



How it works

Tap the arrow to see the different factors impacting our confidence.

The UK's confidence comeback

After decades of adversity and uncertainty, as a nation, we're ready to reinvent, reclaim and re-ignite our self-belief – as we gear up for the ultimate confidence comeback.

How confident are we feeling?



The top confidence boosters



41%
Financial
security



40%
Living
authentically



38%
Support from
friends/family



36%
Physical
health



35%
Mental
health



31%
Overcoming
challenges

What's helped to build our confidence?



55%
Life experience

28%
Success at work

32%
Support from others

27%
Overcoming challenges

28%
Personal growth
(e.g. therapy/self-help)

19%
Physical health