











Sample Size: 1769 GB Adults (These are Values Not %)  
Fieldwork: 23rd - 24th August 2015

	Gross Household Income (Highest Value £)																		
Total	84000	88000	92000	96000	100000	104000	108000	112000	120000	128000	132000	136000	140000	152000	156000	180000	188000	200000	
<b>Weighted Sample</b>	<b>1766</b>	1	5	8	1	14	1	2	3	7	1	1	2	1	3	0	1	1	4
<b>Unweighted Sample</b>	<b>1766</b>	1	7	9	2	15	1	3	5	7	1	1	2	1	2	1	1	1	3

How much would your household need to earn each year to live comfortably? (Highest Value £)

Don't Know	<b>754</b>	0	1	1	1	1	0	0	1	2	0	0	0	1	0	0	0	0	0
2000	<b>26</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4000	<b>2</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8000	<b>3</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10000	<b>18</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12000	<b>17</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14000	<b>13</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16000	<b>53</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18000	<b>46</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	<b>87</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22000	<b>20</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24000	<b>10</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26000	<b>91</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28000	<b>16</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	<b>138</b>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
32000	<b>8</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34000	<b>8</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
36000	<b>62</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38000	<b>10</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40000	<b>93</b>	0	0	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
42000	<b>4</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
46000	<b>36</b>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
48000	<b>4</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50000	<b>89</b>	0	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
52000	<b>2</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
56000	<b>9</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60000	<b>60</b>	0	2	2	0	2	0	0	1	0	0	1	0	0	0	0	0	0	2
66000	<b>9</b>	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
68000	<b>1</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70000	<b>12</b>	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
76000	<b>12</b>	0	0	0	0	2	1	0	0	1	0	0	0	0	0	0	0	0	0
80000	<b>18</b>	0	0	0	0	1	0	1	1	1	0	0	0	0	0	0	0	0	0
82000	<b>1</b>	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
86000	<b>3</b>	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
90000	<b>6</b>	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
96000	<b>1</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
100000	<b>15</b>	0	0	0	0	1	0	0	0	1	0	0	0	0	2	0	1	0	1
<b>MEAN</b>	<b>35537</b>	<b>82000</b>	<b>59508</b>	<b>58169</b>	.	<b>69051</b>	<b>76000</b>	<b>85938</b>	<b>74779</b>	<b>67380</b>	<b>76000</b>	<b>60000</b>	<b>90000</b>	.	<b>82536</b>	.	<b>100000</b>	.	<b>66304</b>
<b>MEDIAN</b>	<b>30000</b>	<b>82000</b>	<b>60000</b>	<b>60000</b>	.	<b>76000</b>	<b>76000</b>	<b>80000</b>	<b>80000</b>	<b>66000</b>	<b>76000</b>	<b>60000</b>	<b>90000</b>	.	<b>100000</b>	.	<b>100000</b>	.	<b>60000</b>

Sample Size: 1769 GB Adults (These are Values Not %)  
Fieldwork: 23rd - 24th August 2015

	Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1766</b>	599	495	124	212	855	911	208	448	605	505	1006	760	226	572	378	435	154
<b>Unweighted Sample</b>	<b>1766</b>	566	485	140	223	843	923	178	319	720	549	1145	621	219	584	391	406	166

And how much would your household need to earn each year to feel rich? (Highest Value £)

Don't Know	<b>705</b>	225	222	34	74	326	378	133	178	196	198	365	340	93	227	136	186	62
20000	<b>75</b>	24	20	7	11	31	43	5	11	28	30	40	35	6	37	15	16	2
40000	<b>245</b>	76	76	16	29	121	125	20	54	86	85	115	130	24	64	71	67	19
60000	<b>289</b>	93	79	19	44	117	172	18	68	110	93	160	129	25	90	64	84	25
80000	<b>123</b>	57	27	7	15	79	44	16	43	46	18	87	37	18	43	24	28	10
100000	<b>191</b>	63	42	27	28	98	93	11	58	78	44	132	59	28	73	36	33	21
120000	<b>13</b>	7	2	4	1	6	7	0	5	2	6	11	2	4	3	3	2	1
140000	<b>4</b>	3	1	0	0	4	0	0	0	4	0	4	0	0	3	0	0	1
160000	<b>30</b>	17	5	2	1	19	11	0	9	16	5	25	5	5	8	6	7	4
180000	<b>2</b>	0	1	0	1	1	0	0	0	0	1	2	0	0	0	0	1	0
200000	<b>27</b>	14	5	1	1	17	10	3	4	12	8	26	1	9	8	4	3	3
260000	<b>25</b>	13	3	0	4	15	10	1	8	11	5	18	7	4	6	8	3	4
300000	<b>5</b>	1	5	0	0	2	3	0	3	3	0	3	3	3	2	0	1	0
460000	<b>1</b>	0	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	0
500000	<b>13</b>	2	2	4	2	9	4	0	4	4	5	9	4	3	3	4	1	2
700000	<b>1</b>	0	1	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0
960000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000000	<b>14</b>	6	4	1	1	11	3	4	1	4	6	11	4	3	4	3	2	1
<b>MEAN</b>	<b>95004</b>	<b>101084</b>	<b>90681</b>	<b>110335</b>	<b>87388</b>	<b>107675</b>	<b>82276</b>	<b>117745</b>	<b>91897</b>	<b>94110</b>	<b>93131</b>	<b>106051</b>	<b>77958</b>	<b>125821</b>	<b>91231</b>	<b>94779</b>	<b>79305</b>	<b>107766</b>
<b>MEDIAN</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>80000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>80000</b>	<b>60000</b>	<b>60000</b>	<b>80000</b>	<b>60000</b>	<b>80000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>80000</b>

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Sample Size: 1769 GB Adults (These are Values Not %)  
Fieldwork: 23rd - 24th August 2015

	Gross Household Income (Highest Value £)																				
	Total	4000	8000	12000	16000	20000	24000	28000	32000	36000	40000	44000	48000	52000	56000	60000	64000	68000	72000	76000	80000
<b>Weighted Sample</b>	<b>1766</b>	40	30	65	82	96	71	98	66	60	81	17	56	59	22	27	5	23	26	13	22
<b>Unweighted Sample</b>	<b>1766</b>	44	26	67	86	93	70	100	71	68	84	22	54	59	26	28	6	26	30	16	23

And how much would your household need to earn each year to feel rich? (Highest Value £)

Don't Know	<b>705</b>	9	5	8	7	11	8	14	9	8	11	3	9	5	3	8	0	2	5	1	5
20000	<b>75</b>	20	10	14	11	1	0	0	1	1	1	0	1	0	1	1	0	0	1	0	0
40000	<b>245</b>	1	5	23	38	46	35	37	10	8	3	0	0	1	0	0	0	0	0	0	0
60000	<b>289</b>	6	6	10	18	22	18	32	29	27	35	8	18	8	1	1	0	0	0	2	0
80000	<b>123</b>	1	0	1	1	6	7	6	6	6	15	3	12	23	7	6	3	3	3	1	1
100000	<b>191</b>	3	2	5	2	5	3	8	9	9	11	3	13	16	7	9	1	17	8	7	7
120000	<b>13</b>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1
140000	<b>4</b>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
160000	<b>30</b>	0	0	0	0	1	0	2	1	1	0	0	1	0	1	0	0	1	4	1	2
180000	<b>2</b>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200000	<b>27</b>	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	2	0	3
260000	<b>25</b>	0	0	1	3	2	0	1	0	0	2	0	0	4	0	1	0	0	1	0	0
300000	<b>5</b>	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
460000	<b>1</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
500000	<b>13</b>	0	0	0	1	0	0	0	1	0	1	0	1	1	0	1	0	0	0	0	2
700000	<b>1</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
960000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000000	<b>14</b>	0	1	1	2	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
<b>MEAN</b>	<b>95004</b>	<b>37767</b>	<b>72773</b>	<b>66823</b>	<b>80061</b>	<b>66623</b>	<b>52859</b>	<b>59631</b>	<b>73054</b>	<b>70590</b>	<b>92322</b>	<b>72239</b>	<b>85041</b>	<b>129801</b>	<b>124499</b>	<b>113042</b>	<b>93123</b>	<b>101929</b>	<b>133491</b>	<b>99598</b>	<b>201815</b>
<b>MEDIAN</b>	<b>60000</b>	<b>20000</b>	<b>40000</b>	<b>40000</b>	<b>40000</b>	<b>40000</b>	<b>40000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>60000</b>	<b>80000</b>	<b>80000</b>	<b>100000</b>	<b>100000</b>	<b>80000</b>	<b>100000</b>	<b>100000</b>	<b>100000</b>	<b>120000</b>

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		Gross Household Income (Highest Value £)																	
		84000	88000	92000	96000	100000	104000	108000	112000	120000	128000	132000	136000	140000	152000	156000	180000	188000	200000
<b>Weighted Sample</b>	<b>1766</b>	1	5	8	1	14	1	2	3	7	1	1	2	1	3	0	1	1	4
<b>Unweighted Sample</b>	<b>1766</b>	1	7	9	2	15	1	3	5	7	1	1	2	1	2	1	1	1	3

And how much would your household need to earn each year to feel rich? (Highest Value £)

Don't Know	<b>705</b>	0	1	0	1	4	0	0	1	2	0	0	0	0	0	0	0	0	0
20000	<b>75</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40000	<b>245</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60000	<b>289</b>	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
80000	<b>123</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
100000	<b>191</b>	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0
120000	<b>13</b>	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
140000	<b>4</b>	0	1	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
160000	<b>30</b>	1	1	2	0	2	0	1	0	0	0	0	1	0	0	0	1	1	1
180000	<b>2</b>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200000	<b>27</b>	0	1	0	0	3	0	1	1	2	1	0	0	0	2	0	0	0	3
260000	<b>25</b>	0	0	1	0	2	0	0	1	2	0	0	0	1	0	0	0	0	
300000	<b>5</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	
460000	<b>1</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
500000	<b>13</b>	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	
700000	<b>1</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
960000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
1000000	<b>14</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	
<b>MEAN</b>	<b>95004</b>	<b>160000</b>	<b>232591</b>	<b>138759</b>	<b>260000</b>	<b>170254</b>	<b>100000</b>	<b>255538</b>	<b>252681</b>	<b>191410</b>	<b>200000</b>	<b>500000</b>	<b>169371</b>	<b>1000000</b>	<b>220957</b>	<b>200000</b>	<b>160000</b>	<b>160000</b>	<b>192373</b>
<b>MEDIAN</b>	<b>60000</b>	<b>160000</b>	<b>160000</b>	<b>120000</b>	<b>260000</b>	<b>160000</b>	<b>100000</b>	<b>200000</b>	<b>260000</b>	<b>200000</b>	<b>200000</b>	<b>500000</b>	<b>160000</b>	<b>1000000</b>	<b>200000</b>	<b>200000</b>	<b>160000</b>	<b>160000</b>	<b>200000</b>

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