



**More in
Common**



Our story

More in Common is a research agency - part think tank, part consultancy and part incubator.

Founded in 2016 to tackle polarisation and division in the UK and across Western societies. We take our name from Jo Cox's maiden speech in Parliament and hope to honour Jo's memory and legacy through our work.

As public opinion specialists, we use our unique segmentation lens and quantitative and qualitative research to understand what the public think on the big challenges facing British society today – and crucially why they think it.

We use our insights to help governments, businesses, campaigners and charities develop better strategies and communications – particularly in reaching disengaged communities far from Westminster/London bubble and navigating tricky and divisive issues. By bridging these disconnects we help decision makers better meet the public's expectations.

We have teams in the US, UK, Germany, France and Poland. Our team members come from backgrounds in politics and government to the military and law, from big tech and grassroots community development to civil society campaigning and philanthropy.





Who we are and what we do



Thought leader

Using our lens of the British Seven segments, we publish regular reports and take part in live political and media debates, showing politicians policymakers and business leaders what people across the country think



Strategy and Communications Consultancy

We conduct original research and turn our insights into strategic advice and communications on how to navigate tricky issues and design better campaigns, comms and policy/program interventions



Incubator

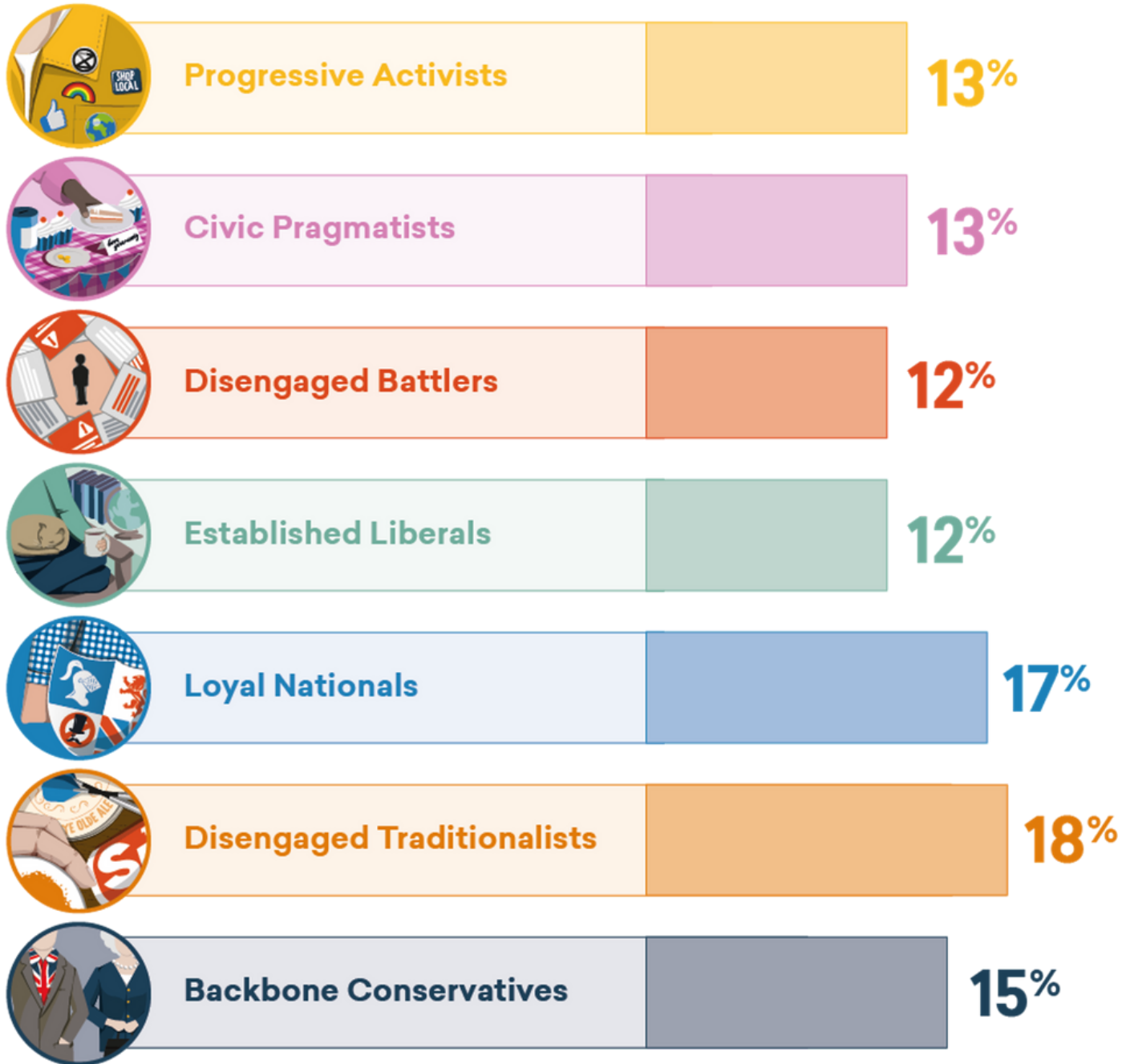
We design, build and launch on-the-ground initiatives, campaigns and start-ups that build increase public trust and engagement across a range of sectors.

Our unique lens

Our segmentation focuses on people's values, beliefs and world views (rather than their demographics) to understand the public and build segments – and is more predictive than traditional demographic analysis.

Four key benefits from looking at Britain through the lens of the seven segments:

- Deeper understanding of public attitudes**
We can identify key swing groups more easily like Red Wall (Loyal Nationals) and Blue Wall (Established Liberals)
- Ensures less engaged groups are not overlooked**
We specialise in understanding and reaching lower trust groups and people from left-behind communities across the country
- Easier to identify future flashpoints**
Our values-lens help quickly identify approaches that will go down badly with particular groups
- Better insight into what ordinary people think**
By starting where ordinary people are at - we have a unique understanding on what people think and why





Helping leaders and organisations understand Britons today

Our segment lens helps our partners and clients craft better strategy

– by understanding key social and political swing groups and their values, how to find them and engage people in these groups more effectively.

Our segment lens helps show the gap between highly-engaged activists, campaigners, business leaders and the rest of the public

– helping these leaders develop more effective comms and strategies that resonate with the values and experiences of key audiences, rather than the highly-engaged groups who dominate debates.

● Amplifying the voices of ordinary people ●

More in Common conducts regular focus groups with participants from our British Seven segments for a range of clients and stakeholders in the media, politics, civil society, national institutions and business.

We turn our focus groups insights into a series of products from briefings to columnists, journalists, politicians and leaders across all sectors, to training videos for campaigners, to in-depth qualitative analysis in our report.

Running hundreds of focus groups across the year allows us to identify emerging trends, opportunities and risks. Our focus group insights have helped public sector leaders better navigate tricky issues, and campaigners seize opportunities at big moments like COP26.

We've provided rapid response qualitative research to leaders navigating crises and challenging communications environments.



Our consultancy services



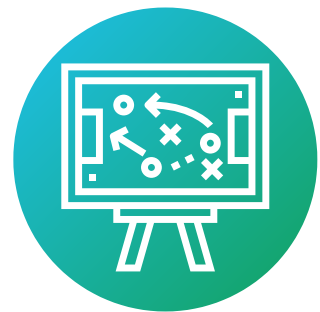
Original public opinion research

We conduct nationally representative polling, focus groups and in-depth interviews, through the lens of the British Seven segments, to better understand audiences and identify key issues and problems of our clients. We also conduct focus groups for media partners and general media engagement, and rapid evidence reviews.



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.



Strategic Communications Advice

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.



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.



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).



What makes our consultancy unique?



Not only the what but also the why

Our research isn't just about telling you what people think, but also explores the drivers that explain why people think it. Understanding these 'upstream' beliefs and values, allows us to help clients craft strategies that reach across different segments of the public.



Bespoke, tailor-made approach to every project

We approach each piece of work with a fresh perspective and design bespoke projects for each of our clients and partners.



An outside the 'bubble' focus

We specialise in understanding left-behind groups and communities outside of the Westminster and London bubbles.



A global perspective

We apply the lessons our colleagues are learning in Germany, France, the US, Spain and Poland to our work and our clients' projects in the UK.



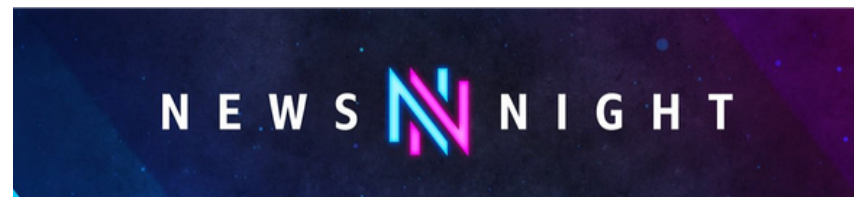
Driven by purpose

The larger purpose of all of our work is building a Britain more united, more resilient and more effective in solving our big problems - and we believe there is a huge upside for organisations who work together towards those goals



Our clients and partners

Over the past year, we've conducted original research, provided consultancy advice, and delivered trainings and workshops for a range of institutions across politics, the media and civil society, including:



● Case study

Helping firms avoid culture war traps

We work with firms and workplaces to help them avoid culture war traps – both externally in their CSR work and internally through DEI initiatives with their workforces.

Using our insight on how the segments of the British public interpret and react to cultural touch points, we help organisations navigate what is often fraught and tricky terrain – ensuring well-intentioned efforts do not inadvertently alienate or inflame sections of the public.

We help firms understand how different campaigns and initiatives will land with the public, provide strategic sense-checking and provide crisis communications advice when firms find themselves at the heart of a culture war storm.

We also offer training and support on how firms can talk about diversity of thought, alongside traditional DEI efforts.

Dousing the Flames

How leaders can better navigate cultural change in 2020s Britain



Luke Tryl
Conleth Burns
Tim Dixon

Harvard Business Review

35 Making Purpose Real / 116 Customer Experience in the Age of AI / 126 The Secret to Retaining Talent

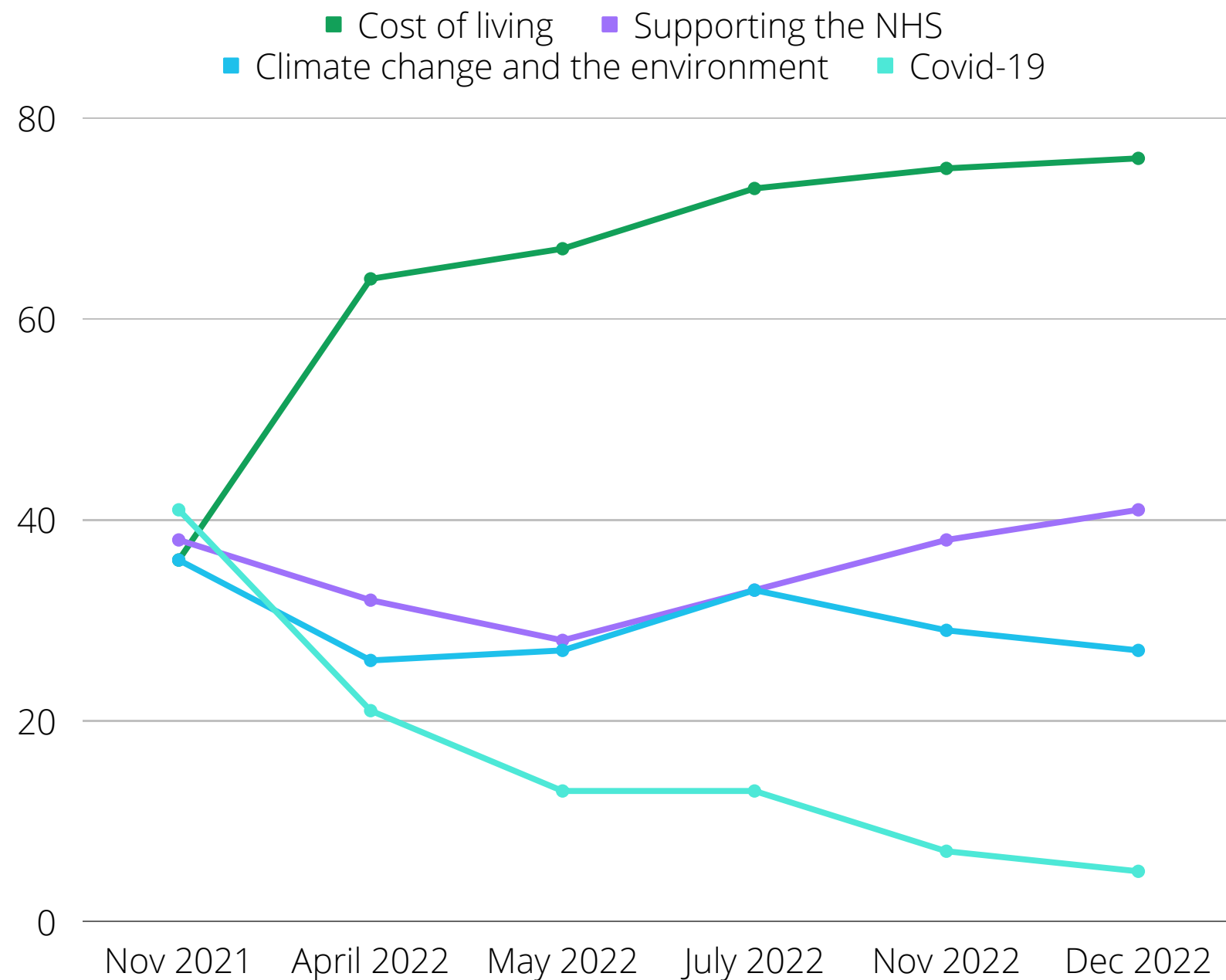


Managing a Polarized Workforce



How to promote trust amid bitter disagreement
62

TOP ISSUES TRACKER OVER LAST 12 MONTHS



Case study

Cost of living insights and thought leadership

Ongoing tracking polling and focus groups on continuing impact of cost-of-living crisis since autumn 2021 – before the extent of the crisis entered the political mainstream.

Insights briefed to senior figures in No. 10, the Leader of the Opposition's Team and both the cabinet and shadow frontbench.

Extensive media coverage and commentary in The Times, LBC, Times Radio, BBC, Politico

Using insights to help businesses respond sensitively and practically to the crisis affecting their customers.

Helping campaigners craft more incisive interventions this autumn and winter with the worsening cost of living crisis – e.g. climate campaigners focusing on climate as a cost-of-living issue.

Case-study

BBC Audience Mapping

The BBC recently launched a new internal audience map to help address the multiple strategic challenges the broadcaster faces – including falling usage among certain groups, and a lack of confidence among other groups, especially in the so-called red wall, that the BBC is for them.

Our insights from the British Seven segments have helped the BBC tell a story about its audience, that moves beyond crude binaries, setting them up to better engage and understand the groups who were turning off or turning away from the BBC.

We provided briefings and advice for senior staff on the values of the various segments of the audience map and developed self-guided training products that staff could use that demonstrate the values of each part of the map in action.

We carried out focus group research with various parts of the map to further embed this story about the BBC's audience (and British society more generally) across the organisation.

We tested a series of creative opportunity briefs in the focus groups and identified risks and opportunities with each brief. We did a qualitative deep dive into what each of these groups expected from the BBC during the cost of living crisis.





Case-study

Friends of the Earth - Warm Homes



Throughout 2022, More in Common worked with Friends of the Earth as consultants on a few campaigns including their recent Warm Homes campaign.

We developed and tested messaging and framing, through the lens of the British Seven segments, on a range of issues from the overall campaign framing addressing the twin climate and cost of living crises to specific messaging around an insulation campaign.

This project applied the broader insight from our climate work where the cost of living crisis proves to be both a huge challenge which the sector can misjudge and cause a backlash against them, or an opportunity where the climate sector can show the public that it is on its side.

Our advice to Friends of the Earth was to keep the messaging and framing as practical and tangible as possible and this has been rolled out across their communications and content..

Case study

Britons and Gender Identity

Published most in-depth study of public attitudes on issues surrounding transgender people and gender identity – showing the public’s shared starting points of compassion and kindness

Extensive media and social media coverage –welcomed by many actors struggling to navigate a bitterly divided terrain

Positive and constructive engagement with key stakeholder organisations on opposite sides, including Stonewall, LGB Alliance and Sex Matters, and was broadly welcomed across political spectrum.

Next phase of this work will focus on improving DEI and diversity of thought in workplace training schemes

Gavin Barwell @GavinBarwell · Jun 16
Important piece of work and a reminder - if anyone needs it - that on this and many other issues the public is much less polarised than those on either side who shout loudest

Luke Tryl @LukeTryl · Jun 16
Today @Moreincommon_ we have published Britons and Gender Identity. Based on polling of over 5,000 people and focus groups across the country. We found the current divisive online debates simply don't reflect the way the public think about trans and gender identity. (1/n)
[Show this thread](#)



Matt Chorley @MattChorley
This is a useful and welcome calm corrective to the Twitter warriors and clickbait merchants trying to weaponise the trans issue - it's just not where the public are

Luke Tryl @LukeTryl · Jun 16
Today @Moreincommon_ we have published Britons and Gender Identity. Based on polling of over 5,000 people and focus groups across the country. We found the current divisive online debates simply don't reflect the way the public think about trans and gender identity. (1/n)
[Show this thread](#)



theguardian.com
Britons not bitterly polarised over trans equality, research finds
Study reveals majority agree schools should talk about trans issues and one in four knows trans person



telegraph.co.uk
Women like JK Rowling have been vilified and abused. But they speak for the m...
The More In Common report proves that gender critical feminists speak for the public

Case-study

Road Pricing

Pay-as-you-drive

The Campaign for Better Transport was commissioned by a series of transport companies (like Uber) and environmental funders to explore alternatives to vehicle taxation as we move away from petrol and diesel cars to electric vehicles.

Our brief focused on helping policy experts navigate the political and public opinion challenges involved with changing how we tax up to 30 million drivers in the UK. The first exploration of this kind in over 15 years.

Our work (focus groups, nationally representative polling and message testing) showed the public's starting points on a highly technical policy issue, and the ways any policy change could be sold in a challenging external political environment – particularly in the cost-of-living crisis.

Our advice helped shaped the policy design on what was achievable in the current political climate, as often policies like these fail because of a failure to anticipate how political and public perceptions will evolve.





Case-study

Public opinion insights during Conservative leadership elections



Within hours of the summer Conservative leadership race beginning, we provided insights briefings to all campaigns.

Throughout the campaign, we conducted focus groups in the Blue Wall and Red Wall for media partners included BBC Newsnight, The Sun, the Evening Standard, TalkTV and The Sunday Times.

We used our segments to explain the Conservative party's support base and predict where candidates political strategy would go next.

We influenced the media and political narrative on how culture wars are bad politics and how abandoning net zero would be electorally disastrous for the Tories

Our commentary featured on the BBC, Times Radio, The Times and Sunday Times, TalkTV, The Telegraph, The Financial Times, LBC and Politico's Playbook, New Statesman

RACE FOR NO.10
THE NEWS DESK WHAT MATTERS TO TH

THE NEWS DESK



Luke Tryl

UK Director



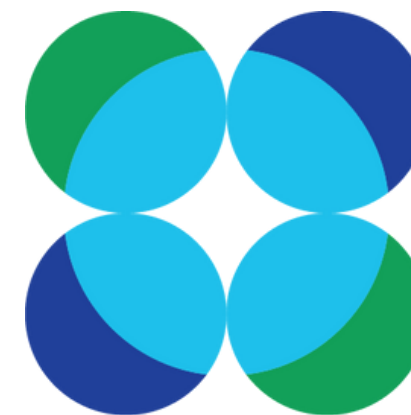
luke@moreincommon.com



www.moreincommon.org.uk



320 City Road, London, EC1V 2NZ



**More in
Common**