

YouGov Survey Results



Sample Size: 1336
Fieldwork: 7th - 8th June 2010

All GB Adults
All GB Adults
Unweighted Sample

Total	Gender		Age			Social Grade		Region				
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1336	643	687	291	397	367	721	609	171	451	268	310	111
1336	657	673	257	394	403	838	492	153	485	251	303	119
%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following characteristics, if any, do you feel are essential for someone to qualify as 'posh'?

Type of car	31	32	30	33	29	31	29	33	20	36	32	30	32
Particular type of clothing (either a certain brand/particular garment)	31	31	30	27	30	34	28	34	27	34	31	28	30
Hobbies e.g. skiing	26	25	27	29	25	20	27	25	31	25	26	25	24
Values	32	35	29	35	28	26	33	31	34	34	32	32	21
Employs a cleaner	24	23	25	30	21	24	21	27	30	24	23	25	13
Owns an Aga	10	11	9	9	9	11	11	9	13	12	9	9	3
Accent	59	60	59	63	54	60	60	58	64	58	59	57	66
House (s) owned	43	44	42	48	40	38	44	41	44	44	45	39	46
Where they go on holiday	27	26	28	28	24	27	29	25	26	33	26	24	19
Other	8	7	8	6	11	7	8	7	5	7	9	10	6
Don't know	7	7	6	6	8	6	7	6	6	6	7	6	12
Nationality	5	8	2	6	5	5	5	6	7	4	8	4	3
Land owned	49	51	47	50	43	53	48	49	50	47	50	48	54
Title e.g. Sir, Lord, Lady, Baroness etc.	62	61	63	61	65	61	60	64	58	60	65	64	67
Name	11	13	10	8	14	9	10	12	13	12	13	9	10

Which of the following statements of the term 'posh' best represents your view?

Posh' is a compliment	9	8	11	6	12	10	8	11	8	7	13	9	13
Posh' is neither a compliment nor an insult	72	72	73	72	70	72	73	72	78	78	71	68	56
Posh' is an insult	15	18	13	21	13	15	17	13	13	12	13	17	30
Don't know	3	3	3	1	5	3	3	4	2	3	4	6	1

Do you consider yourself as 'posh'?

Yes	4	4	5	3	3	5	5	4	4	6	6	3	1
No	93	94	91	93	95	92	92	93	95	90	90	96	97
Don't know	3	2	4	4	2	3	3	3	2	4	5	2	3

Which of the following male celebrities do you regard as 'posh'? Tick all that apply.

Barack Obama	11	9	12	9	9	13	10	12	6	11	16	10	3
Hugh Grant	65	64	65	73	69	49	66	63	71	61	66	68	61
Chris Evans	2	3	1	3	1	2	1	3	1	2	2	1	6
Jude Law	16	14	19	25	14	6	16	17	22	18	14	12	15
Don't know	17	16	18	10	18	28	17	17	14	18	14	16	24
Other	12	12	12	10	10	13	13	10	10	13	9	14	10
Matt Damon	2	2	2	1	3	3	2	2	3	2	1	2	2
Andy Murray	5	5	5	8	4	2	5	5	5	5	5	5	8
Simon Cowell	13	14	11	18	10	9	10	15	12	12	13	13	12
Lewis Hamilton	4	4	4	3	5	6	4	5	3	4	8	3	3
David Walliams	9	9	10	9	11	7	10	9	9	7	14	9	10
Bono	1	2	1	3	1	0	1	2	2	1	2	1	0
Frank Lampard	1	1	1	1	1	1	1	1	1	0	1	2	1
Robbie Williams	1	1	1	0	2	0	1	1	3	0	1	1	1

Which of the following female celebrities do you regard as 'posh'? Tick all that apply.

Kate Middleton	31	28	33	33	30	25	33	29	29	31	33	32	29
Paris Hilton	17	18	16	12	18	23	15	19	10	18	15	19	19
Don't know	12	11	12	9	11	20	11	12	10	14	11	8	16
Michelle Obama	11	11	11	11	10	10	11	11	8	12	16	11	3
Leona Lewis	2	3	2	5	2	0	2	3	7	1	1	2	3
Kate Winslet	30	30	29	45	25	16	30	29	39	27	30	31	22
Kate Moss	5	5	5	5	4	4	6	5	4	5	5	7	2
Tara Palmer-Tompkinson	67	68	67	66	71	62	68	67	64	66	65	72	73
Christine Bleakley	4	2	5	5	3	4	3	5	2	5	4	4	3
Rachel Weisz	10	9	12	15	9	4	9	11	16	10	9	9	9
Emma Watson	18	14	22	30	14	5	17	20	27	18	17	17	13
Chelsy Davy	22	20	24	24	23	16	23	20	24	21	20	24	22
Natalie Portman	5	5	5	6	5	3	5	5	4	4	8	5	1
Other	7	7	6	6	6	8	7	6	4	6	6	10	7