

Optimistic Individualists

29% of the population

Current voting intention	Con 53%, Lab 11%, Lib Dem 8%, UKIP 7%, Others 2% (Won't vote/don't know 18%)
2010 election	Con 56%, Lib Dem 13%, Lab 9%, UKIP 2%, Others 1% (Didn't vote/don't know 17%)
Demographics	Tend to be aged 65+, in social group AB, married, identify themselves as Christian, and often own their homes outright.
What they think	Upbeat view of life; believe hard work and enterprise will be rewarded. Think things are better for themselves and their families than ten years ago, and will be better still in ten years' time. Favour a limited role for the state, believing that "people expect too much from the government", and that "people today are too ready to talk about their rights". Oppose penalising high earners with very high taxes. Prefer strong leadership to a "listening" PM. Only segment in which people are most likely to say the Conservatives, rather than any other party, are "on the side of people like me" and "want to help ordinary people get on in life".

Entitlement Anxiety

28% of the population

Current voting intention	Lab 37%, Con 9%, Lib Dem 6%, UKIP 7%, Others 11% (Won't vote, don't know 19%)
2010 election	Lab 28%, Lib Dem 18%, Con 17%, UKIP 3%, Others 5% (Didn't vote/don't know 29%)
Demographics	Mostly female, tend to be aged 35-64, in social groups C2DE, renting from council or housing association, with secondary school as the highest level of education.
What they think	Feel they have a raw deal from an unfair system, rewards others who they feel are less needy or deserving – notably immigrants, benefit claimants and the rich. Believe that "in Britain today there seems to be little connection between what people get in life and what they deserve", and feel they are in the front line for cuts. Insecure about their prospects and expect life to be worse for their children than it has been for them. Believe people should be entitled to expect more from government.

Suspicious Strivers

15% of the population

Current voting intention	Lab 25%, Con 20%, Lib Dem 8%, UKIP 12%, Others 6% (Won't vote/don't know 29%)
2010 election	Con 29%, Lab 19%, Lib Dem 18%, UKIP 3%, Others 3% (Didn't vote/don't know 27%)
Demographics	Disproportionately male, concentrated in the C2 social group.
What they think	Rugged attitudes associated with striving, but not sure their endeavour will bring the rewards it should. Value flexible Labour markets and oppose penalising high earners to share wealth more equally. Fear a person's hard work and determination count for less than connections and family background. Divided over whether to be optimistic or pessimistic about prospects. Suspect that hard work counts against people when they miss out on help that others get. Least likely to identify with a party.

Liberal Idealists

14% of population

Current voting intention	Lab 43%, Con 14%, Lib Dem 11%, UKIP 1%, Others 8% (Won't vote/don't know 21%)
2010 election	Lab 30%, Lib Dem 23%, Con 15%, UKIP 1%, Others 4% (Didn't vote/don't know 27%)
Demographics	University educated, ABC1, disproportionately London-based
What they think	Optimistic about prospects in a changing world, but think family circumstances when young are as important as natural talent and ability in determining success. Often describe themselves as working class. More likely than most to value collective effort over individual endeavour. Want more equal sharing of wealth and more protection for employees. Most positive about immigration.

Downbeat Dependants

14% of population

Current voting intention	Lab 56%, Lib Dem 6%, Con 2%, UKIP 6%, Others 16% (Won't vote/don't know 18%)
2010 election	Lab 38%, Lib Dem 25%, Con 6%, UKIP 3%, Others 8% (Didn't vote/don't know 22%)
Demographics	Social group DE, renting from council or housing association
What they think	Very pessimistic view of their prospects; look to government to meet their needs. Strongly believe that "in Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work". Want more equal sharing of wealth through higher taxes on the rich, more protection for employees, and more likely than others to name NHS as most important issue. Say Labour is on their side.