

# YouGov/Economist Survey Results

Sample Size: 1955

Fieldwork: 2nd - 8th August 2006

	Gender		Age			Region					Social Grade		
	Total	Male	Female	18 to 29	30 to 50	Over 50	London	Rest of South	Midlands and Wales	North	Scotland	ABC1	C2DE
<b>All GB Adults</b>	<b>1955</b>	914	1041	418	739	798	404	399	454	508	177	1055	900
Unweighted Sample	1955	945	1010	284	723	948	346	465	455	523	153	1162	793
	%	%	%	%	%	%	%	%	%	%	%	%	%

## Which age group are you in?

Up to 29 years old	<b>22</b>	21	23	99	2	0	26	27	17	20	21	20	24
From 30 to 50	<b>38</b>	40	36	1	97	3	43	31	39	40	34	37	38
Over 50	<b>40</b>	39	41	0	1	97	31	42	45	40	45	42	37

## If you had to say what social class you belonged to, which would it be?

Upper	<b>0</b>	0	0	1	0	0	0	1	0	0	1	0	0
Upper middle	<b>5</b>	6	4	6	3	6	8	7	5	3	2	7	3
Middle	<b>36</b>	35	37	35	32	40	37	37	37	34	32	45	25
Lower middle	<b>20</b>	19	21	21	21	19	19	21	20	23	16	21	20
Working	<b>33</b>	34	33	31	39	29	30	29	34	36	42	22	47
Don't know	<b>5</b>	6	4	6	4	5	7	6	4	3	7	4	6

Gallup results from 1949 – If you had to say what social class you belonged to, which would it be?

Upper	1
Upper middle	7
Middle	29
Lower middle	16
Working	43
Don't know	4

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

When you meet someone for the first time, do you generally find it easy or difficult to tell their social class from the clothes they wear and the way they speak?

Very easy	<b>7</b>	8	7	8	8	7	9	7	6	8	8	9	6
Fairly easy	<b>64</b>	64	63	63	63	64	64	63	64	65	58	65	61
Fairly difficult	<b>18</b>	16	19	15	18	19	17	19	19	17	18	18	18
Very difficult	<b>3</b>	3	3	3	3	3	3	4	2	3	3	3	3
Don't know	<b>8</b>	8	8	10	9	7	7	7	9	7	13	5	12

<b>All those under 30</b>	<b>433</b>	194	240	414	18	1	106	107	76	103	37	214	219
Unweighted Sample	298	127	171	281	16	1	68	80	53	69	23	171	127
	%	%	%	%	%	%	%	%	%	%	%	%	%

Compared with your parents, do you expect to end up...

In a higher social class	<b>28</b>	28	28	28	33	0	29	23	30	34	19	31	25
In the same social class	<b>59</b>	55	62	59	54	100	59	61	63	52	63	63	55
In a lower social class	<b>5</b>	7	4	5	6	0	2	6	4	8	9	2	8
Don't know	<b>8</b>	9	6	8	8	0	10	10	3	5	8	4	12

Again, compared with your parents, do you expect to end up...

Better off financially	<b>44</b>	41	47	45	36	0	48	38	56	44	29	51	37
About the same	<b>37</b>	34	39	36	58	100	35	34	37	38	49	39	35
Worse off	<b>10</b>	12	9	11	6	0	10	12	1	17	5	7	14
Don't know	<b>8</b>	12	5	9	0	0	7	16	5	2	17	3	13

	Gender		Age			Region					Social Grade		
	Total	Male	Female	18 to 29	30 to 50	Over 50	London	Rest of South	Midlands and Wales	North	Scotland	ABC1	C2DE
<b>All those aged 30 and over</b>	<b>1522</b>	721	801	3	721	797	298	292	378	406	140	840	681
Unweighted Sample	1657	818	839	3	707	947	278	385	402	454	130	991	666
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Compared with your parents, do you regard yourself as...**

In a higher social class	<b>22</b>	22	21	30	15	28	21	20	20	25	22	28	14
In the same social class	<b>70</b>	70	69	30	73	67	72	71	71	66	71	66	74
In a lower social class	<b>6</b>	5	7	41	8	3	4	8	6	6	5	4	8
Don't know	<b>3</b>	3	3	0	3	2	3	2	3	3	3	2	4

**Again, compared with your parents, do you regard yourself as...**

Better off financially	<b>48</b>	54	43	30	35	60	44	47	47	50	60	55	40
About the same	<b>29</b>	25	33	70	33	25	34	26	31	28	25	27	31
Worse off	<b>22</b>	20	23	0	31	14	22	26	21	22	13	17	28
Don't know	<b>1</b>	0	1	0	1	1	0	1	2	0	1	1	1

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

**compared with your parents do you expect to end up**

In a higher social class	<b>23</b>	24	23	28	15	28	23	21	22	27	22	28	17
In the same social class	<b>67</b>	67	68	59	73	67	69	68	69	63	69	65	69
In a lower social class	<b>6</b>	5	6	5	8	3	3	7	6	7	6	4	8
Dont know	<b>4</b>	4	4	8	4	2	5	4	3	3	4	3	6

**Again compared with your parents do you expect to end up**

Better off financially	<b>47</b>	52	43	45	35	60	45	45	48	49	53	54	39
About the same	<b>31</b>	27	34	36	34	26	35	28	32	30	30	30	32
Worse off	<b>19</b>	18	20	11	30	14	19	22	17	21	12	15	24
Dont know	<b>3</b>	3	2	9	1	1	2	5	3	1	5	1	4

**Do you have, or have you had, any children?**

Yes, have children	<b>63</b>	58	68	18	64	87	51	66	71	63	66	61	66
No, have not	<b>37</b>	42	32	82	36	13	49	34	29	37	34	39	34

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<b>All parents</b>	<b>1238</b>	531	707	76	470	692	205	265	324	321	117	640	597
Unweighted Sample	1328	619	709	53	451	824	194	331	338	354	105	757	571
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you expect your child – or, if you have more than one child, your oldest child – to end up...**

In a higher social class than you	<b>22</b>	21	23	36	23	20	19	14	27	27	21	19	26
In much the same social class	<b>70</b>	69	70	55	69	72	74	76	66	66	68	73	66
In a lower social class	<b>4</b>	4	3	1	2	5	4	4	2	4	4	5	2
Don't know	<b>5</b>	5	4	8	6	3	3	5	5	3	7	3	6

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

**Thinking about the opportunities young adults have these days to achieve their ambitions, do you think social class matters...**

Much more than it used to	<b>6</b>	6	6	6	5	7	4	5	6	8	8	5	7
Slightly more than it used to	<b>14</b>	12	15	17	15	11	12	12	13	18	11	11	17
About the same as it used to	<b>25</b>	25	25	18	26	27	24	26	28	22	21	26	22
Slightly less than it used to	<b>32</b>	31	33	34	30	34	34	30	30	35	30	36	28
Much less than it used to	<b>20</b>	22	18	18	20	20	22	22	18	16	24	20	20
Don't know	<b>4</b>	4	3	7	4	2	3	4	5	2	5	2	7

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

Which two or three of the following do you feel are the best indicators of someone's social class – that is, most likely to tell you which class they belong to? [Please tick up to three]

Their accent	<b>38</b>	36	40	36	36	40	47	38	36	30	43	40	35
The area in which they live	<b>43</b>	40	45	46	43	41	38	40	46	47	40	41	45
Their occupation	<b>44</b>	45	43	38	42	48	43	39	43	51	41	45	43
The car they drive	<b>6</b>	5	6	7	7	4	5	8	5	6	2	5	7
The clothes they wear	<b>14</b>	13	14	19	13	12	15	17	14	11	12	15	13
Their income	<b>34</b>	34	34	43	32	31	28	34	37	40	24	30	39
The newspaper(s) they read	<b>15</b>	15	15	13	12	17	20	14	13	11	21	18	11
Their interests and hobbies	<b>19</b>	19	18	21	17	19	21	18	18	19	19	22	15
Where they take their holidays	<b>6</b>	5	8	8	7	5	6	6	5	8	8	6	6
Which school they went to	<b>27</b>	29	26	20	28	30	34	26	24	24	32	30	25
Don't know	<b>4</b>	5	4	3	5	4	2	4	5	3	6	3	6
None of these	<b>4</b>	5	3	4	5	4	3	6	4	5	3	4	5