

# YouGov Survey Results

Sample Size: 2031 GB Adults  
Fieldwork: 8th - 9th January 2024

**Weighted Sample**  
Unweighted Sample

Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
2031	664	492	173	716	756	983	1048	213	839	502	477	1158	873	1753	102	177	489	337	246	680	
2031	706	488	162	795	789	960	1071	131	869	510	521	1236	795	1739	110	182	489	345	212	693	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	2-4 July '12	8-9 Jan '24																				
<b>Thinking about teenagers today, do you think they will find it easier or harder than their parents' generation to do each of the following:</b>																						
<b>Go to university</b>																						
Today's teenagers will find it much easier	14	15	25	13	6	11	23	17	14	12	10	18	23	15	15	15	15	17	15	15	16	15
Slightly easier	19	23	27	19	26	23	23	26	20	21	20	24	26	24	21	22	22	24	21	22	19	25
<b>TOTAL EASIER</b>	<b>33</b>	<b>38</b>	<b>52</b>	<b>32</b>	<b>32</b>	<b>34</b>	<b>46</b>	<b>43</b>	<b>34</b>	<b>33</b>	<b>30</b>	<b>42</b>	<b>49</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>41</b>	<b>36</b>	<b>37</b>	<b>35</b>	<b>40</b>
About the same	13	22	21	21	23	22	21	21	23	26	22	21	21	22	22	22	22	19	21	21	23	23
Slightly harder	24	20	15	24	29	22	18	18	22	21	25	17	14	20	20	20	16	21	22	19	23	19
Today's teenagers will find it much harder	27	14	7	20	15	17	11	13	15	11	17	14	9	15	13	14	18	13	15	16	12	13
<b>TOTAL HARDER</b>	<b>51</b>	<b>34</b>	<b>22</b>	<b>44</b>	<b>44</b>	<b>39</b>	<b>29</b>	<b>31</b>	<b>37</b>	<b>32</b>	<b>42</b>	<b>31</b>	<b>23</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>37</b>	<b>35</b>	<b>35</b>	<b>32</b>
Don't know	3	6	5	3	2	5	6	6	6	9	6	5	6	5	8	6	7	6	6	7	6	6
<b>Travel abroad</b>																						
Today's teenagers will find it much easier	33	23	32	17	17	17	31	22	23	16	19	26	28	22	24	22	22	28	23	23	18	22
Slightly easier	24	22	27	18	20	19	22	23	21	21	18	23	28	23	20	23	12	17	23	23	24	23
<b>TOTAL EASIER</b>	<b>57</b>	<b>45</b>	<b>59</b>	<b>35</b>	<b>37</b>	<b>36</b>	<b>53</b>	<b>45</b>	<b>44</b>	<b>37</b>	<b>37</b>	<b>49</b>	<b>56</b>	<b>45</b>	<b>44</b>	<b>45</b>	<b>34</b>	<b>45</b>	<b>46</b>	<b>46</b>	<b>42</b>	<b>45</b>
About the same	19	21	21	22	24	20	22	21	21	20	20	24	20	21	21	21	20	17	22	21	24	20
Slightly harder	13	19	12	24	24	22	13	18	19	25	22	15	13	20	17	18	27	17	19	17	15	19
Today's teenagers will find it much harder	8	10	4	17	10	16	7	10	10	9	14	8	6	11	9	10	11	16	8	11	12	8
<b>TOTAL HARDER</b>	<b>21</b>	<b>29</b>	<b>16</b>	<b>41</b>	<b>34</b>	<b>38</b>	<b>20</b>	<b>28</b>	<b>29</b>	<b>34</b>	<b>36</b>	<b>23</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>28</b>	<b>38</b>	<b>33</b>	<b>27</b>	<b>28</b>	<b>27</b>	<b>27</b>
Don't know	3	6	4	4	4	5	5	5	6	9	7	4	4	3	9	6	7	5	5	5	6	7
<b>Buy a home</b>																						
Today's teenagers will find it much easier	1	1	1	1	0	1	1	2	1	2	1	1	1	1	1	1	3	2	0	0	2	1
Slightly easier	2	3	2	4	0	1	2	3	2	4	3	1	2	3	2	3	0	2	2	2	8	1
<b>TOTAL EASIER</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>10</b>	<b>2</b>
About the same	7	8	13	6	7	5	12	10	7	7	6	8	14	8	9	9	10	5	6	8	13	9
Slightly harder	21	18	25	12	13	14	22	19	17	16	15	17	25	18	19	18	16	18	19	22	13	18
Today's teenagers will find it much harder	67	66	55	74	79	76	60	62	69	65	71	68	54	68	63	65	67	67	69	63	59	66
<b>TOTAL HARDER</b>	<b>88</b>	<b>84</b>	<b>80</b>	<b>86</b>	<b>92</b>	<b>90</b>	<b>82</b>	<b>81</b>	<b>86</b>	<b>81</b>	<b>86</b>	<b>85</b>	<b>79</b>	<b>86</b>	<b>82</b>	<b>83</b>	<b>83</b>	<b>85</b>	<b>88</b>	<b>85</b>	<b>72</b>	<b>84</b>
Don't know	2	4	3	3	2	4	3	4	4	7	4	4	4	3	6	4	5	5	4	5	4	4

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Fieldwork: 8th - 9th January 2024

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2031	706	488	162	795	789	960	1071	131	869	510	521	1236	795	1739	110	182	489	345	212	693	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Get a good job**

Today's teenagers will find it much easier	1	2	4	1	0	1	3	2	2	1	2	2	3	2	2	2	4	3	2	3	2	1
Slightly easier	4	10	13	11	4	7	11	12	9	11	8	12	12	9	12	11	9	8	10	10	14	10
<b>TOTAL EASIER</b>	<b>5</b>	<b>12</b>	<b>17</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>16</b>	<b>11</b>
About the same	16	28	35	23	33	27	33	30	26	19	25	31	35	30	25	29	18	21	27	29	24	33
Slightly harder	31	32	30	33	39	36	27	33	31	31	35	30	29	33	31	31	36	35	30	31	34	32
Today's teenagers will find it much harder	46	22	13	28	22	24	19	18	26	29	24	19	17	21	23	21	26	28	25	22	21	18
<b>TOTAL HARDER</b>	<b>77</b>	<b>54</b>	<b>43</b>	<b>61</b>	<b>61</b>	<b>60</b>	<b>46</b>	<b>51</b>	<b>57</b>	<b>60</b>	<b>59</b>	<b>49</b>	<b>46</b>	<b>54</b>	<b>54</b>	<b>52</b>	<b>62</b>	<b>63</b>	<b>55</b>	<b>53</b>	<b>55</b>	<b>50</b>
Don't know	3	6	5	5	2	5	6	5	7	9	6	5	5	5	8	6	7	5	7	6	5	5

**Live until they are at least 80**

Today's teenagers will find it much easier	29	19	22	17	15	17	21	19	19	19	18	20	18	20	17	19	16	20	20	19	17	18
Slightly easier	35	29	31	28	39	33	28	31	28	27	29	32	29	32	26	30	26	28	27	31	28	32
<b>TOTAL EASIER</b>	<b>64</b>	<b>48</b>	<b>53</b>	<b>45</b>	<b>54</b>	<b>50</b>	<b>49</b>	<b>50</b>	<b>47</b>	<b>46</b>	<b>47</b>	<b>52</b>	<b>47</b>	<b>52</b>	<b>43</b>	<b>49</b>	<b>42</b>	<b>48</b>	<b>47</b>	<b>50</b>	<b>45</b>	<b>50</b>
About the same	16	23	25	25	25	23	25	25	22	19	24	22	26	23	23	24	25	18	21	21	25	26
Slightly harder	7	11	9	13	10	11	10	11	12	13	11	11	11	11	12	11	15	15	13	10	13	9
Today's teenagers will find it much harder	7	8	5	9	5	7	7	7	8	10	8	6	7	6	9	7	9	10	9	7	9	6
<b>TOTAL HARDER</b>	<b>14</b>	<b>19</b>	<b>14</b>	<b>22</b>	<b>15</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>23</b>	<b>19</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>21</b>	<b>18</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>17</b>	<b>22</b>	<b>15</b>
Don't know	7	10	7	8	6	10	9	8	11	11	10	8	10	8	12	10	8	10	10	12	10	8

**Enjoy a reasonable standard of living**

Today's teenagers will find it much easier	6	5	9	3	2	4	8	6	4	4	5	5	8	5	6	5	4	7	6	5	7	4
Slightly easier	14	10	15	7	9	7	14	12	9	7	7	11	17	11	10	10	9	11	7	11	12	12
<b>TOTAL EASIER</b>	<b>20</b>	<b>15</b>	<b>24</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>22</b>	<b>18</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>16</b>	<b>25</b>	<b>16</b>	<b>16</b>	<b>15</b>	<b>13</b>	<b>18</b>	<b>13</b>	<b>16</b>	<b>19</b>	<b>16</b>
About the same	20	19	25	16	17	16	21	20	18	16	15	19	27	18	20	19	17	15	17	20	22	20
Slightly harder	31	33	35	34	35	36	32	32	34	28	34	37	30	35	30	34	29	28	35	32	26	36
Today's teenagers will find it much harder	25	27	14	37	33	33	21	24	31	37	34	25	15	28	27	27	34	32	29	27	27	24
<b>TOTAL HARDER</b>	<b>56</b>	<b>60</b>	<b>49</b>	<b>71</b>	<b>68</b>	<b>69</b>	<b>53</b>	<b>56</b>	<b>65</b>	<b>65</b>	<b>68</b>	<b>62</b>	<b>45</b>	<b>63</b>	<b>57</b>	<b>61</b>	<b>63</b>	<b>60</b>	<b>64</b>	<b>59</b>	<b>53</b>	<b>60</b>
Don't know	3	5	3	3	4	4	4	5	4	8	6	4	2	3	7	5	6	7	5	5	5	4

\*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.