

# YouGov Survey Results



Sample Size: 1606 GB Adults  
Fieldwork: 6th - 7th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1606</b>	<b>551</b>	<b>527</b>	<b>98</b>	<b>631</b>	<b>686</b>	<b>777</b>	<b>829</b>	<b>180</b>	<b>678</b>	<b>381</b>	<b>368</b>	<b>915</b>	<b>691</b>	<b>215</b>	<b>520</b>	<b>344</b>	<b>387</b>	<b>140</b>
<b>Unweighted Sample</b>	<b>1606</b>	<b>562</b>	<b>509</b>	<b>99</b>	<b>702</b>	<b>646</b>	<b>704</b>	<b>902</b>	<b>147</b>	<b>700</b>	<b>399</b>	<b>360</b>	<b>966</b>	<b>640</b>	<b>143</b>	<b>562</b>	<b>361</b>	<b>395</b>	<b>145</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## When do you think was a better time period to be each of the following types of people?

### A young person

Better to be this type of person in the 1960s/70s	<b>40</b>	43	38	47	38	47	39	41	26	35	44	50	39	40	30	43	41	40	37
Better to be this type of person in the present day	<b>26</b>	26	27	19	30	23	28	23	38	24	22	25	28	22	27	23	27	28	23
Things are equally good for this type of person in both time periods	<b>17</b>	19	14	23	16	17	17	17	13	18	16	17	19	13	17	17	16	15	23
Don't know	<b>18</b>	11	21	11	16	14	16	20	22	22	18	8	13	25	26	17	16	17	17

### An old person

Better to be this type of person in the 1960s/70s	<b>28</b>	31	24	25	21	36	29	27	26	26	33	26	26	29	28	27	31	28	22
Better to be this type of person in the present day	<b>39</b>	41	38	53	45	36	42	36	37	34	37	50	42	34	35	41	37	38	43
Things are equally good for this type of person in both time periods	<b>15</b>	17	15	11	16	14	14	16	16	16	14	15	17	13	11	17	15	16	17
Don't know	<b>18</b>	11	23	11	18	14	15	21	21	24	16	9	15	23	26	15	18	19	17

### A child

Better to be this type of person in the 1960s/70s	<b>38</b>	46	32	39	33	48	38	38	17	34	43	49	37	40	29	42	40	38	31
Better to be this type of person in the present day	<b>27</b>	25	30	24	32	23	30	24	34	28	25	24	30	23	28	26	27	28	31
Things are equally good for this type of person in both time periods	<b>18</b>	19	17	29	21	16	16	20	28	16	16	18	21	14	21	19	16	16	21
Don't know	<b>17</b>	11	20	8	15	13	16	18	21	21	16	9	12	23	23	13	17	18	18

### A man

Better to be this type of person in the 1960s/70s	<b>28</b>	31	26	29	25	35	35	23	33	27	30	27	29	27	27	31	28	28	23
Better to be this type of person in the present day	<b>15</b>	17	15	11	17	16	16	14	13	13	18	17	16	14	13	16	17	14	15
Things are equally good for this type of person in both time periods	<b>39</b>	40	41	49	44	36	34	44	36	41	35	42	42	35	36	40	38	39	44
Don't know	<b>17</b>	12	18	11	14	14	15	19	18	19	17	14	13	23	25	13	17	19	18

### A woman

Better to be this type of person in the 1960s/70s	<b>6</b>	6	6	4	3	10	6	6	5	4	8	10	6	6	4	6	9	6	2
Better to be this type of person in the present day	<b>68</b>	70	70	84	77	64	68	67	69	69	66	68	74	60	65	72	67	64	69
Things are equally good for this type of person in both time periods	<b>11</b>	15	7	7	8	15	11	11	10	10	12	13	11	12	8	11	10	13	14
Don't know	<b>15</b>	9	17	5	13	12	14	16	17	17	15	9	10	22	23	11	14	17	16

### A gay person

Better to be this type of person in the 1960s/70s	<b>1</b>	0	1	3	0	2	2	0	0	1	3	1	0	2	3	1	1	0	1
Better to be this type of person in the present day	<b>82</b>	88	82	92	86	83	80	83	83	79	83	84	87	74	70	86	84	82	78
Things are equally good for this type of person in both time periods	<b>3</b>	4	2	2	3	3	4	3	1	3	2	5	3	3	4	3	2	3	5
Don't know	<b>14</b>	8	15	3	11	12	14	14	16	17	12	10	9	20	22	10	13	15	15

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Sample Size: 1606 GB Adults  
Fieldwork: 6th - 7th September 2018

	Generation/Age						
	Total	Gen Z	Young People	Gen Z and Millennials	Millenials	Gen X	Boomers
Weighted Sample	1606	108	319	504	396	454	540
Unweighted Sample	1606	87	295	486	399	467	547
	%	%	%	%	%	%	%

## When do you think was a better time period to be each of the following types of people?

### A young person

Better to be this type of person in the 1960s/70s	40	24	28	31	32	37	49
Better to be this type of person in the present day	26	39	32	29	26	25	22
Things are equally good for this type of person in both time periods	17	16	17	16	16	18	17
Don't know	18	21	23	25	26	20	12

### An old person

Better to be this type of person in the 1960s/70s	28	25	24	24	23	30	31
Better to be this type of person in the present day	39	39	35	35	34	34	45
Things are equally good for this type of person in both time periods	15	17	17	16	16	15	14
Don't know	18	19	24	25	26	22	11

### A child

Better to be this type of person in the 1960s/70s	38	11	23	26	30	38	49
Better to be this type of person in the present day	27	39	32	31	29	28	24
Things are equally good for this type of person in both time periods	18	29	23	20	18	16	16
Don't know	17	21	22	23	24	19	11

### A man

Better to be this type of person in the 1960s/70s	28	37	28	29	26	27	30
Better to be this type of person in the present day	15	11	13	14	15	14	16
Things are equally good for this type of person in both time periods	39	32	38	38	39	39	40
Don't know	17	21	20	20	20	20	14

### A woman

Better to be this type of person in the 1960s/70s	6	4	4	4	4	4	10
Better to be this type of person in the present day	68	67	68	68	68	69	66
Things are equally good for this type of person in both time periods	11	7	10	10	11	10	13
Don't know	15	21	17	18	18	17	11

### A gay person

Better to be this type of person in the 1960s/70s	1	0	1	1	1	1	2
Better to be this type of person in the present day	82	79	80	78	78	82	85
Things are equally good for this type of person in both time periods	3	2	3	3	3	2	3
Don't know	14	19	17	18	18	15	9

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<b>Weighted Sample</b>	<b>1606</b>	<b>551</b>	<b>527</b>	<b>98</b>	<b>631</b>	<b>686</b>	<b>777</b>	<b>829</b>	<b>180</b>	<b>678</b>	<b>381</b>	<b>368</b>	<b>915</b>	<b>691</b>	<b>215</b>	<b>520</b>	<b>344</b>	<b>387</b>	<b>140</b>
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A disabled person**

Better to be this type of person in the 1960s/70s	<b>4</b>	2	5	4	3	5	4	3	2	2	6	5	3	5	5	3	3	5	2
Better to be this type of person in the present day	<b>74</b>	84	71	85	79	75	75	74	75	72	74	79	80	67	66	79	76	71	75
Things are equally good for this type of person in both time periods	<b>6</b>	5	5	3	4	7	5	6	4	5	6	9	6	6	3	6	6	7	5
Don't know	<b>16</b>	8	20	8	14	13	15	17	19	21	14	7	11	23	26	11	15	17	18

**A person from an ethnic minority**

Better to be this type of person in the 1960s/70s	<b>2</b>	2	2	1	1	3	3	2	0	2	1	5	2	3	1	3	3	2	2
Better to be this type of person in the present day	<b>73</b>	79	74	85	78	74	75	71	79	70	74	74	79	66	74	76	73	70	70
Things are equally good for this type of person in both time periods	<b>6</b>	7	4	2	5	7	5	7	3	6	8	7	6	6	2	6	7	7	7
Don't know	<b>18</b>	12	19	12	15	15	17	20	18	22	16	14	13	25	23	15	17	21	21

**A white person**

Better to be this type of person in the 1960s/70s	<b>27</b>	38	19	26	18	39	32	22	22	23	32	32	27	28	21	29	29	27	19
Better to be this type of person in the present day	<b>14</b>	13	17	9	17	13	16	12	13	13	13	17	14	13	12	14	11	17	16
Things are equally good for this type of person in both time periods	<b>43</b>	40	45	56	49	37	37	48	47	44	38	44	47	37	45	44	43	38	49
Don't know	<b>16</b>	9	19	10	15	12	15	18	18	20	17	8	12	22	22	13	17	18	15

**A working class person**

Better to be this type of person in the 1960s/70s	<b>29</b>	26	31	33	26	34	33	24	15	29	32	30	27	31	26	31	28	29	23
Better to be this type of person in the present day	<b>33</b>	39	29	37	36	33	32	33	42	28	32	38	36	28	24	32	35	34	34
Things are equally good for this type of person in both time periods	<b>17</b>	21	13	18	16	17	16	18	17	16	16	21	20	14	19	16	16	17	21
Don't know	<b>22</b>	14	27	11	22	15	18	25	26	27	20	11	17	28	31	20	21	20	22

**A middle class person**

Better to be this type of person in the 1960s/70s	<b>23</b>	29	19	28	20	29	26	21	22	22	23	25	25	21	22	24	23	22	22
Better to be this type of person in the present day	<b>25</b>	24	26	24	26	25	27	22	29	22	28	25	26	23	20	27	24	27	20
Things are equally good for this type of person in both time periods	<b>31</b>	34	30	37	35	29	28	34	26	31	29	37	34	28	32	31	34	27	37
Don't know	<b>21</b>	13	26	11	18	17	19	23	23	25	21	13	15	29	27	18	19	24	21

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	%	%	%	%	%	%	%

**A disabled person**

Better to be this type of person in the 1960s/70s	<b>4</b>	1	2	1	2	3	7
Better to be this type of person in the present day	<b>74</b>	74	72	71	70	75	77
Things are equally good for this type of person in both time periods	<b>6</b>	4	6	7	7	2	7
Don't know	<b>16</b>	21	20	21	21	20	9

**A person from an ethnic minority**

Better to be this type of person in the 1960s/70s	<b>2</b>	0	1	2	2	1	3
Better to be this type of person in the present day	<b>73</b>	78	74	70	68	73	75
Things are equally good for this type of person in both time periods	<b>6</b>	2	4	5	6	5	8
Don't know	<b>18</b>	20	21	23	24	20	14

**A white person**

Better to be this type of person in the 1960s/70s	<b>27</b>	23	21	21	21	25	33
Better to be this type of person in the present day	<b>14</b>	11	13	13	13	13	14
Things are equally good for this type of person in both time periods	<b>43</b>	45	45	44	44	43	41
Don't know	<b>16</b>	21	21	21	22	19	12

**A working class person**

Better to be this type of person in the 1960s/70s	<b>29</b>	12	18	22	24	31	34
Better to be this type of person in the present day	<b>33</b>	41	36	33	30	29	34
Things are equally good for this type of person in both time periods	<b>17</b>	19	17	16	15	16	19
Don't know	<b>22</b>	28	29	30	31	24	13

**A middle class person**

Better to be this type of person in the 1960s/70s	<b>23</b>	22	21	22	21	23	24
Better to be this type of person in the present day	<b>25</b>	26	24	24	23	23	25
Things are equally good for this type of person in both time periods	<b>31</b>	31	30	29	29	29	35
Don't know	<b>21</b>	21	24	25	26	25	16