More in Common

Narratives of Nationhood:

The new national stories shaping equality, migration and cohesion policy

Introducing the Seven Segments of Britain

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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



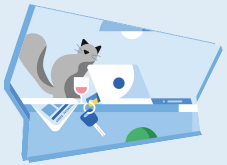
...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

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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How do the segments think about nationhood today?

 **Progressive Activists**	Less likely to be stirred by traditional patriotic measures like fighting for one's country and more likely to say it's patriotic to support multiculturalism. A sizable minority support extreme measures like violence.
 **Incrementalist Left**	This group is supportive of migration and sees inequality as the principal cause of division facing the country. It's the only group to not principally blame politicians for a broken social contract.
 **Established Liberals**	The only segment to not have a majority say the social contract is broken and also the most emphatic segment in their belief that the role of politicians is to reduce tensions in times of crisis.
 **Sceptical Scrollers**	A broadly disengaged group, and one of only two segments to not have a majority feel pride about Britain's role in Ukraine. Significantly less likely than all other segments to see voting as patriotic.
 **Rooted Patriots**	A segment with traditional ideas of patriotism, as well as a strong belief that immigration is to blame for the country's woes.
 **Traditional Conservatives**	The most supportive segment of fighting for one's country, defending Britain's history and pledging allegiance to the King. Strongly blame Britain's struggles on the government not protecting our borders.
 **Dissenting Disruptors**	A fervently anti-migration group who see politicians as corrupt. The second most likely segment to take no pride in Britain's role in Ukraine.

A nation divided

Britain feels more divided today than at any point in six years

Seven in ten among the British public say that the UK feels divided these days (71 per cent). Just 13 per cent say it feels united.

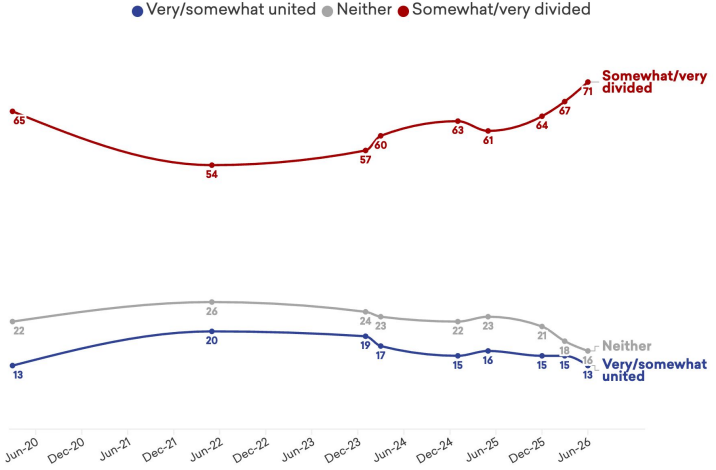
These divides play out in what Britons consider to be **patriotic** – an area where progressives diverge from the wider public.

When asked whether or not it is patriotic to **defend Britain's history,** only **47 per cent of Progressive Activists** say it is compared with **91 per cent of Traditional Conservatives** (and above 80 per cent among most segments). There are similar divides around **pledging allegiance to the king.**

A significant minority of progressives digress from the consensus on fighting for your country: **17 per cent say this is not patriotic.**

Seven in ten Britons say the UK feels divided - *the highest since at least 2020*

How united or divided does the UK feel to you these days?



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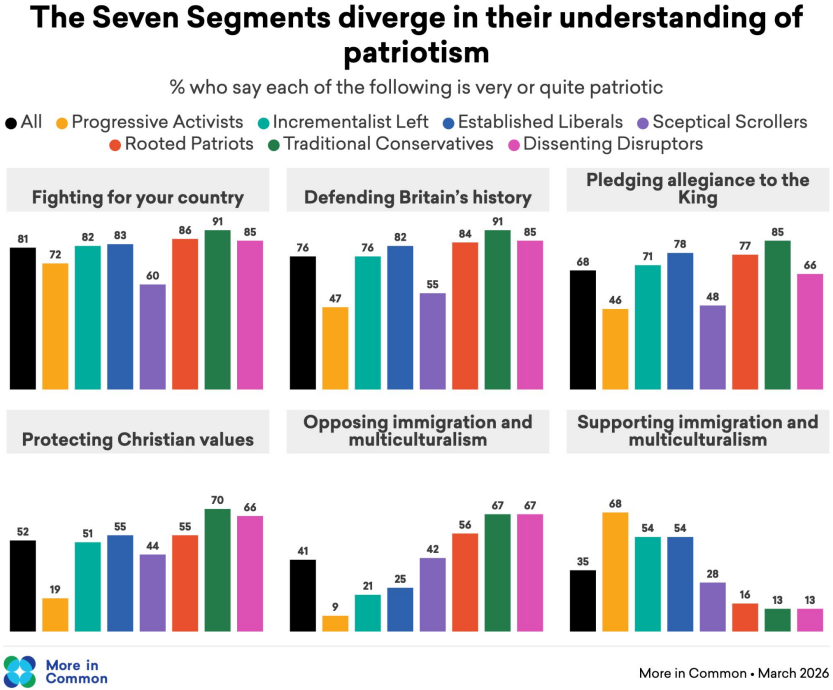
Source: More in Common, March 2020 to June 2026

Cultural identity is Britain's most significant divide

One of the largest divides in the UK comes over the issue of immigration and multiculturalism.

While **68 per cent of Progressive Activists say supporting immigration and multiculturalism is patriotic, this falls below 16 per cent among all socially conservative segments**. Indeed, a majority of Rooted Patriots and two-thirds of Traditional Conservatives and Dissenting Disruptors think **it is patriotic to *oppose* immigration and multiculturalism**.

It is hard to build a coherent narrative of nationhood when Britons see the country's strengths and national identity in such an opposing way.

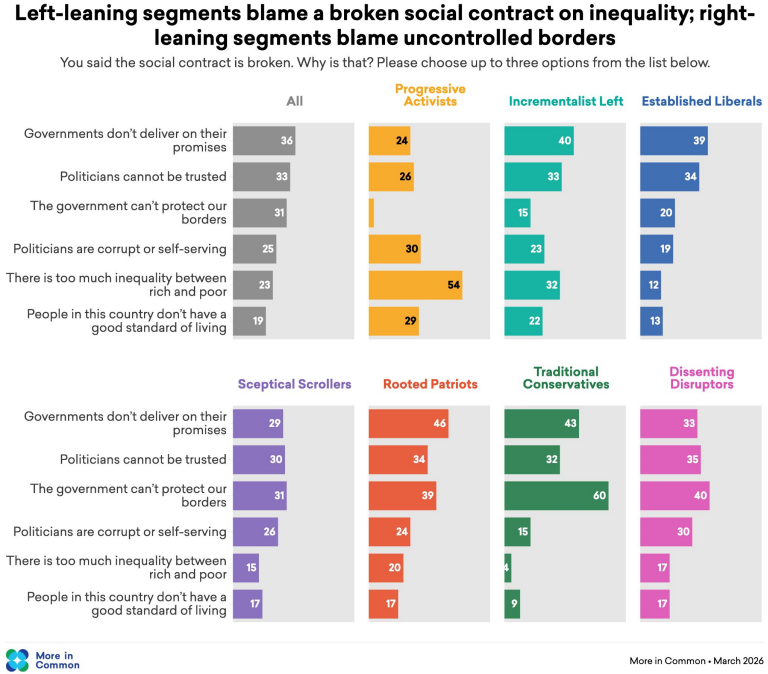


Britons disagree on whether the social contract is broken for cultural or economic reasons, or both

Three in five Britons - and a majority across every segment except Established Liberals - believe the social contract is broken. However, they divide on why it is broken.

The principal reason for Progressive Activists is there is too much inequality between the rich and the poor (54 per cent). Only four per cent of Traditional Conservatives agree. **Traditional Conservatives and Dissenting Disruptors instead say the problem is that the government can't protect our borders**.

In their top three reasons, all segments other than the Incrementalist Left, cite one of: governments not delivering on promises, politicians not being trustworthy, or politicians being corrupt/self-serving. In other words, **Britons are divided as to whether the problem is cultural or economic - and neither camp trusts politicians to solve it.**

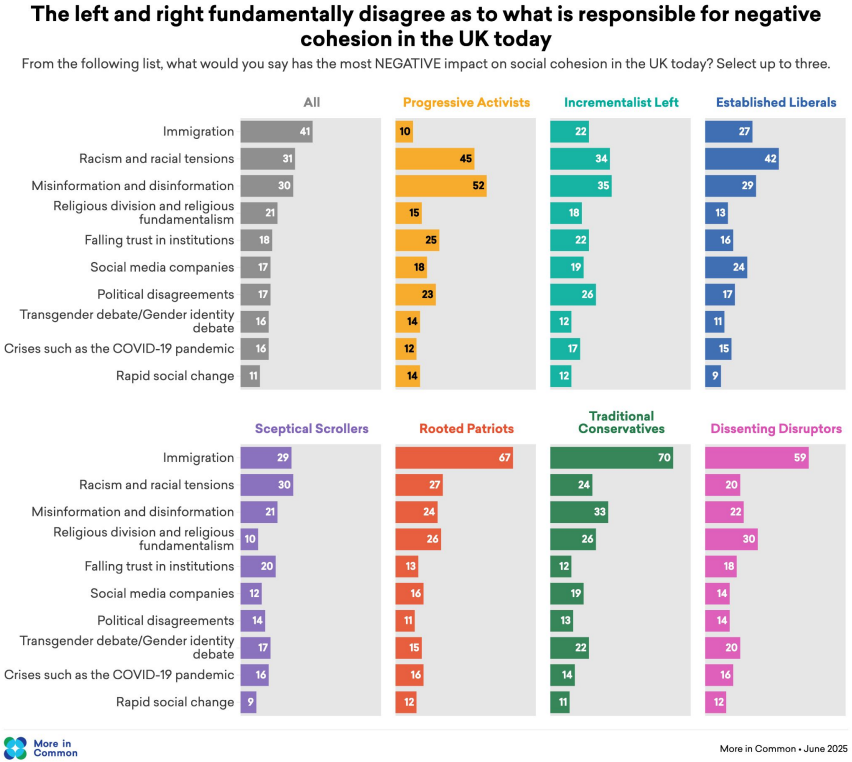


Britons can't even agree on what is driving them apart

Not only do Britons disagree on what's wrong with the country, but they disagree on what's driving them apart.

Left-leaning segments tend to say that the issues having a negative impact on social cohesion in the UK are **mis- and dis-information**, as well as **racism and racial tensions**.

Among right-leaning segments, it's **immigration** by a staggering distance – **cited by twice as many people as the second most-cited option among Rooted Patriots and Traditional Conservatives**, and just under twice as many among Dissenting Disruptors.

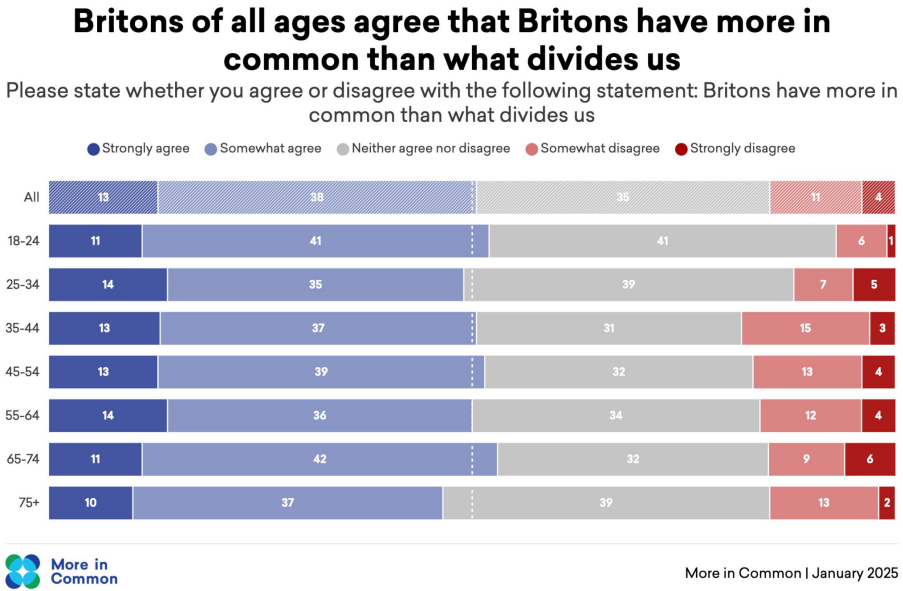


The public doesn’t want it to be this way

Britons still believe we have more in common

Britons don't want to be divided. In fact, **51 per cent of the country agree that Britons have more in common than what divides us.** All age groups are far more likely to say this than not.

Additionally, **59 per cent say they feel exhausted by the division in politics.** Keir Starmer promised to deliver a politics that trod more lightly on all of our lives. The failure to deliver this did nothing to help his political survival.

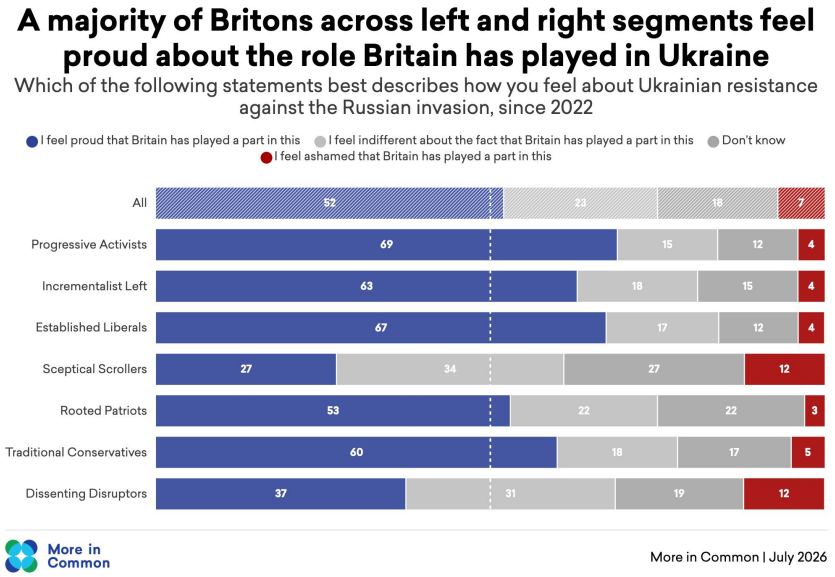


Unifying causes

Despite many divisions, the British public unites around a range of causes, from nature to Ukraine

Across Britain, the thing Britons like most about where they live is nature and wildlife. **Almost half (46 per cent) of Britons say that nature and wildlife is their favourite thing about where they live**. This remains consistent across all regions in the UK, all voter groups and all segments of the population.

Meanwhile, Britain's role in supporting Ukraine is another strong source of pride for Britons: 52% say that taking an even more active role would make them feel proud, compared to only 7% who feel ashamed. **Every voter group is more likely than not to say that greater support for Ukraine would make them proud, including Reform voters.**



Despite many divisions, Britons unite on a wide range of policies

All segments are at least **twice as likely to:**

- **Feel positively than negatively about renewable energy sources.**
- **Support bringing water and energy companies under greater public control.**

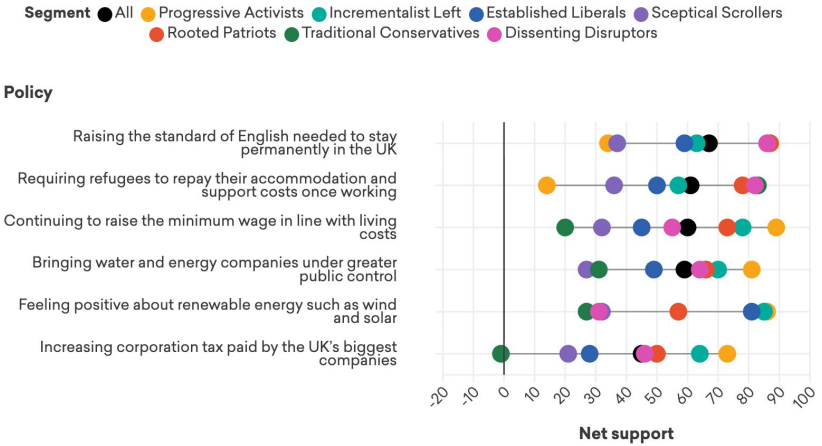
All segments tend support **increasing the rate of corporation tax among the UK's biggest companies,** except Traditional Conservatives who are split (30 support vs 31 per cent oppose)

All segments are more likely to support than oppose:

- **Continuing to raise the minimum wage.**
- **Increasing the standard of English language you must have in order to remain permanently in the UK.**
- **Requiring people granted asylum in the UK to repay the cost of the accommodation they used and/or the support they received once they start working.**

Britons of all segments unite on a wide range of policies

Net support (% support minus % oppose, or % positive minus % negative)



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