



# THE MISDEFINED MAJORITY



**First, let's introduce ourselves...**



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# What we did - Methodology

the7stars, in partnership with PureSpectrum, ran a quantitative study of 2,004 UK adults aged 18+.

The sample was nationally representative, using Voice4All quotas to ensure representation across age, gender, social grade, region, ethnicity, sexual orientation and disability.

We have used this data, alongside other trusted sources, to provide insight into the complexity of class identification.



56%

*of people agree that their 'status' does not represent them*

# Modern times, outdated classifications & a widening gap



Outdated Classification  
Systems



Changing Social Attitudes



Evolving Careers

# The industry is realising that there's a big problem with social grade



**How can adland celebrate working class culture better?**

**Planners need to stop misdefining working-class with 'archaic' socioeconomic grading**

**Shocking ignorance over class definitions is holding our sector back**

# We're not that different after all



Digital Age



Views on 'Other Classes'



Outdated Media Portrayal

# Association with the working class - growing up vs now

**35%**

**vs.**

**27%**

Adults in the UK associate their upbringing with a working-class background

Who currently consider themselves to be working class



**We take pride in our shared values**

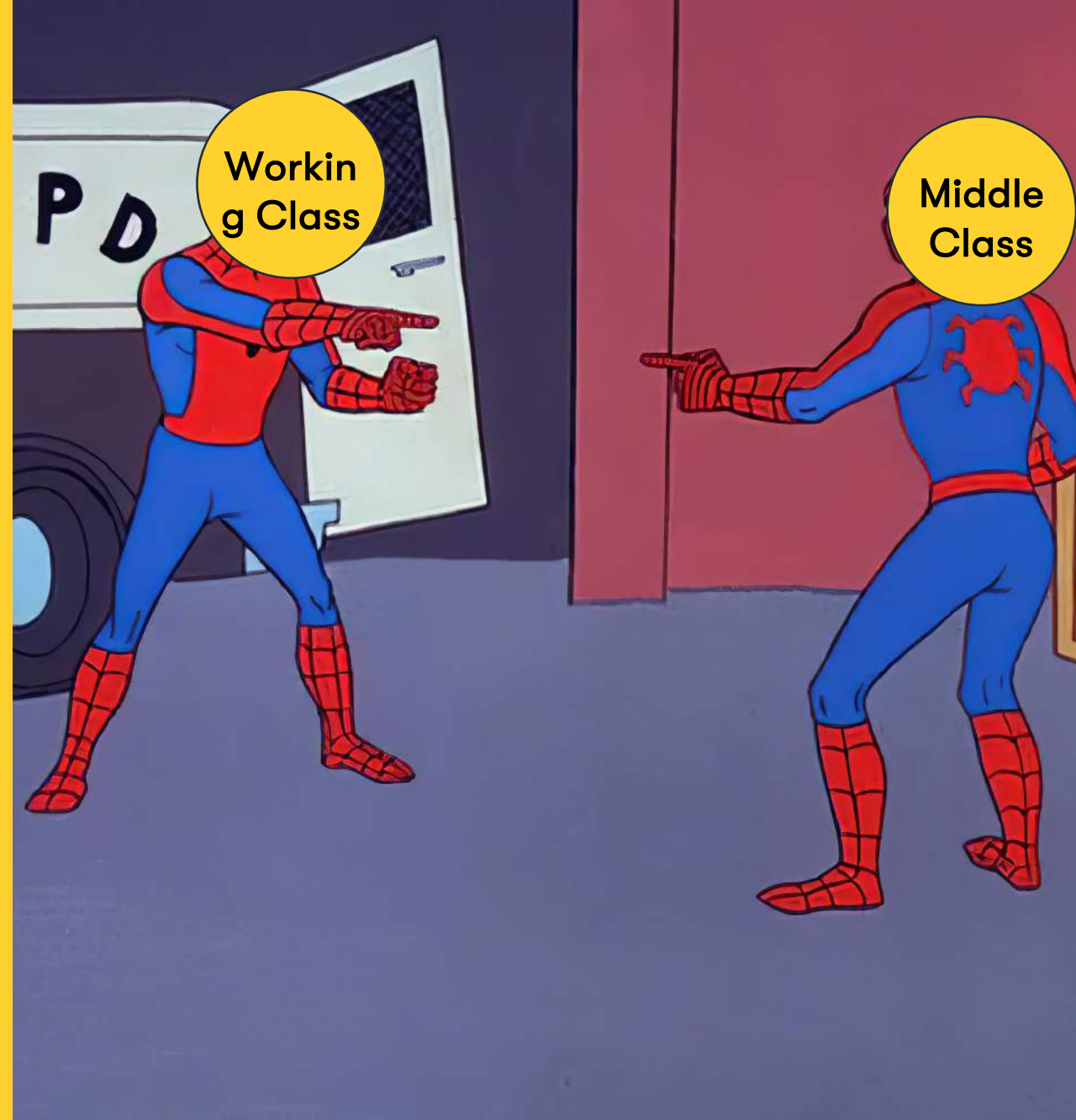
**Respect.**

**Compassion.**

**Friendship.**

**Fairness.**

**Humour.**



# Class structures create a disconnect in our lives

**41%**

of respondents define a person's success by their career

**vs.**

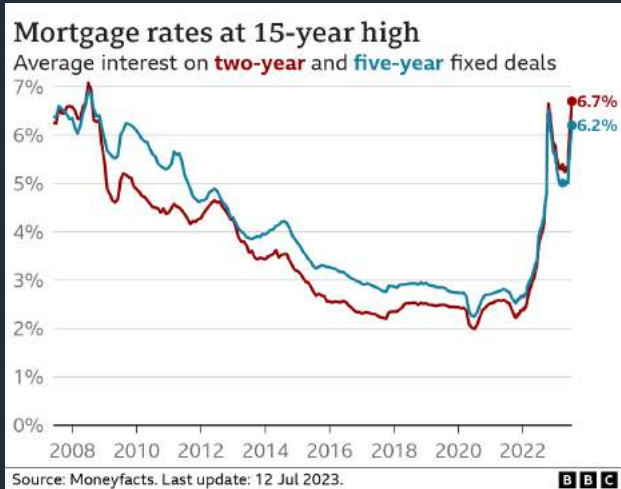
**26%**

who said forging a successful career was their personal goal

**Of course, we have to recognise the serious economic disparities in the UK**

**UK social mobility at its worst in over 50 years, report finds**

# The effectiveness of social grade in predicting spending power is waning



High interest rates



Regional disparities



World of work is changing

# What's the solution?



**Financial indicators**



**Social indicators**



**In doing so, media should recognise the spending potential in working class Brits.**

**22.9M** UK adults self-identify as coming from a working class background



**51% of whom work full time**  
(on par with the wider population)



**62% plan to spend on entertainment for the home in the coming months**



**66% say the cost of living crisis has had a sizeable impact on their family**  
(vs. 50% of middle class individuals)



**46% say compassion is one of their most important values**  
(vs. 40% NatRep)



**57% agree they are proud of their class identity**  
but 58% say it does not determine who they are as a person



**39% believe their class is portrayed negatively in the media**  
(vs. 16% of middle class individuals)



**67% still live in or near to the community where they grew up**  
(vs. 62% NatRep)



**52% live in rented accommodation**  
while 47% own or mortgage their home



**51% plan to spend on holidays in the near future**

Why are people  
cosplaying as working  
class?

BURBERRY



**If media is to truly  
reflect the nation, we  
need to be authentic.**



**We don't have the solution yet, and we know it will take time and brainpower. But we're passionate about finding a better way to define people beyond social grade**



Working with Kantar



Working with Media Owners



Recruiting better for Market Research

**How else can we make this a reality?**

**Thank you.**