Progressive Activists

...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

Incrementalist Left

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

Established Liberals

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

Sceptical Scrollers

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

Rooted Patriots

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

Traditional Conservatives

... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

Dissenting Disruptors

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system
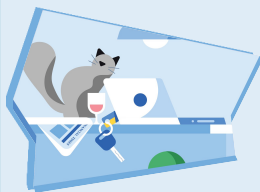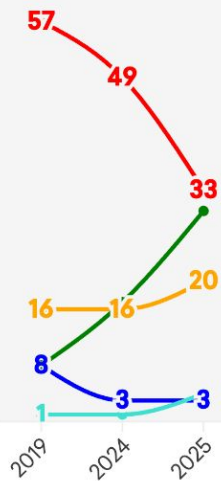
Voting patterns of the seven segments

Progressive Activists	Incrementalist Left	Established Liberals	Sceptical Scrollers	Rooted Patriots	Traditional Conservatives	Dissenting Disruptors
"Corbynites"	*"Social democrats"*	*"Blue Wall"*	*"Online Disengaged"*	*"Red Wall"*	*"Shire Tory"*	*"Populist Right"*
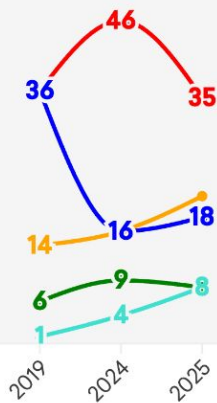
Progressive Activists — 57, 49, 33; 16, 16, 20; 8, 3, 3; 1

Incrementalist Left — 36, 46, 35; 14, 16, 18; 6, 9, 8; 1, 4

Established Liberals — 54, 35, 33; 19, 20, 18; 1, 3, 4

Sceptical Scrollers — 42, 21, 17; 31, 40, 22; 16, 30; 9, 7, 9; 4

Rooted Patriots — 63, 29, 23; 17, 17; 8, 10, 12; 18, 39; 4, 5, 4

Traditional Conservatives — 85, 61, 42; 5, 9, 5; 1, 1; 19, 42

Dissenting Disruptors — 57, 20, 12; 19, 20; 36, 58; 7, 8; 2, 4, 3

2019 2024 2025
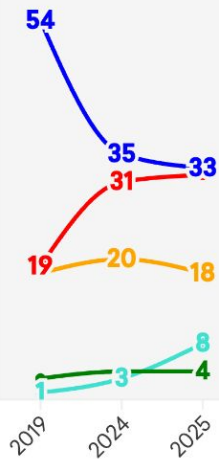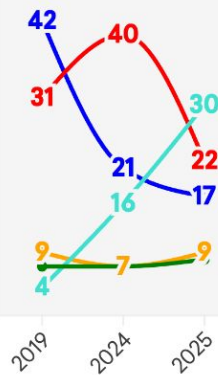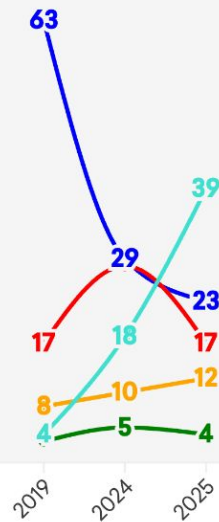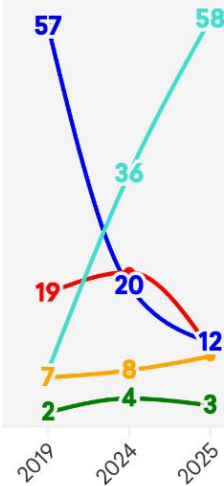
'Shattered Britain'

The British public has endured a lot since 2020: a pandemic, conflict in Ukraine and the middle East, a rising cost of living, record NHS waiting lists, record levels of net migration and four Prime Ministers.

In the face of this, a **public mood of anxiety, uncertainty and exhaustion - and deep unhappiness with the status quo - isn't a surprise.**

Neither is the fact that many people feel their lives, their communities and the country are shattered. **People increasingly feel disconnected from the institutions, people and places around them.**

Figure 1 | Britain in a word
In one or two words, how would you describe the UK today?

More in Common • June 2025

"To be honest with you, we can't say, 'oh wow, we're in a great situation'. I think the country's in a real bad mess, to be honest with you." Caroline, Rooted Patriot , Bury

A lack of trust in others fuels social disconnection

Many Britons feel increasingly alienated from the people and places around them, with **half saying they feel 'disconnected from society' and 44% feeling like 'strangers in their own country'.**

While people's trust in their immediate social circles remains strong, it often fails to extend more broadly: **53% believe you 'can never be too careful' with others,** even though as many still trust in their neighbours.

This scepticism of others and distrust of the world around them **fuels social detachment,** with groups such as Rooted Patriots and Dissenting Disruptors not only more distrustful of others but also **more likely to feel socially isolated and cut off from their communities.**

Figure 55 | Connection to local community by segment

Which comes closest to your view?

- 1 - I feel disconnected from society around me
- 2
- 3
- 4 - I feel connected to society around me

Segment	1	2	3	4
All	16	34	34	14
Progressive Activists	17	37	37	9
Incrementalist Left	11	34	35	19
Established Liberals	3	24	44	29
Sceptical Scrollers	15	30	42	13
Rooted Patriots	18	41	32	10
Traditional Conservatives	8	32	44	16
Dissenting Disruptors	29	38	24	10
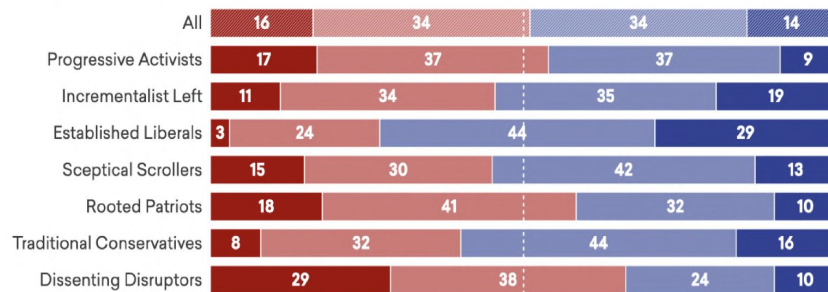
More in Common

More in Common • April 2025

"I think there's a sense of not wanting to do some things, shutting your door and not actually wanting to be involved with what's going on outside. And that really is not, these are villages (...) But they do lack some of the community spirit that was once there."

Jayne, Retired HR Director, Cambridgeshire

People are worried about the lack of spaces for social interaction and community engagement

There is concern about how the lack of space and opportunity for social connection is **limiting chances to engage with others,** and weakening community bonds.

The public puts this down to several factors. For some, the **Covid pandemic shifted people toward remote working**, reducing the number of shared workplaces and everyday opportunities to connect, leaving people more atomised.

Others feel that **technology and social media are changing the ways people interact,** often replacing face-to-face engagement, and removing the incentive to engage beyond their doorstep.

Meanwhile, for some, **the closure of public spaces and limited investment in communal resources** not only removes physical places for social interaction but also reinforces a sense of neglect of their local areas, further fuelling social disconnection.

Disconnected Britons are far more likely to say their area feels neglected

To what extent do you agree or disagree with the following statement: **The area where I live is neglected**

● Strongly agree   ● Somewhat agree   ● Don't know   ● Somewhat disagree   ● Strongly disagree

Social disconnect					
All	13	34	5	30	18
1 – I feel disconnected from society around me	30	34	6	18	12
2	10	43	4	31	12
3	8	32	6	36	17
4 – I feel connected to society around me	10	17	3	27	43
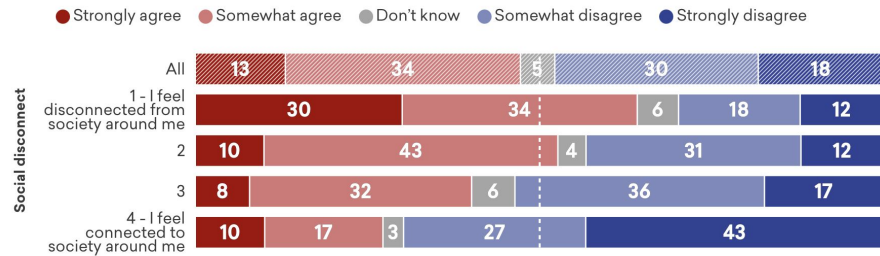
More in Common • September 2025

"The teamwork has gone. When you were in an office, you worked as a team and when the pandemic came, we were all isolated and that lost a lot because you don't, even though there was Zoom meetings every day, it wasn't the same was it?"

Susan, Traditional Conservative, Bridgewater

The public on the loss of associational life and the legacy of the pandemic

"In terms of communities, it's very, very easy to do everything on your phone. And it's very, very easy to then sit in your house and just send a text rather than make a phone call to somebody. So that sense of community that I actually remember when I was a kid, it is going."

Frances, SEN teacher, Cambridgeshire

"You go to a shop and years ago, people help you pack, and you'd have a chat with people and be friendly. Now it's kind of like if a person's speaking, it's weird."

Deena, Optician, Coventry

'Before COVID we all used to have lunch together, but since then we just sit in our cars and eat alone on our break.'

Clive, crane driver, Dudley

"We're all going to be online soon. There won't be cities and towns to go around. A lot of pubs that have closed down near me, a lot of shops that have now closed down and charity shops, there's just nothing to go out into town and no reason to go out there really."

Rob, Engineer, Coventry

"When COVID kicked off, we were all in it together, but then as soon as lockdown finished and people were able to continue with life as it was in 2019, everything just got reverted, but then everything just also got much more expensive."

Ricky, Software Engineer, Coventry

For many, socialising has simply become unaffordable

Economic struggles are another key driver of Britons' sense of alienation. Financial insecurity is a strong predictor of disconnection: **67% of those struggling to make ends meet feel disconnected,** compared with 37% of those who are financially comfortable.

The fact that the pandemic has been followed by a cost-of-living crisis has created a compounding dislocation effect: after months of isolation, **small acts of socialisation became unaffordable.** In focus groups, Britons across all backgrounds describe **how the rising cost of living has intensified their sense of isolation,** by making social interaction simply too expensive.

"I think it affects the fun things that you want to do, because your money's all going on your bills and all the boring stuff like food and gas and 'leccy and petrol so that, come to the end of it, you go, well what have we got money to do for ourselves now?"
Amy, Rooted Patriot, Runcorn

Lower income Britons feel less trusting and more disconnected from society

'I sometimes feel like a stranger in my own country'   'I feel disconnected from society around me'
'Have little or no trust in neighbours'

Household income

More in Common

UCL Policy Lab   citizens UK
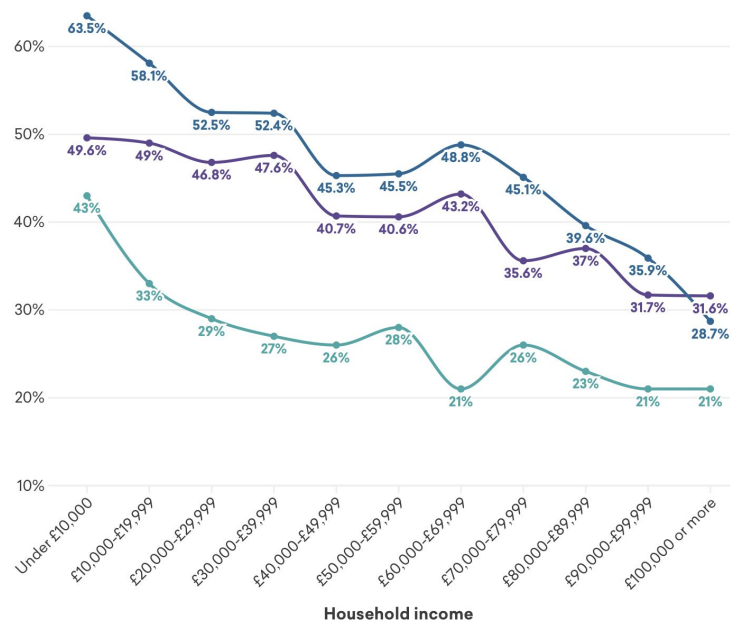
Integration, not immigration, is key to understanding feelings of social disconnection

While social disconnection isn't directly linked to immigration or ethnic diversity, integration matters. **Areas with high rates of multi-ethnic households - a proxy for inter-ethnic mixing - tend to feel more connected and are less likely to have experienced unrest in summer 2024.** Where there is a feeling that different communities live 'parallel lives', mistrust and alienation are more common.

Public concern about integration is rising: two in five Britons now see a divide between immigrants and UK-born citizens as one of the country's most significant issues, up 15 points since 2022.

While the public generally recognises both the benefits and challenges of multiculturalism, those with more negative views often point to language and value differences **as barriers to building a cohesive society.**

In more ethnically diverse areas, feelings of connection are higher where there are more households with multiple ethnic groups

Net.connection score: Least reported connection -0.8 0.43 Highest reported connection
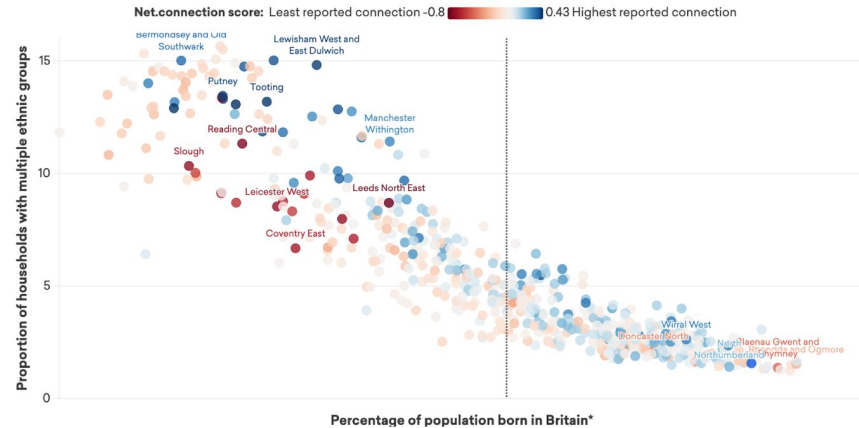
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More in Common

"Integration, it's like, yeah, if you do come to the UK, integrate, whereas a lot of these people don't want to. They want to stay in their own community."

Dave, builder, Helsby, Rooted Patriot

Concerns about integration are weakening Britons' support for multiculturalism

Worries around integration are fuelling cynicism toward multiculturalism.

Nearly three in five Britons (57%) worry that British identity is disappearing, while just over two in five (43%) believe diversity strengthens it.

Clear divides emerge between segments: locally rooted, high threat perception and socially conservative groups - **as well as those with stronger feelings of social disconnection -** are more likely to see British identity as under threat, with few viewing diversity as a positive influence. The opposite is true for more socially liberal, connected segments, who are more likely to see diversity as a strength.

Those with stronger feelings of social disconnection are less likely to say British identity is strengthened by diversity

Which comes closer to your view?
- 1 - British identity is being strengthened through diversity ● 2 ● 3
- 4 - British identity is disappearing nowadays

	1	2	3	4
All	19	24	24	32
"I Feel Disconnected From Society Around Me"	15	22	23	40
"I feel Connected To Society Around Me"	24	26	26	24

More in Common

Source: More in Common • April 2025
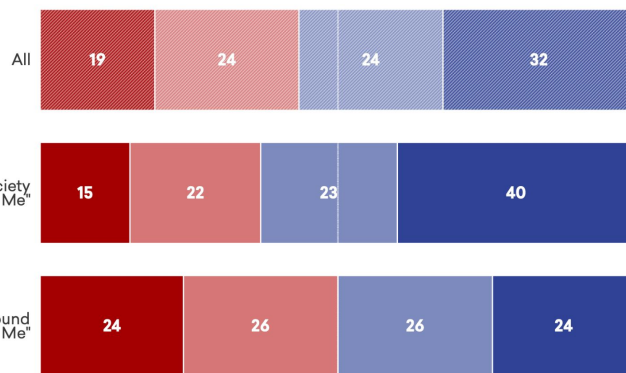
"We've got such a multicultural country now and people don't really understand the different cultures unless you have friends, families, whatever it might be, you don't fully understand it. And I think people are so scared of upsetting and saying the wrong thing. And so then it is almost easier to just stay in these silos." **Leane, Charity Manager, Blythe**

Social disconnection is pushing people outside the political mainstream

Rising social disconnection and distrust are driving people toward parties outside the political mainstream, on both the left and right.

Almost three quarters **(73%)** of Reform voters say they feel like 'strangers in their own country', far higher than average **(48%)**.

Meanwhile, **Green and Reform voters are also the most likely of all party supporters to say they feel disconnected from society** (53% and 58% respectively), as well as the least likely to say most people can be trusted.

Reform supporters are more likely than other voter groups to feel disconnected from society

Proportion who agree with each statement to some extent

2024 vote	Sometimes I feel like a stranger in my own country	I feel disconnected from society around me	Most people can be trusted
All Britons	44	50	47
Conservative	48	37	58
Labour	34	39	53
Liberal Democrat	31	39	59
The Green Party	35	53	47
Reform UK	73	58	40

More in Common | UCL Policy Lab | citizens UK
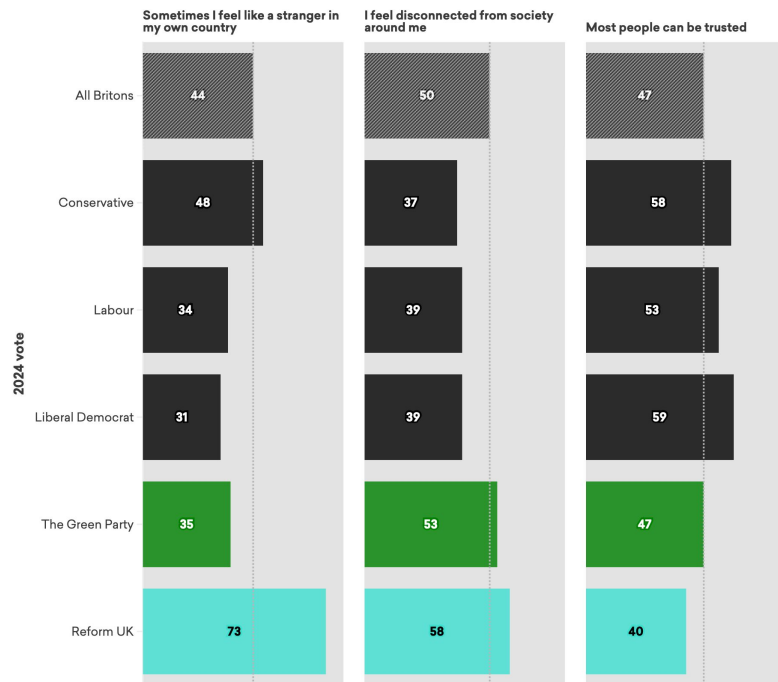
How can we bring Britons together?

People broadly condemn violent protest

While Britons broadly support the right of those in recent months who have protested against asylum hotels to protest peacefully, **they draw a clear line at violence and intimidation.**

77% say violent protests in this context are unjustified, with just 12% viewing them as acceptable. More widely, following last year's riots, **74% of people reported that those who engaged in violence and disruption did not represent their views-** including majorities in those segments who are the most likely to feel socially disconnected or like 'strangers', Rooted Patriots and Dissenting Disruptors.

Many also expressed frustration that **their local challenges had been exploited by influencers and political groups from outside,** and that media attention had drawn extremists who **drowned out the voices of local residents.**

A majority of people say those who rioted last summer do not represent them

Last summer there were protests and riots across the UK, beginning in Southport following an attack at a children's dance class. Which comes closest to your view?

● People participating in these riots and protests speak for me
● People participating in these riots and protests DO NOT speak for me

	Speak for me	DO NOT speak for me
All	25	75
Progressive Activists	13	87
Incrementalist Left	20	80
Established Liberals	16	84
Sceptical Scrollers	34	66
Rooted Patriots	22	78
Traditional Conservatives	25	75
Dissenting Disruptors	43	57
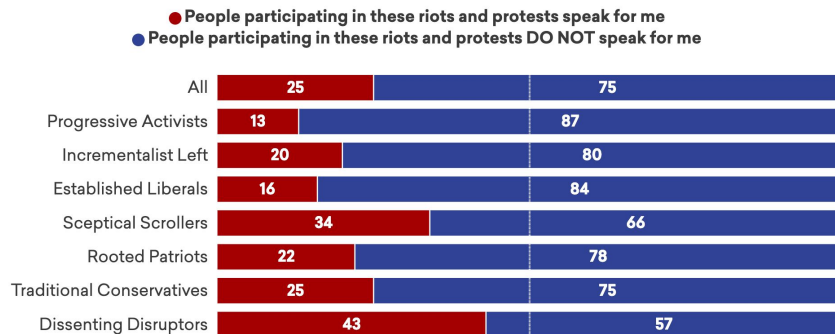
More in Common

Source: More in Common • April 2025

"I felt quite ashamed to be British (...) the hatred in people's faces was quite upsetting."

Howard, Retired, Epping

"When you start attacking the Police, to be honest, you've lost the argument."

Julian, Retired, Epping

Local pride could be used as a bridge to social connection

Around 60% of people say they are proud of their local area, most often citing history and heritage, green spaces, and community members as key sources of pride.

Those segments which tend to feel more socially disconnected - namely Rooted Patriots and Dissenting Disruptors - are no less likely to feel proud of their communities. They are however less likely to draw on diversity and culture as sources of this pride. They are particularly proud of their area's people, heritage and communal spaces like pubs and parks.

The pride and appreciation that even these more socially isolated groups feel for their local community, its people, and its shared spaces, can serve as foundations for fostering social connection.

History and heritage, green spaces, and local people drive feelings of local pride

Which aspects of life in your own local area give you the greatest sense of pride? Please choose up to three from the list below.

(By segment)

	All Britons	Progressive Activists	Incrementalist Left	Established Liberals
Our local history and heritage	31	19	32	35
Local traditions and festivals	15	6	16	12
Our diversity and multiculturalism	12	29	18	20
Local cultural venues, like theatres, museums and art galleries	16	21	20	17
Local sports teams and clubs	10	10	11	11
The schools/universities	10	12	14	12
Our parks and green spaces	37	36	42	48
The people who live here/the local community	29	24	34	39
The high street/local shops	11	9	12	6
Historic buildings/places of interest	27	15	24	34
Local pubs	12	11	8	6
Local restaurants	11	13	13	12

	Sceptical Scrollers	Rooted Patriots	Traditional Conservatives	Dissenting Disruptors
Our local history and heritage	20	32	35	38
Local traditions and festivals	11	20	18	17
Our diversity and multiculturalism	14	4	3	5
Local cultural venues, like theatres, museums and art galleries	13	13	16	12
Local sports teams and clubs	11	7	12	9
The schools/universities	16	9	5	4
Our parks and green spaces	27	38	45	33
The people who live here/the local community	18	30	35	27
The high street/local shops	18	12	9	7
Historic buildings/places of interest	18	31	28	33
Local pubs	15	12	10	16
Local restaurants	13	12	9	7

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Socially isolated groups would respond positively to local community involvement in decision making

People trust those from their own communities to make decisions about their area, especially individuals with first-hand experience of local issues - such as business owners, councillors, and volunteers - **to know what is best.**

This is particularly true of the groups that feel most socially disconnected. Engaging these groups and giving them a meaningful role in shaping solutions is a key component of addressing the issues that are fragmenting communities.

People are generally more likely to trust local residents than any other group to make decisions for their communities

Who would you trust most to know what is best for your local area? Please select up to two from the list below.

(By segment)

	All Britons	Progressive Activists	Incrementalist Left	Established Liberals
People who volunteer for local causes (e.g. in a local food bank)	18	23	24	17
Local councillors	17	16	21	23
Your MP	6	6	7	9
Local business owners	17	12	13	18
Those who run the local football or sports clubs	4	1	3	5
The government	5	5	5	12
Local doctors and nurses	9	11	8	5
Local religious leaders (e.g. local priest/imam/rabbi)	5	4	7	6
Teachers from the local school	7	9	7	5
Members of the emergency services (e.g. fire service or police)	9	8	15	5
Reporters or journalists from the local newspaper	4	1	3	3
Local residents	48	46	49	55

	Sceptical Scrollers	Rooted Patriots	Traditional Conservatives	Dissenting Disruptors
People who volunteer for local causes (e.g. in a local food bank)	11	18	11	18
Local councillors	11	19	25	11
Your MP	6	6	8	4
Local business owners	17	16	27	18
Those who run the local football or sports clubs	4	3	9	3
The government	10	4	4	1
Local doctors and nurses	11	12	7	6
Local religious leaders (e.g. local priest/imam/rabbi)	9	2	3	4
Teachers from the local school	12	6	2	4
Members of the emergency services (e.g. fire service or police)	12	10	3	8
Reporters or journalists from the local newspaper	11	2	1	3
Local residents	21	55	61	52

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Tapping into shared British values

Fairness and meritocracy are widely regarded as core British values: **every segment says at least one of these ideals is shared by most of the population.**

When these values are perceived as not being fulfilled - such as when working people struggle to afford essentials, when people see their communities and the world around them changing rapidly beyond their control, or opportunities and shared spaces to engage with others become limited - **people become increasingly distrustful of institutions and those around them.**

Policies that protect the vulnerable without disadvantaging others, tackle inequalities and reward working people are essential for rebuilding trust not only in the state but also in one another.

Britons believe that hard work, fairness and compassion are among the most widely shared values in the UK

Which of the following values do you believe are most widely shared by people in the UK? Please select the three you think people are the most likely to agree are important.

Progressive Activists

Everyone should be treated fairly, no matter who they are or where they come from	56
Hard work and effort should be rewarded	40
Compassion for, and kindness toward, other people is important	38

Incrementalist Left

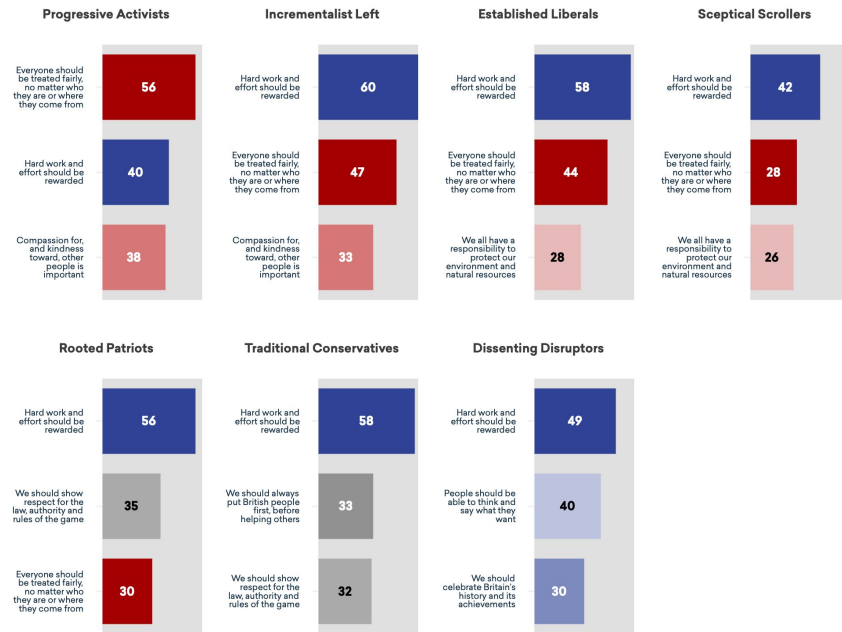|	
Hard work and effort should be rewarded	60
Everyone should be treated fairly, no matter who they are or where they come from	47
Compassion for, and kindness toward, other people is important	33

Established Liberals

Hard work and effort should be rewarded	58
Everyone should be treated fairly, no matter who they are or where they come from	44
We all have a responsibility to protect our environment and natural resources	28

Sceptical Scrollers

Hard work and effort should be rewarded	42
Everyone should be treated fairly, no matter who they are or where they come from	28
We all have a responsibility to protect our environment and natural resources	26

Rooted Patriots

Hard work and effort should be rewarded	56
We should show respect for the law, authority and rules of the game	35
Everyone should be treated fairly, no matter who they are or where they come from	30

Traditional Conservatives

Hard work and effort should be rewarded	58
We should always put British people first, before helping others	33
We should show respect for the law, authority and rules of the game	32

Dissenting Disruptors

Hard work and effort should be rewarded	49
People should be able to think and say what they want	40
We should celebrate Britain's history and its achievements	30

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Shared issues priorities

Broadly speaking, **people share a common understanding of the challenges facing the UK** and believe others share their concerns. While migration remains more divisive along left-right lines, there is generally widespread agreement on priorities that most people share: **ensuring a decent quality of life, feeling safe and having access to support when needed.**

These concerns are at the root of feelings of social disconnection. Addressing them is not only a matter of fostering community cohesion but also requires tackling wider issues such as the cost of living, economic stability, public service reform and migration. Doing so helps people feel that the country is working for them, that they are secure, and that they have agency over their own lives and futures - **and the bandwidth to engage with and understand other people.**

What do Britons think are the issues most people care about?

Which of the following issues do you think the most people in the UK care about? Please select the three issues you think people are the most likely to agree are important

(Top five answers for each segment)

All

Issue	
Making sure the NHS is ready to look after those who need it	40
Stopping small boats crossing the Channel to the UK	30
The cost to families of putting food on the table	30
Cutting down the price of energy bills	25
Reducing the number of people coming to the UK overall	21

Progressive Activists

Issue	
Making sure the NHS is ready to look after those who need it	55
The cost to families of putting food on the table	30
Cutting down the price of energy bills	28
Affordable housing that is fit for purpose	23
The availability of good jobs with decent pay	22

Incrementalist Left

Issue	
Making sure the NHS is ready to look after those who need it	49
The cost to families of putting food on the table	36
Affordable housing that is fit for purpose	23
Cutting down the price of energy bills	21
Achieving economic growth	18

Established Liberals

Issue	
Making sure the NHS is ready to look after those who need it	48
The cost to families of putting food on the table	24
Achieving economic growth	22
Cutting down the price of energy bills	22
Good social care and support for the elderly and vulnerable	22

Sceptical Scrollers

Issue	
The cost to families of putting food on the table	25
Making sure the NHS is ready to look after those who need it	24
Cutting down the price of energy bills	22
Stopping small boats crossing the Channel to the UK	19
Good social care and support for the elderly and vulnerable	19

Rooted Patriots

Issue	
Stopping small boats crossing the Channel to the UK	44
Making sure the NHS is ready to look after those who need it	41
The cost to families of putting food on the table	37
Reducing the number of people coming to the UK overall	30
Cutting down the price of energy bills	30

Traditional Conservatives

Issue	
Stopping small boats crossing the Channel to the UK	53
Reducing the number of people coming to the UK overall	33
Making sure the NHS is ready to look after those who need it	33
The cost to families of putting food on the table	27
The safety of our streets	24

Dissenting Disruptors

Issue	
Stopping small boats crossing the Channel to the UK	44
Making sure the NHS is ready to look after those who need it	38
Reducing the number of people coming to the UK overall	35
Cutting down the price of energy bills	30
The cost to families of putting food on the table	26

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Tomorrow (in the Midland Hotel)

Rebuilding the Coalition: A Tory Reset

More in Common

Tuesday, 7 October
18:00 to 19:30
Stanley Suite, Secure Zone, The Midland

- **Emily Maitlis (Chair)** — The News Agents
- **Greg Smith MP** — Shadow Transport & Shadow Energy Security & Net Zero Minister
- **Claire Coutinho MP** — Shadow Energy Security & Net Zero Secretary
- **Luke Tryl** — More in Common
- **Cllr Aled Richards-Jones** — Leader, Conservative Group, Wandsworth Council
- **Sir Gavin Williamson MP** — MP for Stone, Great Wyrley and Penkridge

A Reset on Immigration: Can Conservatives regain public trust?

More in Common

Tuesday, 7 October
16:00 to 17:00
Chester Suite, Secure Zone, The Midland

- **Rachel Sylvester (Chair)** — The Observer
- **Luke Tryl** — More in Common
- **Chris Philp MP** — Shadow Home Secretary
- **Gavin Rice** — Onward
- **Robbie Moore MP** — Shadow Farming Minister
- **Salma Shah** — Broadcaster & former SpAd
- **Lord Davies** — Shadow Home Office Minister

A new future for universities: how can we ensure universities support British success and build local pride?

More in Common — UCL Policy Lab

Tuesday, 7 October
13:00 to 14:00
Chester Suite, Secure Zone, The Midland

- **Alex Newton (Chair)** — More in Common
- **George Freeman MP** — Member, Science, Innovation & Tech Committee
- **Steve O'Neil** — UCL
- **Matt Warman** — Former MP & Minister
- **Sophie Stowers** — More in Common

Economic Reset: The Future of Conservative Economics

More in Common — UCL Policy Lab

Tuesday, 7 October
11:30 to 12:30
Chester Suite, Secure Zone, The Midland

- **Sophie Stowers (Chair)** — More in Common
- **James Wild MP** — Shadow Exchequer Secretary
- **Charlotte Pickles** — Re:State
- **Luke Tryl** — More in Common
- **Lord Willetts** — Resolution Foundation
- **Professor Geraint Rees** — UCL