandable that despite the goodwill of hosts, many guests want to find accommodation that they can call their own and some are worried about becoming a burden on hosts.

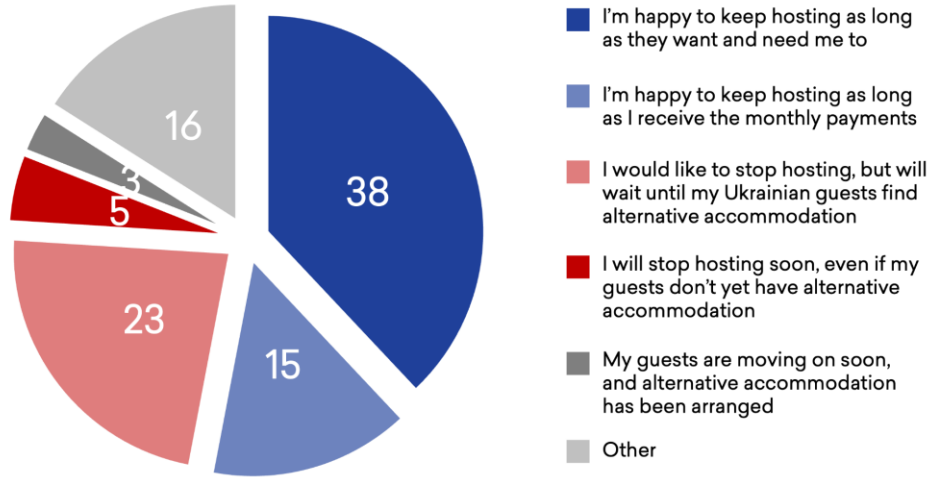
The government's allocation of a further £500 million for councils to obtain housing for those fleeing conflicts (including in Ukraine and Afghanistan) is a welcome step in helping more guests to transition into their own accommodation. However, more needs to be done to secure alternative routes into housing. A failure to secure alternative pathways to accommodation risks jeopardising the significant success of the scheme, abusing the kindness of hosts, and ultimately could lead to a rise in homelessness. What's more the broader sustainability of welcoming efforts relies on hosts knowing that their commitment will be respected.

To that end, More in Common has called for both national and local government to do more to support guests, particularly those who have found employment, into the private rental sector, by providing advice or, for instance, by acting as guarantors for Ukrainians to landlords.

Figure 10

Hosts' current hosting situation

Most hosts are happy to keep on hosting. One in four would like to stop but will wait until alternative accommodation is found. A much smaller group (five per cent) say they will stop hosting soon, even if no alternative arrangements are made



Alongside more routes into permanent accommodation, the first anniversary of the scheme is an opportunity to mobilise the next wave of hosts – both to support some existing guests and to create capacity for future arrivals. We know from polling that more people would like to take part in hosting than have already come forward, but this second 'wave' will likely need greater support and guidance than the first wave. **There is an obvious opportunity to make use of the experiences of existing hosts to provide mentorship for new recruits.**

5. Being a host – practical challenges

While hosts remain positive and enthused about the scheme overall and their individual experience of it, they are also open and frank about the challenges they have faced in hosting their Ukrainian guest. Many also have practical suggestions about how to respond to and address those challenges.

The scale of the practical challenges faced by hosts should not be exaggerated. The top challenge cited by hosts was the language barrier, even here, only a third of respondents selected this. It is clear from the qualitative research that hosts have a good sense of perspective about the challenges of hosting and living with another family under the same roof. Some hosts who'd had lodgers before said it was neither better nor worse than their previous experiences, others said that teenage guests were just like British teenagers.

IN THEIR OWN WORDS

The practical challenges of hosting

We haven't found any of it challenging and have been so lucky to have such a great guest living with us

Our guest has separate accommodation in a studio above the garage, she is independent and is working so we have had no problems

We have hosted a teenager who has arrived without her parents or other family members. We have found it challenging living with a "teenager" Seems teenagers in Ukraine aren't too dissimilar to teenagers here!

Our guests are a pleasure to share our home with. They have learnt English quickly so we can communicate easily. They are part of our family now, but we will support them moving into their own home.

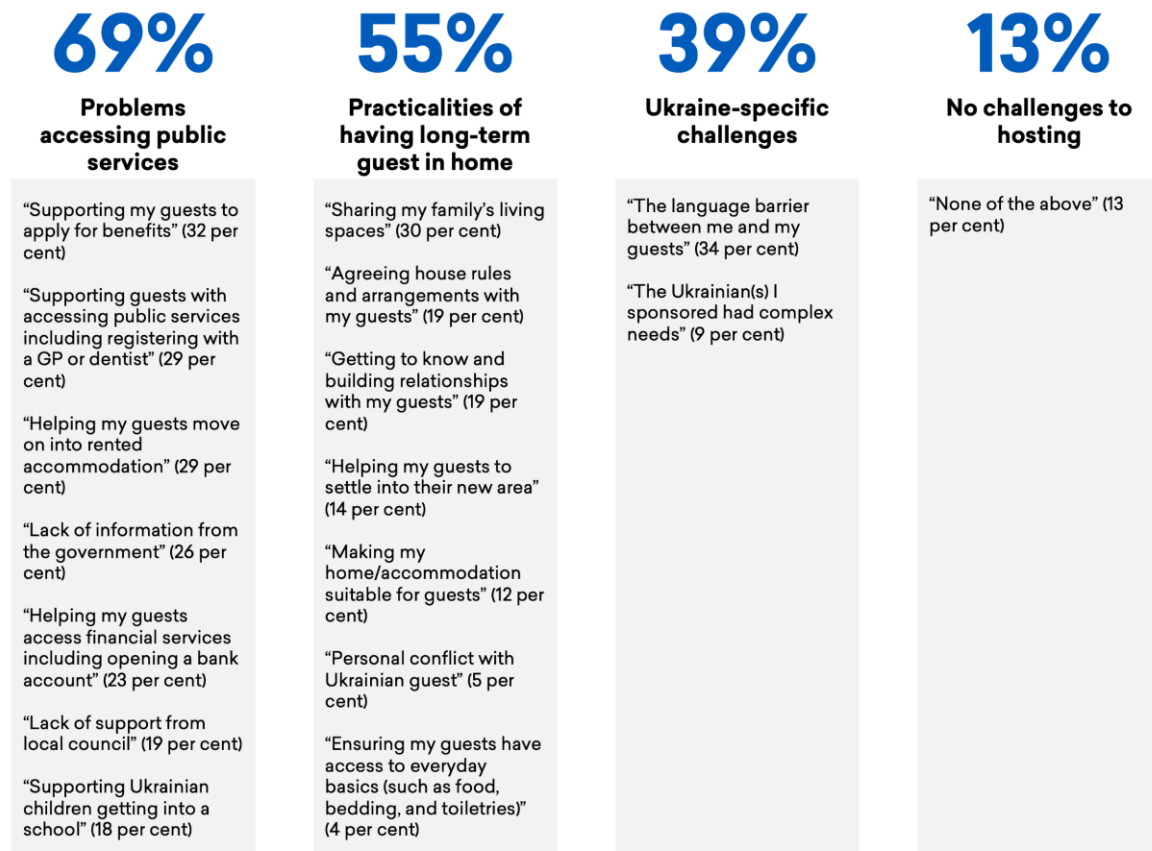
These "hard" things were expected and we had planned for it to some extent

I normally have lodgers - the down sides are no worse than that and they are easier to live with than some of the lodgers I have had

We live in a small house and made it clear before our guest arrived that we were looking for someone who would be comfortable to share our spaces. Our guest does sometimes eat with us which is lovely but mostly now just keeps herself to her room so it feels rather like we are living parallel lives. It also feels a bit awkward when we have friends/our grown-up children round

Figure 11

Main challenges of hosting



However, hosts were less sanguine about the challenges they and their guests experienced accessing basic public services – an issue that More in Common’s recent research shows is not unique to hosts. From access to dentists to poor public transport connections to dealing with government bureaucracy in registering for Universal Credit, hosts and guests experienced a series of tribulations dealing with public services. As hosts are generally more affluent than the median member of the public, this was often their first experience of encountering certain services such as the benefits system.

As such most of these public service challenges don’t stem from the scheme itself but reflect broader challenges with public service delivery in British society, the most pronounced of which are NHS and dentistry waiting lists and backlogs.

IN THEIR OWN WORDS

Challenges accessing public services

Challenges accessing the dentist

We had no problem registering with the local GP surgery but have not even tried with the dentist after they wrote saying they were desperately short of NHS dentist applicants and tried to deselect my stepdaughter from their list as she had not used them for a while. We can only hope our guests' teeth are ok whilst they are in the UK.

Our guests are going back to Ukraine for their dental care as we do not have a dental service accessible to all in this country. Quite shocking

Oir guest's daughter arrived with braces on her teeth. Accessing an NHS dentist to then secure a referral to an orthodontist, to then determine if the braces could be replaced with future tweaks covered without cost to guests, was exhausting

Health problems still not diagnosed by NHS resulted in my guest (plus 2 children) returning to Ukraine for 2 weeks, for medical consultation This has left her angry, unwell and limited in her capacity to engage with life here

My guest had to give up on registering as an NHS dental patient but was very lucky that the dentist treating her privately found out her situation, rang her admin office and obtained free treatment for her. It was easy to register with a GP but it is notoriously difficult to obtain face to face appointments. It is challenging to explain this baffling situation to my guest and she has occasionally become frustrated about hers and her son's health management. I can only sympathise.

Almost 9 months in and we still can't get the mother and adult daughter registered with an NHS dentist. We eventually found one who would take the child but it is not close by or accessible by public transport

Challenges accessing the benefits system

The system is ridiculous. Time and again my guest was told to apply for jobs that she just couldn't get to (lack of public transport) or that didn't respect her need to take / fetch her child from school. It was deeply insulting

Claiming Universal Credit was a total eye-opener! Weeks of to-ing and fro-ing, seeing different people all the time, repeating answers to the same questions over and over again. I was frustrated. They remained calm and grateful

I am more aware of the absolute lack of support provided by the job centre and local council to refugees and will look upon all people trying to gain help through these routes with greater patience and sympathy.

Challenges relying on public transport

Whilst living in a small town, there are hourly buses but they are so expensive. £4 each way to travel the 3 miles to the nearest larger town to find work. The bigger town is 8 miles away & she'd have to utilise 2 bus services, that don't have any interaction so she basically has to pay twice to travel to this town on her basic Universal Credit allowance. This was not enough so I ended up driving her

The unreliability of local buses has become apparent

Cultural differences

Inevitably, placing families from different backgrounds in the same house at short notice exposed some cultural differences and tensions. While frictions in this regard were remarkably limited, a couple stand out. Many hosts explained that Ukrainian families have different approaches to child raising – particularly when it comes to bedtimes and screentime which occasionally caused difficulties when the hosts own children were made to go to bed earlier.

The tendency of Ukrainian families to cook and eat hot food for all meals also emerged as an occasional cultural tension and point of friction, as hosts found it harder to use their own kitchen, due to it rarely being free or a lack of fridge space.

IN THEIR OWN WORDS

Cultural differences between hosts and guests

Their parenting and routine is different from what we would expect and what we think is good for children. e.g. not going to bed and getting up at midday at weekend

We refrain from stepping in too much with care for the children as it is not our place to do so. It is hard to live alongside, however -the children graze from the fridge without regular prepared meals, have no bedtimes, unlimited screen use, etc.

The family ate 3 cooked meals a day and spent so long in the kitchen often eating late in the evening so I was never able to use the kitchen when I needed

A poor experience has been Ukrainian cooking, nice thought to cook for us but some of it was awful (boiled potato, cabbage and cauliflower served in the water and called soup but not even flavoured). Puddings on the other hand were very nice. Borscht was good

Ukrainian children are left alone at home from a very early age (3 years old is not unusual), which is totally unacceptable here, so this caused a bit of difficulty early on...there are no real routines at the weekends and school holiday times around eating, getting dressed and bedtime (Ukrainian children go to bed much later than British children, even on school nights)

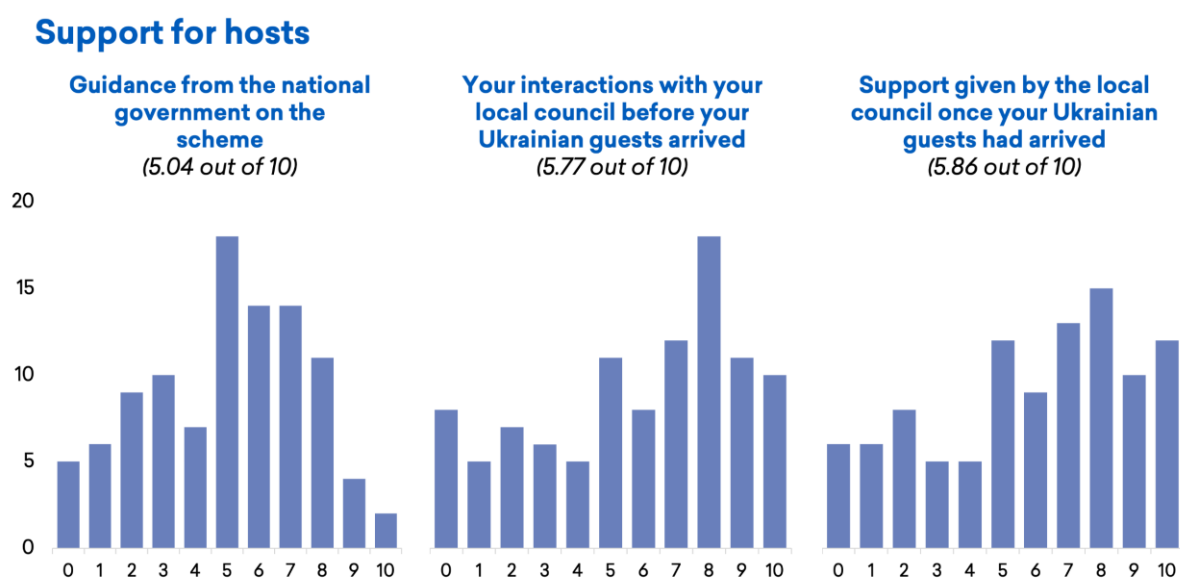
There is an opportunity for central or local government, or matching organisations to provide more guidance or fact sheets to hosts on specific cultural differences among refugee cohorts that help hosts to better prepare for and understand their guests.

6. Support for hosts

While hosts were positive about the scheme and took the initiative to find solutions to practical challenges, they tended to be more critical about support offered by government and by local authorities.

When asked to rate out of ten the support from government and local authorities, most hosts give middling scores. Hosts rated support from national government at 5.04 out of 10, and their interaction with the local council prior to their guest's arrival, 5.77, rising marginally to 5.86 once the guest had arrived. While this is lower than the overwhelmingly positive views about guests and the scheme in general, it is not out of line with the public's general regard for either local authority or central government services.

Figure 12



Hosts rated local authority support slightly higher than support from national government. 45 per cent of hosts said they were content with the support they received from their local council. This is three times higher than the 15 per cent who said national government had provided the right amount of guidance. Similarly, 17 per cent of hosts said local authorities hadn't provided 'nearly enough support', more than double that number held the same view about adequate government guidance (36 per cent). This is perhaps unsurprising given the local authority will have been the primary interface for most hosts and the government has provided local authorities with £10,500 for support for each Ukrainian guest in the first year, and recently announced a further payment of £5,900 in the second year.

Language lessons were the most common form of support offered by local authorities – 63 per cent of hosts said guests were offered English language lessons support. Just under half of hosts said they had received extra financial help from their local authority, a similar proportion were helped to find school places for Ukrainian children, and around a quarter were offered support to connect guests to other Ukrainians in their community. However, only 12 per cent said they had received support to help their guest find accommodation in the private rental sector, while slightly larger numbers of guests received support to help their guests find employment (24 per cent) or apply for benefits (37 per cent). What is clear from this is that the level and range of services offered differed dramatically between local authorities. From focus group conversations, it emerged that in some cases local authorities had been a major source of

support, whereas in others, contact with the local authority had been limited. **There is an opportunity for future welcoming to learn from the best practice of those local authorities who offered the most effective and consistent support.**

Figure 13

Support from local councils

The only support which a majority of hosts had received, was language lessons for Ukrainian guests. Only 12 per cent have received help to find accommodation

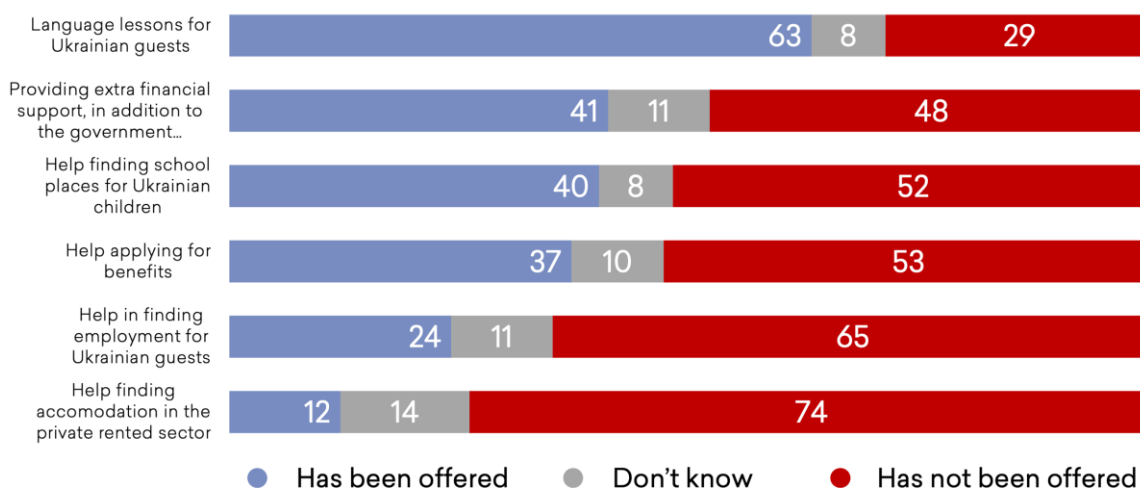
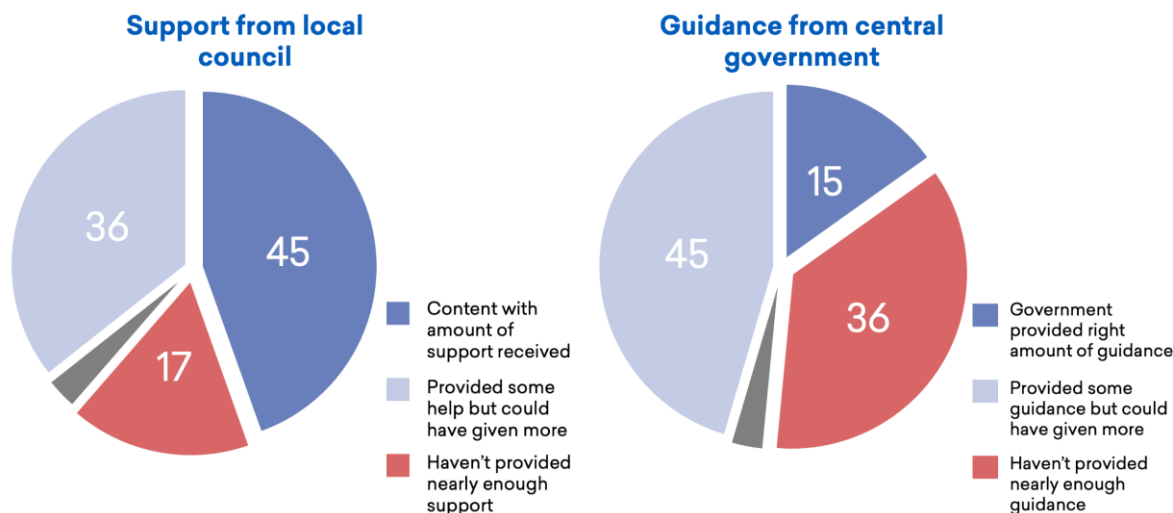


Figure 14

Support and guidance from local and central government

Most hosts would have benefitted from additional support and guidance from government



Qualitative research also identified a series of scheme-specific issues that hosts and guests faced for which they received limited support from either local or national government. These issues included navigating visa requirements with the Home Office, the quarantining of pets brought over from Ukraine, and practical issues such as sorting bank accounts, driving licenses or qualification recognition in the UK. Many hosts were happy to provide support to their guests with these issues, but they felt disappointed

with the lack of guidance from local authorities to provide more expert help to their guests in successfully navigating many of these bureaucratic challenges.

IN THEIR OWN WORDS

Scheme-specific issues

The Home Office were awful. Their visa application is dreadfully complicated, communication was hopeless and processing protracted. It is embarrassing that our nation did this so badly. I hope to never have to deal with the Home Office Visa Centre again. I am enraged at how appalling this was

The APHA system for Ukrainian pets (licence and quarantine) was labyrinthine, untransparent, unaccountable, and not fit for purpose

Generally expecting people who have fled from a war zone to be able to present documentation similar to that of native residents was problematic e.g. bank account, applying for work

My guests wanted to bring their cat. It was very very difficult to get advice on this. No central source of help. Rules constantly changing. We spent hours and days trying to sort this and even had panic arriving at customs as to whether they would let the cat in.

My guest is a qualified doctor in Ukraine. It's frustrating watching her try to get qualified here, especially when we're in such need of doctors. The process really needs expediting

They came with their car, and the UK DVLA requirement to register the car in UK after 6 months has been a real pain for them and us.

Strong support from “activated” communities.

The success of the scheme has in no small part been driven by local communities, beyond those directly involved in hosting. Two thirds of hosts (66 per cent) say they received some sort of practical support from third party organisations, a testament to the potential of communities and civil society to provide welcoming through a range of channels beyond providing accommodation.

Asked about the specific nature of support from third party groups, several threads emerged. There were over 150 mentions of WhatsApp or Facebook groups, as sources of practical help and avenues to connect with other hosts and guests, and over 200 hosts mentioned the role of local faith organisations.

IN THEIR OWN WORDS

The strength of community support

Hosts in our local three villages coordinated a response in terms of a WhatsApp group, a shared clothing store, coffee afternoons for guests, etc. It was 100% informal and organised by the hosts themselves.

Our local Methodist Church has been excellent in providing a regular meeting point and support for the Ukrainian community, lots of kind donations, a computer, a telephone, extra clothes. Also our village (friends and neighbours) have come up with bikes and lifts to school

A local charity provided a small grant and helped with access to out of school activities. Local councillors organised meetings to welcome guests and help them settle in. Hosts in the area formed a WhatsApp group to help each other. A local food bank provided initial support. A college provided language classes. The bus company provided free transport which was very important. Local residents befriended the family, drove them where needed and took them on day trips.

A wonderful and dynamic self-help group was set up in the early days by a host, and we now have WhatsApp and Facebook groups for hosts and guests, regular twice-weekly coffee mornings, clothing fairs, English language lessons, social events etc

Much of the support locally has been organised by local churches. They provide weekly coffee mornings at which Ukrainian guests and their hosts can access Bradford Council and Horton Housing employees, help in terms of finding school places and nursery places for children, English classes and an opportunity to make connections with other hosts and Ukrainian guests. There is a local group which helps to co-ordinate all of the support available, keeps hosts updated with new developments etc via a WhatsApp group and a Facebook group. There is a parallel WhatsApp group set up and administered by the Ukrainian guests themselves, helping to ensure that as Ukrainian guests arrive in the UK they are quickly assimilated into the Ukrainian community who are already here

My church have been a great support with a team of volunteers helping Ukrainians and hosts. The local church managed foodbank have helped all our families. Scripture Union gave our Ukrainian children places for free on camps. Our denomination has given our church's Ukrainian families a free holiday. Local churches have provided language classes

Ironically a local WhatsApp group helped more than any government help

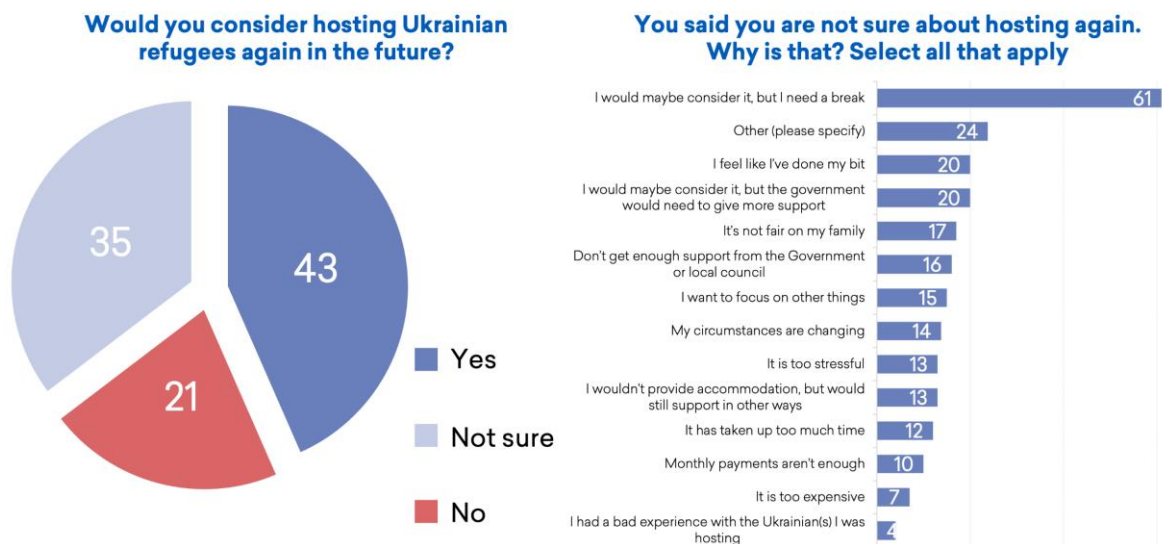
7. What's next for the Homes for Ukraine scheme?

Most hosts intend to keep hosting with their current guests (subject to the guest wanting to and the payments continuing), and a large group of hosts are already willing to welcome a new Ukrainian guest, or to support other refugees such as those from Afghanistan. 43 per cent of hosts are willing to host another Ukrainian refugee immediately (this is a pool of around 40,000 hosts). For those who are unsure about hosting again (35 per cent), most say they would consider it, but need a break first.

Figure 15

Would you host again

Almost half of hosts say they would consider hosting a Ukrainian refugee again. For the third who aren't sure, the main reason is "I would maybe consider it, but I need a break". Only one in five would not consider hosting again



The widespread desire to continue hosting should not however be seen as a reason for complacency in making improvements to both this scheme and future people-led welcoming efforts.

The most immediate challenge is to develop pathways to alternative accommodation for guests who want their own space or where hosts can no longer continue providing accommodation. Our survey identified that five per cent of hosts want to stop hosting even if alternative accommodation is not in place, necessitating the provision of emergency accommodation. The government have identified this risk and provided local authorities with £150 million in support for those Ukrainian guests who need to urgently find new accommodation.

However, there is a larger pool of hosts, almost a quarter of the total, who would like to stop hosting if alternative accommodation can be arranged. As we've already highlighted, the government's recent allocation of £500 million to local authorities to secure new housing stock for refugees is a step in the right direction – but social housing will not be the solution for every group. Many Ukrainian guests are now in employment and could afford to pay rent, but struggle with referencing and guarantor checks from landlords and estate agents. **Local authorities and central Government should work together better to**

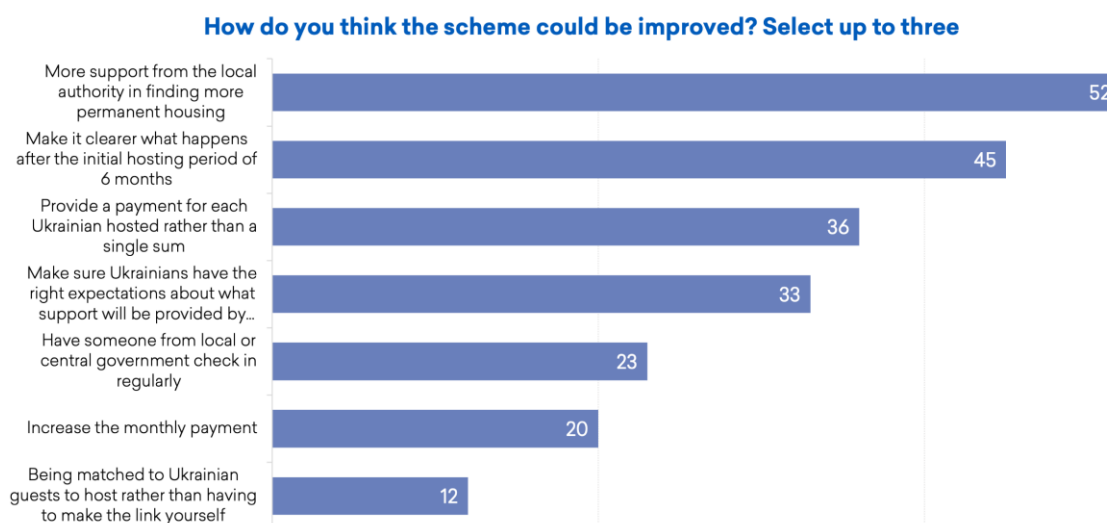
identify ways to support Ukrainian families into alternative accommodation including acting as guarantors for landlords.

New hosts will also need to be mobilised as the war in Ukraine moves into its second year, to support existing and new potential guests. **This should be an opportunity to learn from the experiences of existing hosts and perhaps to offer matching and mentoring services between the first and second wave of hosts.**

Figure 16

How the scheme could be improved

The most requested improvement to the scheme is more support in finding permanent housing



IN THEIR OWN WORDS

Next steps on housing

We're now into our tenth month of hosting our guests. We get on very well and they are extremely respectful but it would be nice to have our house back. However there is so little help available to assist them in moving on and finding their own accommodation (and we would never make them homeless) so we're not hopeful that this next step will be possible

We are almost definitely going to extend to a year, but in part this will depend on the payments. Our council is making monthly payments of £550pm from 6 months which is making a big difference to our inclination to carry on hosting

I run a support group and we are starting to help those that want it to move into independent housing. The three families that have done this so far are so happy and I know the family that are living with me are looking forward to having their own place. I would say that the adults have settled in well and are comfortable and happy here and very grateful and we love them. But the teenagers (15 and 18) seem very homesick and have not integrated or made friends. I hope that having their own home might help them feel more settled

My Ukrainian family are ready to move into their own flat but there is no support to help us and them achieve this. I feel let down by the authorities. The council providing free pizza nights for Ukrainians is great but what they really need is practical help to settle and get on with their lives here

We are happy to host for this school year until September which will be about 19 months from when they arrived. It would be good to have our home back after that as we cannot accommodate our own children and grandchildren easily at the moment. However I can't see how they will afford to move on and that is a worry

Beyond tackling housing challenges for Ukrainian guests and recruiting new hosts, the Homes for Ukraine programme would be bolstered by providing additional support for the practical challenges faced by hosts and guests. It's clear from hosts that they would have welcomed more support from the government and local authorities before, during and after this scheme. Many hosts want more clarity around their obligations to their guests and tangible support helping their guests to learn English, to navigate the benefits system and set up bank accounts. Many hosts won't want to move immediately into hosting again after their first guest. This should not be considered a failure of the scheme, but instead a recognition that hosts will move up and down the ladder of engagement over time.

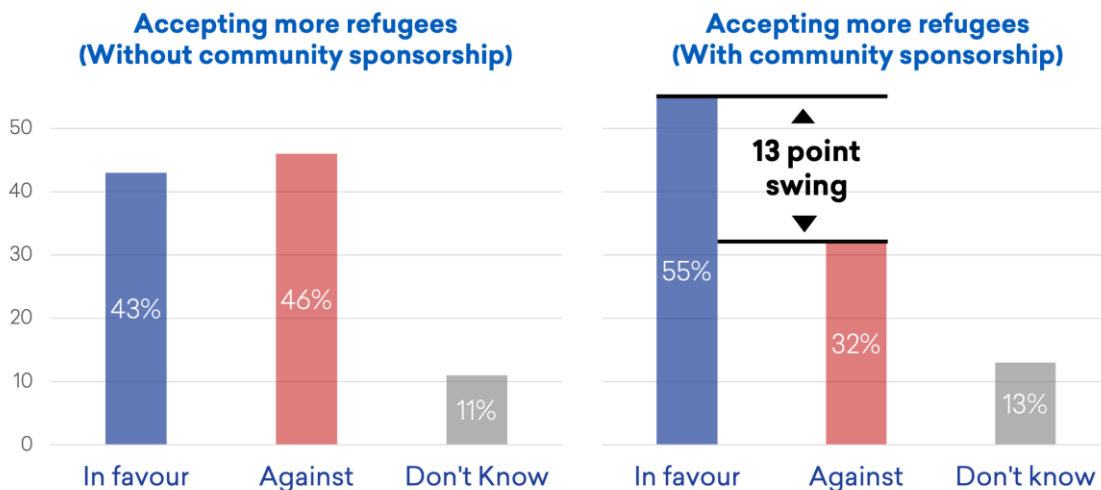
Beyond Homes for Ukraine

Beyond this scheme, More in Common's research shows that community sponsorship (of which Homes for Ukraine is a variant) commands strong public support and tends to be more acceptable to the public than other approaches to refugee resettlement.

Figure 17

Refugee sponsorship increases support for refugees

Using split sample A/B testing, framing refugee welcome through a community sponsorship lens reduces opposition to accepting refugees



Nov 2022

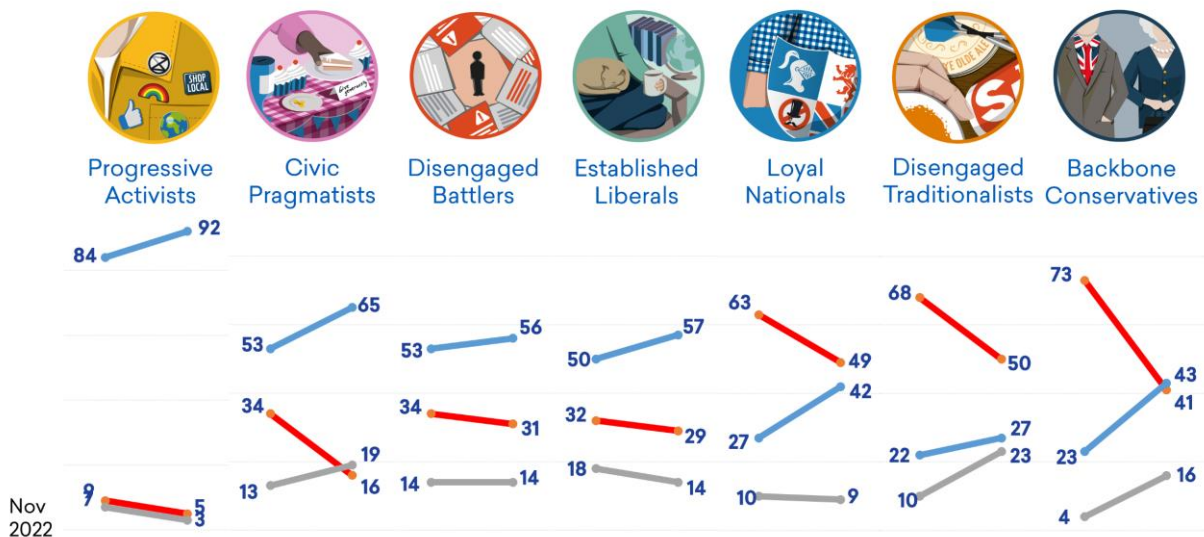
Using A/B testing, More in Common has identified that accepting refugees into the country through a community sponsorship route increases support for accepting more refugees by 12 percentage points and decreases opposition by 14 points. This shift in attitudes is particularly concentrated in the more socially-conservative segments of the population, who are generally more sceptical about accepting more refugees. Using the lens of More in Common's 'British Seven' segments of the UK public, we see

that this is particularly true of Backbone Conservatives. Asked about accepting more refugees to the UK in the abstract, this group are overwhelmingly opposed (73 to 23 per cent against). However, when Backbone Conservatives are asked about accepting more refugees through community sponsorship they are instead narrowly in favour (43 to 41 per cent).

Figure 18

Refugee sponsorship increases support for refugees

This increase in support is most stark among the more socially conservative segments. Backbone Conservative's views switch from 73-23 opposition to 43-41 support

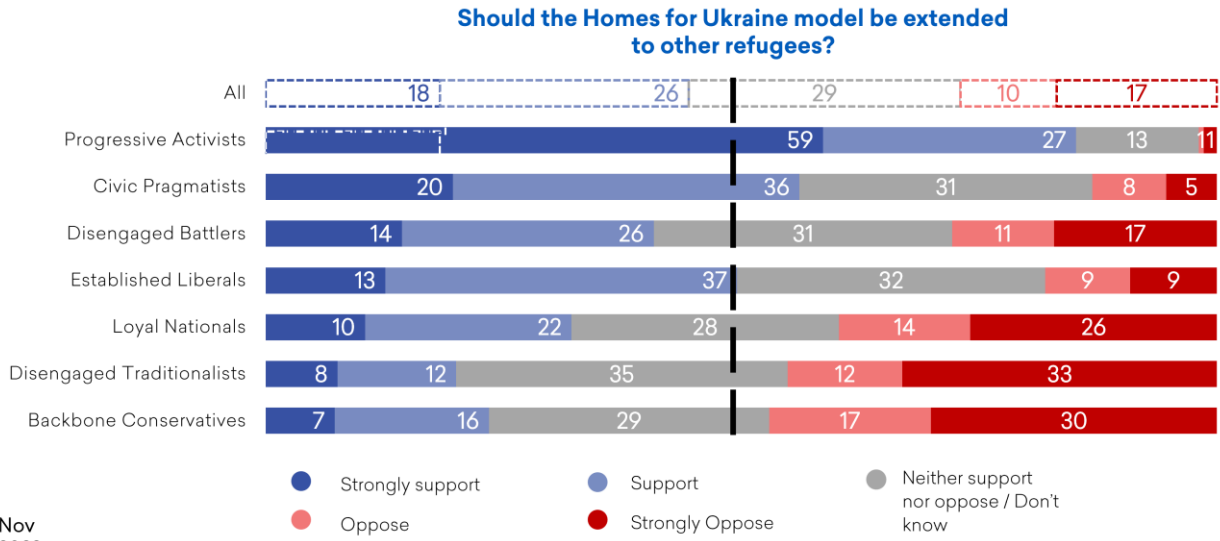


That potential of community sponsorship to play a greater role in resettlement more widely is not simply an abstract proposition - there is a clear willingness among the public to extend the Homes for Ukraine model to other groups fleeing conflict. Asked if they would consider hosting someone already in the UK in a hotel, such as an Afghan refugee, seven in ten Homes for Ukraine hosts who say they would be ready to host a Ukrainian again, also say they would be ready to host an Afghan. These insights support recent work from Reset and others on [the need for a single community sponsorship scheme for refugees](#) that strikes the right balance between more restrictive existing schemes and the more permissive nature of Homes for Ukraine. **As this research demonstrates, there are thousands of hosts willing and ready to initiate and deliver people-led welcome efforts. We should take them up on their offer.**

Figure 19

Expanding Homes for Ukraine to other refugees

There is support to extend the scheme to other groups of refugees where appropriate



Conclusion

The Homes for Ukraine Scheme has shown Britain at its unarguable best. Right across the country, families with no connection to Ukraine or any previous experience of refugee sponsorship, have opened up their homes to those fleeing Putin's brutal invasion. The UK's role both in supporting Ukraine on the frontline and providing sanctuary for refugees at home has put to bed once and for all the notion that post-Brexit Britain is in danger of retreating to become a little England.

As we approach the anniversary of the launch of the scheme, many of the hosting arrangements have lasted well beyond the initial six-month commitment. And as this research shows, relations between guests and hosts continue to thrive, while the scheme continues to command widespread support from the wider public not involved in hosting.

It is also clear that despite the acts of barbarism that have necessitated the scheme, hosting has proved an enriching experience for most of those who have taken part, introducing them to people from different backgrounds, life experiences and cultures. It has also shown the power of community networks beyond those providing accommodation, with hosts telling us about the vital support they have received from local networks, faith groups and wider civil society. Indeed, More in Common's research has found that beyond those able to provide accommodation, there are many people who want to help in other ways, through employment and language support or even fundraising. As we look to the future of community sponsorship and welcome, finding ways to accommodate this wider group of welcomers will be important.

There is a danger that we assume the enthusiasm for the Homes for Ukraine scheme represents a form of Ukrainian exceptionalism. Our opinion research with both hosts and the wider public shows that this is simply not the case. Using A/B testing, we find that 78 per cent of the public want the UK to take in refugees from Ukraine, a number that falls to just 74 per cent support for taking in refugees from any area in conflict. Among those hosts that are ready to start supporting another family, 70 per cent said that they would be happy to host an Afghan family. While the scheme in its current form would not be directly appropriate for Afghan families, work by British Future and More in Common has highlighted the opportunity to build on the clear appetite among the public to support Afghan refugees.

None of which is to say that hosting has always been an easy experience, it would be astounding if it were. What's more, there is also no doubt that despite the generous government support for local authorities to help Ukrainian guests and their hosts, aside from language services, many hosts seem to have been offered too little in the way of guidance and support from their local council. However, those experiences are not universal and there is an opportunity to learn from the best practice exhibited by some local authorities to support refugees.

The most important priority for the scheme now is to identify how best to help Ukrainian guests move into their own accommodation. While the majority of hosts are happy to go on hosting, and only a small minority will end their offer of accommodation without an alternative being found, it will obviously be preferable now for many families to have their own space. The government has made encouraging moves in this direction allocating over £650 million to help local authorities to identify, develop and repurpose housing for those fleeing conflict (including from Ukraine and Afghanistan). This alone however will not be enough, and as this report identifies, more needs to be done by local and central government to help Ukrainian guests overcome the barriers of entering the private rented sector.

These challenges notwithstanding, it is hard to argue that the scheme has not been a major success, providing sanctuary and support to hundreds of thousands of people in need and who are now part of our national story. While so often the debate about refugees, not least as demonstrated in recent weeks, is hyperbolic and polarised, what this scheme shows is that for many, Britain supporting those in need is just what this country does.

Methodology

More in Common surveyed 1,234 Homes for Ukraine hosts, invited to take the survey through the mailing lists of Reset and the Sanctuary Foundation, from January 23rd to 25th 2023. Unless otherwise indicated, all polling cited in this report comes from the survey.

The respondents were more female and slightly older than the Homes for Ukraine sponsor sample collected by the ONS, and with slightly fewer respondents in London and Scotland. Notwithstanding the caveats of any poll with self-selecting respondents, we are reasonably confident about the overall representativeness of the sample.

In addition, this report also cites polling commissioned or conducted by More in Common since April 2022. Further details and full data tables for any question are available upon request.

British Seven Segments

In 2020, More in Common introduced a new model to better understand the British public and identify areas of common ground for navigating polarising issues. The segmentation draws from six areas of social psychology to map Britons according to their values and core beliefs rather than reliance on demographic characteristics:

- **Group identity and tribalism:** the extent to which people identify with different groups based on nationality, gender, political party, ethnicity, and other factors
- **Group favouritism:** views on who is favoured and who is mistreated in society
- **Threat perception:** the extent to which people see the world as a dangerous place
- **Parenting styles:** research suggests that basic philosophies regarding people's approach to parenting can have predictive power in explaining their attitudes towards public policies and authority more generally
- **Moral Foundations:** the extent to which people endorse certain moral values or 'foundations', including fairness, care, purity, authority, and loyalty
- **Personal agency:** the extent to which people view personal success as the product of individual factors (i.e., hard work and discipline) versus societal factors (i.e., luck and circumstance)

This mapping identified seven distinct groups we call the 'British Seven'. These segments are often more useful for understanding people's views and starting points than standard ways of categorising people such as demographics or voting intention. The values-based segmentation moves upstream to look not only at the public's attitudes to specific issues, but what drives and shapes those attitudes. Understanding the psychology of different segments allows us to better identify their starting points on a range of issues and how best to approach difficult subjects.



Progressive Activists

A passionate and vocal group for whom politics is at the core of their identity, and who seek to correct the historic marginalisation of groups based on their race, gender, sexuality, wealth, and other forms of privilege. They are politically engaged, critical, opinionated, frustrated, cosmopolitan, and environmentally conscious.

Progressive Activists are often outliers on values – unlike other groups, they primarily see the world through the moral foundations of care and fairness and have much lower reliance on the moral foundations of purity, loyalty and authority. Compared to other groups, Progressive Activists feel less threatened in the world and in their community. They consider that outcomes in life to be more defined by social forces and less by personal responsibility. Although they are a higher-earning segment, many of them consider this to be down to good luck than individual effort. They have the lowest authoritarian tendencies of any group.



Civic Pragmatists

A group that cares about others, at home or abroad, and who are turned off by the divisiveness of politics. They are charitable, concerned, community-minded, open to compromise and socially liberal. Civic Pragmatists have a similar values foundation to the Progressive Activist group in prioritising care and fairness, but they channel their energies into community and voluntary work, rather than political activism. They are also set apart from Progressive Activists (and some of the other segments) by their higher-than-average levels of threat perception.



Disengaged Battlers

A group that feels that they are just about keeping their heads above water and who believe their struggles are the result of an unfair, rigged system. They are insecure, disillusioned, disconnected, overlooked but also tolerant and socially liberal. They are a low-trust group with a tendency to ignore civic messaging (they are joint most likely to have not been vaccinated for Covid-19). Their overarching sense that the system is broken drives their disengagement from their communities and the broader democratic system with which they see 'no point' in engaging.



Established Liberals

A group that has done well with an optimistic outlook that sees a lot of good in the status quo. They are comfortable, among the more privileged, cosmopolitan, trusting, liberal, confident and pro-market. They have low authoritarian tendencies and the lowest threat perception of any segment – which is reflected in their broad support for diversity, multi-culturalism, and sense that their local community is neither dangerous nor neglected.



Loyal Nationals

A group that is anxious about the threats facing Britain and themselves. They are proud, patriotic, tribal, protective, threatened, aggrieved and frustrated about the gap between the haves and the have-nots. They feel the 'care' and 'fairness' moral foundations more strongly than other groups. Their key orientation is that of group identity – belonging to a group (and particularly their nation) is important to Loyal Nationals. This strong in-group identity shapes their equally strong feelings of threat from outsiders. This in turn can drive their support for more authoritarian, populist leadership.



Disengaged Traditionalists

A group that values a well-ordered society, takes pride in hard work and wants strong leadership that keeps people in line. They are self-reliant, ordered, patriotic, tough-minded, suspicious, and disconnected. They place a strong emphasis on personal responsibility, are mindful of others' behaviour and rely much more on individual rather than systemic explanations for how people's lives turn out. When they think about social and political debates, they often consider issues through a lens of

suspicion towards others. They value the observance of social rules, order, and a British way of doing things, but don't play an active role in their communities – they are the least likely to eat out, visit museums or go to local libraries. They often have views on issues but tend to pay limited attention to current debates. Disengaged Traditionalists are similar to Loyal Nationals in their more authoritarian predisposition.



Backbone Conservatives

A group who are proud of their country, optimistic about Britain's future outside of Europe, and who keenly follow the news, mostly via traditional media sources. They are nostalgic, patriotic, stalwart, proud, secure, confident, and relatively engaged with politics. They want clear rules and strong leaders and rely heavily on individual explanations for how life turns out, with this shaping how they respond to questions about deprivation and discrimination in society.

