

Sample Size: 1578 GB Adults
Fieldwork: 22nd - 23rd January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	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	
Weighted Sample	1578	408	412	91	197	482	370	311	765	813	188	399	540	451	899	679	202	513	338	388	137
Unweighted Sample	1578	390	403	82	224	482	376	316	832	746	137	269	638	534	1037	541	177	554	353	354	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Art?

People from a wealthy and middle class background have an advantage	60	42	73	62	69	45	72	70	63	57	63	65	65	47	59	60	57	57	61	63	64
People from a wealthy and middle class background have a disadvantage	2	2	1	6	1	2	1	1	3	1	5	3	2	1	2	2	6	1	2	2	3
People's wealth and class make no real difference to their chance of success	29	48	18	19	23	46	20	21	26	31	13	22	24	46	30	27	24	32	30	26	27
Don't know	10	7	8	12	7	7	7	8	8	11	19	11	9	6	8	11	12	11	7	10	6

Literature?

People from a wealthy and middle class background have an advantage	57	43	69	55	62	43	69	67	62	54	65	64	61	45	58	57	56	56	58	56	67
People from a wealthy and middle class background have a disadvantage	2	3	2	6	1	3	1	2	4	1	4	3	2	1	3	2	7	1	3	1	0
People's wealth and class make no real difference to their chance of success	31	48	21	28	32	46	23	24	27	35	15	21	29	48	31	31	26	33	32	31	28
Don't know	9	7	8	11	5	8	7	7	8	10	16	11	8	6	8	11	12	9	7	11	5

To what extent, if at all, do you think it matters whether or not people working in the Arts in Britain today come from a wide range of different social backgrounds?

Matters a great deal	31	21	41	33	24	25	37	34	30	31	24	28	34	31	31	29	33	32	30	30	26
Matters a fair amount	29	33	27	36	24	28	26	33	28	29	36	31	26	26	31	25	24	28	28	28	36
TOTAL MATTERS	60	54	68	69	48	53	63	67	58	60	60	59	60	57	62	54	57	60	58	58	62
Does not matter very much	20	28	17	19	27	26	18	17	22	19	17	21	16	26	20	21	24	17	22	22	21
Does not matter at all	12	15	9	5	19	16	13	8	13	12	8	9	13	15	12	13	9	15	14	10	10
TOTAL DOES NOT MATTER	32	43	26	24	46	42	31	25	35	31	25	30	29	41	32	34	33	32	36	32	31
Don't know	8	3	6	7	6	5	6	8	8	9	15	11	10	2	6	11	9	9	6	10	6

You may have read a news story about parents who sent an invoice for £15.95 to the parents of a child who did not turn up their child's 5th birthday party at a ski centre.

Do you think they were right or wrong to send the invoice?

Right	12	14	12	13	22	12	14	10	14	11	6	15	14	11	11	14	15	12	13	13	8
Wrong	77	79	80	73	68	79	81	76	76	78	78	71	77	81	80	73	72	76	78	79	81
Don't know	11	7	8	14	10	8	6	14	10	11	15	14	9	8	9	13	14	12	9	8	12

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

If you were in a similar situation when you had to pay for each child invited to a birthday party and one child did not turn up, do you think you would request their parents pay for the cost?

Probably would	8	8	8	2	12	8	7	6	9	6	7	11	6	7	7	8	8	8	10	6	5
Probably would not	83	87	84	84	81	86	88	84	80	86	70	76	88	89	84	81	78	82	82	85	88
Don't know	9	5	8	15	7	6	5	10	11	8	23	13	6	4	9	10	14	10	9	9	7

You have told us that there are people under the age of 18 in your household. Are any of them over 5 years old?

[This question was asked to those with children under the age of 18 in their household; n=331]

Yes	67	83	69	56	68	74	71	62	64	70	33	57	86	76	67	69	59	65	58	76	87
No	33	17	31	44	32	26	29	38	36	30	67	43	14	24	33	31	41	35	42	24	13

Thinking about when your own children were around 5 or 6, what is the largest amount of money you spent on arranging a birthday party?

[This question was only asked to those with children aged between 5 and 18; n=240]

Less than £25	2	3	3	0	0	4	3	0	1	3	0	1	3	9	3	1	0	3	4	0	4
Between £25 and £50	11	10	10	37	2	6	13	20	14	10	0	11	12	17	11	12	2	10	19	11	13
Between £50 and £100	28	18	31	29	39	30	28	23	25	29	5	30	27	46	26	30	10	28	22	30	43
Between £100 and £200	34	40	31	10	38	40	31	32	36	33	11	39	34	22	35	34	53	39	33	28	16
Between £200 and £300	7	7	6	12	9	5	7	5	5	8	0	8	7	0	9	5	20	5	7	8	0
Between £300 and £500	4	8	4	0	5	7	1	4	4	3	0	2	5	0	4	3	8	3	3	4	2
Between £500 and £1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More than £1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Can't remember	7	9	8	0	0	6	9	7	7	7	14	5	7	6	6	8	7	6	0	10	10
Not applicable - I never organised any birthday parties when my children were that age	8	7	7	12	7	2	8	10	7	8	71	4	4	0	7	9	0	6	13	8	12
Mean (£)	£126	147	124	91	141	137	116	122	127	126	128	124	131	81	131	121	183	121	118	130	92

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	56	95
Male 25 to 39	116	199
Male 40 to 59	316	267
Male 60 +	344	205
Female 18 to 24	81	93
Female 25 to 39	153	200
Female 40 to 59	322	273
Female 60 +	190	246
Region		
North England	354	388
Midlands	248	259
East	154	151
London	177	202
South England	400	361
Wales	105	79
Scotland	140	137
Social Grade		
AB	621	442
C1	416	458
C2	238	331
DE	303	347
Newspaper Type		
Express / Mail	247	224
Sun / Star	159	317
Mirror / Record	106	139
Guardian / Independent	168	69
FT / Times / Telegraph	123	126
Other Paper	211	181
No Paper	564	521
Political Party Identification		
Labour	462	499
Conservative	397	439
Liberal Democrat	123	150
SNP/Plaid Cymru	37	30
Others	162	77
None/ DK	397	383

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk