

Upcoming Research  
from More in Common



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Common

# Social Connection Across Difference

**Social connection is one of the most important determinants of a community's health, yet the United States is facing a crisis of connection.<sup>1</sup> To help identify actionable solutions, More in Common is researching the question, **Who is interested in connecting across difference in the US and why?****

Our research will fill a vital gap in the field by focusing specifically on connection across lines of difference (such as race, religion, and political ideology). Through this work, we aim to help communities develop strategies to build social cohesion and create new, positive connections between groups.

## Methodology

In 2023, we will conduct qualitative and quantitative survey research at the national level. In 2024, we will conduct county-wide surveys as well as focus groups in Pittsburgh, Kansas City, and Houston to understand dynamics of intergroup contact and connection at the local level.

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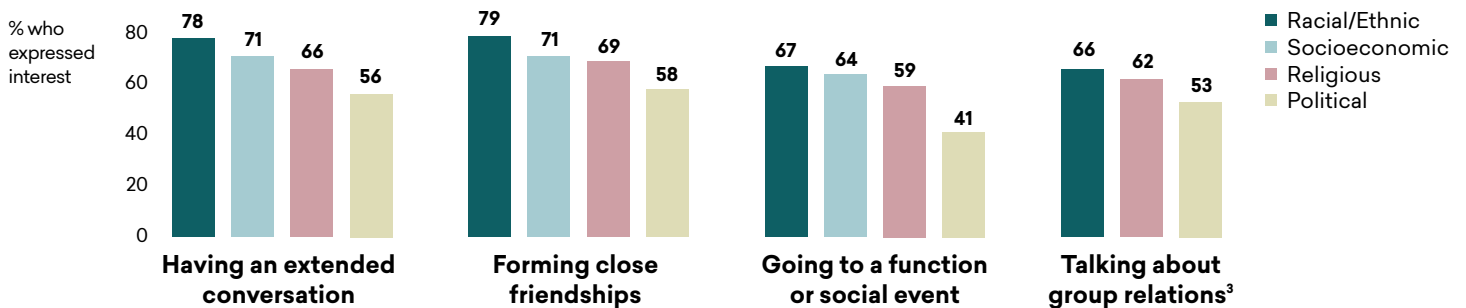
## Findings from our Pilot Study<sup>2</sup>

- 1 72% of Americans agree that **we have a responsibility to connect with people who are different from us.**
- 2 **The more people think others in their community are connecting** across lines of difference (the more common this behavior seems), **the more willing they are to do so as well.**
- 3 **Many Americans express interest in engaging in activities across lines of difference in the near future.** The number one reason cited by Americans who do not actively interact across racial, religious, or socioeconomic differences is lack of opportunity. Exhaustion is the top reason for lack of interaction across political divides.



Read our Initial Findings  
[bit.ly/scpilotstudy](https://bit.ly/scpilotstudy)

### Interest in Activity with Someone from a Different \_\_\_\_\_ Background



## Connect With Us!

Interested in learning more? Have connections in Pittsburgh, Houston, or Kansas City who may be interested in learning about this project or engaging in the research? Do you have related work we may be able to collaborate on? We'd love to connect! Reach out to Kate Carney: [kate@moreincommon.com](mailto:kate@moreincommon.com).

### About More in Common

We are a nonpartisan nonprofit on a mission to understand the forces driving us apart, find common ground, and bring people together to address our shared challenges.

We conduct unique audience and opinion research, grounded in social psychology, to better understand the complexities and nuances of Americans' perspectives. We seek to understand not just what Americans think, but why. Using our research, we engage with hundreds of civil society organizations, cultural institutions and corporations across the country to apply insights to help navigate division, reduce polarization, and bring more Americans together to engage in civil and cultural life.

Learn more on our website and sign up for our newsletter at [www.moreincommon.com/us](https://www.moreincommon.com/us)

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1 U.S. Surgeon General's Advisory on our Epidemic of Loneliness and Isolation <https://www.hhs.gov/about/news/2023/05/03/new-surgeon-general-advisory-raises-alarm-about-devastating-impact-epidemic-loneliness-isolation-united-states.html>

2 In collaboration with YouGov, we surveyed 1,000 US adults in August 2023. This pilot will shape our approach in our upcoming survey of 4,000 US adults.

3 Data was not collected on class for this question.