

YouGov / University of Southampton Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 2nd - 3rd April 2014

| | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|------------------------|------------------|----------|----------|----------|-----------|------------|------------|------------|-------------|-------------|------------|------------|------------|--------------|-------------|------------|---------------|------------------|------------|------------|------------|
| Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 2076 | X | X | X | X | 632 | 487 | 422 | 1007 | 1069 | 247 | 525 | 710 | 594 | 1183 | 893 | 266 | 675 | 444 | 511 | 181 |
| Unweighted Sample | 2076 | 481 | 638 | 141 | 238 | 606 | 533 | 416 | 1051 | 1025 | 184 | 433 | 826 | 633 | 1293 | 783 | 284 | 630 | 406 | 485 | 271 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about your future plans for the next 10 years, which of the following comes closest to your view?

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have fully fixed plans for the next 10 years | 4 | 6 | 4 | 2 | 3 | 5 | 3 | 2 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 6 | 3 | 3 | 4 | 3 |
| I have some fixed plans for the next 10 years | 45 | 55 | 44 | 46 | 37 | 49 | 43 | 49 | 46 | 43 | 46 | 44 | 47 | 42 | 53 | 34 | 44 | 45 | 44 | 45 | 48 |
| I have no plans at all for the next 10 years | 46 | 37 | 48 | 48 | 58 | 43 | 49 | 45 | 44 | 48 | 38 | 41 | 47 | 53 | 39 | 56 | 42 | 47 | 49 | 46 | 45 |
| Don't know | 6 | 2 | 3 | 4 | 2 | 3 | 5 | 4 | 5 | 6 | 13 | 11 | 3 | 2 | 4 | 7 | 9 | 5 | 5 | 6 | 5 |

Thinking about the next 10 years, which two or three, if any, of the following are the most important to you? (Please select up to three)

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Family | 65 | 67 | 67 | 57 | 68 | 68 | 73 | 62 | 57 | 72 | 39 | 61 | 69 | 74 | 66 | 64 | 54 | 67 | 67 | 66 | 66 |
| Health | 63 | 65 | 62 | 62 | 80 | 68 | 65 | 65 | 60 | 66 | 28 | 44 | 71 | 85 | 60 | 68 | 62 | 66 | 59 | 65 | 62 |
| Romantic relationships/love life | 25 | 24 | 24 | 33 | 17 | 21 | 19 | 31 | 27 | 22 | 54 | 31 | 23 | 8 | 27 | 21 | 24 | 26 | 23 | 25 | 23 |
| Friendship | 23 | 23 | 26 | 25 | 20 | 23 | 24 | 27 | 22 | 25 | 21 | 18 | 24 | 28 | 24 | 22 | 27 | 23 | 18 | 25 | 28 |
| Career | 20 | 22 | 22 | 22 | 6 | 15 | 18 | 19 | 21 | 19 | 54 | 31 | 16 | 1 | 22 | 18 | 22 | 20 | 19 | 18 | 24 |
| Having/owning assets (e.g. house) | 20 | 24 | 15 | 12 | 18 | 21 | 15 | 18 | 18 | 21 | 28 | 29 | 17 | 10 | 21 | 17 | 23 | 21 | 19 | 19 | 15 |
| Travel | 20 | 22 | 17 | 29 | 25 | 22 | 16 | 23 | 18 | 22 | 18 | 15 | 19 | 25 | 22 | 17 | 18 | 20 | 24 | 16 | 25 |
| Retirement | 17 | 24 | 16 | 14 | 23 | 24 | 19 | 15 | 18 | 17 | 1 | 3 | 20 | 34 | 17 | 19 | 13 | 20 | 18 | 16 | 16 |
| Hobbies | 10 | 8 | 10 | 17 | 12 | 9 | 9 | 15 | 13 | 8 | 5 | 12 | 8 | 13 | 10 | 11 | 9 | 10 | 13 | 9 | 10 |
| Education/training | 6 | 6 | 7 | 8 | 4 | 3 | 5 | 5 | 6 | 6 | 20 | 7 | 4 | 1 | 6 | 5 | 6 | 6 | 7 | 6 | 3 |
| Owning goods (e.g. TV, clothes, car) | 3 | 3 | 3 | 0 | 3 | 3 | 3 | 2 | 4 | 1 | 6 | 3 | 3 | 1 | 2 | 3 | 2 | 2 | 4 | 4 | 1 |
| None of these | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 0 |
| Don't know | 2 | 0 | 2 | 1 | 2 | 2 | 2 | 0 | 3 | 2 | 4 | 6 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 4 | 2 |

Thinking about these areas, generally speaking how confident, if at all, are you of achieving or maintaining these in the next 10 years?

[Excluding respondents who answered 'Don't know' or 'None of these' for the previous question; n=2019]

| | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very confident | 11 | 15 | 10 | 9 | 9 | 12 | 10 | 9 | 12 | 10 | 9 | 14 | 9 | 11 | 12 | 9 | 13 | 11 | 10 | 11 | 11 |
| Fairly confident | 62 | 67 | 58 | 69 | 56 | 65 | 60 | 63 | 61 | 63 | 63 | 59 | 62 | 64 | 64 | 58 | 52 | 63 | 66 | 62 | 60 |
| TOTAL CONFIDENT | 73 | 82 | 68 | 78 | 65 | 77 | 70 | 72 | 73 | 73 | 72 | 73 | 71 | 75 | 76 | 67 | 65 | 74 | 76 | 73 | 71 |
| Not very confident | 17 | 13 | 20 | 13 | 23 | 16 | 19 | 18 | 17 | 17 | 16 | 15 | 18 | 18 | 16 | 19 | 19 | 17 | 17 | 17 | 15 |
| Not at all confident | 5 | 2 | 6 | 7 | 9 | 3 | 5 | 6 | 6 | 5 | 5 | 6 | 6 | 3 | 4 | 6 | 8 | 4 | 4 | 5 | 7 |
| TOTAL NOT CONFIDENT | 22 | 15 | 26 | 20 | 32 | 19 | 24 | 24 | 23 | 22 | 21 | 21 | 24 | 21 | 20 | 25 | 27 | 21 | 21 | 22 | 22 |
| Don't know | 5 | 3 | 5 | 2 | 3 | 4 | 6 | 4 | 4 | 6 | 7 | 6 | 5 | 4 | 4 | 7 | 7 | 4 | 4 | 5 | 7 |

Fieldwork: 2nd - 3rd April 2014

| | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|------------------------|------------------|-----|-----|---------|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 2076 | X | X | X | X | 632 | 487 | 422 | 1007 | 1069 | 247 | 525 | 710 | 594 | 1183 | 893 | 266 | 675 | 444 | 511 | 181 | |
| Unweighted Sample | 2076 | 481 | 638 | 141 | 238 | 606 | 533 | 416 | 1051 | 1025 | 184 | 433 | 826 | 633 | 1293 | 783 | 284 | 630 | 406 | 485 | 271 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking back to when you were 18, which two or three of the following, if any, **should** have been important to you then? (Please select up to 3)

[Only asked to respondents who are 25 or over; n=1892]

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|-----------|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|
| Career | 47 | 54 | 47 | 48 | 49 | 53 | 45 | 48 | 48 | 47 | 0 | 41 | 48 | 53 | 48 | 46 | 45 | 48 | 45 | 51 | 46 |
| Education/training | 40 | 39 | 41 | 45 | 38 | 41 | 36 | 47 | 37 | 44 | 0 | 42 | 40 | 39 | 45 | 35 | 43 | 40 | 43 | 36 | 43 |
| Family | 30 | 31 | 28 | 30 | 30 | 30 | 30 | 30 | 25 | 34 | 0 | 23 | 29 | 37 | 29 | 31 | 26 | 34 | 26 | 30 | 26 |
| Romantic relationships/love life | 27 | 32 | 26 | 21 | 28 | 28 | 27 | 26 | 29 | 25 | 0 | 23 | 29 | 28 | 30 | 23 | 31 | 25 | 25 | 29 | 26 |
| Friendship | 27 | 26 | 29 | 28 | 20 | 23 | 30 | 30 | 27 | 28 | 0 | 29 | 26 | 28 | 27 | 28 | 28 | 24 | 29 | 29 | 32 |
| Health | 25 | 25 | 26 | 24 | 25 | 26 | 26 | 23 | 23 | 28 | 0 | 18 | 25 | 32 | 24 | 27 | 23 | 26 | 24 | 28 | 24 |
| Having/owning assets (e.g. house) | 21 | 24 | 17 | 16 | 28 | 27 | 17 | 20 | 20 | 22 | 0 | 17 | 23 | 21 | 22 | 20 | 14 | 22 | 27 | 19 | 18 |
| Travel | 20 | 20 | 19 | 33 | 23 | 19 | 21 | 22 | 19 | 21 | 0 | 22 | 22 | 16 | 21 | 19 | 22 | 20 | 21 | 18 | 21 |
| Hobbies | 9 | 8 | 10 | 9 | 5 | 7 | 9 | 9 | 12 | 6 | 0 | 12 | 8 | 7 | 8 | 10 | 10 | 8 | 10 | 9 | 6 |
| Retirement | 8 | 10 | 7 | 7 | 8 | 11 | 7 | 6 | 9 | 7 | 0 | 4 | 10 | 9 | 8 | 8 | 6 | 9 | 6 | 9 | 9 |
| Owning goods (e.g. TV, clothes, car) | 8 | 8 | 10 | 5 | 9 | 7 | 12 | 7 | 10 | 6 | 0 | 10 | 9 | 6 | 8 | 9 | 11 | 8 | 9 | 8 | 6 |
| None of these | 1 | 0 | 1 | 2 | 0 | 1 | 2 | 1 | 2 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 4 |
| Don't know | 4 | 2 | 5 | 4 | 2 | 3 | 4 | 3 | 5 | 4 | 0 | 8 | 4 | 1 | 3 | 6 | 5 | 5 | 3 | 4 | 4 |

A bucket list is a list of things people want to achieve before they die (i.e. before they 'kick the bucket'). They are individual, personal goals and activities which can include anything.

Would you consider making a bucket list?

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes I would consider making a bucket list | 39 | 44 | 37 | 33 | 32 | 40 | 33 | 40 | 34 | 45 | 57 | 45 | 40 | 26 | 41 | 37 | 38 | 36 | 45 | 40 | 42 |
| No I would not consider making a bucket list | 46 | 46 | 48 | 60 | 55 | 48 | 52 | 45 | 53 | 39 | 26 | 36 | 47 | 61 | 44 | 48 | 45 | 48 | 40 | 48 | 45 |
| I have already made a bucket list | 5 | 5 | 4 | 5 | 6 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 7 | 5 | 4 | 4 | 6 | 5 | 3 | 7 |
| Don't know | 10 | 5 | 11 | 3 | 7 | 7 | 10 | 9 | 9 | 11 | 14 | 14 | 9 | 6 | 9 | 11 | 13 | 11 | 10 | 9 | 6 |