



More in
Common



Telling the Truth on Equality, Diversity and Inclusion: Where should the Tories go next?

Conservative Party Conference Fringe Event 2024

Progressive Activists



Civic Pragmatists



Disengaged Battlers



Established Liberals



Loyal Nationals



Disengaged Traditionalists



Backbone Conservatives



...a group for whom politics is an important part of their identity and who seek to correct long-standing injustices

...a group that cares about others, at home or abroad. They wish for less conflict and more compromise.

... a group that are just getting by. They blame the system for its unfairness, but not other people.

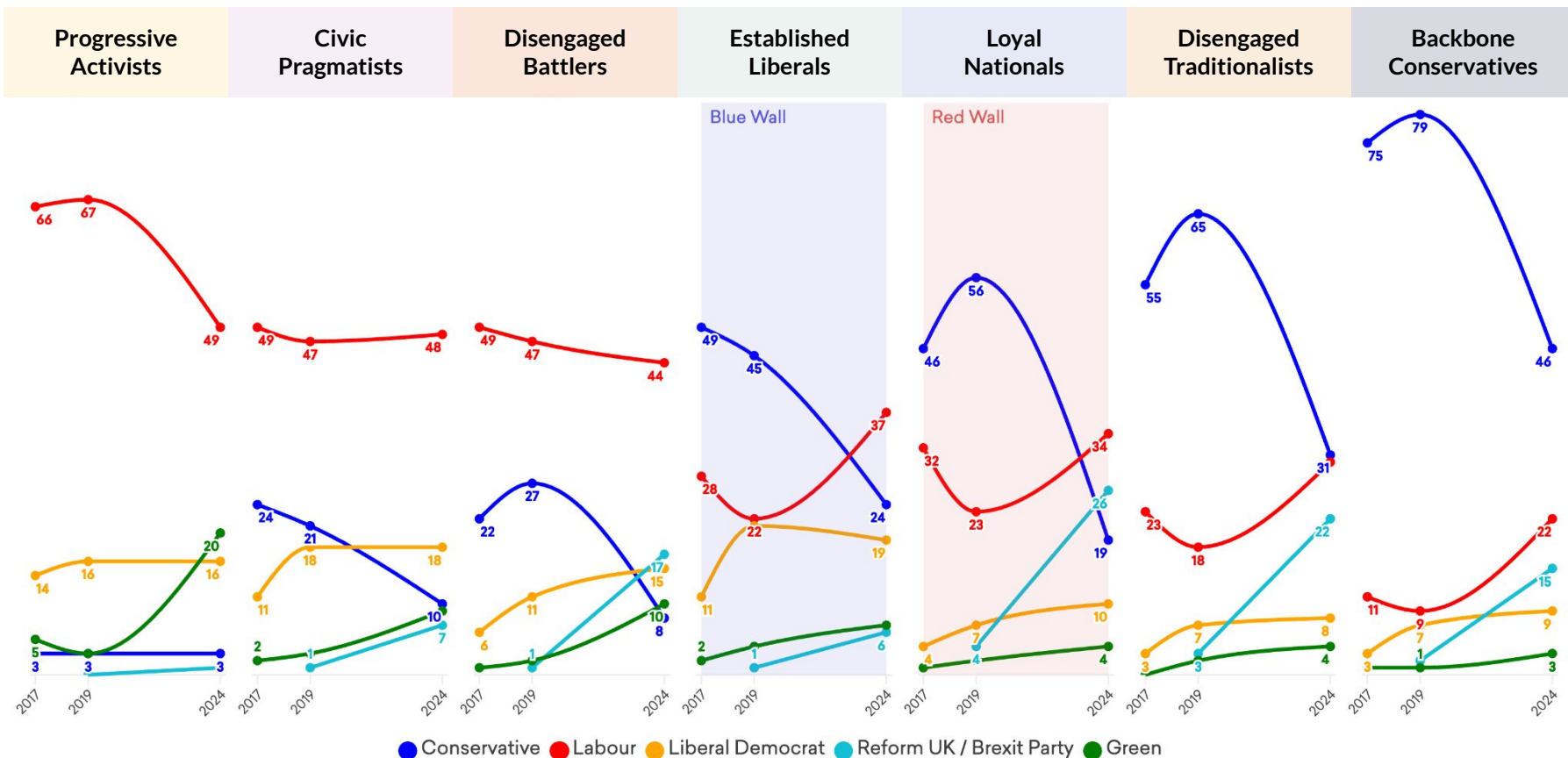
...a group that has done well and means well towards others, but also sees a lot of good in the status quo.

...a patriotic group, who worry that our way of life is threatened and also feel our society has become more unfair.

... a group that values a well-ordered society and prides in hard work. They want strong leadership that keeps people in line.

... a group who are proud of their country, optimistic about Britain's future, and who keenly follow the news.

How did the Seven Segments vote?



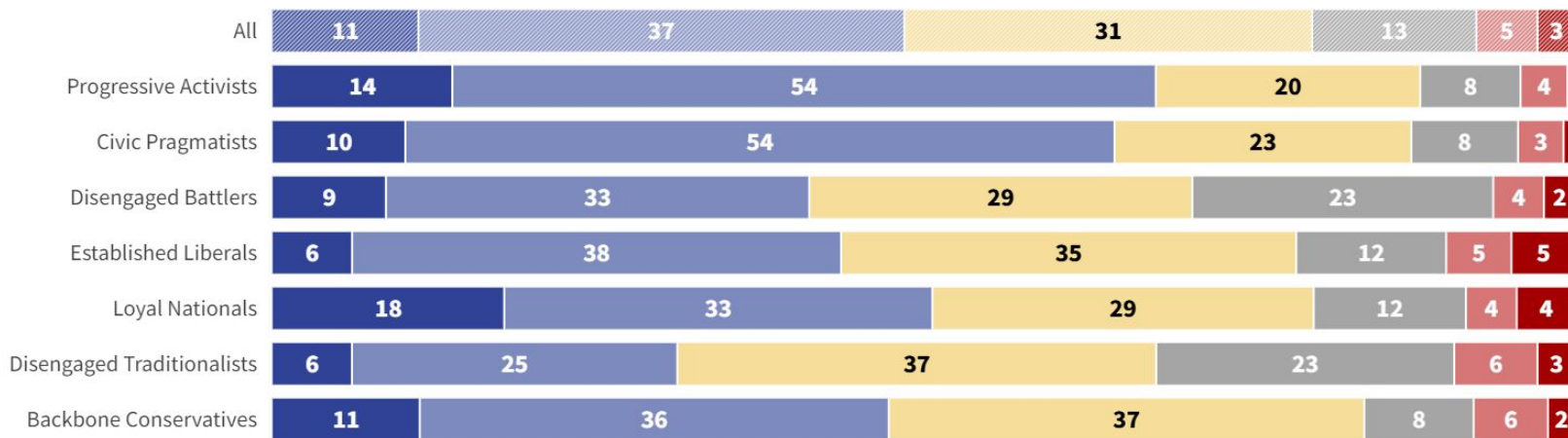
The public's starting points on EDI

Most of the public see EDI as a positive

The public are four times as likely to say EDI is a good thing than a bad thing - but support is much stronger among progressive-leaning than Conservative-leaning segments

Thinking about those groups who may experience discrimination, what effect do you think diversity and inclusion training has on their experience in the workplace? Diversity and inclusion training makes their experience in the workplace...

● Much better ● A bit better ● No different ● Don't know ● A bit worse ● Much worse



Many think we have gone too far on EDI

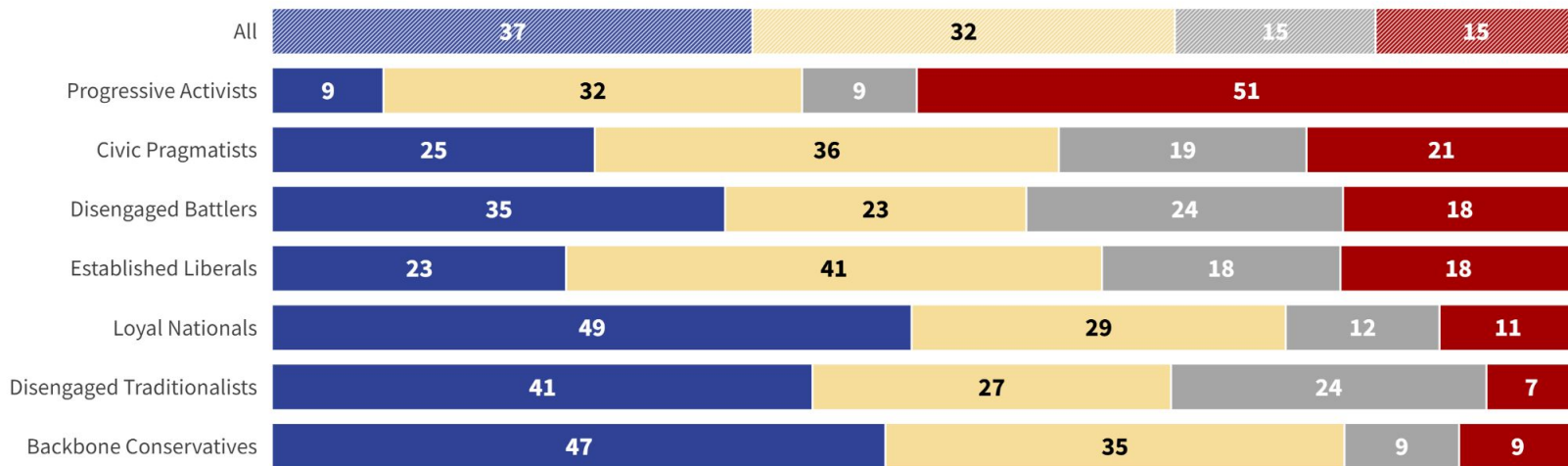
A plurality think society has gone too far on EDI and **socially conservative groups in particular think workplaces focus too much on this - including almost half of Loyal Nationals and Backbone Conservatives**

Which of the following comes close to your view? ● Workplaces focus too much on diversity and inclusion

● Workplaces have the right level of focus on diversity and inclusion

● Don't know

● Workplaces do not focus enough on diversity and inclusion



Source: More in Common, November 2023

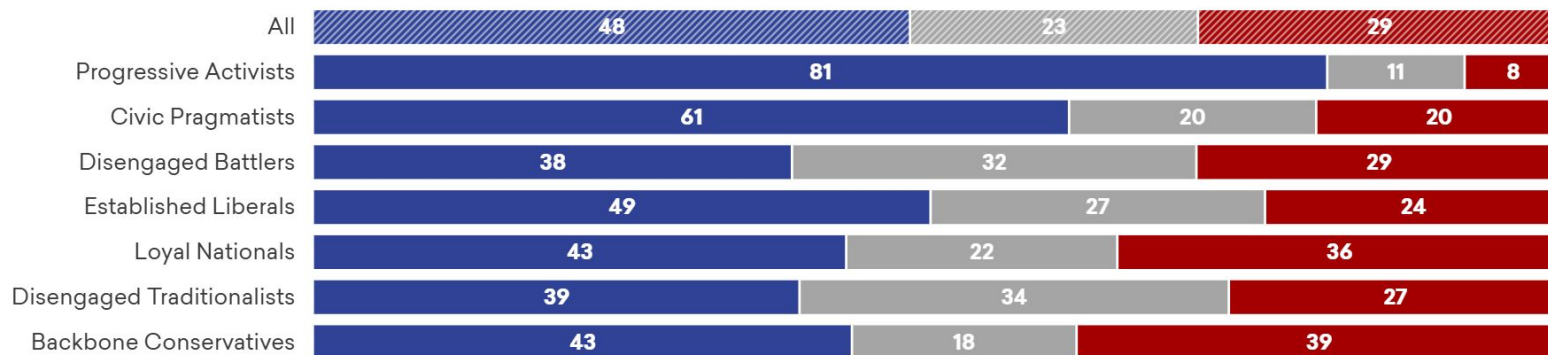
"Some people are just waiting for someone to make a mistake or say something that they disagree with to jump on it straight away." Zach, Sunderland

The importance of promoting merit

The public is much more likely to believe that attempts to promote EDI result in extending opportunities to those who deserve it, rather than to those who don't. However, while a plurality of each segment shares this view, there are significant differences in the strength of agreement.

Thinking about attempts to promote diversity, equality and inclusion, which comes closest to your view?

- Attempts to promote diversity, equality and inclusion extend opportunities to those who deserve it
- Don't know
- Attempts to promote diversity, equality and inclusion give opportunities to those who don't deserve it

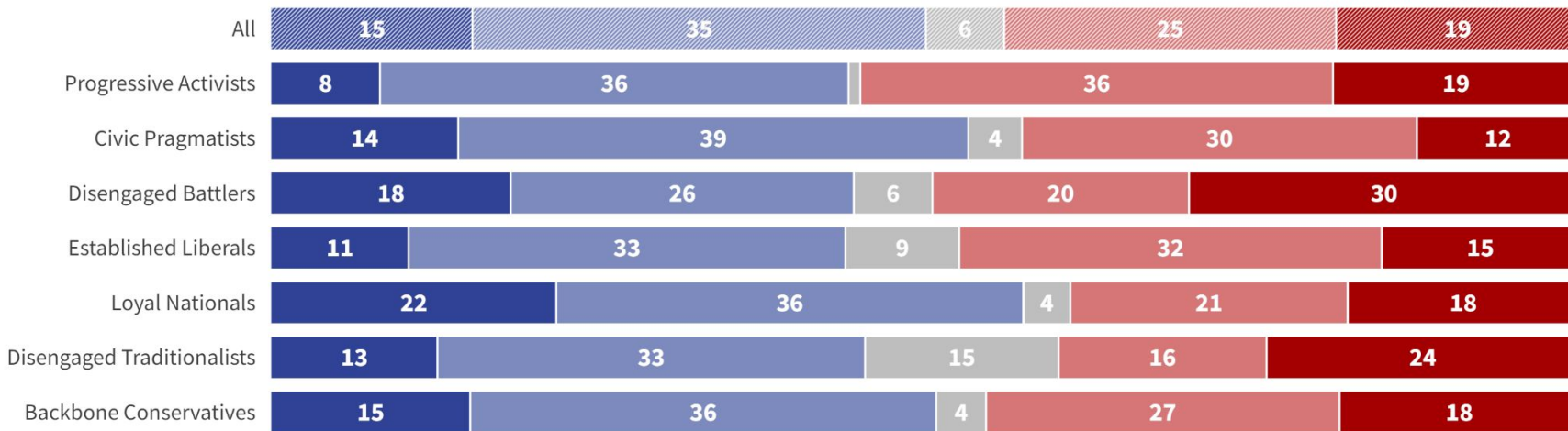


Public frustrated with culture of criticism on EDI

Half the public say they worry about saying the wrong on EDI and 7 in 10 think **people are made to feel stupid** and unfairly criticised for making mistakes on diversity issues.

For each of the following, please say how often you think they occur: [I personally worry about saying the wrong thing on diversity issues]

● Often ● Sometimes ● Don't know ● Rarely ● Never

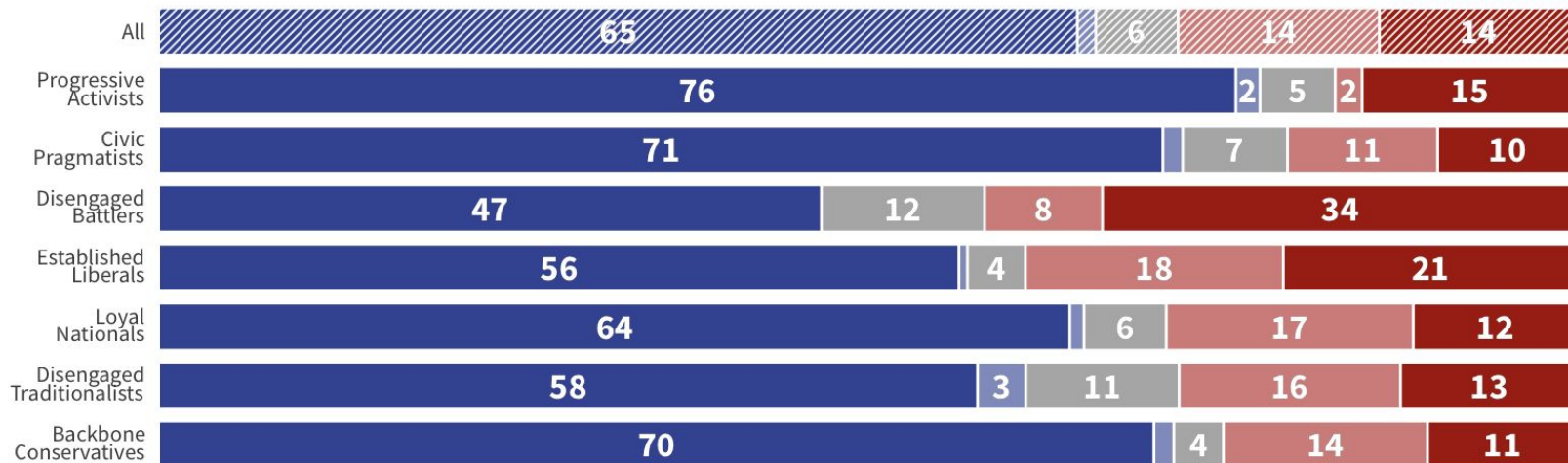


Those who've taken part in EDI have found it helpful

Those who've taken part in EDI have found it helpful - including majorities in socially Conservative segments

Thinking about the training you took part in, which of the following best describes your experience?

- I found the training helpful, and my colleagues did too ● I found the training helpful, but my colleagues found it unhelpful ● Don't know
● I found the training unhelpful, but it was helpful for my colleagues ● I found the training unhelpful, and my colleagues did too

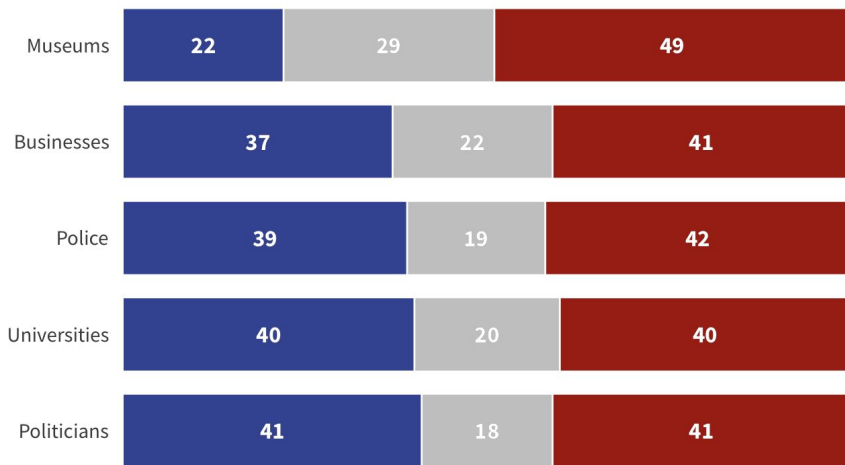


Source: More in Common, November 2023

Finding the time and the place for EDI

For each of the following, which statement comes closest to your view:

- They should spend more time taking part in debates about equality and diversity issues
- Don't know
- They should spend less time taking part in debates about equality and diversity issues



Source: More in Common, November 2023

The public are more than twice as likely to say that museums should spend less time taking part in debates and equality and diversity than more time.

For other institutions, the public are fairly evenly split between whether the organisation should spend more or less time on debates about equality and diversity.

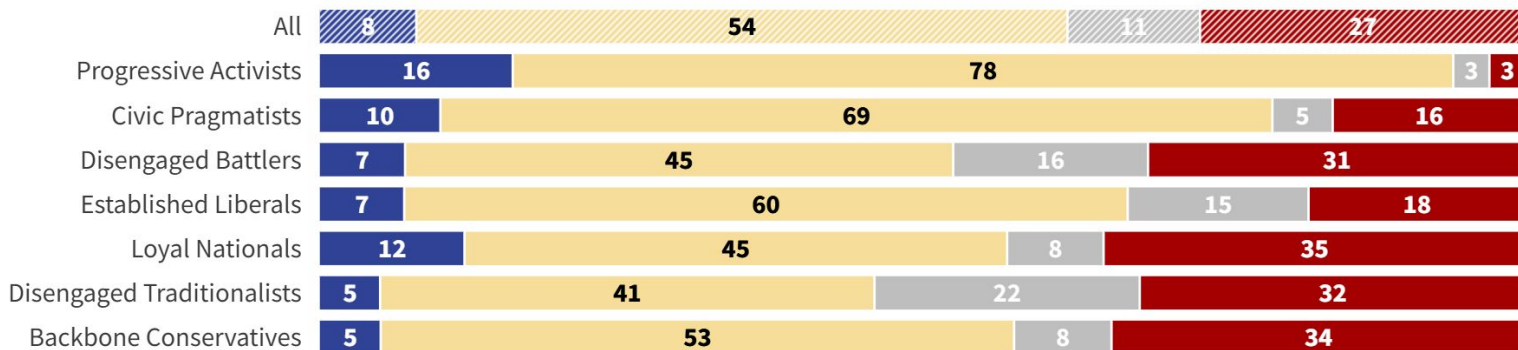
In focus groups, the public tell us that they want organisations to think through how EDI is relevant to their work.

Public support a 'retain and explain' approach

Few Britons favour ignoring historic injustices or overlooking the means by which historic monuments or stately homes were built, but they want these issues to be placed in their proper context.

In recent years there has been a debate about how we should treat historical artefacts, statues and landmarks (such as stately homes) that were either funded by the proceeds of slavery or which celebrate people who made their money from the slave trade. Thinking about those statues or landmarks, which statement comes closest to your view?

- We should pull them down ● We should keep them up but provide an explanation for visitors about how they were funded ● Don't know
● We should do nothing and leave them as they are



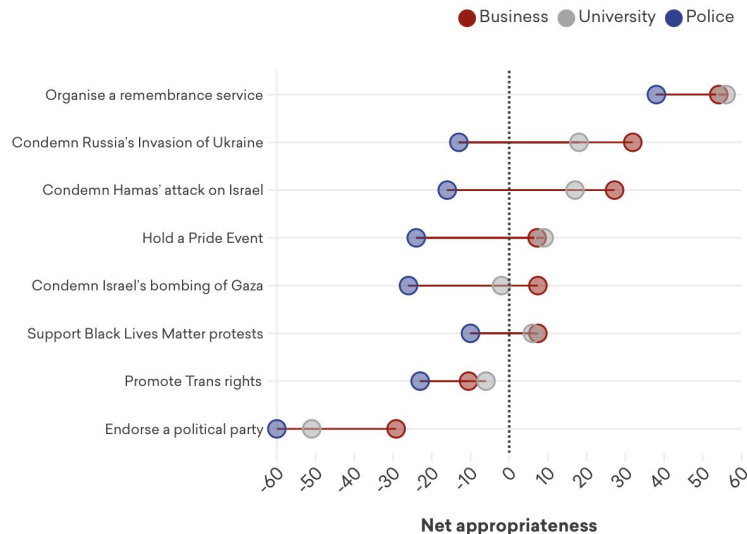
Britons think there is a time and place to focus on EDI

Few of the public think that it is appropriate for the police to take part in political debates - bar organising remembrance services

The public don't think it's appropriate for businesses, universities or the police to endorse political parties or promote trans rights

For other issues such as Pride, BLM or condemning Russia/Hamas, the public are more relaxed about businesses and universities taking a stance, but don't think the police taking a stance is appropriate.

For each of the following please say whether you think it is appropriate for a [business/university/police force] to:



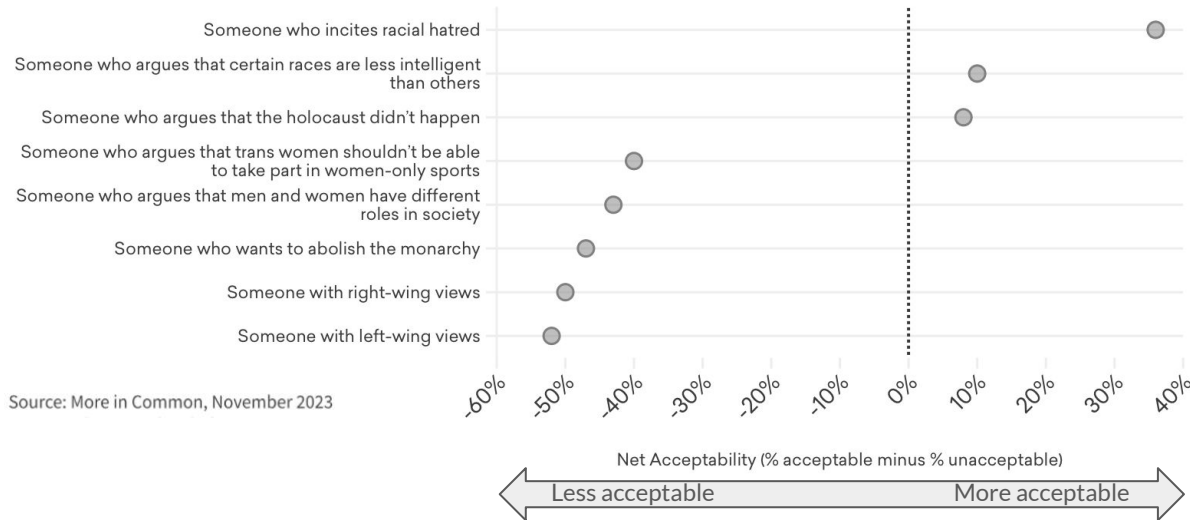
Source: More in Common, November 2023

Pro-free speech but not free from consequences

88% of Britons see free speech as fundamental to our democracy, and **6 in 10 people consider free speech under threat**. But the public see the nuance - in focus group discussions, people express a sentiment that **free speech does not mean freedom from consequences**.

Acceptability of no-platforming depends on the speaker's views but **the public think it is more important that university students are exposed to a range of different views than protected from views they may find offensive** - this extends across segments

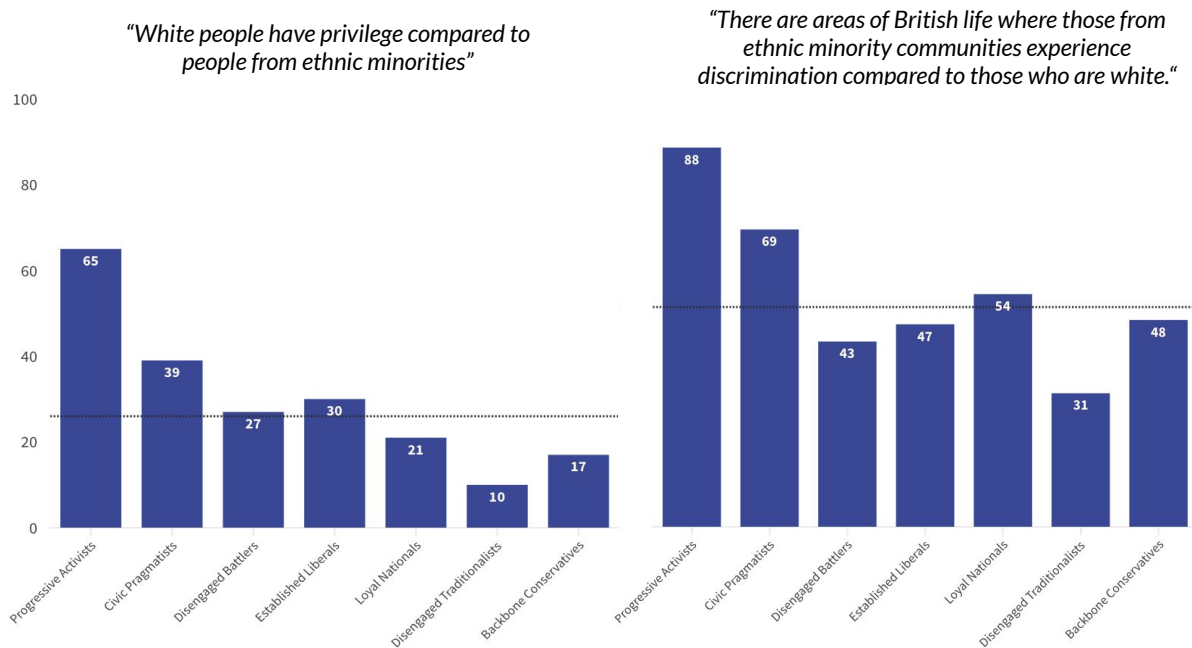
“No platforming” refers to preventing someone from taking part in a public debate or meeting, due to them holding views perceived as unacceptable or offensive. For each of the following speakers, please say whether you think it would be acceptable or unacceptable to prevent them from speaking in a public debate or meeting:



Towards a more effective approach

Focus on people, not concepts

Politically-charged frames dampen support for concepts people otherwise agree with, such as the continued existence of racial discrimination.



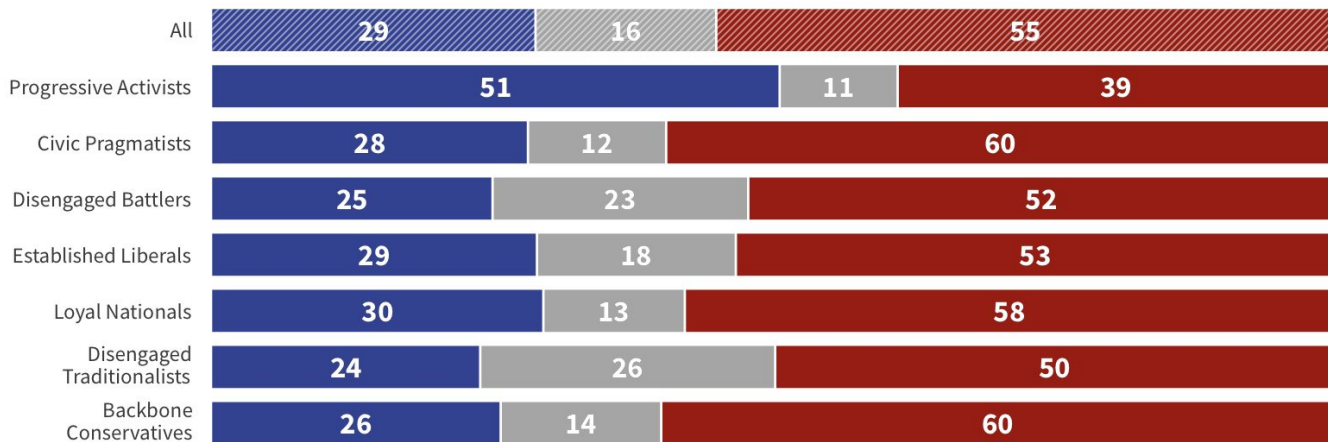
Loud, progressive voices can be outliers

Progressive Activists who dominate the EDI field have outlier views. While they feel more free than others to speak during EDI training sessions, they can **hinder productive conversation** as most view it as helpful to criticise people on diversity issues which the general public see as unfair.

Only Progressive Activists think it is helpful to criticise mistakes.

Which of the following comes closest to your view?

- ☐ It is helpful to criticise people for making mistakes on diversity issues so that they can learn from them
- ☐ Don't know
- ☐ It is unhelpful to criticise people for making mistakes on diversity issues as it is more likely to make them feel embarrassed or stupid

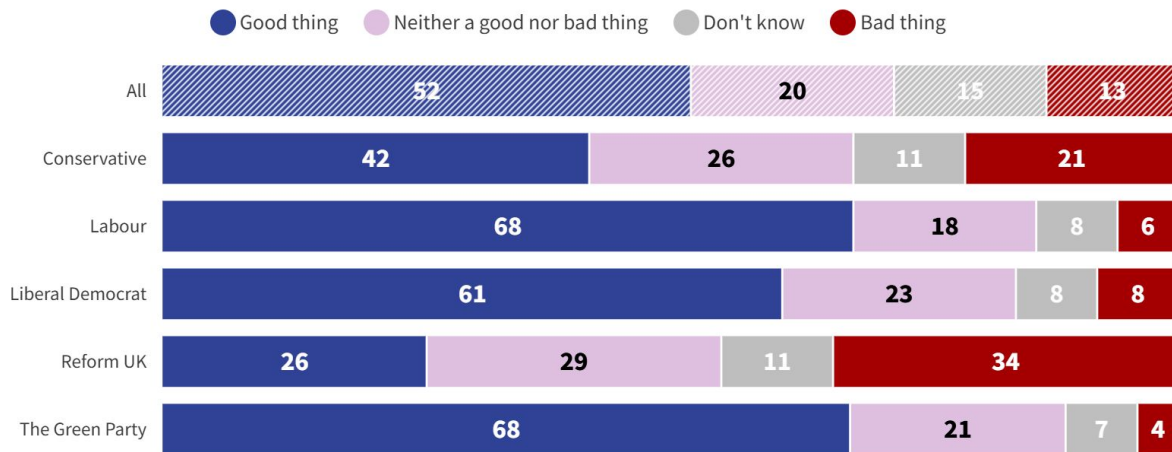


As are Reform UK voters

Reform UK voters also have views that are not in line with the British public. While only 13% of the public say that DEI is a bad thing, this view is held by 34% of Reform UK voters.

For each of the following do you think they are a good thing or a bad thing?

Diversity, equity and inclusion

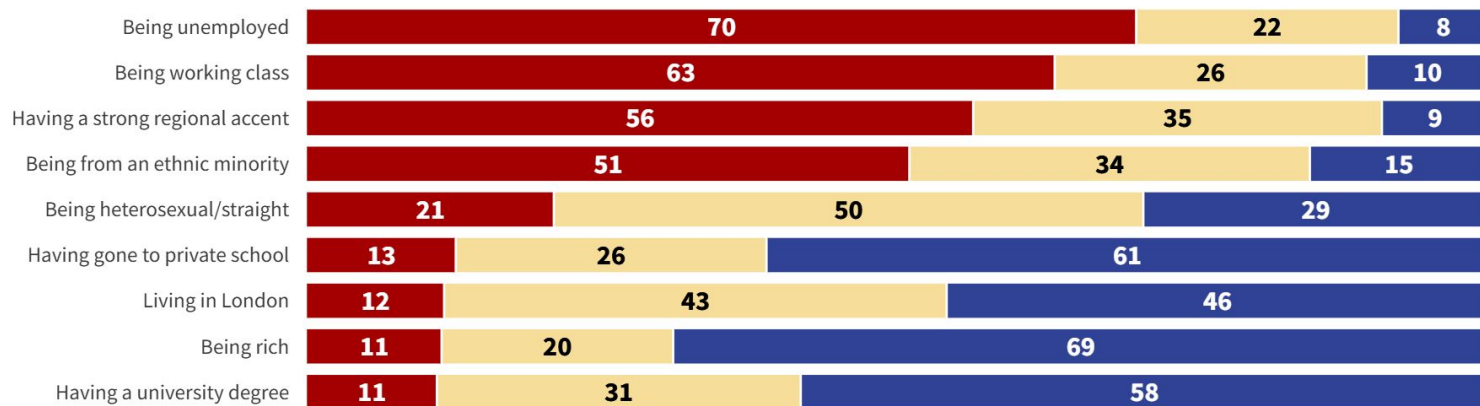


Using EDI to tackle class disadvantage

Diversity activity that is seen to correct imbalances across lines of disadvantage is more likely to counter 'antimeritocratic' narratives that surround EDI.

For each of the following attributes please say whether you think it means it is likely that people in positions of power or authority take you more seriously, less seriously or makes no difference?

● Less seriously ● Makes no difference ● More seriously





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Up Next: Monday 30 September

13:00 Can a **politics of respect** help the Conservatives regain the public's trust?

15:00 Keeping Britain safe: How to rebuild the **Conservative's record on security**

Tomorrow: Tuesday 1 October

10:30 What next for **net zero**? How to rebuild consensus on the environment

13:30 **Conservative comeback**: Is there a path back to power by 2029?

15:30 NIMBY or YIMBY: What lessons can be learned from the **Conservative record on housing**?



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