Ipsos in the UK polling for PoliticsJOE: Class

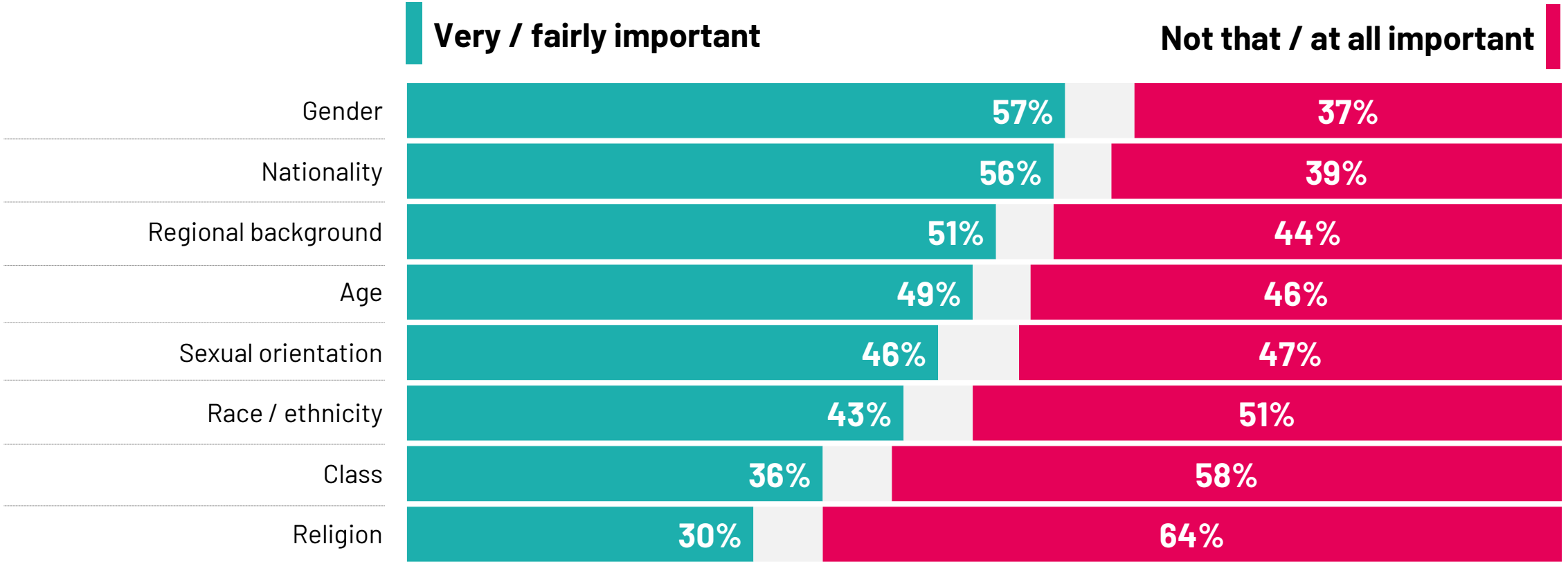
October 2026



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Gender and nationality are the most important characteristics to how Britons think about their identity, with class and religion as the least important.

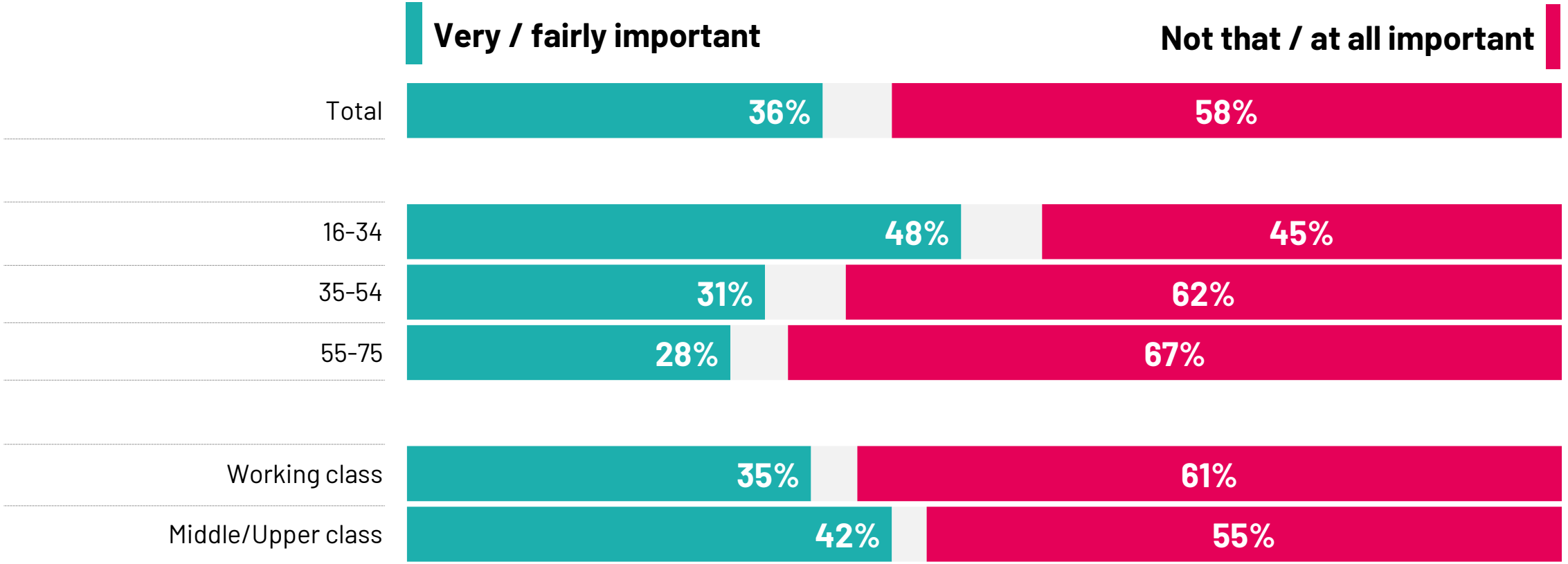
Q. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity?



Base: 2,190 Online British adults aged 16-75, 9 – 14 October 2026

Class is significantly more important to the identity of 16-34 compared to older age groups. It is similarly more important to those who identify as Middle/Upper class compared to those who identify as Working class.

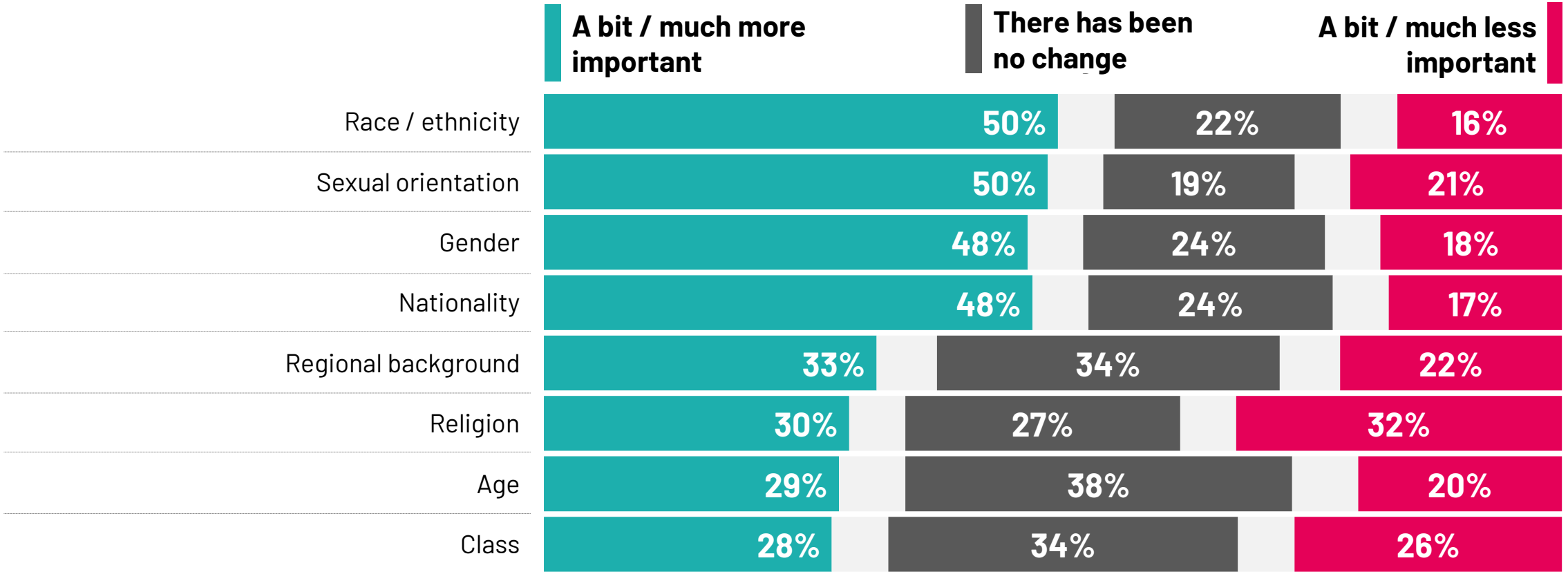
Q. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Class



Base: 2,190 Online British adults aged 16-75, including 698 aged 16-34, 778 aged 35-54, 719 aged 55-75, 988 who identify as working class, and 909 who identify as middle/upper class, 9 – 14 October 2026

Half of Britons think race / ethnicity, sexual orientation, gender, and nationality have all become more important to the identity of the average person in Britain compared to 20 years ago.

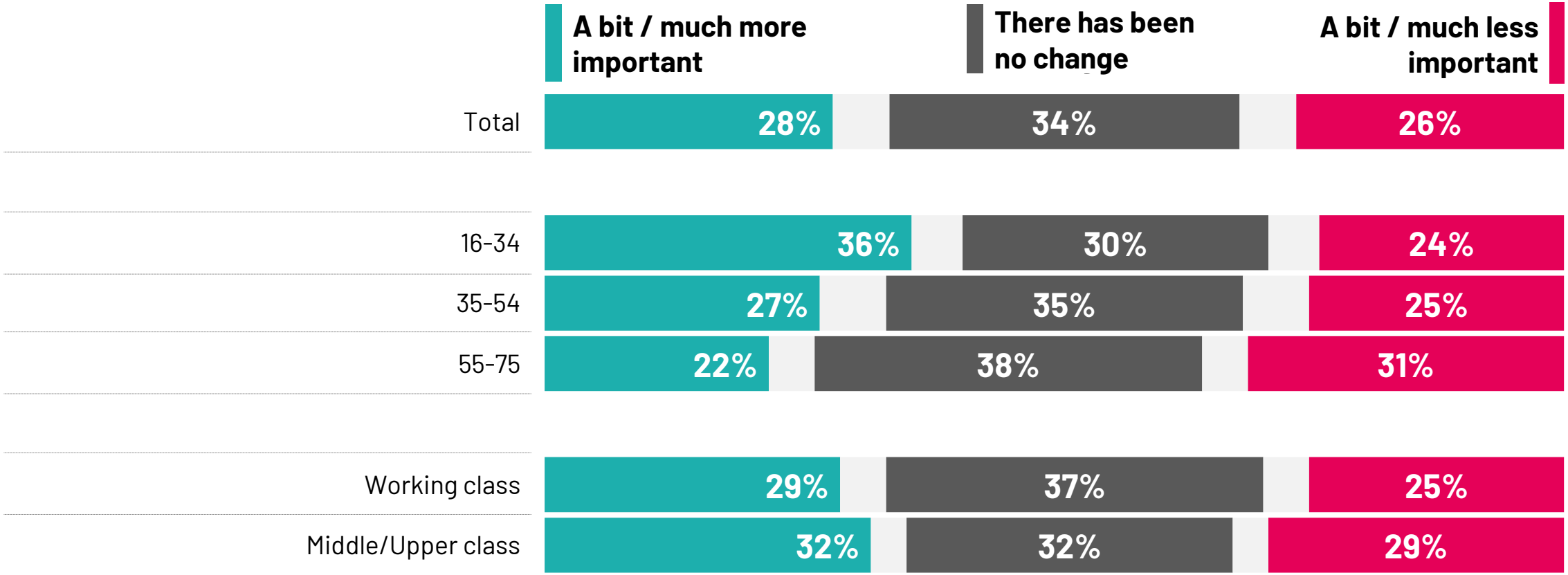
Q. Thinking about today compared to 20 years ago, do you think each of the following characteristics have become more important to the identity of the average person in Britain, less important, or has there been no change?



Base: 2,190 Online British adults aged 16-75, 9 – 14 October 2026

The perceived increased importance of class as an identity characteristic falls with age, with a larger share of young people expecting it to have grown in importance compared to older people.

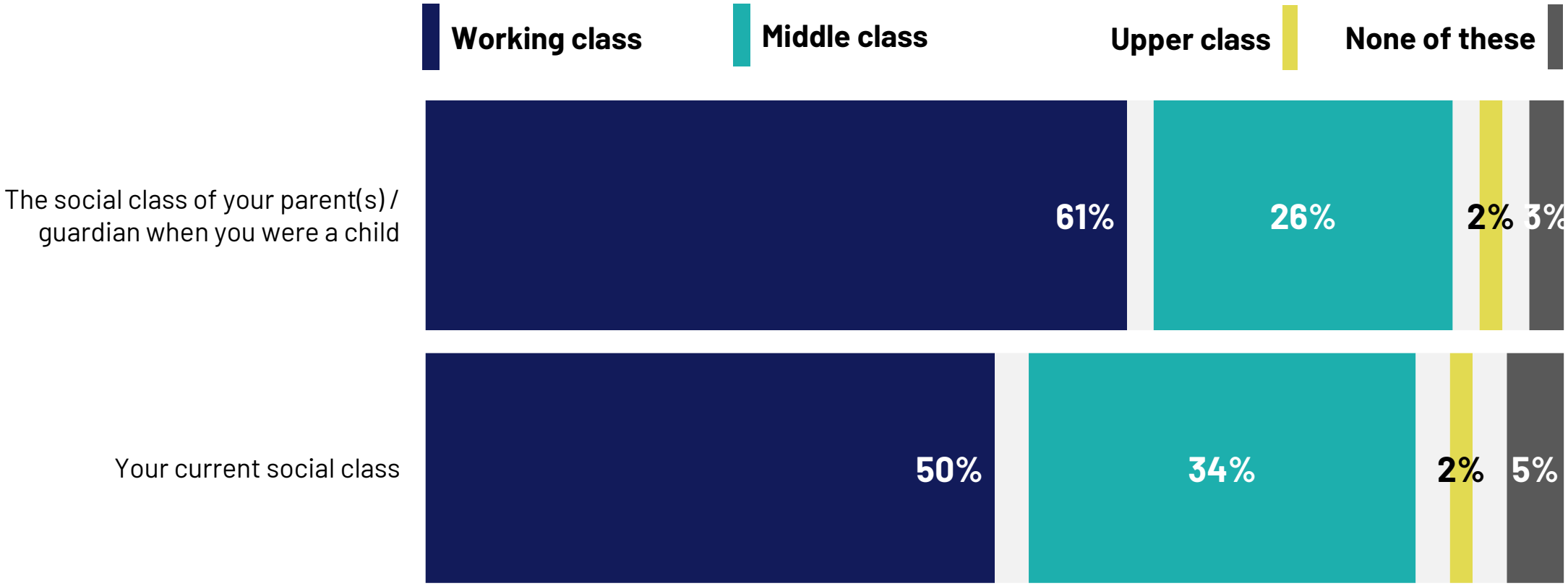
Q. Thinking about today compared to 20 years ago, do you think each of the following characteristics have become more important to the identity of the average person in Britain, less important, or has there been no change? - Class



Base: 2,190 Online British adults aged 16-75, including 698 aged 16-34, 778 aged 35-54, 719 aged 55-75, 988 who identify as working class, and 909 who identify as middle/upper class, 9 – 14 October 2026

1 in 4 Britons (26%) say they grew up in a Middle-class household, with 1 in 3 (34%) now say they identify as Middle-class. By contrast, 61% say they grew up in a Working-class household, falling to half (50%) who currently identify this way.

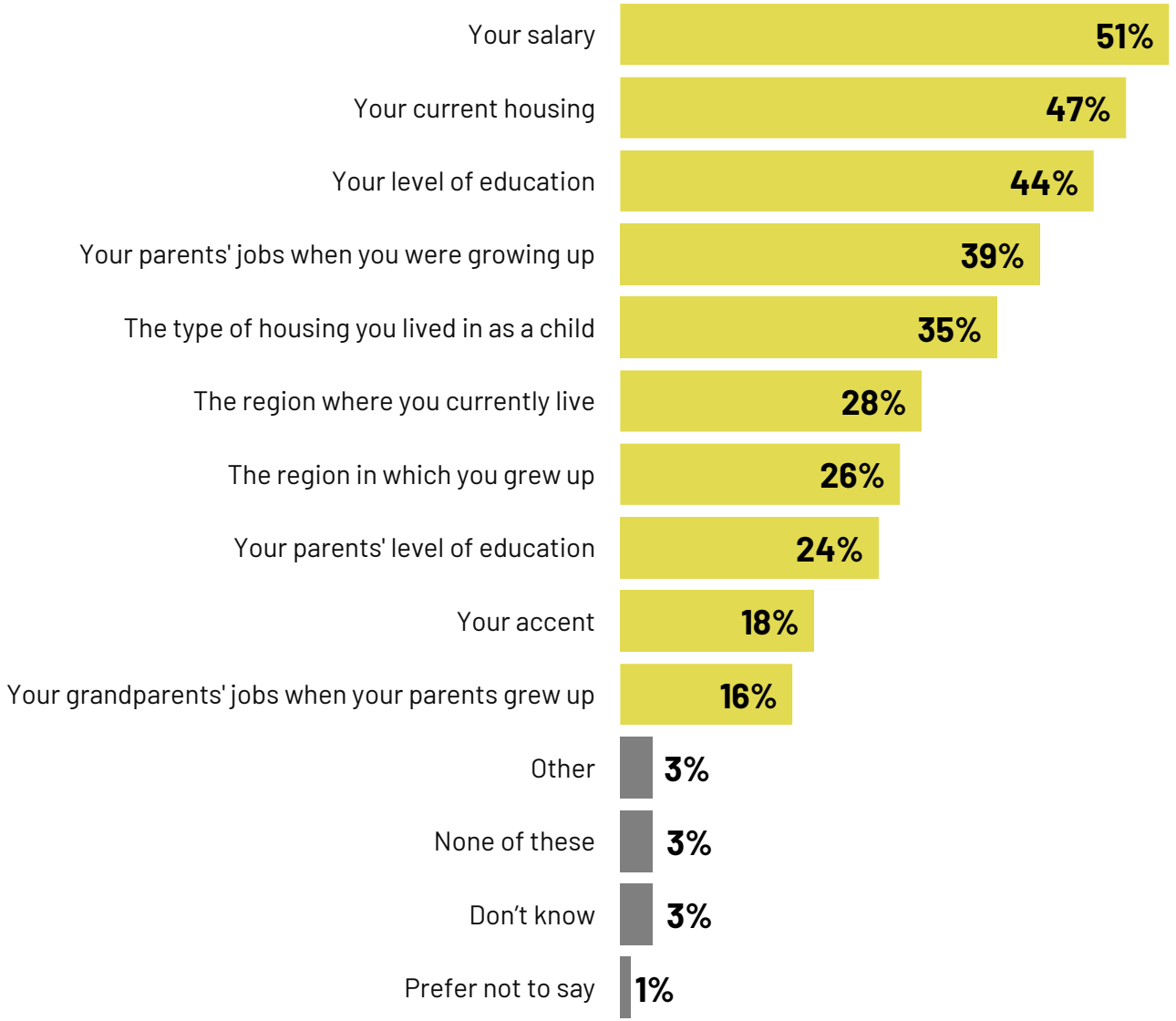
Q. How would you describe...?



Base: 2,190 Online British adults aged 16-75, 9 – 14 October 2026

Salary, current housing, and education are the leading factors that make Britons feel they are a part of their social class.

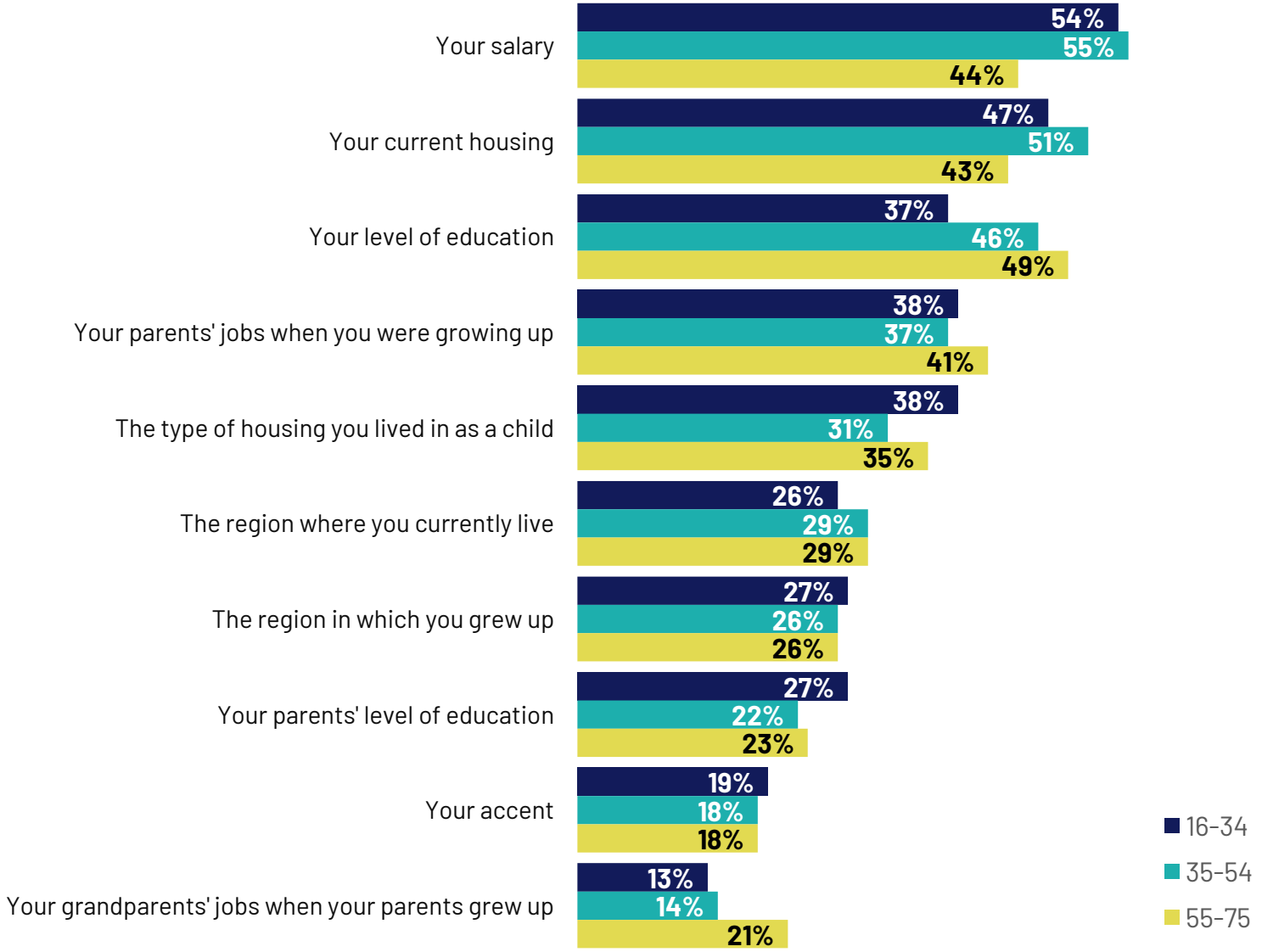
Which of the following things, if any, make you feel like you are part of your social class?



Base: 2,190 Online British adults aged 16-75, 9 – 14 October 2026

Salary and housing are the most important class signifiers for Britons under 55, while level of education leads for those over 55.

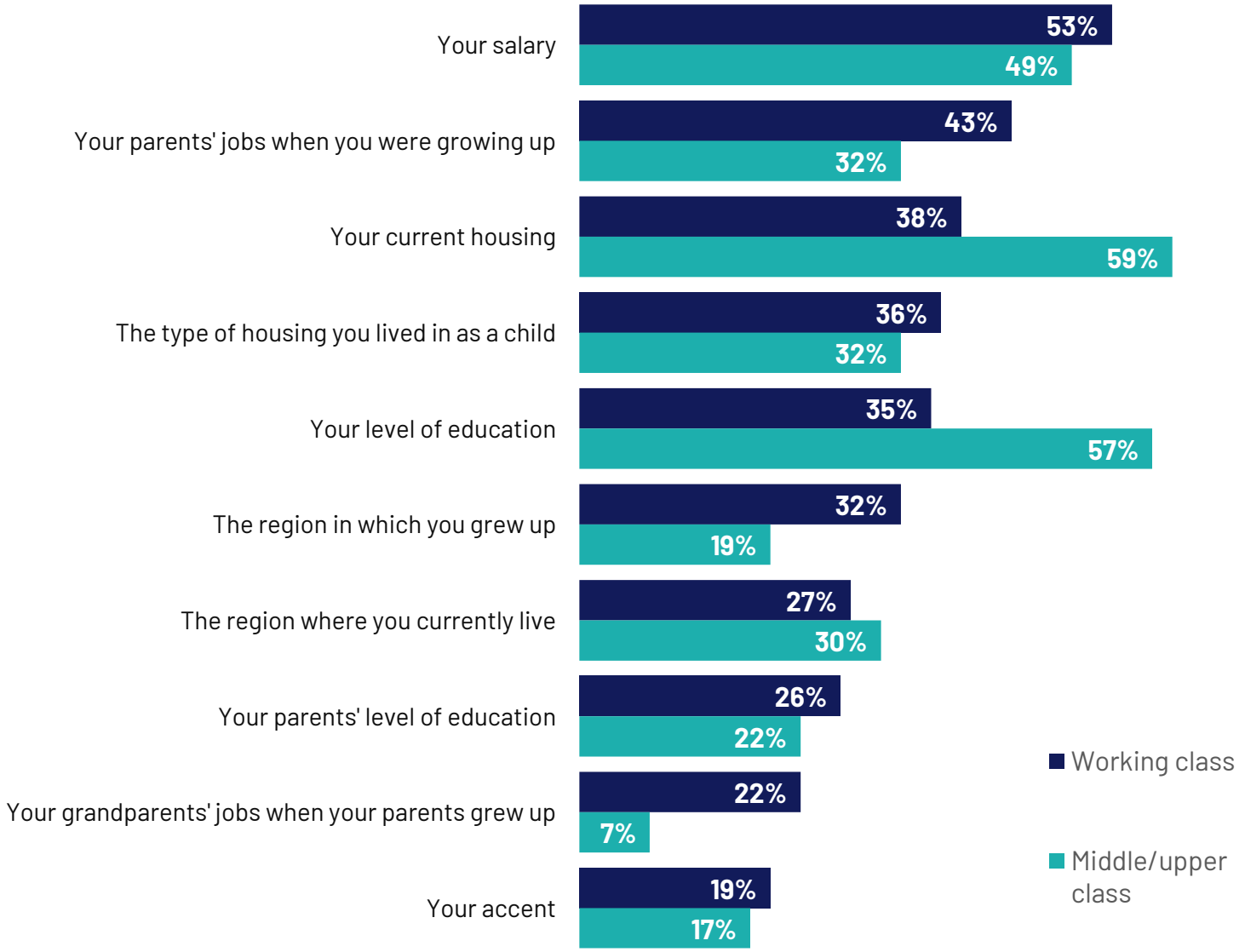
Which of the following things, if any, make you feel like you are part of your social class?



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For Middle/upper-class Britons, level of education and current housing are the most important class signifiers, while salary and parents' jobs are more meaningful signals to Working-class Britons.

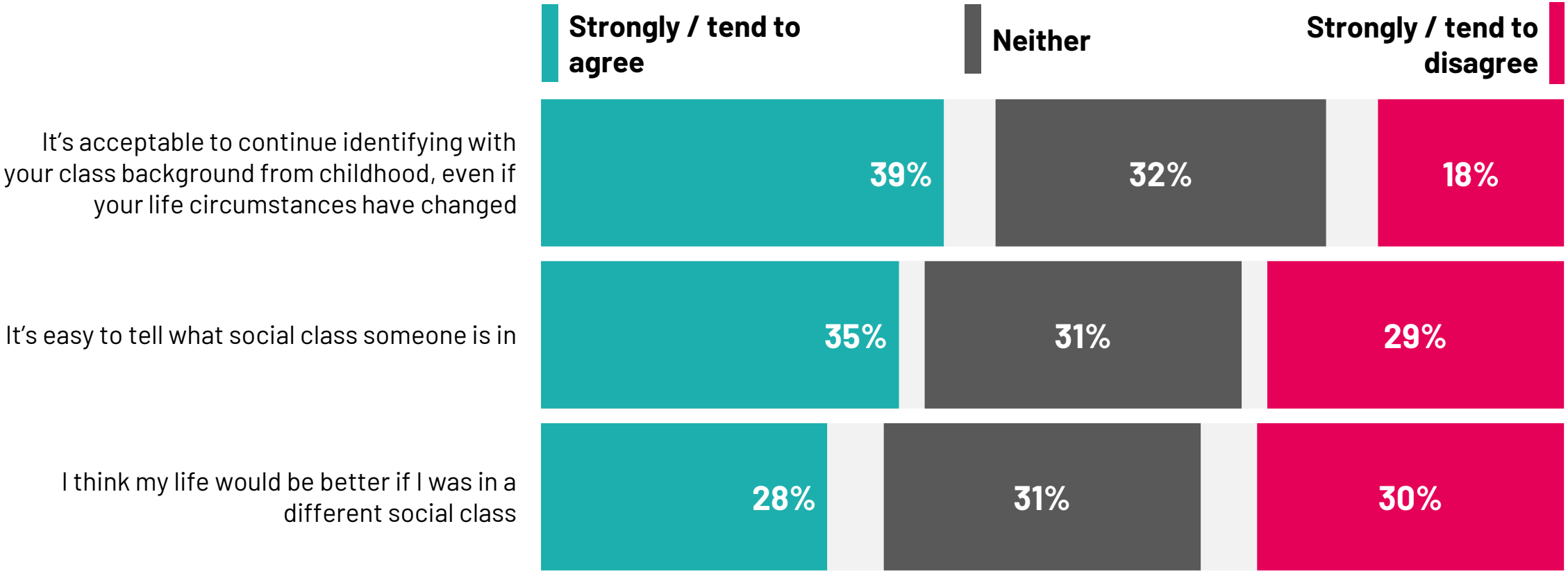
Which of the following things, if any, make you feel like you are part of your social class?



Base: 2,190 Online British adults aged 16-75, including 988 who identify as working class and 909 who identify as middle/upper class, 9 – 14 October 2026

4 in 10 (39%) agree that it's acceptable to continue identifying with your class background from childhood, even if your life circumstances have changed.

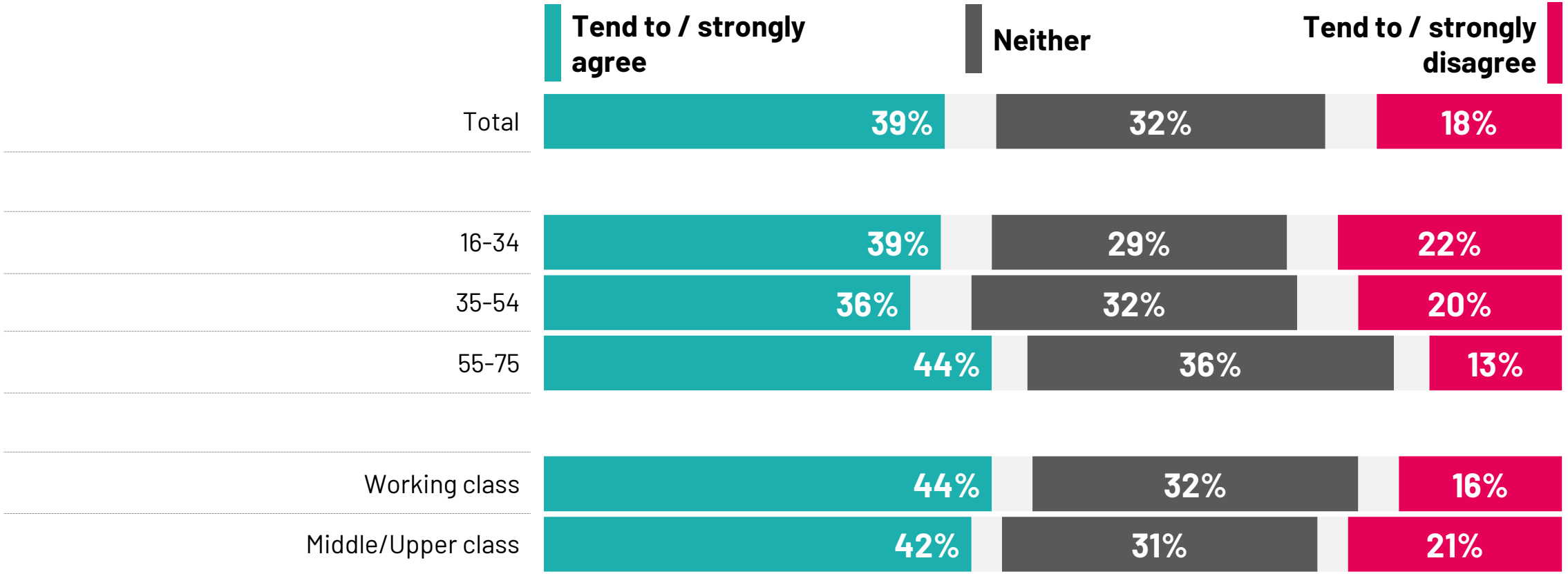
Q. To what extent do you agree or disagree with each of the following statements?



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Those under 55 are more likely than those 55 and over to disagree that it's acceptable to continue identifying with your class background from childhood, even if you're life circumstances have changed.

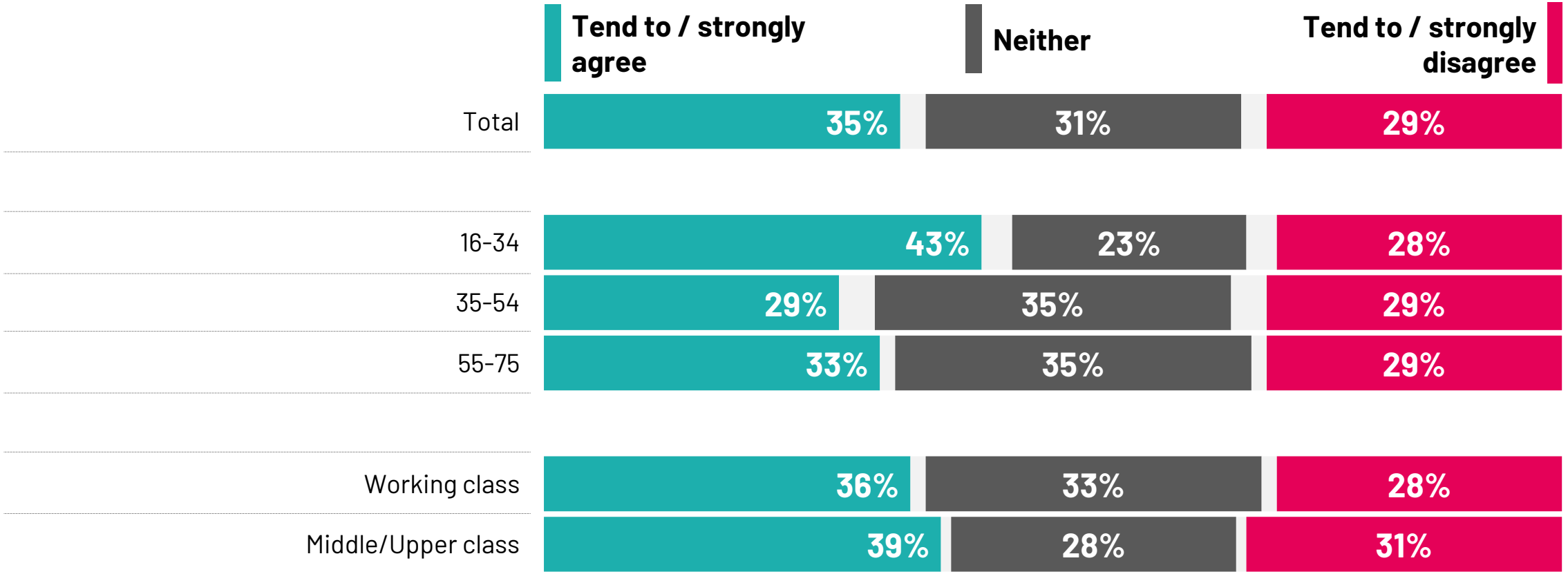
Q. To what extent do you agree or disagree with each of the following statements? - It's acceptable to continue identifying with your class background from childhood, even if your life circumstances have changed



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Britons aged 16-34 are most likely to agree that it's easy to tell what social class someone is in.

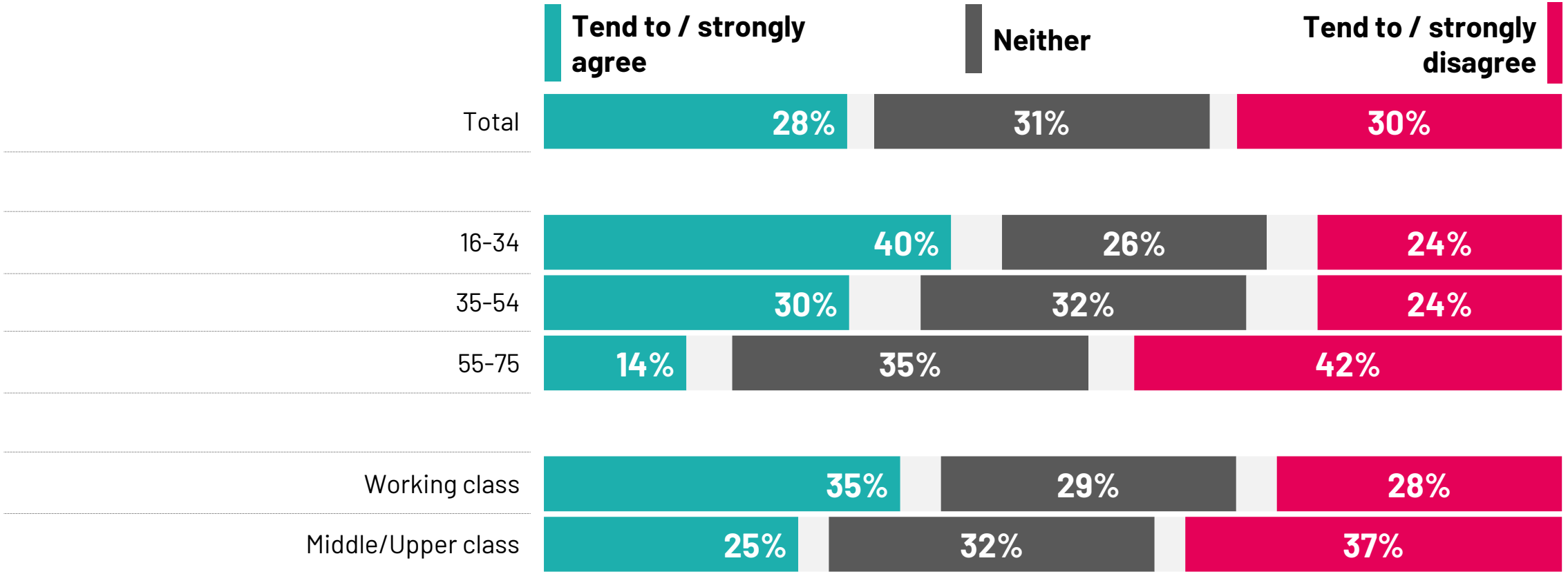
Q. To what extent do you agree or disagree with each of the following statements? - It's easy to tell what social class someone is in



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Fewer than 2 in 10 (14%) Britons aged 55-75 agree that their life would be better if they were in a different social class, rising to 3 in 10 among those 35-54 and 40 in 10 among those 16-34.

Q. To what extent do you agree or disagree with each of the following statements? - I think my life would be better if I was in a different social class



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