

# YouGov Survey Results

Sample Size: 2215 Adults in GB  
Fieldwork: 12th - 13th December 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2215</b>	399	569	204	239	780	825	1072	1143	233	915	547	521	1263	952	1916	106	193	525	363	268	760	
<b>Unweighted Sample</b>	<b>2215</b>	374	669	222	314	919	858	1007	1208	112	861	597	645	1338	877	1915	116	184	547	365	201	802	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On average, compared to how things were at the start of the year 2000, do you think that life is better or worse now for...

### People across the world in general

Life is a lot better	2	3	3	2	1	1	1	3	1	5	3	1	1	2	2	2	2	1	1	1	1	7	2
Life is somewhat better	14	11	17	17	11	14	9	17	11	27	17	9	6	15	11	14	13	10	11	13	17	15	
<b>TOTAL BETTER</b>	<b>16</b>	<b>14</b>	<b>20</b>	<b>19</b>	<b>12</b>	<b>15</b>	<b>10</b>	<b>20</b>	<b>12</b>	<b>32</b>	<b>20</b>	<b>10</b>	<b>7</b>	<b>17</b>	<b>13</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>12</b>	<b>14</b>	<b>24</b>	<b>17</b>	
Life is neither better nor worse	18	24	16	15	19	17	20	19	16	19	15	19	20	18	16	18	20	10	19	15	19	19	
Life is somewhat worse	38	41	39	46	34	42	39	35	40	23	33	45	45	38	37	37	35	41	37	43	29	38	
Life is a lot worse	19	14	15	14	29	18	22	17	21	4	20	20	22	17	22	19	17	25	22	20	15	17	
<b>TOTAL WORSE</b>	<b>57</b>	<b>55</b>	<b>54</b>	<b>60</b>	<b>63</b>	<b>60</b>	<b>61</b>	<b>52</b>	<b>61</b>	<b>27</b>	<b>53</b>	<b>65</b>	<b>67</b>	<b>55</b>	<b>59</b>	<b>56</b>	<b>52</b>	<b>66</b>	<b>59</b>	<b>63</b>	<b>44</b>	<b>55</b>	
Don't know	10	8	10	6	7	8	8	9	11	23	12	6	6	9	12	10	14	13	10	8	13	10	

### People in the UK in general

Life is a lot better	1	2	1	1	0	1	1	1	1	3	1	1	0	1	1	1	4	0	1	0	4	1
Life is somewhat better	8	10	10	11	4	8	6	10	7	13	9	7	7	9	8	9	4	5	7	10	11	9
<b>TOTAL BETTER</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>8</b>	<b>16</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>15</b>	<b>10</b>
Life is neither better nor worse	14	18	13	14	8	14	12	13	15	23	10	13	18	16	12	14	12	12	14	12	17	14
Life is somewhat worse	41	44	46	50	35	47	41	42	40	24	42	42	47	44	37	41	44	44	40	45	36	42
Life is a lot worse	29	22	22	22	52	25	36	28	29	13	30	34	27	24	34	28	24	36	32	26	22	28
<b>TOTAL WORSE</b>	<b>70</b>	<b>66</b>	<b>68</b>	<b>72</b>	<b>87</b>	<b>72</b>	<b>77</b>	<b>70</b>	<b>69</b>	<b>37</b>	<b>72</b>	<b>76</b>	<b>74</b>	<b>68</b>	<b>71</b>	<b>69</b>	<b>68</b>	<b>80</b>	<b>72</b>	<b>71</b>	<b>58</b>	<b>70</b>
Don't know	7	4	7	3	1	5	3	5	8	23	8	3	2	6	8	7	13	4	7	7	11	6

### Yourself specifically

[Asked only to those aged 25 or older; n=2100]

Life is a lot better	6	8	7	6	3	7	4	7	6	0	8	6	3	8	4	6	1	7	5	5	7	7
Life is somewhat better	17	19	21	22	11	20	15	18	16	0	19	18	14	21	13	18	20	9	17	17	21	19
<b>TOTAL BETTER</b>	<b>23</b>	<b>27</b>	<b>28</b>	<b>28</b>	<b>14</b>	<b>27</b>	<b>19</b>	<b>25</b>	<b>22</b>	<b>0</b>	<b>27</b>	<b>24</b>	<b>17</b>	<b>29</b>	<b>17</b>	<b>24</b>	<b>21</b>	<b>16</b>	<b>22</b>	<b>22</b>	<b>28</b>	<b>26</b>
Life is neither better nor worse	30	35	30	34	25	34	29	29	30	0	26	27	38	31	27	29	32	34	28	30	31	28
Life is somewhat worse	26	25	25	24	31	21	32	25	27	0	21	27	33	24	28	25	27	31	27	26	19	25
Life is a lot worse	16	11	11	11	27	12	18	17	16	0	17	19	12	11	23	17	11	16	17	16	17	17
<b>TOTAL WORSE</b>	<b>42</b>	<b>36</b>	<b>36</b>	<b>35</b>	<b>58</b>	<b>33</b>	<b>50</b>	<b>42</b>	<b>43</b>	<b>0</b>	<b>38</b>	<b>46</b>	<b>45</b>	<b>35</b>	<b>51</b>	<b>42</b>	<b>38</b>	<b>47</b>	<b>44</b>	<b>42</b>	<b>36</b>	<b>42</b>
Don't know	5	2	5	2	2	5	3	4	6	0	8	3	1	5	5	5	8	3	6	6	5	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would you say has been the **\*\*single\*\*** most significant historical event to have occurred since 1 January 2000? Please be specific.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

COVID-19 Pandemic	<b>26</b>	27	29	22	19	23	26	31	20	31	29	24	20	27	24	26	16	39	27	28	28	23
September 11th 2001 attacks	<b>24</b>	19	27	27	24	17	29	20	28	34	33	21	8	27	20	24	24	22	27	23	23	26
Death of Queen Elizabeth II and coronation of King Charles III	<b>11</b>	18	8	6	14	16	8	15	6	5	4	14	22	8	14	11	6	18	8	11	11	12
Russia's invasion of Ukraine	<b>7</b>	8	6	10	8	10	7	6	7	1	3	8	14	8	5	7	11	2	2	9	7	7
Brexit	<b>5</b>	4	7	6	5	5	7	4	7	2	4	7	6	6	4	5	4	4	5	7	4	6
2008 financial crisis	<b>2</b>	2	3	2	2	1	3	1	4	5	3	1	1	3	1	2	5	0	3	2	1	2
Immigration	<b>2</b>	3	0	1	5	4	0	1	2	0	1	3	3	1	2	2	1	1	0	1	2	2
Donald Trump	<b>1</b>	2	1	2	2	1	2	1	2	1	1	2	2	2	1	1	2	0	2	2	1	1
Technological development	<b>1</b>	0	1	1	2	1	2	1	1	2	2	2	1	1	2	1	2	1	3	1	1	1
Gaza and conflict in the Middle East	<b>1</b>	2	1	1	0	1	1	1	1	4	1	1	2	1	1	1	2	1	3	0	2	1
Other	<b>9</b>	8	8	10	10	10	9	8	10	5	9	9	11	8	10	9	11	6	12	8	9	8
Don't know	<b>10</b>	8	6	14	9	11	6	10	10	9	11	8	12	7	14	10	16	6	9	8	11	11

Would you say that you are optimistic or pessimistic about the state of the world over next 25 years?

Very optimistic	<b>1</b>	2	2	0	1	1	1	2	1	1	2	0	1	2	1	1	1	1	1	2	1	2
Fairly optimistic	<b>16</b>	18	20	18	8	16	13	16	16	20	18	15	13	18	14	16	13	15	13	16	27	15
<b>TOTAL OPTIMISTIC</b>	<b>17</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>9</b>	<b>17</b>	<b>14</b>	<b>18</b>	<b>17</b>	<b>21</b>	<b>20</b>	<b>15</b>	<b>14</b>	<b>20</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>28</b>	<b>17</b>
Fairly pessimistic	<b>46</b>	55	50	54	36	53	45	44	48	45	44	48	48	49	43	46	47	49	46	48	39	47
Very pessimistic	<b>26</b>	19	18	20	50	21	33	28	23	15	23	29	31	23	29	25	33	26	27	24	19	27
<b>TOTAL PESSIMISTIC</b>	<b>72</b>	<b>74</b>	<b>68</b>	<b>74</b>	<b>86</b>	<b>74</b>	<b>78</b>	<b>72</b>	<b>71</b>	<b>60</b>	<b>67</b>	<b>77</b>	<b>79</b>	<b>72</b>	<b>72</b>	<b>71</b>	<b>80</b>	<b>75</b>	<b>73</b>	<b>72</b>	<b>58</b>	<b>74</b>
Don't know	<b>11</b>	6	10	7	5	10	8	10	12	19	12	8	8	9	14	11	6	9	13	10	15	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you consider the 1st January 2000 or the 1st January 2001 to be the start of the current millennium?

1st January 2000	<b>79</b>	79	85	80	82	82	81	78	79	68	84	82	71	82	75	79	75	78	79	78	76	81
1st January 2001	<b>13</b>	17	10	13	12	12	13	14	12	10	8	12	23	13	13	13	15	13	13	11	15	12
Don't know	<b>8</b>	4	6	7	6	5	6	8	9	23	8	6	6	6	12	8	10	9	9	11	8	7

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*