

YouGov Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 30th April - 2nd May 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2040	802	871	575	477	122	196	987	1053	237	871	504	428	1163	877	245	677	439	492	188	
Unweighted Sample	2040	908	881	592	504	138	202	889	1151	238	810	531	461	1240	800	193	724	430	487	206	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you consider yourself to be rich, poor or neither?

I consider myself rich	4	5	3	5	4	4	2	4	3	5	3	4	3	5	2	4	4	3	3	2
I consider myself poor	22	17	23	12	26	19	27	22	21	18	26	23	14	15	31	21	20	21	27	17
I consider myself neither rich nor poor	72	76	72	81	69	77	71	71	73	68	68	72	82	78	64	71	73	73	67	78
Don't know	3	2	1	2	1	0	0	3	3	9	3	1	1	3	3	4	2	3	2	3

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither?

8600																				
I would consider this individual to be POOR	86	90	87	88	89	91	84	89	84	80	85	88	89	88	83	86	85	86	87	88
I would consider this individual to be RICH	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
I would consider this individual to be NEITHER rich nor poor	6	5	7	6	6	6	7	4	8	6	6	7	6	5	8	4	7	5	6	6
Don't know	8	5	6	6	5	3	9	7	8	14	9	5	5	7	8	10	7	9	7	5
11300																				
I would consider this individual to be POOR	79	84	79	79	84	82	77	83	74	75	78	81	78	82	75	82	79	77	78	81
I would consider this individual to be RICH	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0
I would consider this individual to be NEITHER rich nor poor	13	10	13	14	10	14	13	9	16	9	12	13	15	10	16	6	14	13	14	14
Don't know	8	5	6	6	6	3	10	7	8	15	9	5	6	7	9	11	8	9	8	5
13200																				
I would consider this individual to be POOR	68	75	67	66	78	71	61	74	63	67	69	71	65	72	64	77	68	65	67	70
I would consider this individual to be RICH	1	0	1	1	0	1	2	1	1	3	1	1	0	1	1	2	0	2	1	0
I would consider this individual to be NEITHER rich nor poor	22	18	26	26	16	23	28	17	27	15	22	22	28	19	27	10	24	25	24	23
Don't know	8	6	7	7	6	4	10	7	9	15	9	5	7	8	8	11	8	9	7	6
14040																				
I would consider this individual to be POOR	61	67	59	58	68	64	52	66	56	59	61	63	58	64	56	70	61	58	58	62
I would consider this individual to be RICH	1	0	1	1	1	1	2	1	1	3	1	1	0	1	1	2	1	2	2	0
I would consider this individual to be NEITHER rich nor poor	30	27	33	34	25	30	36	25	34	23	29	30	35	26	34	17	31	32	32	31
Don't know	8	6	7	7	6	5	10	8	9	15	9	6	6	8	8	12	7	8	8	7
15300																				
I would consider this individual to be POOR	50	57	47	47	57	54	45	53	47	44	51	55	46	53	46	62	51	45	47	53
I would consider this individual to be RICH	2	0	2	1	1	3	2	2	2	3	2	1	1	1	2	2	1	3	2	1
I would consider this individual to be NEITHER rich nor poor	40	36	44	45	36	37	43	37	42	37	38	38	46	37	43	24	40	44	42	40
Don't know	9	6	7	7	6	6	10	8	9	15	9	6	7	8	9	12	8	8	9	6

YouGov Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 30th April - 2nd May 2017

	Income - Gross Personal						Income - Gross Household				Do you consider yourself to be rich, poor or neither?				
	Total	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000+	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I consider myself rich	I consider myself poor	I consider myself neither rich nor poor	Don't know
Weighted Sample	2040	353	514	325	179	97	105	501	538	299	212	72	442	1467	59
Unweighted Sample	2040	364	503	322	172	97	111	482	530	301	221	81	408	1499	52
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you consider yourself to be rich, poor or neither?

I consider myself rich	4	3	1	4	5	7	10	1	3	3	11	100	0	0	0
I consider myself poor	22	37	31	20	15	3	2	45	21	12	3	0	100	0	0
I consider myself neither rich nor poor	72	58	67	74	79	87	87	53	73	84	84	0	0	100	0
Don't know	3	2	1	2	1	3	2	1	2	1	2	0	0	0	100

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither?

8600																
I would consider this individual to be POOR	86	84	90	91	94	85	96	88	90	92	91	85	94	86	33	
I would consider this individual to be RICH	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
I would consider this individual to be NEITHER rich nor poor	6	10	5	4	3	5	3	7	4	4	5	2	2	8	5	
Don't know	8	6	5	5	3	10	1	5	5	4	4	12	4	6	60	
11300																
I would consider this individual to be POOR	79	72	78	86	91	81	95	74	82	88	89	79	88	78	34	
I would consider this individual to be RICH	1	2	1	0	1	0	0	1	2	0	0	1	1	1	3	
I would consider this individual to be NEITHER rich nor poor	13	20	16	9	5	9	4	20	11	8	7	6	8	15	5	
Don't know	8	6	5	5	3	10	1	5	5	4	4	14	4	7	58	
13200																
I would consider this individual to be POOR	68	59	65	76	85	80	90	61	71	79	83	79	81	66	27	
I would consider this individual to be RICH	1	3	1	0	1	0	0	2	1	0	0	0	2	1	6	
I would consider this individual to be NEITHER rich nor poor	22	32	29	19	11	10	8	32	23	16	12	7	13	27	9	
Don't know	8	6	5	5	3	10	2	5	5	5	5	14	4	7	58	
14040																
I would consider this individual to be POOR	61	52	56	69	76	71	85	53	62	71	76	73	75	57	25	
I would consider this individual to be RICH	1	3	2	0	1	1	0	2	2	0	0	1	2	1	6	
I would consider this individual to be NEITHER rich nor poor	30	40	37	25	19	18	13	40	30	24	19	12	19	35	11	
Don't know	8	6	5	6	5	10	2	5	6	4	5	14	4	7	58	
15300																
I would consider this individual to be POOR	50	41	45	59	67	55	74	42	51	58	65	67	66	46	24	
I would consider this individual to be RICH	2	5	2	0	1	0	0	4	1	0	0	3	3	1	6	
I would consider this individual to be NEITHER rich nor poor	40	49	48	35	28	36	23	49	41	38	30	17	27	46	12	
Don't know	9	6	5	6	5	9	3	5	6	4	5	14	4	8	58	

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Fieldwork: 30th April - 2nd May 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2040	802	871	575	477	122	196	987	1053	237	871	504	428	1163	877	245	677	439	492	188
Unweighted Sample	2040	908	881	592	504	138	202	889	1151	238	810	531	461	1240	800	193	724	430	487	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16478																				
I would consider this individual to be POOR	41	46	39	39	46	45	35	44	38	35	44	44	36	44	37	56	41	37	37	41
I would consider this individual to be RICH	3	1	2	1	2	4	2	3	2	4	3	1	1	2	3	2	2	4	3	1
I would consider this individual to be NEITHER rich nor poor	47	46	51	53	45	46	53	45	49	44	44	48	55	45	50	30	48	50	51	51
Don't know	9	7	8	7	7	6	11	8	10	16	9	7	7	9	9	12	9	9	9	6
17600																				
I would consider this individual to be POOR	33	38	31	32	37	40	26	35	32	27	36	36	29	36	30	50	34	27	29	32
I would consider this individual to be RICH	3	2	3	2	2	4	2	3	3	4	4	2	2	2	4	2	2	4	3	2
I would consider this individual to be NEITHER rich nor poor	55	54	59	58	53	50	62	54	56	53	52	56	62	53	57	36	55	59	59	60
Don't know	9	7	8	7	7	5	10	8	9	16	9	7	7	9	9	12	9	9	8	6
21100																				
I would consider this individual to be POOR	16	19	15	14	19	20	14	17	15	9	17	18	16	18	14	29	17	10	13	17
I would consider this individual to be RICH	7	4	7	6	6	9	5	7	6	8	9	5	5	5	9	3	5	9	9	8
I would consider this individual to be NEITHER rich nor poor	69	70	71	74	69	66	70	68	69	68	66	71	73	69	68	55	70	73	70	68
Don't know	8	7	7	6	6	5	11	8	9	15	9	6	7	8	9	12	8	8	8	6
24800																				
I would consider this individual to be POOR	8	8	8	7	9	7	9	9	8	4	8	11	8	9	7	15	9	4	8	8
I would consider this individual to be RICH	10	6	12	9	10	11	10	10	10	12	11	8	9	7	14	6	8	12	12	12
I would consider this individual to be NEITHER rich nor poor	73	79	73	77	74	77	71	73	73	70	71	75	75	75	70	68	74	75	72	74
Don't know	9	7	7	7	7	5	9	8	9	14	9	6	8	8	9	11	9	9	8	7
27600																				
I would consider this individual to be POOR	5	5	5	5	5	5	4	6	5	3	6	6	5	6	5	10	6	2	6	4
I would consider this individual to be RICH	15	10	17	13	17	11	18	14	15	19	17	10	13	11	20	8	12	19	16	16
I would consider this individual to be NEITHER rich nor poor	72	79	71	76	72	80	68	72	71	63	69	78	74	75	67	72	74	71	69	73
Don't know	8	7	7	6	6	4	10	8	9	14	8	6	8	8	9	10	8	8	8	7
31100																				
I would consider this individual to be POOR	4	3	2	2	3	3	1	5	2	2	4	3	4	3	4	6	4	1	5	3
I would consider this individual to be RICH	23	18	26	21	24	19	29	22	24	30	24	17	21	19	28	15	20	29	24	25
I would consider this individual to be NEITHER rich nor poor	66	73	65	71	68	75	59	66	65	55	63	73	67	71	59	70	68	63	64	66
Don't know	8	6	7	6	6	3	10	8	9	14	8	6	7	8	9	10	8	8	8	7
39800																				
I would consider this individual to be POOR	3	2	2	2	2	2	1	4	2	1	4	3	2	3	3	2	4	1	5	2
I would consider this individual to be RICH	35	30	38	32	35	33	41	32	37	47	35	29	35	30	41	31	30	44	36	32
I would consider this individual to be NEITHER rich nor poor	54	62	53	59	57	62	49	56	53	40	53	62	56	60	46	58	58	47	52	60
Don't know	8	6	7	6	6	3	9	8	8	13	8	6	7	7	9	9	8	9	7	6

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Fieldwork: 30th April - 2nd May 2017

	Income - Gross Personal						Income - Gross Household				Do you consider yourself to be rich, poor or neither?				
	Total	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000+	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I consider myself rich	I consider myself poor	I consider myself neither rich nor poor	Don't know
Weighted Sample	2040	353	514	325	179	97	105	501	538	299	212	72	442	1467	59
Unweighted Sample	2040	364	503	322	172	97	111	482	530	301	221	81	408	1499	52
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16478															
I would consider this individual to be POOR	41	34	35	49	57	41	63	33	43	46	54	60	58	36	17
I would consider this individual to be RICH	3	5	3	1	0	2	2	6	1	1	1	2	5	2	6
I would consider this individual to be NEITHER rich nor poor	47	54	55	44	39	46	33	55	49	47	39	22	33	54	19
Don't know	9	7	6	6	4	11	3	6	6	5	6	15	4	8	58
17600															
I would consider this individual to be POOR	33	27	28	38	44	37	61	26	35	36	46	54	52	27	16
I would consider this individual to be RICH	3	6	4	1	0	1	2	7	2	1	1	2	5	2	6
I would consider this individual to be NEITHER rich nor poor	55	62	63	56	52	54	34	61	57	58	48	29	39	62	20
Don't know	9	6	6	6	4	9	3	6	6	4	5	15	4	8	58
21100															
I would consider this individual to be POOR	16	12	12	15	25	15	39	12	18	14	26	26	26	13	11
I would consider this individual to be RICH	7	11	10	6	1	3	3	14	7	3	2	11	12	5	4
I would consider this individual to be NEITHER rich nor poor	69	70	73	74	70	73	56	68	70	80	67	48	58	74	27
Don't know	8	7	5	5	3	9	1	6	6	3	5	16	4	7	58
24800															
I would consider this individual to be POOR	8	6	6	9	11	6	26	7	8	7	17	13	15	6	7
I would consider this individual to be RICH	10	14	14	8	3	7	3	19	10	5	2	12	15	9	6
I would consider this individual to be NEITHER rich nor poor	73	74	74	78	82	78	69	68	75	85	76	60	66	77	31
Don't know	9	7	6	5	4	9	2	7	7	3	5	15	4	8	56
27600															
I would consider this individual to be POOR	5	4	4	6	10	3	15	5	6	4	10	12	10	4	4
I would consider this individual to be RICH	15	20	20	14	6	9	4	26	16	8	3	13	20	13	9
I would consider this individual to be NEITHER rich nor poor	72	69	70	75	81	79	79	63	73	85	82	61	65	76	30
Don't know	8	7	6	5	3	9	2	6	6	3	4	14	5	7	56
31100															
I would consider this individual to be POOR	4	2	4	3	8	2	9	4	4	3	6	3	7	2	5
I would consider this individual to be RICH	23	30	32	21	10	14	8	35	23	16	7	25	28	21	13
I would consider this individual to be NEITHER rich nor poor	66	62	58	71	78	75	80	55	66	78	83	59	60	69	25
Don't know	8	6	5	5	4	9	2	6	6	4	4	12	4	7	56
39800															
I would consider this individual to be POOR	3	2	3	3	8	2	5	4	3	4	3	2	7	2	3
I would consider this individual to be RICH	35	45	45	40	19	15	10	48	40	28	13	30	43	33	19
I would consider this individual to be NEITHER rich nor poor	54	47	47	51	69	74	82	43	51	64	80	55	45	58	23
Don't know	8	6	5	5	4	9	3	5	6	4	4	12	5	7	55

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Unweighted Sample	2040	908	881	592	504	138	202	889	1151	238	810	531	461	1240	800	193	724	430	487	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
45001																				
I would consider this individual to be POOR	3	2	3	3	1	3	2	4	2	0	3	4	3	3	3	3	4	2	4	1
I would consider this individual to be RICH	48	43	52	43	51	42	58	45	50	57	48	42	49	41	56	42	42	58	50	47
I would consider this individual to be NEITHER rich nor poor	41	50	39	49	42	52	31	43	40	30	40	48	42	49	32	47	46	32	39	46
Don't know	8	6	6	6	6	3	9	7	8	12	8	6	6	7	8	9	8	9	7	6
60500																				
I would consider this individual to be POOR	3	2	3	2	1	4	4	4	2	0	3	4	3	3	3	2	4	2	3	1
I would consider this individual to be RICH	68	66	71	63	72	65	70	65	70	77	68	63	68	64	73	60	63	76	71	67
I would consider this individual to be NEITHER rich nor poor	21	27	20	29	21	27	17	23	20	11	21	26	22	26	15	28	25	14	18	26
Don't know	8	6	7	6	6	4	9	8	8	11	8	7	8	7	9	10	8	7	8	5
70000																				
I would consider this individual to be POOR	3	2	2	2	1	4	3	4	2	0	3	4	3	3	3	2	4	2	3	1
I would consider this individual to be RICH	74	73	76	70	78	74	76	72	76	83	73	71	73	71	77	64	70	81	77	74
I would consider this individual to be NEITHER rich nor poor	16	20	15	22	15	18	12	18	14	5	16	20	17	19	12	24	18	10	13	20
Don't know	8	5	7	6	5	4	9	7	8	12	8	6	7	7	8	9	7	7	8	5
150001																				
I would consider this individual to be POOR	3	2	3	3	1	4	3	4	2	0	3	5	3	3	3	2	5	2	3	2
I would consider this individual to be RICH	86	87	88	86	90	89	86	85	86	87	85	85	85	87	84	83	84	88	86	86
I would consider this individual to be NEITHER rich nor poor	4	5	3	5	4	3	2	5	4	1	5	4	4	4	5	4	5	3	4	6
Don't know	7	6	6	5	6	4	9	7	8	11	7	6	7	6	8	11	6	6	8	6

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	Total	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000+	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I consider myself rich	I consider myself poor	I consider myself neither rich nor poor	Don't know
Weighted Sample	2040	353	514	325	179	97	105	501	538	299	212	72	442	1467	59
Unweighted Sample	2040	364	503	322	172	97	111	482	530	301	221	81	408	1499	52
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
45001															
I would consider this individual to be POOR	3	3	4	4	7	1	1	3	5	3	2	5	6	2	1
I would consider this individual to be RICH	48	58	59	55	33	27	14	62	53	43	20	43	60	45	22
I would consider this individual to be NEITHER rich nor poor	41	34	32	36	57	61	82	30	37	50	74	40	30	46	22
Don't know	8	5	5	5	4	11	3	5	6	4	4	12	5	7	55
60500															
I would consider this individual to be POOR	3	4	4	3	7	0	0	3	4	3	1	6	5	2	1
I would consider this individual to be RICH	68	75	80	74	60	56	27	79	74	69	43	58	80	66	32
I would consider this individual to be NEITHER rich nor poor	21	16	12	17	29	35	70	12	16	25	52	24	12	25	10
Don't know	8	5	5	6	4	9	3	5	6	3	4	11	4	7	57
70000															
I would consider this individual to be POOR	3	3	4	3	7	0	0	4	4	3	1	5	5	2	0
I would consider this individual to be RICH	74	79	82	80	72	70	38	82	80	77	55	71	83	72	39
I would consider this individual to be NEITHER rich nor poor	16	12	10	12	17	21	59	10	11	16	41	13	8	19	4
Don't know	8	5	5	6	4	9	2	5	6	4	3	11	4	6	57
150001															
I would consider this individual to be POOR	3	4	4	3	6	1	4	3	4	4	3	7	4	3	0
I would consider this individual to be RICH	86	89	89	88	87	86	80	88	88	89	85	75	88	87	43
I would consider this individual to be NEITHER rich nor poor	4	3	3	2	4	4	14	4	3	3	8	6	4	4	0
Don't know	7	4	4	6	4	9	3	5	5	4	4	11	4	6	57