

**Brexit and the Paradoxes of
Identity:
Subconscious impact of identity
on citizens' expectations and
behaviour**

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The thorny concept of identity



- Challenges of conceptualisation and measurement
- Who feels European and what does it mean?
- Has a mass European identity emerged and is it splitting our societies?

Identity and subconsciousness



- The question of consciousness – an experiment
- Escaping the language prison – identity without words?
- Qualitative or quantitative approaches?
- The pitfalls of hasty conceptualisation – what European identity is not
- Traditional instruments and assumptions – the example of the “Moreno question”

The Brexit (counter)-Revolution



- Analysing Brexit: symptom or movement, trend or accident?
- The risks: regulatory change, market shrinking, monetary and political instability, contagion, equilibrium collapse, spiral of crisis, uncertainty
- Modelling all aspects of risk – except human behaviour

Background: a uniquely polarized society



Lines of fracture:

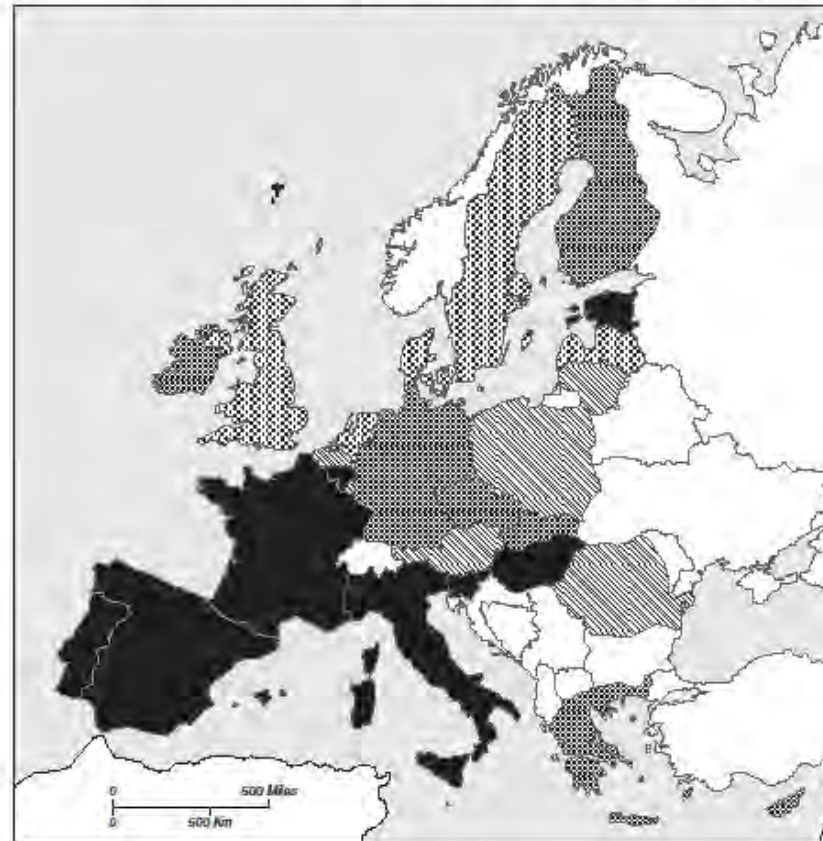
- National
- Regional
- Social
- Political
- Cultural
- Generational





Multiple models of what Britain is and should be, and notably where 'Europe' fits in

Levels of European identity across the EU

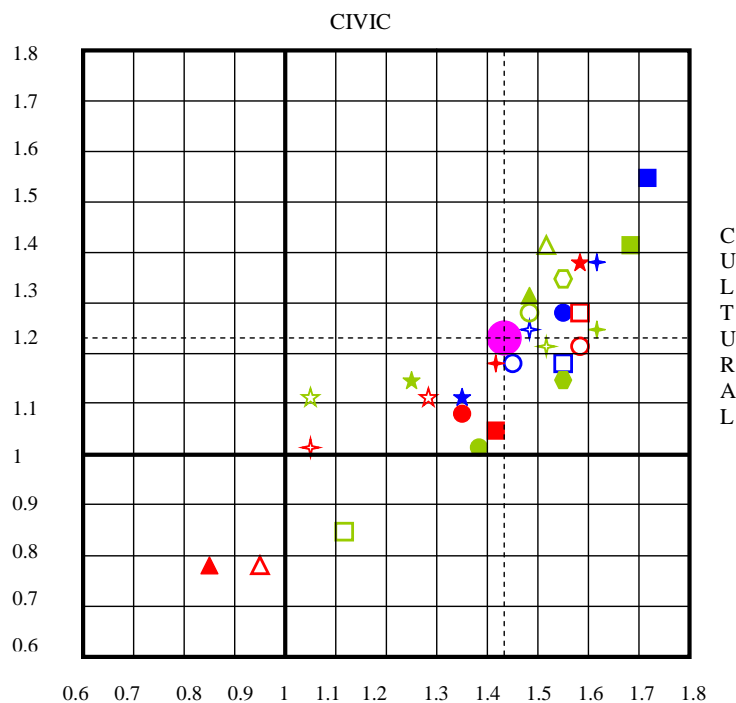


DOMINANT CIVIC OR CULTURAL IDENTIFICATION OF CITIZENS PER COUNTRY



-  Civic and cultural identities balanced (above average)
-  Identity predominantly strong in civic terms
-  Identity predominantly strong in cultural terms
-  Civic and cultural identities balanced (below average)

European identity levels



| Founding member states | | Joiners 1973-1995 | | New member states 2004-07 | |
|------------------------|-----------------|-------------------|----------|---------------------------|----------------|
| + | Belgium (FR) | + | Austria | + | Bulgaria |
| + | Belgium (NL) | + | Denmark | + | Cyprus |
| ● | France | ● | Finland | ● | Czech Republic |
| ○ | Germany | ○ | Greece | ○ | Estonia |
| ■ | Italy | ■ | Ireland | ■ | Hungary |
| ■ | Luxembourg | ■ | Portugal | ■ | Latvia |
| ★ | Netherlands | ★ | Spain | ★ | Lithuania |
| | | ☆ | Sweden | ☆ | Malta |
| | | ▲ | UK (GB) | ▲ | Poland |
| | | △ | UK (NI) | △ | Romania |
| | | | | ● | Slovakia |
| ● | EU average: 0.0 | | | ○ | Slovenia |

Europeans in the mirror – Open-ended visions

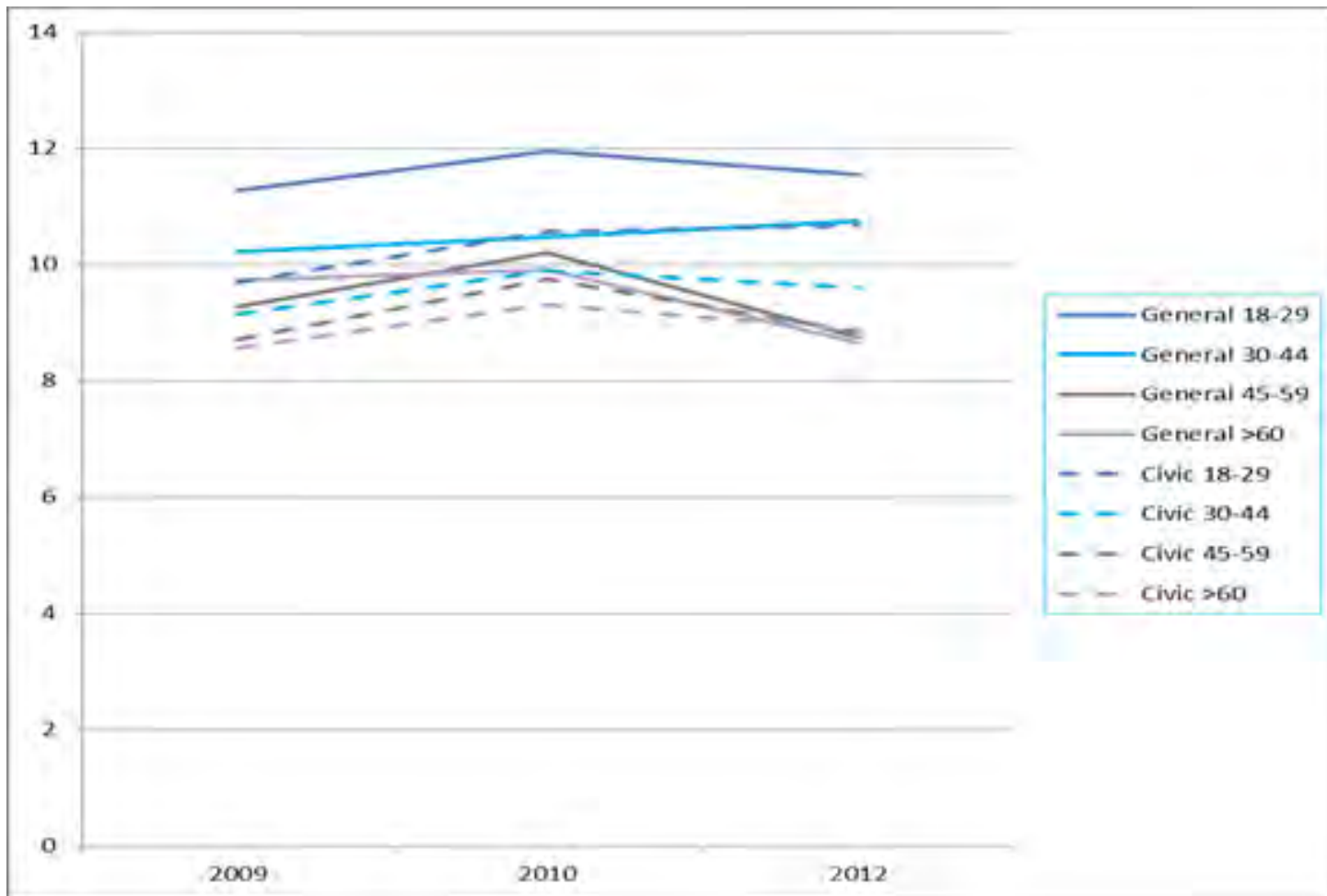


Young and old: two visions of Europe



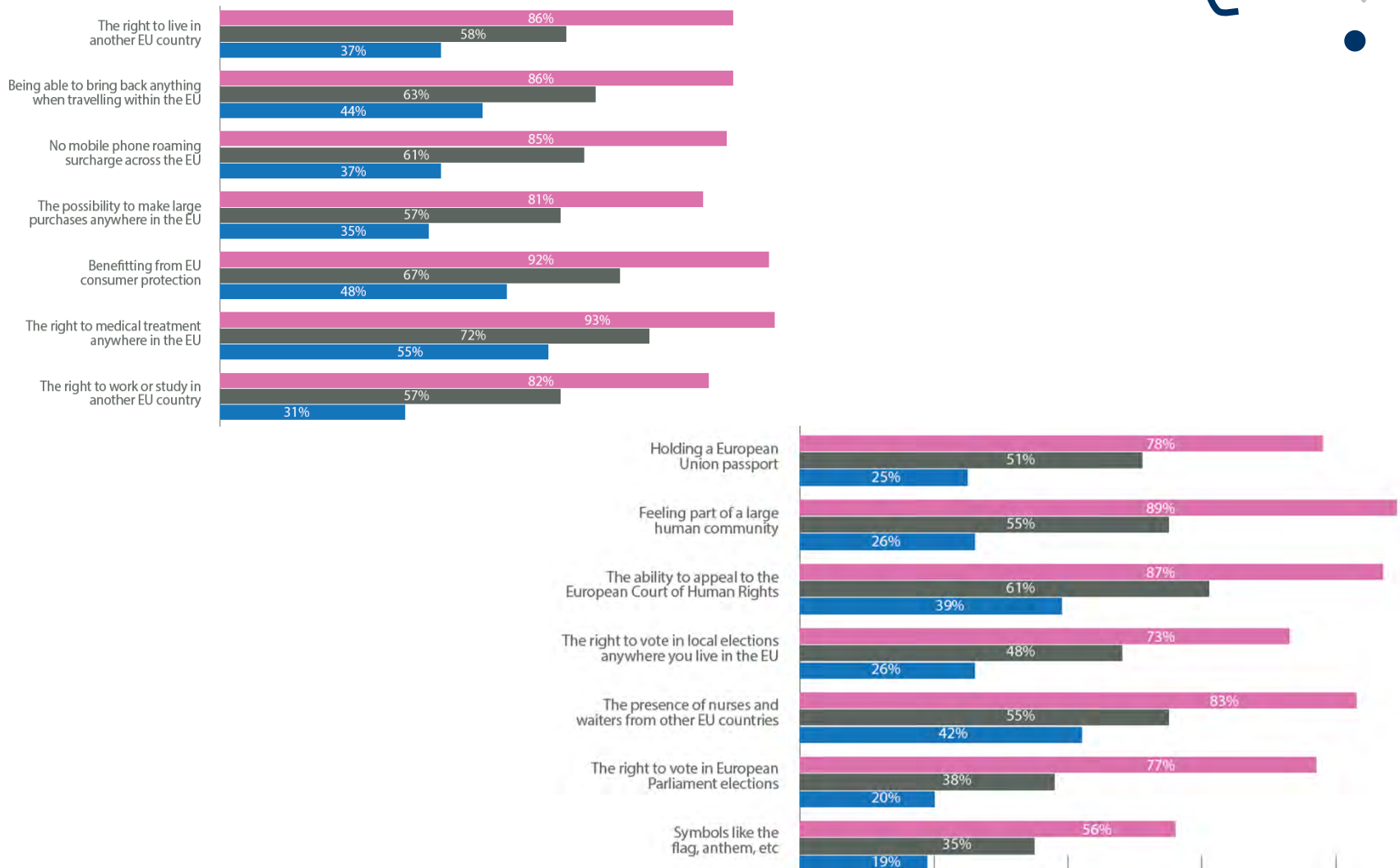
| If the European Union was... | The Young... | The Old... |
|------------------------------|--------------------|--------------------|
| A colour | Blue | Blue |
| A flower | A spring daisy | A spring daisy |
| An animal | A lion | An elephant |
| A painting | Matisse's La Danse | Picasso's Guernica |
| A drink | Wine or coffee | Still water |
| A deadly sin | Pride | Greed |
| Intelligent or stupid* | Intelligent | Stupid |

Young and old: two reactions to the Eurocrisis



Consumers or citizens?

Two visions of what EU membership means



A new brand of 'lame duck'



- No honeymoon for Brexit
- No convergence or reconciliation – polarization intact
- The appropriation of populist approaches by the mainstream
- The centre-liberal orphans
- Contrasted projections

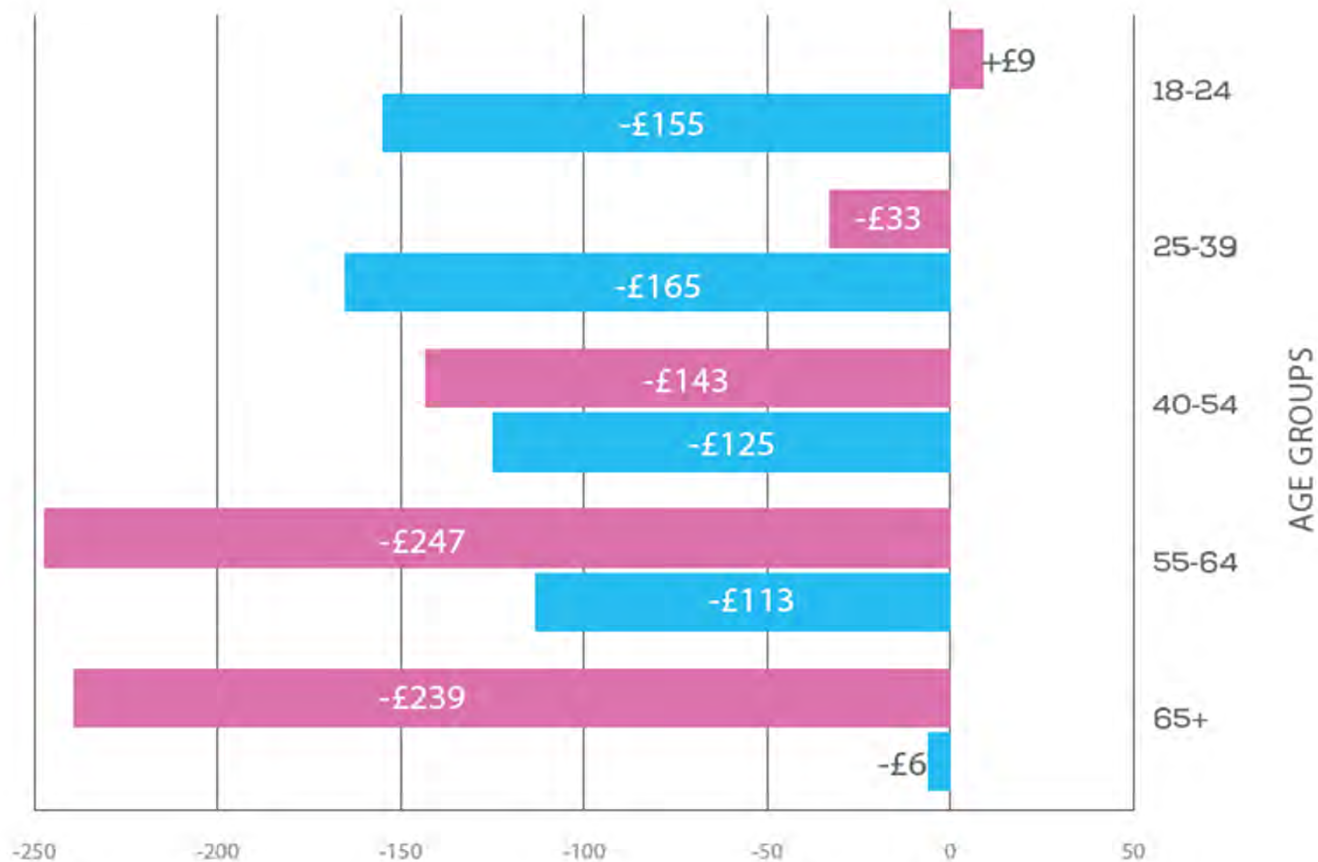
Stories of hope and fear



UNITY
SECURITY
STRENGTH
BETTER TOGETHER
FREEDOM

UNCERTAINTY
IMMIGRATION
ECONOMY
PEOPLE
CONSEQUENCES

The expected costs & benefits of Brexit



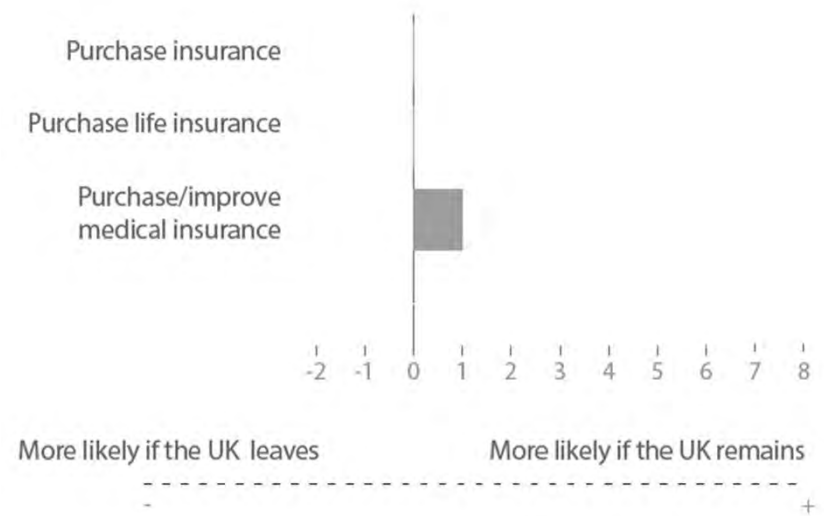
Impact of Brexit on banking, money & insurance



BANK AND MONEY



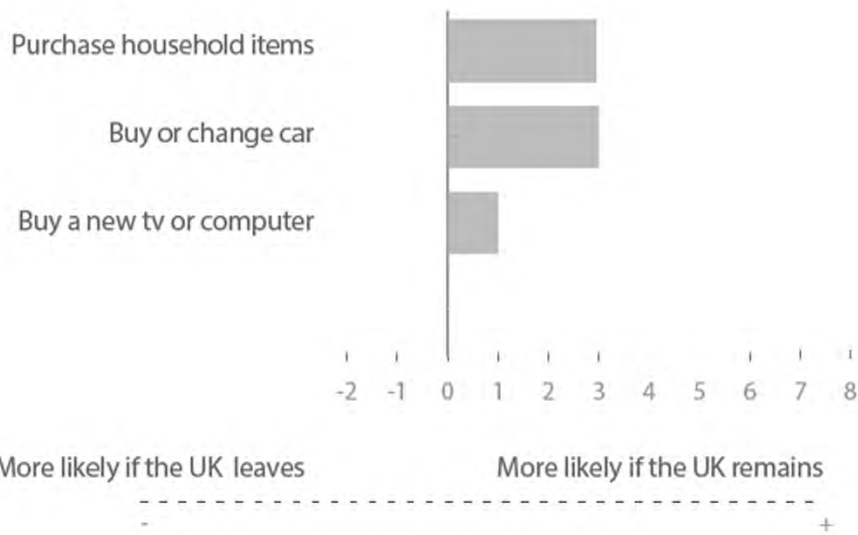
INSURANCE



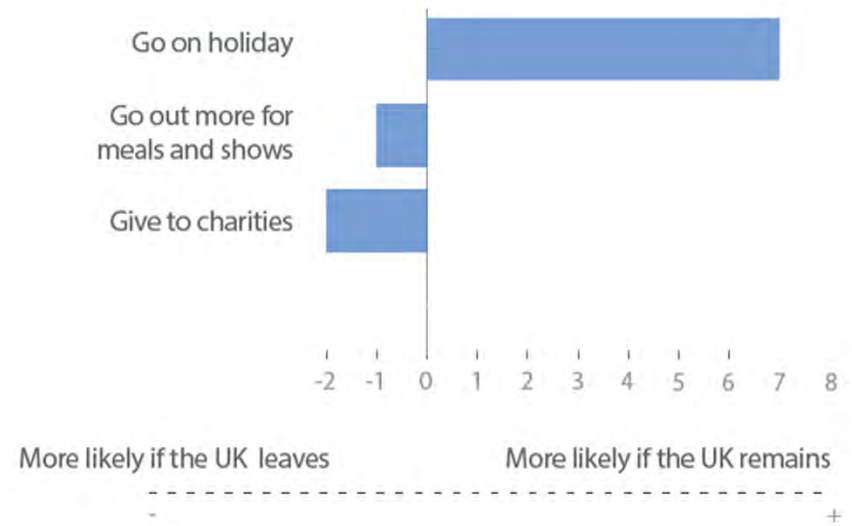
Impact of Brexit on consumption



CONSUMPTION



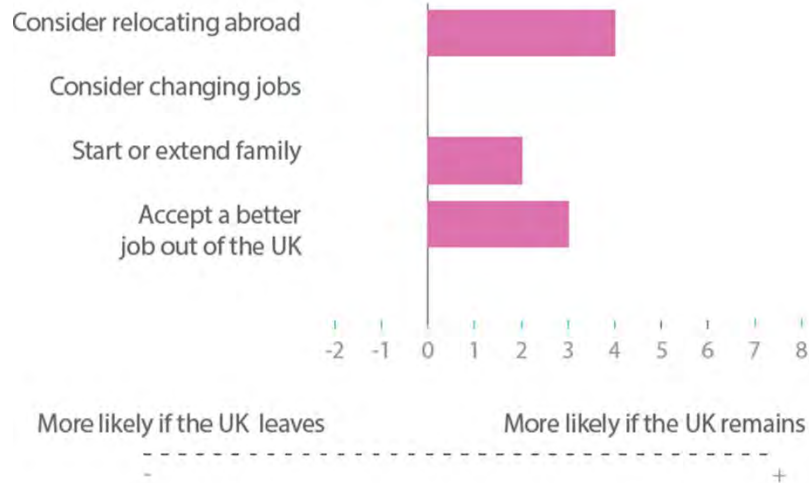
ENTERTAINMENT AND LIFESTYLE



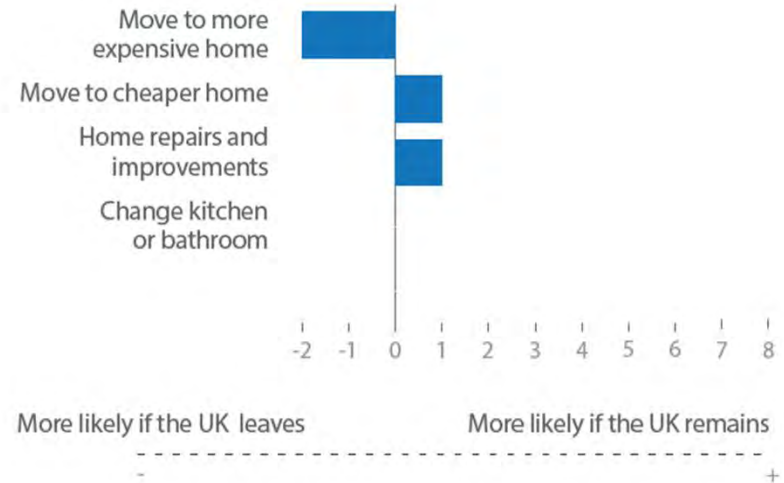
Impact of Brexit on life choices and housing



LIFE CHOICES



HOUSE AND HOME



What next?



- Future risks
- The question of solidarity
- The question of compliance
- The risk of a double systemic rebellion