
Welcome



Thank you for joining us for...

Dividing Lines: A Classification of British Voters

This event will begin shortly.

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Dividing Lines: A Classification of British Voters

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What are the dividing lines among the electorate?

- Left vs right
- Authoritarian vs libertarian
- Engaged vs apolitical

A complex context in six clear voter types:



Middle Britons
(26%)



Left-Behind Patriots
(15%)



Well-off Traditionalists
(12%)



Soft-Left Liberals
(14%)



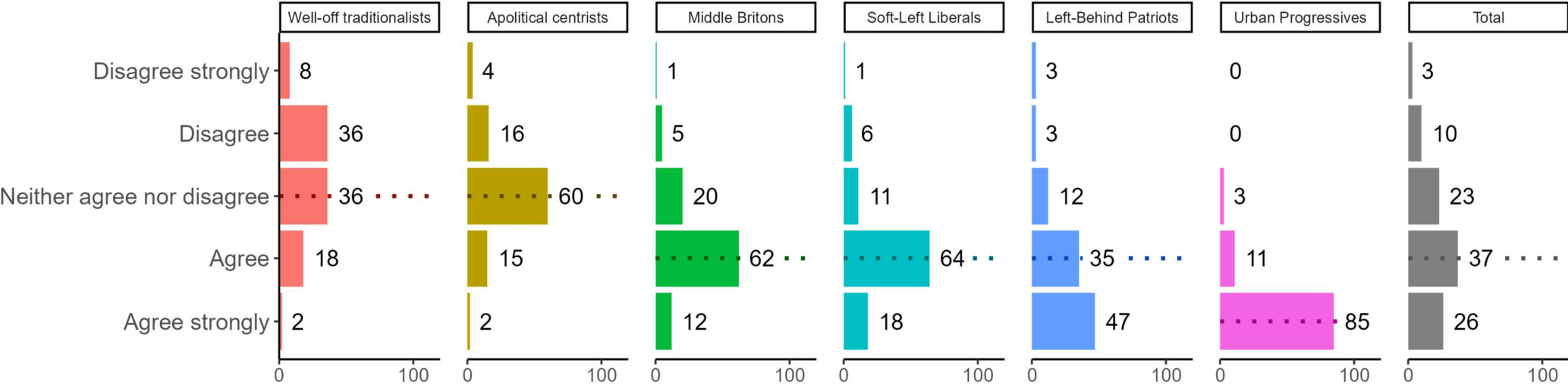
Apolitical Centrists
(17%)



Urban Progressives
(16%)

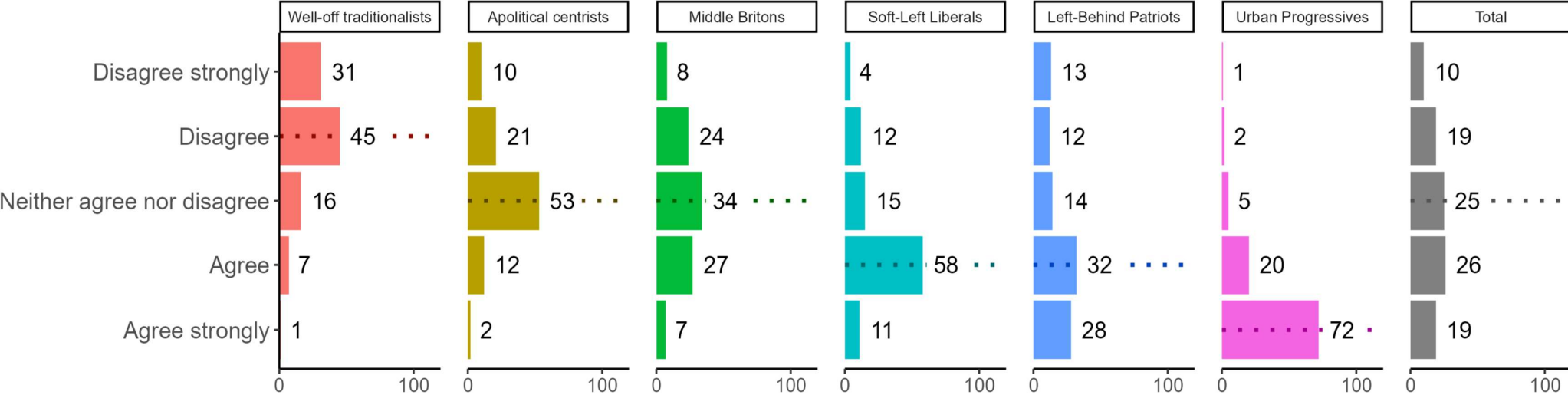
What are their views?

Economic policy: Does big business benefits owners at the expense of workers?



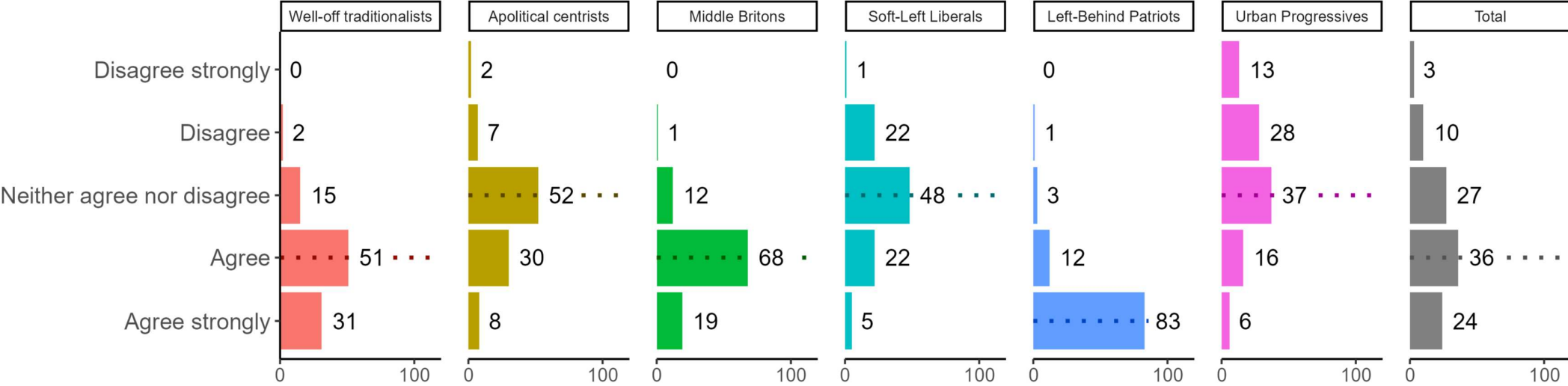
Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 734, Apolitical centrists = 855, Middle Britons = 1399, Soft-Left Liberals = 832, Left-Behind Patriots = 765, Urban Progressives = 908, Total = 5533.

Economic policy: Should the Government redistribute income from the better-off to those who are less well off?



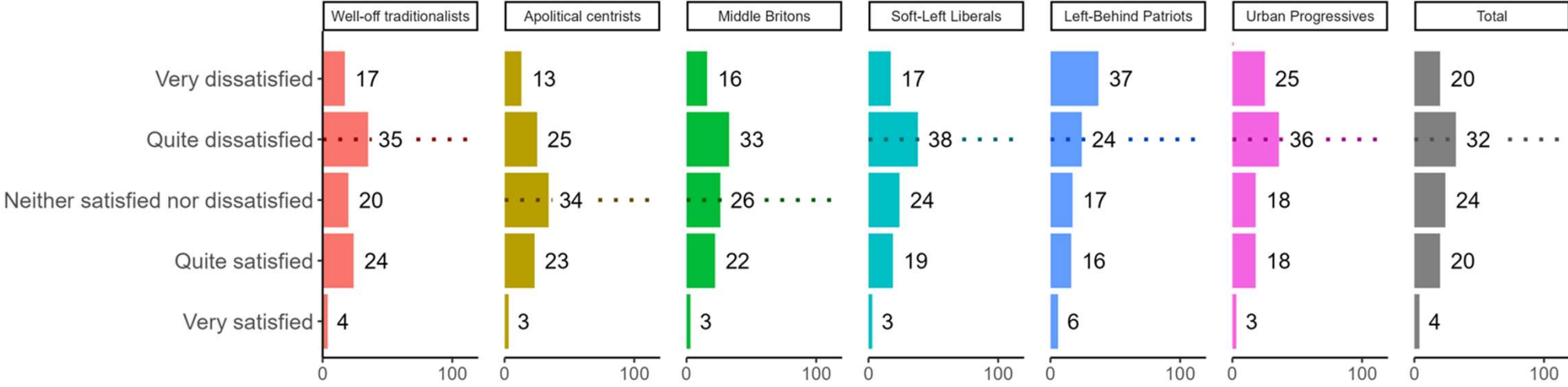
Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 736, Apolitical centrists = 858, Middle Britons = 1401, Soft-Left Liberals = 831, Left-Behind Patriots = 765, Urban Progressives = 908, Total = 5537.

Law and order: Should people who break the law be given stiffer sentences?



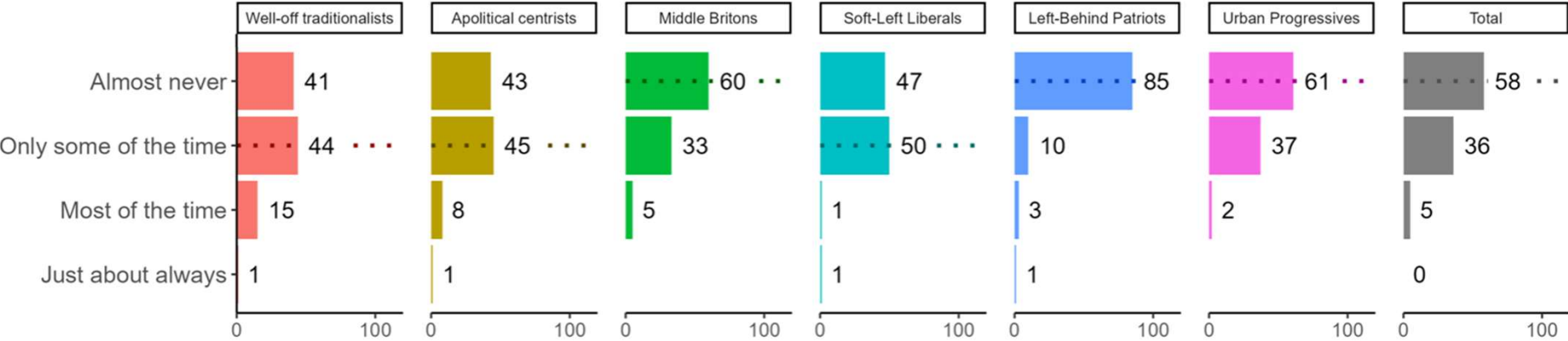
Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 736, Apolitical centrists = 865, Middle Britons = 1400, Soft-Left Liberals = 832, Left-Behind Patriots = 765, Urban Progressives = 906, Total = 5550.

How satisfied or dissatisfied are you with the way the National Health Service runs nowadays?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 447, Apolitical centrists = 519, Middle Britons = 826, Soft-Left Liberals = 508, Left-Behind Patriots = 465, Urban Progressives = 563, Total = 3374.

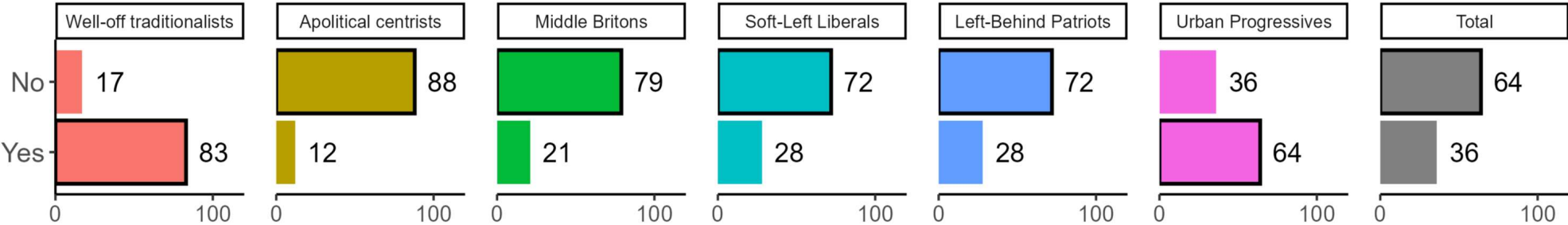
And how much do you trust politicians of any party in Britain to tell the truth when they are in a tight corner?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 145, Apolitical centrists = 170, Middle Britons = 325, Soft-Left Liberals = 180, Left-Behind Patriots = 182, Urban Progressives = 216, Total = 1238.

What is their interest in politics?

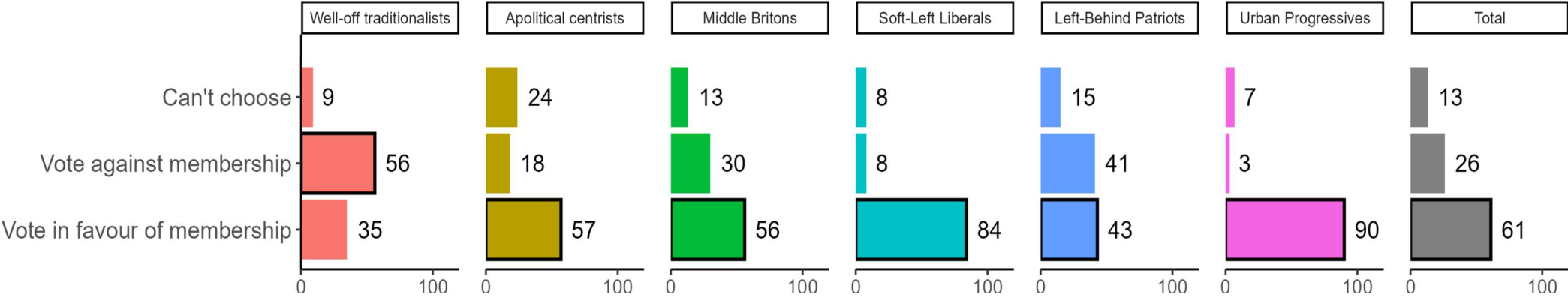
Generally speaking, do you think of yourself as a supporter of any one political party?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 736, Apolitical centrists = 869, Middle Britons = 1401, Soft-Left Liberals = 832, Left-Behind Patriots = 764, Urban Progressives = 908, Total = 5560.

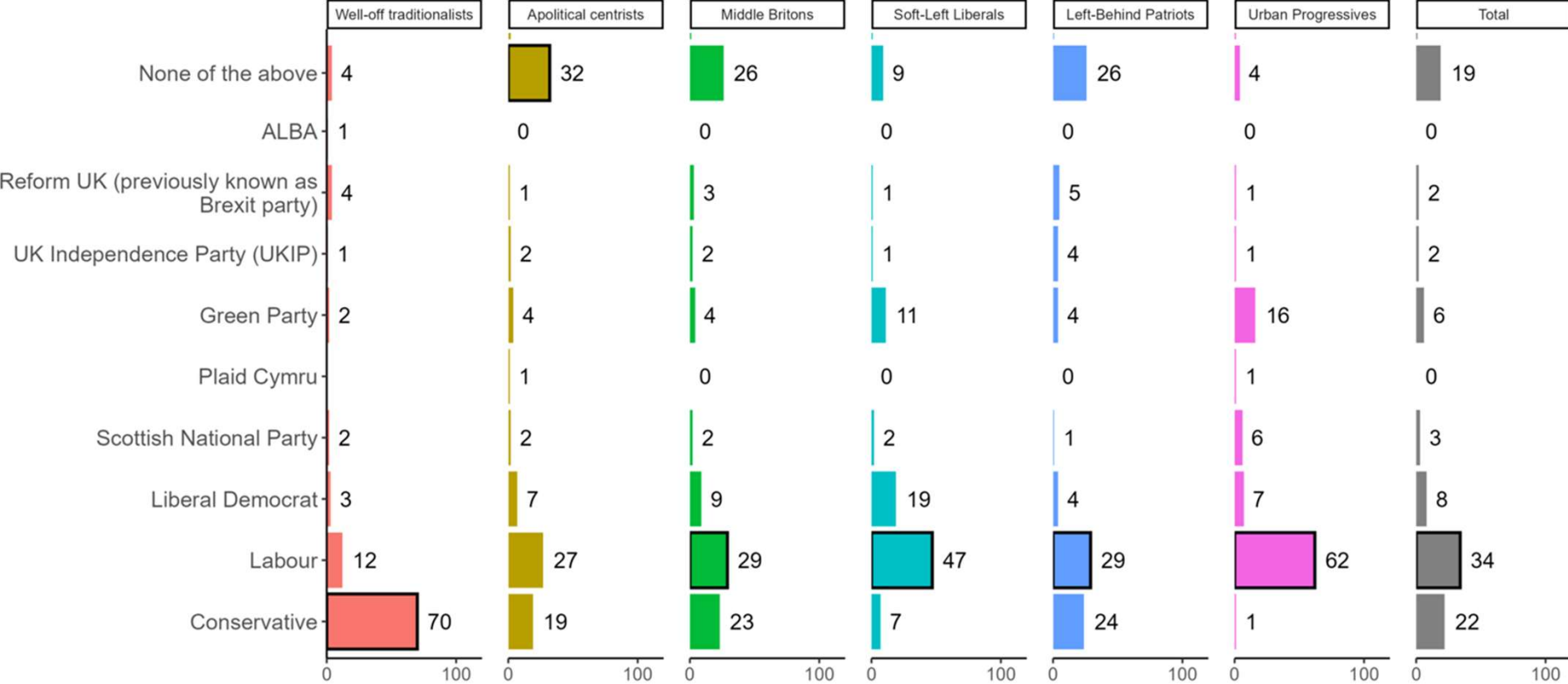
What are the political implications?

If there were a referendum today to decide whether Britain does or does not become a member of the European Union, would you vote in favour or would you vote against?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 218, Apolitical centrists = 214, Middle Britons = 383, Soft-Left Liberals = 245, Left-Behind Patriots = 213, Urban Progressives = 245, Total = 1523.

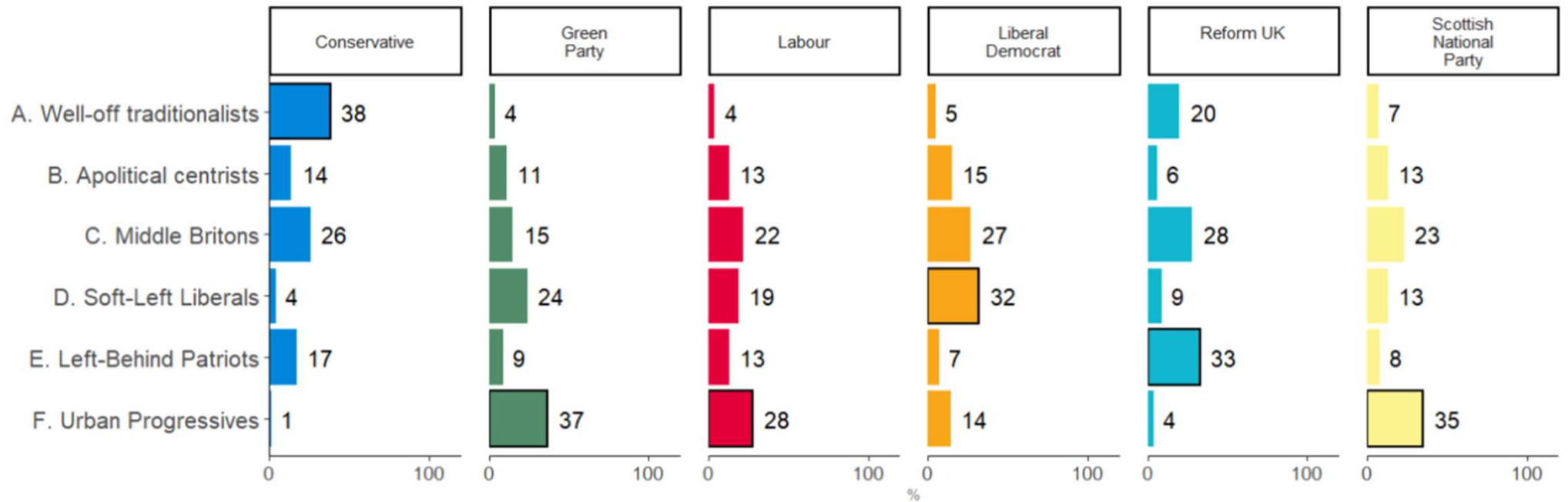
What are the voter types' political preferences?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Well-off traditionalists = 736, Apolitical centrists = 870, Middle Britons = 1402, Soft-Left Liberals = 834, Left-Behind Patriots = 764, Urban Progressives = 908, Total = 5567.

Question asked: If there was a general election tomorrow, which political party do you think you would be most likely to support?

Where do the parties get their support from?



Source: BSA 2023. Population - all adults. Unweighted base per segment: Conservative = 1313, Labour = 1925, Liberal Democrat = 486, Scottish National Party = 156, Green Party = 376, Reform UK (previously known as Brexit party) = 121.

Discussion

Led by Francis Elliott, Editor, The House magazine

**Thank you for
joining us**

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