

# YouGov Survey Results

Sample Size: 1642 GB Adults  
Fieldwork: 30th - 31st January 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1642</b>	<b>563</b>	<b>539</b>	<b>100</b>	<b>645</b>	<b>701</b>	<b>795</b>	<b>847</b>	<b>184</b>	<b>693</b>	<b>389</b>	<b>376</b>	<b>936</b>	<b>706</b>	<b>220</b>	<b>532</b>	<b>351</b>	<b>396</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1642</b>	<b>559</b>	<b>531</b>	<b>104</b>	<b>747</b>	<b>669</b>	<b>719</b>	<b>923</b>	<b>153</b>	<b>698</b>	<b>433</b>	<b>358</b>	<b>996</b>	<b>646</b>	<b>158</b>	<b>551</b>	<b>386</b>	<b>409</b>	<b>138</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following activities, please say whether you consider them to be posh or not.

**Going to the theatre**

Is posh	<b>36</b>	33	36	32	34	35	35	37	58	43	27	22	37	36	36	34	35	40	37
Is not posh	<b>58</b>	64	59	63	62	60	56	59	36	50	67	73	59	57	57	61	57	53	61
Don't know	<b>6</b>	4	5	5	4	5	8	4	6	7	6	5	5	8	6	5	8	7	3

**Going to the opera**

Is posh	<b>76</b>	74	79	79	77	74	76	75	90	81	70	63	76	74	75	76	74	77	75
Is not posh	<b>19</b>	22	16	16	19	21	16	21	7	12	24	32	20	18	17	20	19	17	24
Don't know	<b>6</b>	4	4	6	4	5	7	4	3	7	5	5	4	8	8	4	7	6	1

**Going to the cinema**

Is posh	<b>2</b>	2	2	0	2	2	2	2	3	3	0	2	3	2	6	2	2	1	1
Is not posh	<b>93</b>	94	94	94	95	94	91	94	93	92	94	94	94	91	90	94	91	92	97
Don't know	<b>5</b>	4	4	6	3	4	6	4	4	5	6	4	3	7	4	4	7	7	2

**Going to a museum**

Is posh	<b>18</b>	17	19	18	18	16	16	21	30	20	13	15	18	18	25	18	18	15	21
Is not posh	<b>76</b>	80	76	73	78	79	76	75	66	74	81	80	78	73	67	77	75	79	75
Don't know	<b>6</b>	4	5	8	4	5	8	4	5	7	6	5	4	8	8	5	7	6	4

**Going to an art exhibition**

Is posh	<b>50</b>	50	49	57	48	51	48	51	69	56	40	39	50	50	46	52	47	49	52
Is not posh	<b>45</b>	47	45	40	47	45	44	45	27	38	54	55	46	43	47	43	45	44	47
Don't know	<b>6</b>	4	6	3	4	4	8	4	4	6	6	6	5	8	8	5	7	7	1

**Going to the ballet**

Is posh	<b>72</b>	69	75	76	73	70	74	70	86	79	68	57	72	71	72	72	70	73	73
Is not posh	<b>22</b>	27	19	20	23	25	18	26	11	14	27	38	23	21	20	24	23	20	25
Don't know	<b>6</b>	4	6	3	4	5	8	4	4	7	5	5	4	8	9	4	7	7	1

**Going to a live music gig**

Is posh	<b>2</b>	3	2	1	1	2	2	2	3	2	2	1	2	2	4	3	3	1	1
Is not posh	<b>91</b>	93	93	90	94	92	90	92	91	91	90	92	93	89	89	91	89	91	98
Don't know	<b>7</b>	5	6	9	5	6	9	5	6	7	7	7	5	9	7	6	9	8	2

**Going to a bingo game**

Is posh	<b>1</b>	0	0	0	0	0	0	1	0	1	0	0	1	0	2	0	1	0	0
Is not posh	<b>93</b>	95	94	95	96	93	90	95	95	91	93	94	94	91	87	95	92	93	94
Don't know	<b>7</b>	5	5	5	4	6	9	4	5	8	7	6	5	9	11	4	7	7	6

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	Education Level			Personal Income (£)						
	Total	Low	Medium	High	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000+
<b>Weighted Sample</b>	<b>1642</b>	<b>482</b>	<b>707</b>	<b>454</b>	<b>276</b>	<b>324</b>	<b>292</b>	<b>142</b>	<b>72</b>	<b>58</b>
<b>Unweighted Sample</b>	<b>1642</b>	<b>473</b>	<b>732</b>	<b>437</b>	<b>271</b>	<b>321</b>	<b>295</b>	<b>143</b>	<b>81</b>	<b>63</b>
	%	%	%	%	%	%	%	%	%	%

For each of the following activities, please say whether you consider them to be posh or not.

### Going to the theatre

Is posh	<b>36</b>	35	36	38	40	33	35	40	37	33
Is not posh	<b>58</b>	59	58	56	54	62	61	56	57	60
Don't know	<b>6</b>	6	6	6	6	6	5	5	5	7

### Going to the opera

Is posh	<b>76</b>	72	76	78	80	78	72	83	75	72
Is not posh	<b>19</b>	22	19	16	16	16	24	14	17	21
Don't know	<b>6</b>	6	5	6	4	6	4	3	8	7

### Going to the cinema

Is posh	<b>2</b>	3	2	2	4	2	0	1	1	4
Is not posh	<b>93</b>	92	93	93	93	93	97	95	90	89
Don't know	<b>5</b>	5	5	5	3	5	3	4	9	7

### Going to a museum

Is posh	<b>18</b>	14	19	21	19	18	16	15	24	21
Is not posh	<b>76</b>	80	76	72	76	77	80	77	69	72
Don't know	<b>6</b>	7	5	7	6	5	4	8	6	7

### Going to an art exhibition

Is posh	<b>50</b>	50	50	49	52	47	49	55	49	51
Is not posh	<b>45</b>	43	45	45	42	47	47	41	44	42
Don't know	<b>6</b>	7	6	6	5	5	3	4	7	7

### Going to the ballet

Is posh	<b>72</b>	68	72	75	74	76	69	82	75	71
Is not posh	<b>22</b>	24	23	20	21	20	27	15	19	23
Don't know	<b>6</b>	7	5	5	5	5	4	3	5	7

### Going to a live music gig

Is posh	<b>2</b>	2	2	2	2	3	1	2	0	2
Is not posh	<b>91</b>	90	91	91	91	91	94	94	88	92
Don't know	<b>7</b>	7	6	7	7	6	5	5	12	7

### Going to a bingo game

Is posh	<b>1</b>	1	1	0	1	0	0	1	0	1
Is not posh	<b>93</b>	92	94	93	95	94	96	91	96	92
Don't know	<b>7</b>	8	6	7	4	5	4	8	4	7

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<b>Weighted Sample</b>	<b>1642</b>	<b>563</b>	<b>539</b>	<b>100</b>	<b>645</b>	<b>701</b>	<b>795</b>	<b>847</b>	<b>184</b>	<b>693</b>	<b>389</b>	<b>376</b>	<b>936</b>	<b>706</b>	<b>220</b>	<b>532</b>	<b>351</b>	<b>396</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1642</b>	<b>559</b>	<b>531</b>	<b>104</b>	<b>747</b>	<b>669</b>	<b>719</b>	<b>923</b>	<b>153</b>	<b>698</b>	<b>433</b>	<b>358</b>	<b>996</b>	<b>646</b>	<b>158</b>	<b>551</b>	<b>386</b>	<b>409</b>	<b>138</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Going for a meal at a restaurant</b>																			
Is posh	<b>12</b>	12	12	11	11	12	9	15	20	13	11	8	10	15	14	10	14	10	16
Is not posh	<b>81</b>	85	82	81	84	83	83	80	73	80	83	87	85	76	77	85	78	81	82
Don't know	<b>7</b>	4	6	8	5	5	8	5	6	8	6	5	5	9	9	5	8	8	1
<b>Going for a meal at a pub</b>																			
Is posh	<b>1</b>	2	1	0	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1
Is not posh	<b>93</b>	95	94	95	96	94	92	94	94	93	93	95	95	91	91	95	91	93	96
Don't know	<b>6</b>	3	5	5	4	5	7	4	6	6	6	5	4	8	8	4	7	6	3
<b>Going to see stand-up comedy</b>																			
Is posh	<b>2</b>	2	3	2	1	2	2	3	3	4	0	2	2	3	4	3	2	2	1
Is not posh	<b>91</b>	92	92	89	94	92	90	92	92	90	93	91	93	89	89	91	90	90	98
Don't know	<b>7</b>	6	5	8	5	6	8	5	5	7	7	7	5	9	7	6	8	8	2
<b>Going to a casino</b>																			
Is posh	<b>18</b>	16	19	16	14	20	15	20	21	17	18	17	17	19	18	19	21	16	11
Is not posh	<b>73</b>	77	72	72	79	70	72	73	71	73	72	72	76	69	68	74	68	74	82
Don't know	<b>10</b>	8	9	12	7	10	12	7	8	9	10	11	8	12	15	7	10	10	7
<b>Going to a spa</b>																			
Is posh	<b>38</b>	37	40	44	38	38	37	39	49	39	35	34	37	40	43	36	40	39	35
Is not posh	<b>55</b>	58	55	47	58	57	53	57	46	53	59	59	58	51	50	60	52	54	59
Don't know	<b>7</b>	4	5	9	5	6	9	4	5	7	6	7	5	9	7	5	8	8	6
<b>Ranked by 'poshness' (percentage of people who said it 'is posh')</b>																			
Going to the opera	<b>76</b>	74	79	79	77	74	76	75	90	81	70	63	76	74	75	76	74	77	75
Going to the ballet	<b>72</b>	69	75	76	73	70	74	70	86	79	68	57	72	71	72	72	70	73	73
Going to an art exhibition	<b>50</b>	50	49	57	48	51	48	51	69	56	40	39	50	50	46	52	47	49	52
Going to a spa	<b>38</b>	37	40	44	38	38	37	39	49	39	35	34	37	40	43	36	40	39	35
Going to the theatre	<b>36</b>	33	36	32	34	35	35	37	58	43	27	22	37	36	36	34	35	40	37
Going to a museum	<b>18</b>	17	19	18	18	16	16	21	30	20	13	15	18	18	25	18	18	15	21
Going to a casino	<b>18</b>	16	19	16	14	20	15	20	21	17	18	17	17	19	18	19	21	16	11
Going for a meal at a restaurant	<b>12</b>	12	12	11	11	12	9	15	20	13	11	8	10	15	14	10	14	10	16
Going to the cinema	<b>2</b>	2	2	0	2	2	2	2	3	3	0	2	3	2	6	2	2	1	1
Going to a live music gig	<b>2</b>	3	2	1	1	2	2	2	3	2	2	1	2	2	4	3	3	1	1
Going to see stand-up comedy	<b>2</b>	2	3	2	1	2	2	3	3	4	0	2	2	3	4	3	2	2	1
Going to a bingo game	<b>1</b>	0	0	0	0	0	0	1	0	1	0	0	1	0	2	0	1	0	0
Going for a meal at a pub	<b>1</b>	2	1	0	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1

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<b>Weighted Sample</b>	<b>1642</b>	<b>482</b>	<b>707</b>	<b>454</b>	<b>276</b>	<b>324</b>	<b>292</b>	<b>142</b>	<b>72</b>	<b>58</b>
Unweighted Sample	1642	473	732	437	271	321	295	143	81	63
	%	%	%	%	%	%	%	%	%	%

**Going for a meal at a restaurant**

Is posh	<b>12</b>	11	13	12	15	12	10	9	11	12
Is not posh	<b>81</b>	83	81	80	79	82	85	87	80	82
Don't know	<b>7</b>	5	7	7	6	6	5	3	9	7

**Going for a meal at a pub**

Is posh	<b>1</b>	1	1	1	1	1	0	2	0	2
Is not posh	<b>93</b>	93	94	93	93	93	96	95	95	92
Don't know	<b>6</b>	6	5	7	6	6	4	4	5	7

**Going to see stand-up comedy**

Is posh	<b>2</b>	2	3	2	4	3	2	1	1	3
Is not posh	<b>91</b>	91	91	90	92	92	92	95	87	88
Don't know	<b>7</b>	6	6	7	4	5	6	5	12	9

**Going to a casino**

Is posh	<b>18</b>	18	19	16	28	21	13	10	12	6
Is not posh	<b>73</b>	72	73	74	64	70	80	81	80	87
Don't know	<b>10</b>	10	9	10	9	8	7	9	8	7

**Going to a spa**

Is posh	<b>38</b>	36	38	41	46	41	33	37	48	36
Is not posh	<b>55</b>	58	56	51	49	53	62	56	47	56
Don't know	<b>7</b>	6	7	7	5	6	4	7	6	8

**Ranked by 'poshness' (percentage of people who said it 'is posh')**

Going to the opera	<b>76</b>	72	76	78	80	78	72	83	75	72
Going to the ballet	<b>72</b>	68	72	75	74	76	69	82	75	71
Going to an art exhibition	<b>50</b>	50	50	49	52	47	49	55	49	51
Going to a spa	<b>38</b>	36	38	41	46	41	33	37	48	36
Going to the theatre	<b>36</b>	35	36	38	40	33	35	40	37	33
Going to a museum	<b>18</b>	14	19	21	19	18	16	15	24	21
Going to a casino	<b>18</b>	18	19	16	28	21	13	10	12	6
Going for a meal at a restaurant	<b>12</b>	11	13	12	15	12	10	9	11	12
Going to the cinema	<b>2</b>	3	2	2	4	2	0	1	1	4
Going to a live music gig	<b>2</b>	2	2	2	2	3	1	2	0	2
Going to see stand-up comedy	<b>2</b>	2	3	2	4	3	2	1	1	3
Going to a bingo game	<b>1</b>	1	1	0	1	0	0	1	0	1
Going for a meal at a pub	<b>1</b>	1	1	1	1	1	0	2	0	2