

YouGov Survey Results

Sample Size: 2087 GB Adults
Fieldwork: 14th - 15th March 2024

Weighted Sample
Unweighted Sample

	Vote in 2019 GE			EU Ref 2016		Gender		Age						Age (2)	Social Grade		Country			Region in England			
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-29	30-39	40-49	50-59	60-69	70+	60+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
2087	682	505	177	735	777	1010	1077	349	456	276	354	352	301	652	1190	897	1801	104	182	503	346	253	699
2087	705	486	168	807	766	997	1090	316	478	295	361	347	290	637	1232	855	1803	111	173	517	362	198	726
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30 Apr -
1 May
2019

14-15
Mar
2024

For each of the following times in human history, do you think life for people was better then than it is now, or better now than it was then?

In the 2010s

Life was better THEN	-	51	47	57	52	52	48	46	55	55	56	50	51	44	44	44	54	46	51	47	52	47	52	54	51
Life is better NOW	-	9	11	8	6	8	10	11	8	10	10	6	5	13	11	12	9	10	9	13	6	10	9	13	8
Things are about the same	-	32	37	30	37	34	36	37	28	23	25	36	38	36	39	37	31	34	33	33	30	35	30	27	34
Don't know	-	8	5	5	6	6	6	7	9	11	9	7	6	7	6	7	7	9	8	7	12	7	9	6	8

In the 2000s

Life was better THEN	35	60	56	68	62	63	59	57	62	58	66	70	62	54	47	51	61	58	60	61	58	58	60	61	60
Life is better NOW	16	10	13	9	7	9	10	13	8	14	11	6	7	11	13	12	11	9	11	9	7	10	13	13	10
Things are about the same	35	22	27	16	26	21	26	23	21	12	14	17	26	29	35	32	20	24	22	21	22	25	19	18	22
Don't know	13	8	4	6	5	6	5	7	10	17	9	7	5	6	5	6	8	9	8	9	12	7	8	8	8

In the 1990s

Life was better THEN	41	57	59	62	55	57	63	55	60	45	62	72	59	52	55	53	56	58	57	56	57	58	57	52	59
Life is better NOW	21	18	18	19	19	19	15	21	15	25	19	12	16	17	15	16	20	15	18	16	15	16	18	28	16
Things are about the same	23	15	19	12	21	17	17	17	14	7	9	9	19	24	24	24	14	16	15	21	13	17	15	11	15
Don't know	15	10	4	8	5	6	5	8	12	23	10	7	6	7	6	6	9	11	10	7	15	9	10	10	10

In the 1980s

Life was better THEN	37	45	56	38	36	38	57	43	46	26	36	53	51	50	57	54	40	51	46	40	39	44	49	33	50
Life is better NOW	28	29	26	35	36	34	24	32	25	36	32	25	27	28	22	25	33	23	29	28	27	30	29	34	26
Things are about the same	16	12	12	14	16	16	12	11	13	9	10	10	15	16	14	15	13	11	12	20	12	13	9	16	11
Don't know	19	14	6	14	12	12	7	13	15	28	22	12	7	5	7	6	14	14	13	12	22	14	13	17	12

In the 1970s

Life was better THEN	32	34	46	23	24	25	49	32	36	18	24	28	31	49	58	53	30	38	34	36	30	32	40	18	38
Life is better NOW	33	37	34	46	44	44	30	42	32	43	38	32	44	34	25	30	41	30	37	35	35	36	33	43	37
Things are about the same	10	10	10	12	15	13	11	10	11	9	8	13	11	12	11	12	10	11	11	11	10	11	9	15	10
Don't know	25	19	10	19	16	19	11	17	21	29	30	27	14	6	6	6	18	21	19	18	25	21	18	24	15

In the 1960s

Life was better THEN	31	33	43	25	29	24	49	32	34	18	21	30	29	43	64	52	30	37	33	28	31	33	36	20	37
Life is better NOW	32	37	35	46	38	45	29	40	35	50	42	33	35	37	24	31	43	31	37	39	39	36	34	46	37
Things are about the same	7	6	7	6	11	6	7	6	6	6	4	6	7	9	5	7	6	7	7	8	2	8	7	6	6
Don't know	30	23	15	23	23	24	15	21	25	27	32	31	29	12	6	9	22	25	23	25	28	23	24	28	20

In the 1950s

Life was better THEN	16	16	20	12	14	10	25	14	18	11	13	17	12	19	27	23	14	19	17	11	11	17	16	12	20
Life is better NOW	45	53	54	59	53	59	48	58	48	59	52	49	48	53	55	54	56	48	52	49	58	53	50	57	51
Things are about the same	5	6	7	6	11	6	8	5	8	4	5	5	7	8	8	8	7	6	6	12	4	6	7	7	6
Don't know	34	25	18	23	23	24	20	23	26	26	29	29	32	20	10	15	23	28	24	27	28	25	28	24	22

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In the 1940s

Life was better THEN 4
Life is better NOW 60
Things are about the same 2
Don't know 33

In the 1930s

Life was better THEN 5
Life is better NOW 57
Things are about the same 2
Don't know 36

In the 1920s

Life was better THEN 6
Life is better NOW 54
Things are about the same 2
Don't know 38

In the 1910s

Life was better THEN 4
Life is better NOW 58
Things are about the same 2
Don't know 37

In the 1900s (i.e. 1900-1909)

Life was better THEN 4
Life is better NOW 57
Things are about the same 2
Don't know 37

In the 19th century (i.e. 1800-1899)

Life was better THEN 3
Life is better NOW 60
Things are about the same 2
Don't know 35

In the 18th century (i.e. 1700-1799)

Life was better THEN 3
Life is better NOW 60
Things are about the same 1
Don't know 36

In the 17th century (i.e. 1600-1699)

Life was better THEN 2
Life is better NOW 60
Things are about the same 2
Don't know 36

	Vote in 2019 GE				EU Ref 2016		Gender		Age							Age (2)	Social Grade		Country			Region in England			
Total	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-29	30-39	40-49	50-59	60-69	70+	60+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
2087	682	505	177		735	777	1010	1077	349	456	276	354	352	301	652	1190	897	1801	104	182	503	346	253	699	
2087	705	486	168		807	766	997	1090	316	478	295	361	347	290	637	1232	855	1803	111	173	517	362	198	726	
%	%	%	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4	5	3	2		1	7	4	5	5	4	6	3	5	4	5	3	6	5	1	2	5	5	2	5	
71	73	76	74		78	70	74	68	72	70	67	70	71	76	73	75	65	70	77	76	70	68	71	71	
2	2	2	4		2	2	2	3	3	3	1	3	2	3	2	2	3	3	1	2	2	2	5	2	
22	20	19	20		18	21	20	24	21	22	26	25	21	18	20	19	26	23	22	19	22	25	22	22	
6	6	4	6		3	8	7	5	6	5	9	4	6	6	6	5	7	6	2	4	6	6	4	7	
67	69	73	70		72	67	69	65	70	67	61	66	68	69	68	70	63	66	72	70	68	64	66	66	
2	2	2	3		2	2	1	3	1	3	1	3	2	3	2	2	2	2	2	1	1	2	5	2	
25	23	21	21		23	23	23	27	22	25	28	27	24	23	24	22	28	25	24	25	25	27	24	24	
8	9	7	6		6	11	8	8	9	7	11	6	8	11	9	8	9	8	9	5	8	9	6	9	
62	64	67	64		68	60	65	59	64	64	58	61	63	60	62	65	58	61	65	67	62	58	62	62	
3	2	3	6		2	3	2	4	4	2	2	3	3	3	3	3	2	3	1	2	3	3	4	2	
27	25	23	25		24	26	25	29	23	27	29	30	27	26	26	24	31	27	26	26	27	29	28	26	
4	5	3	1		1	7	4	5	5	5	6	2	4	4	4	4	5	5	1	3	5	6	3	5	
67	69	74	69		74	64	71	64	71	68	64	67	66	65	66	70	63	66	72	72	69	61	66	68	
2	2	1	3		1	2	1	2	1	2	1	3	1	2	1	2	1	2	1	1	1	3	3	1	
27	24	22	28		23	27	24	29	22	25	29	28	28	29	29	24	31	27	26	24	26	30	28	26	
4	4	3	3		2	6	5	4	6	4	5	3	3	4	4	4	4	4	1	4	5	5	4	4	
66	65	73	68		72	62	68	64	67	67	67	64	66	63	65	69	62	65	71	68	65	62	66	67	
2	2	1	2		2	2	2	2	1	2	1	3	1	3	2	2	2	2	3	1	1	3	1	2	
28	28	23	27		24	30	25	31	25	27	27	30	30	30	30	25	32	28	24	27	29	29	29	27	
3	3	3	1		1	4	4	2	6	4	4	1	2	3	2	3	3	3	1	2	4	4	3	3	
69	69	76	72		77	65	71	67	69	68	70	71	68	68	68	72	65	69	76	69	68	66	69	70	
2	2	1	3		2	2	2	2	1	3	2	2	1	3	2	2	2	2	1	3	2	3	1	2	
26	26	20	25		21	28	22	29	24	24	25	26	30	26	28	23	30	26	22	27	26	27	27	25	
3	2	3	1		1	4	3	3	5	4	3	1	1	3	2	3	3	3	1	0	3	4	3	3	
70	72	77	73		78	67	73	68	69	72	72	72	69	69	69	73	67	70	80	71	70	68	70	71	
1	1	0	1		1	2	1	1	1	1	0	2	0	2	1	1	2	1	1	0	1	1	1	1	
26	25	20	25		20	28	23	28	25	24	25	25	29	26	28	23	29	26	18	29	26	26	26	25	
3	2	3	2		1	4	4	2	5	4	4	2	1	2	2	3	3	3	1	0	4	4	4	3	
70	71	78	72		78	67	73	69	69	72	72	72	69	69	69	73	67	70	80	70	69	69	70	72	
1	2	0	1		1	2	1	1	0	1	0	2	1	3	2	1	1	1	1	1	1	2	1	1	
25	24	19	25		20	27	22	28	25	23	24	24	29	26	28	23	28	25	18	29	26	26	25	24	

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

And of the following, when do you think life for people is/was BEST?

Current time	9	9	9	6	10	7	12	7	12	11	6	9	9	8	8	10	9	9	11	8	9	12	8	9
In the 2010s	11	8	12	9	11	7	10	12	26	12	6	7	7	6	7	14	7	11	10	11	11	10	18	9
In the 2000s	19	15	27	25	27	13	19	19	21	26	22	19	14	11	13	22	15	19	17	19	20	20	19	19
In the 1990s	19	18	22	23	21	18	19	19	15	27	33	19	12	10	11	19	20	19	25	21	18	20	21	18
In the 1980s	13	18	9	10	10	17	12	13	6	8	13	24	18	7	13	12	14	13	13	10	13	13	11	13
In the 1970s	7	11	5	5	5	12	7	7	1	3	4	5	18	14	16	6	9	7	8	9	8	6	3	8
In the 1960s	9	12	5	9	6	15	9	8	3	3	5	4	9	31	20	8	10	9	4	8	10	9	5	10
In the 1950s	1	2	1	0	1	2	1	2	2	1	2	2	1	2	1	1	2	2	1	1	2	1	1	2
In the 1940s	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
In the 1930s	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
In the 1920s	0	1	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1
In the 1910s	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
In the 1900s (i.e. 1900-1909)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
In the 19th century (i.e. 1800-1899)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
In the 18th century (i.e. 1700-1799)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
In the 17th century (i.e. 1600-1699)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	10	7	9	13	9	9	8	12	12	9	10	10	11	9	10	8	13	10	11	13	9	9	13	10

And thinking forward to the year 2050, do you think life for people is going to be better, worse or about the same as it is now?

Much better	3	2	3	2	2	2	4	2	6	4	1	1	2	2	2	3	3	2	8	2	2	3	3	2
Somewhat better	14	13	15	12	16	11	18	10	19	17	11	11	13	10	12	15	12	14	18	14	14	14	14	13
TOTAL BETTER	17	15	18	14	18	13	22	12	25	21	12	12	15	12	14	18	15	16	26	16	16	17	17	15
About the same	12	12	13	11	13	10	11	13	11	12	12	12	11	14	12	12	11	12	12	11	13	10	14	12
Somewhat worse	33	34	32	38	33	34	29	36	32	31	39	30	36	31	34	34	31	33	27	39	33	34	31	32
Much worse	23	25	24	15	19	30	23	24	18	20	23	28	24	29	26	20	28	24	25	17	23	22	20	27
TOTAL WORSE	56	59	56	53	52	64	52	60	50	51	62	58	60	60	60	54	59	57	52	56	56	51	59	
Don't know	15	12	14	21	16	12	15	16	14	15	14	18	14	15	14	15	15	15	10	16	15	17	17	14

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2087	705	486	168	807	766	997	1090	316	478	295	361	347	290	637	1232	855	1803	111	173	517	362	198	726
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following were asked to those aged 20 or over; n=2036]

If you had to choose, which ONE of the following would you say have been the best years of your life so far?

My childhood (i.e. from age 3 to 12)
My teenage years (i.e. from age 13 to 19)
My twenties
My thirties
My forties
My fifties
My sixties
My seventies
My eighties
My nineties
Don't know

13	9	16	8	12	9	10	16	30	18	15	6	6	5	6	13	14	13	13	14	15	15	13	11
16	14	15	13	13	16	20	13	30	21	13	15	10	9	9	15	19	16	23	18	15	17	18	15
30	32	29	30	30	31	34	27	28	30	35	31	28	30	29	31	29	30	24	34	31	32	28	30
17	17	22	18	22	16	15	19	0	21	20	18	20	18	19	18	15	17	20	12	16	14	19	18
7	8	5	12	9	7	6	7	0	0	11	8	11	13	11	8	5	6	7	7	5	4	6	9
5	7	2	7	4	7	4	5	0	0	0	11	11	7	9	5	4	5	4	4	5	7	2	5
3	3	3	4	2	4	2	3	0	0	0	0	8	8	8	3	3	3	3	2	3	2	3	3
1	2	0	1	0	2	1	1	0	0	0	0	0	7	3	1	1	1	0	2	1	2	0	1
0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	6	7	6	8	6	8	8	12	10	6	11	7	3	5	7	10	8	7	8	8	9	10	8

And thinking about the years ahead, how likely or unlikely do you think you are likely to experience a period in your life that is better than the best years of your life so far?

Very likely	8	5	9	6	9	4	8	9	20	15	6	5	3	0	2	10	6	8	7	10	8	9	12	7
Fairly likely	25	20	29	29	30	18	24	26	40	36	27	25	13	7	10	29	20	25	23	26	22	24	29	27
TOTAL LIKELY	33	25	38	35	39	22	32	35	60	51	33	30	16	7	12	39	26	33	30	36	30	33	41	34
Fairly unlikely	25	31	21	33	25	29	26	24	12	15	29	27	37	32	35	25	25	25	29	26	27	25	22	24
Very unlikely	24	30	20	20	20	33	26	22	9	12	19	23	33	50	41	20	29	24	21	23	26	23	16	26
TOTAL UNLIKELY	49	61	41	53	45	62	52	46	21	27	48	50	70	82	76	45	54	49	50	49	53	48	38	50
Don't know	18	15	20	13	17	16	16	19	19	22	19	20	14	10	12	15	21	18	20	14	17	19	20	17

*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.