

# YouGov Survey Results

Sample Size: 2113 Adults in GB  
Fieldwork: 22nd - 23rd October 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Which of the following social classes do you consider yourself to most belong to?		
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Upper class	Middle class	Working class
<b>Weighted Sample</b>	2113	380	543	194	228	745	787	1023	1090	222	873	522	497	1204	909	1828	101	184	501	347	256	725	7	741	1205
<b>Unweighted Sample</b>	2113	363	587	218	276	868	787	974	1139	128	867	565	553	1275	838	1819	119	175	521	354	193	751	7	770	1193
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the following activities, would you say that they are more of a middle class activity, more of a working class activity, or neither a middle or working class activity?

### Attending a football match

More of a middle class activity	4	4	4	3	5	4	3	5	4	7	5	4	2	4	5	4	3	5	3	4	5	5	25	3	5
More of a working class activity	40	45	40	42	45	41	43	41	39	35	41	41	39	41	39	40	34	42	44	40	36	39	37	40	42
Neither a middle or working class activity	49	46	52	51	44	52	47	47	51	45	48	48	53	51	46	49	57	46	46	49	54	49	12	52	48
Don't know	7	5	5	4	6	4	6	6	7	14	6	6	6	4	10	7	7	6	7	7	6	7	25	5	5

### Hosting a dinner party

More of a middle class activity	65	66	69	74	66	68	66	67	64	62	64	69	66	67	63	65	73	69	62	63	65	67	50	70	66
More of a working class activity	2	2	2	0	2	1	2	3	2	4	3	2	2	2	3	2	3	2	4	0	1	3	13	2	3
Neither a middle or working class activity	27	28	26	24	26	27	27	24	30	24	29	24	29	28	26	28	18	28	27	31	29	25	12	25	28
Don't know	5	4	3	1	6	3	5	6	4	10	5	4	4	3	7	5	5	1	7	6	4	4	25	3	4

### Playing golf

More of a middle class activity	67	63	72	70	63	67	63	66	67	77	69	66	59	67	66	67	76	55	64	69	66	70	37	71	68
More of a working class activity	2	2	1	0	2	2	2	2	2	3	2	2	2	1	3	2	2	4	2	1	1	2	25	1	2
Neither a middle or working class activity	27	32	24	26	30	28	30	27	27	14	24	29	35	28	25	26	18	38	29	24	28	24	25	25	27
Don't know	4	3	3	3	4	3	4	5	4	7	4	3	4	3	6	4	4	3	5	6	5	3	13	3	3

### Watching TV

More of a middle class activity	1	1	1	2	1	1	1	2	1	1	2	0	1	1	1	1	2	1	2	1	2	1	0	2	1
More of a working class activity	23	25	22	17	25	19	26	24	22	20	23	25	22	21	26	23	23	24	25	25	18	23	13	16	29
Neither a middle or working class activity	69	68	73	76	67	75	67	68	71	64	70	68	72	74	63	69	70	70	66	66	74	71	87	78	65
Don't know	6	5	4	6	6	4	5	6	6	15	5	6	5	4	9	7	6	5	7	8	6	6	0	4	5

### Owning shares

More of a middle class activity	75	75	80	82	70	77	73	75	74	78	76	73	74	76	73	75	79	73	74	73	73	77	63	79	75
More of a working class activity	2	2	1	0	2	1	2	2	2	1	1	2	2	1	2	2	2	1	3	2	0	1	25	1	2
Neither a middle or working class activity	18	19	16	15	22	18	20	18	18	10	17	21	20	19	16	18	16	19	17	19	21	17	12	16	19
Don't know	5	4	3	3	6	3	5	5	5	11	6	3	4	3	8	5	3	6	6	7	6	4	0	4	4

### Drinking in the pub

More of a middle class activity	2	3	2	1	2	1	2	3	2	6	2	1	2	2	3	2	1	2	2	1	4	2	50	2	2
More of a working class activity	40	41	38	34	45	35	44	41	39	37	44	37	37	38	43	40	35	44	46	38	32	39	13	31	48
Neither a middle or working class activity	53	51	57	60	48	60	50	51	55	47	50	57	57	57	48	53	59	52	47	54	59	54	37	63	47
Don't know	5	5	3	5	6	3	5	6	4	11	4	5	4	4	7	5	5	2	5	7	5	5	0	3	4

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Which of the following social classes do you consider yourself to most belong to?				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Upper class	Middle class	Working class		
<b>Weighted Sample</b>	<b>2113</b>	380	543	194	228	745	787	1023	1090	222	873	522	497	1204	909	1828	101	184	501	347	256	725	7	741	1205		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>Eating foreign food</b>																											
More of a middle class activity	21	22	20	23	25	19	21	24	19	25	26	15	18	23	19	22	18	22	22	20	23	21	13	27	20		
More of a working class activity	5	5	4	1	5	3	5	5	4	6	4	5	4	3	6	4	5	5	6	6	3	3	25	3	6		
Neither a middle or working class activity	67	67	71	72	63	74	68	65	69	52	63	75	73	68	65	67	69	66	65	66	69	68	37	66	68		
Don't know	7	6	5	3	8	5	6	7	8	17	6	6	6	6	9	7	9	7	8	8	4	7	25	5	6		
<b>Going on a holiday abroad</b>																											
More of a middle class activity	26	23	28	29	21	23	22	26	27	45	33	17	16	27	24	26	28	23	24	24	24	30	0	28	27		
More of a working class activity	6	7	5	3	6	5	7	6	6	6	5	7	6	4	7	6	6	6	9	5	6	3	50	3	7		
Neither a middle or working class activity	63	66	64	65	66	68	66	63	63	39	58	71	73	65	60	63	62	67	62	64	64	62	50	66	61		
Don't know	5	5	4	2	7	3	5	6	5	11	4	5	5	3	8	5	4	3	5	7	5	5	0	2	4		
<b>Being a member of a trade union</b>																											
More of a middle class activity	6	3	6	5	10	3	5	6	7	17	9	2	1	6	7	7	3	5	8	8	5	6	0	6	7		
More of a working class activity	61	76	59	64	59	62	70	65	57	37	54	70	73	61	60	60	62	63	60	61	56	62	87	61	63		
Neither a middle or working class activity	24	17	29	27	24	29	19	22	26	19	27	23	22	26	21	24	16	26	22	23	28	25	13	28	20		
Don't know	9	4	6	4	7	5	6	7	10	27	9	5	4	7	12	9	19	6	10	8	11	7	0	4	10		
<b>Living in the North of England</b>																											
More of a middle class activity	2	1	1	0	0	1	1	2	2	6	2	1	1	2	2	2	6	3	1	2	3	1	38	1	2		
More of a working class activity	36	42	37	37	42	32	41	38	35	39	39	33	35	36	37	38	28	31	43	33	32	38	13	34	41		
Neither a middle or working class activity	52	50	55	57	46	60	49	51	52	41	48	58	57	56	47	52	53	51	47	54	57	52	50	59	47		
Don't know	10	6	7	5	11	7	9	8	11	14	11	8	8	7	14	9	13	15	8	11	7	9	0	5	10		
<b>Reading a red-top tabloid newspaper (e.g. The Sun or Daily Mirror)</b>																											
More of a middle class activity	5	2	4	5	6	3	4	4	6	10	7	3	2	5	6	5	5	5	8	5	7	4	13	3	7		
More of a working class activity	60	70	64	70	58	69	64	59	61	27	56	68	72	64	54	60	51	57	58	60	62	62	50	69	58		
Neither a middle or working class activity	25	20	24	21	27	22	23	26	23	37	27	22	18	23	27	24	29	31	22	24	25	25	37	23	25		
Don't know	10	7	8	5	9	5	9	11	10	25	10	7	8	8	13	10	14	7	13	11	6	10	0	5	11		
<b>Visiting a museum</b>																											
More of a middle class activity	43	47	44	55	40	46	41	46	41	49	45	43	39	49	37	44	40	44	38	44	46	47	62	56	38		
More of a working class activity	4	3	4	1	8	2	5	4	4	5	3	5	4	3	5	4	5	6	6	2	4	3	0	2	6		
Neither a middle or working class activity	47	45	49	41	46	47	48	45	49	37	46	48	52	45	49	47	47	47	50	47	44	46	38	39	51		
Don't know	6	5	4	3	6	4	6	5	6	9	6	4	5	4	9	6	8	4	7	7	6	4	0	3	5		

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the following political parties, would you say that they are more for middle class people, more for working class people, or not more for either middle or working class people?

**Conservative Party**

More for middle class people	63	54	74	71	61	67	63	65	61	57	62	67	64	65	61	62	67	66	63	63	61	62	25	63	66
More for working class people	3	5	2	2	3	2	3	3	3	4	3	2	2	3	2	3	3	2	3	4	3	2	26	2	3
Not more for either middle or working class people	22	33	18	20	29	22	25	24	20	18	20	23	25	24	20	22	21	22	21	21	22	22	24	28	18
Don't know	12	8	6	6	6	9	9	8	16	20	15	9	9	9	17	13	9	9	13	12	14	13	25	7	13

**Labour Party**

More for middle class people	13	11	7	8	29	9	16	15	11	14	14	14	8	12	14	13	13	13	16	15	11	10	38	9	15
More for working class people	46	54	53	51	33	47	46	48	43	43	43	45	52	49	41	46	48	43	43	45	37	51	37	51	46
Not more for either middle or working class people	27	26	31	33	27	34	25	28	19	27	29	28	29	29	24	27	24	28	26	26	34	25	25	32	23
Don't know	15	9	8	8	11	10	12	11	18	24	16	12	11	11	21	15	15	16	15	14	18	14	0	8	16

**Liberal Democrats**

More for middle class people	33	30	35	34	47	34	38	42	25	29	34	38	30	37	29	34	31	33	34	35	40	31	38	38	33
More for working class people	9	9	9	14	6	9	8	9	8	14	9	8	6	8	9	8	10	9	10	11	2	9	12	7	10
Not more for either middle or working class people	34	40	38	43	30	41	33	32	37	17	33	34	45	37	30	35	24	37	30	32	32	40	24	41	31
Don't know	24	21	18	9	16	17	21	17	30	40	24	21	19	18	32	23	35	20	27	22	25	21	25	14	26

**Reform UK**

More for middle class people	14	12	16	14	5	13	12	16	12	22	13	14	11	14	13	13	21	17	12	14	10	14	13	13	15
More for working class people	33	33	35	39	47	38	34	37	29	23	37	32	30	36	29	33	26	33	34	35	38	31	51	35	34
Not more for either middle or working class people	30	38	27	30	40	29	35	30	30	20	28	33	35	32	27	30	25	29	26	29	28	34	12	35	26
Don't know	24	18	22	17	8	20	19	18	29	36	22	21	24	19	31	24	28	21	28	21	24	22	25	16	25

**Green Party**

More for middle class people	35	36	38	40	47	37	41	41	30	25	34	42	34	40	29	35	31	36	37	35	36	34	75	41	33
More for working class people	8	6	7	9	6	8	6	9	7	16	9	7	5	8	8	8	12	9	6	10	8	8	12	7	10
Not more for either middle or working class people	34	38	39	38	28	39	34	33	36	27	34	33	40	36	33	35	35	34	32	34	35	37	13	39	32
Don't know	22	20	16	13	19	16	20	18	27	33	23	17	21	16	30	22	22	21	25	21	21	21	0	13	25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

The upper class

Very favourable	3	6	3	2	4	2	4	2	4	3	2	3	4	4	2	3	4	1	3	3	2	4	12	5	3
Somewhat favourable	20	36	13	27	24	20	26	21	20	10	19	20	28	21	19	20	21	21	17	27	19	20	88	25	19
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>42</b>	<b>16</b>	<b>29</b>	<b>28</b>	<b>22</b>	<b>30</b>	<b>23</b>	<b>24</b>	<b>13</b>	<b>21</b>	<b>23</b>	<b>32</b>	<b>25</b>	<b>21</b>	<b>23</b>	<b>25</b>	<b>22</b>	<b>20</b>	<b>30</b>	<b>21</b>	<b>24</b>	<b>100</b>	<b>30</b>	<b>22</b>
Somewhat unfavourable	33	24	38	37	37	35	31	35	32	41	34	32	29	35	31	33	34	36	36	28	30	34	0	37	33
Very unfavourable	19	9	28	19	14	21	16	22	16	21	19	23	14	18	20	19	24	16	21	18	22	18	0	15	22
<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>33</b>	<b>66</b>	<b>56</b>	<b>51</b>	<b>56</b>	<b>47</b>	<b>57</b>	<b>48</b>	<b>62</b>	<b>53</b>	<b>55</b>	<b>43</b>	<b>53</b>	<b>51</b>	<b>52</b>	<b>58</b>	<b>52</b>	<b>57</b>	<b>46</b>	<b>52</b>	<b>52</b>	<b>0</b>	<b>52</b>	<b>55</b>
Don't know	24	25	18	16	21	22	23	20	28	25	26	21	24	22	27	24	18	27	23	24	27	23	0	18	23
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>9</b>	<b>-50</b>	<b>-27</b>	<b>-23</b>	<b>-34</b>	<b>-17</b>	<b>-34</b>	<b>-24</b>	<b>-49</b>	<b>-32</b>	<b>-32</b>	<b>-11</b>	<b>-28</b>	<b>-30</b>	<b>-29</b>	<b>-33</b>	<b>-30</b>	<b>-37</b>	<b>-16</b>	<b>-31</b>	<b>-28</b>	<b>100</b>	<b>-22</b>	<b>-33</b>

The middle class

Very favourable	8	12	7	10	9	9	8	8	8	10	7	6	9	9	6	8	7	5	7	7	6	10	13	14	4
Somewhat favourable	50	60	53	61	46	51	54	53	48	46	47	51	57	54	45	51	42	45	51	52	47	53	74	61	48
<b>TOTAL FAVOURABLE</b>	<b>58</b>	<b>72</b>	<b>60</b>	<b>71</b>	<b>55</b>	<b>60</b>	<b>62</b>	<b>61</b>	<b>56</b>	<b>56</b>	<b>54</b>	<b>57</b>	<b>66</b>	<b>63</b>	<b>51</b>	<b>59</b>	<b>49</b>	<b>50</b>	<b>58</b>	<b>59</b>	<b>53</b>	<b>63</b>	<b>87</b>	<b>75</b>	<b>52</b>
Somewhat unfavourable	13	4	14	10	18	12	12	14	12	15	14	16	7	11	16	12	22	15	14	13	16	10	13	6	18
Very unfavourable	2	1	1	3	3	1	2	3	1	1	3	3	0	1	3	2	1	3	1	1	2	3	0	1	3
<b>TOTAL UNFAVOURABLE</b>	<b>15</b>	<b>5</b>	<b>15</b>	<b>13</b>	<b>21</b>	<b>13</b>	<b>14</b>	<b>17</b>	<b>13</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>7</b>	<b>12</b>	<b>19</b>	<b>14</b>	<b>23</b>	<b>18</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>7</b>	<b>21</b>
Don't know	27	22	25	17	23	26	25	23	31	29	29	25	25	24	31	26	27	33	27	27	29	25	0	19	27
<b>NET FAVOURABILITY</b>	<b>43</b>	<b>67</b>	<b>45</b>	<b>58</b>	<b>34</b>	<b>47</b>	<b>48</b>	<b>44</b>	<b>43</b>	<b>40</b>	<b>37</b>	<b>38</b>	<b>59</b>	<b>51</b>	<b>32</b>	<b>45</b>	<b>26</b>	<b>32</b>	<b>43</b>	<b>45</b>	<b>35</b>	<b>50</b>	<b>74</b>	<b>68</b>	<b>31</b>

The working class

Very favourable	22	18	24	16	30	18	23	23	21	30	19	23	23	19	26	22	29	19	28	23	16	20	25	16	28
Somewhat favourable	46	50	49	55	44	48	48	46	46	40	45	47	50	50	41	46	43	46	42	45	48	48	75	52	45
<b>TOTAL FAVOURABLE</b>	<b>68</b>	<b>68</b>	<b>73</b>	<b>71</b>	<b>74</b>	<b>66</b>	<b>71</b>	<b>69</b>	<b>67</b>	<b>70</b>	<b>64</b>	<b>70</b>	<b>73</b>	<b>69</b>	<b>67</b>	<b>68</b>	<b>72</b>	<b>65</b>	<b>70</b>	<b>68</b>	<b>64</b>	<b>68</b>	<b>100</b>	<b>68</b>	<b>73</b>
Somewhat unfavourable	8	8	8	12	9	10	6	9	7	9	10	7	5	9	7	8	6	8	8	7	9	8	0	11	6
Very unfavourable	1	2	1	1	1	1	2	1	1	0	2	2	1	1	2	2	1	0	2	2	1	1	0	2	1
<b>TOTAL UNFAVOURABLE</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>0</b>	<b>13</b>	<b>7</b>
Don't know	23	21	18	16	17	22	21	21	25	22	25	21	21	22	24	23	21	27	20	23	27	23	0	20	20
<b>NET FAVOURABILITY</b>	<b>59</b>	<b>58</b>	<b>64</b>	<b>58</b>	<b>64</b>	<b>55</b>	<b>63</b>	<b>59</b>	<b>59</b>	<b>61</b>	<b>52</b>	<b>61</b>	<b>67</b>	<b>59</b>	<b>58</b>	<b>58</b>	<b>65</b>	<b>57</b>	<b>60</b>	<b>59</b>	<b>54</b>	<b>59</b>	<b>100</b>	<b>55</b>	<b>66</b>

Taking all things into consideration, would you say that middle class or working class people have it easier in Britain today?

Middle class people have it easier	43	27	53	42	45	42	38	43	43	62	46	41	32	40	46	42	48	48	48	43	40	38	13	35	51
Working class people have it easier	3	5	2	2	2	3	4	4	2	1	4	3	3	4	2	3	3	4	3	2	2	4	13	6	2
Neither class has it easier	47	62	41	52	46	50	53	47	47	25	44	50	60	51	42	47	44	44	41	50	48	51	49	55	42
Don't know	7	6	4	4	7	5	5	6	8	11	7	7	6	5	9	8	5	4	8	5	10	8	25	5	5

Sample Size: 2113 Adults in GB  
Fieldwork: 22nd - 23rd October 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Which of the following social classes do you consider yourself to most belong to?		
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Upper class	Middle class	Working class
<b>Weighted Sample</b>	<b>2113</b>	380	543	194	228	745	787	1023	1090	222	873	522	497	1204	909	1828	101	184	501	347	256	725	7	741	1205
<b>Unweighted Sample</b>	<b>2113</b>	363	587	218	276	868	787	974	1139	128	867	565	553	1275	838	1819	119	175	521	354	193	751	7	770	1193
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Regardless of which social class they belong to, do you think people generally want to be seen as more middle class or working class?

Want to be seen as more middle class	<b>33</b>	32	33	32	33	33	31	34	32	43	39	26	28	35	31	34	28	28	33	35	35	34	50	36	35
Want to be seen as more working class	<b>8</b>	6	10	8	9	8	8	9	7	15	10	7	4	8	9	8	14	8	8	9	8	7	0	8	9
Don't want to be particularly seen as either class	<b>44</b>	51	42	44	46	45	49	43	44	26	36	52	56	45	41	43	41	49	42	42	42	45	25	45	43
Don't know	<b>15</b>	11	14	15	12	15	12	13	16	16	15	16	12	12	19	15	18	14	17	14	15	14	25	11	14

Regardless of which social class they belong to, do you think politicians generally want to be seen as more middle class or working class?

Want to be seen as more middle class	<b>41</b>	37	40	39	46	37	45	40	42	39	40	42	43	38	45	41	39	43	44	46	38	38	25	34	48
Want to be seen as more working class	<b>24</b>	28	26	26	24	24	23	27	22	35	28	21	16	27	21	24	23	21	22	20	29	27	50	29	22
Don't want to be particularly seen as either class	<b>22</b>	26	21	27	21	27	23	23	22	14	20	23	29	25	19	22	21	22	20	25	21	24	25	27	20
Don't know	<b>12</b>	10	13	8	9	12	9	11	14	13	12	13	12	11	14	12	17	14	15	9	12	12	0	11	10

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.