

YouGov / Cambridge Survey Results

Sample Size: 1640 GB Adults
Fieldwork: 12th - 13th April 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
Weighted Sample	1640	563	538	100	645	700	794	846	184	692	389	376	935	705	220	531	351	395	143
Unweighted Sample	1640	565	526	105	739	671	710	930	145	689	408	398	993	647	166	575	358	392	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you know, which one of the following terms, if any, best describes your generation?

Silent Generation	4	4	3	1	2	4	5	3	1	3	3	6	3	5	2	3	4	5	5
Baby Boomers	22	34	15	32	22	29	24	20	2	3	34	53	22	22	18	27	21	20	18
Generation X	9	6	11	18	12	7	12	7	3	17	7	1	12	6	14	7	11	9	10
Millennials	12	7	19	7	15	7	12	12	44	16	0	1	15	7	20	12	9	12	7
Generation Z	3	3	3	4	4	1	3	2	15	2	0	0	3	3	2	2	2	3	8
Don't know/ none of these	50	48	49	38	44	52	45	55	34	59	55	38	45	57	44	49	53	52	52

Looking at the words and phrases below, which if any do you most associate with the Millennials generation? Please select up to four.

Easily offended	30	36	26	28	28	36	35	25	34	27	32	32	32	28	30	31	30	28	30
Selfish	25	31	21	18	21	31	26	23	13	23	27	31	24	25	23	23	26	24	29
Lazy	22	28	18	10	16	29	25	19	15	26	23	18	22	23	25	21	25	22	17
Open-minded	18	11	26	33	26	11	17	19	37	20	12	11	22	12	27	19	16	15	13
Disadvantaged	14	7	22	21	19	10	14	14	29	14	10	9	16	10	19	13	12	13	15
Fortunate	13	16	13	11	13	16	13	13	13	11	15	16	15	12	16	14	10	15	10
Socially responsible	12	7	17	24	20	6	14	11	24	14	10	6	16	7	22	12	8	11	13
Narrow-minded	11	16	6	10	8	16	15	7	4	10	14	13	11	10	8	10	14	10	15
Boastful	10	11	10	9	10	12	10	11	7	11	10	12	11	9	8	10	10	13	10
Hard working	8	5	10	13	10	7	8	7	21	7	4	6	10	4	9	8	7	7	7
Tough	3	3	3	1	3	3	3	4	5	4	3	2	4	3	3	2	4	5	3
Modest	3	1	4	1	3	2	4	1	5	3	1	1	3	2	3	3	2	2	2
Don't know/none of these	39	39	37	35	35	38	35	43	30	38	41	43	33	46	29	41	42	39	39

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

Looking at the words and phrases below, which if any do you most associate with the Baby Boomer generation? Please select up to four.

Hard working	36	46	32	43	35	43	35	36	25	27	41	51	39	32	30	39	35	35	36
Fortunate	29	29	33	46	36	28	32	26	20	29	28	35	35	21	34	30	27	28	23
Socially responsible	22	32	16	26	19	29	21	23	9	11	25	44	23	20	20	25	18	22	19
Tough	16	23	14	8	15	20	14	17	14	11	18	22	16	15	16	16	17	16	9
Open-minded	14	19	12	18	14	19	17	12	6	7	21	27	15	14	15	18	12	13	9
Narrow-minded	13	8	17	16	17	9	13	12	28	16	7	5	16	9	13	11	13	12	18
Selfish	10	8	13	14	13	8	13	8	18	12	6	8	12	8	11	10	10	10	11
Modest	8	12	6	4	7	11	10	7	8	7	10	9	9	7	10	8	8	8	9
Easily offended	8	7	10	3	9	7	10	6	17	8	4	5	8	7	7	6	8	7	14
Boastful	6	5	8	6	7	5	7	5	14	7	2	3	7	4	9	7	5	5	3
Lazy	5	5	4	2	4	6	7	4	5	7	4	4	5	6	7	4	6	5	6
Disadvantaged	3	2	3	0	2	3	2	3	2	2	4	2	2	4	2	3	2	4	3
Don't know/none of these	40	34	40	32	36	37	37	43	43	44	40	30	35	47	35	40	42	41	41

Compared with 40 years ago, do you think the following groups in Britain today enjoy better or worse living standards than then, or about the same?

People aged 18-35

Much better	19	27	13	15	15	26	21	17	14	15	23	24	18	19	14	17	21	22	20
Somewhat better	29	33	27	31	28	31	30	29	33	26	31	33	30	29	28	33	26	25	38
TOTAL BETTER	48	60	40	46	43	57	51	46	47	41	54	57	48	48	42	50	47	47	58
About the same as 40 years ago	8	9	6	8	8	8	10	6	6	7	9	9	8	9	5	9	8	9	10
Somewhat worse	25	21	28	32	29	22	24	26	21	26	23	25	27	22	29	26	22	26	18
Much worse	10	4	17	10	12	7	10	10	13	13	8	5	10	10	12	8	13	9	5
TOTAL WORSE	35	25	45	42	41	29	34	36	34	39	31	30	37	32	41	34	35	35	23
Don't know/ none of these	9	5	8	4	8	6	6	12	13	13	6	3	7	11	11	7	10	9	9

People aged 65 and over

Much better	27	32	27	36	32	27	31	22	28	21	31	33	32	20	24	29	25	27	27
Somewhat better	36	42	36	35	38	39	38	35	29	33	39	43	38	35	35	36	37	36	39
TOTAL BETTER	63	74	63	71	70	66	69	57	57	54	70	76	70	55	59	65	62	63	66
About the same as 40 years ago	9	9	8	4	7	8	8	9	13	9	8	8	8	10	7	10	8	9	9
Somewhat worse	14	11	15	18	12	15	12	16	13	18	12	9	11	17	19	14	11	14	13
Much worse	5	4	5	3	3	6	4	6	5	5	6	5	3	7	3	4	8	6	2
TOTAL WORSE	19	15	20	21	15	21	16	22	18	23	18	14	14	24	22	18	19	20	15
Don't know/ none of these	9	4	10	4	8	5	6	12	13	15	4	1	8	11	12	7	10	9	10

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

Compared with 40 years ago, do you think the following groups in Britain today are more likely or less likely than then to suffer from mental health problems, or neither?

People aged 18-35

Much more likely	30	27	37	20	30	30	24	36	38	33	31	21	30	30	28	30	29	32	33
Somewhat more likely	36	39	34	49	39	36	36	36	29	31	40	44	37	34	32	40	36	33	32
TOTAL MORE LIKELY	66	66	71	69	69	66	60	72	67	64	71	65	67	64	60	70	65	65	65
Neither more nor less likely than 40 years ago	19	23	17	21	17	22	24	15	18	18	19	22	19	19	23	17	21	19	20
Somewhat less likely	3	2	2	3	2	2	4	2	4	3	2	2	3	2	2	2	2	5	1
Much less likely	2	2	1	0	1	1	2	1	0	2	1	2	1	2	3	1	2	1	2
TOTAL LESS LIKELY	5	4	3	3	3	3	6	3	4	5	3	4	4	4	5	3	4	6	3
Don't know/ none of these	10	8	9	7	10	9	10	10	11	13	7	9	9	13	13	9	11	10	12

People aged 65 and over

Much more likely	10	10	13	5	10	11	9	11	5	12	11	9	10	11	9	9	10	14	6
Somewhat more likely	25	22	28	17	25	24	23	26	26	25	26	22	26	24	25	25	23	23	29
TOTAL MORE LIKELY	35	32	41	22	35	35	32	37	31	37	37	31	36	35	34	34	33	37	35
Neither more nor less likely than 40 years ago	36	42	31	51	36	38	39	33	35	34	37	39	37	35	35	37	39	33	34
Somewhat less likely	12	11	12	13	11	13	10	14	14	10	12	14	11	14	14	12	12	11	11
Much less likely	5	6	4	3	4	5	5	4	6	3	5	6	6	3	3	5	3	5	5
TOTAL LESS LIKELY	17	17	16	16	15	18	15	18	20	13	17	20	17	17	17	17	15	16	16
Don't know/ none of these	13	9	12	11	14	9	13	12	14	16	9	10	12	14	14	12	13	13	14

Compared with 40 years ago, do you think the following groups in Britain today have more political influence or less political influence than then, or about the same?

People aged 18-35

Much more influence	11	11	12	10	9	12	10	11	13	9	13	10	11	10	12	11	9	11	11
Somewhat more influence	28	33	27	37	30	27	27	29	33	25	25	34	30	25	27	31	26	26	28
TOTAL MORE INFLUENCE	39	44	39	47	39	39	37	40	46	34	38	44	41	35	39	42	35	37	39
About the same amount of influence as 40 years ago	26	32	23	27	26	29	30	23	19	24	30	29	29	23	28	26	25	25	28
Somewhat less influence	15	11	17	13	16	14	17	13	15	15	14	13	15	15	12	13	15	16	18
Much less influence	7	4	8	6	7	6	6	7	5	8	6	6	6	8	6	6	7	8	4
TOTAL LESS INFLUENCE	22	15	25	19	23	20	23	20	20	23	20	19	21	23	18	19	22	24	22
Don't know/ none of these	14	9	13	7	12	12	11	17	15	19	11	7	10	19	14	12	18	14	11

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

People aged 65 and over

Much more influence	11	8	13	17	13	9	13	9	11	13	11	6	12	8	8	12	12	11	9
Somewhat more influence	24	26	25	35	31	21	26	21	25	21	27	24	25	21	24	24	23	20	32
TOTAL MORE INFLUENCE	35	34	38	52	44	30	39	30	36	34	38	30	37	29	32	36	35	31	41
About the same amount of influence as 40 years ago	35	40	33	31	32	38	35	35	33	31	36	42	37	32	36	35	34	36	35
Somewhat less influence	12	13	13	8	10	15	11	13	12	11	12	15	12	13	14	13	12	12	12
Much less influence	4	5	4	1	2	6	4	5	1	4	4	6	3	6	4	5	3	6	0
TOTAL LESS INFLUENCE	16	18	17	9	12	21	15	18	13	15	16	21	15	19	18	18	15	18	12
Don't know/ none of these	14	8	13	8	12	11	11	17	17	19	10	7	10	19	14	12	16	15	12