



**More in
Common**

Who we are and what we do

More in Common is a non-profit research agency - part think tank, part consultancy and part pollster.

Founded in 2016 to tackle polarisation and division across Western societies, we have teams in the UK, US, Germany, France and Poland. We take our name from Jo Cox's maiden speech in Parliament and hope to honour her 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 about the big challenges facing British society and, crucially, why they think it.

Our insights help governments, businesses, campaigners and charities develop better strategies and communications – particularly for reaching disengaged communities far from the Westminster/London bubble and navigating sensitive or divisive issues.



Our expertise



Democratic Repair
What Britons want from their democracy

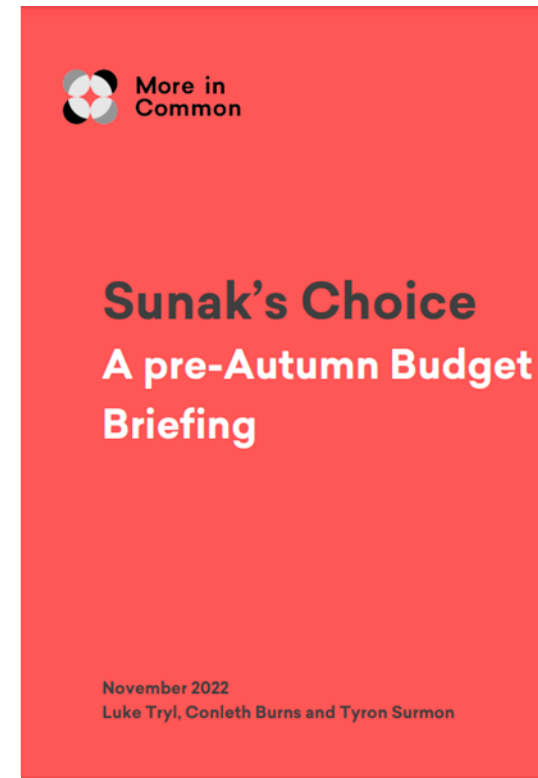
More in Common | Luke Tryl, Conleth Burns, Tim Eames, Miriam Just-Torres



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Where are the police?
Britons' attitudes to anti-social behaviour and the police

January 2023
Arisa Kimaram, Luke Tryl, Conleth Burns and Tyron Surmon



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Sunak's Choice
A pre-Autumn Budget Briefing

November 2022
Luke Tryl, Conleth Burns and Tyron Surmon



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The Disillusioned Defectors
The Risk of a Split on the Right and How to Stop It

October 2022
Luke Tryl, Tyron Surmon and Conleth Burns



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Britons and Refugees
The last six months

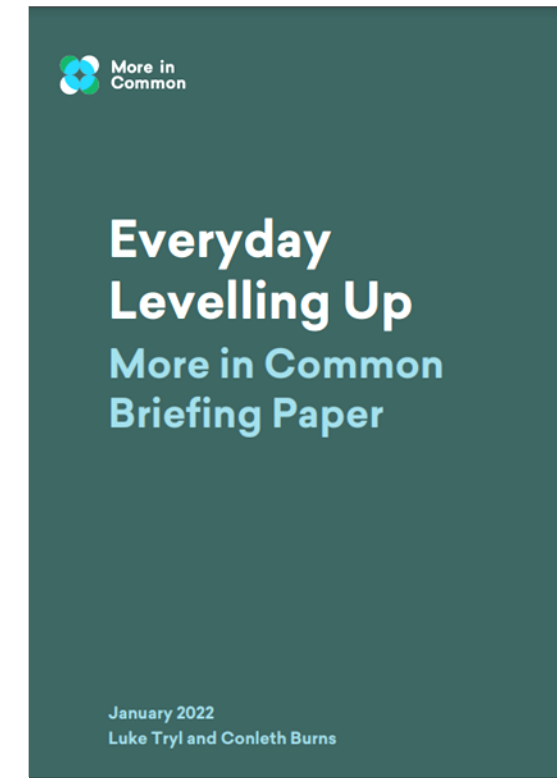
July 2022
Luke Tryl and Tyron Surmon



March 2023

Welcoming Ukrainians
The hosts' perspective

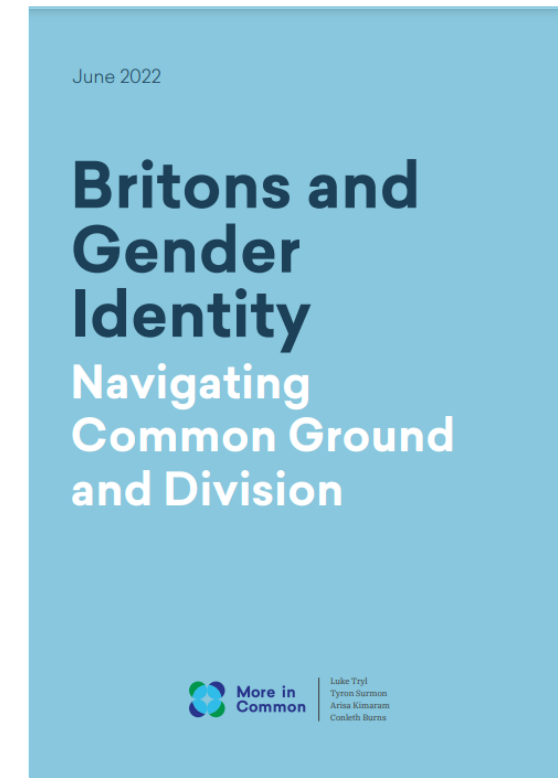
More in Common | Luke Tryl, Tyron Surmon



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Everyday Levelling Up
More in Common Briefing Paper

January 2022
Luke Tryl and Conleth Burns



June 2022

Britons and Gender Identity
Navigating Common Ground and Division

More in Common | Luke Tryl, Tyron Surmon, Arisa Kimaram, Conleth Burns



October 2020

Britain's Choice:
Common Ground and Division in 2020s Britain

More in Common | Miriam Just-Torres, Tim Eames, Arisa Kimaram

Our clients and partners

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



What we offer



Nationally representative UK polling

More in Common regularly conducts nationally representative UK opinion polling, for a range of clients. We offer a wraparound service, from inception to data analysis, at a highly competitive price point.



Focus groups

We have conducted 100+ focus groups in the past year, both online and in person.

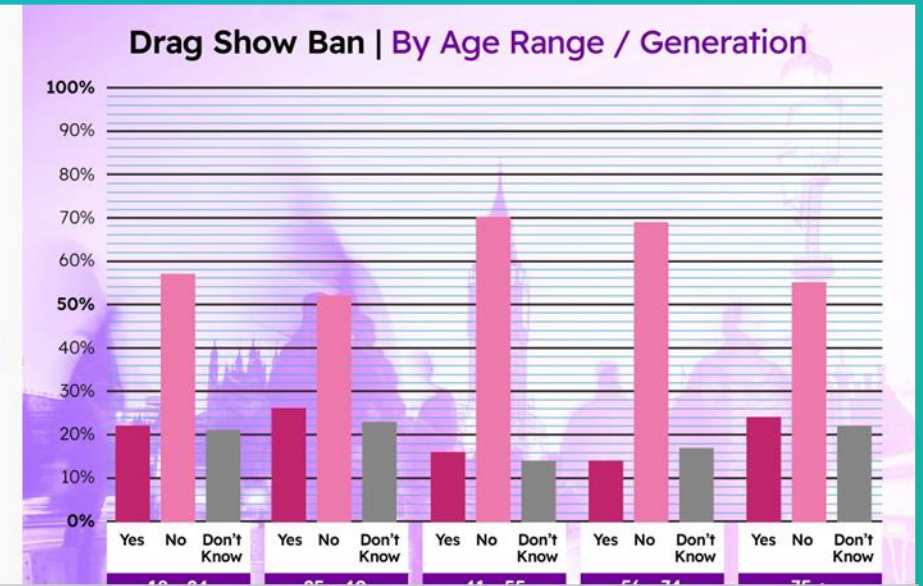
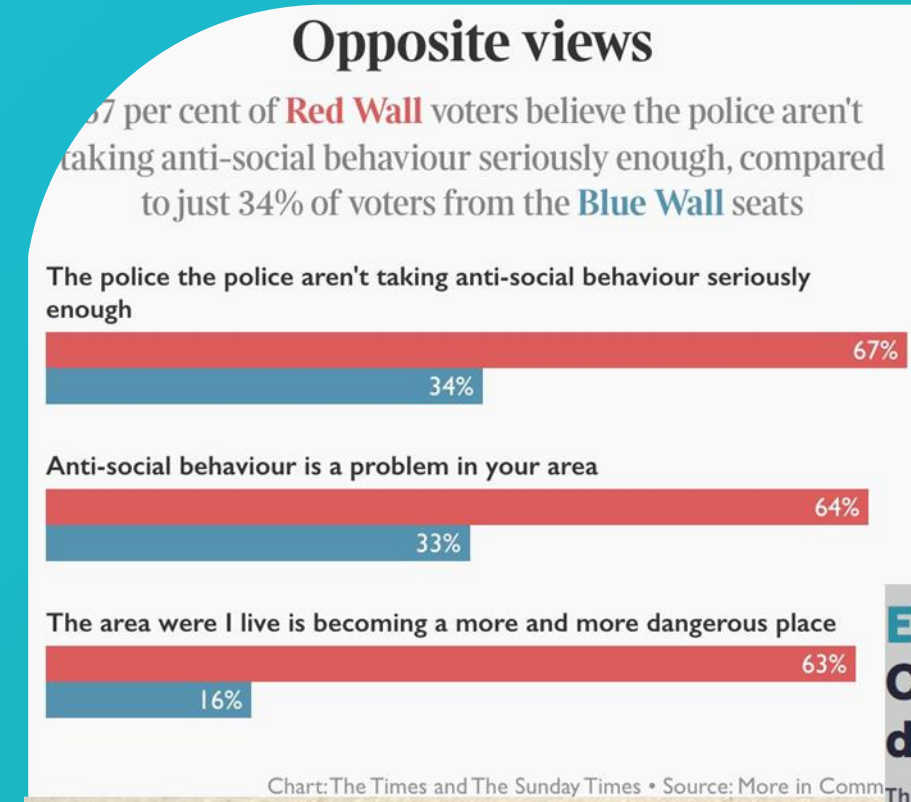
Our polling

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:

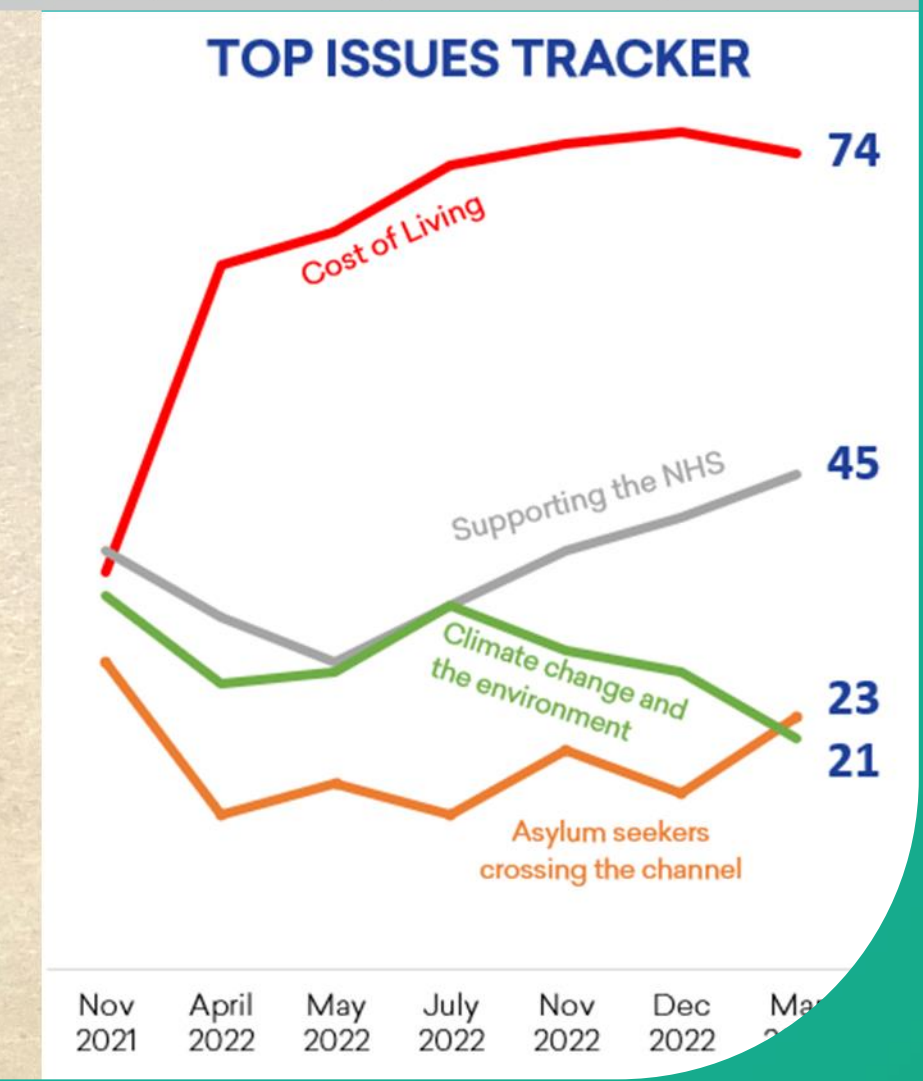
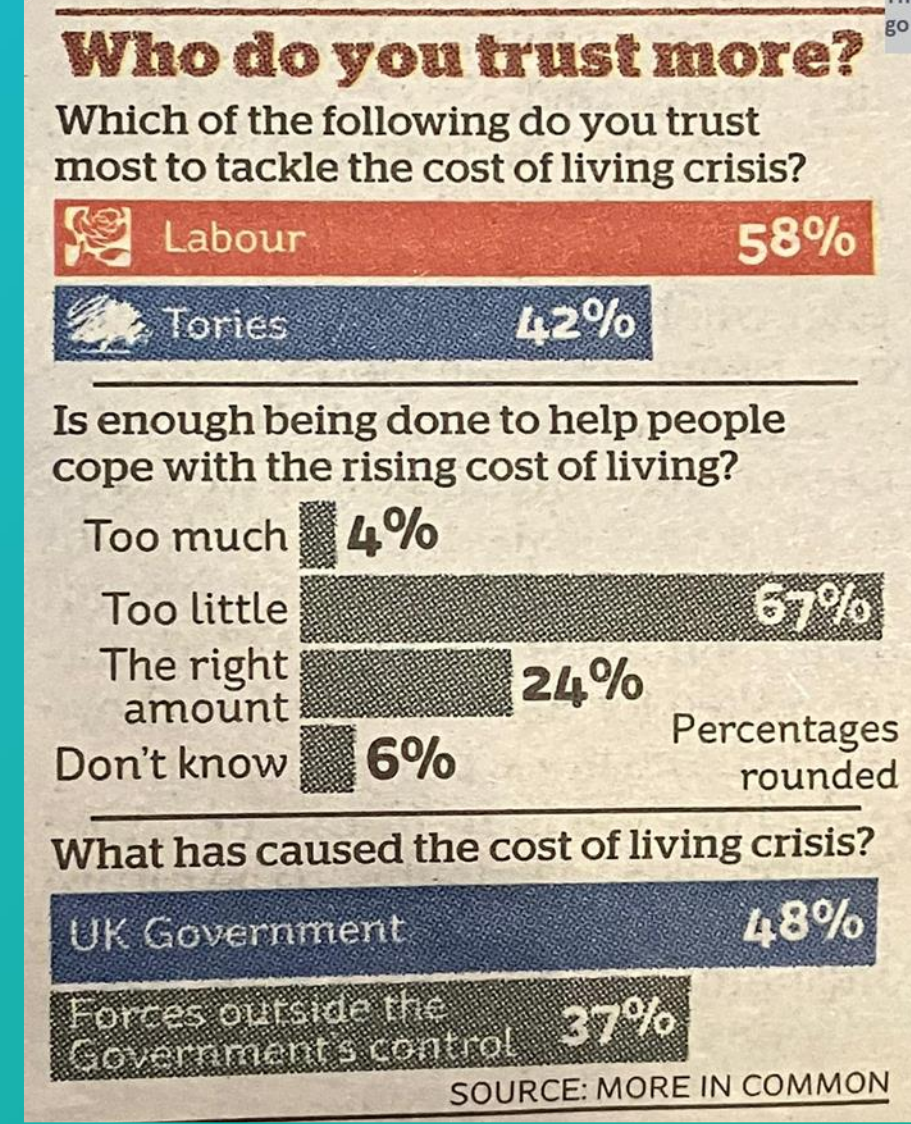
- 10-day turnaround from inception to final results
- Wraparound service, from question wording, to initial data analysis provided by our team
- Use of our *British Seven* segment lens (see next page)
- Full data tables on publication
- Competitive rates

We are members of the British Polling Council and abide by their rules.



EXCLUSIVE: Brits cut back on Christmas presents, food and decorations as cost of living bites

The poll commissioned by More in Common showed more than a third of people expect to go into debt this year as the cost of living crisis hits their Christmas plans

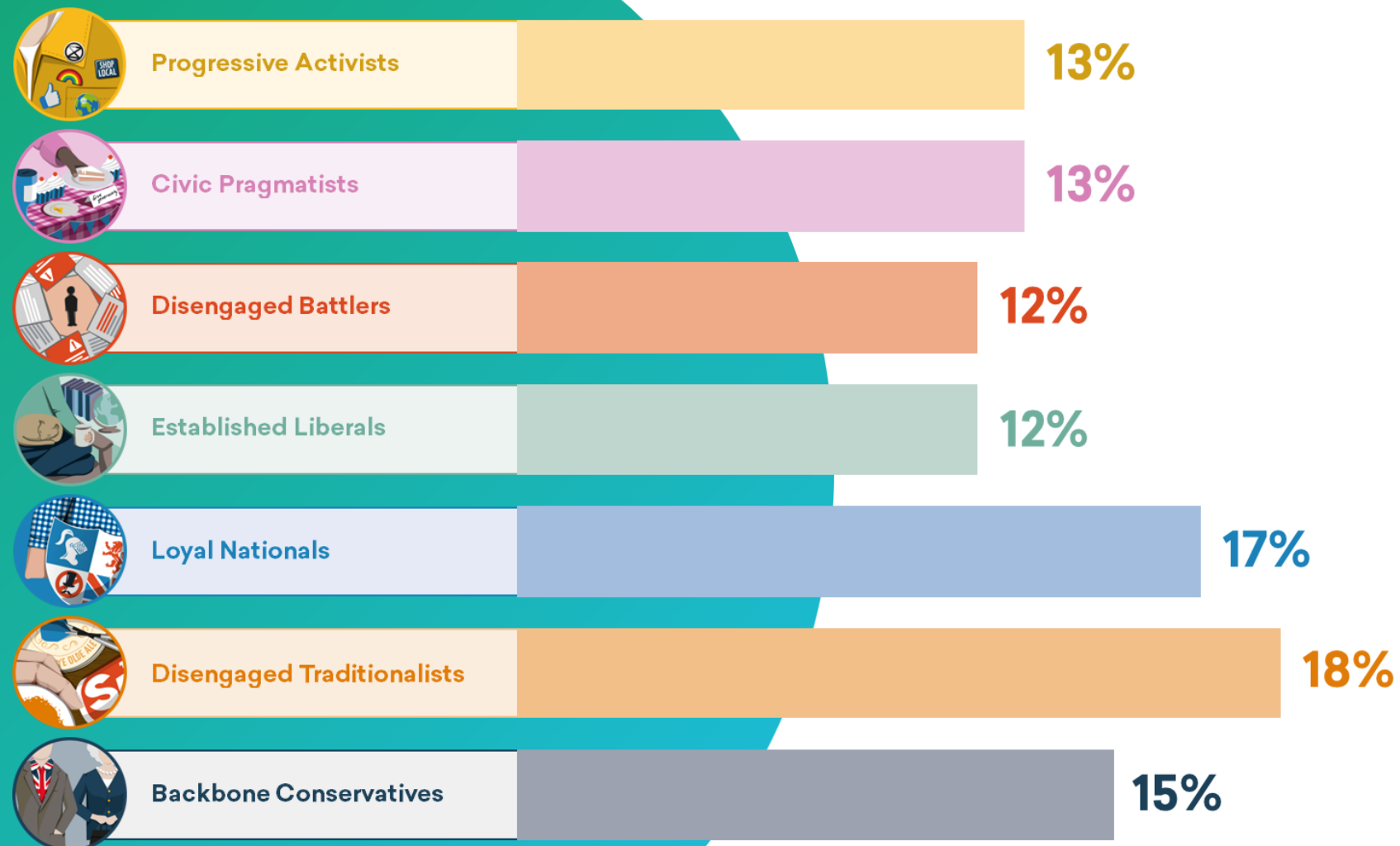
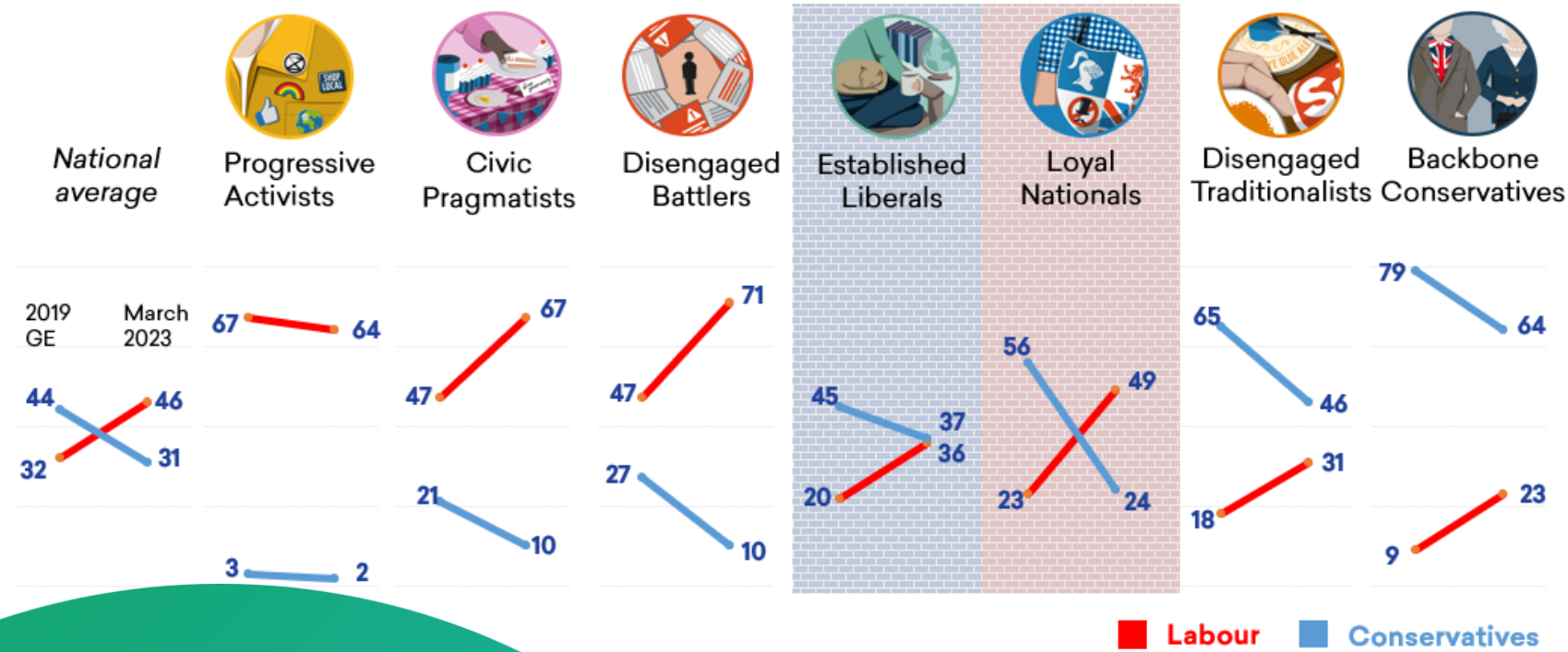


Our unique lens

More in Common often incorporates our *British Seven* segments, first formulated in 2020, into our polling. They are created using metrics drawn from social psychology, and provide a way to show the effects and influence of values and beliefs on people's opinions.

We consistently find that these segments are more predictive of views than any other metric, and allow for a deeper understanding of public attitudes, beyond the headline figures.

Using this lens **shows the gap between highly engaged activists, campaigners, business leaders and the rest of the public.** By breaking the population into these segments, we make sure that more “left-behind” groups are not overlooked, and it is easy to identify whether certain approaches will be well or poorly received by particular groups.



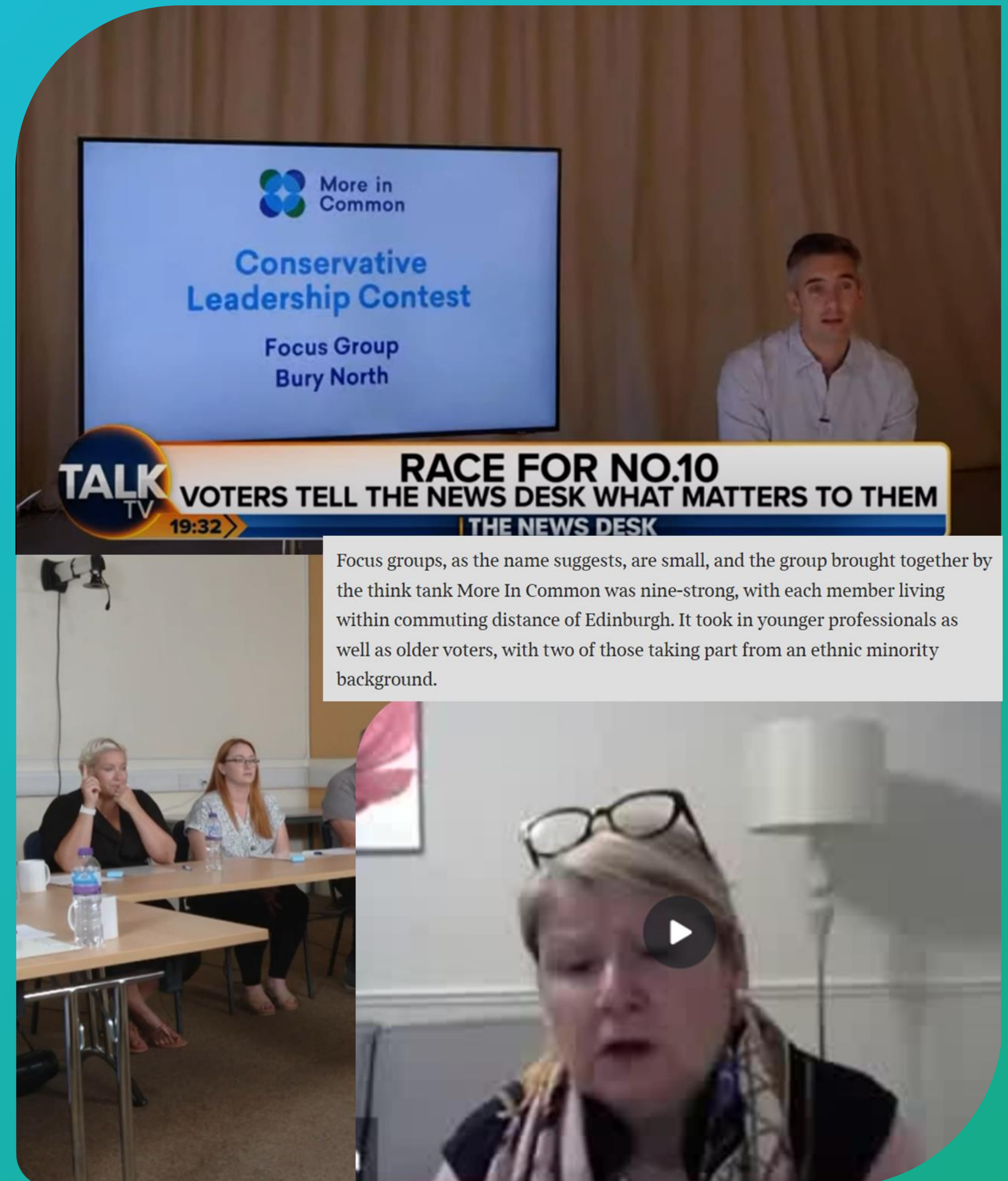
● Our focus groups

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. MP 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*).





Wider consultancy services



Strategic Communications Advice

We shape clients' communications strategies, blending our ongoing public opinion insights and message testing with our team's broad strategic communications experience, helping clients to engage beyond the usual suspects, and find the best ways to have good conversations with more sceptical audiences.



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.



Training 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.

**If you are interested in working with
us, please contact:**



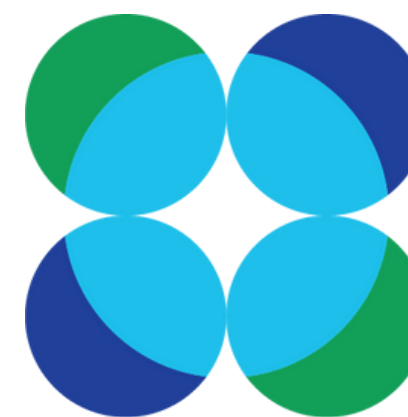
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