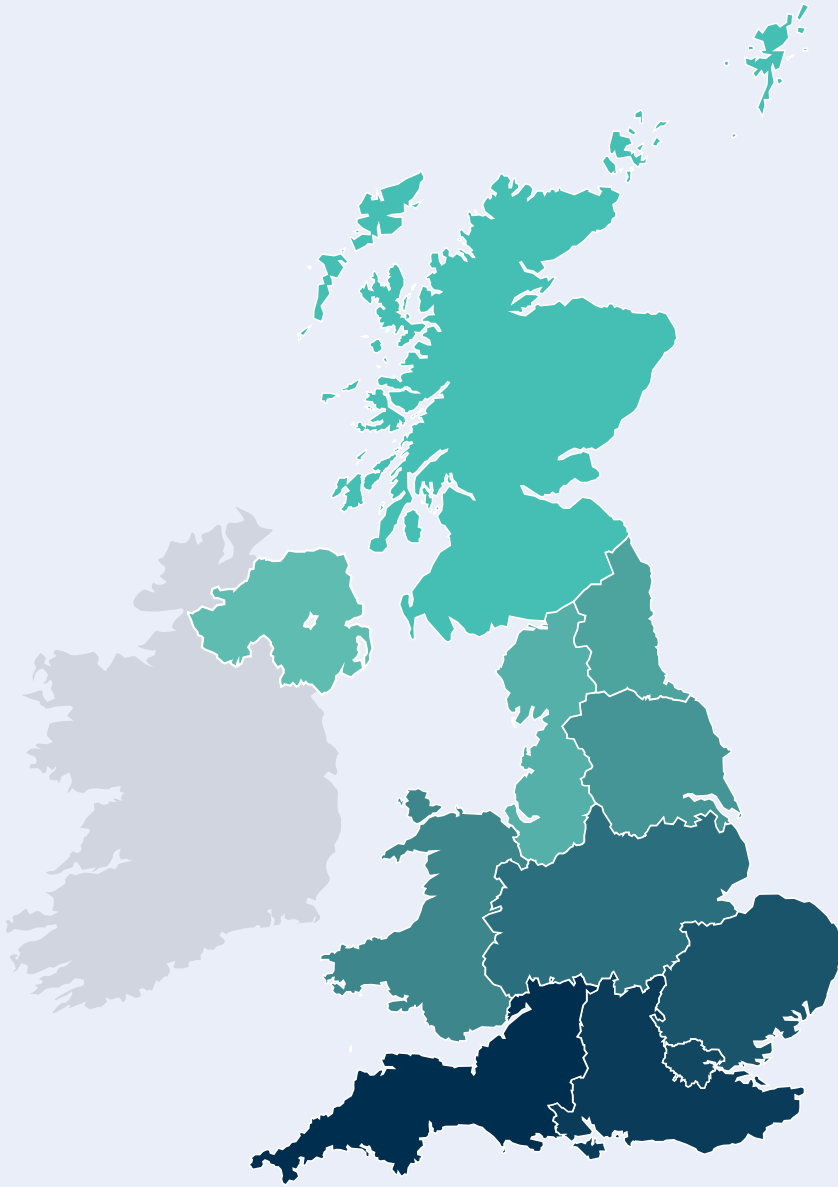




How it works

Tap on a region to see stats from that area.



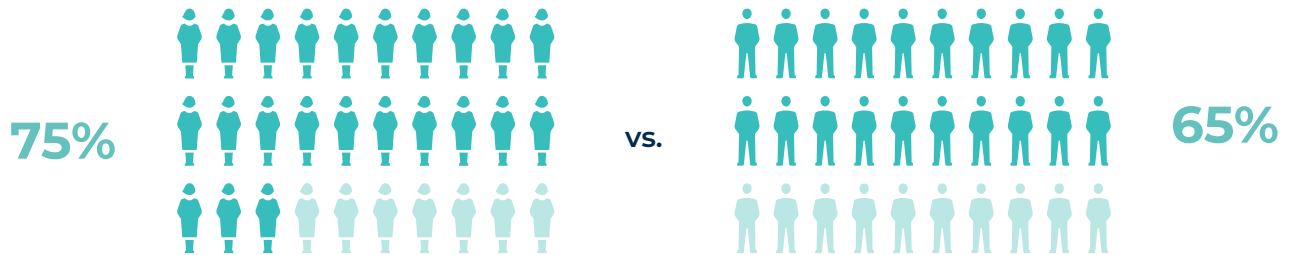
The UK Confidence Index

Where do you stand on
the UK's confidence index?



Gender

Women are more likely
to have an inner critic than men



Feeling put down by others
This is the main reason women feel
less confident (40%)



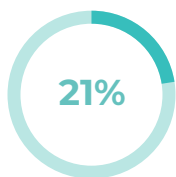
Not being successful enough in their career
This is the main reason men feel
less confident (29%)



Women's top way to boost their
confidence is by changing their
appearance (54%)

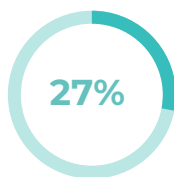


Men state improving income
as the top way to boost
confidence (44%)



of women
severely lack
confidence

compared to
only 15% of men



of women
compare
themselves
to others on
a daily basis

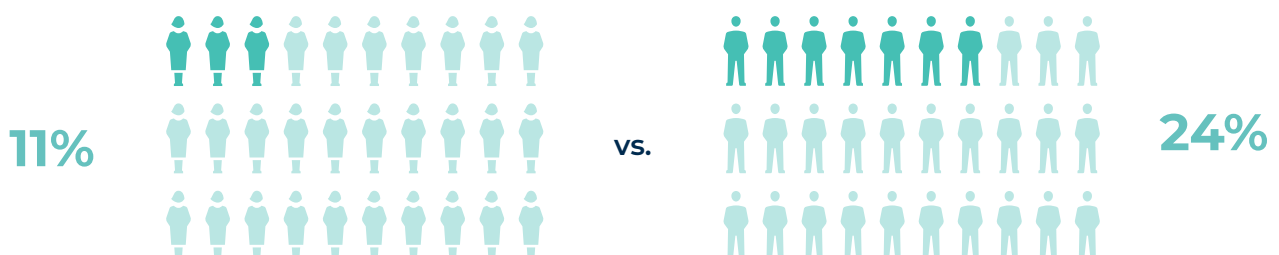
22% of men
do the same



of women
say their
confidence has
declined in the
past five years

compared to
only 15% of men

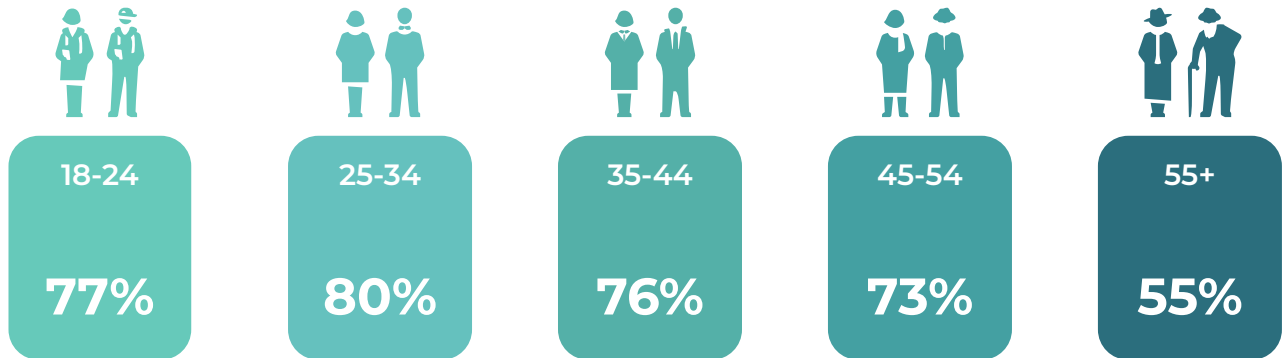
Men more likely to feel 'excited and ready to try'
when faced with new and difficult tasks compared to women



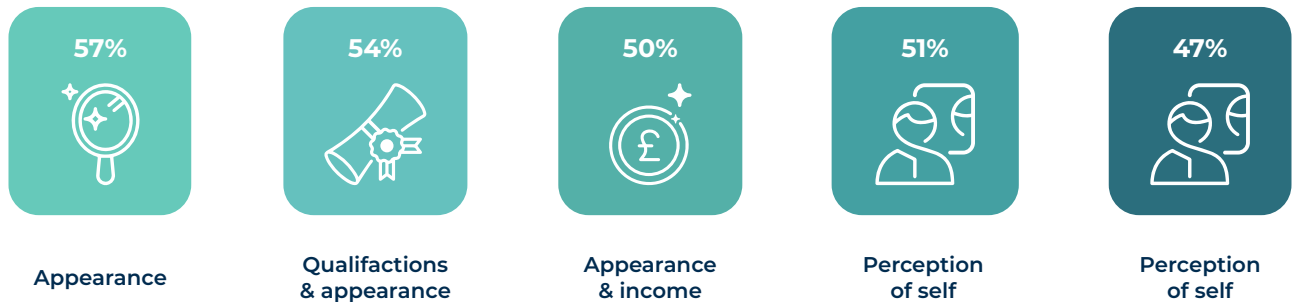


Age

Inner critic stronger for younger generations

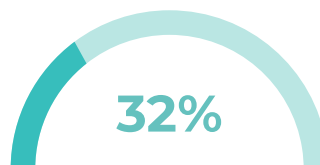


Top factor that would boost confidence...



Gen Z more likely to feel a correlation between mental wellbeing and confidence

Gen Z more likely to compare themselves to others on a daily basis



18-24

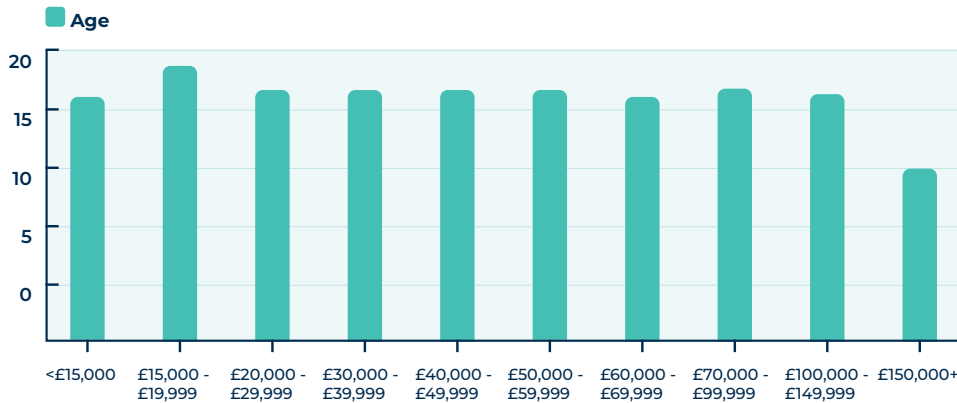


55+



Income

High Net Worth Individuals develop their **inner critic** at a **younger age**



11
The age where highest earners develop their inner critic



Confidence grows with income



of High Net Worth Individuals are 'mostly confident'

but only



of UK average earners* feel the same

Regardless of earnings, almost all stated **'feeling put down by others'** as the top factor making them feel **less confident**.



Only those earning between **£30,000-39,000** stated **'not being as successful in their career'** as the top reason.



Higher earners feel **'excited and ready to try'** new and difficult tasks

High Net Worth Individuals (50%)

<£70,000 (15%)



*UK average wage (£30,000-39,000)



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