

YouGov Survey Results



Sample Size: 2171 GB Adults
Fieldwork: 30th - 31st August 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	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	
Weighted Sample	2171	745	712	132	853	927	1051	1120	243	916	515	497	1237	934	291	703	465	523	189
Unweighted Sample	2171	747	682	141	961	878	942	1229	208	884	543	536	1314	857	195	759	494	529	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of men and women, who do you think has things better in British society?

Men have things much better	9	5	13	11	12	8	5	13	13	9	10	8	11	7	16	9	8	9	8
Men have things a fair amount better	14	10	21	16	18	12	9	19	20	15	13	12	15	13	15	15	13	14	14
Men have things a little better	22	23	23	25	26	20	20	24	27	22	20	22	23	21	17	23	22	21	27
TOTAL MEN HAVE THINGS BETTER	45	38	57	52	56	40	34	56	60	46	43	42	49	41	48	47	43	44	49
Both groups have things equally good	33	41	26	32	29	37	37	29	21	31	35	39	32	34	30	33	35	32	31
Women have things a little better	5	7	4	2	4	6	8	2	3	6	5	5	5	5	5	5	6	6	4
Women have things a fair amount better	3	3	2	2	1	4	5	1	2	3	3	4	3	3	4	3	3	3	1
Women have things much better	3	3	1	2	1	4	4	1	2	3	3	3	2	3	0	3	3	3	3
TOTAL WOMEN HAVE THINGS BETTER	11	13	7	6	6	14	17	4	7	12	11	12	10	11	9	11	12	12	8
Don't know	11	8	11	9	9	9	10	11	12	12	11	7	8	14	13	9	9	13	12

Out of young people and old people, who do you think has things better in British society?

Young people have things much better	6	6	4	1	3	8	5	6	4	6	6	6	4	8	6	5	7	6	5
Young people have things a fair amount better	8	10	5	8	4	11	7	8	5	7	9	9	7	8	8	7	8	8	10
Young people have things a little better	11	11	12	5	9	13	10	12	8	13	11	10	9	14	7	12	10	14	13
TOTAL YOUNG PEOPLE HAVE THINGS BETTER	25	27	21	14	16	32	22	26	17	26	26	25	20	30	21	24	25	28	28
Both groups have things equally good	23	28	21	24	23	24	21	25	17	19	27	30	24	22	26	23	26	21	18
Old people have things a little better	18	19	17	25	20	16	21	15	21	15	18	21	21	14	17	18	17	18	21
Old people have things a fair amount better	12	10	15	16	18	9	14	10	18	13	11	9	15	9	14	14	10	11	13
Old people have things much better	8	5	11	13	11	5	8	7	8	11	5	3	8	7	6	10	8	7	4
TOTAL OLD PEOPLE HAVE THINGS BETTER	38	34	43	54	49	30	43	32	47	39	34	33	44	30	37	42	35	36	38
Don't know	15	11	15	8	12	13	13	17	19	16	14	11	12	19	16	12	15	16	18

Out of rich people and poor people, who do you think has things better in British society?

Rich people have things much better	63	54	74	63	67	63	62	63	57	62	68	61	63	62	63	62	58	66	65
Rich people have things a fair amount better	16	19	12	21	16	16	15	17	15	13	18	19	16	15	14	18	18	14	13
Rich people have things a little better	8	12	5	4	7	8	9	7	12	7	6	10	9	7	6	8	10	8	7
TOTAL RICH PEOPLE HAVE THINGS BETTER	87	85	91	88	90	87	86	87	84	82	92	90	88	84	83	88	86	88	85
Both groups have things equally good	5	7	4	3	4	6	6	5	5	7	3	5	6	5	8	5	7	4	6
Poor people have things a little better	1	1	1	2	1	2	1	1	1	2	1	1	1	1	2	1	1	2	0
Poor people have things a fair amount better	1	0	0	2	1	1	1	0	1	1	0	1	1	0	1	1	0	0	1
Poor people have things much better	1	1	0	0	1	1	1	1	0	1	1	0	1	0	0	1	1	1	1
TOTAL POOR PEOPLE HAVE THINGS BETTER	3	2	1	4	3	4	3	2	2	4	2	2	3	1	3	3	2	3	2
Don't know	6	5	3	6	4	4	5	6	9	7	4	3	4	8	8	5	6	5	8

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Sample Size: 2171 GB Adults
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	Age (2)						Home Ownership									
	Total	18-24	25-34	35-44	45-54	55-64	65+	Own outright	Own with a mortgage	Part-own through shared ownership scheme	Rent (private landlord)	Rent (local authority)	Rent (housing association)	Live with relatives or friends and pay rent to them	Live rent-free with relatives or friends	Other
Weighted Sample	2171	243	338	380	347	366	497	631	508	21	279	99	140	82	103	35
Unweighted Sample	2171	208	344	357	338	388	536	681	520	15	275	88	124	73	88	33
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of men and women, who do you think has things better in British society?

Men have things much better	9	13	11	8	7	11	8	9	8	10	10	7	11	9	8	2
Men have things a fair amount better	14	20	18	12	14	13	12	13	14	0	16	10	14	15	22	12
Men have things a little better	22	27	22	22	21	20	22	22	24	23	18	23	20	30	21	19
TOTAL MEN HAVE THINGS BETTER	45	60	51	42	42	44	42	44	46	33	44	40	45	54	51	33
Both groups have things equally good	33	21	27	31	37	35	39	38	31	38	34	28	31	25	29	36
Women have things a little better	5	3	6	6	5	5	5	4	7	0	4	10	4	3	1	8
Women have things a fair amount better	3	2	3	2	3	3	4	4	2	0	3	3	3	2	4	0
Women have things much better	3	2	2	5	2	3	3	2	3	20	1	2	2	5	4	0
TOTAL WOMEN HAVE THINGS BETTER	11	7	11	13	10	11	12	10	12	20	8	15	9	10	9	8
Don't know	11	12	11	15	11	11	7	8	12	8	14	17	15	11	12	24

Out of young people and old people, who do you think has things better in British society?

Young people have things much better	6	4	4	4	10	6	6	5	4	20	8	11	7	5	5	0
Young people have things a fair amount better	8	5	8	7	6	9	9	10	6	8	6	11	4	4	3	17
Young people have things a little better	11	8	10	14	14	11	10	9	11	0	9	13	24	12	6	8
TOTAL YOUNG PEOPLE HAVE THINGS BETTER	25	17	22	25	30	26	25	24	21	28	23	35	35	21	14	25
Both groups have things equally good	23	17	19	19	20	29	30	30	23	17	21	20	20	13	26	7
Old people have things a little better	18	21	12	14	18	19	21	21	16	17	19	13	13	20	19	26
Old people have things a fair amount better	12	18	16	14	9	10	9	10	16	9	10	3	6	25	14	15
Old people have things much better	8	8	15	10	8	4	3	4	9	13	10	8	9	7	11	4
TOTAL OLD PEOPLE HAVE THINGS BETTER	38	47	43	38	35	33	33	35	41	39	39	24	28	52	44	45
Don't know	15	19	15	18	15	14	11	12	15	16	18	22	17	15	15	22

Out of rich people and poor people, who do you think has things better in British society?

Rich people have things much better	63	57	57	62	70	68	61	58	65	59	64	72	71	58	57	57
Rich people have things a fair amount better	16	15	16	12	13	18	19	20	13	24	13	11	9	25	17	11
Rich people have things a little better	8	12	7	8	6	6	10	10	8	3	5	7	5	11	7	2
TOTAL RICH PEOPLE HAVE THINGS BETTER	87	84	80	82	89	92	90	88	86	86	82	90	85	94	81	70
Both groups have things equally good	5	5	9	6	5	2	5	6	4	9	6	4	4	4	6	0
Poor people have things a little better	1	1	3	1	0	1	1	1	1	5	2	1	1	2	0	0
Poor people have things a fair amount better	1	1	1	0	2	0	1	0	1	0	0	1	0	0	0	10
Poor people have things much better	1	0	1	1	0	0	0	0	1	0	1	1	1	0	1	0
TOTAL POOR PEOPLE HAVE THINGS BETTER	3	2	5	2	2	1	2	1	3	5	3	3	2	2	1	10
Don't know	6	9	7	9	4	4	3	4	6	0	9	4	9	0	12	20

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	Sexuality			Ethnicity		Region		Household Income								
Total	Straight	Gay or Lesbian	LGB	White	Other	South	Rest	0-9,999	10,000-19,999	20,000-29,999	30,000-39,999	40,000-49,999	50,000-59,999	60,000-69,999	70,000+	
Weighted Sample	2171	1835	78	155	1867	129	994	1177	129	325	307	214	188	194	82	46
Unweighted Sample	2171	1834	69	153	1889	111	954	1217	123	319	309	225	206	198	86	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of men and women, who do you think has things better in British society?

Men have things much better	9	8	13	15	9	13	11	8	13	6	9	9	13	6	11	11
Men have things a fair amount better	14	15	11	16	15	13	15	14	12	12	15	16	16	18	16	7
Men have things a little better	22	22	22	23	22	18	22	23	30	20	23	26	21	23	32	32
TOTAL MEN HAVE THINGS BETTER	45	45	46	54	46	44	48	45	55	38	47	51	50	47	59	50
Both groups have things equally good	33	34	34	29	34	28	32	33	22	39	33	32	35	35	30	27
Women have things a little better	5	5	8	7	5	9	5	5	4	4	5	8	4	5	6	4
Women have things a fair amount better	3	3	1	1	3	0	3	3	1	3	3	3	3	3	2	2
Women have things much better	3	3	3	2	3	1	2	3	2	4	3	1	1	3	2	2
TOTAL WOMEN HAVE THINGS BETTER	11	11	12	10	11	10	11	11	7	11	11	12	8	11	10	8
Don't know	11	11	9	7	10	18	10	11	17	13	10	4	7	7	2	16

Out of young people and old people, who do you think has things better in British society?

Young people have things much better	6	6	4	4	6	4	5	6	6	6	6	9	4	3	3	0
Young people have things a fair amount better	8	8	2	4	8	4	7	8	7	9	7	4	10	7	8	0
Young people have things a little better	11	12	4	8	11	10	10	12	14	9	15	14	12	8	11	9
TOTAL YOUNG PEOPLE HAVE THINGS BETTER	25	26	10	16	25	18	22	26	27	24	28	27	26	18	22	9
Both groups have things equally good	23	24	20	16	23	25	24	22	19	31	23	28	18	24	17	12
Old people have things a little better	18	17	27	23	19	14	17	18	14	18	20	19	21	17	20	22
Old people have things a fair amount better	12	12	15	16	12	15	14	11	11	8	9	15	11	16	30	30
Old people have things much better	8	7	17	15	7	7	9	7	13	6	5	5	10	14	6	16
TOTAL OLD PEOPLE HAVE THINGS BETTER	38	36	59	54	38	36	40	36	38	32	34	39	42	47	56	68
Don't know	15	14	10	15	14	21	13	16	16	13	16	6	13	10	6	12

Out of rich people and poor people, who do you think has things better in British society?

Rich people have things much better	63	63	75	67	64	50	63	63	69	61	64	70	65	58	69	52
Rich people have things a fair amount better	16	16	10	12	16	15	16	15	13	18	15	12	18	18	17	29
Rich people have things a little better	8	8	1	7	8	13	7	9	4	9	7	9	5	9	5	5
TOTAL RICH PEOPLE HAVE THINGS BETTER	87	87	86	86	88	78	86	87	86	88	86	91	88	85	91	86
Both groups have things equally good	5	6	9	6	5	8	5	5	4	5	7	3	5	7	3	2
Poor people have things a little better	1	1	0	1	1	2	1	1	1	1	1	2	2	1	5	2
Poor people have things a fair amount better	1	0	0	0	0	4	1	1	0	0	0	1	0	1	0	1
Poor people have things much better	1	1	0	0	1	0	0	1	1	0	1	1	0	3	0	0
TOTAL POOR PEOPLE HAVE THINGS BETTER	3	2	0	1	2	6	2	3	2	1	2	4	2	5	5	3
Don't know	6	5	6	7	5	9	6	6	9	6	5	2	4	3	1	9

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	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
Weighted Sample	2171	745	712	132	853	927	1051	1120	243	916	515	497	1237	934	291	703	465	523	189
Unweighted Sample	2171	747	682	141	961	878	942	1229	208	884	543	536	1314	857	195	759	494	529	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of white people and people from ethnic minorities, who do you think has things better in British society?

White people have things much better	9	4	15	8	15	4	9	9	17	10	8	6	11	7	14	8	7	10	8
White people have things a fair amount better	14	8	19	23	21	8	13	14	19	15	10	13	16	11	17	15	11	10	18
White people have things a little better	19	21	20	24	23	16	19	18	16	17	21	22	21	16	22	20	18	17	16
TOTAL WHITE PEOPLE HAVE THINGS BETTER	42	33	54	55	59	28	41	41	52	42	39	41	48	34	53	43	36	37	42
Both groups have things equally good	25	30	22	23	22	28	26	25	21	25	27	27	26	25	22	24	30	24	24
People from ethnic minorities have things a little better	8	10	7	3	5	12	9	7	6	9	9	7	6	10	4	9	9	10	5
People from ethnic minorities have things a fair amount better	5	8	3	3	2	9	6	5	4	4	6	9	5	6	3	6	5	7	5
People from ethnic minorities have things much better	6	8	4	6	2	10	7	6	6	6	7	7	5	9	4	6	7	7	7
TOTAL ETHNIC MINORITIES HAVE THINGS BETTER	19	26	14	12	9	31	22	18	16	19	22	23	16	25	11	21	21	24	17
Don't know	13	11	10	11	9	12	10	16	12	15	13	10	11	16	14	11	13	14	17

Out of straight people and gay/lesbian people, who do you think has things better in British society?

Straight people have things much better	8	5	13	11	11	5	9	7	18	8	6	7	10	6	14	8	8	8	5
Straight people have things a fair amount better	12	7	19	17	19	8	11	13	18	13	10	10	14	10	12	14	9	14	9
Straight people have things a little better	21	21	25	21	25	18	19	22	23	20	24	18	22	20	23	20	23	19	20
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	41	33	57	49	55	31	39	42	59	41	40	35	46	36	49	42	40	41	34
Both groups have things equally good	32	37	26	32	27	36	31	34	20	35	34	32	30	36	27	32	34	33	37
Gay/lesbian people have things a little better	5	8	2	1	4	6	7	3	4	3	5	7	6	3	3	6	4	5	5
Gay/lesbian people have things a fair amount better	3	4	2	1	2	4	4	1	4	2	2	3	3	2	3	2	3	2	2
Gay/lesbian people have things much better	3	5	1	3	1	5	4	2	0	2	3	5	3	3	2	3	3	3	3
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	11	17	5	5	7	15	15	6	8	7	10	15	12	8	8	11	10	10	10
Don't know	16	14	13	12	11	17	14	17	12	16	16	18	12	21	15	14	16	17	19

Out of homeowners and renters, who do you think has things better in British society?

Homeowners have things much better	22	17	25	24	26	18	23	20	26	24	18	19	24	18	32	23	16	20	18
Homeowners have things a fair amount better	22	22	26	24	26	22	21	23	20	21	24	24	25	19	18	25	21	23	22
Homeowners have things a little better	20	23	18	26	19	22	21	20	19	18	23	22	21	20	19	22	20	19	20
TOTAL HOMEOWNERS HAVE THINGS BETTER	64	62	69	74	71	62	65	63	65	63	65	65	70	57	69	70	57	62	60
Both groups have things equally good	17	22	12	14	14	19	16	17	12	17	16	19	16	17	9	15	24	16	20
Renters have things a little better	2	2	2	1	2	3	2	3	3	2	3	1	2	3	3	2	3	2	2
Renters have things a fair amount better	2	3	2	1	1	4	2	2	0	1	3	3	1	3	3	2	2	3	0
Renters have things much better	1	2	0	0	1	1	1	1	1	1	1	1	1	2	0	1	1	2	1
TOTAL RENTERS HAVE THINGS BETTER	5	7	4	2	4	8	5	6	4	4	7	5	4	8	6	5	6	7	3
Don't know	14	9	14	10	12	12	13	14	20	15	12	10	10	19	15	11	14	16	17

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Fieldwork: 30th - 31st August 2018

	Age (2)						Home Ownership									
	Total	18-24	25-34	35-44	45-54	55-64	65+	Own outright	Own with a mortgage	Part-own through shared ownership scheme	Rent (private landlord)	Rent (local authority)	Rent (housing association)	Live with relatives or friends and pay rent to them	Live rent-free with relatives or friends	Other
Weighted Sample	2171	243	338	380	347	366	497	631	508	21	279	99	140	82	103	35
Unweighted Sample	2171	208	344	357	338	388	536	681	520	15	275	88	124	73	88	33
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of white people and people from ethnic minorities, who do you think has things better in British society?

White people have things much better	9	17	14	8	7	8	6	6	10	25	13	7	4	13	10	5
White people have things a fair amount better	14	19	16	14	11	12	13	13	15	16	15	5	12	11	21	2
White people have things a little better	19	16	17	17	18	20	22	23	17	20	17	11	15	10	25	10
TOTAL WHITE PEOPLE HAVE THINGS BETTER	42	52	47	39	36	40	41	42	42	61	45	23	31	34	56	17
Both groups have things equally good	25	21	22	25	28	26	27	26	28	17	20	27	25	21	21	43
People from ethnic minorities have things a little better	8	6	11	7	7	10	7	8	8	13	8	8	8	14	6	12
People from ethnic minorities have things a fair amount better	5	4	3	5	4	6	9	7	4	0	5	7	5	11	1	2
People from ethnic minorities have things much better	6	6	4	7	9	6	7	6	4	4	6	14	9	6	10	1
TOTAL ETHNIC MINORITIES HAVE THINGS BETTER	19	16	18	19	20	22	23	21	16	17	19	29	22	31	17	15
Don't know	13	12	13	17	14	12	10	12	13	5	16	20	21	14	5	24

Out of straight people and gay/lesbian people, who do you think has things better in British society?

Straight people have things much better	8	18	10	7	7	6	7	7	7	25	12	6	6	13	10	15
Straight people have things a fair amount better	12	18	19	9	10	11	10	11	12	16	14	4	8	18	21	8
Straight people have things a little better	21	23	18	22	22	24	18	21	22	16	20	12	19	12	19	15
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	41	59	47	38	39	41	35	39	41	57	46	22	33	43	50	38
Both groups have things equally good	32	20	35	33	37	34	32	35	33	30	31	35	29	26	30	20
Gay/lesbian people have things a little better	5	4	3	4	4	5	7	5	6	0	3	2	4	17	0	12
Gay/lesbian people have things a fair amount better	3	4	1	3	2	3	3	3	3	0	1	0	3	2	5	3
Gay/lesbian people have things much better	3	0	1	2	3	3	5	4	3	0	1	4	6	0	1	0
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	11	8	5	9	9	11	15	12	12	0	5	6	13	19	6	15
Don't know	16	12	12	19	16	15	18	15	14	12	17	37	25	11	14	28

Out of homeowners and renters, who do you think has things better in British society?

Homeowners have things much better	22	26	30	19	19	20	19	18	15	39	35	22	25	18	18	24
Homeowners have things a fair amount better	22	20	23	20	23	22	24	26	21	12	24	12	15	32	20	18
Homeowners have things a little better	20	19	16	20	23	21	22	23	24	20	14	13	22	11	23	22
TOTAL HOMEOWNERS HAVE THINGS BETTER	64	65	69	59	65	63	65	67	60	71	73	47	62	61	61	64
Both groups have things equally good	17	12	16	17	17	17	19	18	21	21	12	17	8	18	15	4
Renters have things a little better	2	3	3	2	1	4	1	2	4	0	1	2	1	5	1	0
Renters have things a fair amount better	2	0	1	2	1	4	3	2	1	0	1	5	6	1	2	0
Renters have things much better	1	1	1	2	0	1	1	0	2	0	0	2	1	0	0	0
TOTAL RENTERS HAVE THINGS BETTER	5	4	5	6	2	9	5	4	7	0	2	9	8	6	3	0
Don't know	14	20	11	17	16	12	10	10	13	8	13	28	22	15	20	32

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Fieldwork: 30th - 31st August 2018

	Sexuality			Ethnicity		Region		Household Income								
	Total	Straight	Gay or Lesbian	LGB	White	Other	South	Rest	0-9,999	10,000-19,999	20,000-29,999	30,000-39,999	40,000-49,999	50,000-59,999	60,000-69,999	70,000+
Weighted Sample	2171	1835	78	155	1867	129	994	1177	129	325	307	214	188	194	82	46
Unweighted Sample	2171	1834	69	153	1889	111	954	1217	123	319	309	225	206	198	86	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of white people and people from ethnic minorities, who do you think has things better in British society?

White people have things much better	9	8	8	11	8	24	10	9	9	7	8	9	10	11	3	20
White people have things a fair amount better	14	13	26	23	14	15	16	12	12	8	16	14	18	20	14	22
White people have things a little better	19	19	22	22	20	16	20	17	13	18	20	23	18	19	33	32
TOTAL WHITE PEOPLE HAVE THINGS BETTER	42	40	56	56	42	55	46	38	34	33	44	46	46	50	50	74
Both groups have things equally good	25	27	14	15	26	22	24	27	23	29	27	25	20	32	21	9
People from ethnic minorities have things a little better	8	8	13	10	8	4	7	9	10	8	10	11	9	4	6	4
People from ethnic minorities have things a fair amount better	5	5	6	4	5	2	5	6	6	7	4	6	7	5	8	0
People from ethnic minorities have things much better	6	6	6	6	6	6	6	7	13	7	5	3	8	3	6	12
TOTAL ETHNIC MINORITIES HAVE THINGS BETTER	19	19	25	20	19	12	18	22	29	22	19	20	24	12	20	16
Don't know	13	13	5	8	13	11	12	14	14	16	11	9	11	5	9	2

Out of straight people and gay/lesbian people, who do you think has things better in British society?

Straight people have things much better	8	7	23	22	8	18	10	7	9	7	10	8	9	9	6	13
Straight people have things a fair amount better	12	11	24	24	12	9	13	11	17	8	11	13	14	15	13	25
Straight people have things a little better	21	21	25	24	21	25	21	21	17	21	22	22	26	23	31	29
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	41	39	72	70	41	52	44	39	43	36	43	43	49	47	50	67
Both groups have things equally good	32	35	19	19	34	20	31	34	24	34	36	37	31	33	29	15
Gay/lesbian people have things a little better	5	5	0	1	5	2	5	4	5	8	4	5	1	6	9	4
Gay/lesbian people have things a fair amount better	3	3	3	2	2	4	3	2	3	1	1	2	3	2	4	0
Gay/lesbian people have things much better	3	3	0	1	3	2	3	3	4	3	4	1	3	4	2	0
TOTAL STRAIGHT PEOPLE HAVE THINGS BETTER	11	11	3	4	10	8	11	9	12	12	9	8	7	12	15	4
Don't know	16	16	6	6	15	21	15	17	21	18	12	10	12	8	7	14

Out of homeowners and renters, who do you think has things better in British society?

Homeowners have things much better	22	21	26	28	21	22	26	18	25	20	21	24	23	24	22	24
Homeowners have things a fair amount better	22	22	41	32	22	21	23	22	12	23	23	22	31	26	35	33
Homeowners have things a little better	20	21	13	17	21	23	21	19	17	22	16	18	19	22	22	21
TOTAL HOMEOWNERS HAVE THINGS BETTER	64	64	80	77	64	66	70	59	54	65	60	64	73	72	79	78
Both groups have things equally good	17	18	8	8	18	6	13	19	14	15	22	24	13	19	12	3
Renters have things a little better	2	2	2	3	2	6	2	2	4	3	3	4	3	0	3	7
Renters have things a fair amount better	2	2	2	1	2	1	2	2	2	2	3	0	1	1	0	0
Renters have things much better	1	1	2	2	1	1	1	1	3	1	1	0	1	1	1	0
TOTAL RENTERS HAVE THINGS BETTER	5	5	6	6	5	8	5	5	9	6	7	4	5	2	4	7
Don't know	14	13	7	9	13	20	12	15	23	15	10	8	8	7	6	12

YouGov Survey Results



Sample Size: 2171 GB Adults
Fieldwork: 30th - 31st August 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
Weighted Sample	2171	745	712	132	853	927	1051	1120	243	916	515	497	1237	934	291	703	465	523	189
Unweighted Sample	2171	747	682	141	961	878	942	1229	208	884	543	536	1314	857	195	759	494	529	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of people in the South of England and people in the rest of the UK, who do you think has things better in British society?

People in the South of England have things much better	17	16	21	15	17	19	21	14	16	14	19	21	18	16	11	10	17	29	19
People in the South of England have things a fair amount better	17	16	19	19	20	16	20	15	17	16	18	18	19	15	13	13	18	21	26
People in the South of England have things a little better	21	23	21	21	23	22	24	19	22	20	20	22	22	19	22	26	19	16	18
TOTAL PEOPLE IN SOUTH OF ENGLAND HAVE THINGS BETTER	55	55	61	55	60	57	65	48	55	50	57	61	59	50	46	49	54	66	63
Both groups have things equally good	19	24	16	22	20	19	16	23	13	20	20	20	19	19	24	22	21	14	12
People in the rest of the UK have things a little better	4	4	4	6	4	5	4	4	3	4	6	3	4	4	2	7	2	3	4
People in the rest of the UK have things a fair amount better	2	3	2	2	2	3	2	2	4	2	2	3	3	2	3	3	1	2	3
People in the rest of the UK have things much better	1	1	1	2	1	2	1	1	3	1	1	1	1	1	1	1	1	2	0
TOTAL REST OF THE UK HAVE THINGS BETTER	7	8	7	10	7	10	7	7	10	7	9	7	8	7	6	11	4	7	7
Don't know	18	13	16	13	13	16	13	23	22	22	15	12	14	24	23	19	20	13	18

Out of working and middle class people, who do you think has things better in British

Working class people have things much better	1	1	1	0	1	1	1	2	2	1	1	0	1	2	1	1	1	2	2
Working class people have things a fair amount better	1	1	1	2	1	1	2	1	1	1	1	1	1	1	3	1	1	1	1
Working class people have things a little better	2	2	1	0	2	2	2	2	4	2	2	1	2	2	2	2	3	3	0
TOTAL WORKING CLASS PEOPLE HAVE THINGS BETTER	4	4	3	2	4	4	5	5	7	4	4	2	4	5	6	4	5	6	3
Both groups have things equally good	16	23	10	13	14	18	17	15	9	13	17	22	16	15	15	17	16	15	13
Middle class people have things a little better	24	31	20	25	25	27	24	24	14	23	25	31	26	22	19	28	27	18	29
Middle class people things a fair amount better	21	18	25	26	24	19	22	20	24	20	22	20	22	20	19	22	21	20	24
Middle class people have things much better	21	13	31	19	24	21	20	22	27	22	21	16	21	22	24	18	17	28	21
TOTAL MIDDLE CLASS HAVE THINGS BETTER	66	62	76	70	73	67	66	66	65	65	68	67	69	64	62	68	65	66	74
Don't know	13	11	10	14	11	11	12	14	19	16	10	9	11	16	18	11	14	14	10

YouGov Survey Results

Sample Size: 2171 GB Adults
Fieldwork: 30th - 31st August 2018

	Age (2)						Home Ownership									
	Total	18-24	25-34	35-44	45-54	55-64	65+	Own outright	Own with a mortgage	Part-own through shared ownership scheme	Rent (private landlord)	Rent (local authority)	Rent (housing association)	Live with relatives or friends and pay rent to them	Live rent-free with relatives or friends	Other
Weighted Sample	2171	243	338	380	347	366	497	631	508	21	279	99	140	82	103	35
Unweighted Sample	2171	208	344	357	338	388	536	681	520	15	275	88	124	73	88	33
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of people in the South of England and people in the rest of the UK, who do you think has things better in British society?

People in the South of England have things much better	17	16	11	17	17	19	21	19	18	20	16	20	16	15	11	9
People in the South of England have things a fair amount better	17	17	17	17	16	16	18	18	19	5	19	14	11	14	17	12
People in the South of England have things a little better	21	22	18	21	23	20	22	22	20	36	21	17	19	28	27	21
TOTAL PEOPLE IN SOUTH OF ENGLAND HAVE THINGS BETTER	55	55	46	55	56	55	61	59	57	61	56	51	46	57	55	42
Both groups have things equally good	19	13	22	18	18	22	20	22	18	22	16	13	20	15	20	18
People in the rest of the UK have things a little better	4	3	7	3	5	4	3	4	5	5	2	2	5	10	4	4
People in the rest of the UK have things a fair amount better	2	4	2	2	2	1	3	2	1	0	3	3	3	5	2	0
People in the rest of the UK have things much better	1	3	1	1	1	1	1	1	2	0	2	0	1	0	1	0
TOTAL REST OF THE UK HAVE THINGS BETTER	7	10	10	6	8	6	7	7	8	5	7	5	9	15	7	4
Don't know	18	22	22	22	19	15	12	13	17	12	22	31	26	14	20	36

Out of working and middle class people, who do you think has things better in British

Working class people have things much better	1	2	1	2	1	1	0	1	0	0	1	5	4	0	2	0
Working class people have things a fair amount better	1	1	1	1	1	0	1	1	1	0	0	5	1	2	0	0
Working class people have things a little better	2	4	3	2	2	2	1	1	2	8	1	4	0	10	2	0
TOTAL WORKING CLASS PEOPLE HAVE THINGS BETTER	4	7	5	5	4	3	2	3	3	8	2	14	5	12	4	0
Both groups have things equally good	16	9	13	12	17	17	22	22	15	13	16	8	12	15	11	10
Middle class people have things a little better	24	14	19	23	27	24	31	30	25	28	18	20	22	11	14	23
Middle class people things a fair amount better	21	24	23	20	16	26	20	21	20	13	24	14	19	26	28	20
Middle class people have things much better	21	27	23	23	22	20	16	17	21	34	25	27	22	19	27	13
TOTAL MIDDLE CLASS HAVE THINGS BETTER	66	65	65	66	65	70	67	68	66	75	67	61	63	56	69	56
Don't know	13	19	17	17	13	9	9	8	16	3	15	17	19	16	14	33

YouGov Survey Results



Sample Size: 2171 GB Adults
Fieldwork: 30th - 31st August 2018

	Sexuality			Ethnicity		Region		Household Income								
	Total	Straight	Gay or Lesbian	LGB	White	Other	South	Rest	0-9,999	10,000-19,999	20,000-29,999	30,000-39,999	40,000-49,999	50,000-59,999	60,000-69,999	70,000+
Weighted Sample	2171	1835	78	155	1867	129	994	1177	129	325	307	214	188	194	82	46
Unweighted Sample	2171	1834	69	153	1889	111	954	1217	123	319	309	225	206	198	86	45
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of people in the South of England and people in the rest of the UK, who do you think has things better in British society?

People in the South of England have things much better	17	17	21	16	18	8	10	23	19	15	17	22	18	19	13	14
People in the South of England have things a fair amount better	17	16	18	27	17	21	13	21	19	15	16	21	21	22	15	18
People in the South of England have things a little better	21	21	24	19	21	24	25	18	23	22	20	21	24	22	30	38
TOTAL PEOPLE IN SOUTH OF ENGLAND HAVE THINGS BETTER	55	54	63	62	56	53	48	62	61	52	53	64	63	63	58	70
Both groups have things equally good	19	20	18	17	21	10	23	16	12	21	21	20	13	19	22	9
People in the rest of the UK have things a little better	4	4	8	4	4	3	5	3	2	5	5	4	6	5	6	8
People in the rest of the UK have things a fair amount better	2	2	2	3	2	3	3	2	3	2	2	0	2	2	4	3
People in the rest of the UK have things much better	1	1	1	1	1	5	1	1	1	1	1	2	2	1	0	0
TOTAL REST OF THE UK HAVE THINGS BETTER	7	7	11	8	7	11	9	6	6	8	8	6	10	8	10	11
Don't know	18	17	8	13	17	25	20	16	21	19	17	11	14	11	10	9

Out of working and middle class people, who do you think has things better in British

Working class people have things much better	1	1	2	2	1	0	1	2	1	4	1	0	1	1	0	0
Working class people have things a fair amount better	1	1	0	2	1	2	1	1	1	1	0	1	1	0	0	0
Working class people have things a little better	2	2	3	3	2	5	2	2	3	2	2	2	3	2	0	6
TOTAL WORKING CLASS PEOPLE HAVE THINGS BETTER	4	4	5	7	4	7	4	5	5	7	3	3	5	3	0	6
Both groups have things equally good	16	16	24	18	16	9	17	15	11	17	16	18	16	13	19	6
Middle class people have things a little better	24	25	19	17	25	18	25	23	20	25	24	31	28	26	25	23
Middle class people things a fair amount better	21	21	22	23	21	24	21	21	20	21	22	19	19	25	35	31
Middle class people have things much better	21	21	26	28	22	20	20	23	28	19	24	20	24	18	18	18
TOTAL MIDDLE CLASS HAVE THINGS BETTER	66	67	67	68	68	62	66	67	68	65	70	70	71	69	78	72
Don't know	13	13	5	8	12	22	13	13	16	11	10	8	9	14	2	15