# YouGov / Daily Telegraph Survey Results

**Sample Size: 2053 GB Adults**
**Fieldwork: 26th - 28th January 2010**

| | Total | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| **Weighted Sample** | 2053 | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Upper | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Upper Middle | **5** | 5 | 5 | 5 | 5 | 4 | 6 | 4 | 5 | 6 | 5 | 3 | 5 |
| Middle | **39** | 40 | 38 | 39 | 37 | 41 | 48 | 28 | 41 | 44 | 35 | 36 | 33 |
| Lower Middle | **22** | 23 | 20 | 23 | 19 | 23 | 21 | 23 | 18 | 21 | 23 | 23 | 23 |
| Working | **30** | 28 | 32 | 26 | 35 | 27 | 22 | 40 | 30 | 24 | 33 | 33 | 33 |
| Not sure | **5** | 5 | 5 | 7 | 4 | 4 | 4 | 6 | 7 | 4 | 4 | 5 | 6 |

**Which social class would you say your PARENTS belonged to when you started going to school?**

| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Upper | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Upper Middle | **5** | 4 | 5 | 7 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 3 | 6 |
| Middle | **23** | 24 | 22 | 28 | 23 | 19 | 27 | 18 | 26 | 28 | 21 | 18 | 18 |
| Lower Middle | **17** | 19 | 16 | 21 | 16 | 15 | 18 | 16 | 15 | 18 | 16 | 17 | 19 |
| Working | **52** | 49 | 55 | 37 | 56 | 61 | 48 | 57 | 48 | 45 | 56 | 60 | 54 |
| Not sure | **3** | 5 | 2 | 7 | 2 | 2 | 2 | 5 | 6 | 3 | 3 | 2 | 4 |

**Thinking about Britain as it used to be, say fifty years ago, and on the basis of what you know or have heard…**

**How much do you think social class mattered in those days - that is, how much did the social class people were born into, rather than their own abilities, affect their chances to do well in adult life?**

| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Class used to matter a great deal | **39** | 38 | 40 | 35 | 39 | 43 | 41 | 37 | 44 | 37 | 36 | 42 | 38 |
| Class used to matter a fair amount | **43** | 42 | 44 | 43 | 44 | 42 | 46 | 40 | 39 | 45 | 45 | 39 | 49 |
| *TOTAL MATTERS* | *82* | *81* | *83* | *78* | *83* | *86* | *87* | *76* | *84* | *82* | *81* | *81* | *87* |
| Class did not matter very much | **11** | 12 | 9 | 11 | 11 | 10 | 9 | 13 | 9 | 11 | 13 | 10 | 9 |
| Class did not matter at all | **3** | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 2 |
| *TOTAL DOESN'T MATTER* | *13* | *15* | *12* | *15* | *12* | *13* | *11* | *17* | *11* | *14* | *16* | *13* | *10* |
| Not sure | **5** | 4 | 5 | 8 | 5 | 1 | 3 | 7 | 6 | 4 | 3 | 6 | 3 |

|  | Total | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2053 | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
|  | % | % | % | % | % | % | % | % | % | % | % | % | % |

**And how much do you think social class matters nowadays, in terms of the chances of today's children doing well in adult life?**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Class matters a great deal | 11 | 12 | 11 | 10 | 12 | 12 | 10 | 13 | 13 | 10 | 13 | 11 | 11 |
| Class matters a fair amount | 43 | 40 | 45 | 41 | 42 | 44 | 44 | 41 | 46 | 42 | 42 | 43 | 43 |
| *TOTAL MATTERS* | *54* | *52* | *56* | *51* | *54* | *57* | *54* | *54* | *58* | *52* | *55* | *54* | *54* |
| Class does not matter very much | 36 | 36 | 36 | 36 | 34 | 37 | 39 | 32 | 30 | 37 | 34 | 37 | 39 |
| Class does not matter at all | 7 | 9 | 5 | 7 | 8 | 5 | 6 | 8 | 6 | 8 | 7 | 6 | 4 |
| *TOTAL DOESN'T MATTER* | *42* | *44* | *41* | *43* | *42* | *42* | *44* | *40* | *36* | *45* | *41* | *43* | *43* |
| Not sure | 4 | 3 | 4 | 6 | 4 | 2 | 2 | 6 | 6 | 3 | 4 | 4 | 3 |

**From what you know, do you think social class matters MORE nowadays in Britain than in other western European countries, or does it matter LESS, or about the same?**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Class matters MORE in Britain | 47 | 49 | 45 | 42 | 48 | 50 | 48 | 45 | 45 | 46 | 46 | 47 | 56 |
| Class matters LESS in Britain | 15 | 15 | 15 | 19 | 12 | 13 | 15 | 15 | 15 | 14 | 16 | 16 | 11 |
| Class matters about the same | 26 | 26 | 25 | 22 | 27 | 27 | 27 | 24 | 24 | 28 | 27 | 23 | 24 |
| Don't know | 13 | 11 | 15 | 17 | 13 | 10 | 11 | 16 | 16 | 13 | 12 | 14 | 9 |

**From what you know, do you think social class matters MORE nowadays in Britain than in the United States, or does it matter LESS, or about the same?**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Class matters MORE in Britain | 46 | 48 | 44 | 36 | 46 | 54 | 50 | 41 | 47 | 48 | 44 | 43 | 52 |
| Class matters LESS in Britain | 18 | 19 | 17 | 25 | 17 | 14 | 17 | 20 | 16 | 20 | 16 | 19 | 20 |
| Class matters about the same | 24 | 23 | 26 | 23 | 26 | 24 | 24 | 24 | 26 | 23 | 28 | 23 | 22 |
| Don't know | 12 | 10 | 14 | 16 | 12 | 8 | 9 | 15 | 12 | 10 | 12 | 16 | 6 |

**If you were to meet someone for the first time and got talking to them, which two or three of these would be most important in whether you decided they were working class, m idle class or upper class?**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Their accent | 45 | 43 | 46 | 38 | 47 | 48 | 49 | 39 | 50 | 47 | 40 | 40 | 52 |
| Their clothes | 24 | 24 | 25 | 26 | 24 | 23 | 25 | 23 | 23 | 23 | 26 | 25 | 23 |
| Their income | 27 | 28 | 26 | 37 | 24 | 20 | 26 | 28 | 22 | 23 | 31 | 31 | 20 |
| Their level of education | 47 | 47 | 46 | 46 | 45 | 49 | 49 | 44 | 45 | 50 | 47 | 43 | 50 |
| The kind of home they lived in | 40 | 41 | 39 | 42 | 43 | 34 | 38 | 41 | 36 | 38 | 45 | 40 | 39 |
| The nature of their job / occupation | 49 | 52 | 46 | 45 | 50 | 52 | 52 | 45 | 48 | 49 | 45 | 54 | 47 |
| Don't know | 9 | 8 | 11 | 10 | 9 | 9 | 7 | 12 | 11 | 9 | 8 | 9 | 9 |

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|  | | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| **Weighted Sample** | **2053** | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
|  | % | % | % | % | % | % | % | % | % | % | % | % | % |

**The only things you knew about someone were their income and the fact that they worked full-time, which would you say is the class they were most likely to belong to?**

**£20,000 a year**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **76** | 77 | 75 | 71 | 80 | 77 | 74 | 79 | 76 | 74 | 76 | 79 | 78 |
| Middle class | **11** | 10 | 12 | 17 | 9 | 8 | 12 | 10 | 9 | 11 | 14 | 9 | 12 |
| Upper class | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Don't know | **13** | 13 | 13 | 13 | 11 | 15 | 14 | 12 | 15 | 16 | 10 | 12 | 10 |

**£40,000 a year**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **19** | 17 | 21 | 8 | 23 | 25 | 17 | 21 | 19 | 18 | 20 | 18 | 21 |
| Middle class | **66** | 68 | 65 | 78 | 64 | 59 | 67 | 65 | 63 | 66 | 67 | 68 | 66 |
| Upper class | **1** | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 3 | 2 | 0 |
| Don't know | **13** | 14 | 13 | 13 | 12 | 15 | 14 | 13 | 17 | 15 | 10 | 12 | 12 |

**£60,000 a year**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **3** | 2 | 4 | 1 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |
| Middle class | **67** | 68 | 66 | 60 | 70 | 69 | 69 | 64 | 68 | 66 | 64 | 67 | 78 |
| Upper class | **16** | 16 | 17 | 25 | 15 | 11 | 14 | 20 | 14 | 16 | 20 | 18 | 10 |
| Don't know | **14** | 15 | 13 | 14 | 12 | 16 | 15 | 13 | 15 | 15 | 13 | 13 | 11 |

**£80,000 a year**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **1** | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Middle class | **39** | 38 | 39 | 26 | 40 | 48 | 43 | 33 | 41 | 38 | 36 | 37 | 46 |
| Upper class | **45** | 45 | 46 | 59 | 45 | 34 | 40 | 52 | 39 | 44 | 51 | 48 | 41 |
| Don't know | **15** | 16 | 15 | 14 | 13 | 17 | 16 | 14 | 19 | 16 | 13 | 14 | 12 |

**£100,000 a year**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **1** | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 1 |
| Middle class | **18** | 18 | 18 | 11 | 20 | 22 | 22 | 14 | 18 | 20 | 17 | 17 | 21 |
| Upper class | **65** | 65 | 66 | 75 | 65 | 58 | 60 | 72 | 62 | 61 | 70 | 69 | 65 |
| Don't know | **16** | 16 | 15 | 14 | 15 | 18 | 17 | 14 | 19 | 18 | 13 | 14 | 14 |

**And to which class would you say the following people belong?**

**Gordon Brown, the prime minister**

|  | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **10** | 9 | 11 | 7 | 11 | 10 | 11 | 8 | 8 | 10 | 9 | 10 | 14 |
| Middle class | **54** | 58 | 51 | 45 | 55 | 62 | 60 | 47 | 56 | 56 | 46 | 54 | 63 |
| Upper class | **27** | 26 | 28 | 32 | 27 | 24 | 22 | 34 | 24 | 25 | 36 | 28 | 17 |
| Don't know | **9** | 7 | 10 | 16 | 8 | 4 | 7 | 11 | 11 | 9 | 9 | 8 | 6 |

| | | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
| **Weighted Sample** | **2053** | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Harriet Harman, the deputy leader of the Labour Party**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **7** | 7 | 6 | 2 | 7 | 10 | 7 | 6 | 5 | 6 | 6 | 8 | 10 |
| Middle class | **49** | 50 | 48 | 38 | 53 | 54 | 53 | 44 | 52 | 50 | 42 | 49 | 57 |
| Upper class | **30** | 31 | 29 | 31 | 28 | 30 | 27 | 33 | 24 | 30 | 37 | 28 | 21 |
| Don't know | **15** | 12 | 17 | 29 | 12 | 5 | 13 | 17 | 19 | 14 | 15 | 15 | 12 |

**Lord (Peter) Mandelson, the business secretary**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **3** | 3 | 2 | 1 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 5 |
| Middle class | **30** | 33 | 27 | 18 | 31 | 39 | 36 | 23 | 34 | 32 | 25 | 28 | 31 |
| Upper class | **56** | 55 | 57 | 60 | 57 | 52 | 53 | 60 | 52 | 54 | 61 | 57 | 56 |
| Don't know | **11** | 9 | 14 | 21 | 10 | 5 | 9 | 15 | 12 | 12 | 11 | 12 | 8 |

**Alan Johnson, the home secretary and former trade union leader**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **23** | 25 | 21 | 11 | 27 | 28 | 26 | 18 | 24 | 22 | 20 | 24 | 25 |
| Middle class | **40** | 42 | 38 | 32 | 39 | 48 | 43 | 37 | 38 | 42 | 34 | 39 | 53 |
| Upper class | **19** | 19 | 19 | 27 | 17 | 14 | 14 | 25 | 19 | 17 | 27 | 19 | 6 |
| Don't know | **19** | 14 | 22 | 30 | 17 | 10 | 17 | 21 | 19 | 18 | 20 | 18 | 16 |

**David Cameron, the leader of the Conservative Party**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **1** | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 4 |
| Middle class | **20** | 17 | 24 | 18 | 20 | 23 | 22 | 19 | 20 | 24 | 16 | 22 | 18 |
| Upper class | **70** | 75 | 66 | 64 | 71 | 74 | 72 | 69 | 68 | 67 | 75 | 71 | 72 |
| Don't know | **9** | 8 | 10 | 16 | 7 | 3 | 7 | 11 | 11 | 8 | 10 | 7 | 7 |

**Kenneth Clarke, the Conservative former chancellor**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **4** | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 5 |
| Middle class | **36** | 36 | 37 | 24 | 39 | 44 | 42 | 29 | 40 | 39 | 31 | 35 | 37 |
| Upper class | **46** | 50 | 43 | 46 | 47 | 45 | 43 | 50 | 42 | 44 | 51 | 46 | 47 |
| Don't know | **14** | 11 | 17 | 28 | 11 | 6 | 11 | 17 | 15 | 13 | 14 | 16 | 11 |

**Nick Clegg, the leader of the Liberal Democrats**

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working class | **5** | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 6 | 4 |
| Middle class | **54** | 58 | 51 | 40 | 59 | 62 | 60 | 48 | 58 | 57 | 48 | 52 | 61 |
| Upper class | **26** | 26 | 26 | 31 | 22 | 26 | 22 | 31 | 18 | 24 | 33 | 28 | 24 |
| Don't know | **15** | 12 | 18 | 26 | 14 | 8 | 13 | 17 | 19 | 15 | 15 | 14 | 12 |

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| | | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
| **Weighted Sample** | **2053** | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Do you agree or disagree with the following statements?**

**Overall, Britain is a fair country where all children have a broadly equal chance of doing well in life, whatever their background'**

| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Agree | **36** | 39 | 33 | 40 | 34 | 34 | 39 | 32 | 34 | 36 | 35 | 36 | 40 |
| Disagree | **58** | 54 | 61 | 49 | 61 | 62 | 57 | 59 | 58 | 57 | 59 | 59 | 55 |
| Don't know | **7** | 7 | 6 | 11 | 5 | 4 | 5 | 9 | 8 | 8 | 6 | 5 | 5 |

**Britain is a fairer country today than it was in the 1990s'**

| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Agree | **35** | 39 | 32 | 43 | 33 | 31 | 36 | 33 | 35 | 31 | 32 | 41 | 41 |
| Disagree | **45** | 44 | 45 | 29 | 48 | 55 | 45 | 44 | 43 | 49 | 48 | 39 | 42 |
| Don't know | **20** | 17 | 23 | 29 | 19 | 15 | 19 | 23 | 22 | 20 | 20 | 21 | 17 |

**Which of these statements comes closest to your view?**

| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The financial gap between rich and poor is too wide - the task is to tackle both poverty and excessive wealth' | **51** | 49 | 53 | 44 | 53 | 55 | 50 | 53 | 44 | 47 | 55 | 54 | 62 |
| The gap is too wide - the task is to tackle poverty, but not to curb the wealth or income of the richest' | **32** | 33 | 32 | 33 | 33 | 31 | 36 | 29 | 36 | 35 | 31 | 31 | 26 |
| The gap is too wide - the main task is to tackle excessive wealth rather than poverty' | **6** | 6 | 6 | 6 | 5 | 7 | 6 | 6 | 7 | 5 | 7 | 5 | 4 |
| The gap is not too wide | **5** | 7 | 4 | 9 | 5 | 3 | 6 | 5 | 3 | 8 | 2 | 6 | 4 |
| Don't know | **5** | 4 | 6 | 8 | 5 | 3 | 4 | 7 | 10 | 5 | 4 | 4 | 4 |

**And which of the following sentiments comes closest to your own?**

| | **Total** | **Male** | **Female** | **18-34** | **35-54** | **55+** | **ABC1** | **C2DE** | **London** | **Rest of South** | **Midlands / Wales** | **North** | **Scotland** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| It is the job of government to make people equal' | **4** | 5 | 2 | 4 | 4 | 2 | 2 | 5 | 3 | 2 | 4 | 5 | 4 |
| It is the job to government to give everyone an equal opportunity to achieve on their own merits' | **66** | 67 | 65 | 66 | 66 | 65 | 71 | 60 | 64 | 68 | 66 | 65 | 64 |
| It is the job of government to narrow the gap between rich and poor' | **18** | 16 | 20 | 14 | 19 | 21 | 15 | 21 | 20 | 15 | 18 | 20 | 21 |
| The government should not interfere at all' | **8** | 7 | 8 | 7 | 7 | 9 | 8 | 7 | 6 | 10 | 7 | 7 | 5 |
| Don't know | **5** | 5 | 5 | 9 | 4 | 3 | 3 | 7 | 7 | 6 | 5 | 4 | 7 |

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| | Total | Gender | | Age | | | Social grade | | Region | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2053 | 985 | 1068 | 604 | 731 | 718 | 1128 | 925 | 263 | 668 | 439 | 506 | 178 |
| Unweighted Sample | 2053 | 975 | 1078 | 440 | 684 | 929 | 1297 | 756 | 307 | 683 | 379 | 494 | 190 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Which political party do you believe offers the best route to a better life for you and your family?**

| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Conservative | **29** | 29 | 28 | 22 | 29 | 34 | 33 | 24 | 26 | 37 | 26 | 27 | 14 |
| Labour | **23** | 25 | 21 | 19 | 28 | 22 | 23 | 22 | 21 | 15 | 22 | 28 | 41 |
| Liberal Democrats | **14** | 17 | 12 | 19 | 11 | 13 | 14 | 15 | 16 | 15 | 15 | 15 | 7 |
| Some other party | **8** | 10 | 6 | 5 | 8 | 11 | 7 | 9 | 6 | 8 | 9 | 6 | 16 |
| Don't know | **26** | 19 | 32 | 36 | 24 | 20 | 23 | 29 | 31 | 25 | 28 | 24 | 22 |

**Gordon Brown has referred to David Cameron's Etonian background and suggested that he will only look out for the interests of a privileged minority. Is this...?**

| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Fair | **29** | 34 | 25 | 26 | 32 | 30 | 28 | 31 | 28 | 21 | 26 | 38 | 48 |
| Unfair | **44** | 42 | 45 | 36 | 44 | 50 | 48 | 39 | 43 | 53 | 39 | 40 | 28 |
| Neither fair nor unfair | **16** | 15 | 17 | 17 | 16 | 15 | 17 | 15 | 16 | 14 | 23 | 12 | 20 |
| Don't know | **11** | 9 | 13 | 21 | 8 | 5 | 7 | 16 | 13 | 12 | 13 | 10 | 5 |

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