The Seven Segments at the General Election

Zoom Webinar | 11am-11:45am | Thursday 27th June

Introducing the Seven Segments

Our unique lens - The British Seven Segments

- The 'British Seven' segments were formulated in our 'Britain's Choice' report, published in 2020

- They are created entirely from questions around five areas of core beliefs, drawn from social psychology: group identity and tribalism, perceived threat, parenting style and authoritarianism, moral foundations, personal agency and responsibility

- No demographic information (race, class, or gender) is used for the segmentation, though the segments created by this process often have demographic differences

- Segmentation shows that values and beliefs are powerful in influencing how individuals form opinions about issues and their behaviour. Often, the segments are more predictive of beliefs than any other metric

Group Identity and Tribalism

Perceived Threat

Parenting Style and Authoritarianism

Moral Foundations

Personal Agency and Responsibility

The British Seven Segments

Progressive Activists

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

Civic Pragmatists

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

Disengaged Battlers

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

Established Liberals

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

Loyal Nationals

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

Disengaged Traditionalists

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

Backbone Conservatives

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

4

The public's top issues by segment

Thinking about the next General Election, which of the following issues are most likely to impact your vote? Please select up to three

Most important ← → Less important

Cost of living

Supporting the NHS

Levels of immigration

Affordable Housing

Climate change and the environment

The seven segments at a General Election

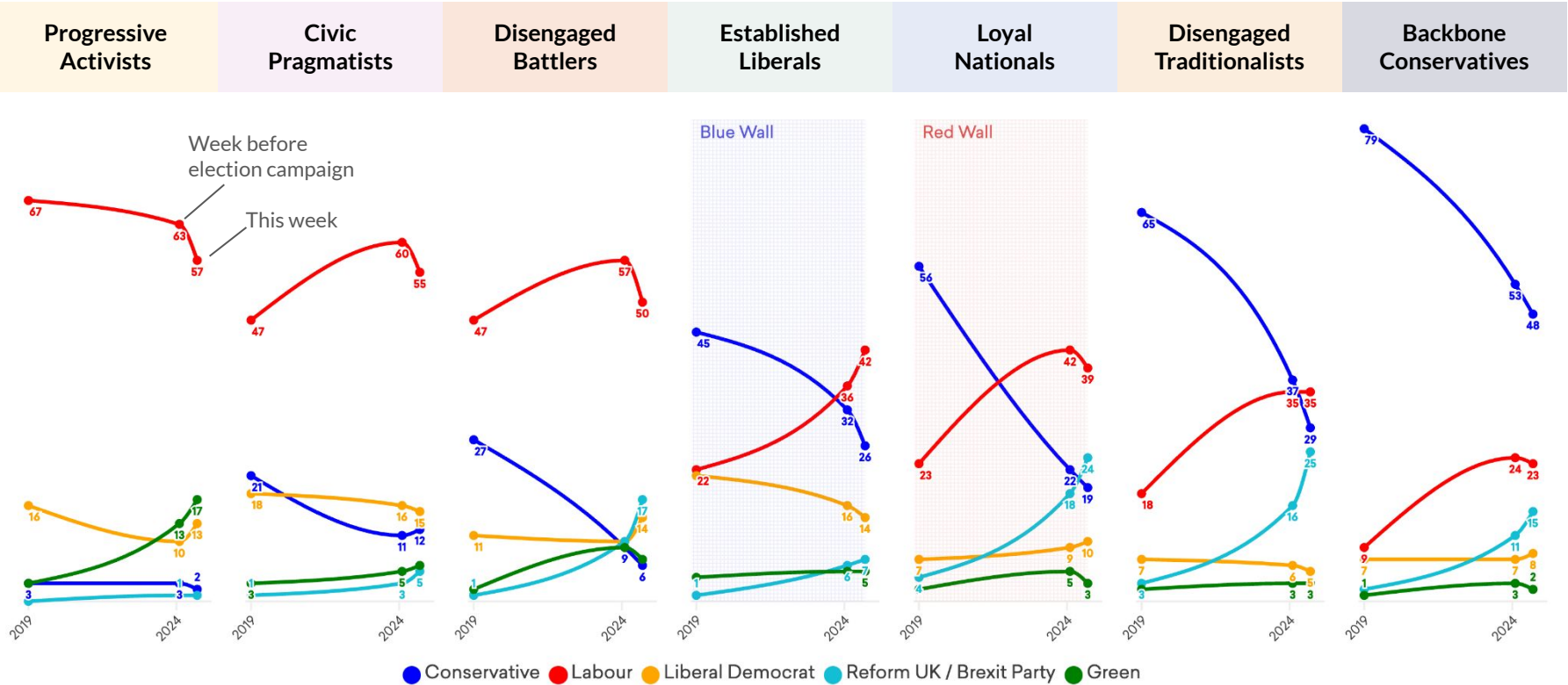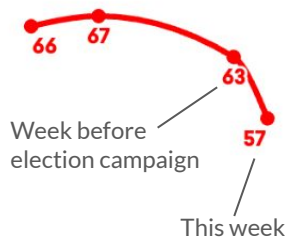| Progressive Activists | Civic Pragmatists | Disengaged Battlers | Established Liberals | Loyal Nationals | Disengaged Traditionalists | Backbone Conservatives |

Blue Wall (Established Liberals)
Red Wall (Loyal Nationals)

Progressive Activists
- Labour: 66 (2017), 67 (2019), 57 (2024)
- Liberal Democrat: 14, 16, 13
- Green: 5, 0, 17
- Conservative: 3, 3, 2

Civic Pragmatists
- Labour: 49, 47, 55
- Conservative: 24, 21, 15
- Liberal Democrat: 11, 18, 12
- Green: 2, 1, 5

Disengaged Battlers
- Conservative: 22, 27, —
- Labour: 49, 47, 50
- Reform UK / Brexit Party: —, 1, 17
- Liberal Democrat: 6, 11, 14
- Green: —, —, 6

Established Liberals
- Conservative: 49, 45, 26
- Labour: 28, 22, 42
- Liberal Democrat: 11, 22, 14
- Green: 2, 1, 7

Loyal Nationals
- Conservative: 46, 56, 19
- Labour: 32, 23, 39
- Reform UK / Brexit Party: —, 4, 24
- Liberal Democrat: 4, 7, 10

Disengaged Traditionalists
- Conservative: 55, 65, 29
- Labour: 23, 18, 35
- Reform UK / Brexit Party: —, —, 25
- Liberal Democrat: 3, 7, —
- Green: 0, —, 3

Backbone Conservatives
- Conservative: 75, 79, 48
- Labour: 11, 9, 23
- Reform UK / Brexit Party: —, —, 15
- Liberal Democrat: 3, 1, 8

● Conservative ● Labour ● Liberal Democrat ● Reform UK / Brexit Party ● Green

More in Common

The seven segments at a General Election

| Progressive Activists | Civic Pragmatists | Disengaged Battlers | Established Liberals | Loyal Nationals | Disengaged Traditionalists | Backbone Conservatives |

Progressive Activists: 2019: Labour 67; Week before 63; This week 57; Liberal Democrat 16→13→13→10; Green 17; Conservative 1→2; Reform 3→3

Civic Pragmatists: Labour 47→60→55; Conservative 21→11→12; Liberal Democrat 18→16→15; Green 5; Reform 1→3

Disengaged Battlers: Labour 47→57→50; Conservative 27→9→6; Reform 1→17→14; Liberal Democrat 11; Green 5

Established Liberals (Blue Wall): Conservative 45→32→26; Labour 22→36→42; Liberal Democrat 16→14; Green 1→6→7→5

Loyal Nationals (Red Wall): Conservative 56→22→19; Labour 23→42→39; Reform 18→24; Liberal Democrat 7→9→10; Green 4→5→3

Disengaged Traditionalists: Conservative 65→37→29; Labour 18→35→35; Reform 16→25; Liberal Democrat 7→6→5; Green 3→3

Backbone Conservatives: Conservative 79→53→48; Labour 9→24→23; Reform 1→11→15; Liberal Democrat 7→8; Green 3→2

Legend: ● Conservative ● Labour ● Liberal Democrat ● Reform UK / Brexit Party ● Green

Annotations: "Week before election campaign", "This week"

More in Common

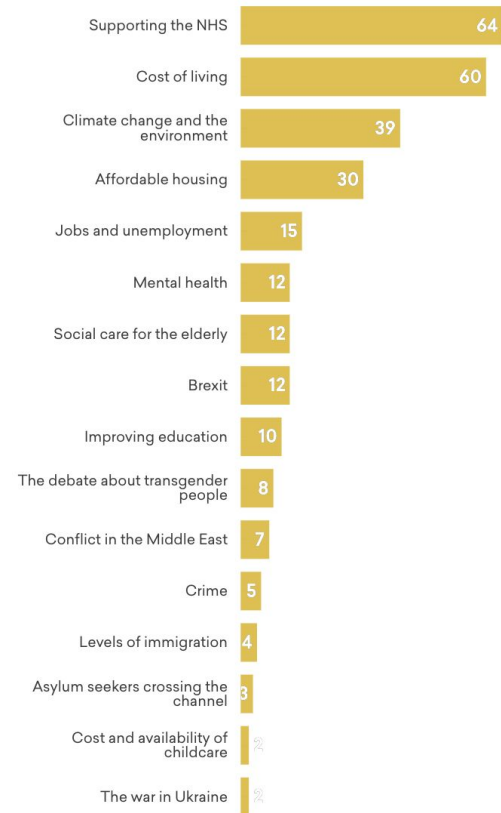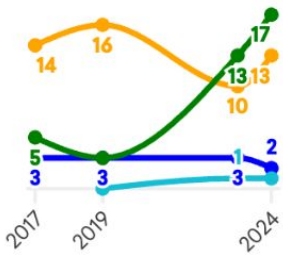# Progressive Activists

66   67
Week before
election campaign

63

57
This week

Going into the election, Progressive Activists were the only segment to have swung away from the Labour Party since 2019, and this has continued in the election campaign, as more of them have moved to the Green Party and the Liberal Democrats.

They are the only segment to list the NHS as their top issue, although they also care more than average about the cost of living, climate change, and affordable housing. They rank immigration far lower on their list of concerns than any other segment does.

14   16
5
3

17
13 13
10

2
1

2017   2019   2024

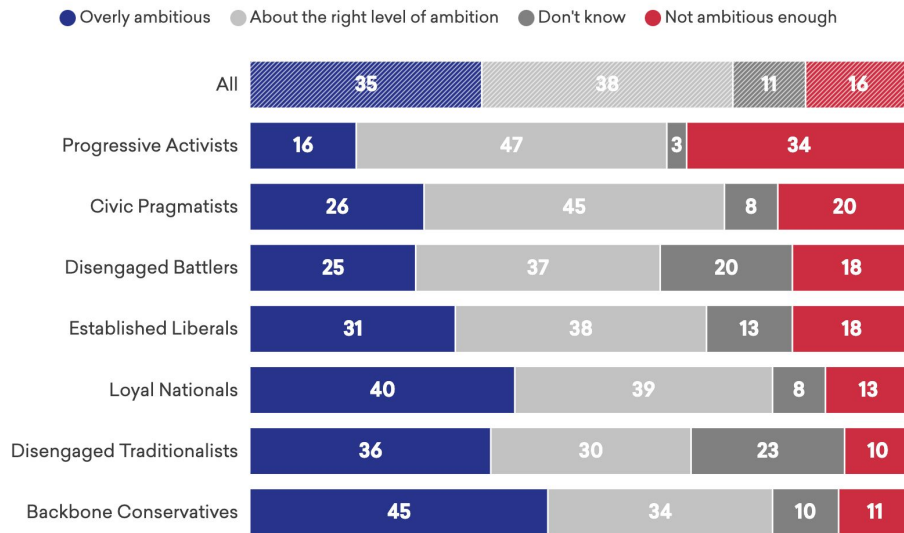|	
Supporting the NHS	64
Cost of living	60
Climate change and the environment	39
Affordable housing	30
Jobs and unemployment	15
Mental health	12
Social care for the elderly	12
Brexit	12
Improving education	10
The debate about transgender people	8
Conflict in the Middle East	7
Crime	5
Levels of immigration	4
Asylum seekers crossing the channel	3
Cost and availability of childcare	2
The war in Ukraine	2

Progressive Activists

Progressive Activists are unique in how many of them think that Labour's proposals at this general election are not ambitious enough.

Whereas other segments will often say in focus groups that they wished politicians would promise less and deliver more, Progressive Activists would like to see Labour promising bolder action - particularly on issues such as inequality and climate change.

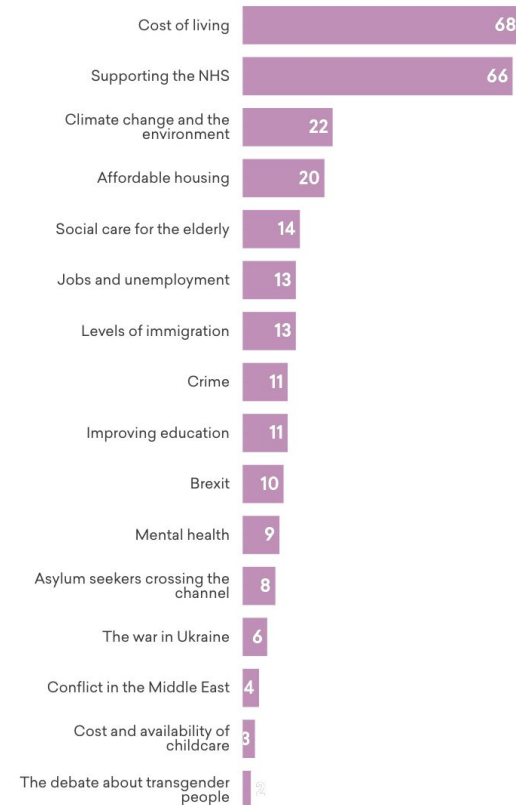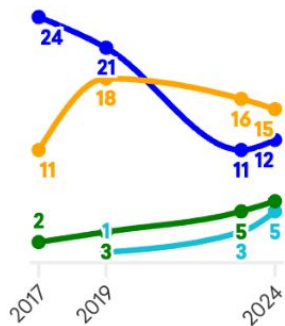**And having seen Labour's six pledges, do you think they are...**

● Overly ambitious   ● About the right level of ambition   ● Don't know   ● Not ambitious enough

	Overly ambitious	About the right level of ambition	Don't know	Not ambitious enough
All	35	38	11	16
Progressive Activists	16	47	3	34
Civic Pragmatists	26	45	8	20
Disengaged Battlers	25	37	20	18
Established Liberals	31	38	13	18
Loyal Nationals	40	39	8	13
Disengaged Traditionalists	36	30	23	10
Backbone Conservatives	45	34	10	11

More in Common

Source: More in Common, May 2024

Civic Pragmatists

Week before election campaign

60

55

49

47

This week

The Labour Party have made good progress with Civic Pragmatists since 2019, and in many of our polls Labour performs better with Civic Pragmatists than any other segment. That said, Civic Pragmatists' support for Labour has fallen 5 points since the start of the campaign.

Civic Pragmatists' top issues are the same as Progressive Activists', although they care more about immigration than Progressive Activists do, and prioritise mental health slightly less.

24

21

18

11

16 15

11 12

2

1

5 5

3

3

2017   2019   2024

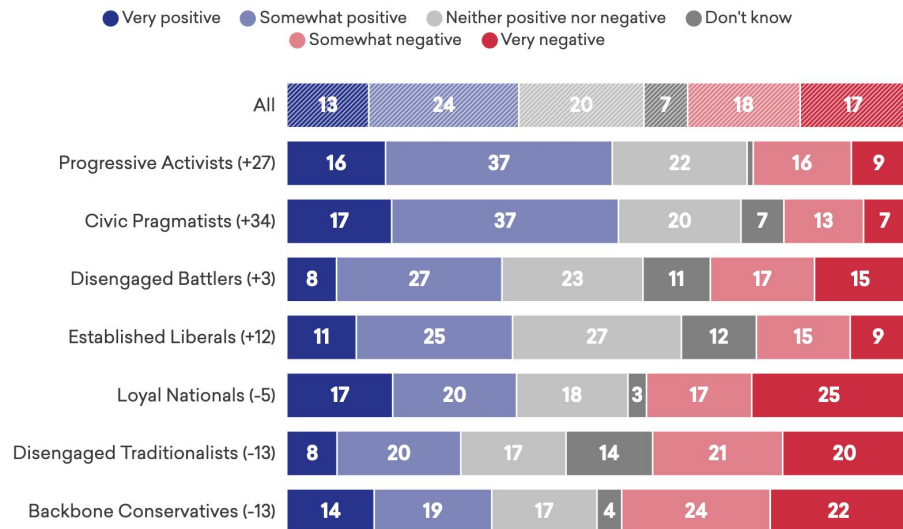| Issue	Value
Cost of living	68
Supporting the NHS	66
Climate change and the environment	22
Affordable housing	20
Social care for the elderly	14
Jobs and unemployment	13
Levels of immigration	13
Crime	11
Improving education	11
Brexit	10
Mental health	9
Asylum seekers crossing the channel	8
The war in Ukraine	6
Conflict in the Middle East	4
Cost and availability of childcare	3
The debate about transgender people	2

Civic Pragmatists

Civic Pragmatists have the most positive view about Keir Starmer of any of the segments.

In focus groups we often hear from Civic Pragmatists that they quite like the idea of a "boring" Prime Minister, and think that Starmer would do a good job at restoring order and stability to politics.
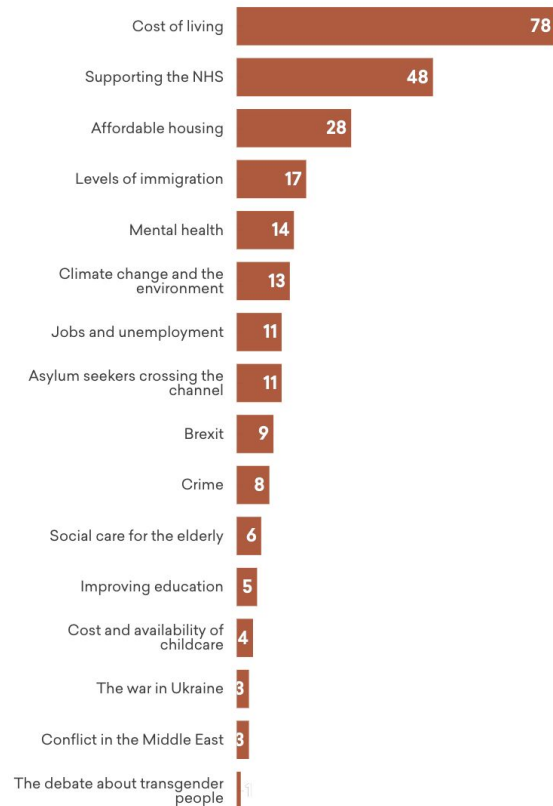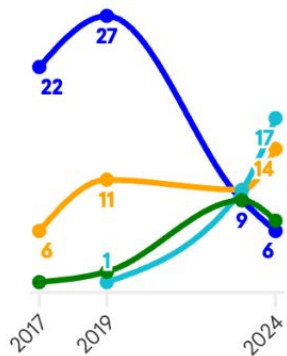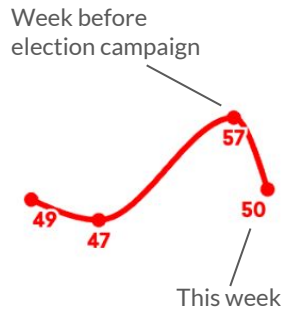
In general, what is your view of Keir Starmer?

● Very positive ● Somewhat positive ● Neither positive nor negative ● Don't know
● Somewhat negative ● Very negative

	Very positive	Somewhat positive	Neither positive nor negative	Don't know	Somewhat negative	Very negative
All	13	24	20	7	18	17
Progressive Activists (+27)	16	37	22		16	9
Civic Pragmatists (+34)	17	37	20	7	13	7
Disengaged Battlers (+3)	8	27	23	11	17	15
Established Liberals (+12)	11	25	27	12	15	9
Loyal Nationals (-5)	17	20	18	3	17	25
Disengaged Traditionalists (-13)	8	20	17	14	21	20
Backbone Conservatives (-13)	14	19	17	4	24	22

More in Common

Source: More in Common, June 2024 • Fieldwork 21-23 June

Disengaged Battlers

Week before election campaign

This week

Disengaged Battlers are a solidly Labour voter group who have low turnout at General Elections. During the course of this campaign, however, the proportion of Disengaged Battlers intending to vote Labour has fallen seven points, as their Reform vote share has almost doubled.

More than any other segment, Disengaged Battlers list the cost of living as their top issue. They are also uniquely highly concerned about affordable housing and mental health.

Issue	Value
Cost of living	78
Supporting the NHS	48
Affordable housing	28
Levels of immigration	17
Mental health	14
Climate change and the environment	13
Jobs and unemployment	11
Asylum seekers crossing the channel	11
Brexit	9
Crime	8
Social care for the elderly	6
Improving education	5
Cost and availability of childcare	4
The war in Ukraine	3
Conflict in the Middle East	3
The debate about transgender people	

Disengaged Battlers

Disengaged Battlers are completely disillusioned with politics.

While 74 per cent of the country think that our government is rigged to serve the rich and powerful, this rises to 91 per cent for Disengaged Battlers.

For other left-leaning segments, a sense that the system is rigged is a motivation to vote. But for Disengaged Battlers, this leads to them having among the lowest predicted turnout of any of the segments.
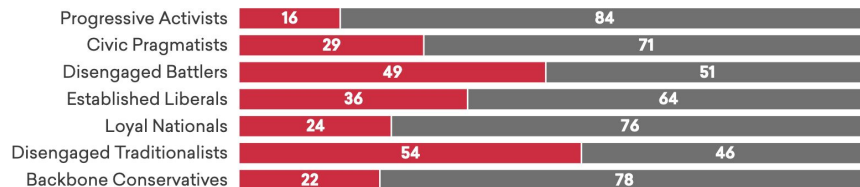
Which do you agree with more?

🔴 The British government is rigged to serve the rich and influential
⚫ The British government mostly reflects the will of the British people
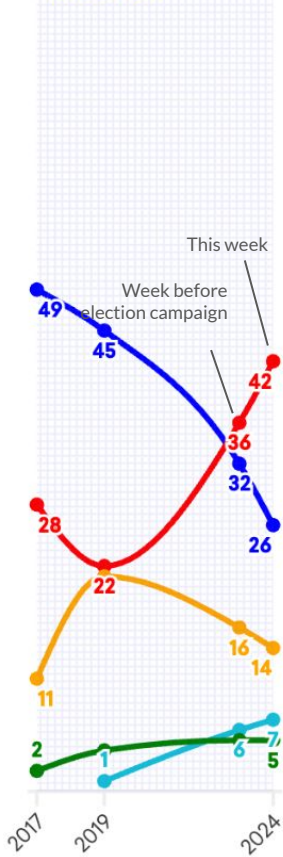
Segment	Rigged	Reflects will
All	74	26
Progressive Activists	92	8
Civic Pragmatists	89	11
Disengaged Battlers	91	9
Established Liberals	59	41
Loyal Nationals	87	13
Disengaged Traditionalists	70	30
Backbone Conservatives	47	53
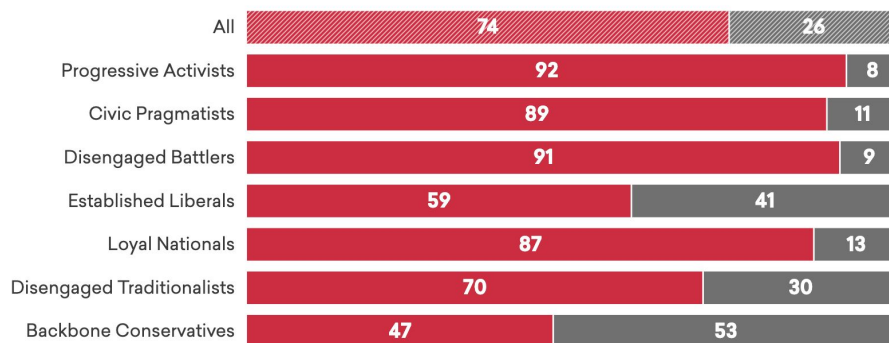
Modelled turnout by segment

🔴 Will not vote   ⚫ Will vote

Segment	Will not vote	Will vote
Progressive Activists	16	84
Civic Pragmatists	29	71
Disengaged Battlers	49	51
Established Liberals	36	64
Loyal Nationals	24	76
Disengaged Traditionalists	54	46
Backbone Conservatives	22	78

More in Common

Source: More in Common, June 2024 • Fieldwork 24–26 June

Established Liberals

Blue Wall

This week

Week before election campaign

49
45
42
36
32
28
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22
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5

2017
2019
2024
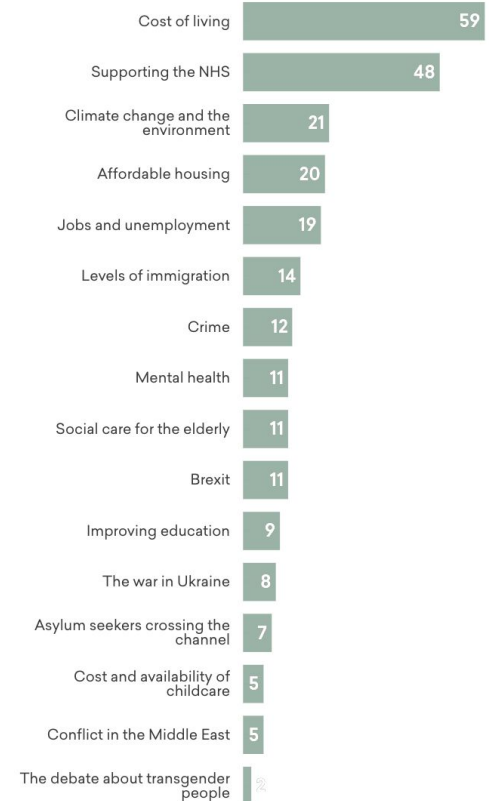
Established Liberals have been moving away from the Conservatives for many years now, and the election campaign period has, if anything, accelerated this.

They have not been attracted to Reform in the same way as other segments, and they are the only segment where Labour has made progress throughout the campaign - increasing their vote share with Established Liberals from 36 to 42 points.

The Conservative vote share with Established Liberals now stands at half of what it was in 2017.

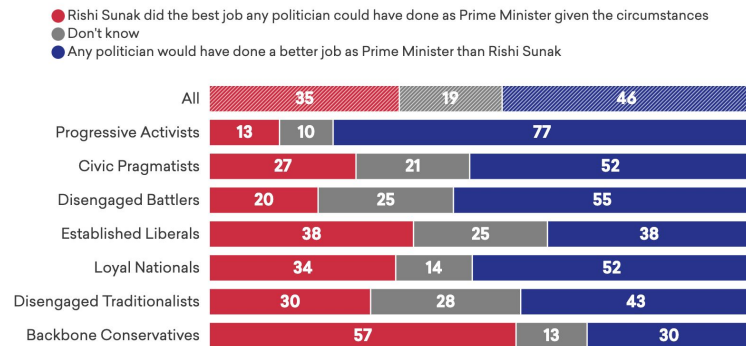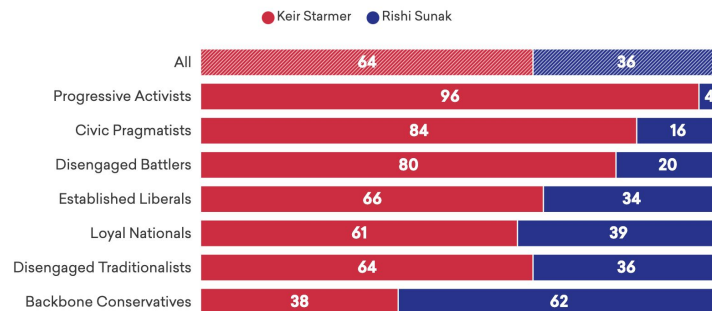|	
Cost of living	59
Supporting the NHS	48
Climate change and the environment	21
Affordable housing	20
Jobs and unemployment	19
Levels of immigration	14
Crime	12
Mental health	11
Social care for the elderly	11
Brexit	11
Improving education	9
The war in Ukraine	8
Asylum seekers crossing the channel	7
Cost and availability of childcare	5
Conflict in the Middle East	5
The debate about transgender people	2

Established Liberals

With the exception of Backbone Conservatives, Established Liberals are actually more sympathetic to the idea that Sunak inherited an impossible situation than any of the other segments are.

The issue for the Conservatives is that, despite having some sympathies for Sunak, Established Liberals overwhelmingly want Starmer to be Prime Minister, by almost two to one.
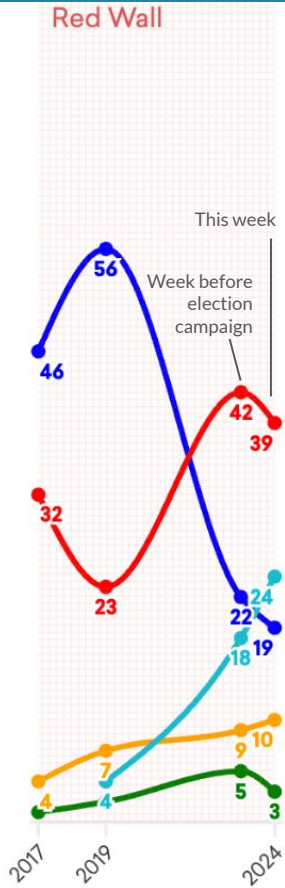
Which of the following comes closest to your view?

- Rishi Sunak did the best job any politician could have done as Prime Minister given the circumstances
- Don't know
- Any politician would have done a better job as Prime Minister than Rishi Sunak

	Red	Don't know	Blue
All	35	19	46
Progressive Activists	13	10	77
Civic Pragmatists	27	21	52
Disengaged Battlers	20	25	55
Established Liberals	38	25	38
Loyal Nationals	34	14	52
Disengaged Traditionalists	30	28	43
Backbone Conservatives	57	13	30

After this General Election, who do you most want to be Prime Minister?

- Keir Starmer
- Rishi Sunak

	Keir Starmer	Rishi Sunak
All	64	36
Progressive Activists	96	4
Civic Pragmatists	84	16
Disengaged Battlers	80	20
Established Liberals	66	34
Loyal Nationals	61	39
Disengaged Traditionalists	64	36
Backbone Conservatives	38	62

More in Common

Loyal Nationals

Red Wall

This week

Week before election campaign
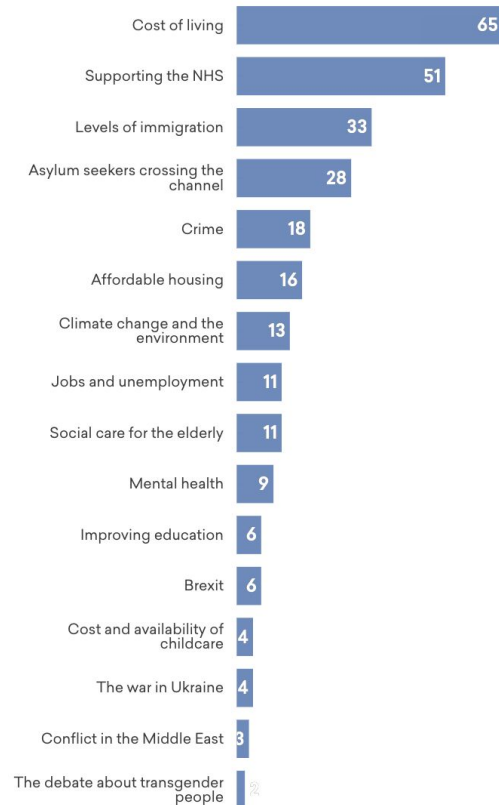
56
46
42
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9
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5
4
4
3

2017
2019
2024

At the start of the campaign, the Conservatives were narrowly ahead of Reform UK with Loyal Nationals, but we have since seen a crossover.

Now, a quarter of Loyal Nationals intend to vote for Reform UK, a high vote share that has hurt both Labour and the Conservatives' performance with this segment.

One reason for this: Loyal Nationals are among the most concerned about immigration of all the segments.

Cost of living	65
Supporting the NHS	51
Levels of immigration	33
Asylum seekers crossing the channel	28
Crime	18
Affordable housing	16
Climate change and the environment	13
Jobs and unemployment	11
Social care for the elderly	11
Mental health	9
Improving education	6
Brexit	6
Cost and availability of childcare	4
The war in Ukraine	4
Conflict in the Middle East	3
The debate about transgender people	2

Loyal Nationals

Loyal Nationals have a far more positive view of Nigel Farage than any other segment, and are one of two segments with a net positive view of him.

In focus groups, Loyal Nationals will say that they think Nigel Farage represents change and doesn't seem like an "establishment" politician. They also say that he answers questions more directly, and think he is more aligned with them on immigration than Starmer or Sunak.
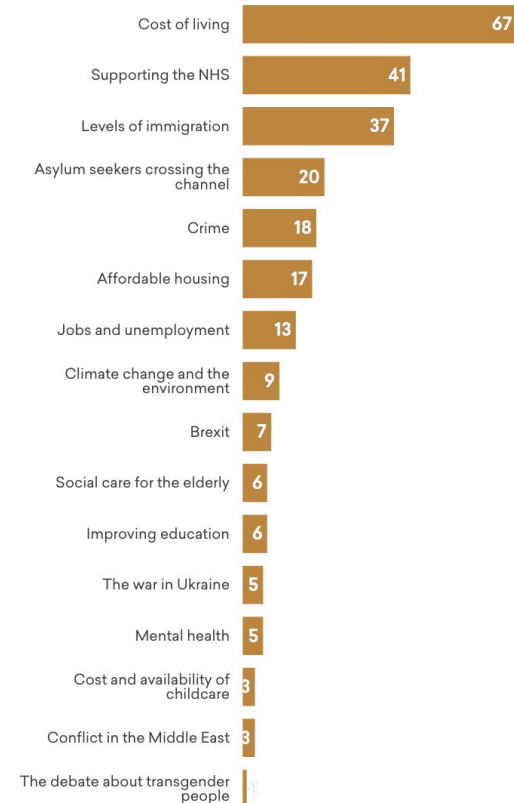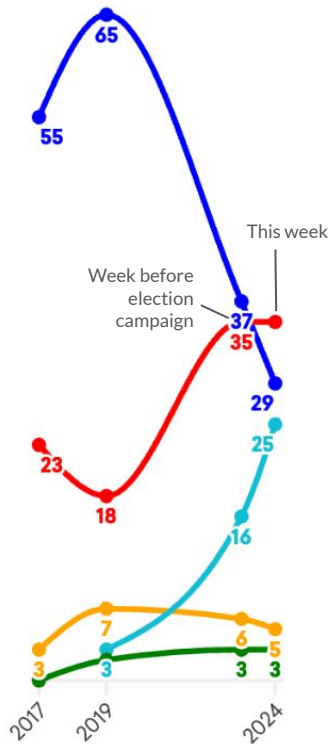
In general, what is your view of Nigel Farage?

● Very positive ● Somewhat positive ● Neither positive nor negative ● Don't know
● Somewhat negative ● Very negative

	Very positive	Somewhat positive	Neither positive nor negative	Don't know	Somewhat negative	Very negative
All	10	20	17	8	13	32
Progressive Activists (-77)	4	9	3		10	73
Civic Pragmatists (-50)	5	11	13	6	16	50
Disengaged Battlers (-20)	6	19	15	15	15	30
Established Liberals (-30)	4	14	20	13	16	33
Loyal Nationals (+10)	19	26	15	4	13	22
Disengaged Traditionalists (+3)	11	23	19	18	9	21
Backbone Conservatives (-5)	9	25	21	6	14	25

More in Common

Source: More in Common, June 2024 • Fieldwork 21-23 June

Disengaged Traditionalists

The election campaign has seen the Conservative Party move into second place with Disengaged Traditionalists, mostly as a result of a significant surge in support for Reform UK among this segment.

This group also has high concern about immigration, asylum seekers and crime - although they are among the least likely to vote at general elections. And they are the segment least likely to rank climate change as a top issue affecting their vote.
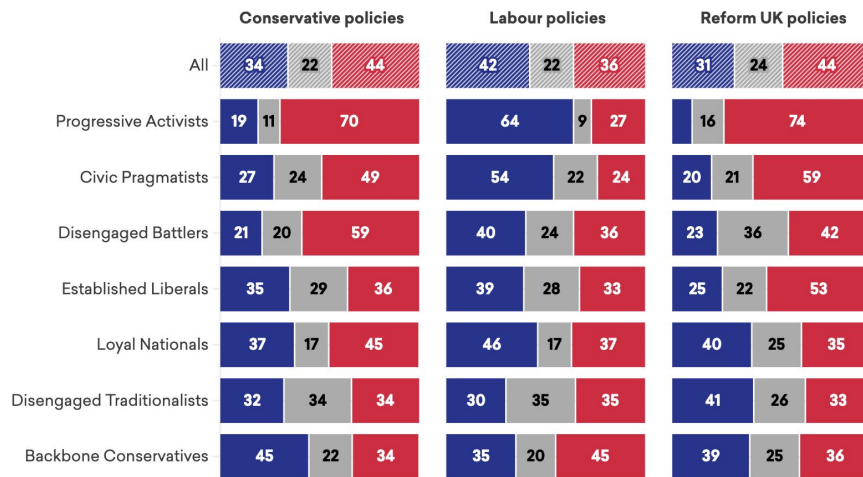
Issue	Value
Cost of living	67
Supporting the NHS	41
Levels of immigration	37
Asylum seekers crossing the channel	20
Crime	18
Affordable housing	17
Jobs and unemployment	13
Climate change and the environment	9
Brexit	7
Social care for the elderly	6
Improving education	6
The war in Ukraine	5
Mental health	5
Cost and availability of childcare	3
Conflict in the Middle East	3
The debate about transgender people	

Disengaged Traditionalists

Although Disengaged Traditionalists are the segment least likely to vote, they are the segment most likely to vote for Reform UK.

They are the segment most likely to think that Reform's policies are aimed at people like them.
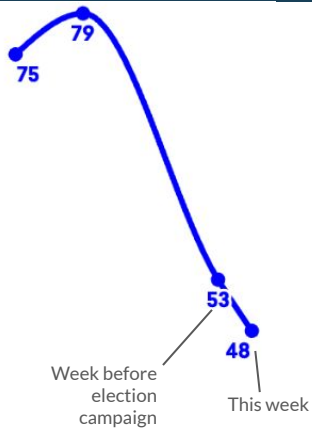
The big difference between Disengaged Traditionalists and Loyal Nationals is that, unlike the Loyal Nationals, Disengaged Traditionalists think Labour's policies are not for them.

Thinking about this set of policies as a whole, would you say they...

● Are aimed at people like me ■ Don't know ● Are not aimed at people like me
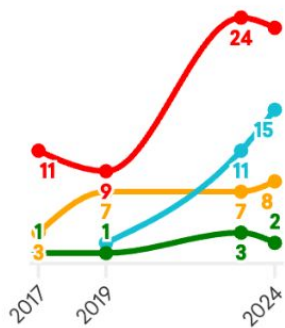
	Conservative policies			Labour policies			Reform UK policies		
All	34	22	44	42	22	36	31	24	44
Progressive Activists	19	11	70	64	9	27	16		74
Civic Pragmatists	27	24	49	54	22	24	20	21	59
Disengaged Battlers	21	20	59	40	24	36	23	36	42
Established Liberals	35	29	36	39	28	33	25	22	53
Loyal Nationals	37	17	45	46	17	37	40	25	35
Disengaged Traditionalists	32	34	34	30	35	35	41	26	33
Backbone Conservatives	45	22	34	35	20	45	39	25	36

More in Common

Backbone Conservatives

75
79
53
48

Week before election campaign

This week

11
9
1
3
7
24
15
11
8
7
8
2
3

2017 | 2019 | 2024

Backbone Conservatives are the only segment where the Conservative Party are in the lead, although even in this segment the Conservatives have not been immune from the Reform UK bounce.

Their top issue is the cost of living - although they are less likely to list this as important than any other segment. They are also the segment most concerned about social care.
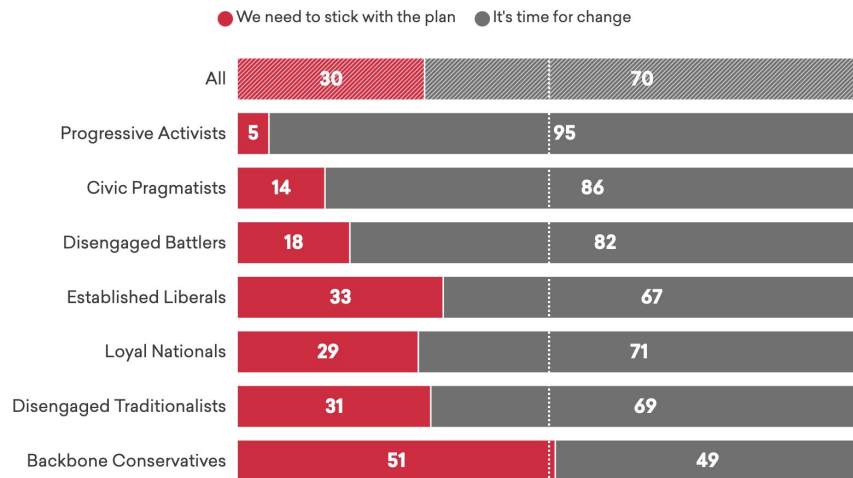
Issue	Value
Cost of living	57
Supporting the NHS	48
Levels of immigration	34
Asylum seekers crossing the channel	27
Crime	18
Climate change and the environment	14
Affordable housing	13
Social care for the elderly	12
Jobs and unemployment	11
Improving education	9
The war in Ukraine	8
Brexit	8
Mental health	5
Cost and availability of childcare	4
Conflict in the Middle East	4
The debate about transgender people	2

Backbone Conservatives

Part of the explanation for Backbone Conservatives' loyalty to the Conservative Party is their approach to change.

They are the only segment who do not tend to think it is time for change. In focus groups we often hear from this segment that they are worried about the impacts of a Labour government, and many have negative memories from previous Labour administrations. They agree with Conservative messages that we need to stick with the plan.

Which of the following comes closest to how you are feeling about the next General Election?

● We need to stick with the plan   ● It's time for change

Segment	We need to stick with the plan	It's time for change
All	30	70
Progressive Activists	5	95
Civic Pragmatists	14	86
Disengaged Battlers	18	82
Established Liberals	33	67
Loyal Nationals	29	71
Disengaged Traditionalists	31	69
Backbone Conservatives	51	49

More in Common

Source: More in Common, May 2024

The state of the race

The Conservatives' worst week

Comparable voting intention
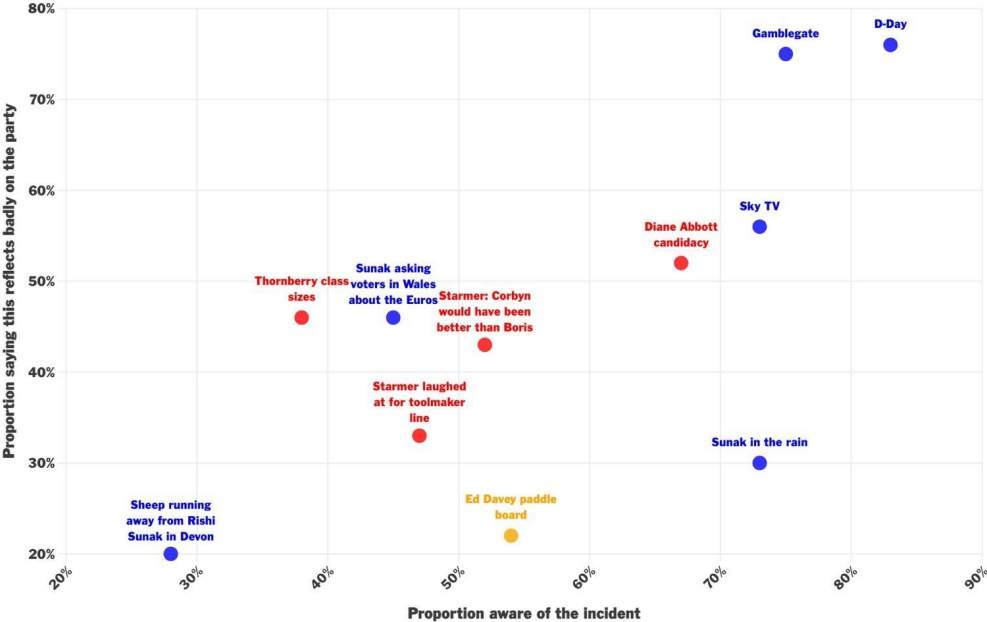New methodology applied to previous polls
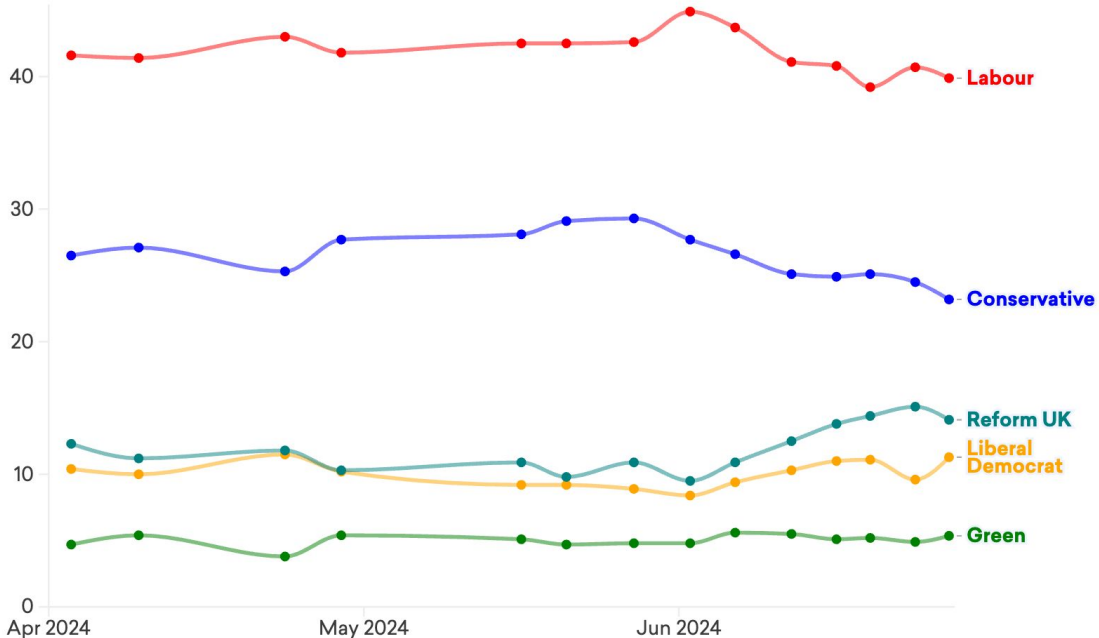
This week, while changes in the polls were small, the Conservatives hit the lowest vote share we have ever recorded - at 23 percentage points and giving Labour a 17 point lead.

Conservative gaffes have cut through the most

2024 GENERAL ELECTION GAFFE-O-METER

Proportion saying this reflects badly on the party (y-axis), Proportion aware of the incident (x-axis)

- Sheep running away from Rishi Sunak in Devon
- Thornberry class sizes
- Sunak asking voters in Wales about the Euros
- Starmer: Corbyn would have been better than Boris
- Starmer laughed at for toolmaker line
- Ed Davey paddle board
- Diane Abbott candidacy
- Sky TV
- Sunak in the rain
- Gamblegate
- D-Day

Source: More in Common • Fieldwork: 21-23 June

THE NEWS AGENTS — More in Common

Part of the problem for the Conservatives is that a number of high-profile gaffes this campaign have cut-through.

The biggest problems for the Conservative campaign are the scandal surrounding bets placed on election date, and Rishi Sunak leaving D-Day early, which come up clearly both in our polling and our focus groups.

Gap in approvals remains high

Party Leader approval tracker
Net approval rating

Keir Starmer

-3
-10
2
5
4
2
2
5
8
4

Rishi Sunak

-32
-32
-28
-34
-31
-31
-38
-36
-37

Jan   Feb   Mar   Apr   May   Jun

Election Campaign

More in Common

Source: More in Common
Last fieldwork: 24-26 June
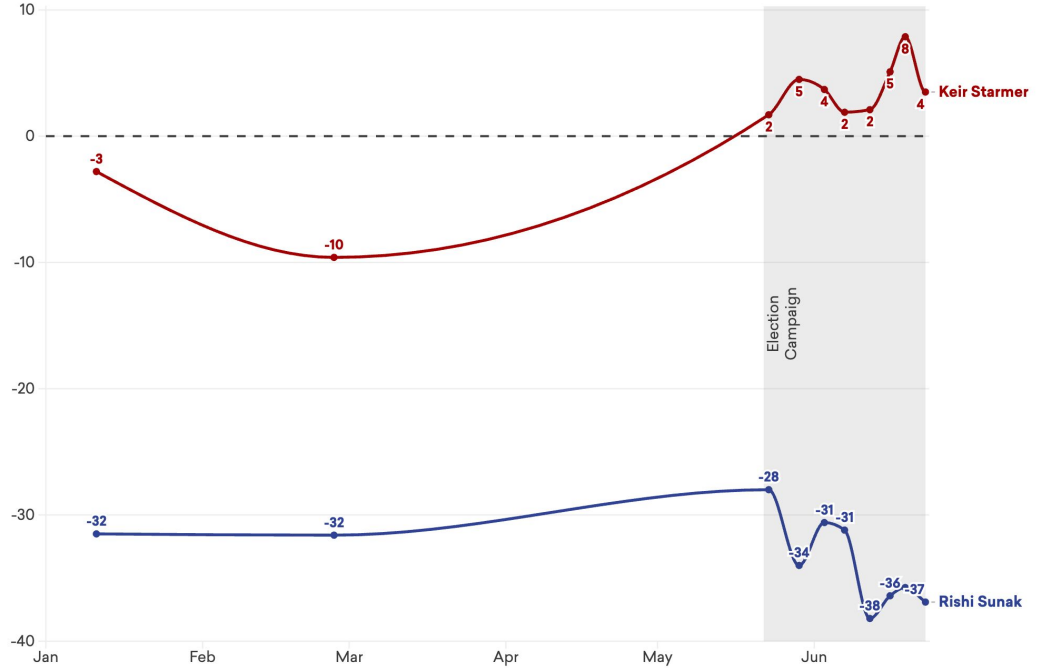
All this has resulted in a positive net approval rating for Starmer, and an approval rating for Sunak that has only deteriorated as the campaign has progressed.

Starmer is a rare net-popular politician - and Farage is more popular than Sunak

In general, what is your view of the following politicians?

● Very positive ● Somewhat positive ● Neither positive nor negative ● Don't know
● Somewhat negative ● Very negative

Politician	Very positive	Somewhat positive	Neither positive nor negative	Don't know	Somewhat negative	Very negative
Keir Starmer (+3)	13	24	20	7	18	17
Carla Denyer (-5)	2	8	32	42	7	8
Ed Davey (-7)	3	15	36	20	13	12
Angela Rayner (-9)	7	16	27	19	14	18
Nigel Farage (-15)	10	20	17	8	13	32
Rishi Sunak (-33)	6	17	14	5	21	36

Looking at a wider set of politicians, Starmer is unique in having the only positive approval rating.

Nigel Farage is unpopular with the public, although it is notable that his net approval is higher than that of Sunak.

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People are making up their minds

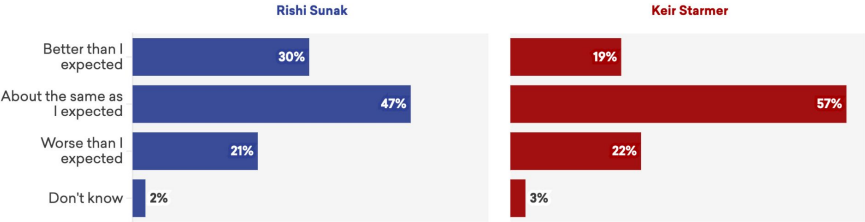**Thinking about the General Election in July, which of the following comes closest to your view?**

I have made up my mind – I will definitely be voting for this party

62 · 62 · 63 · 67 · 67

I could still change my mind about who I will vote for

38 · 38 · 37 · 33 · 33

14 Jun 2024 · 17 Jun 2024 · 20 Jun 2024 · 23 Jun 2024 · 26 Jun 2024

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Source: More in Common
Last fieldwork: 24-26June
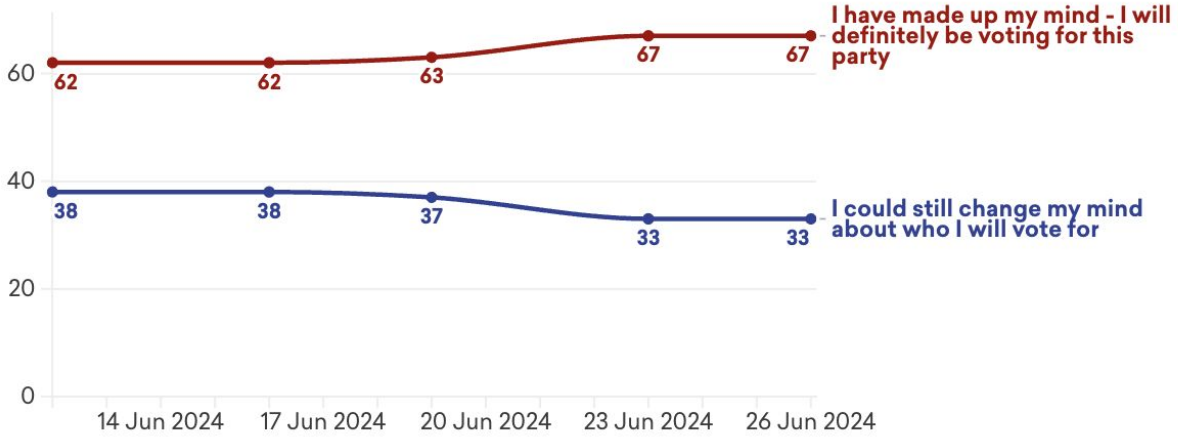
As the campaign has progressed, people have become more certain about how they will vote - with 67% now saying they have made up their minds, compared to 62% at the start of the campaign.

The final debate

In general, who would you say won the debate tonight?

Rishi Sunak	44%
Keir Starmer	56%

Would you say that each of the party leaders performed better or worse than you had expected they would going into tonight's debate?

Rishi Sunak
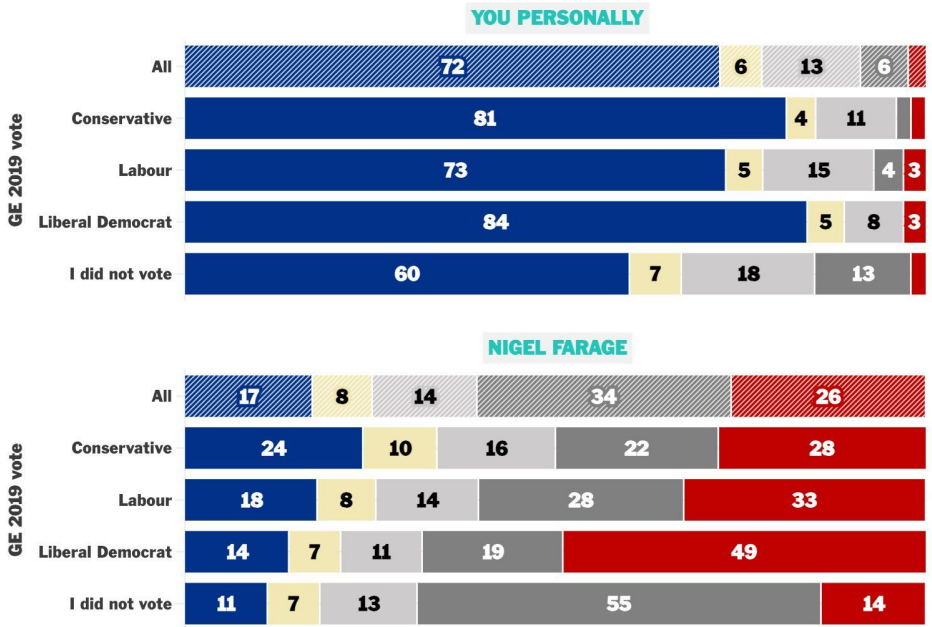
Better than I expected	30%
About the same as I expected	47%
Worse than I expected	21%
Don't know	2%

Keir Starmer

Better than I expected	19%
About the same as I expected	57%
Worse than I expected	22%
Don't know	3%

More in Common

Source: More in Common, June 2024 • 1,525 debate watchers

Our snap poll immediately after the final leaders' debate found that people tended to think that Starmer had won.

However, beneath these numbers we can see that three in ten people thought Sunak exceeded their expectations, whereas only 19% said the same for Starmer.

Has Reform UK got a Russia problem?

Which side in the conflict between Ukraine and Russia do [you/you think Farage] sympathise[s] with more?

Legend: ● The Ukrainian side ● Both sides equally ○ Neither side ● Not sure ● The Russian side

YOU PERSONALLY

GE 2019 vote:
- All: 72 | 6 | 13 | 6
- Conservative: 81 | 4 | 11
- Labour: 73 | 5 | 15 | 4 | 3
- Liberal Democrat: 84 | 5 | 8 | 3
- I did not vote: 60 | 7 | 18 | 13

NIGEL FARAGE

GE 2019 vote:
- All: 17 | 8 | 14 | 34 | 26
- Conservative: 24 | 10 | 16 | 22 | 28
- Labour: 18 | 8 | 14 | 28 | 33
- Liberal Democrat: 14 | 7 | 11 | 19 | 49
- I did not vote: 11 | 7 | 13 | 55 | 14

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Source: More in Common, June 2024

In the last few days of polls, Reform UK seems to have struggled to maintain the momentum they had gathered in the first few weeks of the campaign.

Part of this might be to do with their leader's comments on Russia this week, with a quarter of Britons thinking that Farage sympathises with Russia in the war with Ukraine.

Focus Group Weekly Wash-Up

Basildon and Billericay - Debate focus group

Mix of people who prefer Starmer and those who prefer Sunak

"I wanted fireworks and we didn't get them" *Holly*

"Starmer is a terrible debater. He's been battered in the debates…and not because Sunak is groundbreaking" *Ed*

"It's the same old answers to the same old questions from both of them" *Holly*

"Sunak was more lit up, Starmer more behind" Ahkil

"Keir Starmer's responses made me want to vote Tory and I've never voted Tory"

"The fact that Keir Starmer gave away the game to this charlatan is frustrating as hell"

East Anglia

Conservative to Green voters

Many voted Conservative in 2019 for Boris Johnson
"He was likeable, even if you didn't like the Conservatives" *Damian*

Concern about Labour
"Look what the Conservatives have done. 18 and a half percent increase for pensions in the last 3 years. Labour are not going to do that." *Phil*

Climate an important issue
"It's always going to be an important issue, because it's for our future and for everyone else" *Betsy*

... although not climate obsessives
"I know I need to help the environment, but you give me a bag of plastic straws for 50p, and a pack of paper ones twice the price, I'm going for the cheaper ones" *Jacob*

Lack of knowledge about detail of Green policy
"They still haven't said anything about taxation, or how they are going to fix the economy, or anything like that" *Arielle*

Strong anti-politics mood
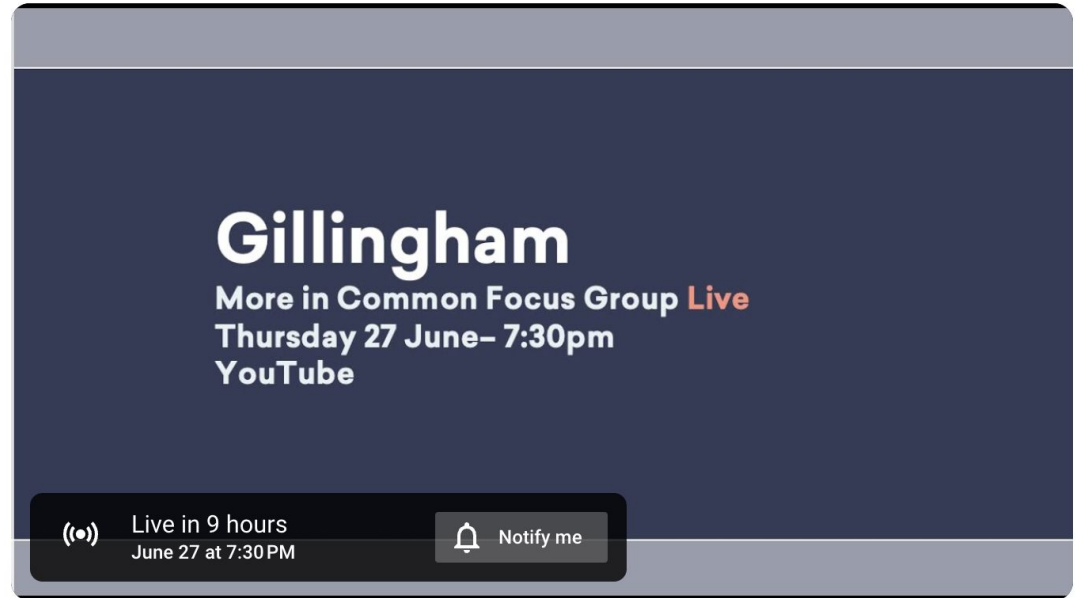All major parties tarred with the same brush

Coming up

TONIGHT - Focus Group live

Set yourself a reminder:
https://youtube.com/live/0ZUauodB
b-0

Gillingham
More in Common Focus Group Live
Thursday 27 June– 7:30pm
YouTube

Live in 9 hours
June 27 at 7:30 PM

🔔 Notify me

MIC Focus Group Live - Gillingham
🔗 Unlisted

More i...
187...

Analytics   Edit video

Share   Save   ...

1 waiting Scheduled for Jun 27, 2024

Election week

Our final MRP seat prediction of the campaign
Wednesday

Final voting intention polls - including Wales, Scotland, and constituency polls
Throughout the week

Our last webinar of the campaign, with all our final predictions and an explanation of what has happened
Wednesday evening

Final focus group live - with Whitby Women
Wednesday evening

And follow us on X for live updates on election night

@LukeTryl   @Anouschka_Rajah

@BurnsConleth   @jenna_c_mic

@jim_blagden   @edhodgsoned

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