

YouGov Survey Results

Sample Size: 1687 GB Adults
Fieldwork: 30th - 31st August 2016

	EU Ref Vote 2016			Vote in 2015				Gender		Age						Social Grade		Region							
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-29	30-35	35-39	40-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1687	663	720	272	476	395	101	162	817	870	196	119	176	124	302	417	354	962	725	202	560	363	407	155	
Unweighted Sample	1687	804	712	151	465	400	118	159	793	894	203	124	169	121	298	429	343	1034	653	168	572	346	433	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is OK to live an average life?

It is OK	74	71	78	72	75	75	74	80	76	72	66	67	69	67	78	75	80	74	74	66	72	75	79	74
It is not OK	15	17	12	14	15	14	12	12	14	15	21	21	20	20	13	13	8	16	13	20	14	14	13	18
Not sure	11	11	10	14	10	11	14	8	10	12	13	12	11	12	9	12	11	10	14	14	14	11	8	8

Are you an average person?

Yes	61	53	70	55	66	57	52	71	58	63	42	51	53	59	65	61	74	58	64	54	60	61	67	57
No	25	30	18	31	23	27	32	19	28	22	41	36	22	25	21	26	16	29	20	30	26	24	18	32
Not sure	14	17	12	14	11	17	16	10	14	15	18	13	25	15	14	12	10	13	16	15	14	15	15	11

Would you rather live a low stress, low achievement life or a high stress, high-achievement life?

Low stress, low achievement life	50	41	57	53	45	49	44	63	51	48	23	28	51	44	59	55	59	45	56	41	48	52	57	42
High stress, high achievement life	25	31	18	28	28	27	30	16	25	25	52	47	23	27	17	17	18	29	19	36	25	21	21	27
Not sure	26	29	24	19	27	24	26	21	24	27	25	25	26	29	24	28	23	26	25	23	27	27	22	31

How stressful is your life?

Very stressful	9	8	6	16	5	11	9	4	9	9	16	12	12	15	9	7	2	9	9	12	7	8	11	7
Somewhat stressful	50	53	46	51	47	54	50	50	46	53	56	63	57	55	52	51	32	51	48	54	50	51	45	52
TOTAL STRESSFUL	59	61	52	67	52	65	59	54	55	62	72	75	69	70	61	58	34	60	57	66	57	59	56	59
Not very stressful	31	32	34	25	35	27	37	35	33	30	22	17	30	24	33	32	43	30	33	22	33	32	33	31
Not at all stressful	9	7	12	6	12	7	4	10	10	7	4	2	1	5	5	8	23	9	8	8	9	8	9	8
TOTAL NOT STRESSFUL	40	39	46	31	47	34	41	45	43	37	26	19	31	29	38	40	66	39	41	30	42	40	42	39
Not sure	2	1	1	1	1	1	0	1	2	1	2	6	1	1	1	2	0	1	2	4	1	1	1	2

How successful have you been so far in your life?

Very successful	7	9	6	5	8	8	9	8	8	6	11	8	2	6	4	7	10	8	5	11	7	9	4	6
Somewhat successful	59	63	63	43	66	61	70	56	58	61	53	50	51	59	57	63	69	65	52	59	60	58	59	62
TOTAL SUCCESSFUL	66	72	69	48	74	69	79	64	66	67	64	58	53	65	61	70	79	73	57	70	67	67	63	68
Not very successful	22	18	22	32	20	21	13	26	22	22	22	22	34	16	27	21	15	18	28	18	20	23	28	17
Not at all successful	6	4	5	12	4	5	1	7	7	5	7	11	10	15	5	4	3	5	8	6	7	6	6	5
TOTAL UNSUCCESSFUL	28	22	27	44	24	26	14	33	29	27	29	33	44	31	32	25	18	23	36	24	27	29	34	22
Not sure	5	6	3	7	3	5	6	4	5	6	6	10	3	3	8	5	3	4	7	5	6	5	3	10

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		How successful have you been so far in your life?				
		Very successful	Somewhat successful	Not very successful	Not at all successful	Not sure
Weighted Sample	1687	116	1003	373	104	91
Unweighted Sample	1687	118	1039	347	94	89
		%	%	%	%	%

Do you think it is OK to live an average life?

It is OK	74	71	76	72	77	59
It is not OK	15	17	15	17	9	7
Not sure	11	12	9	12	14	34

Are you an average person?

Yes	61	44	62	68	49	47
No	25	45	26	18	28	13
Not sure	14	11	11	14	23	40

Would you rather live a low stress, low achievement life or a high stress, high-achievement life?

Low stress, low achievement life	50	30	47	61	62	39
High stress, high achievement life	25	47	28	18	10	10
Not sure	26	23	25	22	28	51

How stressful is your life?

Very stressful	9	6	6	10	35	8
Somewhat stressful	50	47	50	56	37	39
TOTAL STRESSFUL	59	53	56	66	72	47
Not very stressful	31	33	34	30	14	29
Not at all stressful	9	14	10	4	14	2
TOTAL NOT STRESSFUL	40	47	44	34	28	31
Not sure	2	0	0	1	0	21

How successful have you been so far in your life?

Very successful	7	100	0	0	0	0
Somewhat successful	59	0	100	0	0	0
TOTAL SUCCESSFUL	66	100	100	0	0	0
Not very successful	22	0	0	100	0	0
Not at all successful	6	0	0	0	100	0
TOTAL UNSUCCESSFUL	28	0	0	100	100	0
Not sure	5	0	0	0	0	100

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

So far, do you wish that you had worked harder or worked less hard?

I wish I had worked harder	23	24	20	27	23	24	14	14	21	24	47	41	31	22	21	14	11	23	22	27	24	21	23	16
I am happy with how much I have worked	64	64	69	55	69	63	78	73	65	63	46	47	48	60	68	70	80	65	64	53	66	67	63	70
I wish I had worked less hard	7	6	7	10	5	8	3	7	8	7	2	3	12	11	4	11	6	8	6	12	5	7	8	9
Not sure	6	6	4	8	3	5	4	6	6	6	5	8	9	7	7	5	4	4	8	9	5	5	6	5

What would you rather do, achieve great things or be happy?

Achieve great things	8	10	6	10	8	7	9	4	10	6	20	13	9	7	7	5	4	9	6	8	10	6	6	10
Be happy	87	85	92	82	89	90	86	95	85	90	70	79	88	88	89	91	92	86	89	85	85	89	89	86
Not sure	5	5	3	8	3	3	4	1	6	4	10	8	3	4	4	4	3	5	5	7	5	4	5	4

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Total	Very successful	Somewhat successful	Not very successful	Not at all successful	Not sure	
Weighted Sample 1687	116	1003	373	104	91	
Unweighted Sample 1687	118	1039	347	94	89	
	%	%	%	%	%	

So far, do you wish that you had worked harder or worked less hard?

I wish I had worked harder	23	14	18	34	43	11
I am happy with how much I have worked	64	77	72	51	33	50
I wish I had worked less hard	7	7	7	7	15	1
Not sure	6	2	2	7	9	38

What would you rather do, achieve great things or be happy?

Achieve great things	8	20	7	6	11	7
Be happy	87	76	90	90	77	73
Not sure	5	4	3	4	12	20