

YouGov Survey Results

Sample Size: 2122 Adults in GB
Fieldwork: 24th - 25th October 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region				
	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	
Weighted Sample	2122	382	545	195	229	748	790	1027	1095	223	876	524	499	1210	912	1836	102	185	503	348	257	728	
Unweighted Sample	2122	343	629	217	284	864	798	995	1127	144	868	552	558	1233	889	1825	118	179	519	361	203	742	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you say that which social class you belong to matters today in Britain?

It matters a lot	14	8	15	15	12	13	14	15	13	22	14	11	12	13	14	13	12	18	13	15	19	11
It matters a fair amount	34	29	39	38	33	39	29	31	36	33	35	35	31	39	27	34	25	39	35	34	39	32
TOTAL MATTERS A LOT / A FAIR AMOUNT	48	37	54	53	45	52	43	46	49	55	49	46	43	52	41	47	37	57	48	49	58	43
It does not matter very much	32	40	31	35	33	34	35	32	32	26	28	34	40	31	33	32	41	29	30	31	27	35
It does not matter at all	13	18	11	9	17	11	16	15	12	11	14	15	13	11	17	14	13	8	14	12	8	17
TOTAL DOES NOT MATTER VERY MUCH / AT ALL	45	58	42	44	50	45	51	47	44	37	42	49	53	42	50	46	54	37	44	43	35	52
Don't know	7	5	4	3	5	4	6	7	7	9	10	5	3	5	9	7	9	6	8	9	8	5

How clear would you say the distinction is between being middle class and working class in Britain today?

Very clear	9	6	9	8	8	8	10	10	9	12	11	8	6	8	10	9	8	10	10	9	11	7
Fairly clear	29	25	30	25	32	30	24	27	30	41	30	25	26	31	26	29	29	31	32	29	30	26
TOTAL CLEAR	38	31	39	33	40	38	34	37	39	53	41	33	32	39	36	38	37	41	42	38	41	33
Not very clear	43	53	47	52	44	48	47	44	43	27	38	50	53	46	40	43	44	47	37	44	45	45
Not clear at all	9	10	8	11	9	9	11	10	9	4	10	11	9	9	10	10	9	7	10	8	4	12
TOTAL NOT CLEAR	52	63	55	63	53	57	58	54	52	31	48	61	62	55	50	53	53	54	47	52	49	57
Don't know	9	7	6	5	6	5	7	9	10	17	12	7	5	6	13	10	10	4	11	10	10	9

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		Which of the following social classes do you consider yourself to most belong to?		
		Upper class	Middle class	Working class
Weighted Sample	2122	9	791	1169
Unweighted Sample	2122	10	807	1177
		%	%	%

How much, if at all, would you say that which social class you belong to matters today in Britain?

It matters a lot	14	44	11	16
It matters a fair amount	34	39	39	33
TOTAL MATTERS A LOT / A FAIR AMOUNT	48	83	50	49
It does not matter very much	32	17	35	31
It does not matter at all	13	0	11	13
TOTAL DOES NOT MATTER VERY MUCH / AT ALL	45	17	46	44
Don't know	7	0	3	7

How clear would you say the distinction is between being middle class and working class in Britain today?

Very clear	9	32	3	13
Fairly clear	29	33	32	29
TOTAL CLEAR	38	65	35	42
Not very clear	43	25	51	40
Not clear at all	9	10	9	8
TOTAL NOT CLEAR	52	35	60	48
Don't know	9	0	4	9

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were asked to determine whether a person was working or middle class, how big a factor would each of the following attributes be in your decision?

Their personal income (as opposed to household income)

A major factor	52	49	56	52	51	50	52	53	51	60	56	50	44	54	50	52	51	55	53	55	55	49
A minor factor	30	31	31	36	30	36	29	29	31	22	29	32	33	32	27	30	30	30	30	28	30	30
Not a factor	10	15	7	5	13	8	13	10	10	5	6	11	17	9	11	10	8	9	11	10	5	11
Don't know	8	5	6	7	6	6	7	8	8	14	9	7	6	6	11	8	11	6	6	8	10	9

Their job

A major factor	53	48	57	57	48	54	51	52	53	60	54	51	51	56	49	53	49	51	53	56	51	54
A minor factor	31	36	30	29	33	33	33	32	31	25	31	33	33	32	30	31	33	32	34	27	33	31
Not a factor	10	12	9	7	14	9	11	10	9	6	8	12	12	8	11	9	9	13	9	11	7	9
Don't know	6	3	4	7	5	4	5	6	6	9	7	5	4	4	9	6	9	4	4	6	8	7

Their parents' jobs

A major factor	33	28	38	31	33	33	30	31	35	44	35	31	29	35	31	33	25	38	33	37	35	31
A minor factor	37	41	38	43	33	42	34	38	37	36	38	37	37	39	35	37	41	36	37	35	41	38
Not a factor	23	28	20	19	31	20	30	23	23	11	20	27	30	22	25	23	22	22	25	22	15	25
Don't know	6	4	4	7	3	4	6	7	6	9	7	6	4	4	9	6	12	4	5	5	9	7

Which social activities they participate in

A major factor	29	25	31	29	32	30	28	28	31	29	31	27	28	31	27	29	33	31	27	25	32	31
A minor factor	42	44	43	46	38	45	41	43	40	39	41	43	43	44	39	42	32	41	45	44	42	39
Not a factor	22	27	21	20	25	20	24	21	22	16	20	25	26	21	23	22	25	22	22	23	17	23
Don't know	7	3	5	5	5	4	6	7	7	15	8	5	4	5	11	7	10	6	6	8	10	7

Which party they vote for

A major factor	17	14	18	16	20	15	17	16	17	21	15	16	17	17	15	16	19	24	15	17	15	15
A minor factor	31	32	36	33	29	37	28	32	31	32	30	33	31	33	29	32	23	28	31	33	35	31
Not a factor	45	50	42	44	46	43	48	45	44	37	45	46	47	45	44	45	45	45	47	43	40	46
Don't know	8	4	4	6	5	6	6	8	8	10	9	5	6	5	11	8	12	4	7	7	9	8

Their household income (as opposed to personal income)

A major factor	53	45	58	54	51	50	49	52	54	67	59	47	41	55	50	52	48	60	54	53	53	50
A minor factor	29	35	29	31	31	34	31	29	29	18	25	34	36	31	27	29	33	25	29	29	30	30
Not a factor	10	14	8	8	12	10	12	10	9	5	7	11	16	9	11	10	7	7	9	10	8	12
Don't know	8	6	6	7	6	6	8	9	8	10	9	8	7	6	12	8	12	8	9	9	9	8

Whether or not they went to university

A major factor	19	13	22	22	22	20	18	19	20	17	20	20	18	20	18	19	19	19	19	20	22	18
A minor factor	43	46	45	49	41	46	42	43	44	47	46	39	42	45	41	44	34	39	42	44	49	44
Not a factor	30	38	28	24	33	29	35	31	30	25	26	36	36	30	31	30	35	37	33	30	21	30
Don't know	7	3	4	6	5	4	6	7	6	11	8	5	5	4	10	7	11	5	6	6	8	7

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		Upper class	Middle class	Working class
Weighted Sample	2122	9	791	1169
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	%	%	%	%

If you were asked to determine whether a person was working or middle class, how big a factor would each of the following attributes be in your decision?

Their personal income (as opposed to household income)

A major factor	52	45	51	55
A minor factor	30	41	33	30
Not a factor	10	14	12	8
Don't know	8	0	5	7

Their job

A major factor	53	65	56	54
A minor factor	31	28	32	32
Not a factor	10	7	8	10
Don't know	6	0	3	5

Their parents' jobs

A major factor	33	63	30	37
A minor factor	37	18	42	36
Not a factor	23	19	25	22
Don't know	6	0	3	5

Which social activities they participate in

A major factor	29	70	29	31
A minor factor	42	30	46	40
Not a factor	22	0	22	23
Don't know	7	0	3	6

Which party they vote for

A major factor	17	25	13	20
A minor factor	31	47	33	31
Not a factor	45	28	49	44
Don't know	8	0	5	6

Their household income (as opposed to personal income)

A major factor	53	67	53	55
A minor factor	29	26	33	28
Not a factor	10	7	11	9
Don't know	8	0	4	7

Whether or not they went to university

A major factor	19	27	22	18
A minor factor	43	47	47	43
Not a factor	30	26	27	33
Don't know	7	0	4	6

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Unweighted Sample	2122	343	629	217	284	864	798	995	1127	144	868	552	558	1233	889	1825	118	179	519	361	203	742	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whether they went to state school or private school																							
A major factor	45	33	54	44	40	47	40	44	45	46	50	42	38	47	42	45	47	39	51	47	48	39	
A minor factor	30	39	27	33	32	31	32	30	31	29	27	32	34	31	29	30	24	36	27	30	32	31	
Not a factor	19	25	15	20	24	19	22	20	18	15	16	21	24	18	20	19	17	20	16	19	14	23	
Don't know	6	4	4	3	4	3	5	7	6	10	7	6	4	4	9	6	11	5	5	5	7	7	
Their ethnicity																							
A major factor	7	6	5	6	8	7	7	7	7	6	7	7	7	7	7	7	6	9	5	8	7	7	
A minor factor	21	22	24	19	22	23	20	22	20	17	20	20	24	23	18	21	17	20	20	20	28	20	
Not a factor	65	67	66	68	66	66	66	64	65	64	64	68	63	66	63	65	66	64	68	66	55	65	
Don't know	8	5	5	6	4	4	7	8	8	13	9	5	6	5	12	8	11	8	7	6	10	8	
Whether they own their home																							
A major factor	36	35	40	43	35	37	34	33	39	47	39	33	32	39	33	36	31	38	33	38	42	36	
A minor factor	38	36	38	39	34	40	37	39	36	31	38	39	39	39	36	38	35	37	39	38	36	38	
Not a factor	20	26	18	14	27	18	25	20	19	11	16	23	26	18	22	19	25	19	23	18	13	20	
Don't know	6	4	4	4	4	4	5	7	6	12	7	5	4	4	9	6	9	6	5	6	9	6	
Which part of the country they are from																							
A major factor	15	12	14	14	18	14	16	16	15	15	16	15	13	15	16	15	16	18	17	16	16	12	
A minor factor	35	35	40	32	33	38	33	37	34	36	37	34	34	39	31	36	26	30	38	37	39	34	
Not a factor	42	50	41	47	44	44	45	41	44	35	39	46	48	42	43	41	50	48	39	40	35	46	
Don't know	7	3	5	7	6	4	5	7	7	14	7	5	5	5	10	7	8	5	5	6	10	7	
Their accent																							
A major factor	19	18	19	24	22	18	21	18	20	12	18	19	24	19	18	19	12	16	18	20	25	18	
A minor factor	33	33	36	32	31	39	30	34	32	27	32	34	35	35	30	32	36	39	35	31	29	32	
Not a factor	42	44	40	39	44	39	44	41	42	48	42	42	37	41	43	42	43	39	43	43	38	42	
Don't know	7	5	5	5	3	4	6	7	6	13	7	5	4	4	10	7	9	6	5	6	8	8	
Would you say that your social class is determined more by your upbringing or more by your current circumstances?																							
Determined entirely by your upbringing	7	7	7	9	11	6	9	7	7	5	7	8	8	6	9	7	8	6	8	8	7	7	
Determined more by your upbringing	26	27	31	22	27	29	27	27	25	22	25	29	27	28	24	26	32	26	25	27	31	25	
TOTAL ENTIRELY / MORE BY UPBRINGING	33	34	38	31	38	35	36	34	32	27	32	37	35	34	33	33	40	32	33	35	38	32	
Determined equally by both your upbringing and current circumstances	39	40	40	47	39	42	39	35	42	34	37	39	44	41	36	39	35	39	39	38	36	41	
Determined more by your current circumstances	15	17	15	14	8	15	13	15	15	15	16	15	12	16	13	15	14	15	14	14	15	15	
Determined entirely by your current circumstances	4	4	2	3	6	3	5	5	3	3	5	3	4	3	5	4	6	7	4	3	4	3	
TOTAL ENTIRELY / MORE BY CURRENT CIRCUMSTANCES	19	21	17	17	14	18	18	20	18	18	21	18	16	19	18	19	20	22	18	17	19	18	
Don't know	9	6	5	5	8	5	7	10	8	21	10	6	5	6	14	9	6	8	10	9	8	10	

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		Total	Upper class	Middle class	Working class
	Weighted Sample	2122	9	791	1169
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		%	%	%	%
Whether they went to state school or private school					
	A major factor	45	47	39	51
	A minor factor	30	46	35	28
	Not a factor	19	7	24	16
	Don't know	6	0	3	5
Their ethnicity					
	A major factor	7	17	7	7
	A minor factor	21	32	22	21
	Not a factor	65	51	67	65
	Don't know	8	0	4	7
Whether they own their home					
	A major factor	36	63	41	34
	A minor factor	38	11	39	39
	Not a factor	20	26	16	22
	Don't know	6	0	4	4
Which part of the country they are from					
	A major factor	15	28	13	17
	A minor factor	35	47	37	36
	Not a factor	42	25	47	41
	Don't know	7	0	4	6
Their accent					
	A major factor	19	28	17	21
	A minor factor	33	46	37	32
	Not a factor	42	26	43	42
	Don't know	7	0	4	5
Would you say that your social class is determined more by your upbringing or more by your current circumstances?					
	Determined entirely by your upbringing	7	27	5	9
	Determined more by your upbringing	26	34	27	27
	TOTAL ENTIRELY / MORE BY UPBRINGING	33	61	32	36
	Determined equally by both your upbringing and current circumstances	39	27	39	41
	Determined more by your current circumstances	15	12	20	12
	Determined entirely by your current circumstances	4	0	4	4
	TOTAL ENTIRELY / MORE BY CURRENT CIRCUMSTANCES	19	12	24	16
	Don't know	9	0	4	7

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

Do you think that somebody can or cannot still be considered working class if the following are true...?

They own their own house

Can still be considered working class	77	80	80	78	83	79	82	77	77	63	74	80	83	78	75	77	81	77	79	78	74	75
Cannot still be considered working class	11	10	12	13	9	11	8	11	10	14	13	7	8	12	9	11	7	8	9	11	15	12
Don't know	13	11	9	9	8	10	10	12	13	23	12	12	9	10	16	12	13	15	12	11	11	14

They attended university

Can still be considered working class	76	76	81	78	76	81	76	73	78	76	76	77	74	80	70	76	77	76	77	79	70	75
Cannot still be considered working class	10	12	9	12	12	9	12	12	9	5	9	10	14	10	10	11	7	7	10	10	16	10
Don't know	14	12	10	10	12	10	12	15	13	19	14	13	12	10	19	14	16	17	13	11	14	15

Their parents attended university

Can still be considered working class	67	67	70	65	71	69	67	67	66	71	68	64	65	69	64	67	72	61	68	72	60	66
Cannot still be considered working class	14	17	15	17	14	16	14	13	16	6	14	17	16	16	13	15	10	16	14	15	20	13
Don't know	19	17	16	18	15	15	18	20	18	22	18	18	18	15	23	18	18	23	18	13	20	21

They earn more than the average salary

Can still be considered working class	62	68	65	59	69	68	66	63	62	48	57	68	72	65	60	62	64	65	62	63	58	63
Cannot still be considered working class	23	21	23	28	19	21	23	22	24	25	27	19	19	23	24	23	23	22	24	23	25	22
Don't know	15	11	13	13	11	11	12	15	14	27	16	13	9	13	17	15	13	13	14	14	16	16

They earn more than twice the average salary

Can still be considered working class	34	40	33	30	46	38	40	35	33	16	27	39	50	35	34	35	34	31	37	34	29	35
Cannot still be considered working class	50	46	54	57	43	50	47	49	52	55	59	45	39	52	48	50	51	52	49	56	52	47
Don't know	16	13	13	13	11	13	12	16	15	29	14	16	12	13	19	16	15	17	14	11	20	17

They have a job that does not involve manual labour

Can still be considered working class	75	77	76	73	77	79	77	73	76	70	74	74	79	78	70	75	76	75	78	76	74	72
Cannot still be considered working class	11	10	11	14	12	11	11	13	10	7	12	12	11	10	13	11	9	11	10	12	13	12
Don't know	14	12	12	13	11	10	12	14	14	23	14	14	10	12	17	14	15	14	12	12	14	16

**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.*

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	%	%	%	%

Do you think that somebody can or cannot still be considered working class if the following are true...?

They own their own house

Can still be considered working class	77	90	75	82
Cannot still be considered working class	11	10	15	9
Don't know	13	0	10	9

They attended university

Can still be considered working class	76	61	76	79
Cannot still be considered working class	10	39	14	8
Don't know	14	0	10	12

Their parents attended university

Can still be considered working class	67	54	65	71
Cannot still be considered working class	14	46	20	12
Don't know	19	0	15	18

They earn more than the average salary

Can still be considered working class	62	46	60	68
Cannot still be considered working class	23	54	29	20
Don't know	15	0	11	12

They earn more than twice the average salary

Can still be considered working class	34	46	32	37
Cannot still be considered working class	50	54	57	49
Don't know	16	0	11	14

They have a job that does not involve manual labour

Can still be considered working class	75	70	74	80
Cannot still be considered working class	11	30	15	9
Don't know	14	0	12	11

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