British Seven segments and the next general election

Luke Tryl
Section 1
The British Seven segments and potential electoral coalitions
The British Seven

- Progressive Activists: Progressives, 13%
- Civic Pragmatists: Soft left, 13%
- Disengaged Battlers: Urban poor, 12%
- Established Liberals: Blue Wall, 12%
- Loyal Nationals: Red Wall, 17%
- Disengaged Traditionalists: Essex Man, 18%
- Backbone Conservatives: Shire Tory, 15%

The segmentation inputs:
- Group Identity and Tribalism
- Perceived Threat
- Parenting Style and Authoritarianism
- Moral Foundations
- Personal Agency and Responsibility
How have voters changed since 2019?
Changing voting intention (2017-2023) – by segment

Labour now holds the voting intention lead in six out of seven segments

Source: More in Common – mean voting intentions from April, May and June 2023
The potential Conservative coalition

**Resuscitating the 2019 coalition**

- Our polling shows that it is increasingly difficult to hold the 2019 Conservative coalition together.

- The main forces that brought together the 2019 coalition – Brexit, Boris and Corbyn – are now gone from British politics.

- As Brexit identities wane and cost of living started to bite, economics has reasserted itself as the key political frame.

- This is particularly a problem because the two wings of the Coalition - Loyal National (typical Red Wall voters) and Established Liberals (typical Blue Wall voters) have often quite opposed views on economics.

- Sunak maintains more support among the Established Liberals than Loyal Nationals.

- The loss of trust during Partygate continues to hurt the Tory brand for why they won’t vote Tory again.

- There is a growing ‘time for change’ ‘what can we lose’ narrative emerging in focus groups.

Source: More in Common – mean voting intentions from April, May and June 2023
The potential Labour coalition

A broader based coalition

- Unlike the narrower potential Conservative coalition, Labour lead in voting intention with 6/7 segments – though only marginally with ELs and DTs.

- More Civic Pragmatists and Disengaged Battlers now intending to vote Labour than Progressive Activists – Labour making gains outside their highly engaged base.

- Labour has made a real recovery with the typical Red Wall voter (Loyal Nationals) who have largely swung back to Labour after swinging massively to the Tories in 2019.

- The current polling means Labour look set to benefit from a uniform vote swing, rather than a proportional swing.

- The larger challenge facing Labour is the ‘will they be any different/better’ than the current government – while this mightn’t influence the final result, it is likely to influence how a future Labour government governs.
Where are the smaller parties?

- Our most recent voting intention polling puts the smaller parties on:
  - Liberal Democrats: 10% (-3 from May 2023)
  - Greens: 4% (-1 from May 2023)
  - Reform UK: 6% (+1 from May 2023)

- When looked at through the lens of the segments – we see interesting dynamics emerging over who is voting for the smaller parties.

- 11% of Progressive Activists would vote Green – they make up around 27% of would-be Green voters – but two in five Green voters are either an Established Liberal or a Loyal National.

- 12% of Loyal Nationals would vote for Reform UK - Loyal Nationals make up 43% of would-be Reform UK voters. However potential upside for Reform with these voters is much higher if they had the right package.

- 2019 SNP voters increasingly split – Desire for independence has taken a backburner with some to sorting out 'broken Scotland'. Greater pull to vote labour to stop the Tories.
The Lib Dem Opportunity

• While the Lib Dems are on 10% overall – they are overperforming with two segments in particular: Established Liberals and Civic Pragmatists

• That lower vote share appears to be more efficiently distributed. In the seats where the Liberal Democrats are the main challenger people have a view, where they are not they don't feature at all in focus groups. There is far less need for a formal 'progressive alliance' than some assume.

• In focus groups those who voted Liberal Democrat in Tory heartlands tell us they haven't made up their mind about how they will vote in the General Election. The local election vote was a wakeup call, and they want to see if the Tories listen.

• 2010-2015 Coalition rarely comes up, where it does impact of the Liberal Democrats more negative ""When we had the coalition, oh what's his face? I can't remember his name now. Mr. Facebook, he was walking around puffed out chest and like, oh let's do this with these little tiny wins and was just, I found it just irritating"
Who are the door-knockers and canvassers?

While the vast majority (67 per cent) of Labour members come from the Progressive Activists segment, Conservative Party membership is more evenly spread coming mainly from the Backbone Conservative and Established Liberal segments.
Public are fairly relaxed about various coalitions

Both the public generally and Labour voters specifically are relaxed about the various potential coalition options after the next general election.

The following are a set of possible outcomes for the next general election. On a scale of 1-5, where 1 is terrible and 5 is excellent, please rate how good or bad you think the outcome would be for the country.
Section 2
What is shaping the coalitions?
What’s shaping these coalitions - Broken Britain

When asked to describe how they see Britain today, people are far more negative than positive, and “broken” is used more than any other.

How would you describe Britain in 2023 in a few words?
The driving force of insecurity

Major gap between Loyal Nationals (Red Wall) and Established Liberals (Blue Wall) on feelings of security about the future. This helps to explain why having a 'more competent' PM has brought some Established Liberals back, while Loyal Nationals want to see material change.

To what extent do you feel secure about your future?

<table>
<thead>
<tr>
<th>Segment</th>
<th>Very secure</th>
<th>Somewhat secure</th>
<th>Neither secure nor insecure</th>
<th>Somewhat insecure</th>
<th>Very insecure</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Civic Pragmatists</td>
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<td>26</td>
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<td>19</td>
</tr>
<tr>
<td>Established Liberals</td>
<td>8</td>
<td>45</td>
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<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Loyal Nationals</td>
<td>4</td>
<td>24</td>
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<tr>
<td>Disengaged Traditionalists</td>
<td>5</td>
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<td>34</td>
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<td>10</td>
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<tr>
<td>Backbone Conservatives</td>
<td>9</td>
<td>47</td>
<td>26</td>
<td>17</td>
<td>7</td>
</tr>
</tbody>
</table>

More in Common | May 2023
Why does Britain feel so insecure about the future?

The public's insecurity mirrors the top issues being driven by the cost of living crisis, pressures on the NHS and elderly care.

Which of the following, if any, make you feel less secure about your future?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>That the cost of living crisis continues and my salary won’t keep up</td>
<td>45</td>
</tr>
<tr>
<td>That I might not have access to the healthcare I need</td>
<td>43</td>
</tr>
<tr>
<td>That I might not get the care I need in my old age</td>
<td>35</td>
</tr>
<tr>
<td>That the gap between the rich and poor will widen</td>
<td>34</td>
</tr>
<tr>
<td>That my pension won’t provide enough for my old age</td>
<td>33</td>
</tr>
<tr>
<td>The impact of climate change</td>
<td>32</td>
</tr>
<tr>
<td>That Russia will go to war with the UK</td>
<td>21</td>
</tr>
<tr>
<td>That increased immigration will damage British values</td>
<td>23</td>
</tr>
<tr>
<td>That increased immigration might make it harder for me to access local services</td>
<td>21</td>
</tr>
<tr>
<td>That I might not be able to afford to rent a house</td>
<td>16</td>
</tr>
<tr>
<td>That I might not be able to afford to buy a house</td>
<td>15</td>
</tr>
<tr>
<td>That I might lose my home</td>
<td>10</td>
</tr>
<tr>
<td>That I might fall behind on mortgage payments</td>
<td>7</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7</td>
</tr>
<tr>
<td>That I might lose my job to AI</td>
<td>7</td>
</tr>
<tr>
<td>That I won’t be able to find affordable childcare</td>
<td>5</td>
</tr>
</tbody>
</table>

May 2023
Britons’ top issues

Cost of living is the overwhelming top issue. The NHS has been a growing concern for the past year. Asylum seekers and climate change compete for third place. Crime is rising up the agenda.

In your opinion, which are the most IMPORTANT issues facing the country today? Select the top 3

- **Cost of living**
- **Supporting the NHS**
- **Climate change and the environment**
- **Asylum seekers crossing the channel**
- **Affordable housing**
- **The war in Ukraine**
- **Crime**
- **Mental health**
- **Social care for the elderly**
- **Jobs and unemployment**
- **Brexit**
- **Strikes**
- **Improving education**
- **Cost and availability of childcare**
- **Other**
- **Don’t know**
- **Racism in society**
- **The debate about transgender people**

June 2023
Top issues by segment – June 2023

While every segment agrees that cost of living and supporting the NHS are top issues for the country, there is also strong agreement that the environment is important, compared to asylum which is more divisive.

Cost of living

Supporting the NHS

Climate and the environment

Asylum seekers crossing the channel
Section 3
Views on party leaders and their pledges/missions
Leader approval ratings – similar but different patterns

The overall approval ratings of Keir Starmer and Rishi Sunak are nearly identical, but the patterns are different. Rishi Sunak is more polarising than Keir Starmer.

<table>
<thead>
<tr>
<th>Group</th>
<th>Rishi Sunak</th>
<th>Keir Starmer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Disapprove</td>
<td>Approve</td>
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<tr>
<td>UK Average</td>
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<tr>
<td>Progressive Activists</td>
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<td>Civic Pragmatists</td>
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<td>Disengaged Battlers</td>
<td>55</td>
<td>11</td>
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<tr>
<td>Established Liberals</td>
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<td>Loyal Nationals</td>
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<tr>
<td>Disengaged Traditionalists</td>
<td>26</td>
<td>31</td>
</tr>
<tr>
<td>Backbone Conservatives</td>
<td>12</td>
<td>49</td>
</tr>
</tbody>
</table>

March 2023
The overall preference on the leaders is quite similar – with Keir Starmer leading with typical Red Wall voters and Rishi Sunak leading with typical blue wall voters.

<table>
<thead>
<tr>
<th>Category</th>
<th>Keir Starmer</th>
<th>Don’t know</th>
<th>Rishi Sunak</th>
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<tbody>
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<td>34</td>
</tr>
<tr>
<td>Progressive Activists</td>
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<tr>
<td>Civic Pragmatists</td>
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<td>29</td>
<td>20</td>
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<td>Disengaged Battlers</td>
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<tr>
<td>Backbone Conservatives</td>
<td>18</td>
<td>26</td>
<td>56</td>
</tr>
</tbody>
</table>

June 2023 | Who would you rather as Prime Minister?
Focus Groups on...Rishi Sunak

Several threads run through our recent focus group testing on Rishi Sunak:

• Gets credit for his competent delivery so far and being better than his predecessors. The public want to give him a chance.

• Biggest plus from the public is for his job as Chancellor on furlough.

• 5 pledges resonate better in groups than missions. But the focus on AI does not.

• Main negative is being seen as out of touch and wealth gaffes (and heated swimming pool) cutting through.

• Growing perception that he is not strong enough to stand up to Boris Johnson, and questions about strength generally

• Culture war lines don't come across as authentic to the public

• Generally warmer reception in Blue Wall groups than Red Wall groups. Risk of falling between two stools
Focus Groups on...Keir Starmer

Several threads run through our recent focus group testing on Keir Starmer:

- There has been an improvement on his focus group testing over the last two years and an increase in name-recognition and cut through – with hostility disappearing.

- ‘Not Corbyn’ is usually the main positive – the attack that he campaigned for Corbyn in two elections hasn’t come up unprompted in any focus group.

- But questions about what he stands for – not because of leadership election U-turns – but because of the narrative Johnson set out that they he is good at opposing/criticizing the government but doesn’t have anything positive to say.

- They want to hear how Keir will make things better. They want a pledge card style series of tangible improvements not a soaring vision.

- Bold stances even where not universally popular (i.e. house building) will burnish his credentials.
The Prime Minister’s Five Priorities

Public’s overall view on the five pledges
The five pledges have cut through and are fairly retail. The pledges are landing more successfully than Starmer’s missions, but risk that the regular repetition of the five pledges repetition begins to look evasive. Any U-turn or failure will be met with real anger and frustration.

Halving Inflation
Inflation is the top public priority but only a minority understand the PM’s pledge to halve inflation, and are worried that it might only mean things get ‘less worse’ than ‘actually better’

Grow the economy
The 2019 Tory coalition supports growth over redistribution – but red wall voters are more divided. Public want and expect green tech, high tech, food and pharma to grow in the coming years

Cut the waiting lists
Waiting lists are a major driver of broader feelings of insecurity. Everyone has an NHS failure story – openness to reform increasing, though continuing sympathy for doctors and nurses.

Debt Failing
The public think we should be reducing our national debt but prefer spending cuts over tax rises to reduce debt

Stop the boats
Public support the intention of stopping the boats (think current situation is chaotic), but don’t think the Rwanda policy will work to reduce numbers. Support exemptions for many groups including women and children, people fleeing conflict and ‘genuine refugees’
# Keir Starmer’s Five Missions

## Public’s overall view on the five missions
While the aims of the missions broadly resonate with the public, the missions themselves remain too abstract and lack a retail offer that the public can get behind. There is broad disillusionment with politics and little faith that Labour would do better. The retail offerings will also help dispel the perception that Labour is good at opposing, but not much else.

## Highest sustained growth in the G7
The public are evenly split over prioritising growth or redistribution. The G7 framing doesn’t resonate with the public - what does that mean for me.

## Britain – clean energy superpower
‘Why not Britain?’ is a strong framing and Putin’s war in Ukraine has made people more supportive of clean energy – but focus needed on how different areas benefit and not just funding envelopes.

## NHS – fit for the future
Everyone has an NHS failure story and there is increasing openness to radical NHS reform among the public. Sympathy for doctors and nurses remains.

## Britain’s streets safe
This mission resonates strongly with voters – particularly in Red Wall. For it to be successful, it needs to tackle anti-social behaviour and focus on the ‘clean up’ post anti-social behaviour.

## Break down barriers to opportunity
This mission needs to be much more tangible to resonate with the public – opportunity for Labour to set out its stall on childcare, education and levelling up.
Localising the pledges and missions

While the public feel the country is ‘broken’ on a national level, they are much more optimistic about their local area. A key part of landing the pledges/missions in the lead up to the next general election will be tapping into this local optimism.

Source: More in Common, May-June 2023
Section 4

The issues on the ballot
Britons’ top issues...in one sentence

**Cost of living**
Consistently top of mind and public expect crisis to last until after next election

**Climate/environment**
Strong consensus but need to make the climate agenda more practical – how will it benefit me?

**Levelling Up**
Major risk for faith in politics for rowing back on the promises of levelling up – people want tangible hyper-local change

**NHS and waiting lists**
Everyone has an ‘NHS story’, despite strong support for NHS, growing openness to reform

**Small boats**
Control and compassion – more think Rwanda worth trying (though not majority), but most think it won’t work

**Trans and gender identity**
Low salience. Public’s starting point is kindness – but concerns about sports and kids.

**Crime and anti-social behaviour**
Key indicator for how people think about their community – clean up and in person response important

**Housing**
Rising concern – public support more nuanced than NIMBY-YIMBY divide, most people are in quiet majority

**Ukraine**
Consistent support for doing all that it takes to support Ukraine and help them win. Pride in Homes for Ukraine.

**Brexit**
Brexit less important identity now. Rejoin would win if referendum today, but country split on another vote.
Issue: Cost of living

- Cost of living continues to be the biggest issue facing the country and top of mind for all voters – concern has stayed at more than 70% for more than a year.

- March 2023 was the first month when fewer individuals were having to make cost of living cuts.

- Two thirds of the public have consistently said that the government was doing ‘too little’ on the cost of living – large government spending commitment only momentarily shifted the bar.

- Even among those who aren’t choosing ‘heating or eating’ there is a sense they’ve had to give up on things that make life good life.

- Most expect crisis to last years, not months.
Cost of living: inflation versus interest rates

Public more likely to be concerned about inflation over interest rates - concern about interest rates is highest among Established Liberals and mortgage holders.
Prioritising growing the economy or tackling inequality

There are clear differences between typical Blue Wall and Red Wall voters over whether to prioritise growing the economy or tackling inequality.

- **Economic growth that makes everyone richer, even if there are big gaps between the rich and the poor**
- **Closing the gap between the rich and the poor, even if it means we are worse off as a result**

<table>
<thead>
<tr>
<th>Group</th>
<th>Economic Growth</th>
<th>Closing the Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Average</td>
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<tr>
<td>Progressive Activists</td>
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<td>Disengaged Traditionalists</td>
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</tr>
<tr>
<td>Backbone Conservatives</td>
<td>73</td>
<td>17</td>
</tr>
</tbody>
</table>
Issue: NHS and Waiting Lists

• The NHS has significantly risen in concern on issue tracker over the last year.

• In focus groups, we find that everyone has an ‘NHS failure story’ – where they or a relative has had to endure long waits or given up entirely trying to seek help.

• Public sympathy sits squarely with doctors and nurses, unlike e.g. train drivers the public's admiration for the NHS drives support for strikes even if they are worried about the consequences.

• There is less sympathy for GPs, with the public frustrated with a system that seems outdated and impossible to use.

• Openness to major reform to the NHS is rising – and reform should tap into the public’s practical frustrations – e.g. stuck on a telephone wait line, long waits in A&E.

Source: More in Common, April 2023
**Issue: Crime and anti-social behaviour**

- Labour lead the Conservative (58:42) on most trusted to tackle crime in the UK.

- To tackle anti-social behaviour, some of the most popular policies involves making perpetrators clean up their actions.

- More visible policing is the top proposal for better dealing with crime - seeing police leads to a direct increase in feeling safe.

- Red wall voters are significantly more likely to say anti-social behaviour is a serious crime and consider it a problem in their local area.

- The public think levelling up is impossible without tackling crime.

- But concern the police are dealing with ills that should be dealt with elsewhere - mental health.

Which of the following would you trust most to tackle crime in the UK?

<table>
<thead>
<tr>
<th>Labour</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>58</td>
<td>42</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Group</th>
<th>Labour</th>
<th>Conservatives</th>
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<tr>
<td>Disengaged Traditionalists</td>
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<td>78</td>
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</tbody>
</table>

December 2022
Issue: Climate and the environment

• The public want to see the tangible benefits that they will get from net zero transition (lower bills, better jobs, more secure future) – abstract or angry framings land badly across the board outside of activist groups. Big numbers land badly, compared to specific initiatives.

• Threat perception also plays well with Red Wall voters. The risk of severe climate impacts such as fires seen elsewhere, or being dependent on ‘mad men’ like Putin motivates action

• Britons as a whole think the government is not doing enough on climate and the environment. But there is a link between trust in politics and willingness to take action on climate – will it be ‘one rule for them’

• Talk about net zero in plain terms – as a balancing message rather than a zeroing message – increases support for net zero by 10 points.
**Issue: Immigration**

- **Most think immigration has increased since the Brexit referendum, and that immigration is too high.** The three socially conservative segments feel this most strongly. Progressive Activists are outliers.

- **An overwhelming majority say control over immigration is more important.** This helps explain why there is such a focus on asylum seekers crossing the channel, it is the epitome of lack of control/agency.

- **A plurality (49 per cent) think immigration should be reduced,** with 29 per cent wanting it ‘reduced a lot’, to 19 per cent who say it should be increased. The Progressive Activists are the only segment where more think it should be increased than reduced.

- **People most identify pressure on public services and housing as the biggest negative effects of immigration.** Few say multiculturalism. Filling important jobs in the NHS is seen as the main positive effect immigration.
Issue: Small Boats

- **Stopping small boats crossing is an important issue for the public** – currently 4th top issue. It is even more important with Loyal Nationals/Red Wall voters.

- **More support than oppose the Rwanda policy** (currently 46% support, 28% oppose)

- However, **more than half (51%) think the Rwanda policy will make no difference** or increase crossings. Only 36% think it will reduce crossings.

- Public approach to refugees is **compassion** (e.g. welcoming Ukrainians, Afghans, Hong Kongers) and **control** (stopping disorder and chaos of crossings).

- On the ban for anyone claiming asylum after crossing the channel – **around half the public want to see exemptions** in place for children, genuine refugees, victims of modern slavery, those fleeing conflict, women fleeing persecution.
The importance of control in the refugee and immigration debate

Practical policy innovations like community sponsorship increase support and reduce opposition significantly.

There are different opinions on the UK’s policy on refugees. In general, do you support or oppose the UK accepting more refugees? (Responses: Strongly support, tend to support, tend to oppose, strongly oppose)

(N=2030, More in Common/ Public First November 1-3, 2022)

There are different opinions on the UK’s policy on refugees. One approach is allowing refugees to settle in the UK through ‘community sponsorship’. This policy allows ordinary Britons together with their churches, community groups and schools to volunteer to sponsor refugees by doing things like helping them find a job, learn English and generally settle into their community. Under these conditions, would you support or oppose accepting more refugees?

(N=2030, More in Common/ Public First November 1-3, 2022)
Issue: trans and gender identity debate

• The debate about transgender people consistently ranks at the bottom of our ‘top issues’ tracker

• Stark contrast with online and elite debate and the public on this issue – public strive for balance and nuance.

• When asked about trans people in their community, the public start with compassion and kindness in general – with concerns about children and women-only sports.

• Most think it’s important for politicians to have a clear policy on the issues at play, but it’s not an electoral priority and most want politicians and professionals to get on with it.

• Instead perplexed by politicians and the media spending so much time talking about gotcha questions and not focusing on other more pressing priorities.

• Many trust professionals to make choices depending on the context
Issue: Housing

- Public is not divided into NIMBYs or YIMBYs

- Rising concern about cost and availability of housing – particularly among the most deprived voters and typical blue wall voters

- Older generations increasingly concerned about their children, not just ability to buy a house, but having come into contact with 'dodgy landlords'

- But worries about sustainability of new developments. Pro-building needs to answer the 'and what about everything else' question.

- Opposition to housebuilding on the green belt (50 per cent) currently trumps support (30 per cent)
**Issue: Levelling Up**

- Levelling up has cut through as a phrase and a policy – only 10% have no idea. People were excited about the idea of investment in their area.

- People are fairly happy to see 'London levelled down'.

- Suggestions that levelling up was Tory pork barrel politics had the opposite effect to what opponents intended – focus groups in North and Midlands told us they were happy if electing a Tory MP meant more money for their area.

- People want levelling up that is hyper local – parks, high streets, roads – less interest in flagship projects.

- A real sense that delivery hasn't matched the promise. Some think Boris cared more about it than Rishi, while others think the Government never really meant it.

- For red wall voters in particular, it will determine how they vote in the next general election. If undelivered, risks furthering detachment/cynicism in politics.

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How important or unimportant will the Government’s ability to deliver on its promise to “level up” the country be to your decision on what party you vote for at the next General election?

- Progressive Activists: 61%
- Cish Pragmatists: 63%
- Disengaged Battlers: 50%
- Established Liberals: 47%
- Loyal Nationals: 70%
- Disengaged Traditionalists: 33%
- Backbone Conservatives: 56%

Source: More in Common-Public First, November 2021
What does the term “Levelling Up” mean to you? Please describe in a few words.

“A political soundbite with no tangible meaning or outcomes.”
Progressive Activist

“Fair investment all over the country”
Civic Pragmatist

“Not sure, sounds like a Government scam”
Disengaged Battler

“Spreading the wealth throughout the country, not just the south and south-east.”
Established Liberal

“Stop ploughing money into London & remember there is life north of the Watford Gap!”
Loyal National

“It’s a meaningless term”
Disengaged Traditionalist

“Making Britain better. Getting the people working and creating more jobs.”
Disengaged Traditionalist

May 2023 | Selected responses to the question “What does the term “Levelling Up” mean to you?”
Issue: Ukraine

- Three quarters of the public think it is important that Ukraine defeats Russia – a recurring theme in focus groups is about Putin as the new Hitler.

- Public want Britain to stay the course in Ukraine, even if it leads to more pain here in the UK. For many Briton's the conflict does represent a more 'existential' battle and there is no doubt who the right and wrong sides are.

- The public are proud of what Britain has done in welcoming Ukrainian refugees – seven in ten say it is a good thing that the UK has taken in over 150,000 refugees.

- There is strong support to extend the Homes for Ukraine model to other groups of refugees including Afghans and other refugees.

Pride in taking in refugees in the UK

- 71% are in favor
- 16% are against
- 13% do not know

March 2023
Issue: Brexit

- The proportion of people saying their Brexit vote was an important part of their identity has fallen from 50 per cent to 39 per cent – this has fallen more dramatically for Leavers (19 point drop) than Remainers (4 point drop)

- Eight in ten Remain voters say Brexit hasn’t been a success, while half of leave voters say the same

- If a referendum were held on rejoining the European Union today, Rejoin would win by a 16 point margin

- But the public is split equally over whether there should be another referendum

- Most people don’t know what Starmer’s EU policy is, but rejoining would make around half of swing voters less likely to vote for the Labour party.
Questions & Answers
Our public opinion research services

Nationally-representative polling

More in Common regularly conducts nationally representative opinion polls in the UK. Our polling has been featured in a range of media outlets – such as The Times, The Guardian and The Telegraph – in addition to powering our own research work.

To prospective clients and partners we offer:
• 10-day turnaround from inception to final results
• Wraparound service, from question wording, to initial data analysis provided by our team
• Use of our British Seven segment lens
• Full data tables on publication, in accordance with British Polling Council rules
• Competitive rates

Focus Groups

More in Common has conducted hundreds of focus groups over the last few years, for a range of clients from the media, politics, civil society, national institutions and business.

There are many advantages to focus groups:
• Rapid-response qualitative research, quicker than polling
• Adds deeper layer to, and can inform, survey design for quantitative research
• Powerful to hear views on an issue in people’s own words

We typically draw participants from a single area (e.g. specific constituency), from desired demographic groups. We find online groups work best, for ease of organisation and the most organic conversation. We also run in-person groups, particularly for media (such as BBC Newsnight or TalkTV).
We shape clients’ strategic communications strategies blending our ongoing public opinion insights and message testing with our team’s broad strategic communications experience, helping clients engage beyond the usual suspects, and find the best ways to have good conversations with more sceptical audiences.

Our consultancy services

**Strategic Communications Advice**

**Trainings and workshops**

We deliver bespoke training programmes to senior leaders in government departments, business and across civil society to help them think more about diversity of thought within their organisations and the gaps between the senior leadership of organisations and the public.

**Campaign Development**

We work with a range of businesses charities, civil society campaigners and national institutions to build communications and broader campaigns from the ground up – offering audience insights, creative support and strategic advice on how to set up and run successful campaigns.
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