

Middle Britons – largest group about 20%. In political middle ground on most issues.

Apolitical centrists – about 17% not aligned to one party. Right on economy, more centrist on social issues, relatively young and lower incomes.

Urban progressive – uni-educated professionals. Left on economic issues and liberal on social issues.

Soft-left liberal – university educated, politically engaged. Socially liberal but more centrist on economy. More likely to vote Green, Lib Dem or Labour.

Left-behind patriots – Brexit, opposed to socio-economic inequality but socially conservative. (Red Wall seats in 2019 – traditionally Labour but voted Conservative over Brexit – could go Reform?)

Well-off traditionalists – highly politically engaged and likely to vote. Socially conservative, rural, southeast. Also tend to be older.