

The Anger Monitor

DATA INSIGHTS

The United Kingdom

January 2023



UK

Round 1: January 2023

Current Anger Index: 11.5

[What does this mean?](#)

A collision of crises

In the wake of the combined impacts of Brexit, COVID and the Ukraine War, the UK faces one of the biggest economic challenges for decades. Though inflation may stabilise and energy prices fall, economists predict 2023 will be “miserable”.

Widespread strikes dominated the headlines at the end of 2022 as many called for wage rises to match inflation. Politicians have never been so unpopular and distrusted following a chain of major missteps and corruption scandals. However, the Just Stop Oil protests have ignited a new wave of non-violent direct action in the UK and the crisis has reinvigorated unions and emerging social movements like Enough is Enough and Don't Pay.

Key Data Insights

The UK leans towards anger introverts

- 28% considered themselves generally as “anger introverts”, preferring to keep their anger to themselves with 19% considering themselves as “anger extroverts”
- Over one third (37%) said they kept their anger about the crisis to themselves while 32% dealt with their anger around the crisis by talking to people they know.
- Only 11% described having “active” anger (joining protests or helping others suffering the crisis)
- 73% said they had never participated in a protest, strike or rally

Anger, frustration and sadness

- 58% of all respondents were quite or very angry about the cost of living crisis
- The UK showed the highest levels of Frustration (58%) and Sadness (56%) of all three countries.
- It also had the lowest level of Motivation at just 14%
- 80% of people who identify as having Very Liberal political views were angry about the crisis. 60% were Very Angry (almost twice the national average of 34%).
- 90% of the “Very Liberals” blame the government and 80% the oil and gas industry.
- Almost half (40%) of 45-54 year olds said they felt Very Angry about the cost of living crisis

The government is to blame

- 60% felt the government was to blame for the cost of living crisis

- Over half (54%) felt their anger towards national politics grew significantly in the past year.

But so is the Oil & Gas sector

- Over half (54%) of British people felt the Oil & Gas industry was to blame for the crisis.
- The percentage was even higher for those aged 55-65 (75%)
- Over half British people feel angry when paying their energy bills (58%)

Anger without agency

- The data shows a strong negative correlation between anger and the perception of anger (greater anger is linked to a lack of agency)
- 66% felt angry because they felt powerless and 45% felt they had no or little influence to change their lives.
- Over half of British people felt their anger would fade if they felt more in control.

There is a sense of injustice around the crisis

- Over half (63%) feel the burden of the cost of living crisis is not being shared equally and 42% feel angry when they see the lives of people less well off than themselves.
- Over half (57%) felt their anger would fade if they got the impression the system was treating them fairer.
- 40% of British people agreed they felt angry because their suffering was being ignored.

Want to know what to do with this data and how to campaign on anger? [Find our recommendations in **The Anger Handbook**.](#)

Research methodology

Mindworks partnered with international polling company Critical Research to conduct online interviews with n=500 British adults. Interviews were conducted online from a panel of potential respondents. All respondents qualified for the survey. The survey was designed by Mindwork and carried out by Critical Research. Invitations were issued to potential respondents and completed interviews verified and quality checked by Critical Research. It has a minimum confidence level of 95% and a maximum margin of error 5%).

You can explore the [full UK data set in graph form here](#).

You can explore the [full UK raw data here](#).

Credits

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