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**More in Common**  
Helping leaders better  
navigate public opinion



**More in  
Common**



# Who we are

More in Common is a leading public opinion research agency

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.

Our approach helps both to amplify the voices of groups often left out of political and media debates, and helps leaders in institutions across government, media and civil society to better navigate tricky and divisive issues.

Our insights are regularly used by senior political leaders across all political parties to shape their thinking and strategy on the major issues facing the country.



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## What is More in Common?

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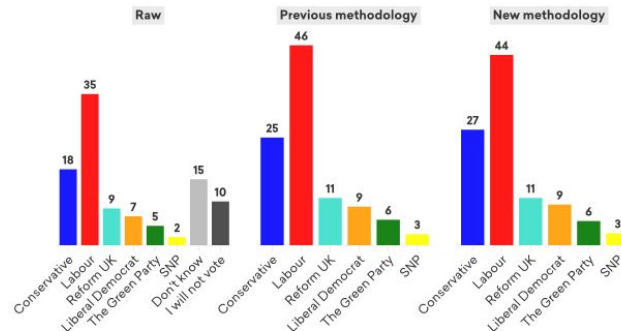
# Pollster

More in Common is a leading pollster conducting nationally representative quantitative surveys with the UK public. In the 2024 General Election cycle, we were among the most accurate pollsters of the election.

We provide a comprehensive service covering all aspects of the polling process, from research design and question formulation to data visualisation and in-depth analysis through the lens of our unique British Seven segments. We also offer support with media write-ups and press releases to effectively communicate findings. We also have an omnibus polling service.

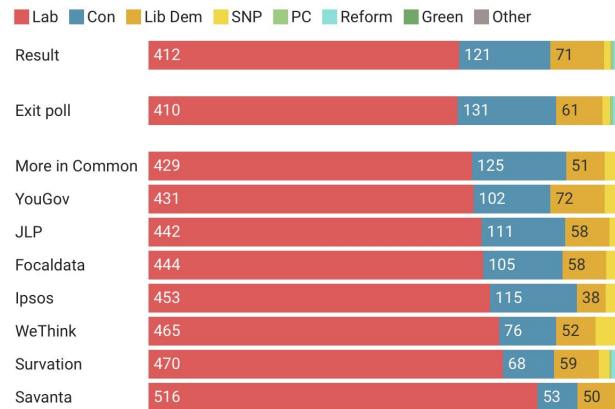
More in Common is an accredited member of the British Polling Council and strictly adheres to its rules on research publication.

We believe that good poll data is only as valuable as its interpretation. Therefore, we provide a wraparound service to all of our clients, identifying key trends in their data and offering guidance on how to respond to and implement the poll's insights in their work. Our analysis goes beyond surface-level findings to uncover deeper patterns and actionable recommendations



## How did the polls do?

Election result compared to exit poll and MRP polls\*



Based on results as of Jul 5, 18:23 p.m with 649 seats declared  
Chart: The Times and The Sunday Times • Source: Peter Inglesby





# Focus grouper



More in Common is a well-known for its sector leading qualitative research regularly conducting focus group research across the country. We carry out focus groups for a diverse range of clients spanning media, politics, campaigning, business, and civil society sectors - often complementing our quantitative research efforts.

Our focus group research adds depth, nuance, and texture to our broader public opinion analysis. This approach helps us understand not only what the public thinks, but crucially, why they think it. By exploring the underlying motivations, values, and experiences that shape people's views, we provide our clients with a more comprehensive understanding of public sentiment.

We offer a flexible approach, running a mix of online and in-person focus groups to suit different research needs and participant preferences. Our expertise in this area has led to partnerships with prominent media outlets, including collaborations with the BBC's "Sunday with Laura Kuenssberg" show and the News Agents podcast.

Combining our focus group insights with the British Seven segments model makes for a powerful tool for understanding the diverse perspectives across the UK population. This approach allows our clients to develop more targeted and effective strategies for communicating and engaging with all of their different audience groups.





# Number cruncher

As part of More in Common's research services, we offer a series of advanced statistical and research methodologies to provide our clients with deeper insights and more nuanced analysis, including:

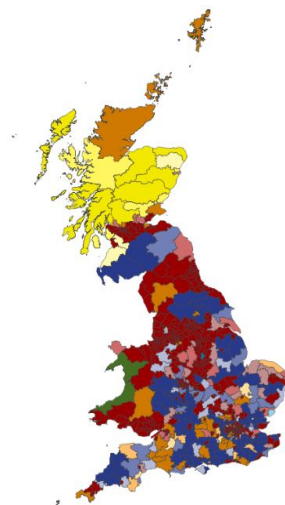
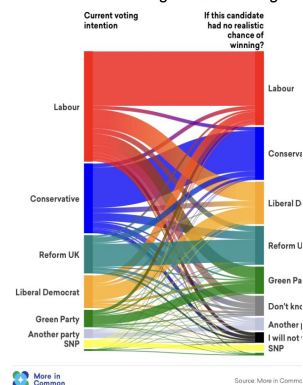
**Conducting both rapid and systematic evidence reviews** - including a recent evidence review for Dame Sara Khan's evidence review on social cohesion.

**Developing statistical models** using approaches such as multivariate regression analysis and MRPs (Multilevel regression and poststratification analysis) to uncover relationships between variables and predict outcomes with greater accuracy. This analysis has helped our partners gain traction with key political and media audiences.

**Developing composite indicators** including the State of Girls Rights indicator for Plan International UK.

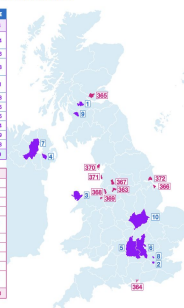
**Choice-Based Conjoint and MaxDiff Analysis:** These advanced survey techniques allow us to understand how people make trade-offs between different attributes or options, and to identify the relative importance of various factors in decision-making processes.

What difference might tactical voting make?



WHERE IS IT TOUGHEST TO BE A GIRL?

RANK	CITY/REGION	SCORE
TOP PERFORMING LOCAL AUTHORITIES		
1	East Dorset	76.74
2	Sutton	76.05
3	West of Angles / Yorks	77.06
4	Leam and Charnham	77.01
5	South Cheshire	77.00
6	Buckinghamshire	77.00
7	Mid-Lincoln	77.00
8	Westminster	77.00
9	East Dorset	76.99
10	Stoke	76.99
AVERAGE		76.99
WORST PERFORMING LOCAL AUTHORITIES		
100	Suffolk	70.00
99	Portsmouth	70.00
98	Chichester	70.00
97	Kingston upon Hull	70.00
96	Warrington	70.00
95	Leam and Charnham	70.00
94	Leam and Charnham	70.00
93	Leam and Charnham	70.00
92	Leam and Charnham	70.00
91	Leam and Charnham	70.00
90	Leam and Charnham	70.00



THE KHAN REVIEW

Threats to Social Cohesion And Democratic Resilience: A New Strategic Approach



# Audience Mapper

More in Common designs and rolls-out audience maps for our clients and partners. These bespoke maps - based on bespoke quantitative and qualitative research and segmentation analysis involving both attitudinal and behavioural insights - have helped our clients to both better understand the public at large and their target audiences.

Our audience mapping includes both applying More in Common's British Seven segment model and building bespoke segmentation maps. Our audience mapping clients have included the BBC, the National Trust and the British Library.

We also facilitate workshops with our clients to help them reflect on what they want to achieve from their audience mapping work.

These audience maps provide actionable insights that allow organizations to tailor their messaging, products, and services to specific audience segments more effectively.

By identifying key values, motivations, and priorities of different groups, our maps enable clients to develop more impactful engagement strategies and more effective communications.





# Thought leader

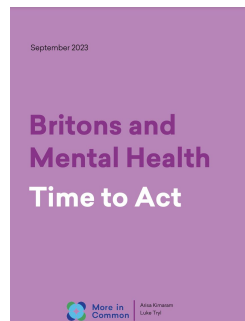
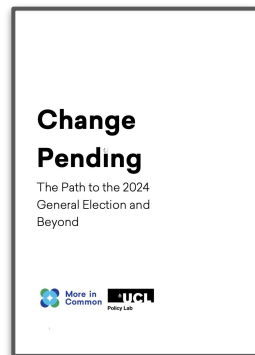
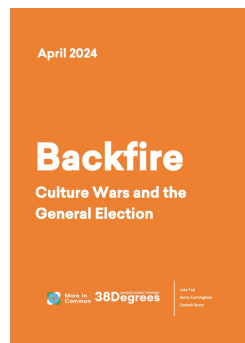
Thought leadership is at the core of More in Common's work - both in our own work as a think tank and in partnership with our clients to help them with their own thought leadership.

Our approach to thought leadership focuses on understanding how public opinion responds to and shapes some of the major policy, political and societal debates facing British society.

In the last year, we've partnered with: Rethink Mental Illness exploring public attitudes to mental health; the Sutton Trust understanding public expectations on social mobility; Power to Change examining the public's starting points on levelling up, and 38 Degrees delving into the electoral implications of culture wars.

For the last two years, More in Common has also worked as insights partner for the UCL Policy Lab working on a range of thematic reports including the first draft of history post general-election report (Change Pending), the Respect Agenda and our work on equality, diversity and inclusion.

More in Common is always open to considering thought leadership partnerships with prospective clients and partners including joint reports.







# Commentator

More in Common provides expert commentary and analysis on public opinion for a wide range of print and broadcast media partners.

Our insights have shaped debates across major UK media outlets, including BBC, ITV, Sky News, LBC, GB News, The Telegraph, The Guardian, The Times, The FT, The Sun, The Mail, and The Mirror.

During the 2024 General Election campaign, More in Common received over 10,000 media mentions in UK media.

We regularly collaborate with media partners to deliver focus groups and polling insights. In January 2024, we partnered with BBC's Sunday with Laura Kuenssberg show for the 'Britain in a Room' project.

Throughout the election, we served as the polling partner for The News Agents podcast. We were the data team for the LBC-The News Agents live election night coverage







# Convenor

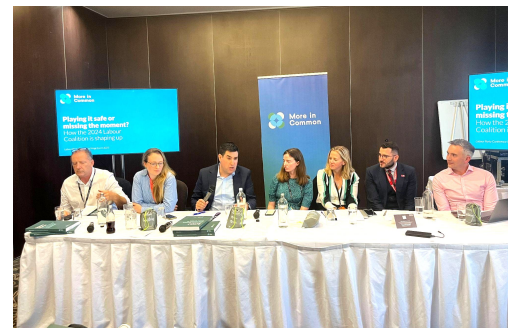
More in Common is an experienced convenor across organisations and sectors.

We often use our insights as a basis for convening interesting coalitions of organisations across issues and sectors.

We've also worked with coalition builders in the climate, migration and childcare sectors to provide insights that can help a broad coalition of partners think through their strategy and engagement with the public.

Each year, More in Common runs a programme of events at the political party conference season bringing together politicians, journalists and civil society and business leaders to discuss and debate the big issues facing our political parties.

We've worked with the National Trust, WWF, RSPB, the Post Office, Prospect Union, Impact on Urban Health, UCL Policy Lab and others to bring together roundtables, private briefings panel events across a range of issues, areas and debates.





# Trainer

More in Common also delivers training for our clients and partners across government, business and civil society.

Our **diversity of thought training** based on the British Seven segments helps leaders in organisations to better understand their audiences and reflect on the gaps between their more engaged staff or members and their key audience targets.

Our **campaigns training** helps campaigners and activists think about how they can design both more effective and creative campaigns that can engage new and important groups of the public - particularly those groups who may be traditionally harder to reach for campaigners.

Our **equality, diversity and inclusion training** helps organisations take a broader view on how they approach equality, diversity and inclusion in their workplace, and move from a culture of criticism to a culture of curiosity in workplaces.

Our **communications training** uses our audiences-based insights to help organisations reflect strategically on how well they are reaching their key target audiences and how our values-led approach could help reach their target audience more effectively, along with other key strategic communications advice.



# Our clients and partners



**LIBERTY**

**BBC**



**Energy & Climate**  
INTELLIGENCE UNIT

Department for Levelling Up,  
Housing & Communities



# What makes our approach unique?

## The British Seven segments



Our British Seven segmentation goes beyond surface-level opinions to uncover the underlying worldviews and values driving people's beliefs. This allows us to understand not just what people think, but why they think it, enabling our clients and partners to develop more effective messaging and policy approaches that can better command public support.

The segmentation is particularly helpful at identifying:

- **The perspectives of electoral swing groups:** More in Common has extensive data on the voting behaviour of each segment and can use this data to shape influencing strategies.
- **Future flash points:** Our values-based lens helps identify in advance what approach may cause backlash with particular segments, and help our partners mitigate against that backlash.
- **Overlooked and disengaged groups:** Our approach helps amplifying the voices and perspectives of more disengaged groups who are often overlooked and ignored in major national debates.



# What makes our approach unique?



## **Amplifying disengaged voices**

We specialize in reaching and understanding groups that are often overlooked in traditional polling and research. Our model particularly focuses on those less engaged with politics, ensuring their perspectives are heard and considered.

## **Bespoke, tailor-made approach to every project**

Our approach ensures that marginalised voices are well-represented on our panel. We weight and allocate for age, gender, race, voting intention, region, and education level, we have a particular emphasis on including those without formal university education.

## **A global perspective**

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

## **An outside the 'bubble' focus**

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

## **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



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If you are interested in partnering with us, please contact:

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Associate Director

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