

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Please select the range that includes your personal or individual total annual income from all sources, before taxes.

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
Less than \$20,000	21%	17%	25%	23%	23%	19%	100%	-	-	-	-	-
\$20,000 - \$39,999	21%	21%	21%	22%	19%	20%	-	100%	-	-	-	-
\$40,000 - \$49,999	8%	9%	8%	9%	8%	8%	-	-	53%	-	-	-
\$50,000 - \$59,999	8%	9%	6%	10%	7%	7%	-	-	47%	-	-	-
\$60,000 - \$69,999	6%	7%	6%	5%	8%	6%	-	-	-	44%	-	-
\$70,000 - \$89,999	8%	8%	8%	7%	6%	11%	-	-	-	56%	-	-
\$90,000 - \$149,999	8%	9%	7%	5%	9%	9%	-	-	-	-	100%	-
\$150,000 - \$249,999	3%	3%	2%	1%	4%	3%	-	-	-	-	-	72%
\$250,000 or more	1%	1%	1%	1%	1%	1%	-	-	-	-	-	28%
Prefer not to say	16%	16%	16%	16%	16%	16%	-	-	-	-	-	-

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

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I consider myself rich	5%	6%	4%	6%	4%	4%	2%	3%	7%	4%	9%	17%
I consider myself poor	25%	23%	27%	27%	30%	20%	50%	32%	14%	12%	5%	12%
I consider myself neither rich nor poor	64%	66%	63%	58%	58%	74%	41%	62%	76%	82%	87%	68%
Don't know	6%	6%	6%	8%	8%	2%	7%	3%	2%	1%	-	2%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$9,526

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	79%	79%	79%	70%	77%	88%	78%	82%	82%	81%	89%	84%
I would consider this individual to be RICH	2%	3%	2%	6%	2%	0%	2%	3%	2%	3%	3%	-
I would consider this individual to be NEITHER rich nor poor	10%	9%	10%	13%	12%	6%	12%	11%	8%	8%	5%	8%
Don't know	9%	9%	9%	12%	9%	6%	8%	4%	8%	8%	3%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$10,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	76%	77%	76%	65%	74%	86%	71%	83%	82%	80%	86%	84%
I would consider this individual to be RICH	2%	2%	3%	5%	3%	0%	3%	1%	2%	3%	6%	2%
I would consider this individual to be NEITHER rich nor poor	12%	11%	12%	18%	12%	7%	16%	11%	11%	9%	5%	7%
Don't know	9%	10%	9%	12%	10%	7%	10%	4%	5%	8%	3%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$15,080

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	68%	68%	68%	56%	69%	77%	62%	72%	75%	73%	82%	72%
I would consider this individual to be RICH	4%	5%	3%	10%	3%	0%	3%	5%	4%	5%	3%	11%
I would consider this individual to be NEITHER rich nor poor	18%	17%	19%	19%	19%	16%	24%	19%	14%	12%	11%	8%
Don't know	10%	10%	10%	15%	10%	7%	12%	4%	7%	10%	4%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$20,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	55%	55%	56%	45%	59%	60%	44%	57%	60%	62%	80%	64%
I would consider this individual to be RICH	5%	4%	5%	10%	4%	1%	8%	2%	3%	3%	7%	11%
I would consider this individual to be NEITHER rich nor poor	30%	31%	28%	30%	26%	32%	35%	36%	31%	25%	11%	15%
Don't know	11%	10%	11%	15%	11%	7%	12%	5%	7%	9%	3%	10%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$30,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	32%	30%	34%	27%	39%	31%	24%	28%	35%	37%	49%	50%
I would consider this individual to be RICH	6%	7%	6%	12%	7%	2%	12%	4%	4%	4%	5%	19%
I would consider this individual to be NEITHER rich nor poor	50%	51%	50%	44%	44%	60%	52%	63%	51%	51%	38%	21%
Don't know	11%	12%	10%	18%	10%	7%	12%	5%	10%	8%	8%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$31,099

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	28%	26%	28%	22%	35%	26%	22%	24%	29%	32%	40%	46%
I would consider this individual to be RICH	6%	5%	7%	12%	6%	1%	11%	5%	4%	2%	5%	11%
I would consider this individual to be NEITHER rich nor poor	54%	55%	54%	47%	48%	65%	55%	64%	58%	56%	46%	34%
Don't know	12%	13%	11%	19%	11%	8%	12%	7%	8%	10%	9%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$38,701

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	18%	16%	20%	16%	23%	16%	15%	15%	18%	17%	26%	34%
I would consider this individual to be RICH	10%	9%	11%	20%	9%	4%	16%	12%	9%	5%	3%	13%
I would consider this individual to be NEITHER rich nor poor	61%	63%	59%	48%	59%	73%	57%	67%	66%	70%	65%	43%
Don't know	11%	11%	11%	17%	10%	7%	12%	7%	7%	9%	7%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$40,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	8%	8%	9%	8%	11%	7%	8%	6%	9%	8%	11%	20%
I would consider this individual to be RICH	15%	12%	19%	25%	15%	8%	27%	21%	10%	5%	7%	14%
I would consider this individual to be NEITHER rich nor poor	66%	68%	63%	50%	64%	79%	54%	70%	74%	77%	74%	50%
Don't know	11%	12%	9%	18%	10%	6%	11%	4%	7%	10%	8%	16%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$50,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	5%	5%	5%	5%	6%	4%	3%	2%	9%	4%	11%	15%
I would consider this individual to be RICH	21%	20%	23%	32%	17%	17%	35%	32%	16%	6%	9%	14%
I would consider this individual to be NEITHER rich nor poor	64%	65%	63%	49%	66%	73%	51%	61%	69%	82%	74%	61%
Don't know	10%	10%	9%	14%	10%	6%	11%	5%	7%	8%	6%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$60,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	4%	5%	3%	6%	5%	2%	3%	1%	3%	6%	8%	21%
I would consider this individual to be RICH	23%	20%	25%	35%	18%	17%	38%	30%	21%	9%	10%	4%
I would consider this individual to be NEITHER rich nor poor	65%	67%	63%	49%	67%	75%	50%	64%	71%	80%	79%	66%
Don't know	8%	8%	9%	11%	9%	6%	10%	5%	5%	6%	4%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$70,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	4%	4%	3%	5%	5%	1%	2%	1%	1%	3%	7%	20%
I would consider this individual to be RICH	27%	24%	30%	39%	22%	21%	42%	37%	22%	13%	13%	17%
I would consider this individual to be NEITHER rich nor poor	62%	64%	60%	46%	64%	72%	46%	57%	71%	80%	76%	57%
Don't know	8%	9%	7%	11%	8%	6%	10%	5%	6%	3%	4%	7%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$80,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	3%	4%	2%	5%	5%	1%	1%	1%	2%	2%	6%	20%
I would consider this individual to be RICH	33%	29%	37%	45%	28%	28%	47%	48%	33%	18%	14%	15%
I would consider this individual to be NEITHER rich nor poor	56%	59%	53%	40%	60%	66%	42%	46%	61%	74%	77%	59%
Don't know	8%	8%	8%	11%	8%	6%	10%	5%	5%	5%	3%	7%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$82,501

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	3%	4%	2%	4%	4%	1%	1%	1%	0%	4%	3%	18%
I would consider this individual to be RICH	36%	33%	39%	49%	29%	30%	50%	50%	37%	21%	18%	17%
I would consider this individual to be NEITHER rich nor poor	53%	55%	52%	36%	58%	63%	40%	44%	58%	70%	72%	59%
Don't know	8%	9%	8%	11%	9%	6%	10%	5%	5%	5%	7%	7%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$90,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	2%	3%	1%	3%	3%	1%	1%	1%	-	1%	3%	18%
I would consider this individual to be RICH	44%	39%	49%	56%	38%	39%	60%	60%	45%	29%	19%	19%
I would consider this individual to be NEITHER rich nor poor	46%	50%	42%	29%	50%	54%	29%	34%	47%	67%	71%	56%
Don't know	8%	9%	8%	12%	8%	6%	10%	5%	8%	3%	7%	7%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$100,000

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	2%	3%	2%	4%	3%	0%	2%	1%	3%	2%	1%	12%
I would consider this individual to be RICH	56%	53%	59%	64%	52%	52%	70%	67%	64%	42%	30%	19%
I would consider this individual to be NEITHER rich nor poor	34%	36%	33%	20%	37%	42%	19%	28%	27%	51%	62%	55%
Don't know	8%	9%	7%	12%	8%	5%	9%	4%	6%	5%	7%	13%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$157,501

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	1%	2%	1%	3%	1%	0%	1%	2%	0%	1%	4%	2%
I would consider this individual to be RICH	63%	61%	66%	68%	60%	62%	74%	72%	70%	61%	45%	18%
I would consider this individual to be NEITHER rich nor poor	27%	28%	26%	18%	29%	32%	15%	22%	24%	33%	44%	74%
Don't know	8%	9%	7%	11%	9%	5%	10%	4%	6%	4%	7%	7%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Gender		Age			Income					
	Male	Female	18 to 34	35 to 54	55+	Under \$20k	20k to 40k	40k to 60k	60k to 90k	90k to 150k	150k+

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$200,001

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	1%	1%	1%	3%	1%	0%	1%	1%	0%	2%	1%	2%
I would consider this individual to be RICH	72%	68%	75%	72%	71%	71%	79%	78%	79%	69%	64%	32%
I would consider this individual to be NEITHER rich nor poor	19%	21%	17%	13%	20%	23%	10%	17%	15%	24%	28%	61%
Don't know	8%	10%	6%	12%	8%	5%	10%	4%	6%	5%	7%	5%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$500,001

Unweighted base	1163	517	646	342	366	455	240	233	182	183	104	45
Base: All US Adults	1163	565	598	351	348	464	248	240	186	171	92	40
I would consider this individual to be POOR	2%	3%	1%	4%	1%	1%	1%	1%	3%	2%	2%	4%
I would consider this individual to be RICH	83%	80%	85%	79%	81%	87%	85%	85%	85%	82%	86%	82%
I would consider this individual to be NEITHER rich nor poor	8%	10%	7%	7%	10%	8%	6%	10%	7%	13%	7%	9%
Don't know	7%	8%	7%	9%	8%	5%	9%	4%	5%	3%	5%	5%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Please select the range that includes your personal or individual total annual income from all sources, before taxes.

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
Less than \$20,000	21%	20%	22%	23%	20%	19%	28%	21%	25%	30%	22%	11%	6%
\$20,000 - \$39,999	21%	21%	19%	22%	19%	20%	21%	28%	19%	24%	23%	17%	8%
\$40,000 - \$49,999	8%	9%	8%	10%	6%	9%	5%	10%	5%	7%	11%	8%	8%
\$50,000 - \$59,999	8%	7%	8%	8%	8%	9%	9%	3%	2%	6%	6%	13%	8%
\$60,000 - \$69,999	6%	5%	9%	6%	6%	7%	6%	6%	7%	5%	6%	10%	6%
\$70,000 - \$89,999	8%	8%	8%	7%	10%	9%	9%	6%	9%	5%	8%	12%	15%
\$90,000 - \$149,999	8%	8%	9%	7%	9%	9%	3%	7%	8%	5%	4%	14%	23%
\$150,000 - \$249,999	3%	1%	3%	2%	3%	3%	-	2%	5%	1%	2%	3%	10%
\$250,000 or more	1%	2%	0%	1%	1%	1%	1%	1%	-	-	1%	0%	6%
Prefer not to say	16%	19%	14%	14%	18%	15%	18%	17%	19%	18%	18%	12%	10%

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

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I consider myself rich	5%	4%	4%	5%	5%	4%	9%	4%	2%	4%	6%	3%	8%
I consider myself poor	25%	32%	19%	26%	23%	24%	31%	25%	28%	30%	26%	19%	13%
I consider myself neither rich nor poor	64%	60%	69%	63%	65%	68%	55%	60%	58%	58%	61%	76%	77%
Don't know	6%	5%	7%	5%	6%	4%	5%	11%	12%	8%	7%	2%	2%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$9,526

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	79%	84%	83%	76%	76%	83%	63%	74%	79%	77%	77%	87%	78%
I would consider this individual to be RICH	2%	0%	2%	4%	3%	1%	6%	4%	7%	2%	3%	2%	1%
I would consider this individual to be NEITHER rich nor poor	10%	8%	9%	11%	11%	9%	20%	9%	2%	11%	10%	6%	12%
Don't know	9%	8%	6%	10%	11%	7%	10%	13%	12%	10%	9%	5%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$10,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	76%	78%	81%	74%	73%	81%	61%	68%	74%	72%	76%	85%	77%
I would consider this individual to be RICH	2%	2%	2%	3%	3%	2%	6%	3%	3%	3%	3%	1%	4%
I would consider this individual to be NEITHER rich nor poor	12%	9%	11%	14%	12%	10%	23%	14%	5%	15%	12%	7%	9%
Don't know	9%	12%	6%	8%	13%	7%	10%	16%	18%	11%	9%	6%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$15,080

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	68%	72%	73%	65%	65%	75%	53%	49%	64%	62%	68%	80%	72%
I would consider this individual to be RICH	4%	2%	2%	4%	8%	2%	8%	4%	11%	3%	6%	3%	5%
I would consider this individual to be NEITHER rich nor poor	18%	14%	17%	23%	13%	15%	30%	28%	10%	23%	16%	10%	13%
Don't know	10%	13%	7%	8%	14%	8%	9%	19%	16%	12%	10%	6%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$20,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	55%	63%	54%	51%	55%	60%	41%	41%	57%	46%	55%	71%	63%
I would consider this individual to be RICH	5%	3%	3%	7%	5%	3%	9%	10%	2%	6%	4%	2%	7%
I would consider this individual to be NEITHER rich nor poor	30%	19%	35%	34%	26%	28%	40%	31%	23%	36%	31%	20%	19%
Don't know	11%	14%	8%	9%	14%	9%	9%	19%	17%	12%	10%	7%	12%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$30,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	32%	38%	27%	30%	36%	34%	26%	24%	37%	26%	32%	41%	38%
I would consider this individual to be RICH	6%	5%	4%	8%	7%	5%	12%	5%	11%	6%	8%	2%	9%
I would consider this individual to be NEITHER rich nor poor	50%	44%	60%	53%	42%	52%	53%	51%	36%	55%	50%	50%	36%
Don't know	11%	13%	9%	9%	15%	10%	9%	20%	16%	13%	10%	7%	17%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$31,099

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	28%	31%	24%	26%	31%	29%	24%	21%	32%	21%	28%	35%	35%
I would consider this individual to be RICH	6%	5%	4%	7%	8%	5%	9%	7%	7%	7%	7%	3%	5%
I would consider this individual to be NEITHER rich nor poor	54%	51%	64%	57%	43%	56%	56%	54%	40%	58%	53%	54%	45%
Don't know	12%	13%	8%	10%	18%	10%	11%	19%	21%	13%	12%	8%	15%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$38,701

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	18%	23%	14%	14%	23%	18%	14%	13%	27%	14%	18%	25%	22%
I would consider this individual to be RICH	10%	8%	10%	10%	12%	9%	13%	8%	17%	11%	13%	3%	11%
I would consider this individual to be NEITHER rich nor poor	61%	58%	69%	65%	49%	64%	62%	62%	38%	64%	57%	67%	54%
Don't know	11%	11%	8%	10%	16%	9%	11%	17%	18%	12%	12%	6%	12%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$40,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	8%	12%	6%	8%	9%	7%	7%	11%	14%	8%	9%	11%	6%
I would consider this individual to be RICH	15%	13%	16%	18%	12%	14%	19%	16%	21%	18%	17%	8%	12%
I would consider this individual to be NEITHER rich nor poor	66%	63%	70%	66%	62%	70%	65%	57%	47%	63%	63%	76%	66%
Don't know	11%	12%	7%	8%	16%	9%	9%	15%	17%	11%	10%	6%	16%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$50,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	5%	6%	3%	5%	6%	5%	7%	4%	6%	4%	4%	9%	5%
I would consider this individual to be RICH	21%	22%	23%	20%	21%	20%	22%	24%	31%	27%	24%	10%	12%
I would consider this individual to be NEITHER rich nor poor	64%	63%	67%	64%	60%	67%	61%	55%	51%	58%	62%	76%	72%
Don't know	10%	8%	7%	10%	13%	8%	9%	17%	12%	11%	10%	5%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$60,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	4%	4%	2%	5%	6%	3%	5%	6%	10%	3%	3%	6%	9%
I would consider this individual to be RICH	23%	23%	23%	23%	21%	21%	28%	25%	26%	28%	25%	15%	9%
I would consider this individual to be NEITHER rich nor poor	65%	62%	67%	65%	64%	69%	59%	55%	50%	58%	64%	75%	73%
Don't know	8%	11%	8%	7%	10%	7%	7%	14%	13%	11%	7%	5%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$70,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	4%	3%	2%	5%	4%	3%	6%	3%	8%	3%	3%	4%	7%
I would consider this individual to be RICH	27%	30%	26%	26%	25%	26%	27%	28%	32%	33%	27%	20%	14%
I would consider this individual to be NEITHER rich nor poor	62%	59%	64%	62%	61%	64%	60%	58%	50%	56%	61%	72%	70%
Don't know	8%	8%	8%	7%	10%	7%	7%	11%	11%	9%	9%	5%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$80,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	3%	3%	0%	5%	4%	2%	8%	1%	7%	2%	3%	4%	6%
I would consider this individual to be RICH	33%	36%	33%	33%	30%	33%	31%	38%	34%	40%	34%	25%	17%
I would consider this individual to be NEITHER rich nor poor	56%	54%	61%	55%	55%	58%	56%	49%	48%	49%	54%	65%	71%
Don't know	8%	8%	6%	6%	12%	7%	5%	12%	11%	8%	9%	5%	7%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$82,501

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	3%	3%	1%	4%	3%	2%	7%	1%	7%	2%	3%	3%	5%
I would consider this individual to be RICH	36%	39%	36%	35%	32%	35%	31%	41%	37%	42%	36%	29%	22%
I would consider this individual to be NEITHER rich nor poor	53%	51%	56%	53%	53%	56%	55%	43%	46%	47%	52%	62%	66%
Don't know	8%	8%	7%	8%	11%	7%	7%	15%	11%	9%	9%	6%	7%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$90,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	2%	2%	0%	3%	2%	1%	4%	1%	7%	1%	2%	2%	4%
I would consider this individual to be RICH	44%	49%	44%	43%	42%	44%	36%	51%	47%	50%	46%	37%	26%
I would consider this individual to be NEITHER rich nor poor	46%	41%	49%	47%	44%	47%	54%	35%	37%	39%	43%	56%	61%
Don't know	8%	8%	6%	7%	12%	8%	5%	14%	9%	9%	9%	5%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$100,000

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	2%	1%	1%	5%	1%	1%	8%	2%	5%	2%	4%	0%	5%
I would consider this individual to be RICH	56%	62%	58%	53%	51%	57%	45%	62%	56%	63%	58%	51%	30%
I would consider this individual to be NEITHER rich nor poor	34%	28%	36%	36%	35%	35%	41%	25%	29%	27%	30%	44%	54%
Don't know	8%	9%	5%	7%	12%	8%	6%	12%	9%	8%	9%	4%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$157,501

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	1%	0%	2%	2%	1%	0%	6%	4%	-	2%	1%	1%	2%
I would consider this individual to be RICH	63%	71%	63%	62%	59%	67%	48%	64%	59%	69%	66%	60%	42%
I would consider this individual to be NEITHER rich nor poor	27%	22%	27%	29%	29%	25%	39%	21%	32%	21%	24%	35%	45%
Don't know	8%	7%	8%	7%	12%	8%	7%	12%	9%	8%	9%	4%	12%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Region				Race				Education			
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$200,001

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	1%	0%	0%	3%	1%	0%	7%	1%	1%	1%	2%	-	2%
I would consider this individual to be RICH	72%	77%	73%	71%	66%	76%	56%	70%	66%	74%	73%	75%	53%
I would consider this individual to be NEITHER rich nor poor	19%	15%	19%	19%	22%	16%	31%	17%	25%	15%	16%	22%	35%
Don't know	8%	8%	8%	7%	11%	8%	6%	12%	8%	9%	9%	3%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$500,001

Unweighted base	1163	236	285	406	236	773	153	153	84	441	383	217	122
Base: All US Adults	1163	241	266	414	242	773	154	131	105	458	379	203	123
I would consider this individual to be POOR	2%	0%	1%	3%	2%	1%	8%	1%	-	2%	3%	0%	3%
I would consider this individual to be RICH	83%	87%	83%	82%	79%	85%	69%	81%	84%	82%	80%	90%	83%
I would consider this individual to be NEITHER rich nor poor	8%	5%	9%	9%	10%	7%	19%	6%	6%	8%	9%	8%	8%
Don't know	7%	7%	7%	7%	9%	7%	5%	11%	10%	8%	9%	2%	6%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Please select the range that includes your personal or individual total annual income from all sources, before taxes.

	1163	550	17	129	50	367	50	296	867
Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
Less than \$20,000	21%	11%	45%	35%	20%	30%	25%	21%	21%
\$20,000 - \$39,999	21%	17%	11%	22%	27%	26%	19%	24%	20%
\$40,000 - \$49,999	8%	10%	23%	7%	12%	6%	6%	9%	8%
\$50,000 - \$59,999	8%	8%	-	5%	8%	9%	7%	6%	8%
\$60,000 - \$69,999	6%	8%	7%	4%	2%	5%	9%	7%	6%
\$70,000 - \$89,999	8%	12%	-	6%	6%	4%	11%	9%	8%
\$90,000 - \$149,999	8%	12%	-	7%	5%	3%	9%	10%	7%
\$150,000 - \$249,999	3%	4%	-	2%	-	1%	-	3%	2%
\$250,000 or more	1%	1%	-	-	-	1%	1%	2%	1%
Prefer not to say	16%	17%	14%	13%	20%	16%	11%	9%	18%

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

	1163	550	17	129	50	367	50	296	867
Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I consider myself rich	5%	4%	-	4%	4%	6%	4%	6%	4%
I consider myself poor	25%	17%	23%	33%	23%	34%	30%	26%	25%
I consider myself neither rich nor poor	64%	75%	68%	61%	71%	49%	63%	63%	65%
Don't know	6%	4%	9%	2%	2%	10%	3%	5%	6%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$9,526

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	79%	83%	74%	81%	84%	75%	67%	76%	80%
I would consider this individual to be RICH	2%	2%	-	2%	3%	4%	4%	2%	3%
I would consider this individual to be NEITHER rich nor poor	10%	8%	-	10%	11%	11%	23%	14%	9%
Don't know	9%	8%	26%	8%	3%	11%	7%	9%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$10,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	76%	80%	68%	79%	82%	69%	71%	73%	77%
I would consider this individual to be RICH	2%	3%	-	-	-	4%	1%	3%	2%
I would consider this individual to be NEITHER rich nor poor	12%	9%	6%	13%	15%	15%	21%	16%	11%
Don't know	9%	8%	26%	8%	3%	13%	7%	8%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$15,080

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	68%	73%	65%	66%	75%	62%	67%	63%	70%
I would consider this individual to be RICH	4%	4%	-	2%	4%	6%	3%	5%	4%
I would consider this individual to be NEITHER rich nor poor	18%	15%	25%	24%	18%	19%	23%	22%	16%
Don't know	10%	9%	11%	8%	3%	14%	7%	10%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$20,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	55%	61%	65%	48%	45%	51%	49%	49%	57%
I would consider this individual to be RICH	5%	4%	-	5%	-	7%	2%	8%	4%
I would consider this individual to be NEITHER rich nor poor	30%	26%	29%	39%	50%	27%	42%	34%	28%
Don't know	11%	10%	6%	8%	5%	15%	7%	8%	11%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$30,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	32%	37%	20%	30%	26%	28%	26%	32%	32%
I would consider this individual to be RICH	6%	4%	17%	4%	3%	11%	3%	8%	6%
I would consider this individual to be NEITHER rich nor poor	50%	49%	57%	58%	66%	45%	64%	50%	51%
Don't know	11%	10%	6%	8%	5%	16%	7%	11%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$31,099

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	28%	30%	16%	25%	26%	27%	19%	29%	27%
I would consider this individual to be RICH	6%	2%	-	7%	-	11%	18%	6%	6%
I would consider this individual to be NEITHER rich nor poor	54%	56%	70%	59%	65%	47%	57%	54%	55%
Don't know	12%	11%	14%	9%	9%	16%	7%	11%	12%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$38,701

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	18%	19%	4%	15%	19%	18%	15%	19%	17%
I would consider this individual to be RICH	10%	7%	5%	7%	6%	16%	18%	13%	9%
I would consider this individual to be NEITHER rich nor poor	61%	65%	83%	70%	63%	51%	59%	58%	62%
Don't know	11%	10%	8%	8%	12%	15%	8%	10%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$40,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	8%	9%	-	10%	7%	8%	7%	10%	8%
I would consider this individual to be RICH	15%	11%	19%	13%	13%	22%	30%	19%	14%
I would consider this individual to be NEITHER rich nor poor	66%	70%	73%	70%	72%	57%	55%	59%	68%
Don't know	11%	10%	8%	7%	7%	14%	8%	12%	10%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$50,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	5%	7%	-	3%	6%	4%	2%	6%	5%
I would consider this individual to be RICH	21%	14%	19%	25%	24%	30%	32%	24%	21%
I would consider this individual to be NEITHER rich nor poor	64%	72%	75%	64%	57%	53%	58%	60%	65%
Don't know	10%	8%	6%	8%	13%	13%	8%	9%	10%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$60,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	4%	4%	5%	7%	-	4%	-	5%	4%
I would consider this individual to be RICH	23%	16%	14%	23%	19%	32%	32%	24%	22%
I would consider this individual to be NEITHER rich nor poor	65%	72%	75%	61%	76%	53%	60%	62%	66%
Don't know	8%	7%	6%	9%	5%	10%	8%	9%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$70,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	4%	4%	5%	3%	-	3%	5%	5%	3%
I would consider this individual to be RICH	27%	21%	20%	30%	22%	34%	34%	31%	25%
I would consider this individual to be NEITHER rich nor poor	62%	68%	69%	60%	73%	52%	52%	57%	63%
Don't know	8%	7%	6%	7%	5%	10%	8%	7%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$80,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	3%	3%	5%	2%	-	4%	2%	4%	3%
I would consider this individual to be RICH	33%	27%	29%	35%	37%	42%	33%	37%	32%
I would consider this individual to be NEITHER rich nor poor	56%	63%	60%	55%	59%	45%	56%	52%	57%
Don't know	8%	7%	6%	8%	3%	10%	8%	7%	8%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$82,501

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	3%	4%	-	2%	-	2%	-	4%	2%
I would consider this individual to be RICH	36%	29%	34%	36%	41%	45%	37%	40%	34%
I would consider this individual to be NEITHER rich nor poor	53%	60%	60%	51%	56%	43%	55%	48%	55%
Don't know	8%	7%	6%	10%	3%	10%	8%	7%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$90,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	2%	2%	-	2%	3%	2%	-	3%	2%
I would consider this individual to be RICH	44%	39%	34%	45%	51%	51%	46%	49%	43%
I would consider this individual to be NEITHER rich nor poor	46%	53%	60%	42%	43%	36%	46%	41%	47%
Don't know	8%	7%	6%	11%	3%	11%	8%	7%	9%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$100,000

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	2%	1%	-	2%	3%	4%	2%	2%	2%
I would consider this individual to be RICH	56%	51%	57%	57%	56%	62%	54%	58%	55%
I would consider this individual to be NEITHER rich nor poor	34%	40%	34%	33%	38%	24%	36%	31%	35%
Don't know	8%	8%	8%	8%	3%	9%	8%	9%	8%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$157,501

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	1%	1%	-	2%	-	2%	-	3%	1%
I would consider this individual to be RICH	63%	61%	79%	59%	72%	67%	66%	63%	64%
I would consider this individual to be NEITHER rich nor poor	27%	32%	16%	32%	23%	20%	22%	25%	28%
Don't know	8%	7%	6%	7%	6%	10%	13%	9%	8%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Marital Status						Children under the age of 18	
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$200,001

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	1%	2%	-	-	-	2%	-	2%	1%
I would consider this individual to be RICH	72%	68%	79%	72%	83%	75%	75%	69%	72%
I would consider this individual to be NEITHER rich nor poor	19%	23%	16%	22%	14%	14%	15%	18%	19%
Don't know	8%	8%	6%	6%	3%	10%	10%	10%	7%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$500,001

Unweighted base	1163	550	17	129	50	367	50	296	867
Base: All US Adults	1163	543	19	141	51	355	54	277	886
I would consider this individual to be POOR	2%	2%	-	-	-	3%	2%	2%	2%
I would consider this individual to be RICH	83%	83%	79%	87%	87%	81%	75%	80%	84%
I would consider this individual to be NEITHER rich nor poor	8%	9%	7%	7%	7%	8%	11%	11%	8%
Don't know	7%	6%	14%	6%	6%	8%	11%	8%	7%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Please select the range that includes your personal or individual total annual income from all sources, before taxes.

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
Less than \$20,000	21%	24%	18%	21%	24%	22%	19%	14%	10%	20%	49%	8%	28%
\$20,000 - \$39,999	21%	19%	19%	23%	22%	23%	21%	16%	17%	22%	18%	-	23%
\$40,000 - \$49,999	8%	8%	9%	10%	4%	6%	7%	11%	12%	9%	-	14%	8%
\$50,000 - \$59,999	8%	7%	8%	9%	7%	4%	7%	8%	6%	-	10%	-	8%
\$60,000 - \$69,999	6%	6%	8%	7%	3%	5%	7%	7%	9%	6%	-	7%	5%
\$70,000 - \$89,999	8%	10%	10%	8%	5%	3%	12%	9%	13%	11%	-	37%	5%
\$90,000 - \$149,999	8%	8%	10%	8%	13%	2%	11%	11%	30%	-	11%	6%	4%
\$150,000 - \$249,999	3%	3%	3%	1%	3%	2%	3%	4%	4%	-	13%	5%	1%
\$250,000 or more	1%	0%	1%	1%	-	4%	1%	2%	-	-	-	-	1%
Prefer not to say	16%	14%	17%	13%	20%	30%	12%	19%	-	32%	-	23%	17%

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

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I consider myself rich	5%	3%	5%	6%	2%	8%	3%	5%	8%	26%	21%	5%	5%
I consider myself poor	25%	28%	19%	22%	50%	26%	23%	15%	5%	13%	34%	8%	34%
I consider myself neither rich nor poor	64%	64%	72%	67%	47%	45%	70%	79%	88%	61%	45%	83%	51%
Don't know	6%	4%	4%	5%	1%	21%	3%	2%	-	-	-	4%	10%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$9,526

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	79%	83%	82%	75%	86%	65%	84%	88%	88%	70%	51%	87%	71%
I would consider this individual to be RICH	2%	3%	3%	2%	3%	2%	1%	1%	4%	5%	10%	-	4%
I would consider this individual to be NEITHER rich nor poor	10%	8%	8%	13%	3%	17%	10%	6%	9%	5%	39%	10%	12%
Don't know	9%	6%	6%	11%	9%	16%	6%	5%	-	20%	-	4%	13%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$10,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	76%	80%	83%	73%	75%	57%	82%	86%	93%	67%	51%	87%	66%
I would consider this individual to be RICH	2%	3%	2%	2%	2%	3%	3%	1%	4%	5%	10%	-	3%
I would consider this individual to be NEITHER rich nor poor	12%	8%	9%	16%	9%	22%	9%	7%	3%	8%	39%	10%	17%
Don't know	9%	10%	6%	9%	14%	17%	6%	6%	-	20%	-	4%	14%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$15,080

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	68%	72%	76%	63%	66%	49%	79%	77%	82%	58%	40%	77%	56%
I would consider this individual to be RICH	4%	5%	4%	2%	5%	7%	2%	1%	4%	5%	10%	-	7%
I would consider this individual to be NEITHER rich nor poor	18%	14%	12%	25%	17%	25%	14%	15%	10%	18%	50%	20%	21%
Don't know	10%	10%	7%	10%	12%	18%	6%	7%	4%	20%	-	4%	15%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$20,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	55%	61%	56%	54%	63%	32%	64%	59%	63%	58%	51%	68%	47%
I would consider this individual to be RICH	5%	4%	4%	3%	8%	13%	4%	1%	4%	5%	44%	4%	7%
I would consider this individual to be NEITHER rich nor poor	30%	25%	32%	33%	18%	35%	25%	33%	29%	18%	5%	24%	31%
Don't know	11%	11%	8%	10%	12%	20%	7%	7%	4%	20%	-	4%	15%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$30,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	32%	40%	30%	29%	29%	19%	40%	29%	42%	19%	11%	9%	29%
I would consider this individual to be RICH	6%	5%	7%	5%	6%	15%	4%	3%	4%	5%	44%	4%	9%
I would consider this individual to be NEITHER rich nor poor	50%	43%	56%	55%	54%	47%	47%	60%	50%	52%	46%	83%	47%
Don't know	11%	12%	8%	11%	11%	20%	9%	8%	4%	25%	-	4%	15%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$31,099

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	28%	35%	25%	26%	21%	17%	36%	25%	42%	19%	11%	14%	24%
I would consider this individual to be RICH	6%	5%	7%	4%	11%	11%	4%	2%	4%	5%	44%	4%	9%
I would consider this individual to be NEITHER rich nor poor	54%	50%	58%	58%	55%	49%	52%	65%	50%	58%	46%	79%	50%
Don't know	12%	11%	9%	12%	13%	23%	9%	8%	4%	19%	-	4%	17%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$38,701

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	18%	23%	16%	15%	18%	15%	22%	15%	30%	19%	11%	9%	17%
I would consider this individual to be RICH	10%	10%	13%	6%	7%	18%	7%	6%	11%	8%	44%	9%	14%
I would consider this individual to be NEITHER rich nor poor	61%	58%	64%	68%	63%	44%	63%	71%	51%	54%	46%	78%	54%
Don't know	11%	10%	8%	11%	13%	23%	7%	8%	7%	19%	-	4%	15%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$40,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	8%	10%	9%	6%	10%	8%	10%	8%	12%	13%	11%	5%	8%
I would consider this individual to be RICH	15%	15%	15%	13%	18%	23%	11%	11%	23%	8%	44%	9%	20%
I would consider this individual to be NEITHER rich nor poor	66%	66%	69%	71%	62%	42%	72%	75%	58%	63%	46%	83%	56%
Don't know	11%	9%	7%	10%	10%	27%	7%	6%	7%	16%	-	4%	16%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$50,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	5%	7%	5%	4%	4%	4%	7%	4%	9%	13%	-	-	4%
I would consider this individual to be RICH	21%	22%	22%	17%	23%	31%	15%	18%	30%	15%	44%	13%	27%
I would consider this individual to be NEITHER rich nor poor	64%	64%	65%	70%	61%	42%	72%	71%	56%	55%	56%	84%	54%
Don't know	10%	7%	8%	9%	13%	23%	6%	7%	4%	16%	-	4%	14%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$60,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	4%	5%	3%	4%	4%	9%	6%	2%	9%	13%	-	-	4%
I would consider this individual to be RICH	23%	22%	21%	21%	21%	33%	16%	19%	22%	11%	55%	21%	29%
I would consider this individual to be NEITHER rich nor poor	65%	67%	70%	66%	60%	41%	73%	72%	69%	57%	45%	76%	55%
Don't know	8%	6%	6%	9%	15%	18%	5%	6%	-	19%	-	4%	12%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$70,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	4%	4%	2%	3%	1%	10%	5%	1%	4%	-	-	-	4%
I would consider this individual to be RICH	27%	24%	28%	26%	20%	38%	21%	22%	31%	11%	55%	18%	33%
I would consider this individual to be NEITHER rich nor poor	62%	66%	64%	63%	66%	37%	69%	69%	65%	73%	45%	78%	52%
Don't know	8%	6%	6%	8%	12%	16%	5%	8%	-	16%	-	4%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$80,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	3%	4%	2%	2%	1%	8%	4%	1%	4%	-	11%	-	4%
I would consider this individual to be RICH	33%	32%	32%	33%	28%	45%	26%	27%	38%	15%	44%	30%	42%
I would consider this individual to be NEITHER rich nor poor	56%	60%	59%	57%	59%	31%	65%	66%	58%	62%	45%	66%	44%
Don't know	8%	5%	7%	8%	12%	16%	5%	6%	-	22%	-	4%	11%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$82,501

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	3%	3%	2%	2%	1%	8%	3%	1%	4%	-	-	-	4%
I would consider this individual to be RICH	36%	35%	35%	36%	28%	45%	30%	30%	38%	19%	55%	56%	42%
I would consider this individual to be NEITHER rich nor poor	53%	57%	56%	55%	55%	29%	62%	62%	58%	59%	45%	40%	42%
Don't know	8%	6%	7%	8%	16%	18%	5%	7%	-	22%	-	4%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$90,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	2%	2%	1%	1%	4%	8%	2%	1%	4%	-	-	-	3%
I would consider this individual to be RICH	44%	43%	48%	41%	41%	50%	36%	40%	46%	30%	70%	68%	51%
I would consider this individual to be NEITHER rich nor poor	46%	50%	44%	50%	39%	24%	57%	53%	50%	51%	30%	28%	35%
Don't know	8%	5%	7%	8%	16%	18%	5%	6%	-	19%	-	4%	12%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$100,000

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	2%	3%	1%	1%	4%	6%	3%	-	4%	-	-	-	4%
I would consider this individual to be RICH	56%	57%	56%	52%	61%	62%	50%	53%	50%	48%	76%	71%	61%
I would consider this individual to be NEITHER rich nor poor	34%	36%	36%	40%	23%	11%	43%	42%	42%	33%	24%	26%	24%
Don't know	8%	5%	7%	7%	12%	22%	5%	5%	3%	19%	-	4%	12%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$157,501

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	1%	2%	-	1%	5%	2%	2%	-	4%	-	-	-	2%
I would consider this individual to be RICH	63%	65%	68%	58%	63%	61%	58%	65%	64%	64%	87%	71%	66%
I would consider this individual to be NEITHER rich nor poor	27%	26%	27%	33%	17%	19%	33%	29%	32%	20%	13%	26%	22%
Don't know	8%	7%	5%	8%	15%	18%	6%	6%	-	16%	-	4%	11%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Political Identification					Who did you vote for in the election for President?						
	Democrat	Republican	Independent	Other	Not sure	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$200,001

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	1%	2%	0%	2%	1%	2%	2%	-	4%	3%	-	-	2%
I would consider this individual to be RICH	72%	73%	73%	70%	71%	66%	71%	73%	69%	68%	87%	75%	71%
I would consider this individual to be NEITHER rich nor poor	19%	19%	19%	21%	16%	13%	23%	19%	27%	12%	13%	21%	16%
Don't know	8%	6%	7%	7%	12%	18%	4%	8%	-	16%	-	4%	11%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$500,001

Unweighted base	1163	416	300	315	47	85	398	369	27	20	8	17	324
Base: All US Adults	1163	383	290	325	54	111	319	301	14	11	5	11	502
I would consider this individual to be POOR	2%	3%	2%	1%	1%	3%	3%	0%	4%	-	-	-	2%
I would consider this individual to be RICH	83%	85%	83%	83%	85%	71%	85%	86%	91%	76%	100%	96%	79%
I would consider this individual to be NEITHER rich nor poor	8%	7%	10%	9%	4%	7%	9%	8%	4%	8%	-	4%	8%
Don't know	7%	5%	5%	7%	10%	19%	4%	5%	-	16%	-	-	11%

YouGov - how rich is rich and how poor is poor

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Please select the range that includes your personal or individual total annual income from all sources, before taxes.

	Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34	
Less than \$20,000	21%	21%	17%	22%	16%	19%	34%	18%	29%	22%	
\$20,000 - \$39,999	21%	18%	23%	24%	19%	19%	16%	20%	24%	16%	
\$40,000 - \$49,999	8%	5%	10%	7%	12%	10%	6%	9%	8%	10%	
\$50,000 - \$59,999	8%	7%	10%	9%	7%	8%	3%	8%	8%	-	
\$60,000 - \$69,999	6%	9%	5%	6%	7%	7%	4%	6%	6%	11%	
\$70,000 - \$89,999	8%	9%	10%	8%	10%	10%	3%	11%	4%	-	
\$90,000 - \$149,999	8%	9%	10%	9%	8%	8%	3%	10%	4%	-	
\$150,000 - \$249,999	3%	3%	4%	3%	2%	3%	0%	3%	2%	-	
\$250,000 or more	1%	1%	-	1%	1%	1%	1%	1%	1%	3%	
Prefer not to say	16%	17%	10%	11%	17%	15%	30%	16%	15%	38%	

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

	Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34	
I consider myself rich	5%	3%	4%	6%	6%	4%	3%	5%	4%	-	
I consider myself poor	25%	28%	24%	29%	17%	19%	32%	21%	34%	20%	
I consider myself neither rich nor poor	64%	61%	71%	60%	76%	71%	45%	70%	52%	49%	
Don't know	6%	7%	1%	5%	1%	5%	19%	3%	9%	31%	

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$9,526

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	79%	85%	86%	79%	80%	85%	64%	83%	74%	43%
I would consider this individual to be RICH	2%	4%	4%	2%	3%	0%	2%	2%	2%	11%
I would consider this individual to be NEITHER rich nor poor	10%	7%	6%	14%	9%	6%	10%	8%	13%	16%
Don't know	9%	5%	5%	5%	8%	9%	25%	7%	11%	30%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$10,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	76%	84%	84%	74%	82%	82%	54%	81%	68%	50%
I would consider this individual to be RICH	2%	1%	4%	3%	2%	3%	2%	2%	4%	-
I would consider this individual to be NEITHER rich nor poor	12%	7%	7%	15%	12%	6%	18%	10%	16%	20%
Don't know	9%	8%	5%	8%	4%	9%	26%	7%	13%	31%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$15,080

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	68%	73%	78%	68%	71%	74%	46%	74%	58%	43%
I would consider this individual to be RICH	4%	3%	5%	5%	4%	2%	4%	3%	7%	4%
I would consider this individual to be NEITHER rich nor poor	18%	18%	12%	19%	19%	14%	22%	16%	21%	19%
Don't know	10%	7%	6%	8%	5%	9%	29%	7%	14%	34%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$20,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	55%	64%	68%	56%	53%	61%	33%	61%	45%	31%
I would consider this individual to be RICH	5%	2%	5%	6%	3%	3%	8%	3%	8%	8%
I would consider this individual to be NEITHER rich nor poor	30%	26%	21%	30%	40%	26%	29%	28%	33%	23%
Don't know	11%	8%	6%	9%	5%	10%	29%	8%	13%	38%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$30,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	32%	36%	43%	32%	31%	32%	18%	33%	32%	10%
I would consider this individual to be RICH	6%	4%	9%	7%	2%	5%	9%	4%	10%	8%
I would consider this individual to be NEITHER rich nor poor	50%	51%	37%	52%	61%	54%	44%	54%	43%	48%
Don't know	11%	9%	10%	8%	6%	9%	29%	9%	15%	34%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$31,099

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	28%	32%	40%	27%	24%	28%	16%	29%	26%	6%
I would consider this individual to be RICH	6%	5%	7%	6%	4%	4%	10%	5%	9%	8%
I would consider this individual to be NEITHER rich nor poor	54%	52%	47%	57%	64%	59%	42%	58%	48%	48%
Don't know	12%	11%	6%	10%	8%	9%	32%	9%	17%	38%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$38,701

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	18%	20%	24%	18%	15%	17%	15%	18%	19%	6%
I would consider this individual to be RICH	10%	9%	13%	9%	10%	8%	13%	8%	16%	8%
I would consider this individual to be NEITHER rich nor poor	61%	63%	57%	64%	69%	66%	42%	66%	51%	52%
Don't know	11%	8%	6%	9%	6%	9%	30%	8%	15%	34%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$40,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	8%	7%	7%	9%	10%	14%	5%	9%	9%	-
I would consider this individual to be RICH	15%	17%	16%	17%	10%	12%	20%	12%	22%	19%
I would consider this individual to be NEITHER rich nor poor	66%	68%	71%	66%	73%	66%	45%	72%	53%	50%
Don't know	11%	8%	7%	8%	7%	8%	29%	7%	16%	31%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$50,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	5%	5%	4%	5%	8%	6%	2%	6%	4%	-
I would consider this individual to be RICH	21%	21%	21%	24%	18%	18%	25%	19%	28%	23%
I would consider this individual to be NEITHER rich nor poor	64%	67%	68%	64%	69%	69%	46%	69%	56%	35%
Don't know	10%	7%	7%	7%	6%	8%	26%	7%	12%	41%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$60,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	4%	6%	5%	5%	4%	1%	4%	4%	5%	7%
I would consider this individual to be RICH	23%	23%	17%	26%	18%	20%	30%	19%	31%	12%
I would consider this individual to be NEITHER rich nor poor	65%	64%	72%	64%	74%	69%	42%	70%	54%	47%
Don't know	8%	7%	6%	4%	5%	10%	25%	7%	9%	34%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$70,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	4%	4%	5%	3%	4%	-	5%	3%	5%	-
I would consider this individual to be RICH	27%	26%	17%	29%	25%	26%	36%	24%	34%	23%
I would consider this individual to be NEITHER rich nor poor	62%	66%	71%	63%	67%	65%	37%	67%	51%	47%
Don't know	8%	4%	7%	5%	4%	9%	22%	6%	10%	30%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$80,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	3%	1%	5%	4%	3%	0%	4%	2%	5%	-
I would consider this individual to be RICH	33%	34%	26%	37%	30%	30%	39%	29%	41%	46%
I would consider this individual to be NEITHER rich nor poor	56%	61%	64%	55%	61%	62%	35%	63%	44%	24%
Don't know	8%	5%	5%	5%	5%	8%	22%	6%	10%	30%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$82,501

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	3%	0%	4%	3%	3%	-	4%	2%	5%	-
I would consider this individual to be RICH	36%	37%	29%	39%	35%	31%	39%	32%	44%	46%
I would consider this individual to be NEITHER rich nor poor	53%	59%	61%	51%	57%	61%	34%	60%	41%	24%
Don't know	8%	4%	6%	7%	4%	8%	23%	6%	11%	30%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$90,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	2%	-	4%	2%	2%	-	4%	2%	3%	4%
I would consider this individual to be RICH	44%	51%	35%	45%	45%	43%	47%	40%	52%	51%
I would consider this individual to be NEITHER rich nor poor	46%	45%	55%	47%	48%	50%	26%	52%	35%	9%
Don't know	8%	4%	7%	5%	6%	7%	23%	6%	10%	36%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$100,000

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	2%	1%	3%	4%	2%	-	3%	2%	4%	4%
I would consider this individual to be RICH	56%	56%	51%	57%	55%	52%	62%	53%	62%	39%
I would consider this individual to be NEITHER rich nor poor	34%	39%	41%	34%	38%	41%	13%	40%	23%	21%
Don't know	8%	5%	5%	6%	5%	7%	22%	5%	11%	36%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$157,501

Unweighted base	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	1%	-	2%	2%	1%	-	2%	1%	2%	-
I would consider this individual to be RICH	63%	71%	57%	64%	65%	60%	64%	63%	65%	56%
I would consider this individual to be NEITHER rich nor poor	27%	23%	33%	28%	31%	33%	13%	29%	23%	14%
Don't know	8%	6%	8%	6%	3%	7%	21%	6%	11%	30%

YouGov - how rich is rich and how poor is

US_nat Sample: 17th - 18th September 2018

Total	Ideology						Are you registered to vote?		
	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$200,001

	Unweighted base	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know
	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	1%	1%	2%	1%	1%	-	2%	1%	2%	-
I would consider this individual to be RICH	72%	80%	70%	71%	74%	68%	69%	73%	71%	61%
I would consider this individual to be NEITHER rich nor poor	19%	15%	20%	22%	20%	23%	9%	21%	16%	9%
Don't know	8%	4%	7%	6%	5%	9%	20%	6%	11%	30%

Would you consider an INDIVIDUAL earning the following amounts each year (before tax) to be poor, rich or neither? - \$500,001

	Unweighted base	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	Yes	No	Don't know
	1163	129	179	354	230	142	129	972	172	19
Base: All US Adults	1163	116	172	346	238	127	165	779	350	34
I would consider this individual to be POOR	2%	-	2%	2%	2%	1%	2%	2%	2%	-
I would consider this individual to be RICH	83%	89%	88%	84%	84%	80%	72%	85%	81%	56%
I would consider this individual to be NEITHER rich nor poor	8%	8%	5%	9%	11%	12%	7%	9%	8%	5%
Don't know	7%	4%	5%	6%	4%	7%	20%	5%	9%	39%