

YouGov / REC survey results
Important Life Decisions

GB Sample: 2040 GB Adults
Fieldwork dates: 26th August 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following do you think are
important life decisions that people generally have to
make? (Please select all that apply)

	Unweighted base	989	1051	236	269	342	455	738	1117	923
	Base: All GB Adults	2040	1061	245	347	346	389	714	1122	918
Where to live (i.e. the town or area)	64%	65%	63%	72%	64%	59%	61%	64%	64%	63%
What to do as a job	77%	77%	77%	80%	75%	76%	77%	77%	79%	74%
When to start a family	73%	73%	73%	77%	75%	77%	70%	70%	73%	72%
What clothes to wear each day	6%	8%	4%	3%	6%	3%	4%	9%	6%	6%
Which political party to support	28%	28%	27%	31%	19%	21%	27%	34%	28%	27%
Choosing whether or not to make a relationship "official" (e.g. marriage, civil partnership etc.)	57%	56%	59%	55%	58%	57%	57%	58%	59%	55%
Choosing what subjects to study at school/ college/ university	65%	63%	67%	69%	55%	66%	67%	68%	69%	61%
Who their friends are	37%	40%	34%	36%	33%	34%	36%	40%	36%	37%
Choosing to give something up (e.g. smoking, drinking etc.)	44%	43%	45%	48%	40%	41%	40%	48%	44%	44%
Choosing to change their diet (e.g. become vegetarian or vegan, consume less sugar etc.)	26%	26%	26%	30%	24%	22%	26%	27%	26%	26%
None of these	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%
Don't know	3%	3%	3%	4%	4%	4%	3%	1%	2%	4%

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For the following question, even if you are not currently employed or looking for a job, we are still interested in your opinion.

Which, if any, of the following, factors do you think would be ****important**** to you when choosing a job? (Please select all that apply)

	Unweighted base	2040	989	1051	236	269	342	455	738	1117	923
	Base: All GB Adults	2040	979	1061	245	347	346	389	714	1122	918
Location (i.e. town or area)		62%	60%	64%	70%	55%	64%	66%	60%	62%	62%
Opportunities for progression		53%	57%	49%	67%	53%	49%	43%	55%	59%	46%
Salary and benefits		81%	83%	78%	81%	76%	82%	78%	84%	82%	79%
Work/ life balance		68%	66%	70%	69%	70%	70%	74%	63%	68%	68%
Values of the organisation		38%	35%	40%	37%	35%	39%	33%	41%	41%	34%
Office culture		21%	24%	19%	29%	22%	24%	21%	17%	26%	16%
The commute		52%	51%	53%	47%	49%	52%	57%	51%	55%	47%
Doing something I enjoy/ type of work		80%	77%	83%	81%	73%	77%	78%	86%	83%	76%
Knowing the job will challenge me		33%	33%	32%	35%	29%	30%	28%	37%	37%	27%
My colleagues		35%	36%	35%	38%	32%	33%	40%	35%	37%	34%
None of these		2%	2%	1%	2%	3%	1%	1%	1%	2%	2%
Don't know		2%	2%	2%	3%	3%	4%	3%	1%	1%	3%

Thinking about your current job...

Which, if any, of the following has your current job enabled you to do? (Please select all that apply)

	Unweighted base	1136	570	566	87	210	277	346	216	678	458
	Base: All GB employed Adults	1149	574	575	94	278	284	294	200	688	461
Pursue my passion		17%	17%	16%	21%	18%	14%	14%	20%	17%	16%
Move to a better location		9%	11%	7%	16%	10%	9%	8%	6%	10%	8%
Start a family		7%	8%	7%	1%	13%	7%	5%	6%	8%	6%
Take overseas holidays		20%	23%	16%	11%	16%	20%	23%	24%	23%	15%
Be independent		28%	27%	29%	39%	27%	24%	24%	35%	28%	28%
Develop my skillset		42%	39%	44%	49%	47%	38%	37%	44%	47%	34%
Make new friends		43%	39%	47%	53%	42%	42%	43%	40%	41%	45%
Work flexible hours		39%	39%	40%	26%	32%	46%	37%	48%	42%	35%
Be creative		18%	21%	15%	26%	22%	15%	16%	15%	18%	18%
Build a professional network		20%	20%	20%	29%	21%	23%	16%	18%	27%	10%
None of these		15%	18%	11%	15%	15%	13%	17%	14%	13%	17%