



More in  
Common

# Green shoots

## *February 2026*

# Our unique lens - The British Seven Segments

- The 'British Seven' segments were formulated in our 'Shattered Britain' report, published in 2025
- They are created entirely from questions around five areas of core beliefs, drawn from social psychology: group identity and tribalism, perceived threat, parenting style and authoritarianism, moral foundations, personal agency and responsibility
- No demographic information (race, class, or gender) is used for the segmentation, though the segments created by this process often have demographic differences
- Segmentation shows that values and beliefs are powerful in influencing how individuals form opinions about issues and their behaviour. Often, the segments are more predictive of beliefs than any other metric

**Group identity and tribalism**

**Perceived threat**

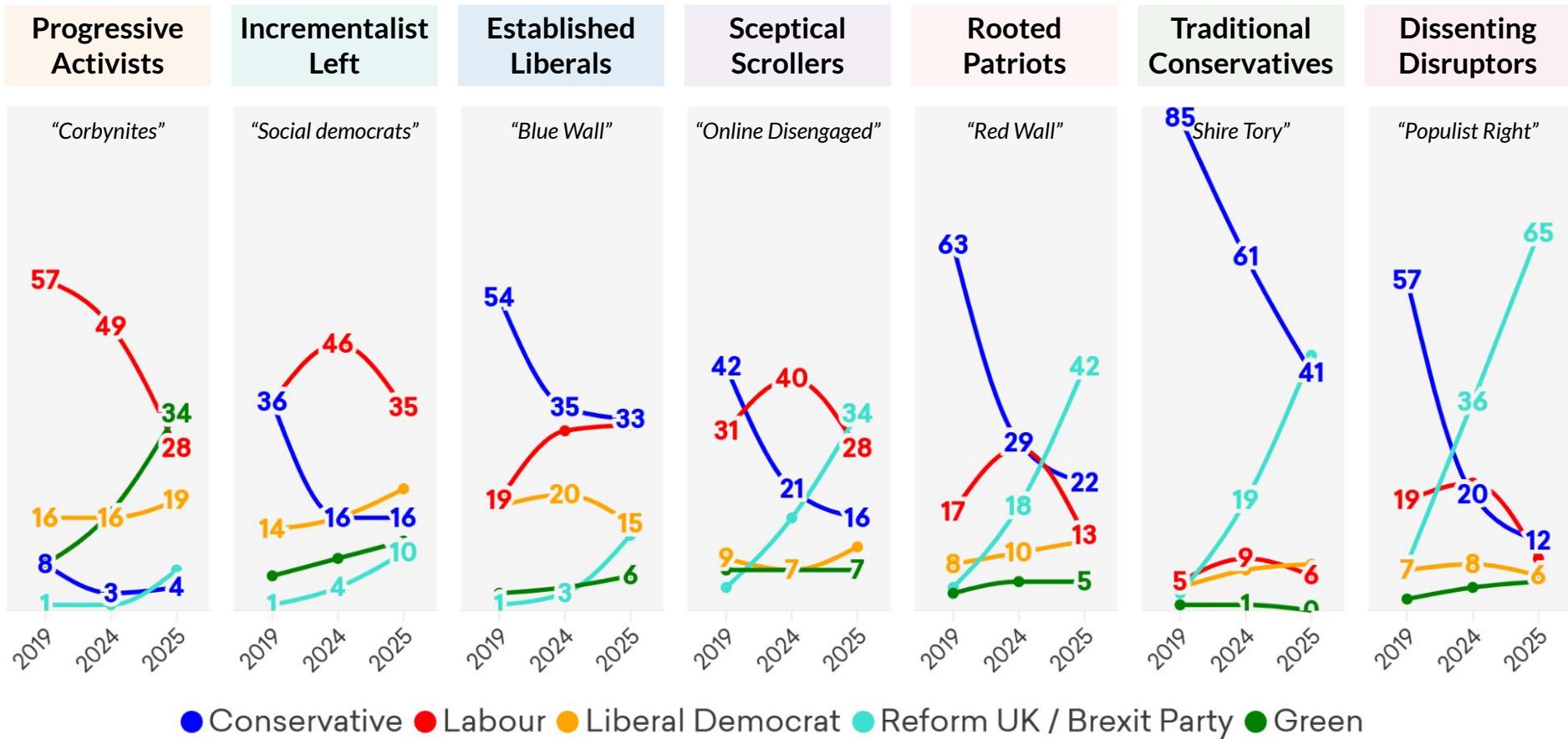
**Parenting style and authoritarianism**

**Moral foundations**

**Personal agency and responsibility**

Progressive Activists	Incrementalist Left	Established Liberals	Sceptical Scrollers	Rooted Patriots	Traditional Conservatives	Dissenting Disruptors
 <p>...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics</p>	 <p>...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates</p>	 <p>... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works</p>	 <p>...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth</p>	 <p>...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity</p>	 <p>... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change</p>	 <p>... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system</p>

# Voting patterns of the seven segments



# Progressive Activists (12% of the population)

**Key words:** Idealistic, radical, uncompromising, woke

**Worries:** The war in Gaza, climate change, inequality, the power of billionaires, the rise of Reform UK, the Trump presidency, affordable housing, racial injustice

**Where you'll find them:** On university campuses; in cities; in Green and Labour Party meetings; on Bluesky; in flatshares or living with parents; in the third sector; in constituencies like Hackney South and Shoreditch, Edinburgh South and Bristol Central

**News sources:** Multiple mainstream news apps (e.g. BBC or The Guardian), independent organisations/commentators like Novara or Owen Jones, podcasts like *The News Agents* or *Pod Save the UK*



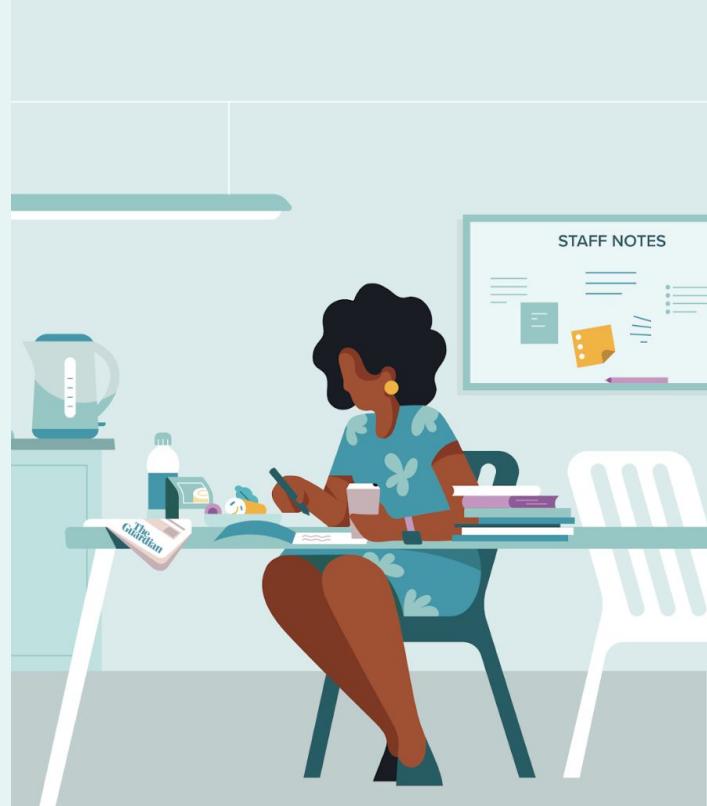
# Incrementalist Left (21% of the population)

**Key words:** Liberal, compromising, conflict-averse, satisfied, community-orientated

**Worries:** Rising instability, polarisation and division, the rise of Reform UK and populist leaders across the world, the NHS and public services

**Where you'll find them:** Working in the public sector; volunteering; at a park with their young children; in cities and commuter towns; in constituencies like Reading Central, Milton Keynes Central, Edinburgh North and Leith

**News sources:** They're informed, but not constantly seeking news- they may turn on the BBC over dinner or listen to *Newscast* on their commute



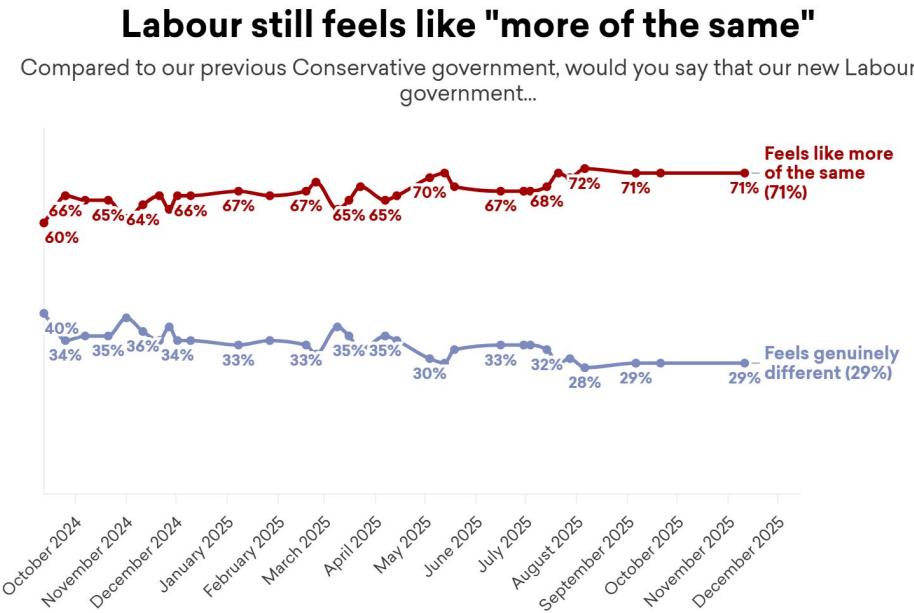
# Who are the Green supporters?

# Most see Labour and the Conservatives as more of the same

Across focus groups and polling, Britons often share a perception that the current government is unable to solve their problems, or worse, isn't trying to.

Seven in ten say that they feel like Labour are a continuation of the Conservative government, and after an election run on the promise of change, many feel let down.

A growing number are rejecting the mainstream and seeking an alternative who seem up for the challenge.



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Source: More in Common • Last fieldwork December 2025

*"I think Reform are worthy of a chance because Labour and Conservative at the time, time and time again and time and time again they disappoint and fail and just muck the system up and I mean what's going on now? I just think it's an absolute shit show." - Shay, Small business owner, London*

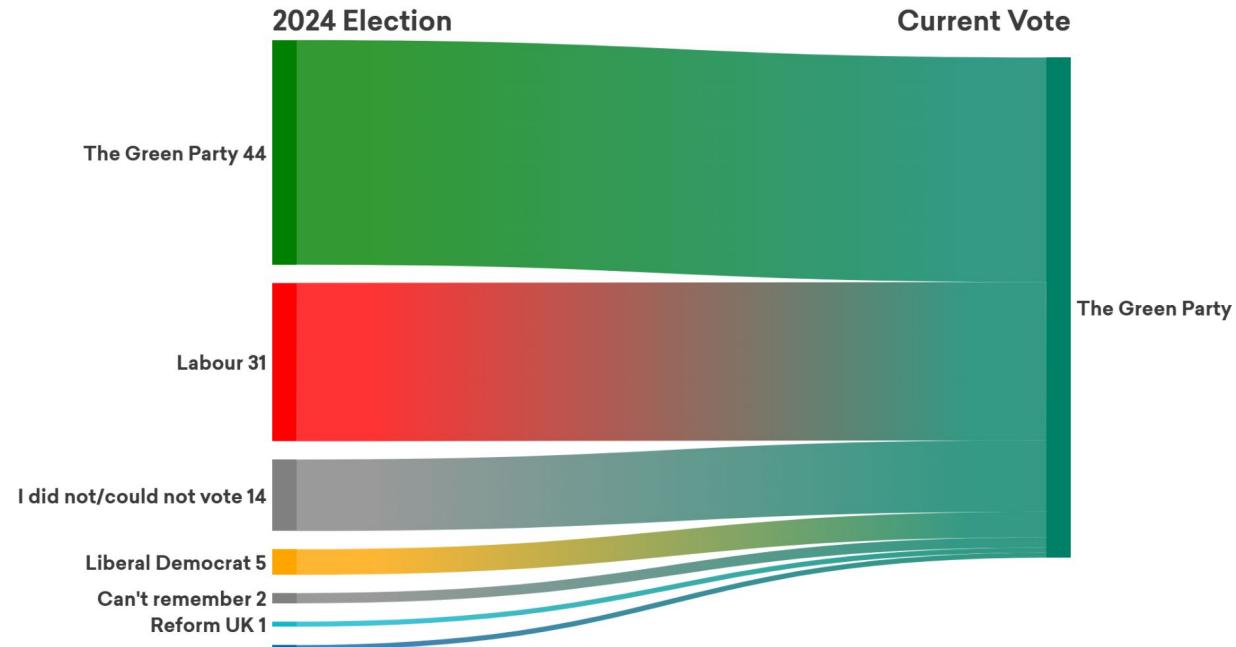
# Green growth has been fuelled by Labour switchers

Against this backdrop, the Greens have gained vote share in the polls - now holding at steady around 11 per cent.

Only two in five (44 per cent) current Green voters supported the party in 2024. Meanwhile a third (31 per cent) have defected to Green from Labour since the General Election.

These voters skew young - Greens now take a massive 42 per cent of among 18-24 year old women.

## How did current Green voters vote in 2024?

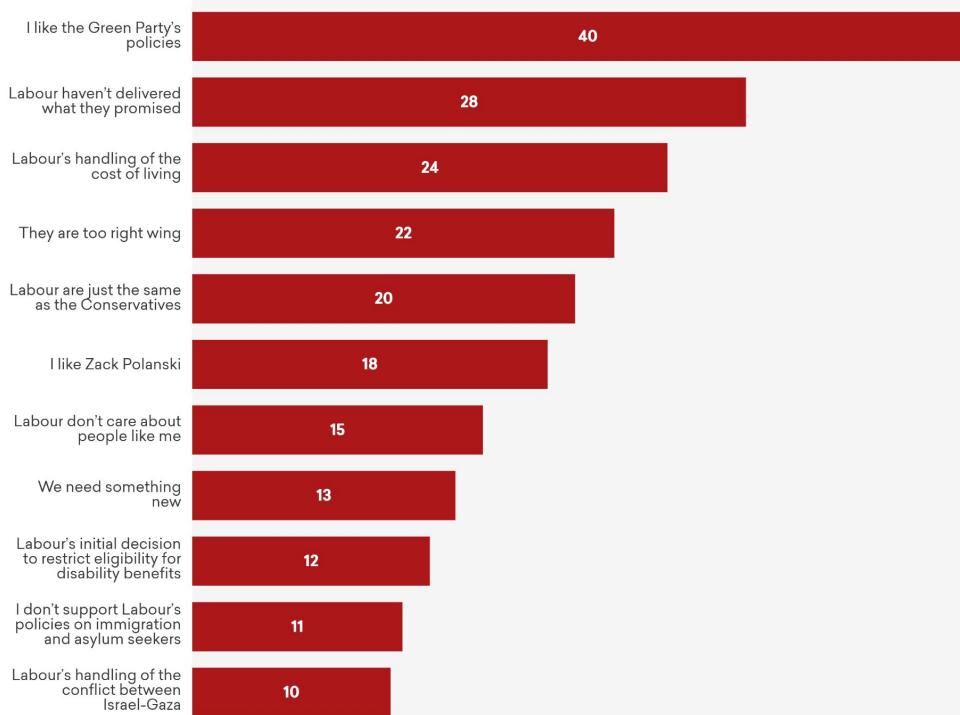


# Labour to Green switchers blame both push and pull factors

While many are drawn to the Green Party for its policies, this sits alongside a sense that Labour haven't delivered what they promised, or have failed to deliver on the cost of living or offer of change.

On the other hand, 57 per cent of Labour to Reform switchers say they switched because of the government's stance on immigration. In fact, the top six reasons are issues with Labour, rather than Reform giving a better alternative.

You said you have voted for Labour, but are currently planning to vote for the Green Party. Why is that? Select your top three reasons.



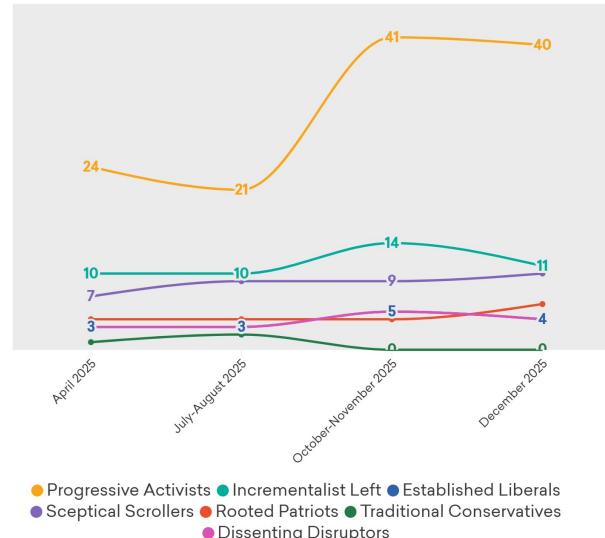
# Growth in Green support is a Progressive Activist story

The recent growth of the Green Party has been driven almost entirely by Progressive Activists. The proportion of Progressive Activists voting Green has doubled since the the election of Zack Polanski.

No other party's coalition of supporter is as ideologically concentrated as the Greens'.

## The Green Party's growth is from Progressive Activist switchers

The share of each of our segments who would vote for the Green Party

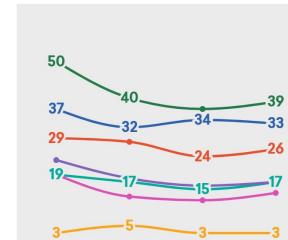


More in Common • October 2025

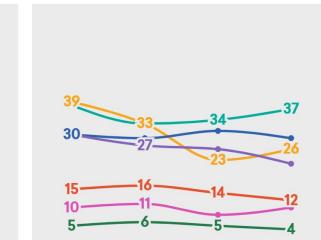
Data taken from July - August, and October and November is an average of three 2000 respondent polls, April's and December's data are from single 10,000 respondent polls

The share of each of our segments who would vote for each party

### Conservative



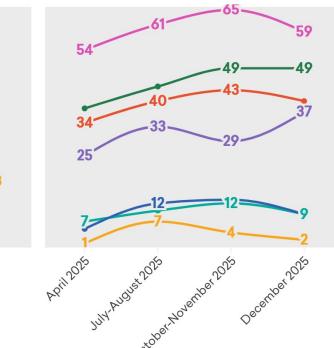
### Labour



### Liberal Democrat



### Reform UK



# Green support today is more ideologically concentrated

A swathe of added Progressive Activists has made the Green's coalition of support more concentrated - one in two current Green supporters are now Progressive Activists, compared to 12 per cent of the public.

The group who would consider voting Green are more diverse.

A cohesive coalition may make retaining support a simpler challenge - with fewer issues dividing supporters. While a strategy of aligning with progressives has a natural ceiling, this has not necessarily been reached.

If a general election was called tomorrow, which party would you vote for?

Segment of those who are intending to vote for The Green Party



More in Common • Fieldwork completed December 2025

You said you would vote for [previous party] if there was an election tomorrow. Are there any other parties you'd consider voting for

Segment of those who are considering voting for The Green Party



More in Common • Fieldwork completed December 2025

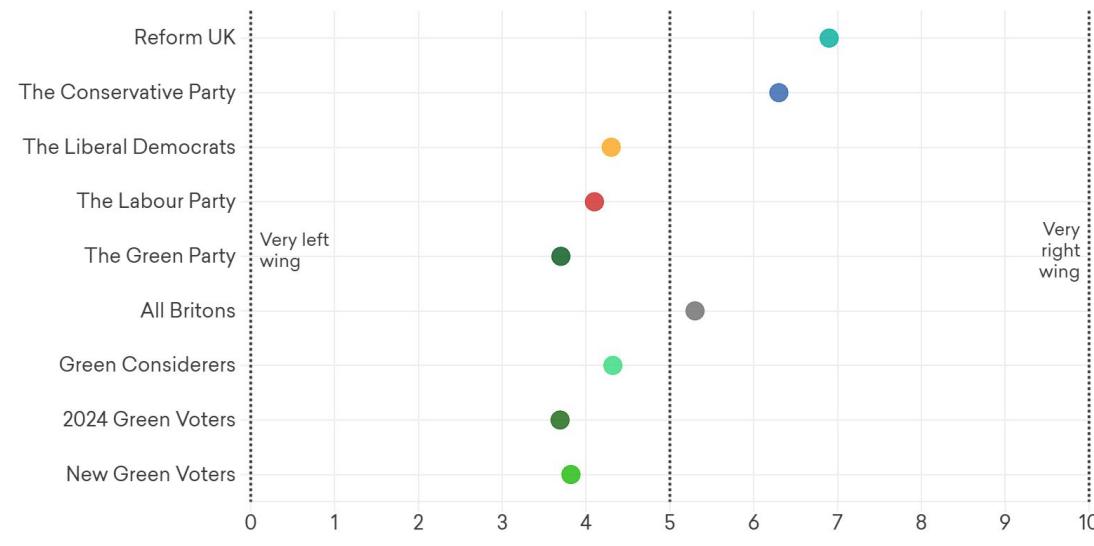
# Green supporters see themselves as moderately left wing

This is not to say that the Green Party is now seen as a extremely left wing party. The Green Party is seen as less left than Reform is right.

While the average Brit sees themselves as slightly to the right of centre politically, 2024 Green voters and new Green voters consider themselves moderately left wing (3.7 and 3.8 respectively). Green considerers are on average slightly more centrist (4.3).

## The public's perceptions of each of the parties and themselves

Sometimes politics is described as being on a left-right scale. Where do you put your own views on that scale, where 0 is very left wing, and 10 is very right wing? And where do you think each of the following political parties currently are on that same scale?



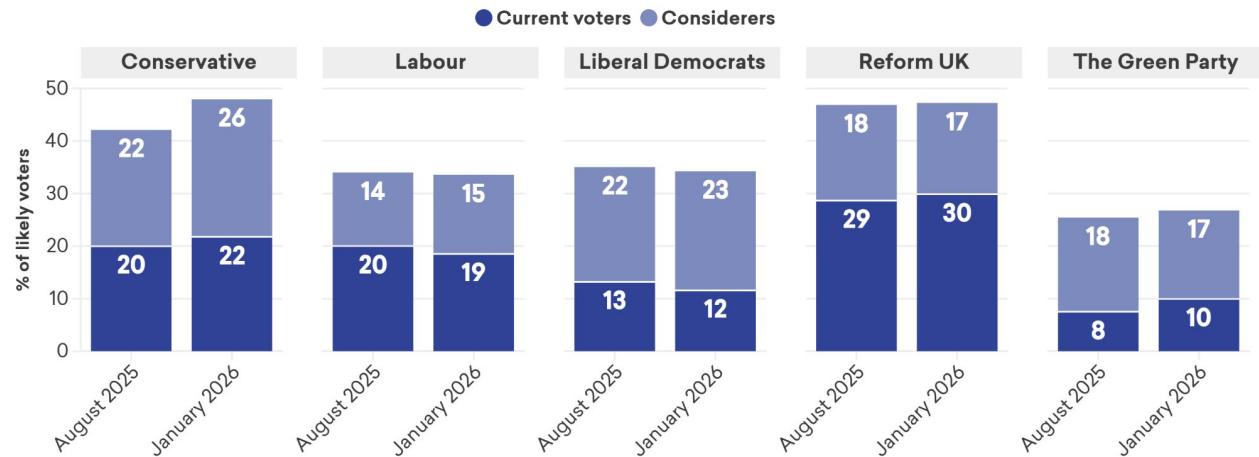
# Green support may not have hit its ceiling

Around one in four voters (27 per cent) say they would consider voting for the Green Party. The Greens have the lowest conversion rate of considerers to voters of any party - suggesting there could be a way to go before the Greens hit a vote share ceiling.

Most Green 'considerers' currently intend to vote Labour (32%) or the Liberal Democrats (30%).

Respondents who say they would vote for [this party] if there was an election tomorrow, alongside respondents who would 'consider' voting for [this party]...

[Consider party Q: Which other parties might you consider voting for?]



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Respondents not asked if they would consider voting for a party if they have indicated they intend to vote for them. Respondents given the option of saying no other parties.

# What matters to Green supporters?

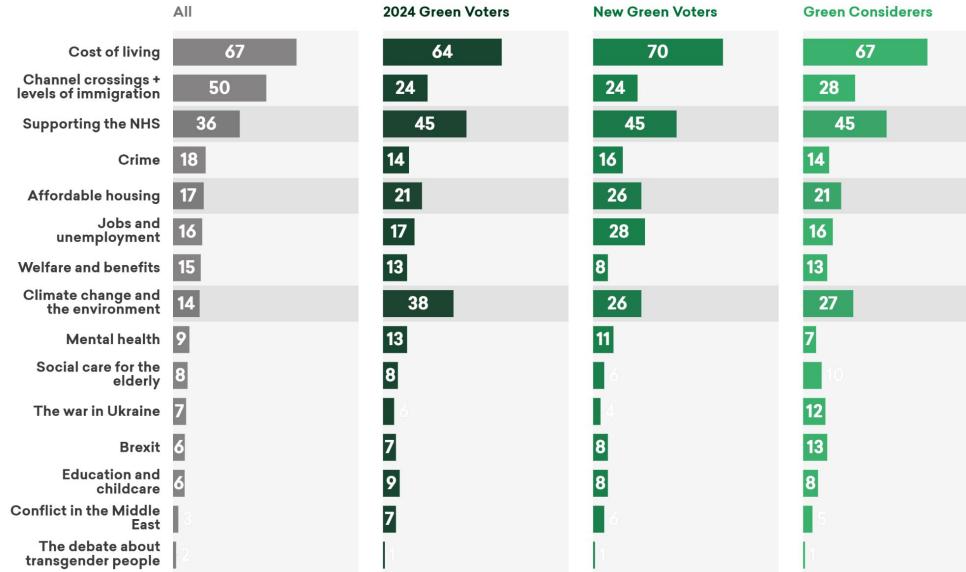
# Current and potential Green supporters are aligned on priorities

Far from a coalition of pro-climate voters, Green 2024 voters, new Green supporters and those considering the Greens are united on a number of issues including the NHS, affordable housing and the environment and climate.

Notably, cost of living is also the top issue for all of these groups and the population at large. Yet another key issue for the public - immigration and channel crossings - is of much lower concern for these Green groups.

The NHS remains important across all Green voters and considerers, as does the environment and affordable housing

In your opinion, which are the most IMPORTANT issues facing the country today? Please select up to three



Source: More in Common • December 2025

*"We'd have no NHS at all if Reform get in, it's on its knees as but if Reform got in as far as I can see, they want to get rid of the NHS and go like America. So I really don't want Reform to get in. So that's why I'm toying between the other two [Labour and Greens]" - Sara, Car service advisor, Gorton and Denton*

# Green Party coalition diverges on some cultural issues

Along the lines of cultural issues, such as the monarchy and taking pride in the St. George's cross, there is a clear divergence between current Green voters and those who would consider voting Green.

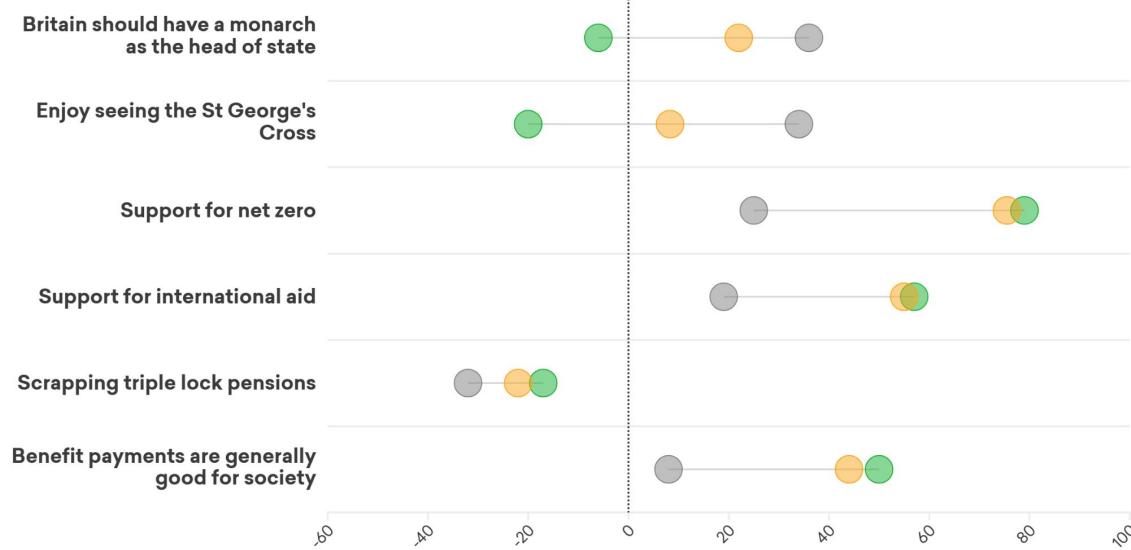
Meanwhile on the economy and environmental issues, there is much more alignment between the Greens' current voter base and those considering voting for the party. The same is true of foreign policy issues including NATO membership, Brexit and Gaza.

These issues (more bread-and-butter than culture war) may represent policy areas where it is possible to campaign in a way that resonates with the base without alienating potential supporters.

## Green voters and considerers depart on cultural issues, but find common ground on the environment and economy

(net agreement with each statement)

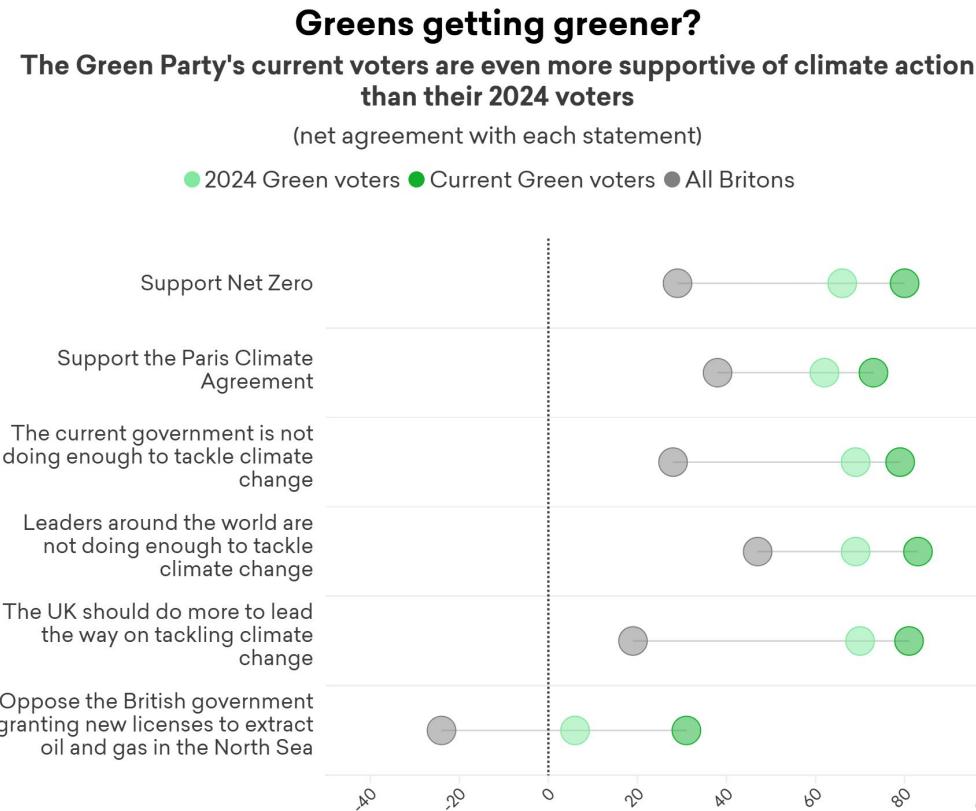
● Green voters ● Green Considerers ● All Britons



# The new intake of Green voters are more pro-climate

As the Green Party's support expands, its supporters are becoming more supportive of strong action on climate change.

Compared to the party's 2024 General Election voters, a greater proportion of current Green voters support believe that the UK government is not doing enough to tackle climate change and want the UK to lead the way globally on international climate efforts.



# Green supporters are not extreme on migration

Green voters are broadly supportive of multiculturalism. But, like the general public, around a third want to see net migration to the UK reduce, and half stay at current levels.

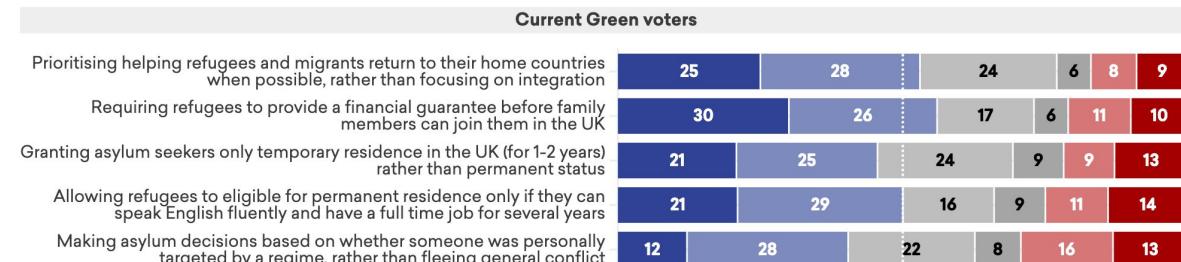
There is support for policies which seek to place a greater control on immigration and the expectations of integration.

Immigration and ethnic integration may be an issue area where taking extreme positions leaves the party out of step with its voters.

## Many Danish-style asylum policies are popular with both Labour and Green voters

Would you support or oppose the following changes to the UK's immigration and asylum system?

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose



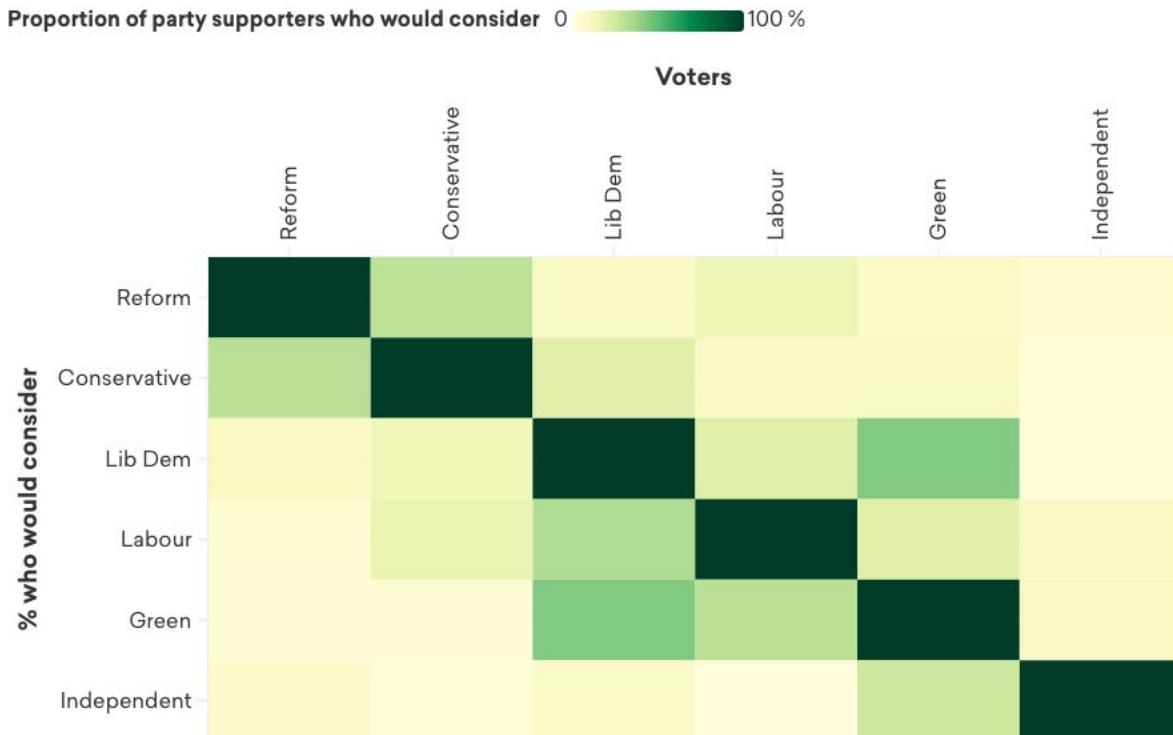
# Looking ahead: Snakes and ladders

# The risk of splitting the left

There is clearly a group of voters who would consider voting across the left bloc - Lib Dem, Green or Labour.

Notably Lib Dem supporters are most likely to consider voting Green and vice versa - suggesting that both parties are fishing from the same pool.

The risk to all three parties is splitting this group. Those whose preferred choice is the Greens could still shift support to another party - either tactically or because they are not yet loyal to one party.



# Tactical voting represents a threat to Green success

Tactical voting will undoubtedly be a key factor deciding upcoming local and general election races.

57 per cent of likely Green voters say that in a close race between Labour and Reform they would switch their vote to Labour. Just 27 per cent say they would stick with the Greens.

The conversion of Green support to votes may well come down to whether voters believe Greens stand the best chance of beating Reform in their area.

## Most Green supporters would tactically vote Labour

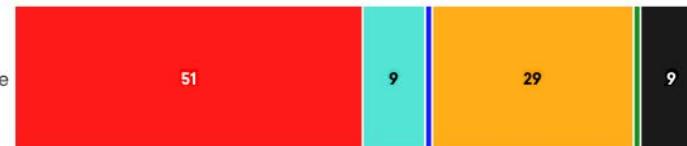
In your constituency, if it was a close race between Reform and Labour, how would you vote?

Labour   Reform UK   Conservative   Liberal Democrat   The Green Party   Others   Don't know

How Green supporters would vote



How Lib Dem supporters would vote



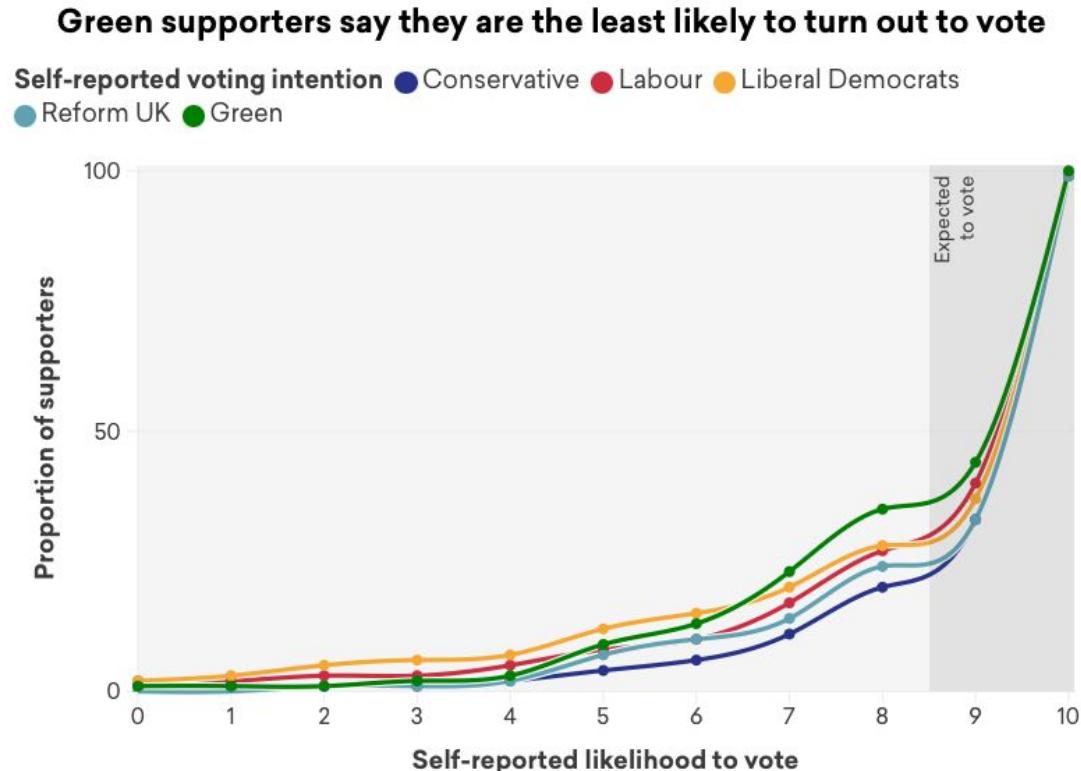
How Conservative supporters would vote



# Green supporters are least likely to turn out

Green support is particularly high among those who are less likely to vote. This helps to explain variability between Green support in polls - as pollsters use different methods to predict whether respondents who say they will go to vote actually will.

It also represents a challenge for the party to convert support in principle to votes in ballots.

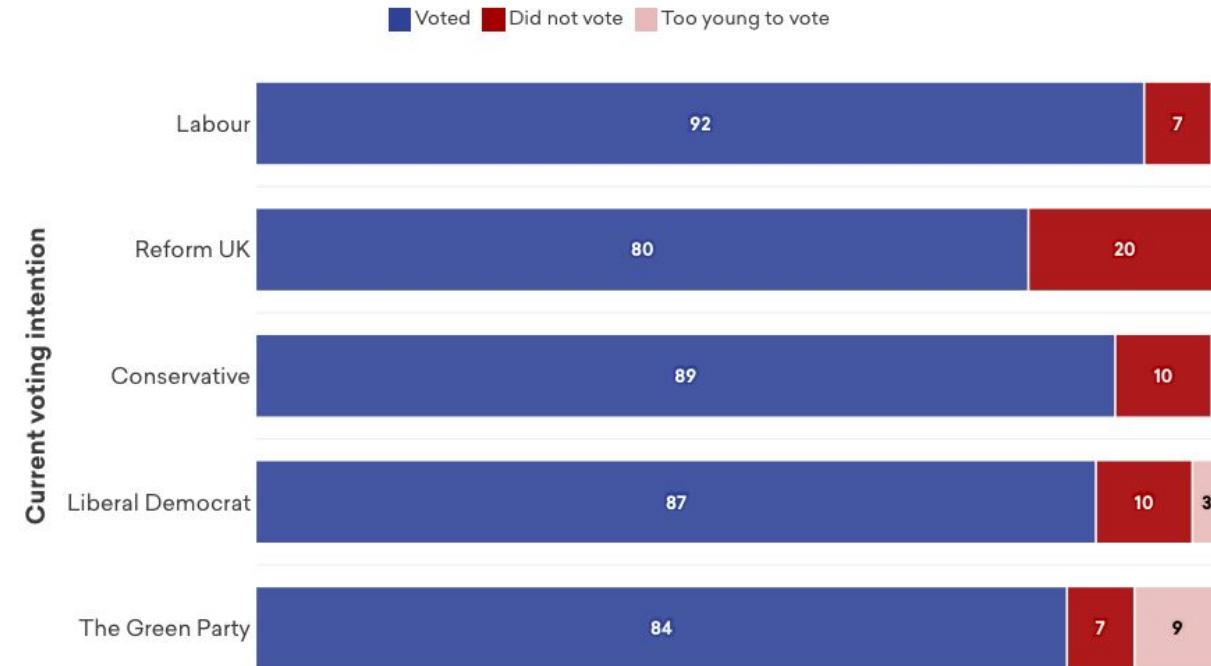


# Greens engage the too-young-to-vote, not yet the did-not-vote

Among the population of engaged young people - who were too young to vote in the last General Election - Green support is high.

Interestingly the Greens have not penetrated the group of habitual non-voters in the way that Reform UK has been able to. If the Greens were able to engage non-voters this would lift the ceiling of potential voters.

## Many Green supporters are non-voters - due to age not choice



Contact:

[andrew@moreincommon.com](mailto:andrew@moreincommon.com)

[anouschka@moreincommon.com](mailto:anouschka@moreincommon.com)