

YouGov / Prospect Survey Results

Sample Size: 1928 GB Adults
Fieldwork: 29th - 30th May 2013

| Total | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Region | | | | | Own Class | | Parents Class | |
|-------------|------------------|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---------------|--------------|---------------|--------------|
| | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Working class | Middle class | Working class | Middle class |
| 1928 | X | X | X | X | 562 | 441 | 395 | 937 | 991 | 233 | 492 | 659 | 544 | 1099 | 829 | 247 | 627 | 413 | 474 | 168 | 847 | 855 | 1160 | 590 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking of successful people you know, or hear about, which three or four of these contribute most to their success? Please tick up to four

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Hard work | 64 | 77 | 61 | 61 | 59 | 72 | 60 | 65 | 61 | 68 | 62 | 64 | 64 | 67 | 65 | 64 | 60 | 64 | 66 | 65 | 67 | 65 | 69 | 66 | 68 |
| General intelligence | 42 | 52 | 38 | 51 | 49 | 47 | 37 | 42 | 42 | 42 | 47 | 39 | 37 | 48 | 43 | 41 | 43 | 41 | 45 | 40 | 42 | 40 | 46 | 43 | 45 |
| Specific talent(s) | 36 | 40 | 34 | 43 | 32 | 39 | 31 | 41 | 34 | 38 | 38 | 34 | 40 | 32 | 40 | 30 | 38 | 34 | 39 | 35 | 32 | 33 | 40 | 36 | 38 |
| Their ability to get on with other people | 35 | 42 | 32 | 39 | 35 | 42 | 31 | 41 | 34 | 37 | 31 | 32 | 34 | 42 | 35 | 36 | 32 | 36 | 41 | 31 | 38 | 33 | 41 | 35 | 39 |
| Luck | 33 | 34 | 32 | 42 | 34 | 34 | 31 | 36 | 34 | 33 | 34 | 37 | 32 | 31 | 34 | 32 | 30 | 36 | 36 | 33 | 33 | 32 | 36 | 32 | 39 |
| Honesty / moral strength | 24 | 25 | 22 | 26 | 26 | 28 | 24 | 23 | 20 | 29 | 19 | 21 | 25 | 29 | 22 | 28 | 23 | 25 | 22 | 22 | 34 | 25 | 25 | 25 | 26 |
| Their parents' wealth/income | 22 | 13 | 29 | 15 | 27 | 17 | 24 | 19 | 24 | 19 | 21 | 25 | 23 | 17 | 21 | 22 | 24 | 21 | 25 | 20 | 16 | 26 | 18 | 23 | 19 |
| Their parents' support and encouragement | 20 | 23 | 18 | 17 | 17 | 23 | 21 | 18 | 17 | 24 | 18 | 15 | 22 | 25 | 19 | 22 | 21 | 17 | 22 | 23 | 21 | 21 | 21 | 22 | 20 |
| Which school / university they attended | 20 | 13 | 28 | 26 | 21 | 13 | 27 | 25 | 21 | 19 | 18 | 16 | 23 | 22 | 20 | 20 | 22 | 19 | 17 | 24 | 21 | 22 | 19 | 22 | 18 |
| Their parents' connections | 17 | 10 | 23 | 17 | 16 | 11 | 22 | 17 | 18 | 16 | 19 | 17 | 17 | 15 | 16 | 18 | 16 | 18 | 17 | 18 | 14 | 18 | 15 | 17 | 16 |
| Dishonesty / willingness to lie and deceive others | 9 | 7 | 12 | 6 | 10 | 7 | 14 | 7 | 13 | 6 | 7 | 9 | 11 | 9 | 10 | 9 | 7 | 9 | 10 | 9 | 17 | 10 | 8 | 9 | 8 |
| Their physical strength | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 4 | 3 | 4 | 1 | 3 | 2 | 4 | 4 | 2 | 1 | 5 | 3 | 3 | 3 | 3 | 2 |
| Don't know | 6 | 2 | 6 | 2 | 6 | 4 | 6 | 5 | 7 | 5 | 9 | 7 | 6 | 5 | 5 | 7 | 7 | 7 | 4 | 7 | 6 | 4 | 3 | 4 | 3 |

Which of the following would you describe yourself as?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|----|----|
| Working class | 44 | 30 | 60 | 23 | 58 | 35 | 62 | 29 | 46 | 41 | 34 | 39 | 51 | 44 | 34 | 58 | 36 | 36 | 48 | 52 | 51 | 100 | 0 | 69 | 5 |
| Middle class | 44 | 62 | 32 | 56 | 33 | 56 | 29 | 57 | 41 | 48 | 52 | 46 | 40 | 45 | 55 | 31 | 47 | 53 | 40 | 36 | 39 | 0 | 100 | 26 | 91 |
| Upper class | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| None of these | 7 | 5 | 4 | 16 | 7 | 6 | 5 | 9 | 7 | 7 | 5 | 7 | 7 | 8 | 6 | 8 | 11 | 6 | 7 | 6 | 9 | 0 | 0 | 4 | 2 |
| Don't know | 4 | 2 | 3 | 3 | 1 | 2 | 3 | 4 | 5 | 4 | 9 | 7 | 3 | 2 | 5 | 3 | 5 | 3 | 4 | 5 | 1 | 0 | 0 | 1 | 1 |

To which social class did/do your parents belong?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|
| Working class | 60 | 53 | 72 | 46 | 69 | 59 | 73 | 52 | 62 | 59 | 50 | 50 | 65 | 68 | 53 | 70 | 54 | 53 | 68 | 65 | 66 | 94 | 35 | 100 | 0 |
| Middle class | 31 | 42 | 21 | 43 | 27 | 35 | 20 | 40 | 29 | 32 | 37 | 35 | 29 | 25 | 38 | 21 | 32 | 40 | 24 | 25 | 25 | 4 | 62 | 0 | 100 |
| Upper class | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 4 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| None of these | 3 | 2 | 2 | 8 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 6 | 0 | 0 | 0 | 0 |
| Don't know | 4 | 2 | 4 | 2 | 1 | 2 | 3 | 4 | 4 | 5 | 7 | 9 | 2 | 1 | 5 | 4 | 7 | 4 | 4 | 5 | 2 | 1 | 1 | 0 | 0 |

Fieldwork: 29th - 30th May 2013

| Total | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Region | | | | | Own Class | | Parents Class | |
|-------------|------------------|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---------------|--------------|---------------|--------------|
| | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Working class | Middle class | Working class | Middle class |
| 1928 | X | X | X | X | 562 | 441 | 395 | 937 | 991 | 233 | 492 | 659 | 544 | 1099 | 829 | 247 | 627 | 413 | 474 | 168 | 847 | 855 | 1160 | 590 |
| 1928 | 427 | 597 | 134 | 246 | 557 | 469 | 420 | 911 | 1017 | 161 | 457 | 771 | 539 | 1321 | 607 | 295 | 646 | 381 | 455 | 151 | 770 | 921 | 1115 | 639 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which one or two of these do you think matter most in deciding someone's social class?

Please tick one or two

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Their job/occupation | 42 | 46 | 41 | 45 | 41 | 44 | 40 | 47 | 41 | 44 | 41 | 42 | 40 | 47 | 44 | 40 | 39 | 44 | 44 | 38 | 51 | 39 | 52 | 44 | 48 |
| Their income | 34 | 34 | 39 | 35 | 36 | 35 | 38 | 33 | 34 | 34 | 44 | 39 | 32 | 29 | 32 | 37 | 31 | 34 | 38 | 35 | 32 | 40 | 33 | 39 | 31 |
| Their education | 33 | 36 | 32 | 34 | 37 | 36 | 28 | 37 | 35 | 31 | 37 | 31 | 31 | 35 | 36 | 29 | 36 | 35 | 29 | 33 | 28 | 27 | 42 | 30 | 44 |
| Their parents' social class | 21 | 20 | 23 | 23 | 21 | 21 | 23 | 19 | 22 | 19 | 13 | 21 | 22 | 22 | 21 | 20 | 24 | 21 | 22 | 21 | 11 | 27 | 17 | 21 | 22 |
| The type/location of their home | 16 | 14 | 18 | 8 | 18 | 16 | 21 | 10 | 15 | 17 | 11 | 12 | 19 | 17 | 14 | 18 | 17 | 14 | 17 | 17 | 18 | 18 | 14 | 17 | 15 |
| Their accent | 5 | 6 | 4 | 9 | 8 | 6 | 3 | 4 | 7 | 4 | 3 | 5 | 6 | 6 | 5 | 6 | 7 | 5 | 5 | 5 | 5 | 5 | 5 | 7 | |
| Don't know | 11 | 8 | 10 | 11 | 4 | 8 | 11 | 13 | 10 | 12 | 13 | 12 | 11 | 9 | 11 | 11 | 13 | 10 | 9 | 12 | 14 | 8 | 6 | 8 | 6 |

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?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Mattered a great deal | 48 | 43 | 55 | 46 | 56 | 44 | 55 | 46 | 50 | 47 | 43 | 43 | 52 | 50 | 47 | 50 | 45 | 47 | 56 | 46 | 45 | 52 | 48 | 54 | 43 |
| Mattered a fair amount | 37 | 42 | 32 | 45 | 36 | 44 | 31 | 42 | 35 | 38 | 36 | 37 | 34 | 40 | 36 | 37 | 37 | 37 | 32 | 39 | 39 | 35 | 40 | 36 | 43 |
| Did not matter very much | 7 | 9 | 6 | 5 | 6 | 8 | 6 | 7 | 7 | 7 | 3 | 8 | 6 | 8 | 7 | 7 | 7 | 8 | 5 | 6 | 9 | 6 | 7 | 6 | 9 |
| Did not matter at all | 2 | 3 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| Not sure | 7 | 3 | 7 | 2 | 0 | 2 | 7 | 5 | 6 | 7 | 15 | 10 | 5 | 1 | 7 | 6 | 9 | 6 | 6 | 8 | 5 | 4 | 4 | 3 | 4 |

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

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Matters a great deal | 14 | 8 | 23 | 11 | 13 | 8 | 21 | 13 | 16 | 13 | 14 | 14 | 14 | 15 | 13 | 16 | 14 | 14 | 13 | 17 | 13 | 18 | 11 | 17 | 10 |
| Matters a fair amount | 42 | 45 | 40 | 39 | 48 | 47 | 40 | 41 | 41 | 43 | 41 | 40 | 44 | 42 | 42 | 43 | 42 | 42 | 45 | 42 | 37 | 43 | 46 | 43 | 46 |
| Does not matter very much | 32 | 40 | 25 | 42 | 34 | 37 | 29 | 36 | 31 | 33 | 25 | 31 | 32 | 36 | 34 | 30 | 31 | 32 | 30 | 31 | 42 | 29 | 37 | 31 | 38 |
| Does not matter at all | 5 | 4 | 5 | 3 | 4 | 6 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 7 | 3 | 3 | 5 | 3 | 4 | 4 |
| Not sure | 7 | 2 | 6 | 4 | 1 | 3 | 5 | 5 | 6 | 7 | 16 | 10 | 5 | 2 | 7 | 7 | 10 | 7 | 5 | 7 | 6 | 5 | 3 | 4 | 2 |

Thinking about teenagers growing up in Britain today, do you think they will find it easier or harder than their parents to be middle class?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Easier than their parents | 25 | 29 | 27 | 26 | 25 | 26 | 25 | 27 | 26 | 24 | 22 | 24 | 24 | 29 | 25 | 25 | 19 | 26 | 31 | 24 | 21 | 26 | 27 | 27 | 25 |
| Harder | 40 | 39 | 42 | 33 | 43 | 41 | 49 | 33 | 38 | 43 | 36 | 39 | 42 | 41 | 37 | 44 | 39 | 39 | 42 | 42 | 42 | 42 | 41 | 43 | 41 |
| Little or no difference | 24 | 26 | 20 | 33 | 29 | 25 | 16 | 30 | 27 | 22 | 24 | 23 | 27 | 23 | 26 | 21 | 28 | 26 | 19 | 24 | 27 | 23 | 26 | 23 | 29 |
| Don't know | 10 | 7 | 10 | 8 | 4 | 8 | 9 | 10 | 9 | 12 | 18 | 15 | 7 | 7 | 11 | 9 | 14 | 10 | 9 | 11 | 10 | 8 | 6 | 7 | 6 |

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|-------------|------------------|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---------------|--------------|---------------|--------------|
| | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Working class | Middle class | Working class | Middle class |
| 1928 | X | X | X | X | 562 | 441 | 395 | 937 | 991 | 233 | 492 | 659 | 544 | 1099 | 829 | 247 | 627 | 413 | 474 | 168 | 847 | 855 | 1160 | 590 |
| 1928 | 427 | 597 | 134 | 246 | 557 | 469 | 420 | 911 | 1017 | 161 | 457 | 771 | 539 | 1321 | 607 | 295 | 646 | 381 | 455 | 151 | 770 | 921 | 1115 | 639 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And do you think that teenagers growing up in Britain today will, on average, end up better off or worse off than their parents?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Better off than their parents | 20 | 27 | 19 | 27 | 19 | 23 | 17 | 16 | 23 | 17 | 13 | 17 | 19 | 26 | 20 | 21 | 19 | 20 | 22 | 18 | 24 | 21 | 20 | 23 | 16 |
| Worse off | 48 | 39 | 52 | 49 | 59 | 42 | 55 | 53 | 47 | 49 | 43 | 49 | 51 | 47 | 48 | 48 | 45 | 47 | 46 | 54 | 47 | 49 | 51 | 48 | 54 |
| About the same | 21 | 28 | 19 | 17 | 20 | 25 | 19 | 23 | 19 | 23 | 23 | 20 | 22 | 21 | 23 | 19 | 21 | 24 | 21 | 18 | 21 | 22 | 22 | 21 | 23 |
| Don't know | 10 | 6 | 10 | 7 | 2 | 10 | 9 | 9 | 10 | 11 | 21 | 14 | 8 | 6 | 9 | 12 | 15 | 9 | 11 | 11 | 8 | 8 | 7 | 8 | 6 |

Suppose that in, say, 20 years' time there are fewer middle class Britons than today and more working class Britons, would this be a good thing, a bad thing, or neither good nor bad?

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Good thing if there are fewer middle class Britons | 14 | 5 | 22 | 16 | 18 | 6 | 22 | 13 | 13 | 14 | 7 | 14 | 15 | 15 | 11 | 18 | 15 | 11 | 13 | 17 | 16 | 22 | 6 | 17 | 7 |
| Bad thing if there are fewer middle class Britons | 23 | 33 | 16 | 29 | 33 | 30 | 16 | 22 | 28 | 19 | 29 | 27 | 20 | 21 | 25 | 21 | 22 | 26 | 26 | 20 | 17 | 18 | 31 | 20 | 34 |
| Neither good nor bad | 51 | 54 | 52 | 48 | 43 | 52 | 51 | 56 | 47 | 55 | 43 | 42 | 54 | 58 | 51 | 50 | 45 | 54 | 49 | 50 | 56 | 52 | 52 | 54 | 49 |
| Don't know | 12 | 8 | 10 | 7 | 6 | 12 | 10 | 9 | 12 | 12 | 21 | 16 | 11 | 6 | 13 | 11 | 17 | 9 | 12 | 14 | 11 | 8 | 11 | 9 | 10 |

Why do you say that?

[For verbatim list please see sheet "Q. 10"]