More in Common

Labour conference 2026

Introducing the seven segments

The British seven segments were developed to move beyond traditional left-right or party-based analysis by exploring the deeper psychological, cultural, and value-driven foundations that shape public opinion.
This approach helps explain why political loyalties have fractured and offers a more nuanced understanding of what drives attitudes on issues like immigration, climate, and the economy—enabling more effective engagement with the public across a fragmented political and social landscape.



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Progressive Activists



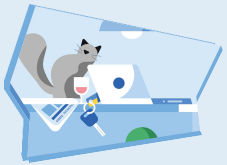
…an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

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

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Three “big” segments

Incrementalist Left (21% of the population)

Rooted Patriots (20% of the population)

Dissenting Disruptors (20% of the population)

Four “small” segments

Progressive Activists (12% of the population)

Established Liberals (9% of the population)

Sceptical Scrollers (10% of the population)

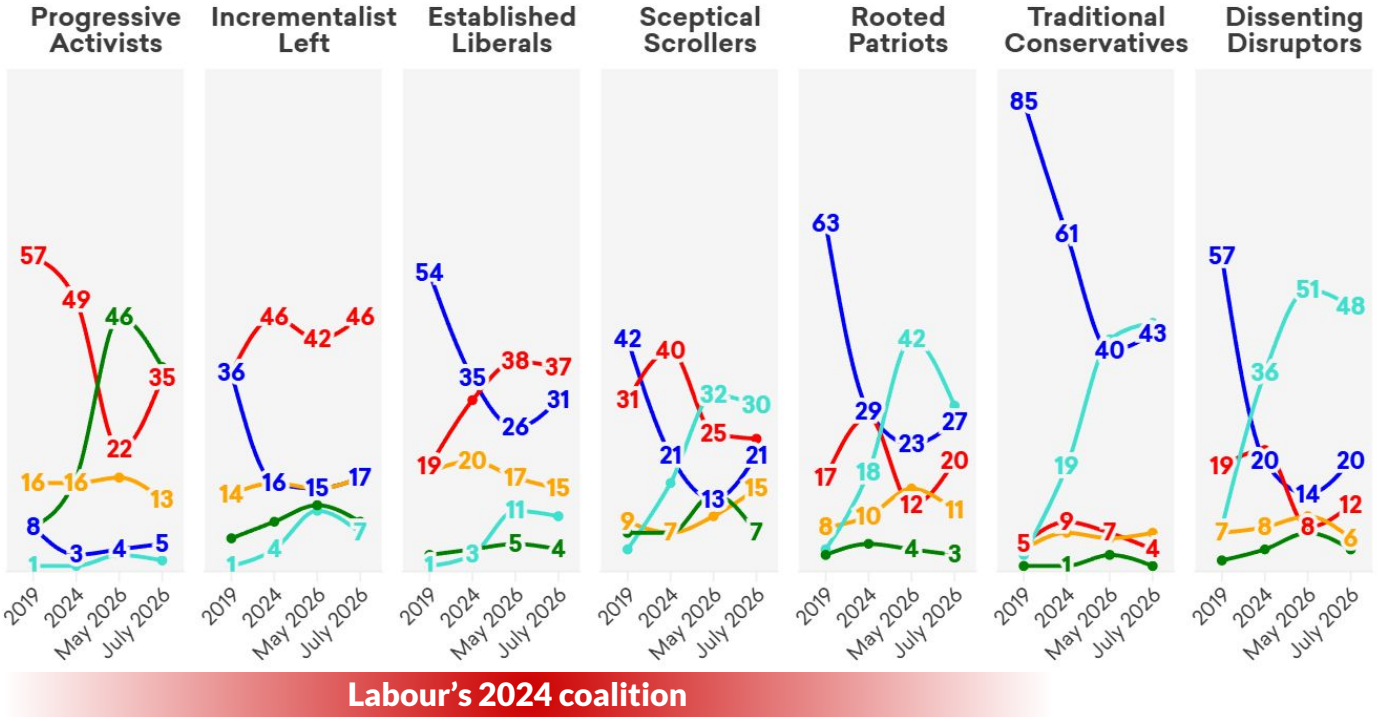
Traditional Conservatives (8% of the population)

How do the seven segments vote?

In 2024, the Labour Party's voter base spanned a broad coalition, from the 'Corbynite' Progressive Activists to the 'Red Wall' Rooted Patriots.

Under Keir Starmer's premiership, this voter base shrunk, losing many of the Progressive Activists to the Green Party, and many of the Rooted Patriots and Sceptical Scrollers to Reform UK.

Now under Andy Burnham, Labour's Progressive Activist vote is starting to recover. However, support among the Reform-curious Rooted Patriots, for example, is still split.



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2019 and 2024 is recalled General Election vote

The problems facing women and girls

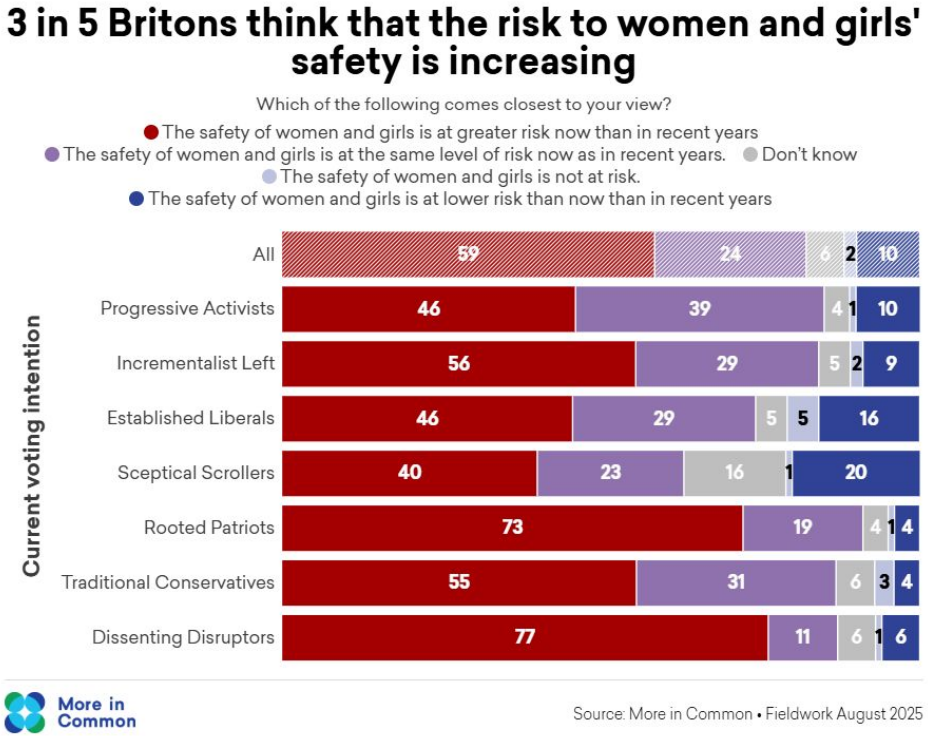
Almost six in ten think women and girls have become less safe in recent years

Fifty-nine per cent say that the safety of women and girls is at greater risk now than in recent years.

Half of Britons believe that violence against women and girls has got worse in recent years, with just **11 per cent** believing rates have lessened.

The Rooted Patriot and Dissenting Disruptor segments are the most likely to perceive that women and girls are at heightened risk.

These segments in particular perceive that British values, culture and security are under threat from immigration, and from politicians who don't respect the contribution that ordinary people make to civic life. As a result, these segments can believe that politicians are prioritising the needs of foreign nationals over the safety of Britons.



Britons think the top risks to women and girls are immigration-related

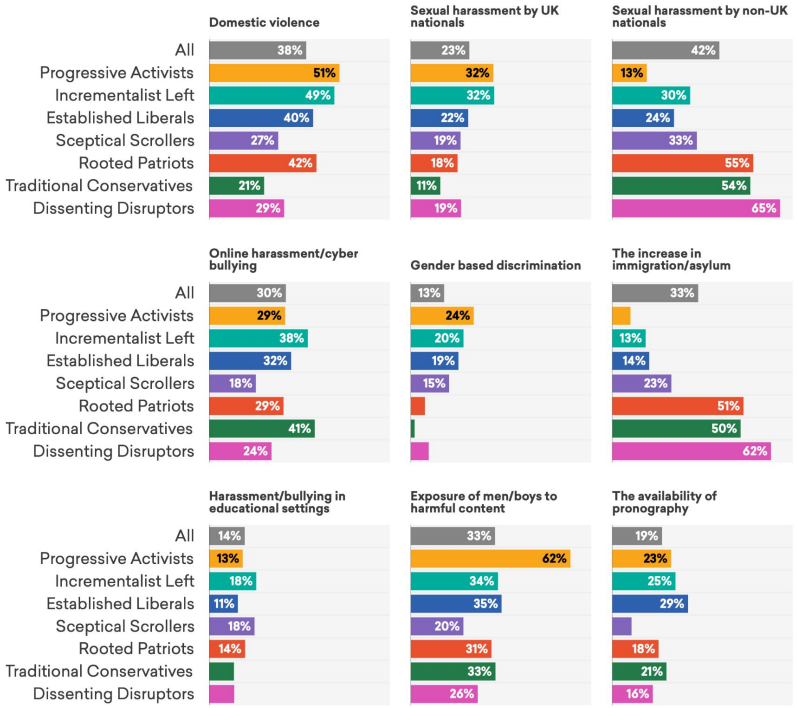
Among those who think that women and girls are at greater risk now than in the past, **two in five attribute it to increased danger of sexual harassment from non-UK nationals**. Almost as many (38 per cent) cite domestic violence, and a further third cite increased immigration more generally (33 per cent).

In keeping with their wider perception that immigration is posing a threat to British ways of life, Dissenting Disruptors, Traditional Conservatives and Rooted Patriots are particularly likely to cite immigration-related reasons.

Meanwhile, the segments who form the core of Labour's current voter base - namely the Incrementalist Left and the Established Liberals - are more likely to cite **domestic violence and online harassment/cyberbullying**.

The most online segments- Sceptical Scrollers and Dissenting Disruptors- are the least likely to link women's safety to online harassment

You said that the safety of women and girls is at greater risk now than in recent years. From the options below, please choose the three options that you think pose the greatest risk to women and girls



In particular, high-profile stories of violence against women and girls perpetrated by foreign nationals stick in people's minds

In focus groups, it quickly becomes clear that immigration-related concerns about safety are driven at least in part by stories in the news and on social media.

The sexual assault associated with The Bell Hotel in Epping, or the grooming gangs cases in Rochdale, Rotherham or Oldham, for example, get lots of attention when they first emerge as stories on the news, unlike some other - often less visible forms - of violence.

These stories also strike a strong emotional chord with the public, meaning they have a long tail in the national consciousness.

"When you see a news article of a rape or sexual assault and then it says they are an illegal immigrant, you'd think 'Oh great'. And then it's proven that, back in their own country, they've got history and they've got previous record of behaviour, and we're letting them come and wander our streets, a hundred yards from my daughter's college - it's actually sick."

Jenny, Dudley, Dissenting Disruptor

"People are nervous. People are worried for their children because there's been a couple of instances - one that got blown up on the news with a school girl in Epping."

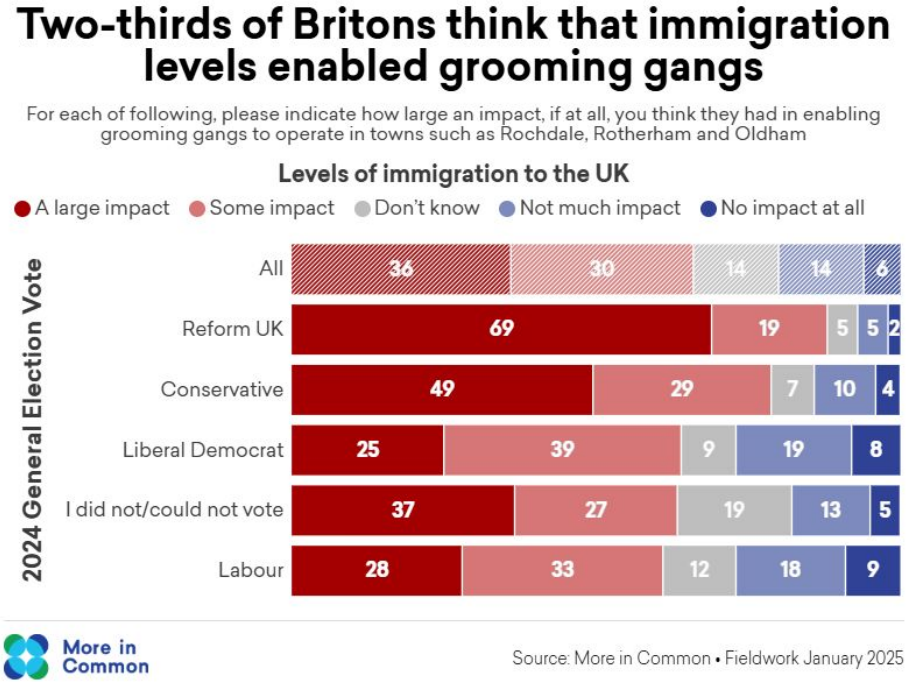
Eleanor, Epping, Rooted Patriot

A majority of 2024 Labour voters think levels of immigration enabled grooming gangs

In March 2025, 'Levels of immigration' and 'Small boat crossings in the channel' combined overtook 'Supporting the NHS' as the second most important issue Britons think is facing the country at the moment and have stayed there ever since (beaten only by the cost of living).

When it comes to immigration-related concerns about women's safety, anxiety is not limited to the voter base of one specific party. In the example of the grooming gangs cases, majorities of the supporter bases of all of the biggest parties at the 2024 General Election thought that 'levels of immigration to the UK' had an impact on the enabling of grooming gangs.

Alongside this, a further four in five Britons (78 per cent) blamed the police and social services not taking the concerns of women and girls seriously, and 73 per cent cited authorities being scared of being held accountable for historical failings.



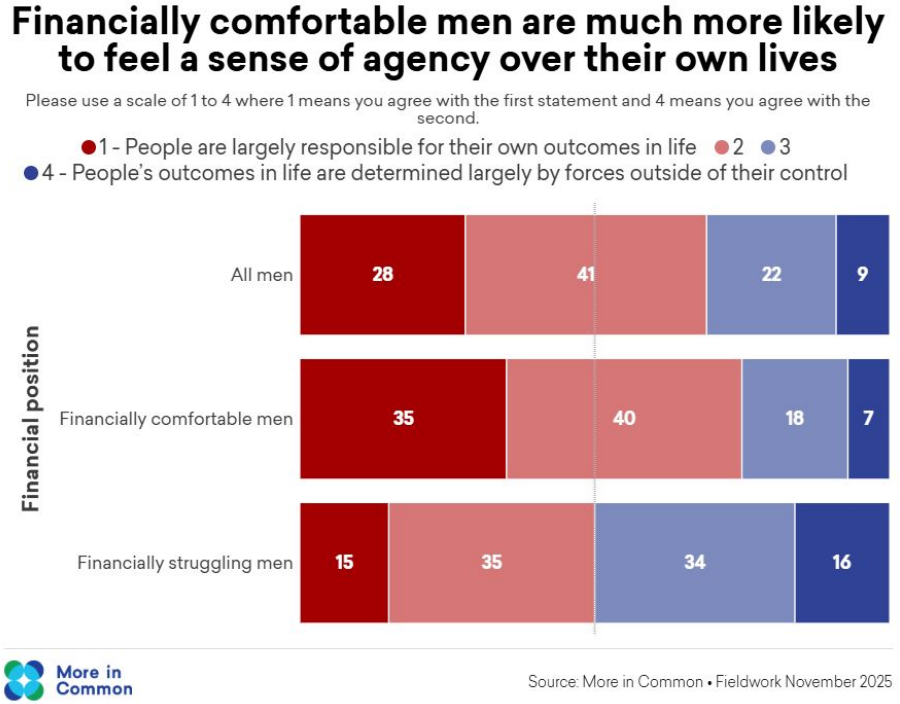
The problems facing men and boys

Financial pressures mean that men are feeling a lack of agency over their own lives

69 per cent of men say they feel that people are largely responsible for their own outcomes in life, perceiving that people largely have agency. However, men who are struggling financially are much less likely to perceive this agency (50 per cent).

For many men, a sense of agency is intrinsically linked to their financial position. Many do not feel they are able to spend their free time in the way that they would want to because they have to work a second job; others feel their lives are dominated by the struggle of searching for employment in a changing job market.

Feeling like their finances and wider lives are out of their hands is, for many men, leading to a lower quality of life and emotional fulfilment, alongside all of the practical struggles that financial hardship can bring.



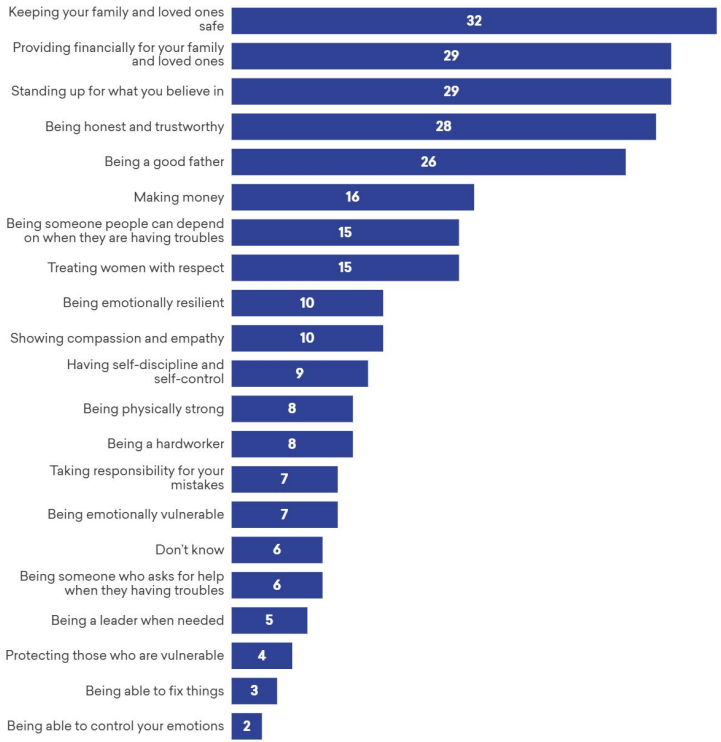
An increasing number of men feel they are unable to provide for their families – a high priority for them

32 per cent of men say that “keeping your family and loved ones safe” is one of the most important characteristics of a good man, and 29 per cent say it is “providing financially for your family and loved ones”. In other words, many men are feeling the pressure to provide for the people around them.

When their agency or financial circumstance does not allow them to do that, it can have a detrimental impact on their mental health. Mental health was the most commonly perceived problem facing men today, selected by 34 per cent of men. It was followed by the challenges of providing financially for the family (30 per cent). This can lead to many men feeling that they are failing to live up to the standard that they set for themselves.

To men, protecting and providing for their family is what it means to be a good man

Thinking about what it means to be a good man today, which of the following characteristics do you think are most important? (Men only)

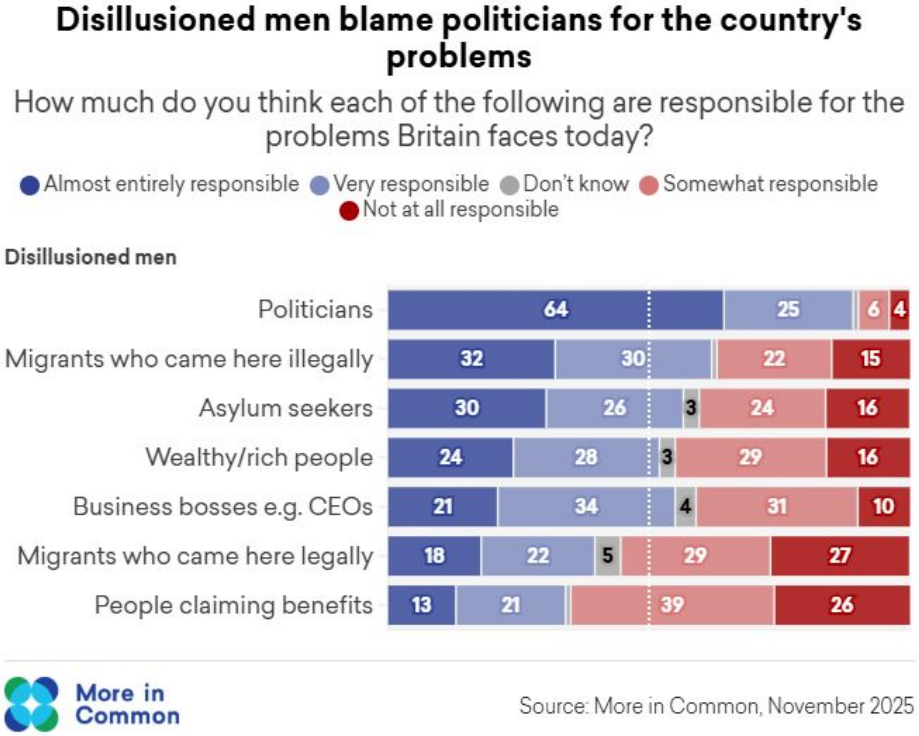


There is a growing block of disillusioned men in Britain

89 per cent of disillusioned men believe that politicians are to blame for the problems they are facing, like a lack of agency. An increasing number of men think that politicians have not taken the right steps to tackle the cost of living, stop small boat crossings, giving people back that sense of autonomy they feel they have lost.

As a result, more and more men are becoming disillusioned with politics. This sub-group of disillusioned men have been the subject of recent More in Common publication "Out Of Reach? Men, masculinity and mainstream politics"

While these disillusioned men are often painted as teenaged Andrew Tate supporters, it is middle-aged men who are the most disillusioned in Britain. This group exists far from the so-called metropolitan elite – they are less likely than others to live in London or have gone to university. Disillusioned Men have a lower quality of life than other men – they are financially worse off, more socially disconnected and less happy.



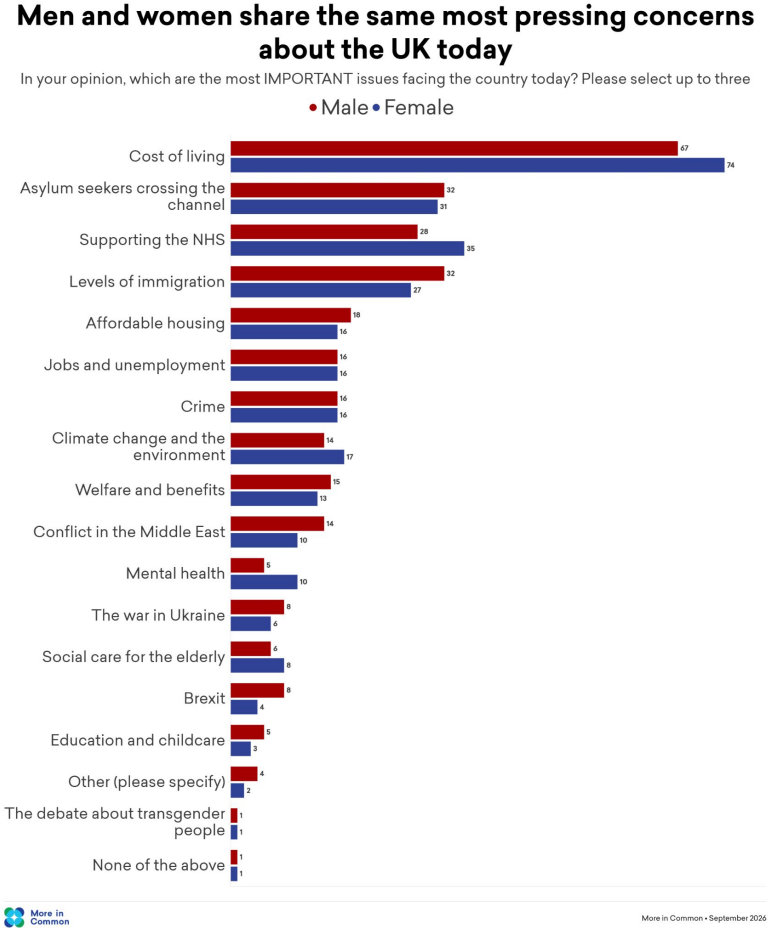
How are these issues changing the British public's voting patterns?

Men and women are often united in their top concerns

When it comes to priorities, in the views of both men and women, the ongoing cost of living crisis, supporting the NHS and immigration are the top issues facing the country.

While concerns about violence against women and girls and male disillusionment are important and prevalent issues, they do not take away from the fact that men and women are often united in their priorities.

In focus groups, it is clear that many blame politicians – not circumstance – for the major issues facing the country. Across the segments and genders, Britons feel that politicians are out of touch and don't understand or respect ordinary people. As a result, be their priorities the cost of living or violence against women and girls, Britons are less and less inclined to think that mainstream politics and politicians are able to address their needs. They are therefore turning to alternative insurgent parties.

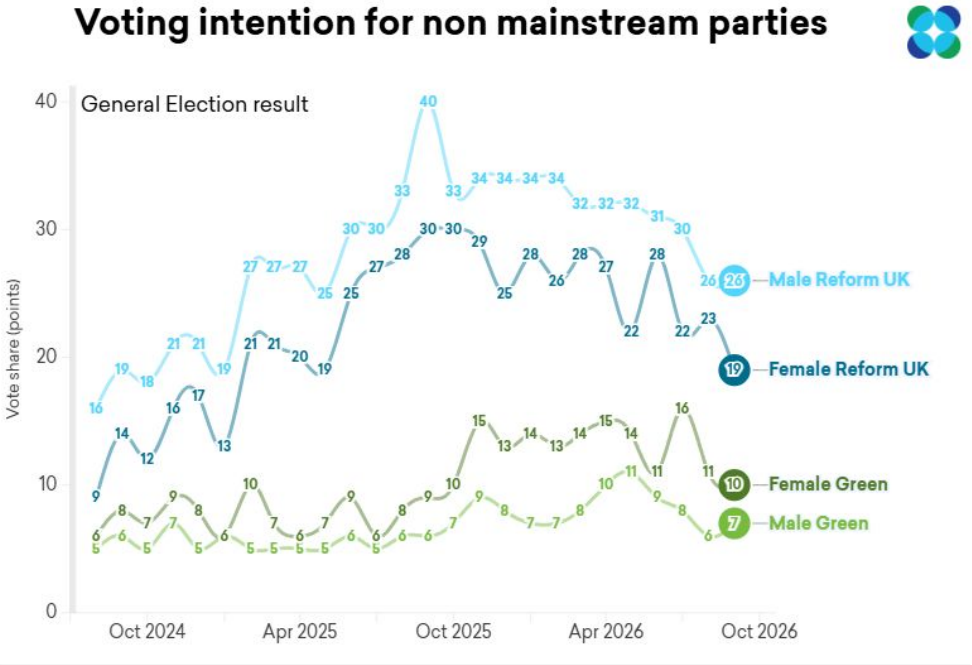


Dissatisfaction makes men and women less likely to vote for the same parties

In 2024, the main parties' electoral coalitions were more or less evenly split between the genders. But women were far more likely to stay home while men were far more likely to vote Reform.

Today, as voters flock from the mainstream parties towards insurgents like Reform UK and the Greens, 56 per cent of the Green Party's voter coalition is made up of women, and 61 per cent of Reform's base are men. Gender is becoming an increasingly important fault line in British politics.

Although the dissatisfaction with politics and the political priorities of men and women are similar, the effect of that dissatisfaction on their voting habits is different.

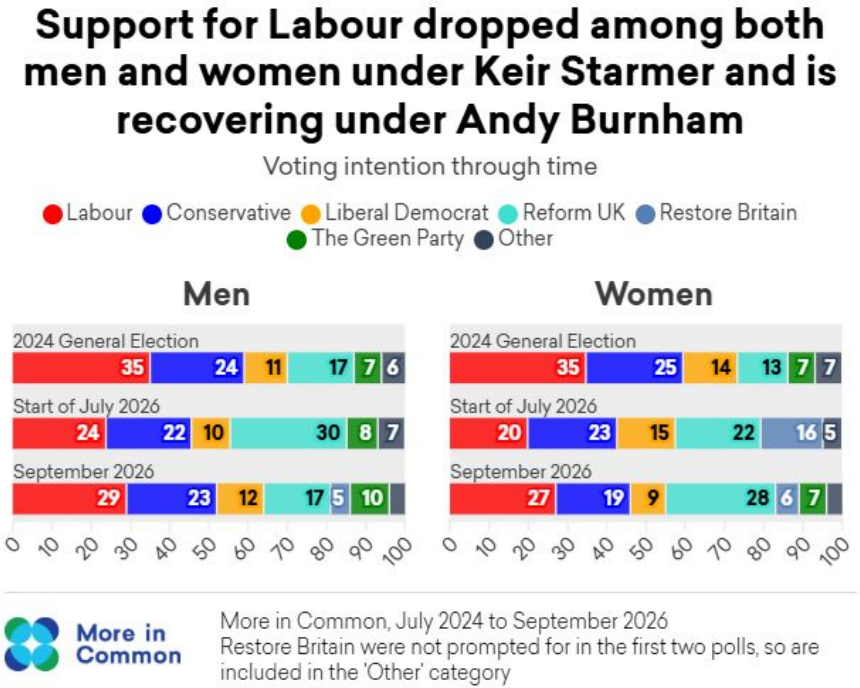


Labour's decline in support has been fuelled by disillusionment and a sense that protecting British people is not a priority

When it comes to Labour, support among both men and women dropped during the two years of Keir Starmer's premiership. During this time, it was primarily the Incrementalist Left and Established Liberal segments - both men and women - holding firm in their support. Progressive Activists moved towards support for the Green Party, while Rooted Patriots moved towards Reform UK.

For Progressive Activists, this move to the Greens has been primarily fuelled disillusionment with the political establishment, and the sense that people can no longer live the life that they want to because of the cost of living, the jobs market, student loans and the widening gap between the wealthy and the poorest in society.

Those who have switched from Labour to Reform, including many Rooted Patriots, feel this sense of disillusionment too, but are also one of the segments most likely to say that immigration is posing a risk to the safety of women and girls. This segment have seen their local areas decline, industry move away, and feel overlooked by political elites. They perceive a rise in immigration in recent years, and feel it has left their communities and needs on the government's back burner.



Coming up next...

More in Common

Resolution Foundation

e·on

Monday 28 September

18:15 to 19:30

Progress Hub,
Secure Zone, ACC

How can Labour tackle Britain's cost of living crisis?



Ruth Curtice
Resolution Foundation (Chair)



Luke Tryl
More in Common



Chris Norbury
E.ON



Yuan Yang MP
MP for Earley and Woodley