

## YouGov - When was better?

Sample Size: 1867 GB Adults  
Fieldwork: 30th April - 1st May 2019

	Gender		Age					Social Grade		Region					
	Total	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1867</b>	<b>904</b>	<b>963</b>	<b>311</b>	<b>286</b>	<b>394</b>	<b>282</b>	<b>594</b>	<b>1064</b>	<b>803</b>	<b>224</b>	<b>624</b>	<b>403</b>	<b>456</b>	<b>161</b>
<b>Unweighted Sample</b>	<b>1867</b>	<b>813</b>	<b>1054</b>	<b>288</b>	<b>292</b>	<b>400</b>	<b>299</b>	<b>588</b>	<b>1128</b>	<b>739</b>	<b>179</b>	<b>653</b>	<b>400</b>	<b>458</b>	<b>177</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following times in history, do you think life was better then than it is now, or better now than it was then?

In the 2000s (i.e. 2000-2009)

Life was better THEN	<b>35</b>	36	34	41	48	38	34	24	36	33	45	33	36	35	27
Life is better NOW	<b>16</b>	18	15	15	12	12	20	20	17	16	15	16	15	17	23
Things are about the same	<b>35</b>	34	37	24	29	37	34	44	36	34	31	39	35	34	32
Don't know	<b>13</b>	12	15	20	11	13	12	12	10	17	9	12	13	15	18

In the 1990s

Life was better THEN	<b>41</b>	39	43	35	57	51	42	29	39	44	40	39	44	44	34
Life is better NOW	<b>21</b>	23	19	21	17	16	26	24	24	18	22	22	18	20	26
Things are about the same	<b>23</b>	23	24	16	15	19	21	36	25	21	23	25	23	22	21
Don't know	<b>15</b>	14	15	27	11	14	11	12	12	18	16	13	15	14	18

In the 1980s

Life was better THEN	<b>37</b>	33	40	27	32	40	44	38	33	41	38	35	40	38	32
Life is better NOW	<b>28</b>	32	25	27	33	26	29	27	33	21	29	28	23	30	33
Things are about the same	<b>16</b>	16	17	12	10	15	14	24	18	14	13	19	18	14	14
Don't know	<b>19</b>	19	19	34	25	19	12	11	16	23	21	18	19	19	21

In the 1970s

Life was better THEN	<b>32</b>	30	34	19	23	26	36	46	27	39	30	35	36	30	26
Life is better NOW	<b>33</b>	37	29	36	29	34	37	30	40	23	38	32	29	32	38
Things are about the same	<b>10</b>	10	11	9	6	10	9	15	12	9	9	11	11	11	8
Don't know	<b>25</b>	23	26	36	43	30	18	9	21	29	24	22	24	27	27

In the 1960s

Life was better THEN	<b>31</b>	30	31	17	27	19	28	48	27	35	30	31	35	28	27
Life is better NOW	<b>32</b>	36	29	40	27	31	38	30	38	24	38	33	28	31	35
Things are about the same	<b>7</b>	6	7	7	3	6	6	9	7	7	5	7	9	6	5
Don't know	<b>30</b>	28	33	36	43	44	29	13	27	34	27	30	28	34	32

In the 1950s

Life was better THEN	<b>16</b>	15	17	8	14	11	14	26	13	20	16	14	22	14	12
Life is better NOW	<b>45</b>	49	42	49	39	43	47	46	52	36	50	47	39	42	55
Things are about the same	<b>5</b>	5	4	4	2	4	3	7	4	5	4	6	5	4	1
Don't know	<b>34</b>	31	37	38	45	42	36	21	31	39	29	33	34	40	32

In the 1940s

Life was better THEN	<b>4</b>	4	5	3	6	4	6	5	3	6	4	4	6	4	3
Life is better NOW	<b>60</b>	65	56	65	60	59	60	59	68	51	67	60	60	57	64
Things are about the same	<b>2</b>	2	2	4	1	2	2	2	2	3	4	2	2	3	1
Don't know	<b>33</b>	29	37	28	33	36	32	35	28	40	25	35	32	36	31

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>In the 1930s</b>															
Life was better THEN	5	5	4	2	10	5	6	2	3	6	4	4	6	5	2
Life is better NOW	57	60	54	65	52	54	60	57	65	47	67	57	54	53	64
Things are about the same	2	3	1	3	3	2	1	1	2	2	2	2	3	2	0
Don't know	36	32	40	30	36	38	34	40	30	45	27	37	37	40	35
<b>In the 1920s</b>															
Life was better THEN	6	6	6	6	10	6	6	4	5	7	7	6	8	5	3
Life is better NOW	54	58	51	60	47	52	58	53	62	44	60	53	51	52	61
Things are about the same	2	2	2	2	3	2	2	1	1	3	3	2	3	2	0
Don't know	38	34	41	31	40	40	33	41	32	46	31	39	39	41	36
<b>In the 1910s</b>															
Life was better THEN	4	4	3	2	6	5	4	2	3	4	3	3	4	4	2
Life is better NOW	58	60	56	62	54	56	61	57	65	48	65	58	55	55	61
Things are about the same	2	2	2	3	3	1	2	1	2	2	2	1	4	2	0
Don't know	37	34	40	33	37	39	32	40	30	45	30	37	38	39	37
<b>In the 1900s (i.e. 1900-1909)</b>															
Life was better THEN	4	4	4	4	8	4	3	2	3	5	1	4	6	4	5
Life is better NOW	57	58	55	59	53	57	61	55	64	47	68	56	53	55	58
Things are about the same	2	2	2	5	2	1	2	1	2	2	2	2	3	1	1
Don't know	37	35	39	32	37	38	33	41	31	46	30	37	38	40	36
<b>In the 19th century (i.e. 1800-1899)</b>															
Life was better THEN	3	3	3	3	6	3	4	2	2	4	2	3	4	3	5
Life is better NOW	60	61	58	63	57	61	62	57	67	50	67	60	56	59	60
Things are about the same	2	2	1	3	3	1	2	1	1	2	2	2	2	2	0
Don't know	35	34	37	31	33	35	32	40	29	44	30	35	37	37	34
<b>In the 18th century (i.e. 1700-1799)</b>															
Life was better THEN	3	3	3	4	3	4	4	1	2	4	1	3	3	3	3
Life is better NOW	60	61	59	63	60	61	62	58	68	50	68	61	56	59	61
Things are about the same	1	2	1	3	1	1	1	1	1	2	1	1	2	1	0
Don't know	36	34	37	31	36	35	33	41	29	44	30	35	39	37	36
<b>In the 17th century (i.e. 1600-1699)</b>															
Life was better THEN	2	2	2	3	3	2	4	1	2	3	1	2	3	3	2
Life is better NOW	60	61	60	63	59	62	61	58	68	51	68	61	56	59	61
Things are about the same	2	2	1	4	1	1	2	1	1	2	1	1	3	1	1
Don't know	36	34	37	30	37	35	33	40	29	45	30	35	38	37	37