10/16/2026

	Table Names	Table Filters
0001	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Summary	All adults aged 16-75 in Great Britain
0002	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Age	All adults aged 16-75 in Great Britain
0003	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Gender	All adults aged 16-75 in Great Britain
0004	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Race / ethnicity	All adults aged 16-75 in Great Britain
0005	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Religion	All adults aged 16-75 in Great Britain
0006	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Class	All adults aged 16-75 in Great Britain
0007	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Regional background (i.e., where you grew up within your country)	All adults aged 16-75 in Great Britain
0008	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Nationality	All adults aged 16-75 in Great Britain
0009	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Sexual orientation	All adults aged 16-75 in Great Britain
0010	Q2_CLASS_CNB. 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? - Summary	All adults aged 16-75 in Great Britain
0011	Q2_CLASS_CNB. 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? - Age	All adults aged 16-75 in Great Britain
0012	Q2_CLASS_CNB. 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? - Gender	All adults aged 16-75 in Great Britain
0013	Q2_CLASS_CNB. 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? - Race / ethnicity	All adults aged 16-75 in Great Britain
0014	Q2_CLASS_CNB. 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? - Religion	All adults aged 16-75 in Great Britain
0015	Q2_CLASS_CNB. 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	All adults aged 16-75 in Great Britain
0016	Q2_CLASS_CNB. 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? - Regional background (i.e., where in Britain a person grew up)	All adults aged 16-75 in Great Britain
0017	Q2_CLASS_CNB. 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? - Nationality	All adults aged 16-75 in Great Britain
0018	Q2_CLASS_CNB. 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? - Sexual orientation	All adults aged 16-75 in Great Britain
0019	Q3_CLASS_CNB. How would you describe…? - Summary	All adults aged 16-75 in Great Britain
0020	Q3_CLASS_CNB. How would you describe…? - … the social class of your parent(s)/guardian(s) when you were a child?	All adults aged 16-75 in Great Britain
0021	Q3_CLASS_CNB. How would you describe…? - …your current social class?	All adults aged 16-75 in Great Britain
0022	Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of your social class?	All adults who identified as belonging to the working/ middle/ upper class
0023	Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of the Working class?	All adults who identified as belonging to the working class
0024	Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of the Middle class / Upper class?	All adults who identified as belonging to the middle class or upper class
0025	Q5_CLASS_CNB. To what extent do you agree or disagree with each of the following statements? - Summary	All adults aged 16-75 in Great Britain
0026	Q5_CLASS_CNB. 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	All adults aged 16-75 in Great Britain
0027	Q5_CLASS_CNB. 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	All adults aged 16-75 in Great Britain
0028	Q5_CLASS_CNB. 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	All adults aged 16-75 in Great Britain

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Class and Nepo Babies

Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Summary

All adults aged 16-75 in Great Britain

	Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity?							
	Age	Gender	Race / ethnicity	Religion	Class	Regional background (i.e., where you grew up within your country)	Nationality	Sexual orientation
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2190	2190	2190	2190	2190	2190	2190	2190
Weighted base	2190	2190	2190	2190	2190	2190	2190	2190
Very important	296 14% E	587 27% ACDEFGH	380 17% ADE	282 13% E	222 10%	398 18% ADE	515 24% ACDEFH	452 21% ACDEF
Fairly important	770 35% BCDEH	667 30% CDEH	565 26% D	371 17%	561 26% D	718 33% CDEH	715 33% CDEH	558 25% D
Not that important	705 32% BDFGH	514 23%	692 32% BDFGH	553 25%	802 37% ABCDFGH	631 29% BDG	535 24%	627 29% BDG
Not at all important	308 14%	302 14%	431 20% ABFG	855 39% ABCEFGH	470 21% ABFGH	340 16% B	317 14%	412 19% ABFG
Don't know	76 3%	89 4% F	88 4%	90 4% F	101 5% AFG	70 3%	77 4%	96 4% AF
Prefer not to say	35 2%	32 1%	34 2%	39 2% BG	35 2%	33 2%	30 1%	46 2% ABCFG
NET Very/ fairly important	1066 49% CDE	1254 57% ACDEFH	945 43% DE	653 30%	783 36% D	1116 51% CDEH	1231 56% ACDEFH	1009 46% CDE
NET Not that/ Not at all important	1013 46% BG	816 37%	1123 51% ABFGH	1408 64% ABCEFGH	1272 58% ABCFGH	971 44% BG	852 39%	1039 47% BFG

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ColumnProportions (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Age
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	296 14%	139 13%	154 14%	130 18% E	62 8%	104 15% E	95 19% HI	77 12%	50 10%	74 15% I	69 13%	77 13%	63 13%	56 18% P	16 15% *	16 8%	188 13%	108 15%	160 13%	136 14%	107 14%	189 13%	45 14%	65 15%	64 12%	99 14%	161 13%	110 15%	25 13%	95 13%	201 14%	76 26% h	215 12%	70 13%	50 16%	21 14%	34 15%	20 10%	92 12%	82 14%	214 27% q	76 6%	131 12%	123 16% r	118 15%	161 14%	207 14%	122 13%	172 15%	76 13%
Fairly important	770 35%	343 32%	419 38% B	287 40% F	268 35%	215 30%	210 43% HI	220 33%	191 36% J	150 30%	186 36%	199 35%	170 34%	113 36%	30 29% *	72 39%	514 35%	256 35%	465 38% U	305 32%	298 39% W	472 33%	93 30%	169 38% X	191 35%	259 37% X	438 35%	275 36%	57 30%	279 39% f	491 33%	111 38%	644 35%	206 37%	101 31%	54 38%	73 33%	79 39%	297 37%	185 32%	382 49% q	378 30%	387 36%	309 39%	323 41% w	464 40% w	581 39% w	283 30%	417 36%	212 37%
Not that important	705 32%	337 31%	363 33%	181 25%	293 38% D	231 33% D	111 23%	234 35% G	193 37% G	166 33% G	162 32%	177 31%	173 35%	97 31%	36 35% *	59 31%	473 33%	232 32%	393 32%	312 33%	221 29%	484 34% V	94 30%	129 29%	189 35%	225 32%	412 33%	234 31%	59 31%	209 29%	496 33%	82 27%	616 33%	194 35%	103 32%	38 26%	65 30%	79 38% k	266 33%	196 34%	151 19%	530 42% p	389 36%	237 30%	239 30%	365 31%	474 32%	318 34%	363 32%	186 32%
Not at all important	308 14%	196 18% C	109 10%	67 9%	108 14% D	133 19% DE	41 8%	97 14% G	68 13% G	102 20% GHI	75 15%	80 14%	72 14%	33 11%	19 18% *	28 15%	214 15%	94 13%	171 14%	137 14%	104 14%	204 14%	44 14%	61 14%	78 14%	95 14%	191 15% c	77 10%	40 21% c	91 13%	217 15%	17 6%	282 15% g	72 13%	60 19% im	27 19% m	37 17%	20 10%	116 15%	96 17%	30 4%	270 21% p	150 14%	100 13%	81 10%	128 11%	176 12%	164 18% tuv	157 14%	86 15%
Don't know	76 3%	32 3%	44 4%	31 4%	27 4%	18 3%	20 4%	31 5%	13 3%	12 2%	21 4% N	29 5% MN	10 2%	4 1%	3 3% *	10 5% MN	38 3%	38 5% R	30 2%	46 5% T	18 2%	58 4% V	27 9% YZa	14 3%	14 3%	13 2%	29 2%	41 5% b	6 3%	29 4%	47 3%	9 3%	67 4%	12 2%	6 2%	3 2%	10 4%	7 3%	24 3%	10 2%	6 1%	15 1%	28 3%	15 2%	23 3%	35 3%	44 3%	27 3%	26 2%	9 2%
Prefer not to say	35 2%	25 2% C	8 1%	16 2%	12 2%	7 1%	12 3% J	10 2%	9 2%	4 1%	2 0%	10 2% K	11 2% K	9 3% K	1 1% *	2 1%	25 2%	10 1%	18 1%	17 2%	10 1%	25 2%	9 3%	5 1%	6 1%	7 1%	13 1%	18 2% b	5 2%	6 1%	29 2%	3 1%	30 2%	4 1%	2 1%	- -	3 1%	- -	1 0%	4 1%	- -	2 0%	5 0%	4 0%	10 1%	11 1%	14 1%	13 1%	11 1%	7 1%
NET Very/ fairly important	1066 49%	482 45%	573 52% B	417 59% EF	330 43%	320 45%	305 62% HIJ	297 44%	241 46%	224 44%	254 49%	276 48%	233 47%	169 54%	46 44% *	88 47%	703 48%	363 49%	625 51%	441 46%	405 53% W	661 46%	138 44%	234 53% X	255 47%	358 51%	599 48%	385 51%	82 43%	374 53% f	692 47%	187 63% h	860 46%	276 50%	152 47%	75 52%	106 48%	99 48%	388 49%	268 47%	596 76% q	454 36%	518 48%	432 55% r	441 55% vw	626 54% w	788 53% w	405 44%	589 51%	287 50%
NET Not that/ Not at all important	1013 46%	533 50% C	472 43%	247 35%	401 52% D	365 51% D	153 31%	331 50% G	261 50% G	267 53% G	237 46%	257 45%	246 49%	130 42%	55 53% *	87 47%	687 47%	326 44%	564 46%	449 47%	325 43%	688 48% V	138 44%	190 43%	267 49%	320 46%	604 48% c	310 41%	99 52% c	300 42%	713 48% e	98 33%	899 48% g	266 48%	163 50%	65 46%	102 46%	99 48%	383 48%	292 51%	181 23%	800 63% p	539 49% s	337 43%	321 40%	493 42%	650 43% t	482 52% tuv	520 45%	271 47%

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Gender
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	587 27%	261 24%	318 29% B	222 31% E	172 22%	192 27%	154 32% H	164 25%	134 26%	134 26%	155 30%	140 24%	131 26%	87 28%	32 31% *	42 23%	379 26%	209 28%	324 26%	263 28%	202 27%	385 27%	73 23%	138 31% X	151 28%	181 26%	330 27%	209 28%	48 25%	189 27%	398 27%	104 35% h	475 26%	139 25%	91 28%	39 27%	77 35% im	42 20%	193 24%	169 29%	289 37% q	272 21%	315 29%	197 25%	229 29%	332 28% v	399 27%	238 26%	332 29%	161 28%
Fairly important	667 30%	306 29%	354 32%	217 31%	229 30%	220 31%	162 33%	187 28%	149 28%	169 33%	138 27%	192 33% K	139 28%	101 32%	37 35% *	60 32%	416 29%	251 34% R	372 30%	294 31%	251 33% W	415 29%	98 31%	133 30%	156 29%	214 31%	368 30%	236 31%	63 33%	207 29%	460 31%	91 31%	563 30%	170 30%	91 28%	45 31%	81 37%	80 39% ij	243 31%	183 32%	308 39% q	352 28%	319 29%	274 35% r	268 34%	376 32%	505 34% uw	273 29%	349 30%	184 32%
Not that important	514 23%	251 23%	262 24%	151 21%	214 28% DF	149 21%	98 20%	175 26% GJ	138 26% GJ	103 20%	127 25%	113 20%	132 26% L	75 24%	20 19% *	47 25%	375 26% S	139 19%	310 25%	203 21%	183 24%	331 23%	61 20%	104 23%	138 26%	167 24%	318 26% c	159 21%	36 19%	184 26%	329 22%	63 21%	446 24%	143 26% l	80 25% l	33 23% l	30 13%	51 25% l	211 26% o	114 20%	130 17%	376 30% p	275 25%	194 25%	182 23%	272 23%	348 23%	218 24%	278 24%	129 22%
Not at all important	302 14%	198 18% C	101 9%	79 11%	108 14%	114 16% D	50 10%	101 15% G	70 13%	80 16% G	72 14%	82 14%	72 14%	35 11%	13 12% *	28 15%	212 15%	90 12%	177 14%	125 13%	91 12%	211 15%	43 14%	46 10%	71 13%	116 17% Y	178 14%	93 12%	32 17%	92 13%	210 14%	25 8%	267 14% g	86 15%	51 16%	19 13%	24 11%	26 13%	113 14%	88 15%	40 5%	255 20% p	136 12%	110 14%	87 11%	140 12%	180 12%	148 16% tuv	143 13%	82 14%
Don't know	89 4%	33 3%	54 5%	29 4%	35 5%	25 4%	17 3%	33 5%	23 4%	16 3%	20 4%	36 6% M	16 3%	9 3%	2 2% *	7 4%	49 3%	40 5% R	38 3%	51 5% T	23 3%	65 5%	28 9% YZa	16 4%	20 4%	15 2%	40 3%	42 6% b	7 4%	31 4%	57 4%	11 4%	76 4%	16 3%	7 2%	9 6%	6 3%	6 3%	35 4%	14 3%	16 2%	17 1%	41 4% s	10 1%	19 2%	35 3%	52 3% t	39 4%	35 3%	11 2%
Prefer not to say	32 1%	22 2% C	8 1%	13 2%	11 1%	8 1%	9 2%	10 1%	10 2%	4 1%	3 1%	10 2%	10 2%	6 2%	1 1% *	2 1%	24 2%	9 1%	15 1%	17 2%	8 1%	24 2%	8 3% a	6 1%	5 1%	5 1%	11 1%	16 2% b	5 2%	6 1%	26 2%	2 1%	27 1%	2 0%	2 1%	- -	3 2%	- -	1 0%	5 1%	- -	- -	4 0%	2 0%	9 1%	10 1%	12 1%	11 1%	9 1%	7 1%
NET Very/ fairly important	1254 57%	567 53%	671 61% B	440 62% E	401 52%	412 58% E	316 65% HI	351 52%	283 54%	303 60% H	293 57%	331 58%	269 54%	189 60%	69 66% M*	102 55%	794 55%	459 62% R	696 56%	558 59%	453 60%	801 56%	171 55%	271 61%	306 57%	395 57%	698 56%	444 59%	111 58%	396 56%	858 58%	196 66% h	1038 56%	309 55%	182 56%	83 58%	159 72% ijkm	122 59%	436 55%	352 61% n	597 76% q	624 49%	634 58%	472 60%	497 63% w	707 61% w	904 60% w	511 55%	681 59%	345 60%
NET Not that/ Not at all important	816 37%	449 42% C	363 33%	230 32%	322 42% D	263 37%	148 30%	276 41% G	209 40% G	183 36%	199 39%	195 34%	204 41% L	109 35%	33 31% *	75 40%	586 40% S	229 31%	488 39% U	328 34%	274 36%	542 38%	104 33%	151 34%	210 39%	283 40%	496 40% c	252 33%	68 35%	276 39%	540 36%	88 30%	713 38% g	230 41% l	131 41% l	51 36% l	53 24%	77 38% l	324 41%	202 35%	170 22%	631 50% p	411 38%	303 39%	269 34%	412 35%	528 35%	366 40% tv	421 37%	211 37%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Race / ethnicity
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region							Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	380 17%	198 18%	180 16%	134 19% E	101 13%	145 21% E	89 18%	102 15%	86 16%	103 20% H	106 21% LOP	79 14%	90 18%	71 23% LOP	12 11% *	23 12%	243 17%	137 19%	192 16%	189 20% T	119 16%	262 18%	56 18%	90 20%	92 17%	116 17%	218 18%	123 16%	39 20%	114 16%	267 18%	110 37% h	264 14%	83 15%	68 21% i	23 16%	69 31% ijkm	29 14%	116 15%	133 23% n	233 30% q	138 11%	210 19%	125 16%	131 16%	179 15%	226 15%	186 20% uv	213 19%	108 19%
Fairly important	565 26%	263 25%	294 27%	209 29% E	185 24%	171 24%	150 31% H	154 23%	133 25%	129 25%	120 23%	155 27%	108 22%	97 31% KM	33 32% *	51 27%	368 25%	197 27%	309 25%	256 27%	208 27%	357 25%	76 24%	123 28%	153 28%	164 23%	313 25%	204 27%	48 25%	182 26%	383 26%	100 34% h	458 25%	131 24%	89 27%	31 22%	77 35% ik	58 28%	192 24%	149 26%	295 38% q	248 19%	302 28%	211 27%	216 27%	321 28%	409 27%	223 24%	324 28%	141 25%
Not that important	692 32%	307 29%	381 35% B	206 29%	273 35% D	214 30%	143 29%	231 34%	172 33%	146 29%	153 30%	187 33%	166 33%	97 31%	27 26% *	63 34%	470 32%	222 30%	430 35% U	262 28%	253 33%	439 31%	79 25%	131 29%	179 33% X	238 34% X	404 32%	237 31%	51 27%	227 32%	465 31%	58 19%	625 34% g	210 38% jlm	93 29% l	46 32% l	39 17%	60 29% l	284 36% o	157 27%	172 22%	508 40% p	332 30%	283 36% r	281 35% w	399 34%	523 35% w	277 30%	371 32%	178 31%
Not at all important	431 20%	240 22% C	186 17%	114 16%	168 22% D	149 21% D	73 15%	141 21% G	108 21% G	109 21% G	108 21% N	111 19% N	110 22% N	34 11%	30 29% N*	37 20% N	297 20%	134 18%	253 20%	178 19%	147 19%	283 20%	63 20%	78 18%	95 18%	156 22%	255 20%	135 18%	42 22%	143 20%	287 19%	14 5%	405 22% g	115 21%	62 19%	33 23% l	31 14%	51 25% l	175 22%	116 20%	71 9%	355 28% p	215 20%	147 19%	135 17%	213 18%	272 18%	199 21% tv	203 18%	126 22%
Don't know	88 4%	39 4%	48 4%	37 5%	29 4%	22 3%	26 5%	29 4%	17 3%	16 3%	25 5%	29 5%	14 3%	7 2%	2 2% *	11 6%	49 3%	39 5%	38 3%	50 5% T	22 3%	66 5%	30 10% YZa	15 3%	18 3%	18 3%	43 3%	39 5%	6 3%	34 5%	54 4%	13 5%	73 4%	15 3%	9 3%	8 5%	4 2%	6 3%	27 3%	14 3%	11 1%	21 2%	25 2%	19 2%	21 3%	41 3% t	52 3%	31 3%	26 2%	15 3%
Prefer not to say	34 2%	24 2% C	8 1%	13 2%	14 2%	7 1%	9 2%	12 2%	9 2%	4 1%	3 1%	11 2%	11 2% K	6 2%	1 1% *	2 1%	25 2%	9 1%	16 1%	17 2%	9 1%	24 2%	8 3%	7 2%	5 1%	7 1%	12 1%	16 2%	5 3% b	9 1%	25 2%	2 1%	29 2%	3 1%	2 1%	2 1%	2 1%	- -	3 0%	5 1%	- -	2 0%	4 0%	3 0%	11 1%	12 1%	15 1%	11 1%	10 1%	6 1%
NET Very/ fairly important	945 43%	461 43%	474 43%	343 48% E	286 37%	317 45% E	239 49% HI	256 38%	218 42%	232 46% H	226 44%	234 41%	198 40%	168 54% KLMP	45 43% *	74 40%	611 42%	334 45%	501 40%	445 47% T	327 43%	619 43%	132 42%	213 48% a	245 45%	280 40%	532 43%	327 43%	87 45%	296 42%	649 44%	210 71% h	722 39%	214 38%	157 49% i	54 38%	145 66% ijkm	87 43%	307 39%	281 49% n	528 67% q	386 30%	512 47%	336 43%	347 44%	501 43%	634 42%	409 44%	536 47%	249 43%
NET Not that/ Not at all important	1123 51%	548 51%	567 52%	319 45%	441 57% DF	363 51% D	217 44%	372 56% G	279 53% G	255 50%	261 51% N	298 52% N	276 55% N	131 42%	57 55% *	100 54% N	768 53%	355 48%	682 55% U	441 46%	400 53%	723 50%	141 45%	209 47%	274 51%	394 56% XY	659 53%	372 49%	93 48%	370 52%	753 51%	71 24%	1030 56% g	325 58% jl	155 48% l	80 56% l	69 31%	112 54% l	459 58% o	273 48%	243 31%	863 68% p	547 50%	429 55%	416 52%	612 53%	795 53%	476 51%	574 50%	304 53%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e,f,g,h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e,f,g,h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Religion
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	282 13%	151 14%	131 12%	133 19% EF	76 10%	72 10%	92 19% HIJ	87 13% J	62 12%	42 8%	58 11%	76 13%	50 10%	60 19% KLM	13 12% *	25 13%	192 13%	90 12%	165 13%	117 12%	113 15% W	169 12%	35 11%	55 12%	63 12%	94 14%	161 13%	102 14%	19 10%	107 15%	174 12%	102 34% h	176 10%	63 11%	45 14%	11 8%	35 16%	23 11%	93 12%	57 10%	172 22% q	101 8%	129 12%	102 13%	122 15% w	169 14% w	205 14% w	99 11%	160 14%	78 14%
Fairly important	371 17%	173 16%	196 18%	156 22% EF	112 15%	103 15%	116 24% HIJ	105 16%	73 14%	77 15%	86 17%	98 17%	83 17%	55 18%	14 14% *	35 19%	263 18%	108 15%	211 17%	160 17%	137 18%	234 16%	54 17%	77 17%	113 21%	115 16%	206 17%	135 18%	30 16%	144 20% f	227 15%	83 28% h	282 15%	93 17%	63 19%	21 15%	45 20%	31 15%	118 15%	98 17%	223 29% q	137 11%	181 17%	157 20%	147 19%	214 18%	271 18%	143 15%	210 18%	88 15%
Not that important	553 25%	222 21%	324 30% B	149 21%	197 26%	207 29% D	109 22%	153 23%	135 26%	155 31% GH	132 26%	140 24%	139 28%	76 24%	26 25% *	40 22%	351 24%	201 27%	295 24%	258 27%	181 24%	372 26%	61 20%	106 24%	156 29% X	173 25%	347 28% c	161 21%	45 24%	173 24%	379 26%	59 20%	491 26% g	134 24%	94 29%	43 30%	52 24%	44 22%	193 24%	158 28%	157 20%	389 31% p	286 26%	204 26%	175 22%	279 24% t	379 25% tu	255 27% t	293 26%	152 26%
Not at all important	855 39%	459 43% C	386 35%	229 32%	329 43% D	298 42% D	141 29%	282 42% G	221 42% G	212 42% G	213 41%	215 38%	194 39%	109 35%	49 47% *	75 40%	568 39%	288 39%	511 41% U	344 36%	297 39%	559 39%	121 39%	187 42% Z	187 35%	286 41% Z	478 38%	293 39%	84 44%	244 34%	611 41% e	41 14%	795 43% g	251 45% jl	106 33%	61 42%	77 35%	100 49% jl	359 45%	237 41%	207 26%	625 49% p	455 42%	302 38%	319 40%	460 40%	577 39%	371 40%	435 38%	232 40%
Don't know	90 4%	39 4%	51 5%	30 4%	40 5% F	19 3%	22 5%	32 5%	21 4%	14 3%	21 4%	33 6% N	19 4%	6 2%	1 1% *	10 5%	52 4%	38 5%	36 3%	53 6% T	21 3%	69 5% V	31 10% YZa	13 3%	15 3%	21 3%	41 3%	43 6% b	5 3%	32 5%	57 4%	10 3%	77 4%	14 3%	12 4%	6 4%	8 4%	6 3%	30 4%	16 3%	21 3% q	16 1%	31 3%	16 2%	22 3%	32 3%	48 3%	42 5%	35 3%	16 3%
Prefer not to say	39 2%	28 3% C	9 1%	14 2%	15 2%	10 1%	10 2%	10 2%	12 2%	6 1%	4 1%	12 2%	14 3% K	6 2%	1 1% *	2 1%	27 2%	12 2%	19 2%	20 2%	11 1%	29 2%	10 3%	5 1%	7 1%	9 1%	12 1%	20 3% b	8 4% b	8 1%	31 2%	2 1%	34 2%	2 0%	3 1%	* 0%	4 2%	2 1%	2 0%	7 1%	3 0%	4 0%	7 1%	5 1%	10 1%	11 1%	16 1%	18 2%	13 1%	9 2%
NET Very/ fairly important	653 30%	324 30%	327 30%	289 41% EF	188 25%	175 25%	208 42% HIJ	192 29%	135 26%	118 23%	145 28%	173 30%	133 27%	115 37% KM	27 26% *	60 32%	454 31%	198 27%	376 30%	277 29%	249 33% W	403 28%	88 28%	132 30%	176 32%	209 30%	366 29%	237 31%	49 26%	251 35% f	402 27%	184 62% h	458 25%	156 28%	108 33% k	32 23%	80 36% k	53 26%	211 27%	155 27%	395 50% q	238 19%	310 28%	260 33%	269 34% w	382 33% w	476 32% w	242 26%	370 32%	166 29%
NET Not that/ Not at all important	1408 64%	681 64%	710 65%	379 53%	525 68% D	505 71% D	250 51%	435 65% G	356 68% G	368 73% GH	345 67%	355 62%	333 67%	185 59%	75 72% *	115 62%	919 63%	489 66%	806 65%	603 63%	477 63%	931 65%	182 58%	293 66%	344 63%	460 66% X	825 66% c	454 60%	129 68%	418 59%	991 67% e	100 34%	1285 69% g	385 69% l	200 62%	104 73% jl	129 58%	144 70% l	552 69%	396 69%	364 47%	1014 80% p	741 68%	506 64%	494 62%	739 63%	956 64%	626 67% t	728 64%	384 67%

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Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Class
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	222 10%	120 11%	100 9%	104 15% EF	59 8%	59 8%	69 14% IJ	73 11% I	37 7%	42 8%	60 12% O	55 10%	50 10%	38 12% O	4 4% *	14 8%	156 11%	65 9%	120 10%	102 11%	99 13% W	123 9%	34 11%	51 12%	45 8%	78 11%	121 10%	88 12%	14 7%	82 12%	140 9%	63 21% h	157 8%	70 13%	30 9%	9 7%	26 12%	25 12%	77 10%	59 10%	222 28% q	- -	110 10%	84 11%	108 14% vw	143 12% vw	167 11% w	69 7%	122 11%	66 12%
Fairly important	561 26%	261 24%	291 27%	237 33% EF	182 24%	142 20%	169 34% HIJ	173 26% J	121 23%	98 19%	126 24%	150 26%	125 25%	100 32% KOP	19 19% *	40 22%	378 26%	183 25%	312 25%	249 26%	199 26%	362 25%	86 28%	104 23%	133 24%	197 28%	314 25% d	215 28% d	32 17%	200 28%	361 24%	105 35% h	445 24%	149 27%	81 25%	39 27%	57 26%	45 22%	202 25%	134 23%	561 72% q	- -	267 25%	245 31% r	250 31% uvw	338 29% w	416 28% w	204 22%	314 27%	140 24%
Not that important	802 37%	352 33%	447 41% B	203 29%	322 42% D	277 39% D	140 28%	253 38% G	210 40% G	199 39% G	191 37%	195 34%	180 36%	119 38%	43 41% *	74 40%	531 37%	271 37%	475 38%	327 34%	276 36%	526 37%	81 26%	167 38% X	221 41% X	254 36% X	497 40% c	240 32%	65 34%	255 36%	548 37%	73 25%	716 39% g	208 37%	116 36%	57 40%	78 35%	86 42%	311 39%	212 37%	- -	802 63% p	423 39%	289 37%	270 34%	426 37% t	566 38% t	356 38%	442 39%	204 36%
Not at all important	470 21%	269 25% C	196 18%	120 17%	154 20%	196 28% DE	81 17%	123 18%	121 23% G	144 28% GH	112 22% N	123 21% N	118 24% N	42 13%	31 30% N*	43 23% N	305 21%	164 22%	265 21%	204 21%	152 20%	318 22%	66 21%	98 22%	119 22%	141 20%	262 21%	142 19%	66 34% bc	128 18%	341 23% e	39 13%	422 23% g	112 20%	81 25%	31 21%	47 21%	42 20%	172 22%	142 25%	- -	470 37% p	241 22%	148 19%	130 16%	206 18%	273 18% t	240 26% tuv	223 19%	137 24%
Don't know	101 5%	45 4%	55 5%	30 4%	40 5%	30 4%	17 4%	36 5%	29 6%	18 4%	24 5%	39 7% MN	13 3%	7 2%	6 6% *	11 6%	58 4%	42 6%	48 4%	52 6%	23 3%	77 5% V	34 11% YZa	16 4%	20 4%	20 3%	41 3%	50 7% b	9 5%	39 5%	62 4%	14 5%	86 5%	16 3%	11 3%	7 5%	7 3%	8 4%	33 4%	22 4%	- -	- -	42 4%	18 2%	25 3%	39 3%	58 4% u	46 5%	34 3%	16 3%
Prefer not to say	35 2%	25 2% C	8 1%	18 3% F	12 2%	5 1%	14 3% J	11 2%	6 1%	4 1%	2 0%	11 2%	12 2% K	6 2%	1 1% *	3 2%	24 2%	11 2%	17 1%	18 2%	9 1%	26 2%	11 4% Za	7 2%	4 1%	8 1%	10 1%	20 3% b	5 2%	6 1%	29 2%	4 1%	28 2%	2 0%	4 1%	- -	5 2%	- -	1 0%	4 1%	- -	- -	6 1%	3 0%	11 1%	13 1%	15 1%	11 1%	12 1%	10 2%
NET Very/ fairly important	783 36%	381 36%	391 36%	341 48% EF	241 31%	201 28%	238 49% HIJ	246 37% IJ	158 30%	141 28%	186 36% O	205 36% O	176 35% O	138 44% LMOP	23 22% *	55 29%	534 37%	248 34%	432 35%	351 37%	298 39% W	484 34%	120 38%	155 35%	177 33%	275 39% Z	435 35% d	302 40% bd	46 24%	281 40% f	501 34%	168 56% h	602 32%	219 39%	111 34%	49 34%	83 38%	69 34%	279 35%	193 34%	783 100% q	- -	377 35%	329 42% r	359 45% uvw	481 41% vw	583 39% w	274 30%	436 38%	207 36%
NET Not that/ Not at all important	1272 58%	621 58%	643 59%	323 45%	476 62% D	473 67% D	221 45%	376 56% G	331 63% GH	344 68% GH	303 59%	318 56%	298 60%	161 52%	74 71% KLN*	117 63% N	836 58%	436 59%	740 60%	532 56%	428 56%	844 59%	147 47%	265 60% X	341 63% Xa	395 57% X	759 61% c	382 51%	131 69% c	383 54%	889 60% e	112 38%	1138 61% g	320 57%	197 61%	88 61%	126 57%	128 62%	482 61%	354 62%	- -	1272 100% p	664 61% s	437 55%	400 50%	632 54% t	839 56% tu	596 64% tuv	664 58%	341 59%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g,h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g,h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Regional background (i.e., where you grew up within your country)
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region							Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	398 18%	206 19%	190 17%	149 21% E	116 15%	133 19%	110 22% HI	108 16%	87 17%	94 19%	122 24% LMN	81 14%	77 15%	53 17%	24 23% L*	41 22% L	242 17%	156 21% R	200 16%	198 21% T	130 17%	268 19%	50 16%	94 21% Z	84 16%	128 18%	210 17%	147 20%	41 21%	120 17%	278 19%	77 26% h	313 17%	95 17%	55 17%	23 16%	67 30% ijk	51 25% i	148 19%	119 21%	227 29% rq	156 12%	218 20%	140 18%	160 20% v	220 19% v	263 18%	167 18%	210 18%	123 21%
Fairly important	718 33%	344 32%	366 33%	252 35% F	255 33%	211 30%	170 35%	219 33%	174 33%	155 31%	175 34%	191 33%	147 29%	122 39% MP	34 33% *	49 27%	467 32%	251 34%	402 32%	316 33%	258 34%	460 32%	111 36%	151 34%	182 34%	229 33%	408 33%	253 34%	57 30%	238 34%	480 32%	113 38%	594 32%	182 33%	109 34%	50 35%	70 32%	65 32%	261 33%	194 34%	363 46% rq	339 27%	360 33%	288 37%	277 35%	399 34%	523 35%	293 32%	383 33%	187 32%
Not that important	631 29%	291 27%	336 31%	174 25%	242 31% D	215 30% D	123 25%	194 29%	160 31%	154 30%	128 25%	164 29%	159 32% K	94 30%	25 24% *	61 33%	432 30%	199 27%	388 31% U	242 25%	224 30%	407 28%	71 23%	115 26%	172 32% X	209 30% X	394 32% c	187 25%	50 26%	214 30%	417 28%	68 23%	554 30% g	175 31% I	103 32% I	39 27%	50 22%	56 27%	240 30%	153 27%	139 18%	478 38% p	320 29%	230 29%	226 28%	342 29%	449 30%	271 29%	354 31%	154 27%
Not at all important	340 16%	180 17%	156 14%	92 13%	122 16%	127 18% D	62 13%	107 16%	79 15%	92 18% G	73 14%	93 16% N	96 19% N	32 10%	17 17% *	29 16%	243 17%	98 13%	199 16%	142 15%	115 15%	225 16%	50 16%	62 14%	85 16%	110 16%	191 15%	115 15%	34 18%	102 14%	238 16%	22 7%	311 17% g	95 17%	48 15%	25 18%	27 12%	32 16%	124 16%	94 16%	37 5%	291 23% p	160 15%	112 14%	105 13%	164 14%	208 14%	159 17% tv	165 14%	90 16%
Don't know	70 3%	30 3%	39 4%	33 5% F	22 3%	16 2%	17 4%	31 5% J	14 3%	8 1%	15 3%	30 5% MN	12 2%	6 2%	3 3% *	4 2%	47 3%	24 3%	32 3%	38 4%	22 3%	48 3%	21 7% Za	15 3%	11 2%	18 3%	30 2%	35 5% b	4 2%	28 4%	42 3%	13 4%	56 3%	9 2%	6 2%	6 4%	4 2%	2 1%	22 3%	9 2%	16 2% rq	5 0%	26 2%	13 2%	19 2%	29 2%	39 3%	26 3%	23 2%	13 2%
Prefer not to say	33 2%	20 2%	10 1%	12 2%	13 2%	7 1%	8 2%	11 2%	10 2%	4 1%	2 0%	14 2% K	9 2%	6 2%	1 1% *	2 1%	23 2%	10 1%	15 1%	17 2%	9 1%	24 2%	8 3% a	6 1%	7 1%	3 0%	12 1%	16 2%	5 2%	27 2%	3 1%	27 1%	2 0%	2 1%	- -	2 1%	- -	1 0%	4 1%	1 0%	3 0%	5 0%	3 0%	8 1%	11 1%	14 1%	11 1%	11 1%	8 1%
NET Very/ fairly important	1116 51%	550 51%	556 51%	401 56% EF	371 48%	344 49%	280 57% HIJ	327 49%	260 50%	249 49%	297 58% LM	272 48%	224 45%	175 56% LM	58 55% *	90 49%	709 49%	407 55% R	602 49%	514 54% T	388 51%	728 51%	161 52%	245 55%	266 49%	357 51%	618 50%	400 53%	98 51%	358 51%	757 51%	190 64% h	907 49%	276 50%	164 51%	73 51%	137 62% ij	116 56%	408 51%	313 55%	590 75% rq	495 39%	578 53%	428 54%	437 55%	619 53%	786 53%	460 50%	593 52%	310 54%
NET Not that/ Not at all important	971 44%	471 44%	492 45%	266 37%	363 47% D	341 48% D	185 38%	301 45% G	240 46% G	246 49% G	201 39%	256 45%	255 51% KN	126 40%	42 40% *	90 48% K	675 46% S	297 40%	587 47% U	384 40%	339 45%	632 44%	121 39%	177 40%	258 48% XY	320 46%	585 47% c	302 40%	84 44%	316 45%	655 44%	91 31%	865 47% g	270 48% I	151 47% I	64 45%	77 35%	88 43%	364 46%	248 43%	175 22%	769 60% p	480 44%	342 44%	331 42%	506 43%	658 44%	430 46%	519 45%	244 42%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Nationality
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	515 24%	288 27% C	224 20%	175 25% E	138 18%	203 29% E	115 23%	127 19%	129 25% H	145 29% H	125 24%	137 24%	105 21%	64 20%	30 28% *	55 30% MN	318 22%	197 27% R	268 22%	247 26% T	156 21%	359 25% V	69 22%	116 26%	137 25%	156 22%	290 23%	174 23%	51 27%	157 22%	359 24%	84 28%	426 23%	102 18%	92 29% i	29 20%	103 47% ijkm	50 24%	165 21%	183 32% n	253 32% q	233 18%	283 26% s	165 21%	167 21%	253 22%	329 22%	241 26% tuv	296 26%	134 23%
Fairly important	715 33%	331 31%	381 35%	234 33%	241 31%	240 34%	169 34%	208 31%	162 31%	177 35%	154 30%	187 33%	160 32%	125 40% K	29 28% *	60 32%	470 32%	245 33%	413 33%	302 32%	258 34%	458 32%	94 30%	161 36%	181 33%	220 32%	393 32%	252 33%	70 36%	240 34%	475 32%	117 39% h	585 32%	178 32%	129 40% im	50 35%	80 36%	62 30%	267 34%	202 35%	331 42% q	373 29%	339 31%	311 39% r	269 34%	395 34%	514 34%	297 32%	379 33%	200 35%
Not that important	535 24%	229 21%	298 27% B	167 24%	219 28% F	149 21%	115 24%	175 26% J	146 28% J	99 20%	132 26%	127 22%	133 27%	86 27%	21 20% *	35 19%	374 26%	161 22%	335 27% U	200 21%	214 28% W	321 22%	70 23%	89 20%	139 26%	188 27% Y	329 26% d	171 23%	35 18%	175 25%	360 24%	65 22%	465 25%	165 30% jl	62 19% l	40 28% l	20 9%	52 26% l	205 26% o	108 19%	132 17%	396 31% p	272 25%	203 26%	218 27% w	317 27% w	396 26% w	205 22%	283 25%	121 21%
Not at all important	317 14%	167 16%	145 13%	94 13%	126 16%	97 14%	63 13%	113 17%	66 13%	75 15%	84 16% N	81 14% N	78 16% N	24 8%	21 20% N*	28 15% N	227 16%	90 12%	171 14%	146 15%	102 14%	214 15%	43 14%	58 13%	71 13%	110 16%	191 15%	100 13%	26 14%	103 14%	214 14%	16 5%	292 16% g	96 17% jl	32 10%	21 15% l	15 7%	34 17% jl	135 17% o	68 12%	55 7%	257 20% p	167 15%	93 12%	114 14%	161 14%	202 14%	143 15%	157 14%	95 17%
Don't know	77 4%	36 3%	41 4%	31 4% F	33 4% F	14 2%	21 4% J	36 5% IJ	14 3%	7 1%	17 3%	29 5%	14 3%	7 2%	3 3% *	6 3%	42 3%	35 5% R	35 3%	42 4%	19 3%	58 4%	26 8% YZa	14 3%	8 2%	20 3%	31 2%	42 6% b	4 2%	29 4%	48 3%	12 4%	62 3%	13 2%	6 2%	4 3%	1 1%	6 3%	23 3%	8 1%	11 1%	13 1%	24 2%	11 1%	19 2%	30 3%	44 3%	31 3%	22 2%	18 3%
Prefer not to say	30 1%	20 2% C	8 1%	11 2%	12 2%	7 1%	7 2%	11 2%	9 2%	4 1%	2 0%	11 2% K	9 2%	6 2%	1 1% *	2 1%	21 1%	9 1%	14 1%	16 2%	9 1%	21 1%	8 3% a	5 1%	5 1%	4 1%	11 1%	14 2%	5 2%	6 1%	25 2%	2 1%	25 1%	2 0%	2 1%	- -	2 1%	1 0%	1 0%	4 1%	1 0%	- -	4 0%	3 0%	8 1%	9 1%	11 1%	10 1%	9 1%	7 1%
NET Very/ fairly important	1231 56%	619 58%	605 55%	409 57% E	379 49%	442 62% E	284 58% H	335 50%	290 55%	321 63% HI	279 54%	324 57%	265 53%	189 61%	59 56% *	115 62%	788 54%	442 60% R	682 55%	549 58%	414 55%	817 57%	164 53%	277 63% Xa	318 59%	376 54%	683 55%	426 57%	121 63% b	397 56%	834 56%	201 68% h	1010 54%	280 50%	221 68% ikm	79 55%	183 83% ijkm	112 55%	432 54%	386 67% n	584 75% q	606 48%	622 57%	476 60%	436 55%	648 56%	843 56%	537 58%	675 59%	334 58%
NET Not that/ Not at all important	852 39%	396 37%	442 40%	261 37%	345 45% DF	246 35%	179 36%	287 43% J	211 40%	174 34%	217 42%	209 36%	211 42%	110 35%	42 40% *	63 34%	601 41% S	251 34%	506 41%	345 36%	316 42% W	535 37%	113 36%	147 33%	210 39%	298 43% Y	520 42% cd	271 36%	61 32%	277 39%	575 39%	81 27%	757 41% g	262 47% jl	94 29% l	61 42% jl	35 16%	86 42% jl	340 43% o	176 31%	186 24%	652 51% p	439 40%	297 38%	331 42%	478 41%	598 40%	348 38%	440 38%	215 37%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g,h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q1_CLASS_CNB. To what extent, if at all, are each of the following characteristics important to how you personally think about your own identity? - Sexual orientation
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Very important	452 21%	248 23% C	198 18%	174 24% E	118 15%	159 22% E	117 24% I	126 19%	92 18%	116 23%	109 21%	121 21%	97 19%	67 21%	20 19% *	38 20%	302 21%	149 20%	232 19%	219 23% T	151 20%	301 21%	65 21%	108 24%	110 20%	137 20%	244 20%	159 21%	49 26%	137 19%	314 21%	85 28% h	361 19%	108 19%	71 22%	30 21%	74 33% ijkm	35 17%	148 19%	138 24% n	240 31% q	193 15%	230 21%	166 21%	161 20%	229 20%	285 19%	209 23% v	249 22%	122 21%
Fairly important	558 25%	272 25%	278 25%	194 27%	199 26%	165 23%	147 30% H	158 24%	128 24%	125 25%	135 26%	151 26%	117 23%	81 26%	25 24% *	49 26%	359 25%	198 27%	313 25%	245 26%	199 26%	359 25%	84 27%	110 25%	149 27%	172 25%	334 27% d	188 25%	36 19%	201 28%	357 24%	96 32% h	453 24%	133 24%	85 26%	31 22%	58 26%	55 27%	202 25%	137 24%	294 38% q	255 20%	290 27%	207 26%	215 27%	315 27%	413 28% w	222 24%	324 28%	152 26%
Not that important	627 29%	268 25%	358 33% B	176 25%	238 31% D	213 30% D	119 24%	196 29%	165 32% G	147 29%	140 27%	148 26%	152 31%	93 30%	33 32% *	61 33%	420 29%	208 28%	391 32% U	237 25%	234 31%	393 27%	76 24%	115 26%	155 29%	215 31%	369 30%	212 28%	47 24%	200 28%	428 29%	60 20%	557 30% g	165 30% l	96 30% l	48 33% l	45 20%	68 33% l	257 32% o	151 26%	154 20%	461 36% p	312 29%	249 32%	230 29%	341 29%	439 29%	264 28%	340 30%	142 25%
Not at all important	412 19%	215 20%	193 18%	119 17%	158 21%	134 19%	75 15%	137 21% G	103 20%	97 19%	101 20%	105 18%	99 20%	55 18%	25 23% *	27 14%	285 20%	127 17%	246 20%	166 17%	142 19%	269 19%	48 15%	84 19%	94 17%	148 21%	235 19%	131 17%	46 24%	126 18%	286 19%	39 13%	365 20% g	124 22%	62 19%	29 20%	34 15%	39 19%	158 20%	121 21%	79 10%	325 26% p	205 19%	144 18%	156 20%	226 19%	281 19%	171 18%	190 17%	128 22% x
Don't know	96 4%	39 4%	56 5%	29 4%	39 5%	27 4%	19 4%	35 5%	27 5%	15 3%	23 4%	32 6%	21 4%	9 3%	1 1% *	10 5%	52 4%	44 6% R	35 3%	61 6% T	21 3%	75 5% V	30 10% YZa	20 5%	21 4%	16 2%	42 3%	46 6% b	8 4%	29 4%	66 4%	11 4%	82 4%	19 3%	5 2%	6 4%	9 4%	6 3%	29 4%	20 3%	13 2%	29 2%	42 4% s	15 2%	21 3%	38 3%	58 4% tu	43 5%	33 3%	18 3%
Prefer not to say	46 2%	30 3% C	14 1%	20 3%	17 2%	9 1%	15 3%	16 2%	9 2%	6 1%	7 1%	16 3%	13 3%	7 2%	1 1% *	2 1%	34 2%	12 2%	21 2%	25 3%	11 2%	35 2%	9 3%	5 1%	12 2%	10 1%	22 2%	19 2%	5 3%	16 2%	30 2%	6 2%	37 2%	8 1%	4 1%	- -	3 1%	2 1%	3 0%	7 1%	3 0%	8 1%	10 1%	7 1%	12 2%	16 1%	19 1%	18 2%	12 1%	12 2%
NET Very/ fairly important	1009 46%	520 49% C	475 43%	368 52% E	317 41%	325 46%	264 54% HI	284 42%	219 42%	241 48%	244 47%	272 48%	214 43%	148 47%	45 43% *	86 46%	662 46%	347 47%	545 44%	464 49%	350 46%	660 46%	149 48%	218 49%	259 48%	309 44%	577 46%	347 46%	85 45%	338 48%	671 45%	181 61% h	813 44%	241 43%	156 48%	60 42%	131 60% ijkm	90 44%	350 44%	274 48%	534 68% q	448 35%	520 48%	373 47%	376 47%	544 47%	698 47%	431 46%	572 50%	274 48%
NET Not that/ Not at all important	1039 47%	483 45%	551 50% B	295 42%	396 51% D	348 49% D	193 39%	334 50% G	268 51% G	244 48% G	241 47%	253 44%	252 50%	148 47%	58 55% *	88 47%	704 48%	335 45%	636 51% U	403 42%	376 50%	663 46%	124 40%	199 45%	249 46%	363 52% XY	604 48%	343 46%	92 48%	325 46%	714 48%	99 33%	922 50% g	289 52% l	158 49% l	77 54% l	78 35%	107 52% l	414 52%	272 47%	233 30%	787 62% p	518 48%	392 50%	386 49%	567 49%	720 48%	435 47%	530 46%	271 47%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Summary

All adults aged 16-75 in Great Britain

	Q2_CLASS_CNB. 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?							
	Age	Gender	Race / ethnicity	Religion	Class	Regional background (i.e., where in Britain a person grew up)	Nationality	Sexual orientation
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2190	2190	2190	2190	2190	2190	2190	2190
Weighted base	2190	2190	2190	2190	2190	2190	2190	2190
Much more important	167 8%	421 19% ADEF	454 21% ADEFG	251 11% AE	172 8%	255 12% AE	395 18% ADEF	470 21% ABDEFG
A bit more important	464 21% D	632 29% ADEF	651 30% ADEF	411 19%	449 20%	469 21% D	657 30% ADEF	618 28% ADEF
There has been no change	838 38% BCDEFGH	519 24% H	492 22% H	582 27% BCGH	749 34% BCDGH	735 34% BCDGH	526 24% H	409 19%
A bit less important	339 15% BCGH	255 12%	240 11%	429 20% ABCFGH	437 20% ABCFGH	341 16% BCGH	247 11%	288 13% C
Much less important	105 5%	130 6% A	109 5%	266 12% ABCEFGH	140 6% AC	136 6% AC	116 5%	167 8% ABCFG
Don't know	277 13% BCDEGH	232 11%	243 11%	251 11%	243 11%	254 12%	248 11%	238 11%
NET More important	632 29%	1054 48% ADEF	1105 50% ABDEFG	662 30%	621 28%	724 33% ADE	1053 48% ADEF	1088 50% ADEF
NET Less important	444 20% BCG	385 18%	349 16%	695 32% ABCEFGH	577 26% ABCFGH	477 22% BCG	363 17%	455 21% BCG

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ColumnProportions (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Age
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	167 8%	78 7%	86 8%	76 11% EF	45 6%	47 7%	49 10% J	49 7%	42 8%	29 6%	48 9%	41 7%	37 7%	25 8%	5 5% *	11 6%	109 8%	58 8%	92 7%	76 8%	68 9%	100 7%	31 10%	29 7%	46 8%	51 7%	91 7%	62 8%	15 8%	66 9%	101 7%	50 17% h	117 6%	40 7%	25 8%	8 6%	24 11%	19 9%	57 7%	46 8%	95 12% q	64 5%	73 7%	70 9%	66 8%	87 7%	120 8%	76 8%	99 9%	39 7%
A bit more important	464 21%	200 19%	259 24% B	162 23%	142 18%	160 23%	115 24%	125 19%	99 19%	124 25% H	99 19%	134 23%	104 21%	71 23%	18 17% *	37 20%	298 21%	166 23%	266 22%	198 21%	171 23%	293 20%	60 19%	113 26%	108 20%	145 21%	262 21%	165 22%	36 19%	155 22%	309 21%	80 27% h	378 20%	117 21%	84 26% m	28 19%	46 21%	37 18%	159 20%	130 23%	205 26% q	246 19%	231 21%	190 24%	187 24% w	269 23% w	333 22% w	171 18%	280 24% y	110 19%
There has been no change	838 38%	431 40%	400 36%	249 35%	302 39%	286 40%	179 37%	241 36%	225 43% H	193 38%	203 39%	220 38%	178 36%	124 40%	40 38% *	72 39%	560 39%	277 38%	476 39%	361 38%	274 36%	564 39%	112 36%	177 40%	232 43% a	245 35%	488 39%	278 37%	72 37%	253 36%	584 39%	91 31%	729 39% g	224 40%	125 39%	52 36%	84 38%	81 39%	318 40%	225 39%	293 37%	514 40%	451 41%	288 37%	312 39%	444 38%	568 38%	375 40%	433 38%	252 44% x
A bit less important	339 15%	151 14%	187 17%	99 14%	111 14%	129 18%	75 15%	96 14%	66 13%	101 20% HI	82 16%	78 14%	88 18%	45 14%	21 20% *	26 14%	214 15%	125 17%	198 16%	141 15%	129 17%	211 15%	48 15%	57 13%	68 13%	137 20% YZ	205 16%	98 13%	36 19%	115 16%	224 15%	34 11%	301 16% g	94 17%	45 14%	31 21%	41 18%	37 18%	137 17%	93 16%	100 13%	231 18% p	171 16%	129 16%	117 15%	181 16%	243 16%	151 16%	187 16%	91 16%
Much less important	105 5%	70 7% C	33 3%	44 6% F	43 6% F	18 3%	26 5%	46 7% IJ	18 3%	15 3%	24 5%	20 3%	24 5%	11 3%	9 9% L*	18 9% KLMN	81 6% S	24 3%	58 5%	47 5%	40 5%	64 5%	10 3%	20 5%	24 4%	45 6%	62 5%	39 5%	4 2%	39 6%	66 4%	13 4%	91 5%	31 6%	13 4%	5 4%	12 5%	11 6%	38 5%	28 5%	25 3%	77 6% P	56 5%	39 5%	38 5%	59 5%	73 5%	43 5%	56 5%	32 6%
Don't know	277 13%	142 13%	132 12%	81 11%	127 17% DF	69 10%	45 9%	113 17% GJ	75 14% GJ	44 9%	58 11%	79 14%	69 14%	36 12%	12 11% *	23 12%	190 13%	87 12%	147 12%	130 14%	77 10%	200 14% V	50 16% Ya	46 10%	64 12%	75 11%	137 11%	112 15% b	28 14%	81 11%	196 13%	30 10%	238 13%	50 9%	30 9%	19 14% I	14 7%	20 10%	87 11%	52 9%	65 8%	139 11%	107 10%	71 9%	75 9%	125 11% t	159 11%	111 12%	92 8%	50 9%
NET More important	632 29%	278 26%	346 32% B	238 33% E	187 24%	207 29%	164 33% HI	174 26%	141 27%	153 30%	148 29%	175 31%	141 28%	97 31%	23 22% *	48 26%	407 28%	224 30%	358 29%	274 29%	239 32% W	393 27%	91 29%	142 32%	154 28%	196 28%	353 28%	227 30%	51 27%	221 31%	410 28%	130 44% h	496 27%	157 28%	109 34%	36 25%	70 32%	56 27%	215 27%	176 31%	300 38% q	310 24%	304 28%	260 33% r	253 32% w	356 31%	453 30%	247 27%	378 33% y	149 26%
NET Less important	444 20%	221 21%	220 20%	144 20%	153 20%	147 21%	102 21%	142 21% I	84 16%	117 23% I	106 21%	98 17%	111 22%	55 18%	30 28% LN*	43 23%	295 20%	149 20%	256 21%	188 20%	169 22%	275 19%	58 19%	78 18%	92 17%	182 26% XYZ	266 21%	137 18%	41 21%	154 22%	290 20%	46 16%	392 21% g	126 23%	58 18%	36 25%	52 24%	49 24%	175 22%	121 21%	125 16%	309 24% p	227 21%	168 21%	155 20%	240 21%	317 21%	194 21%	243 21%	123 21%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Gender
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	421 19%	173 16%	241 22% B	157 22%	135 18%	129 18%	111 23% J	128 19%	99 19%	83 16%	116 22% N	102 18%	97 19%	42 13%	24 23% N*	40 22% N	266 18%	155 21%	244 20%	177 19%	146 19%	275 19%	57 18%	93 21%	109 20%	134 19%	238 19%	149 20%	34 18%	142 20%	279 19%	71 24% h	344 19%	103 19%	68 21%	21 15%	46 21%	36 17%	139 17%	119 21%	160 20%	244 19%	216 20%	158 20%	177 22% uv	239 21%	293 20%	174 19%	234 20%	110 19%
A bit more important	632 29%	292 27%	336 31%	220 31%	219 29%	193 27%	152 31%	193 29%	137 26%	150 30%	143 28%	167 29%	137 27%	109 35%	25 24% *	51 27%	392 27%	241 33% R	373 30%	259 27%	242 32% W	390 27%	91 29%	124 28%	159 29%	203 29%	354 28%	224 30%	54 28%	215 30%	417 28%	109 37% h	518 28%	164 29%	91 28%	43 30%	59 27%	75 37%	246 31%	165 29%	267 34% q	345 27%	302 28%	261 33% r	269 34% vw	381 33% vw	469 31% w	230 25%	353 31%	160 28%
There has been no change	519 24%	282 26% C	233 21%	174 24%	171 22%	175 25%	121 25%	145 22%	137 26%	116 23%	119 23%	141 25%	117 23%	78 25%	29 28% *	34 18%	381 26% S	138 19%	273 22%	246 26%	173 23%	346 24%	79 26%	114 26%	131 24%	152 22%	295 24%	178 24%	46 24%	156 22%	363 25%	70 24%	438 24%	146 26%	73 23%	40 28%	64 29%	45 22%	183 23%	137 24%	200 26%	293 23%	275 25%	173 22%	171 22%	260 22%	345 23%	244 26% t	270 24%	157 27%
A bit less important	255 12%	118 11%	136 12%	55 8%	91 12% D	109 15% D	44 9%	67 10%	56 11%	87 17% GHI	59 12%	56 10%	61 12%	42 13%	14 13% *	24 13%	157 11%	98 13%	146 12%	108 11%	84 11%	171 12%	21 7%	49 11%	68 12% X	94 13% X	169 14% c	68 9%	18 9%	78 11%	177 12%	15 5%	232 13% g	74 13%	42 13%	19 13%	25 11%	22 11%	109 14%	69 12%	81 10%	169 13%	124 11%	104 13%	89 11%	129 11%	184 12% u	119 13%	141 12%	61 11%
Much less important	130 6%	84 8% C	44 4%	44 6%	46 6%	40 6%	32 7%	37 5%	35 7%	26 5%	33 6%	30 5%	34 7%	13 4%	2 2% *	19 10% LNO	96 7%	34 5%	76 6%	54 6%	45 6%	85 6%	18 6%	21 5%	25 5%	57 8% YZ	69 6%	49 7%	11 6%	43 6%	87 6%	14 5%	114 6%	28 5%	19 6%	8 6%	12 6%	15 7%	51 6%	39 7%	29 4%	97 8% p	76 7%	38 5%	34 4%	61 5% t	83 6% t	64 7% t	65 6%	47 8%
Don't know	232 11%	122 11%	108 10%	62 9%	108 14% DF	63 9%	31 6%	99 15% GJ	59 11% G	44 9%	44 9%	77 13% K	53 11%	28 9%	10 10% *	18 10%	161 11%	71 10%	125 10%	108 11%	68 9%	165 12%	46 15% Za	43 10%	50 9%	57 8%	119 10%	86 11%	28 14%	74 10%	158 11%	17 6%	208 11% g	42 8%	30 9%	13 9%	15 7%	13 6%	69 9%	44 8%	46 6%	124 10% p	97 9%	52 7%	54 7%	94 8% t	122 8%	96 10% t	82 7%	40 7%
NET More important	1054 48%	465 43%	577 53% B	377 53% EF	354 46%	322 45%	262 53% U	321 48%	237 45%	233 46%	259 50%	269 47%	234 47%	151 48%	49 47% *	91 49%	658 45%	395 54% R	618 50%	436 46%	388 51% W	665 46%	147 47%	217 49%	268 50%	337 48%	592 48%	373 50%	89 46%	357 50%	696 47%	180 61% h	862 46%	267 48%	158 49%	63 44%	105 47%	111 54%	384 48%	284 50%	428 55% q	589 46%	518 48%	420 53% r	446 56% uvw	620 53% vw	762 51% w	404 44%	587 51%	270 47%
NET Less important	385 18%	203 19%	179 16%	99 14%	137 18%	150 21% D	76 16%	104 16%	91 17%	113 22% GH	92 18%	85 15%	95 19%	55 17%	16 15% *	42 23% L	253 17%	132 18%	222 18%	163 17%	129 17%	256 18%	39 12%	70 16%	92 17%	151 22% XY	239 19%	117 16%	29 15%	122 17%	264 18%	29 10%	346 19% g	102 18%	62 19%	27 19%	38 17%	37 18%	160 20%	108 19%	110 14%	267 21% p	200 18%	142 18%	124 16%	191 16%	267 18% tu	184 20% t	207 18%	108 19%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e,f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Race / ethnicity
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	454 21%	220 21%	228 21%	172 24% E	132 17%	150 21%	113 23%	137 21%	101 19%	103 20%	133 26% LMNO	114 20%	96 19%	58 19%	14 13% *	39 21%	287 20%	167 23%	259 21%	195 20%	162 21%	292 20%	68 22%	94 21%	114 21%	143 21%	252 20%	156 21%	45 24%	163 23%	291 20%	86 29% h	357 19%	104 19%	70 22%	21 14%	69 31% ijkm	41 20%	162 20%	122 21%	175 22%	253 20%	232 21%	168 21%	186 23%	262 23%	322 22%	182 20%	284 25% y	99 17%
A bit more important	651 30%	286 27%	361 33% B	210 29%	226 29%	215 30%	142 29%	207 31%	146 28%	157 31%	145 28%	167 29%	146 29%	101 32%	33 32% *	60 32%	418 29%	233 32%	389 31%	263 28%	257 34% W	395 28%	83 27%	110 25%	190 35% XY	217 31% Y	383 31%	220 29%	49 25%	202 29%	449 30%	97 33%	550 30%	189 34%	89 28%	48 33%	57 26%	78 38% jl	246 31%	193 34%	254 32%	381 30%	322 30%	268 34%	276 35% vw	387 33% vw	471 32% w	245 26%	358 31%	185 32%
There has been no change	492 22%	264 25% C	222 20%	157 22%	186 24%	149 21%	116 24%	138 21%	139 27% HI	99 20%	108 21%	125 22%	111 22%	83 26%	26 25% *	41 22%	348 24% S	144 20%	267 22%	226 24%	157 21%	335 23%	78 25%	123 28% a	117 22%	145 21%	291 23%	162 21%	40 21%	163 23%	330 22%	64 22%	417 22%	124 22%	80 25%	35 25%	49 22%	48 23%	168 21%	124 22%	194 25%	277 22%	243 22%	167 21%	151 19%	238 20%	331 22% tu	236 25% tu	232 20%	151 26% x
A bit less important	240 11%	121 11%	118 11%	66 9%	73 9%	101 14% DE	56 11%	54 8%	48 9%	82 16% HI	44 9%	66 12%	61 12%	35 11%	14 14% *	19 10%	147 10%	92 13%	141 11%	99 10%	82 11%	158 11%	25 8%	47 11%	53 10%	77 11%	137 11%	82 11%	21 11%	70 10%	170 12%	21 7%	215 12% g	69 12%	38 12%	21 15%	18 8%	17 8%	104 13%	58 10%	76 10%	157 12%	125 11%	96 12%	91 11%	127 11%	176 12%	108 12%	139 12%	59 10%
Much less important	109 5%	61 6%	47 4%	37 5%	45 6%	27 4%	24 5%	41 6%	23 4%	22 4%	31 6%	23 4%	31 6%	11 4%	4 4% *	9 5%	83 6% S	26 4%	55 4%	55 6%	35 5%	75 5%	15 5%	23 5%	18 3%	47 7% Z	60 5%	39 5%	10 5%	39 6%	70 5%	11 4%	97 5%	23 4%	16 5%	4 3%	18 8% m	6 3%	35 4%	39 7%	28 4%	82 6% p	64 6%	35 4%	26 3%	46 4%	61 4%	60 7% tuv	50 4%	40 7%
Don't know	243 11%	119 11%	121 11%	70 10%	107 14% DF	66 9%	39 8%	93 14% GJ	67 13% G	45 9%	54 11%	79 14% N	55 11%	24 8%	13 12% *	18 10%	169 12%	74 10%	128 10%	116 12%	66 9%	177 12% V	43 14%	45 10%	50 9%	69 10%	121 10%	96 13%	27 14%	72 10%	171 12%	18 6%	219 12% g	48 9%	30 9%	14 10%	10 4%	15 7%	82 10% o	39 7%	57 7%	122 10%	103 9%	53 7%	65 8%	105 9%	135 9%	96 10%	83 7%	40 7%
NET More important	1105 50%	506 47%	589 54% B	381 54% E	358 47%	365 52%	255 52%	345 51%	246 47%	259 51%	278 54%	280 49%	241 48%	160 51%	47 45% *	99 53%	705 49%	400 54% R	647 52%	458 48%	419 55% W	686 48%	151 48%	204 46%	304 56% Y	361 52%	636 51%	376 50%	94 49%	365 52%	740 50%	183 62% h	907 49%	293 53%	159 49%	69 48%	126 57%	119 58%	408 51%	315 55%	429 55%	635 50%	555 51%	436 55%	462 58% uvw	649 56% vw	794 53% w	427 46%	642 56% y	284 49%
NET Less important	349 16%	182 17%	165 15%	103 15%	117 15%	129 18%	80 16%	94 14%	72 14%	103 20% HI	75 15%	89 15%	92 18%	46 15%	19 18% *	29 15%	230 16%	119 16%	195 16%	154 16%	116 15%	233 16%	40 13%	71 16%	71 13%	124 18% Z	197 16%	121 16%	31 16%	109 15%	241 16%	32 11%	312 17% g	92 17%	54 17%	25 18%	36 16%	23 11%	138 17%	97 17%	103 13%	238 19% p	188 17%	131 17%	117 15%	173 15%	236 16%	168 18%	189 17%	99 17%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Religion
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	251 11%	112 10%	137 12%	107 15% EF	76 10%	68 10%	67 14% J	82 12%	60 11%	42 8%	60 12%	59 10%	53 11%	41 13%	10 9% *	29 16%	164 11%	87 12%	156 13%	96 10%	88 12%	163 11%	36 12%	46 10%	69 13%	80 11%	144 12%	91 12%	17 9%	92 13%	159 11%	64 21% h	179 10%	51 9%	43 13%	10 7%	39 18% ik	21 10%	78 10%	66 12%	110 14% q	126 10%	121 11%	92 12%	108 14% v	147 13%	176 12%	96 10%	159 14% y	53 9%
A bit more important	411 19%	196 18%	211 19%	159 22% F	148 19% F	104 15%	113 23% U	141 21% I	75 14%	81 16%	115 22% P	108 19% P	98 20% P	59 19% P	13 13% *	17 9%	281 19%	129 18%	229 19%	182 19%	152 20%	258 18%	50 16%	74 17%	109 20%	138 20%	228 18%	151 20%	32 17%	165 23% f	246 17%	83 28% h	325 18%	101 18%	65 20%	25 17%	37 17%	43 21%	151 19%	94 16%	177 23% q	227 18%	205 19%	165 21%	173 22% w	247 21% w	310 21% w	152 16%	238 21%	105 18%
There has been no change	582 27%	281 26%	295 27%	185 26%	195 25%	202 28%	131 27%	158 24%	161 31% H	131 26%	132 26%	147 26%	123 25%	80 26%	43 41% KLMN*	57 30%	402 28%	180 24%	301 24%	280 29% T	185 24%	397 28%	93 30%	140 32% a	142 26%	171 25%	349 28%	185 25%	48 25%	184 26%	398 27%	74 25%	500 27%	153 27%	83 26%	41 28%	61 28%	55 27%	213 27%	158 27%	229 29%	324 25%	294 27%	210 27%	182 23%	292 25% t	387 26% t	274 30% tuv	283 25%	177 31% x
A bit less important	429 20%	202 19%	222 20%	114 16%	160 21% D	155 22% D	90 18%	116 17%	100 19%	124 24% GH	90 18%	113 20%	107 21%	64 20%	19 18% *	36 19%	260 18%	169 23% R	263 21%	166 17%	159 21%	270 19%	47 15%	83 19%	114 21%	147 21%	247 20%	145 19%	37 19%	120 17%	310 21%	39 13%	380 20% g	120 21%	69 21%	41 28%	43 19%	39 19%	172 22%	123 21%	130 17%	286 23% p	211 19%	167 21%	185 23% uw	249 21%	322 22% w	166 18%	240 21%	115 20%
Much less important	266 12%	159 15% C	106 10%	72 10%	86 11%	107 15% D	51 10%	75 11%	59 11%	82 16% GHI	65 13%	64 11%	65 13%	37 12%	6 6% *	29 15% O	176 12%	90 12%	158 13%	108 11%	104 14%	162 11%	36 12%	51 11%	58 11%	97 14%	147 12%	95 13%	24 13%	72 10%	194 13%	15 5%	248 13% g	84 15%	39 12%	14 10%	28 13%	30 15%	110 14%	88 15%	76 10%	183 14% p	143 13%	99 13%	86 11%	129 11%	164 11%	129 14% v	134 12%	77 13%
Don't know	251 11%	123 11%	125 11%	74 10%	104 14%	73 10%	38 8%	96 14% GJ	70 13% G	47 9%	53 10%	81 14%	54 11%	31 10%	14 13% *	18 10%	169 12%	82 11%	130 11%	121 13%	71 9%	181 13% V	49 16% Za	51 11%	49 9%	65 9%	130 10%	87 12%	34 18% bc	78 11%	174 12%	23 8%	223 12% g	48 9%	25 8%	13 9%	13 6%	17 8%	72 9%	45 8%	61 8%	125 10%	115 11% s	54 7%	62 8%	100 9%	136 9%	109 12% tuv	92 8%	48 8%
NET More important	662 30%	308 29%	348 32%	266 37% EF	224 29%	172 24%	181 37% U	224 33% U	135 26%	123 24%	174 34% OP	167 29%	150 30%	100 32%	23 22% *	46 25%	446 31%	216 29%	384 31%	277 29%	240 32%	422 29%	86 28%	119 27%	179 33%	218 31%	371 30%	242 32%	49 25%	257 36% f	405 27%	147 49% h	504 27%	152 27%	108 33%	35 24%	76 34%	64 31%	229 29%	161 28%	287 37% q	353 28%	326 30%	257 33%	280 35% vw	394 34% w	486 32% w	248 27%	398 35% y	158 28%
NET Less important	695 32%	360 34%	328 30%	187 26%	246 32% D	263 37% D	140 29%	191 29%	158 30%	205 41% GHI	155 30%	177 31%	172 34%	101 32%	25 24% *	65 35%	436 30%	259 35% R	421 34% U	274 29%	262 35% W	432 30%	83 27%	133 30%	173 32%	244 35% X	394 32%	240 32%	61 32%	191 27%	504 34% e	54 18%	628 34% g	204 37%	108 33%	55 38%	71 32%	69 33%	281 35%	210 37%	206 26%	469 37% p	354 33%	266 34%	270 34%	378 32%	486 33%	296 32%	374 33%	191 33%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	172 8%	74 7%	97 9%	88 12% EF	49 6%	34 5%	56 11% IJ	63 9% J	34 6%	19 4%	57 11% LMO	40 7%	26 5%	30 10% M	4 4% *	14 8%	120 8%	52 7%	101 8%	71 7%	63 8%	109 8%	26 8%	32 7%	55 10%	51 7%	94 8%	62 8%	15 8%	70 10% f	102 7%	45 15% h	126 7%	48 9%	20 6%	7 5%	16 7%	17 8%	53 7%	45 8%	99 13% q	63 5%	91 8%	61 8%	77 10% w	109 9% w	130 9% w	57 6%	107 9% y	30 5%
A bit more important	449 20%	217 20%	229 21%	170 24% F	155 20%	124 18%	118 24% J	143 21%	99 19%	88 17%	98 19%	135 24% O	107 21%	60 19%	13 12% *	37 20%	287 20%	162 22%	257 21%	191 20%	169 22%	280 20%	69 22%	75 17%	102 19%	171 25% YZ	277 22%	142 19%	30 16%	167 24% f	282 19%	95 32% h	350 19%	108 19%	85 26% i	32 22%	40 18%	44 21%	157 20%	112 20%	237 30% q	202 16%	222 20%	192 24%	184 23% w	256 22%	325 22%	174 19%	280 24% y	113 20%
There has been no change	749 34%	376 35%	366 33%	213 30%	268 35%	268 38% D	159 32%	202 30%	195 37% H	193 38% H	170 33%	204 36%	153 31%	111 36%	44 42% M*	66 36%	510 35%	239 32%	396 32%	353 37% T	233 31%	517 36% V	93 30%	180 41% Xa	203 37% a	212 30%	429 34%	257 34%	64 33%	221 31%	528 36%	88 30%	646 35%	195 35%	101 31%	51 36%	92 42% j	73 35%	278 35%	205 36%	262 33%	458 36%	405 37% s	249 32%	251 32%	370 32%	498 33% u	365 39% tuv	374 33%	231 40% x
A bit less important	437 20%	203 19%	231 21%	125 18%	138 18%	174 25% DE	95 19%	104 16%	108 21% H	130 26% GH	114 22% L	86 15%	108 22% L	68 22% L	26 25% L*	34 19%	273 19%	164 22%	284 23% U	153 16%	168 22%	269 19%	54 17%	89 20%	112 21%	140 20%	252 20%	138 18%	47 25%	132 19%	305 21%	36 12%	391 21% g	127 23%	71 22%	31 22%	48 22%	44 21%	177 22%	123 21%	111 14%	317 25% p	201 18%	190 24% r	182 23% w	263 23% w	322 22% w	162 17%	228 20%	122 21%
Much less important	140 6%	78 7%	61 6%	43 6%	55 7%	42 6%	25 5%	55 8% I	26 5%	34 7%	27 5%	28 5%	49 10% KLN	13 4%	7 7% *	16 9%	98 7%	41 6%	70 6%	70 7%	53 7%	87 6%	23 7%	22 5%	24 4%	56 8% Z	71 6%	58 8%	11 6%	47 7%	93 6%	11 4%	127 7%	32 6%	20 6%	10 7%	14 7%	14 7%	55 7%	46 8%	24 3%	111 9% p	74 7%	42 5%	43 5%	66 6%	87 6%	70 8%	80 7%	38 7%
Don't know	243 11%	125 12%	114 10%	73 10%	104 14% F	66 9%	38 8%	102 15% GJ	61 12%	42 8%	48 9%	79 14% K	56 11%	31 10%	10 10% *	18 10%	165 11%	78 11%	129 10%	114 12%	73 10%	170 12%	46 15% Za	46 10%	46 9%	69 10%	123 10%	96 13%	24 13%	72 10%	171 12%	23 8%	214 12%	47 8%	27 8%	12 8%	10 5%	15 7%	76 10%	42 7%	49 6%	120 9% p	97 9%	52 7%	58 7%	101 9% t	135 9% t	99 11% t	77 7%	40 7%
NET More important	621 28%	291 27%	326 30%	258 36% EF	204 27%	159 22%	174 36% IJ	207 31% J	133 25%	107 21%	155 30% O	175 31% O	133 27% O	90 29% O	17 16% *	51 27%	407 28%	214 29%	358 29%	262 28%	232 31%	388 27%	95 31%	106 24%	157 29%	222 32% Y	371 30%	204 27%	45 24%	236 33% f	384 26%	139 47% h	476 26%	157 28%	104 32%	38 27%	56 25%	60 29%	210 26%	157 27%	336 43% q	265 21%	313 29%	254 32%	260 33% vw	365 31% w	454 30% w	231 25%	387 34% y	143 25%
NET Less important	577 26%	280 26%	292 27%	168 24%	193 25%	217 31% DE	120 24%	159 24%	134 26%	164 32% GHI	141 27% L	114 20%	157 31% L	81 26%	33 32% L*	51 27%	371 26%	206 28%	354 29% U	224 23%	221 29% W	356 25%	77 25%	111 25%	136 25%	195 28%	323 26%	196 26%	58 30%	180 25%	398 27%	47 16%	518 28% g	159 29%	91 28%	42 29%	63 28%	57 28%	231 29%	169 30%	135 17%	428 34% p	275 25%	232 29%	226 28%	329 28%	409 27%	233 25%	308 27%	160 28%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Regional background (i.e., where in Britain a person grew up)
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	255 12%	128 12%	125 11%	136 19% EF	67 9%	52 7%	94 19% HIJ	81 12% J	52 10% J	29 6%	75 15%	63 11%	54 11%	31 10%	10 10% *	21 11%	171 12%	84 11%	138 11%	117 12%	83 11%	172 12%	45 14%	46 10%	68 12%	82 12%	126 10%	105 14% b	24 13%	104 15% f	151 10%	70 24% h	182 10%	60 11%	30 9%	10 7%	37 17% jk	19 9%	65 8%	74 13% n	141 18% q	108 8%	122 11%	102 13%	119 15% uvw	153 13%	187 13%	93 10%	156 14% y	57 10%
A bit more important	469 21%	197 18%	269 25% B	165 23%	169 22%	135 19%	111 23%	155 23% J	116 22%	88 17%	105 20%	122 21%	100 20%	80 25%	24 23% *	38 21%	309 21%	160 22%	274 22%	195 20%	189 25% W	280 20%	57 18%	86 20%	123 23%	158 23%	280 23% d	161 21%	28 14%	165 23%	304 21%	92 31% h	370 20%	121 22%	71 22%	27 19%	43 19%	50 24%	172 22%	114 20%	195 25% q	263 21%	218 20%	195 25% r	201 25% w	283 24% w	352 24% w	172 19%	278 24%	123 21%
There has been no change	735 34%	390 36% C	337 31%	195 27%	255 33% D	285 40% DE	144 29%	187 28%	190 36% GH	214 42% GH	174 34%	185 32%	162 33%	110 35%	36 34% *	69 37%	485 33%	250 34%	395 32%	341 36%	231 31%	504 35% V	98 32%	187 42% Xa	199 37% a	196 28%	428 34%	233 31%	74 39%	216 30%	519 35%	69 23%	658 36% g	196 35%	130 40%	53 37%	76 34%	77 37%	282 35%	217 38%	253 32%	444 35%	389 36%	255 32%	241 30%	369 32%	481 32%	346 37% tuv	366 32%	217 38% s
A bit less important	341 16%	160 15%	178 16%	96 14%	110 14%	135 19% DE	76 16%	83 12%	78 15%	103 20% HI	75 15%	97 17%	82 16%	46 15%	15 15% *	26 14%	218 15%	124 17%	217 18% U	124 13%	136 18% W	205 14%	44 14%	53 12%	69 13%	146 21% XYZ	210 17% c	98 13%	33 17%	101 14%	241 16%	35 12%	294 16%	106 19%	55 17%	29 21%	36 16%	26 13%	147 19%	85 15%	114 15%	217 17%	161 15%	138 18%	127 16%	180 15%	240 16%	149 16%	184 16%	92 16%
Much less important	136 6%	69 6%	66 6%	45 6%	58 8% F	33 5%	26 5%	55 8%	28 5%	26 5%	30 6%	30 5%	39 8%	20 6%	7 7% *	10 5%	99 7%	37 5%	80 6%	56 6%	44 6%	92 6%	19 6%	24 5%	27 5%	54 8%	74 6%	54 7%	8 4%	48 7%	88 6%	11 4%	124 7%	32 6%	11 4%	10 7%	19 8% j	10 5%	49 6%	45 8%	31 4%	102 8% p	79 7%	43 5%	44 6%	66 6%	88 6%	65 7%	74 6%	41 7%
Don't know	254 12%	127 12%	122 11%	74 10%	111 14% DF	68 10%	39 8%	108 16% GJ	61 12%	46 9%	55 11%	75 13%	63 13%	26 8%	12 12% *	22 12%	172 12%	81 11%	133 11%	121 13%	75 10%	179 13%	49 16% a	47 11%	57 10%	62 9%	126 10%	104 14% b	24 13%	74 10%	179 12%	19 7%	226 12% g	41 7%	26 8%	14 10%	10 5%	24 11% l	79 10%	39 7%	48 6%	138 11% p	119 11% s	55 7%	63 8%	114 10% t	147 10% t	102 11%	88 8%	44 8%
NET More important	724 33%	325 30%	394 36% B	301 42% EF	236 31%	187 26%	205 42% HIJ	235 35% J	167 32% J	117 23%	180 35%	186 32%	154 31%	111 36%	34 33% *	60 32%	479 33%	245 33%	412 33%	312 33%	272 36% W	452 32%	101 33%	133 30%	190 35%	240 34%	407 33%	266 35%	52 27%	270 38% f	454 31%	163 55% h	552 30%	181 33%	101 31%	37 26%	80 36%	69 34%	237 30%	188 33%	337 43% q	371 29%	341 31%	296 38% r	320 40% uvw	436 37% w	540 36% w	265 29%	434 38% y	180 31%
NET Less important	477 22%	229 21%	244 22%	141 20%	168 22%	168 24%	102 21%	139 21%	106 20%	130 26%	106 21%	127 22%	120 24%	66 21%	22 21% *	36 19%	316 22%	161 22%	297 24% U	180 19%	180 24%	297 21%	63 20%	77 17%	96 18%	200 29% XYZ	284 23%	151 20%	42 22%	149 21%	328 22%	45 15%	418 23% g	138 25% m	66 21%	40 28% m	55 25%	36 17%	197 25%	130 23%	145 18%	319 25% p	240 22%	182 23%	171 22%	246 21%	328 22%	214 23%	258 23%	133 23%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Nationality
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	395 18%	196 18%	193 18%	145 20% E	122 16%	128 18%	85 17%	132 20%	92 18%	87 17%	107 21% M	109 19%	72 15%	52 17%	16 16% *	39 21%	257 18%	139 19%	225 18%	170 18%	137 18%	258 18%	51 17%	80 18%	105 19%	129 19%	226 18%	133 18%	36 19%	147 21% f	248 17%	70 24% h	315 17%	104 19%	52 16%	20 14%	61 27% ijkm	31 15%	132 17%	112 20%	182 23% q	194 15%	200 18%	144 18%	165 21% uv	220 19%	273 18%	165 18%	234 20%	92 16%
A bit more important	657 30%	288 27%	365 33% B	199 28%	237 31%	222 31%	149 30%	190 28%	149 28%	170 34%	150 29%	163 28%	160 32%	102 33%	29 28% *	54 29%	429 30%	228 31%	362 29%	295 31%	241 32%	416 29%	88 28%	124 28%	171 32%	214 31%	385 31%	213 28%	59 31%	204 29%	453 31%	95 32%	556 30%	166 30%	111 34%	54 38%	62 28%	70 34%	268 34%	191 33%	232 30%	402 32%	332 30%	261 33%	252 32%	358 31%	459 31%	280 30%	368 32%	185 32%
There has been no change	526 24%	275 26%	246 22%	173 24%	181 24%	173 24%	130 27%	144 21%	136 26%	117 23%	124 24%	139 24%	114 23%	79 25%	28 27% *	44 23%	363 25%	163 22%	288 23%	238 25%	180 24%	346 24%	76 24%	125 28% a	139 26%	151 22%	309 25%	178 24%	40 21%	167 24%	359 24%	76 25%	447 24%	136 24%	76 24%	32 22%	53 24%	61 30%	195 24%	124 22%	202 26%	300 24%	270 25%	184 23%	178 22%	271 23%	362 24%	234 25%	251 22%	161 28% x
A bit less important	247 11%	123 11%	123 11%	74 10%	76 10%	98 14% E	56 11%	59 9%	58 11%	73 14% H	55 11%	55 10%	70 14% L	34 11%	12 11% *	21 11%	142 10%	105 14% R	160 13% U	88 9%	92 12%	155 11%	34 11%	48 11%	53 10%	87 12%	138 11%	85 11%	24 13%	76 11%	171 12%	18 6%	220 12% gl	78 14%	37 12%	17 12%	23 10%	22 11%	89 11%	71 12%	85 11%	159 12%	116 11%	110 14%	94 12%	143 12%	182 12%	98 11%	151 13%	59 10%
Much less important	116 5%	60 6%	55 5%	41 6%	47 6%	28 4%	28 6%	42 6%	26 5%	20 4%	32 6%	28 5%	23 5%	16 5%	5 5% *	12 7%	90 6% S	26 4%	75 6%	40 4%	37 5%	79 6%	12 4%	23 5%	24 4%	48 7%	63 5%	47 6%	6 3%	34 5%	82 6%	13 4%	101 5%	24 4%	19 6%	7 5%	13 6%	6 3%	39 5%	37 6%	29 4%	87 7% P	64 6%	38 5%	41 5%	61 5%	80 5%	51 6%	54 5%	39 7%
Don't know	248 11%	130 12%	115 10%	80 11%	107 14% F	61 9%	43 9%	104 15% GJ	62 12% J	39 8%	48 9%	78 14% K	60 12%	30 10%	14 14% *	17 9%	172 12%	76 10%	127 10%	121 13%	70 9%	178 12% V	50 16% YZa	44 10%	51 9%	69 10%	123 10%	98 13%	26 14%	79 11%	168 11%	26 9%	216 12%	49 9%	27 8%	12 9%	10 5%	16 8%	73 9%	39 7%	52 7%	130 10% p	108 10% s	50 6%	64 8%	111 10% t	140 9%	99 11%	89 8%	37 6%
NET More important	1053 48%	484 45%	559 51% B	344 48%	359 47%	350 49%	233 48%	321 48%	241 46%	257 51%	256 50%	272 47%	233 47%	153 49%	46 44% *	93 50%	686 47%	367 50%	587 47%	466 49%	379 50%	674 47%	140 45%	204 46%	276 51%	344 49%	611 49%	346 46%	95 50%	352 50%	701 47%	165 56% h	871 47%	270 48%	163 50%	75 52%	122 55%	101 49%	400 50%	303 53%	414 53% q	595 47%	532 49%	405 51%	417 53% uv	579 50%	732 49%	445 48%	602 53%	278 48%
NET Less important	363 17%	183 17%	178 16%	115 16%	123 16%	126 18%	84 17%	101 15%	85 16%	94 18%	87 17%	83 15%	93 19%	50 16%	17 16% *	33 18%	232 16%	131 18%	235 19% U	128 13%	130 17%	234 16%	46 15%	71 16%	77 14%	135 19% Z	201 16%	131 17%	30 16%	111 16%	253 17%	31 10%	320 17% g	102 18%	56 17%	24 17%	36 16%	28 14%	129 16%	108 19%	114 15%	246 19% p	180 17%	148 19%	135 17%	204 18%	263 18%	149 16%	205 18%	98 17%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q2_CLASS_CNB. 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? - Sexual orientation
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Much more important	470 21%	205 19%	259 24% B	177 25% E	151 20%	143 20%	125 26% J	143 21%	110 21%	92 18%	127 25%	120 21%	104 21%	63 20%	19 18% *	38 21%	291 20%	180 24% R	270 22%	200 21%	164 22%	306 21%	58 19%	99 22%	123 23%	154 22%	266 21%	164 22%	40 21%	171 24%	299 20%	87 29% h	376 20%	122 22%	61 19%	22 15%	51 23%	46 23%	159 20%	127 22%	182 23%	271 21%	246 23%	172 22%	219 28% uvw	283 24% w	346 23% w	178 19%	280 24% y	108 19%
A bit more important	618 28%	295 28%	317 29%	222 31%	201 26%	194 27%	149 30% I	193 29%	122 23%	153 30% I	138 27%	171 30%	131 26%	87 28%	34 33% *	56 30%	401 28%	216 29%	367 30%	251 26%	242 32% W	376 26%	95 31%	121 27%	153 28%	202 29%	340 27%	228 30%	50 26%	204 29%	413 28%	82 28%	526 28%	162 29%	107 33%	41 29%	61 28%	70 34%	235 30%	172 30%	254 32% q	342 27%	301 28%	259 33% r	245 31% w	355 31% w	439 29% w	237 26%	333 29%	177 31%
There has been no change	409 19%	206 19%	201 18%	125 18%	151 20%	133 19%	86 18%	124 19%	105 20%	94 19%	106 21%	96 17%	89 18%	64 21%	20 19% *	34 18%	294 20% S	115 16%	205 17%	204 21% T	124 16%	286 20% V	59 19%	98 22% a	115 21% a	107 15%	243 20%	129 17%	37 19%	129 18%	280 19%	57 19%	346 19%	105 19%	60 19%	29 20%	50 22% m	26 13%	139 17%	110 19%	172 22% q	216 17%	221 20% s	124 16%	129 16%	198 17%	265 18%	198 21% tuv	209 18%	122 21%
A bit less important	288 13%	147 14%	139 13%	78 11%	93 12%	117 16% DE	65 13%	65 10%	73 14% H	86 17% H	57 11%	68 12%	69 14%	54 17% K	17 16% *	22 12%	181 12%	107 15%	179 14%	109 11%	107 14%	181 13%	25 8%	55 12%	73 13% X	106 15% X	173 14%	93 12%	22 12%	79 11%	209 14%	36 12%	249 13%	90 16% I	36 11%	27 19% jl	20 9%	29 14%	120 15%	64 11%	85 11%	193 15% p	126 12%	121 15% r	91 11%	142 12%	207 14% tu	140 15%	154 13%	76 13%
Much less important	167 8%	97 9% C	68 6%	48 7%	63 8%	56 8%	31 6%	51 8%	46 9%	38 7%	42 8%	42 7%	48 10% O	18 6%	2 2% *	15 8%	122 8%	45 6%	95 8%	72 8%	56 7%	111 8%	23 7%	29 7%	29 5%	71 10% Z	99 8%	52 7%	15 8%	59 8%	108 7%	13 4%	149 8% g	37 7%	30 9%	7 5%	23 10%	20 10%	70 9%	55 10%	44 6%	120 9% p	94 9%	59 7%	56 7%	89 8%	112 7%	74 8%	87 8%	51 9%
Don't know	238 11%	121 11%	113 10%	62 9%	109 14% DF	67 9%	33 7%	93 14% GJ	68 13% GJ	43 9%	45 9%	76 13% KN	58 12%	25 8%	13 12% *	21 11%	163 11%	74 10%	120 10%	118 12%	65 9%	173 12% V	49 16% YZa	41 9%	49 9%	59 8%	124 10%	87 12%	26 14%	67 9%	171 12%	21 7%	210 11% g	42 8%	29 9%	17 12%	16 7%	15 7%	72 9%	46 8%	46 6%	131 10% p	101 9%	52 7%	55 7%	97 8% t	128 9% t	100 11% t	84 7%	40 7%
NET More important	1088 50%	500 47%	576 52% B	399 56% EF	352 46%	337 48%	274 56% U	336 50%	232 44%	245 48%	265 51%	291 51%	235 47%	151 48%	53 50% *	94 50%	692 48%	396 54% R	638 52%	451 47%	407 54% W	682 48%	154 49%	220 50%	276 51%	356 51%	606 49%	392 52%	90 47%	375 53%	713 48%	170 57% h	901 49%	283 51%	168 52%	63 44%	112 51%	116 56% k	394 49%	299 52%	435 56% q	612 48%	547 50%	431 55%	464 58% uvw	638 55% vw	785 52% w	415 45%	613 53%	285 50%
NET Less important	455 21%	245 23% C	206 19%	126 18%	156 20%	173 24% D	96 20%	116 17%	119 23% H	124 24% H	99 19%	110 19%	117 23%	73 23%	19 18% *	37 20%	303 21%	152 21%	274 22%	181 19%	163 21%	292 20%	48 16%	84 19%	102 19%	177 25% XYZ	272 22%	145 19%	38 20%	137 19%	317 21%	49 16%	397 21%	127 23%	67 21%	34 24%	43 20%	49 24%	191 24%	119 21%	129 17%	313 25% p	220 20%	180 23%	147 18%	231 20%	319 21% tu	214 23% t	241 21%	127 22%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U/V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q3_CLASS_CNB. How would you describe…? - Summary

All adults aged 16-75 in Great Britain

	Q3_CLASS_CNB. How would you describe…?	
	… the social class of your parent(s)/ guardian(s)) when you were a child?	…your current social class?
	(A)	(B)
Unweighted base	2190	2190
Weighted base	2190	2190
Working class	1332 61% B	1089 50%
Middle class	572 26%	745 34% A
Upper class	44 2%	42 2%
None of these	71 3%	114 5% A
Don't know	112 5%	134 6% A
Prefer not to say	59 3%	65 3%

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ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q3_CLASS_CNB. How would you describe...? - ... the social class of your parent(s)/guardian(s) when you were a child?
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Working class	1332 61%	627 59%	695 63% B	368 52%	493 64% D	472 67% D	241 49%	404 60% G	350 67% GH	337 67% G	362 70% LMN	331 58%	286 57%	165 53%	71 68% N*	118 63% N	882 61%	450 61%	694 56%	638 67% T	403 53%	930 65% V	181 58%	300 68% Xa	351 65% a	404 58%	778 62% c	424 56%	130 68% c	423 60%	909 61%	138 46%	1178 64% g	362 65% k	195 60% k	71 49%	148 67% k	138 67% k	494 62%	406 71% n	460 59%	821 65% p	978 90% s	282 36%	446 56%	678 58% t	893 60% tu	604 65% tuv	710 62%	379 66%
Middle class	572 26%	285 27%	281 26%	215 30% E	180 23%	178 25%	146 30%	169 25%	132 25%	125 25%	100 19%	158 28% K	151 30% KDP	106 34% KDP	18 17% *	40 21%	402 28% S	170 23%	404 33% U	168 18%	270 36% W	302 21%	62 20%	85 19%	139 26% Y	241 35% XYZ	340 27%	190 25%	43 22%	191 27%	382 26%	94 31% h	470 25%	151 27%	103 32% m	57 40% lm	53 24%	48 23%	233 29% o	129 23%	244 31% q	313 25%	84 8%	455 58% r	251 32% uw	342 29% vw	413 28% w	213 23%	317 28%	139 24%
Upper class	44 2%	28 3%	16 1%	36 5% EF	7 1%	2 0%	28 6% HIJ	14 2% IJ	1 0%	2 0%	7 1%	12 2%	11 2%	6 2%	3 3% *	5 3%	28 2%	16 2%	24 2%	20 2%	23 3% W	21 1%	14 4% Z	9 2%	4 1%	16 2%	21 2%	22 3%	1 0%	25 4% f	19 1%	21 7% h	23 1%	14 2%	3 1%	5 3%	3 1%	3 2%	18 2%	6 1%	22 3%	20 2%	5 0%	30 4% r	25 3% w	32 3% w	41 3% w	12 1%	26 2%	9 2%
None of these	71 3%	43 4%	28 3%	25 4%	27 3%	19 3%	20 4%	27 4%	10 2%	14 3%	18 3%	16 3%	13 3%	15 5%	3 3% *	6 3%	40 3%	31 4%	26 2%	44 5% T	16 2%	55 4% V	23 7% YZa	14 3%	17 3%	10 1%	30 2%	33 4% b	8 4%	23 3%	48 3%	11 4%	56 3%	14 3%	10 3%	3 2%	9 4%	5 2%	18 2%	12 2%	26 3%	34 3%	16 1%	12 2%	26 3%	40 3%	50 3%	27 3%	33 3%	19 3%
Don't know	112 5%	55 5%	55 5%	47 7% F	41 5%	24 3%	43 9% HIJ	31 5%	20 4%	18 4%	23 5%	35 6%	30 6%	10 3%	5 5% *	8 4%	63 4%	48 7% R	67 5%	45 5%	29 4%	83 6% V	20 6% a	25 6% a	21 4%	21 3%	51 4%	57 8% bd	4 2%	28 4%	83 6%	25 8% h	83 5%	13 2%	10 3%	5 3%	6 3%	10 5%	22 3%	16 3%	18 2%	63 5% p	5 0%	8 1%	34 4%	52 5%	73 5%	42 5%	38 3%	23 4%
Prefer not to say	59 3%	35 3%	22 2%	21 3%	22 3%	15 2%	12 3%	25 4%	12 2%	10 2%	5 1%	21 4% K	8 2%	11 4% K	4 4% *	10 5% KM	38 3%	20 3%	21 2%	38 4% T	18 2%	41 3%	11 4% a	10 2%	11 2%	6 1%	25 2%	29 4% b	5 3%	18 3%	40 3%	9 3%	44 2%	4 1%	2 1%	3 2%	2 1%	2 1%	10 1%	3 1%	12 2%	21 2%	1 0%	- -	14 2%	20 2%	26 2%	28 3% v	23 2%	5 1%

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q3_CLASS_CNB. How would you describe...? - ...your current social class?
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Working class	1089 50%	510 48%	573 52%	324 46%	428 56% DF	337 48%	214 44%	358 53% G	274 52% G	242 48%	302 59% LMN	253 44%	234 47%	142 46%	65 62% LMN*	93 50%	748 51% S	342 46%	526 43%	563 59% T	284 38%	805 56% V	150 48% a	279 63% Xa	303 56% a	277 40%	602 48%	383 51%	104 55%	348 49%	742 50%	131 44%	942 51% g	280 50% k	151 47%	55 38%	126 57% k	117 57% jk	375 47%	320 56% n	377 48%	664 52%	1089 100% s	- -	390 49%	565 49%	733 49%	487 53%	577 50%	316 55%
Middle class	745 34%	367 34%	369 34%	246 35%	234 30%	265 37% E	170 35%	210 31%	179 34%	186 37%	144 28%	222 39% KO	177 35% KO	115 37% KO	25 24% *	62 33%	503 35%	242 33%	546 44% U	198 21%	373 49% W	372 26%	66 21%	92 21%	171 32% XY	355 51% XYZ	486 39% cd	204 27%	55 29%	260 37%	484 33%	98 33%	637 34%	214 38%	134 41% lm	64 44% lm	69 31%	63 31%	320 40% o	188 33%	302 39% q	424 33%	- -	745 95% r	296 37% w	435 37% w	543 36% w	284 31%	426 37% y	171 30%
Upper class	42 2%	28 3% C	14 1%	33 5% EF	6 1%	3 0%	24 5% HIJ	12 2% J	5 1%	1 0%	7 1%	10 2%	9 2%	14 5% KL	- - *	2 1%	34 2%	8 1%	32 3% U	11 1%	21 3% W	22 2%	5 2%	9 2%	8 1%	20 3%	19 2%	22 3%	1 1%	20 3%	22 1%	26 9% h	17 1%	15 3%	7 2%	3 2%	2 1%	4 2%	19 2%	7 1%	27 4% q	13 1%	- -	42 5% r	22 3%	28 3%	35 2%	14 2%	25 2%	12 2%
None of these	114 5%	55 5%	58 5%	36 5%	27 4%	51 7% E	26 5%	24 4%	25 5%	39 8% H	24 5%	25 4%	31 6%	22 7%	4 4% *	8 5%	54 4%	60 8% R	40 3%	74 8% T	27 4%	88 6% V	44 14% YZa	22 5% a	18 3%	16 2%	51 4%	43 6%	20 11% bc	24 3%	90 6% e	18 6%	91 5%	23 4%	10 3%	10 7%	15 7%	10 5%	36 5%	27 5%	36 5%	68 5%	- -	- -	27 3%	48 4%	66 4% t	57 6% t	50 4%	38 7%
Don't know	134 6%	71 7%	60 6%	47 7%	50 6%	37 5%	40 8%	40 6%	27 5%	27 5%	33 6% N	41 7% N	36 7% N	7 2%	6 6% *	11 6%	66 5%	68 9% R	65 5%	68 7%	33 4%	101 7% V	36 12% YZa	30 7% a	26 5%	19 3%	60 5%	69 9% bd	5 3%	38 5%	95 6%	16 5%	116 6%	20 4%	16 5%	8 5%	7 3%	9 5%	33 4%	29 5%	25 3%	82 6% p	- -	- -	42 5%	64 6%	87 6%	55 6%	45 4%	31 5%
Prefer not to say	65 3%	40 4% C	23 2%	25 3%	24 3%	17 2%	15 3%	26 4%	13 2%	12 2%	6 1%	22 4% K	12 2%	12 4% K	4 4% *	10 5% K	48 3%	18 2%	27 2%	38 4% T	21 3%	45 3%	10 3%	10 2%	16 3%	9 1%	27 2%	33 4% b	5 3%	18 3%	48 3%	8 3%	52 3%	5 1%	5 2%	4 3%	2 1%	2 1%	12 2%	3 1%	15 2%	22 2%	- -	- -	18 2%	24 2%	32 2%	29 3%	23 2%	7 1%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 16-75 in Great Britain

Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of your social class?
All adults who identified as belonging to the working/ middle/ upper class

		Gender		Age			Generations				Region							Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	1897	898	983	598	686	613	400	598	465	434	479	480	431	250	90	167	1258	639	1289	608	1099	798	213	345	477	718	1140	585	172	638	1259	284	1590	571	287	142	159	207	805	473	732	1097	988	909	764	1098	1356	734	1058	497
Weighted base	1876	905	956	604	668	605	409	580	459	429	453	484	420	272	90	157	1285	592	1104	772	678	1198	221	381	482	653	1106	610	160	628	1248	255	1596	509	292	122	197	184	715	515	707	1100	1089	787	708	1028	1311	786	1028	499
Your salary	957 51%	453 50%	498 52%	323 54% F	368 55% F	265 44%	204 50% J	356 61% GIJ	226 49% J	170 40%	230 51%	239 49%	210 50%	140 52%	48 54% *	89 56%	755 59% S	202 34%	600 54% U	357 46%	374 55% W	582 49%	80 36%	197 52% X	252 52% X	380 58% X	605 55% c	274 45%	78 49%	370 59% f	587 47%	130 51%	811 51%	269 53% I	142 48%	60 49%	81 41%	112 61% jl	387 54%	249 48%	385 54%	557 51%	572 53%	385 49%	368 52%	523 51%	666 51%	406 52%	561 55% y	239 48%
Your current housing	884 47%	418 46%	459 48%	283 47%	338 51% F	263 43%	184 45%	300 52% J	210 46%	190 44%	206 46%	225 46%	192 46%	136 50%	44 49% *	81 51%	610 47%	274 46%	559 51% U	325 42%	351 52% W	533 44%	87 39%	170 45%	246 51% X	318 49% X	531 48%	274 45%	78 49%	308 49%	575 46%	108 42%	765 48%	234 46%	133 46%	65 54%	85 43%	109 59% ijl	356 50%	248 48%	357 51%	503 46%	418 38%	466 59% r	350 49%	505 49%	639 49%	362 46%	514 50% y	201 40%
Your level of education	827 44%	394 44%	423 44%	224 37%	307 46% D	296 49% D	143 35%	258 45% G	215 47% G	210 49% G	197 44%	199 41%	192 46%	133 49%	35 38% *	71 45%	570 44%	256 43%	539 49% U	288 37%	341 50% W	486 41%	72 33%	169 44% X	211 44% X	315 48% X	516 47% c	235 38%	76 48%	280 45%	546 44%	87 34%	727 46% g	241 47%	132 45%	64 52% l	75 38%	78 42%	336 47%	235 46%	327 46%	481 44%	377 35%	450 57% r	330 47%	465 45%	585 45%	341 43%	466 45%	208 42%
Your parents' jobs when you were growing up	723 39%	335 37%	378 40%	230 38%	247 37%	245 41%	162 40%	207 36%	171 37%	182 42%	192 42% L	151 31%	167 40% L	113 42% L	31 35% *	68 44% L	459 36%	263 45% R	408 37%	314 41%	251 37%	471 39%	90 41%	157 41%	193 40%	225 34%	385 35%	270 44% b	67 42%	215 34%	507 41% e	79 31%	635 40% g	230 45% j	90 31%	46 38%	87 44% j	72 39%	281 39%	214 42%	280 40%	423 38%	473 43% s	250 32%	308 44% vw	435 42% vw	525 40% w	265 34%	405 39%	194 39%
The type of housing you lived in as a child	648 35%	305 34%	339 35%	227 38% E	207 31%	214 35%	154 38% I	203 35%	137 30%	154 36%	160 35%	166 34%	146 35%	85 31%	30 34% *	60 38%	416 32%	231 39% R	379 34%	269 35%	232 34%	416 35%	77 35%	151 40% a	180 37% a	191 29%	360 33%	233 38% b	54 34%	205 33%	443 35%	80 31%	561 35%	209 41% j	83 28%	42 35%	63 32%	70 38% j	255 36%	179 35%	263 37%	365 33%	393 36%	254 32%	268 38%	380 37%	475 36%	254 32%	377 37%	164 33%
The region where you currently live	532 28%	234 26%	294 31% B	159 26%	196 29%	177 29%	115 28%	137 24%	166 36% GHI	114 27%	159 35% LM	127 26%	100 24%	76 28%	23 26% *	46 29%	351 27%	181 31%	329 30%	203 26%	174 26%	358 30%	69 31%	96 25%	124 26%	202 31%	302 27%	178 29%	53 33%	167 27%	365 29%	50 20%	476 30% g	153 30% k	89 31% k	24 20%	52 27%	50 27%	204 29%	171 33%	231 33% q	279 25%	293 27%	239 30%	209 30%	304 30%	387 30%	217 28%	310 30%	131 26%
The region in which you grew up	494 26%	243 27%	247 26%	163 27%	173 26%	158 26%	125 31% H	133 23%	126 27%	110 26%	160 35% LMN	112 23%	93 22%	65 24%	23 26% *	41 26%	322 25%	172 29%	265 24%	229 30% T	153 23%	341 28% V	70 32% a	108 28%	133 28%	146 22%	258 23%	195 32% b	41 26%	140 22%	354 28% e	61 24%	427 27%	144 28% k	82 28% k	22 18%	51 26%	53 29% k	169 24%	159 31% n	224 32% q	257 23%	345 32% s	149 19%	213 30% vw	297 29% vw	353 27%	186 24%	293 28%	124 25%
Your parents' level of education	450 24%	210 23%	234 24%	165 27%	147 22%	138 23%	117 29% I	135 23%	101 22%	97 23%	112 25%	93 19%	99 24%	84 31% LO	16 18% *	45 29% L	297 23%	153 26%	278 25%	172 22%	165 24%	285 24%	47 21%	94 25%	124 26%	153 23%	242 22%	183 30% bd	25 15%	140 22%	310 25%	64 25%	381 24%	142 28% j	50 17%	33 27% j	45 23%	54 30% j	169 24%	119 23%	204 29% q	236 21%	280 26%	170 22%	207 29% vw	290 28% vw	349 27% w	156 20%	271 26%	110 22%
Your accent	347 18%	168 19%	176 18%	117 19%	118 18%	112 18%	84 20%	100 17%	99 22% J	64 15%	91 20%	83 17%	72 17%	54 20%	15 16% *	32 21%	243 19%	104 18%	220 20%	126 16%	140 21%	206 17%	34 16%	69 18%	81 17%	127 19%	189 17%	126 21%	31 19%	109 17%	237 19%	32 12%	310 19% g	104 20%	43 15%	25 21%	42 21%	41 22%	142 20%	104 20%	148 21%	193 18%	212 19%	134 17%	161 23% vw	217 21% vw	260 20% w	121 15%	193 19%	100 20%
Your grandparents' jobs when your parents grew up	301 16%	154 17%	146 15%	79 13%	93 14%	128 21% DE	57 14%	73 13%	72 16%	99 23% GHI	84 19% L	60 12%	69 16%	44 16%	12 14% *	31 20% L	180 14%	121 20% R	156 14%	145 19% T	87 13%	214 18% V	33 15%	79 21% a	86 18% a	82 13%	174 16%	98 16%	29 18%	79 13%	222 18% e	22 9%	275 17% g	92 18% k	47 16%	11 9%	46 23% k	35 19% k	113 16%	110 21% n	118 17%	178 16%	243 22% s	58 7%	95 13%	157 15% t	201 15% t	129 16%	166 16%	89 18%
Other (Please Specify)	50 3%	22 2%	27 3%	14 2%	14 2%	22 4%	11 3%	13 2%	12 3%	14 3%	15 3%	13 3%	15 3%	3 1%	* 1% *	3 2%	27 2%	23 4% R	29 3%	21 3%	21 3%	29 2%	7 3%	11 3%	10 2%	14 2%	32 3%	15 2%	3 2%	17 3%	34 3%	1 0%	49 3% g	12 2%	6 2%	2 2%	8 4%	8 4%	20 3%	12 2%	15 2%	33 3%	25 2%	25 3%	20 3%	29 3%	35 3%	22 3%	28 3%	9 2%
None of these	61 3%	37 4%	25 3%	20 3%	13 2%	28 5% E	9 2%	20 3%	9 2%	24 6% GJ	10 2%	23 5% N	16 4%	3 1%	3 4% *	6 4%	37 3%	24 4%	23 2%	38 5% T	7 1%	54 4% V	16 7% YZa	7 2%	11 2%	17 3%	43 4%	14 2%	4 2%	15 2%	47 4%	8 3%	53 3%	10 2%	9 3%	1 1%	11 6% i	5 3%	14 2%	15 3%	12 2%	46 4% p	39 4%	22 3%	12 2%	17 2%	26 2%	37 5% tuv	22 2%	19 4%
Don't know	62 3%	26 3%	35 4%	15 3%	23 3%	24 4%	11 3%	16 3%	19 4%	16 4%	15 3%	18 4%	12 3%	4 1%	3 3% *	10 6% N	33 3%	29 5% R	34 3%	28 4%	17 3%	45 4%	12 5%	15 4%	12 2%	20 3%	40 4%	15 3%	6 4%	19 3%	43 3%	5 2%	57 4%	14 3%	14 5%	1 1%	3 1%	3 1%	19 3%	15 3%	15 2%	40 4%	40 4%	22 3%	15 2%	27 3%	40 3%	32 4%	31 3%	16 3%
Prefer not to say	22 1%	11 1%	11 1%	12 2% E	4 1%	6 1%	8 2%	5 1%	4 1%	5 1%	3 1%	8 2%	4 1%	6 2%	- - *	1 1%	14 1%	8 1%	11 1%	11 1%	7 1%	15 1%	- -	7 2%	4 1%	6 1%	11 1%	10 2%	2 1%	8 1%	14 1%	5 2%	15 1%	* 0%	1 0%	3 2% i	7 4% ij	1 0%	7 1%	3 1%	10 1%	6 1%	14 1%	8 1%	8 1%	13 1%	16 1%	7 1%	9 1%	5 1%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of the Working class?
All adults who identified as belonging to the working class

		Gender		Age			Generations				Region							Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	988	448	533	297	396	295	205	328	250	205	289	228	213	113	57	88	660	328	550	438	455	533	146	236	263	269	541	348	99	316	672	141	834	281	132	55	97	116	366	272	366	580	988	-	376	538	674	414	529	281
Weighted base	1089	510	573	324	428	337	214	358	274	242	302	253	234	142	65	93	748	342	526	563	284	805	150	279	303	277	602	383	104	348	742	131	942	280	151	55	126	117	375	320	377	664	1089	-	390	565	733	487	577	316
Your salary	572 53%	250 49%	320 56%	190 59% F	230 54% F	153 45%	123 57% IJ	220 62% IJ	129 47%	100 41%	151 50%	135 54%	128 55%	73 51% *	32 50% *	51 55% *	443 59% S	129 38%	294 56%	278 49%	155 54%	417 52%	63 42%	159 57% X	172 57% X	151 54% X	334 56%	188 49%	50 48% *	206 59% f	366 49%	74 57%	488 52%	142 51%	74 49%	29 53% *	50 40% *	80 69% ijk*	193 51%	162 51%	216 57%	343 52%	572 53%	-	209 54%	296 52%	384 52%	258 53%	310 54%	156 49%
Your parents' jobs when you were growing up	473 43%	228 45%	240 42%	134 41%	173 40%	165 49% E	89 41%	138 39%	119 43%	127 52% GH	147 49% L	91 36%	104 45%	59 41% *	23 36% *	48 51% L*	296 40%	177 52% R	229 44%	244 43%	120 42%	352 44%	61 40%	132 47%	131 43%	114 41%	245 41%	174 45%	53 51% *	136 39%	336 45%	44 34%	422 45% g	149 53% jk	53 35%	19 34% *	64 51% j*	56 48% *	172 46%	155 48%	166 44%	292 44%	473 43%	-	191 49% vw	268 47% vw	330 45% w	185 38%	256 44%	141 44%
Your current housing	418 38%	199 39%	216 38%	133 41% F	191 45% F	93 28%	88 41% J	166 46% IJ	96 35%	67 28%	119 40%	91 36%	78 33%	63 44% *	27 42% *	39 42% *	287 38%	131 38%	197 37%	221 39%	109 38%	308 38%	61 41% a	119 43% a	131 43% a	81 29%	210 35%	167 44% b	41 39% *	143 41%	275 37%	46 35%	369 39%	98 35%	43 28%	17 31% *	42 34% *	68 58% ijkl*	139 37%	124 39%	157 42%	245 37%	418 38%	-	167 43% w	242 43% w	302 41% w	167 34%	233 40% y	101 32%
The type of housing you lived in as a child	393 36%	190 37%	202 35%	132 41% E	130 30%	131 39% E	91 42% I	121 34%	88 32%	94 39%	114 38%	93 37%	77 33%	46 33% *	22 34% *	40 43% *	243 32%	151 44% R	193 37%	200 36%	103 36%	290 36%	53 35%	123 44% a	116 38% a	76 27%	202 34%	150 39%	42 40% *	122 35%	271 37%	48 37%	342 36%	134 48% jkl	40 26%	16 30% *	36 29% *	48 41% j*	149 40%	109 34%	154 41%	226 34%	393 36%	-	157 40%	220 39%	281 38%	163 33%	228 39%	105 33%
Your level of education	377 35%	183 36%	191 33%	100 31%	158 37%	119 35%	61 29%	137 38% G	100 37%	79 33%	115 38% L	64 25%	90 39% L	57 40% L*	19 29% *	32 34% *	270 36%	107 31%	177 34%	200 36%	58 20%	319 40% V	41 27%	121 43% Xa	107 35%	88 32%	216 36%	120 31%	41 40% *	133 38%	244 33%	36 27%	338 36%	92 33%	51 34%	14 25% *	47 38% *	36 31% *	115 31%	123 38%	139 37%	226 34%	377 35%	-	130 33%	186 33%	236 32%	179 37%	211 37%	104 33%
The region in which you grew up	345 32%	178 35%	166 29%	93 29%	137 32%	115 34%	72 34%	97 27%	103 38% H	72 30%	134 44% LMN	69 27%	49 21%	42 29% *	20 32% *	30 33% M*	223 30%	122 36%	167 32%	178 32%	93 33%	252 31%	55 37%	86 31%	106 35%	79 28%	170 28%	139 36% b	37 35% *	93 27%	252 34% e	33 25%	309 33%	106 38% k	56 37% k	11 20% *	35 28% *	38 33% *	121 32%	114 36%	147 39% q	189 28%	345 32%	-	137 35%	195 35%	242 33%	141 29%	203 35%	89 28%
The region where you currently live	293 27%	138 27%	154 27%	82 25%	123 29%	89 26%	59 27%	78 22%	104 38% GHI	53 22%	117 39% LMN	59 23%	37 16%	35 25% *	16 24% *	29 32% M*	183 24%	111 32% R	150 28%	144 26%	73 26%	221 27%	53 35% Ya	67 24%	82 27%	69 25%	144 24%	119 31% b	31 29% *	83 24%	211 28%	24 18%	267 28% g	90 32% jk	33 22%	6 11% *	30 24% *	36 31% k*	110 29%	96 30%	116 31%	162 24%	293 27%	-	113 29%	169 30%	212 29%	120 25%	170 29%	81 26%
Your parents' level of education	280 26%	139 27%	139 24%	95 29%	98 23%	87 26%	68 32%	84 23%	71 26%	57 24%	85 28%	53 21%	61 26%	46 32% L*	11 17% *	25 27% *	175 23%	105 31% R	147 28%	133 24%	71 25%	209 26%	31 20%	79 28%	81 27%	69 25%	145 24%	118 31% bd	17 16% *	84 24%	196 26%	34 26%	243 26%	80 29% j	25 17%	10 18% *	28 22% *	38 32% j*	91 24%	79 25%	124 33% q	149 22%	280 26%	-	122 31% w	182 32% vw	214 29% w	95 19%	163 28%	72 23%
Your grandparents' jobs when your parents grew up	243 22%	124 24%	118 21%	54 17%	79 18%	110 33% DE	36 17%	57 16%	65 24% H	85 35% GHI	72 24%	49 19%	53 23%	34 24% *	12 18% *	23 25% *	140 19%	104 30% R	118 22%	125 22%	55 19%	188 23%	27 18%	67 24%	74 24%	56 20%	135 23%	81 21%	27 25% *	55 16%	188 25% e	11 9%	229 24% g	72 26%	40 27%	7 13% *	38 30% k*	28 24% *	92 24%	94 29%	93 25%	145 22%	243 22%	-	72 18%	122 22% t	161 22% t	107 22%	130 22%	74 24%
Your accent	212 19%	108 21%	104 18%	60 19%	81 19%	71 21%	42 20%	63 18%	66 24%	41 17%	74 25% LM	38 15%	34 15%	35 24% *	10 15% *	21 23% *	148 20%	64 19%	110 21%	102 18%	72 25% W	140 17%	20 13%	57 20%	60 20%	57 21%	112 19%	78 20%	21 21% *	61 17%	151 20%	17 13%	193 20%	63 22% j	19 13%	9 17% *	25 20% *	29 25% j*	80 21%	68 21%	87 23%	121 18%	212 19%	-	83 21%	124 22%	154 21%	81 17%	112 19%	72 23%
Other (Please Specify)	25 2%	11 2%	15 3%	10 3%	7 2%	8 3%	8 4%	8 2%	4 1%	6 2%	11 4%	4 2%	7 3%	1 0% *	- - *	2 2% *	15 2%	11 3%	9 2%	17 3%	8 3%	17 2%	4 2%	6 2%	6 2%	4 1%	14 2%	9 2%	2 2% *	8 2%	18 2%	1 1%	25 3%	2 1%	3 2%	1 1% *	5 4% *	4 3% *	9 2%	5 1%	6 1%	19 3%	25 2%	-	8 2%	11 2%	16 2%	15 3%	17 3%	4 1%
None of these	39 4%	22 4%	17 3%	10 3%	7 2%	22 7% E	2 1%	13 4%	5 2%	20 8% GHI	8 3%	12 5%	9 4%	3 2% *	3 5% *	4 5% *	23 3%	17 5%	17 3%	22 4%	6 2%	33 4%	9 6%	5 2%	9 3%	9 3%	29 5%	8 2%	3 3% *	8 2%	31 4%	4 3%	36 4%	8 3%	6 4%	1 2% *	6 5% *	4 4% *	10 3%	10 3%	5 1%	32 5% p	39 4%	-	7 2%	8 1%	15 2%	29 6% tuv	16 3%	13 4%
Don't know	40 4%	14 3%	26 5%	10 3%	18 4%	12 4%	7 3%	11 3%	13 5%	10 4%	11 4%	13 5%	6 3%	2 1% *	2 2% *	6 7% *	22 3%	18 5%	19 4%	21 4%	11 4%	29 4%	8 6%	9 3%	11 4%	10 4%	24 4%	12 3%	5 4% *	12 3%	28 4%	3 2%	37 4%	10 3%	6 4%	1 2% *	2 1% *	2 1% *	12 3%	8 2%	9 2%	26 4%	40 4%	-	12 3%	21 4%	26 4%	18 4%	17 3%	13 4%
Prefer not to say	14 1%	7 1%	7 1%	8 2% E	1 0%	5 2%	4 2%	4 1%	2 1%	4 2%	1 0%	5 2%	2 1%	5 4% K*	- - *	1 1% *	10 1%	4 1%	4 1%	10 2%	4 1%	10 1%	- -	4 1%	4 1%	3 1%	8 1%	6 2%	- - *	4 1%	10 1%	1 0%	12 1%	* 0%	- -	2 3% i*	7 6% ij*	1 0% *	5 1%	3 1%	6 2%	3 0%	14 1%	-	6 1%	9 2%	11 1%	5 1%	3 1%	3 1%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q4_CLASS_CNB. Which of the following things, if any, make you feel like you are part of the Middle class / Upper class?
All adults who identified as belonging to the middle class or upper class

		Gender		Age			Generations				Region							Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	909	450	450	301	290	318	195	270	215	229	190	252	218	137	33	79	598	311	739	170	644	265	67	109	214	449	599	237	73	322	587	143	756	290	155	87	62	91	439	201	366	517	-	909	388	560	682	320	529	216
Weighted base	787	395	383	280	240	268	194	222	184	187	151	231	186	130	25	64	537	250	578	209	394	394	71	102	178	376	505	226	56	281	506	124	654	229	141	67	71	67	339	195	329	437	-	787	318	463	577	298	450	183
Your current housing	466 59%	218 55%	243 63% B	149 53%	147 61%	170 64% D	96 49%	134 61% G	114 62% G	122 65% G	87 58%	133 58%	115 62%	73 56%	17 67% **	42 65% *	323 60%	143 57%	362 63% U	104 50%	242 61%	224 57%	26 36% *	50 49% *	115 65% XY	236 63% XY	322 64% c	107 47%	37 66% c*	166 59%	300 59%	62 50%	396 61% g	136 59%	90 64%	48 72% *	43 60% *	41 62% *	217 64%	124 64%	200 61%	257 59%	- -	466 59%	183 58%	263 57%	336 58%	194 65% uv	281 62%	100 55%
Your level of education	450 57%	211 53%	233 61%	124 44%	149 62% D	177 66% D	82 42%	122 55% G	115 62% G	131 70% GH	82 55%	135 59%	101 54%	76 59%	16 63% **	39 61% *	301 56%	149 60%	362 63% U	88 42%	283 72% W	167 42%	32 44% *	48 48% *	104 58%	227 60% XY	300 59% c	115 51%	35 63% *	147 53%	302 60%	52 42%	390 60% g	149 65% I	81 58% I	50 74% jl*	28 39% *	42 63% I*	222 65%	112 57%	188 57%	256 59%	- -	450 57%	200 63% w	280 60%	349 60%	163 54%	255 57%	104 57%
Your salary	385 49%	203 51%	178 47%	134 48%	138 58% DF	113 42%	81 42%	136 61% GI	97 53% J	70 38%	78 52%	104 45%	82 44%	67 52%	16 63% **	37 58% *	312 58% S	73 29%	306 53% U	79 38%	220 56% W	165 42%	17 23% *	38 38% *	80 45% X	229 61% XYZ	271 54% c	86 38%	28 50% *	164 59% f	220 44%	55 45%	324 50%	127 56%	68 48%	31 47% *	31 43% *	32 48% *	194 57% o	87 45%	169 51%	213 49%	- -	385 49%	160 50%	227 49%	282 49%	148 50%	252 56% y	84 46%
The type of housing you lived in as a child	254 32%	115 29%	137 36%	95 34%	77 32%	82 31%	63 32%	82 37% I	49 26%	60 32%	45 30%	73 31%	69 37%	39 30%	8 32% **	20 31% *	174 32%	81 32%	185 32%	69 33%	129 33%	125 32%	24 34% *	29 28% *	64 36%	115 31%	158 31%	84 37% d	13 22% *	83 30%	171 34%	32 26%	219 34%	75 33%	43 31%	26 39% *	27 38% *	22 33% *	106 31%	70 36%	110 33%	138 32%	- -	254 32%	110 35%	160 35%	194 34%	92 31%	150 33%	59 33%
Your parents' jobs when you were growing up	250 32%	106 27%	138 36% B	96 34%	74 31%	80 30%	73 38%	69 31%	53 29%	55 30%	45 30%	60 26%	62 33%	54 42% L	8 32% **	21 32% *	164 30%	87 35%	179 31%	71 34%	131 33%	119 30%	29 41% Y*	25 25% *	62 35%	110 29%	140 28%	96 42% bd	14 26% *	79 28%	171 34%	35 28%	212 32%	80 35%	37 27%	27 41% jm*	23 32% *	16 25% *	110 32%	59 30%	114 35%	131 30%	- -	250 32%	117 37% w	167 vw	195 34% w	81 27%	150 33%	53 29%
The region where you currently live	239 30%	97 24%	139 36% B	77 28%	73 30%	88 33%	56 29%	59 27%	62 34%	61 33%	42 28%	68 30%	63 34%	41 32%	7 30% **	17 26% *	169 31%	70 28%	179 31%	60 28%	101 26%	138 35% V	16 22% *	29 29% *	41 23%	133 35% Z	158 31%	59 26%	22 39% c*	84 30%	155 31%	26 21%	210 32% g	63 27%	57 40% im	18 27% *	22 31% *	14 21% *	94 28%	75 38% n	116 35% q	117 27%	- -	239 30%	97 30%	135 29%	175 30%	98 33%	140 31%	50 27%
Your parents' level of education	170 22%	71 18%	95 25% B	70 25%	49 20%	51 19%	48 25%	52 23%	30 16%	40 21%	27 18%	40 17%	39 21%	39 30% KL	5 20% **	21 32% KL*	122 23%	48 19%	131 23%	39 19%	94 24%	76 19%	16 23% *	15 15% *	43 24%	84 22%	97 19%	65 29% bd	8 14% *	56 20%	114 23%	30 24%	138 21%	62 27% j	24 17%	23 34% j*	17 24% *	17 25% *	78 23%	40 20%	80 24%	88 20%	- -	170 22%	85 27% uv	107 23%	134 23%	61 21%	107 24%	38 21%
The region in which you grew up	149 19%	65 17%	81 21%	70 25% EF	35 15%	44 16%	53 27% HI	36 16%	23 12%	37 20%	26 17%	43 18%	44 24%	23 18%	3 10% **	11 16% *	99 18%	50 20%	98 17%	51 24% T	60 15%	89 23% V	15 21% *	21 21% *	27 15%	67 18%	88 17%	56 25% bd	4 8% *	47 17%	102 20%	28 22%	118 18%	38 17%	27 19%	11 17% *	16 22%	15 22% *	49 14%	45 23% n	77 23% q	69 16%	- -	149 19%	76 24% vw	102 22% vw	111 19%	45 15%	90 20%	35 19%
Your accent	134 17%	60 15%	72 19%	57 20%	37 15%	41 15%	41 21% J	37 16%	33 18%	23 12%	17 11%	45 19% K	38 20% K	19 15%	5 19% **	11 18% *	95 18%	40 16%	110 19% U	24 12%	68 17%	66 17%	14 20% *	12 12% *	21 11%	70 19% Z	77 15%	48 21%	9 17% *	48 17%	86 17%	15 12%	117 18%	41 18%	24 17%	16 24% *	17 23% *	11 17% *	62 18%	35 18%	61 19%	72 16%	- -	134 17%	79 25% uvw	92 20% vw	106 18%	40 13%	82 18%	29 16%
Your grandparents' jobs when your parents grew up	58 7%	30 8%	28 7%	25 9%	15 6%	18 7%	21 11% I	15 7%	7 4%	14 8%	12 8%	12 5%	16 9%	10 8%	* 2% **	8 12% *	41 8%	17 7%	37 6%	20 10%	32 8%	26 7%	6 8% *	11 11% *	12 7%	26 7%	39 8%	17 8%	2 4% *	24 8%	34 7%	11 9%	47 7%	20 9%	7 5%	4 6% *	8 12% *	7 11% *	22 6%	16 8%	25 8%	33 8%	- -	58 7%	23 7%	35 8%	40 7%	21 7%	36 8%	14 8%
Other (Please Specify)	25 3%	12 3%	12 3%	4 1%	7 3%	14 5% D	3 1%	5 2%	8 5%	8 4%	4 3%	9 4%	8 4%	2 2%	* 2% **	1 2% *	12 2%	12 5%	20 3%	5 2%	13 3%	12 3%	3 5% *	5 5% *	3 2%	10 3%	17 3%	6 3%	1 2% *	9 3%	16 3%	- -	25 4% gl	9 4%	2 2%	1 2% *	2 3% *	4 6% *	12 3%	8 4%	9 3%	14 3%	- -	25 3%	12 4%	18 4%	18 3%	7 2%	11 2%	5 3%
None of these	22 3%	14 4%	8 2%	10 4%	6 3%	6 2%	7 4%	6 3%	5 3%	4 2%	2 1%	11 5% N	7 4% N	- -	- - **	1 2% *	14 3%	8 3%	6 1%	15 7% T	1 0%	21 5% V	7 10% YZa*	2 2% *	2 1%	9 2%	15 3%	7 3%	* 1% *	7 2%	15 3%	4 4%	17 3%	3 1%	3 2%	- - *	5 7% j*	1 1% *	4 1%	5 2%	6 2%	14 3%	- -	22 3%	5 2%	9 2%	11 2%	8 3%	6 1%	6 3%
Don't know	22 3%	12 3%	10 3%	6 2%	5 2%	11 4%	4 2%	5 2%	7 4%	6 3%	4 3%	5 2%	6 3%	2 1%	1 4% **	4 6% *	11 2%	11 4%	15 3%	7 3%	6 2%	16 4%	4 5% Z*	6 5% Z*	1 1%	10 3%	17 3%	4 2%	2 3% *	8 3%	14 3%	2 2%	20 3%	4 2%	9 6% ik	- - *	1 2% *	1 2% *	7 2%	8 4%	5 2%	15 3%	- -	22 3%	3 1%	7 1%	14 2% tu	14 5% tu	15 3%	3 1%
Prefer not to say	8 1%	4 1%	4 1%	5 2%	3 1%	* 0%	4 2%	1 1%	3 1%	* 0%	2 1%	3 1%	1 1%	1 1%	- - **	1 1% *	4 1%	4 2%	6 1%	2 1%	3 1%	5 1%	- - *	3 3% Z*	- -	3 1%	2 0%	4 2%	2 3% b*	4 1%	4 1%	4 3% h	3 0%	- -	1 1%	1 2% *	- - *	- - *	2 1%	* 0%	4 1%	3 1%	- -	8 1%	3 1%	4 1%	5 1%	2 1%	4 1%	2 1%

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

Q5_CLASS_CNB. To what extent do you agree or disagree with each of the following statements? - Summary

All adults aged 16-75 in Great Britain

	Q5_CLASS_CNB. 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	It's acceptable to continue identifying with your class background from childhood, even if your life circumstances have changed	I think my life would be better if I was in a different social class
	(A)	(B)	(C)
Unweighted base	2190	2190	2190
Weighted base	2190	2190	2190
Strongly agree	123 6%	246 11% AC	189 9% A
Tend to agree	645 29% C	618 28% C	425 19%
Neither agree nor disagree	677 31%	704 32%	678 31%
Tend to disagree	484 22% BC	311 14%	391 18% B
Strongly disagree	147 7% B	85 4%	269 12% AB
Don't know	113 5%	227 10% A	237 11% A
NET Agree	769 35% C	863 39% AC	614 28%
NET Disagree	631 29% B	396 18%	660 30% B

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ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

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Class and Nepo Babies
Adults aged 16-75 in Great Britain

QS_CLASS_CNB. 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
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Strongly agree	123 6%	69 6%	53 5%	78 11% EF	22 3%	23 3%	51 10% HIJ	43 6% IJ	15 3%	14 3%	31 6%	34 6%	22 4%	25 8%	3 3% *	9 5%	93 6%	31 4%	68 5%	55 6%	42 6%	81 6%	32 10% YZa	21 5%	24 4%	40 6%	62 5%	56 7% d	5 3%	44 6%	79 5%	36 12% h	86 5%	32 6%	17 5%	4 3%	23 10% km	7 3%	42 5%	21 4%	72 9% q	44 3%	63 6%	43 5%	64 8% uvw	78 7% vw	88 6%	40 4%	82 7%	31 5%
Tend to agree	645 29%	295 28%	345 31%	230 32% E	204 27%	211 30%	153 31%	209 31%	136 26%	147 29%	154 30%	157 27%	155 31%	111 35% LOP	23 22% *	46 25%	434 30%	211 29%	377 30%	269 28%	250 33% W	395 28%	75 24%	124 28%	163 30%	239 34% X	375 30%	212 28%	58 30%	212 30%	434 29%	94 32%	544 29%	170 30%	86 27%	44 30%	77 35%	62 30%	226 28%	188 33%	310 40% q	321 25%	333 31%	266 34%	274 35% vw	388 33% vw	466 31% w	236 25%	356 31%	188 33%
Neither agree nor disagree	677 31%	344 32%	327 30%	164 23% D	267 35% D	245 35% D	121 25%	183 27%	196 37% GH	176 35% GH	177 34% M	174 30%	137 27%	102 33%	33 32% *	54 29%	458 31%	219 30%	357 29%	320 34% T	197 26%	480 34% V	94 30%	146 33%	172 32%	197 28%	400 32%	210 28%	67 35%	223 32%	453 31%	85 29%	574 31%	172 31%	100 31%	56 39% m	63 28%	57 28%	248 31%	181 32%	219 28%	411 32%	362 33% s	218 28%	209 26%	320 27%	439 29% tu	324 35% tuv	347 30%	166 29%
Tend to disagree	484 22%	224 21%	256 23%	149 21%	165 21%	169 24%	104 21%	143 21%	107 20%	130 26%	97 19%	131 23%	127 25% KN	55 17%	25 24% *	50 27% KN	299 21%	185 25% R	308 25% U	176 18%	186 24%	298 21%	57 18%	95 21%	125 23%	152 22%	279 22%	168 22%	37 19%	144 20%	340 23%	50 17%	425 23% gl	129 23%	76 24%	27 19%	42 19%	51 25%	190 24%	130 23%	130 17%	340 27% p	228 21%	199 25% r	164 21%	256 22%	341 23%	217 23%	251 22%	127 22%
Strongly disagree	147 7%	76 7%	70 6%	47 7%	60 8%	40 6%	34 7%	44 7%	42 8%	27 5%	30 6%	42 7%	39 8%	14 5%	13 13% KNP*	8 4%	96 7%	51 7%	76 6%	71 7%	48 6%	99 7%	26 8%	33 7%	40 7%	44 6%	81 7%	53 7%	13 7%	44 6%	104 7%	21 7%	125 7%	38 7%	27 8%	11 8%	14 6%	21 10%	62 8%	40 7%	36 5%	106 8% p	74 7%	42 5%	50 6%	75 6%	101 7%	66 7%	76 7%	45 8%
Don't know	113 5%	64 6%	46 4%	42 6% F	51 7% F	20 3%	27 6% J	47 7% J	27 5% J	12 2%	26 5%	35 6% N	20 4%	7 2%	7 7% N*	19 10% KMN	73 5%	40 5%	51 4%	62 7% T	35 5%	78 5%	28 9% Za	24 5%	17 3%	26 4%	48 4%	55 7% b	11 6%	42 6%	71 5%	11 4%	101 5%	17 3%	17 5% i	1 1%	2 1%	7 3%	29 4%	14 2%	16 2%	50 4% p	30 3%	20 3%	33 4%	48 4%	61 4%	44 5%	34 3%	16 3%
NET Agree	769 35%	364 34%	399 36%	308 43% EF	226 29%	235 33%	204 42% IJ	252 38% I	151 29%	161 32%	185 36%	191 33%	176 35%	136 43% LOP	26 25% *	55 29%	527 36%	242 33%	444 36%	324 34%	293 39% W	476 33%	107 34%	145 33%	187 35%	279 40% Y	437 35%	268 36%	63 33%	256 36%	513 35%	129 44% h	630 34%	201 36%	103 32%	48 33%	100 45% ijkm	69 34%	267 34%	209 36%	382 49% q	365 29%	396 36%	308 39%	338 43% uvw	466 40% vw	554 37% w	276 30%	438 38%	220 38%
NET Disagree	631 29%	300 28%	325 30%	197 28%	225 29%	209 29%	138 28%	187 28%	149 28%	157 31%	127 25%	173 30% N	166 33% KN	69 22%	38 36% KN*	59 31% N	395 27%	236 32% R	385 31% U	247 26%	233 31%	398 28%	83 27%	128 29%	165 30%	196 28%	360 29%	221 29%	50 26%	188 26%	444 30%	72 24%	550 30%	167 30%	104 32%	38 27%	55 25%	72 35%	252 32%	170 30%	166 21%	446 35% p	302 28%	241 31%	215 27%	331 28%	442 30% t	283 31%	327 29%	173 30%

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QS_CLASS_CNB. 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
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children's careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Strongly agree	246 11%	148 14% C	97 9%	97 14% E	73 10%	76 11%	69 14% H	65 10%	59 11%	53 10%	67 13%	51 9%	54 11%	40 13%	12 11% *	22 12%	180 12% S	65 9%	126 10%	120 13%	68 9%	178 12% V	37 12%	48 11%	58 11%	86 12%	126 10%	98 13%	23 12%	82 12%	164 11%	35 12%	204 11%	71 13%	36 11%	11 7%	40 18% k	27 13%	87 11%	85 15%	110 14% q	128 10%	154 14% s	75 10%	98 12%	131 11%	163 11%	114 12%	132 12%	74 13%
Tend to agree	618 28%	298 28%	313 29%	182 26%	203 26%	233 33% DE	115 23%	174 26%	165 31% G	165 33% GH	159 31%	159 28%	128 26%	91 29%	28 27% *	52 28%	410 28%	208 28%	375 30% U	242 25%	233 31%	385 27%	67 22%	133 30% X	171 32% X	209 30% X	365 29%	195 26%	57 30%	176 25%	442 30% e	80 27%	530 29%	176 32%	104 32%	36 25%	74 34%	57 28%	238 30%	177 31%	270 34% q	329 26%	325 30%	254 32%	254 32% vw	357 31% v	438 29%	247 27%	375 33%	162 28%
Neither agree nor disagree	704 32%	354 33%	345 31%	204 29%	247 32%	253 36% D	144 29%	201 30%	170 32%	189 37% GH	148 29%	197 34%	169 34%	102 33%	38 36% *	49 26%	455 31%	249 34%	375 30%	328 34%	225 30%	478 33%	113 36%	158 36%	164 30%	205 29%	430 35% c	208 28%	65 34%	230 32%	474 32%	100 34%	593 32%	189 34%	113 35%	54 38% m	61 28%	55 27%	281 35%	175 31%	227 29%	441 35% p	354 32%	245 31%	213 27%	332 28%	470 31% tu	331 36% tuv	343 30%	193 34%
Tend to disagree	311 14%	127 12%	180 16% B	113 16% F	124 16% F	75 11%	81 16% J	111 17% J	69 13%	51 10%	72 14%	86 15%	74 15%	40 13%	13 13% *	25 14%	212 15%	99 13%	185 15%	126 13%	123 16%	188 13%	39 12%	42 10%	84 15% Y	107 15% Y	181 15%	109 14%	22 11%	126 18% f	186 13%	45 15%	259 14%	64 11%	39 12%	22 15%	28 13%	36 17% i	103 13%	77 13%	110 14%	192 15%	142 13%	137 17% r	122 15%	177 15%	220 15%	124 13%	173 15%	82 14%
Strongly disagree	85 4%	39 4%	46 4%	41 6% F	26 3%	17 2%	32 7% U	27 4%	15 3%	10 2%	25 5%	16 3%	18 4%	11 4%	3 3% *	11 6%	49 3%	36 5%	49 4%	35 4%	33 4%	52 4%	13 4%	18 4%	10 2%	38 5% Z	45 4%	35 5%	4 2%	30 4%	54 4%	20 7% h	62 3%	14 3%	7 2%	4 3%	4 2%	10 5%	19 2%	18 3%	29 4%	54 4%	35 3%	26 3%	37 5%	49 4%	63 4%	35 4%	52 5%	21 4%
Don't know	227 10%	106 10%	116 11%	75 11%	96 12% F	56 8%	50 10%	92 14% U	47 9%	39 8%	42 8%	64 11%	55 11%	28 9%	10 10% *	27 15% K	147 10%	80 11%	126 10%	101 11%	77 10%	150 10%	43 14% a	44 10%	56 10%	53 8%	99 8%	108 14% b	20 10%	65 9%	162 11%	17 6%	207 11% g	43 8%	23 7%	16 11%	13 6%	21 10%	69 9%	41 7%	37 5%	127 10% p	79 7%	51 6%	70 9%	119 10% t	142 10%	77 8%	71 6%	42 7%
NET Agree	863 39%	446 42%	410 37%	278 39%	277 36%	308 44% E	184 37%	239 36%	224 43% H	217 43% H	226 44% LM	210 37%	182 36%	131 42%	40 39% *	74 40%	590 41%	273 37%	501 40%	363 38%	301 40%	563 39%	104 33%	181 41%	229 42% X	295 42% X	490 39%	293 39%	80 42%	258 36%	606 41%	115 39%	734 40%	247 44% k	140 43% k	47 33%	114 52% k	84 41%	325 41%	262 46%	380 49% q	457 36%	479 44%	329 42%	352 44% uvw	488 42% v	601 40%	360 39%	507 44%	236 41%
NET Disagree	396 18%	166 16%	226 21% B	154 22% F	150 20% F	92 13%	113 23% U	139 21% J	83 16%	61 12%	98 19%	102 18%	92 19%	52 17%	16 16% *	36 19%	261 18%	135 18%	235 19%	161 17%	155 21% W	241 17%	52 17%	60 14%	93 17%	145 21% Y	226 18%	144 19%	26 14%	156 22% f	240 16%	65 22%	320 17%	78 14%	46 14%	26 18%	33 15%	46 22% kj	122 15%	95 17%	139 18%	247 19%	178 16%	163 21% r	160 20%	226 19%	283 19%	158 17%	225 20%	103 18%

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J,K/L/M/N/O/P/Q,R/S,T/U,V/W,X/Y/Z/a,b/c/d,e/f,g/h,i/j/k/l/m,n/o,p/q,r/s,t/u/v/w,x/y Minimum Base: 30(**) Small Base: 100(*)

25-061766-41 - 9th - 14th of October 2026
INTERNAL/CLIENT USE ONLY
Class and Nepo Babies
Adults aged 16-75 in Great Britain

QS_CLASS_CNB. 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
All adults aged 16-75 in Great Britain

		Gender		Age			Generations				Region						Employment status		Social grade		Education		Income				Marital status			Presence of children		Ethnicity		Election 2024					Referendum 2016		Importance of class to personal identity		Self-identified class		Knowledge of Nepo babies				Opinion on parents helping children`s careers	
	Total	MAN	WOMAN	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	MARRIED/ LIVING AS	SINGLE	WID/DIV/ SEP	YES	NO	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Important	Not important	Working class	Middle/Upper class	A great deal/ fair amount	A great deal/ fair amount/ just a little	Heard of	Know nothing about/ never heard of	Help with contacts and connections	Children to secure own opportunities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	2190	1058	1111	693	778	719	472	677	531	510	541	557	507	283	106	196	1407	783	1440	750	1232	958	290	402	536	767	1271	716	203	707	1483	324	1830	624	313	165	181	230	895	527	798	1268	988	909	853	1231	1535	862	1171	569
Weighted base	2190	1072	1097	712	769	709	490	669	524	506	515	573	499	313	105	186	1453	737	1237	953	758	1432	311	443	542	698	1245	754	191	709	1481	297	1855	557	323	143	221	205	796	574	783	1272	1089	787	795	1165	1496	927	1146	574
Strongly agree	189 9%	90 8%	96 9%	113 16% EF	56 7% F	21 3%	87 18% HIJ	68 10% IJ	22 4%	12 2%	49 10% P	43 7%	40 8%	40 13% LP	10 9% *	8 4%	128 9%	61 8%	93 8%	96 10%	71 9%	118 8%	42 14% Za	41 9%	43 8%	55 8%	74 6%	104 14% bd	11 6%	73 10%	116 8%	56 19% h	132 7%	49 9% j	13 4%	12 8%	17 8%	21 10% j	63 8%	28 5%	95 12% q	79 6%	114 10% s	54 7%	113 14% uvw	135 12% vw	145 10% w	44 5%	116 10%	50 9%
Tend to agree	425 19%	194 18%	227 21%	172 24% F	175 23% F	78 11%	120 24% IJ	170 25% IJ	81 15% J	54 11%	115 22% M	103 18%	82 16%	63 20%	23 22% *	39 21%	320 22% S	105 14%	251 20%	174 18%	167 22% W	258 18%	56 18%	101 23%	95 18%	148 21%	246 20%	146 19%	32 17%	179 25% f	246 17%	74 25% h	347 19%	122 22% I	54 17%	26 18%	30 13%	50 24% I	166 21%	103 18%	181 23% q	238 19%	262 24% s	145 18%	196 25% w	276 24% w	339 23% w	142 15%	251 22%	115 20%
Neither agree nor disagree	678 31%	336 31%	340 31%	186 26%	243 32% D	249 35% D	129 26%	189 28%	191 36% GH	170 33% G	139 27%	207 36% KO	159 32%	96 31%	25 24% *	52 28%	438 30%	240 33%	371 30%	307 32%	219 29%	459 32%	92 30%	127 29%	177 33%	213 30%	394 32%	216 29%	68 35%	212 30%	466 31%	94 31%	573 31%	174 31%	102 31%	38 27%	68 31%	53 26%	225 28%	173 30%	240 31%	396 31%	314 29%	253 32%	212 27%	331 28%	456 31% tu	310 33% tu	348 30%	185 32%
Tend to disagree	391 18%	171 16%	213 19%	108 15%	105 14%	178 25% DE	73 15%	91 14%	91 17%	135 27% GHI	88 17%	101 18%	93 19%	52 17%	18 18% *	38 21%	241 17%	150 20%	242 20% U	149 16%	146 19%	245 17%	47 15%	65 15%	104 19%	134 19%	249 20% c	112 15%	30 16%	101 14%	290 20% e	26 9%	360 19% g	89 16%	67 21%	31 22%	57 26% I	35 17%	150 19%	131 23%	141 18%	240 19%	175 16%	188 24% r	123 16%	194 17%	253 17%	187 20% tv	220 19%	91 16%
Strongly disagree	269 12%	144 13%	124 11%	66 9%	83 11%	121 17% DE	40 8%	55 8%	82 16% GH	93 18% GH	69 13%	64 11%	65 13%	33 11%	17 16% *	21 12%	166 11%	104 14%	161 13%	108 11%	77 10%	192 13% V	30 10%	55 13%	67 12%	93 13%	158 13%	77 10%	34 18% c	72 10%	197 13%	29 10%	234 13%	76 14%	53 16%	19 13%	41 19%	26 13%	109 14%	99 17%	80 10%	182 14% p	133 12%	100 13%	83 10%	125 11%	163 11%	137 15% tuv	136 12%	90 16% x
Don't know	237 11%	136 13% C	98 9%	67 9%	108 14% DF	63 9%	42 8%	95 14% GJ	58 11%	43 8%	54 11%	55 10%	60 12%	28 9%	12 11% *	27 15%	159 11%	78 11%	119 10%	118 12%	77 10%	160 11%	44 14% a	54 12% a	55 10%	55 8%	124 10%	97 13%	16 9%	73 10%	165 11%	19 6%	210 11% g	47 9% I	35 11% I	17 12% I	8 4%	20 10% I	83 10% o	39 7%	46 6%	136 11% p	93 9%	48 6%	68 9%	103 9%	140 9%	107 12%	75 7%	42 7%
NET Agree	614 28%	284 27%	323 29%	285 40% EF	230 30% F	99 14%	207 42% HIJ	238 36% IJ	102 20% J	66 13%	164 32% LM	146 25%	122 25%	103 33% LM	32 31% *	47 25%	448 31% S	166 22%	344 28%	270 28%	238 31% W	376 26%	98 31%	142 32%	138 25%	203 29%	321 26%	251 33% bd	43 23%	252 36% f	362 24%	130 44% h	479 26%	171 31% jk	66 21%	38 26%	47 21%	71 35% jk	229 29% o	131 23%	276 35% q	317 25%	376 35% s	199 25%	309 39% uvw	412 35% vw	484 32% w	186 20%	367 32%	165 29%
NET Disagree	660 30%	315 29%	337 31%	174 24%	188 24%	299 42% DE	113 23%	147 22%	173 33% GH	228 45% GHI	157 31%	164 29%	158 32%	85 27%	36 34% *	60 32%	407 28%	253 34% R	403 33% U	258 27%	224 29%	437 30%	77 25%	121 27%	171 32%	227 33% X	406 33% c	190 25%	64 33% c	172 24%	488 33% e	55 18%	594 32% g	165 30%	120 37% i	50 35%	98 44% im	61 30%	259 33%	230 40% n	221 28%	423 33% p	307 28%	288 37% r	206 26%	319 27%	416 28%	324 35% tuv	356 31%	181 32%

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