

### Attitudes towards rich people

- Fieldwork dates: GB 25<sup>th</sup> May – 10<sup>th</sup> June 2018, France 28<sup>th</sup> May – 5<sup>th</sup> June 2018 and US 1<sup>st</sup> – 4<sup>th</sup> June 2018
- All figures in percentages
- Base: 988 Adults aged 15+ in GB, 1011 Adults aged 15+ in France, 1084 Adults aged 18 – 75 in the US
- Data have been weighted to the known population profile
- Interviews conducted face-to-face in GB and France and on the Ipsos MORI's online Omnibus in the US
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

Q6. Some say that certain people deserve to be rich whilst others are undeserving. Which, if any, of the following groups of people do you personally believe deserve to be rich?

Please select all that apply

	Total GB	GB under 30 years old	GB over 60 years old
Lottery Winners	271 (27%)	68 (31%)	67 (23%)
Entrepreneurs	472 (47%)	115 (52%)	137 (47%)
Self-Employed People	428 (43%)	113 (51%)	127 (44%)
Top Athletes	237 (24%)	81 (37%)	52 (18%)
Financial Investors	187 (19%)	72 (33%)	37 (13%)
Creative People and Artists such as Actors or Musicians	360 (36%)	107 (49%)	103 (36%)
Senior Level Managers	169 (17%)	60 (27%)	40 (14%)
Heirs	126 (13%)	36 (16%)	33 (11%)
Senior Bankers	105 (11%)	41 (19%)	14 (5%)
Property Investors	173 (17%)	59 (27%)	39 (13%)
None of these	270 (27%)	44 (20%)	84 (29%)
Don't know	16 (2%)	2 (1%)	4 (1%)

# Poll Conducted for AFD Allensbach Institute

## Attitudes towards rich people (May -June 2018)

	<b>Total France</b>	<b>France under 30 years old</b>	<b>France over 60 years old</b>
Lottery Winners	349 (35%)	80 (35%)	78 (27%)
Entrepreneurs	669 (66%)	169 (74%)	173 (61%)
Self-Employed People	673 (67%)	176 (77%)	182 (64%)
Top Athletes	305 (30%)	101 (44%)	62 (22%)
Financial Investors	191 (19%)	62 (27%)	37 (13%)
Creative People and Artists such as Actors or Musicians	493 (49%)	140 (61%)	122 (43%)
Senior Level Managers	330 (33%)	97 (43%)	78 (27%)
Heirs	157 (16%)	37 (16%)	39 (14%)
Senior Bankers	120 (12%)	52 (23%)	22 (8%)
Property Investors	204 (20%)	77 (34%)	34 (12%)
None of these	70 (7%)	6 (3%)	19 (7%)
Don't know	7 (1%)	1 (1%)	6 (2%)

	<b>Total US</b>	<b>US under 30 years old</b>	<b>US over 60 years old</b>
Lottery Winners	289 (27%)	61 (26%)	56 (23%)
Entrepreneurs	577 (53%)	125 (54%)	139 (58%)
Self-Employed People	473 (44%)	107 (46%)	105 (44%)
Top Athletes	239 (22%)	62 (27%)	43 (18%)
Financial Investors	272 (25%)	62 (27%)	53 (22%)
Creative People and Artists such as Actors or Musicians	383 (35%)	89 (38%)	81 (34%)
Senior Level Managers	224 (21%)	57 (25%)	35 (15%)
Heirs	191 (18%)	24 (10%)	50 (21%)
Senior Bankers	148 (14%)	35 (15%)	24 (10%)
Property Investors	298(27%)	71 (31%)	65 (27%)
None of these	127 (12%)	24 (10%)	34 (14%)
Don't know	202(19%)	41 (18%)	40 (17%)

- Base: 988 Adults aged 15+ in GB, 1011 Adults aged 15+ in France, 1084 Adults aged 18 – 75 in the US