



Ipsos / Economist Future of the UK polling

August 2022

Three in ten think that their children will have a higher quality of life than themselves, up from in 2017

When they reach your age, do you think your children will have a higher or lower quality of life than you, or about the same?

Higher **About the same** **Lower** **Don't know** **Not applicable**

August 2022



August 2017



August 2012



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022

There is little difference in how people answer this question by voter ID

When they reach your age, do you think your children will have a higher or lower quality of life than you, or about the same?

Higher **About the same** **Lower** **Don't know** **Not applicable**

Among all



2019 Conservative Party Voters



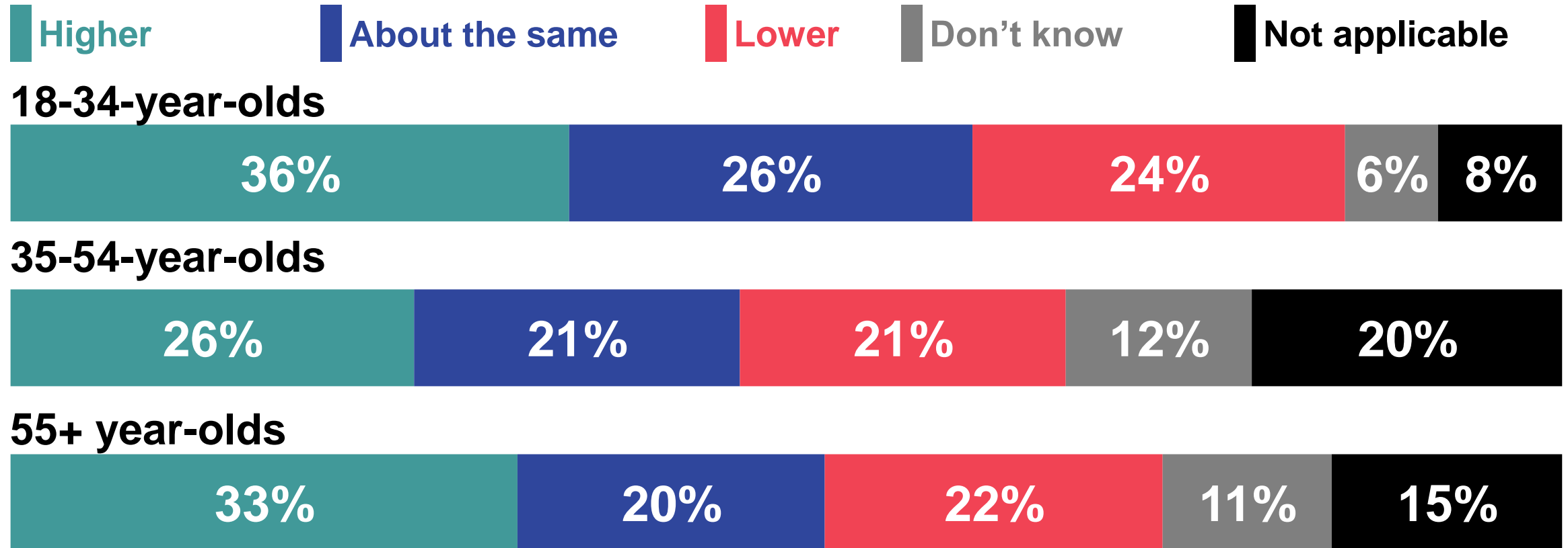
2019 Labour Party Voters



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284)

Only a quarter of 35-54-year-olds think that their children will have a higher quality of life than themselves, compared to a third of 18-34-year-olds and 55+ year-olds

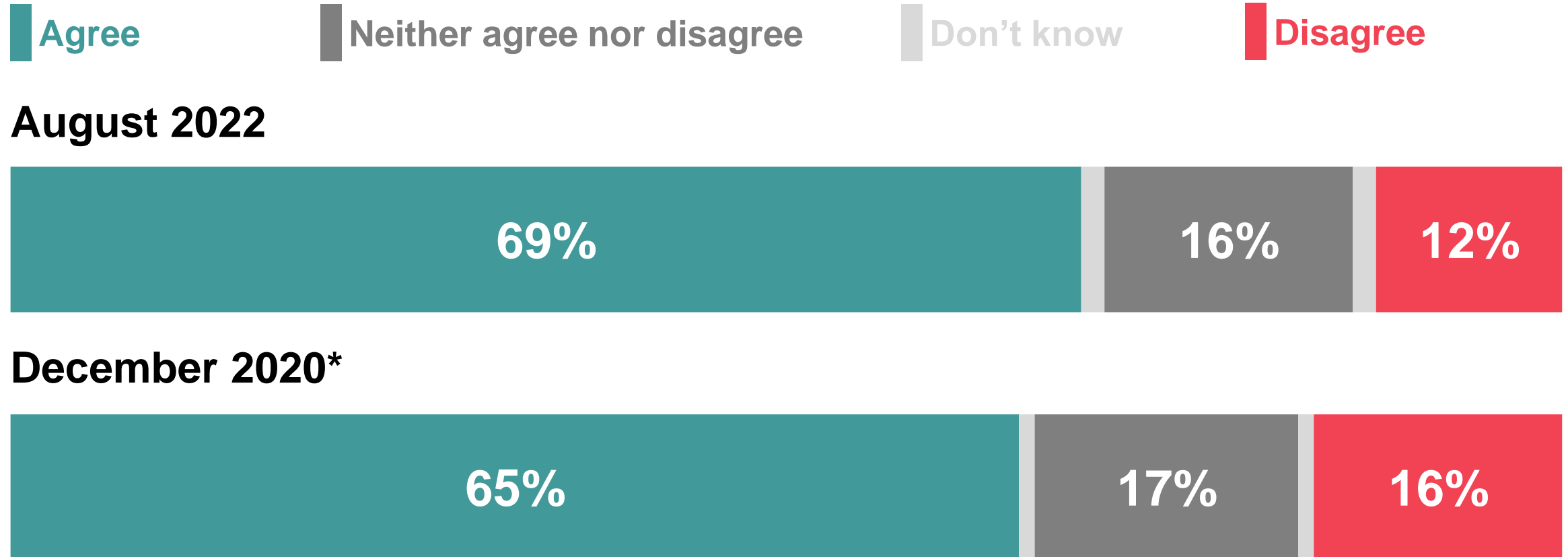
When they reach your age, do you think your children will have a higher or lower quality of life than you, or about the same?



Base: 1,111 Online British adults aged 18+ 19-22nd August 2022, including 18-34-year-olds (347), 35-54-year-olds (391) and 55+ year-olds (373)

Seven in ten agree that the UK is in decline, up slightly from 2020

To what extent, if at all, do you agree or disagree that the UK is in decline?

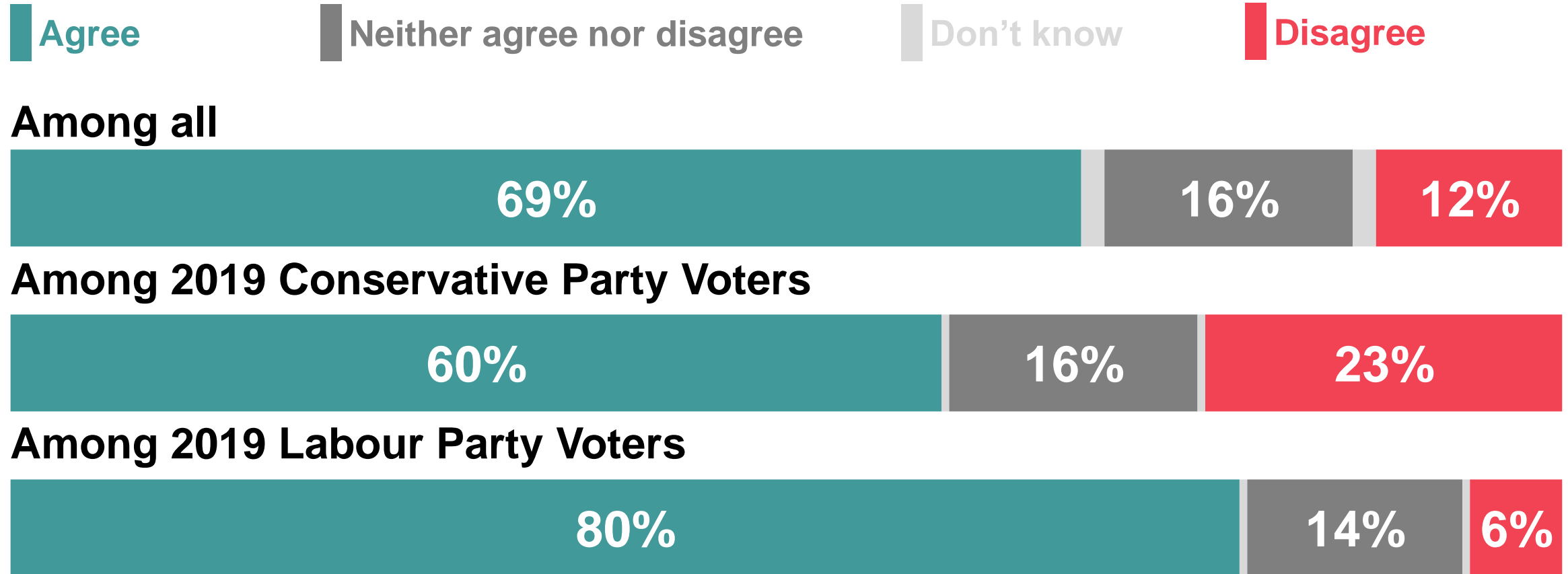


Base: 1,111 Online British adults aged 18+ 19-22nd August 2022

* Dec 2020 poll a sample of GB adults aged 18-75

4 in 5 2019 Labour voters agree that the UK is in decline, compared to 3 in 5 2019 Conservative voters

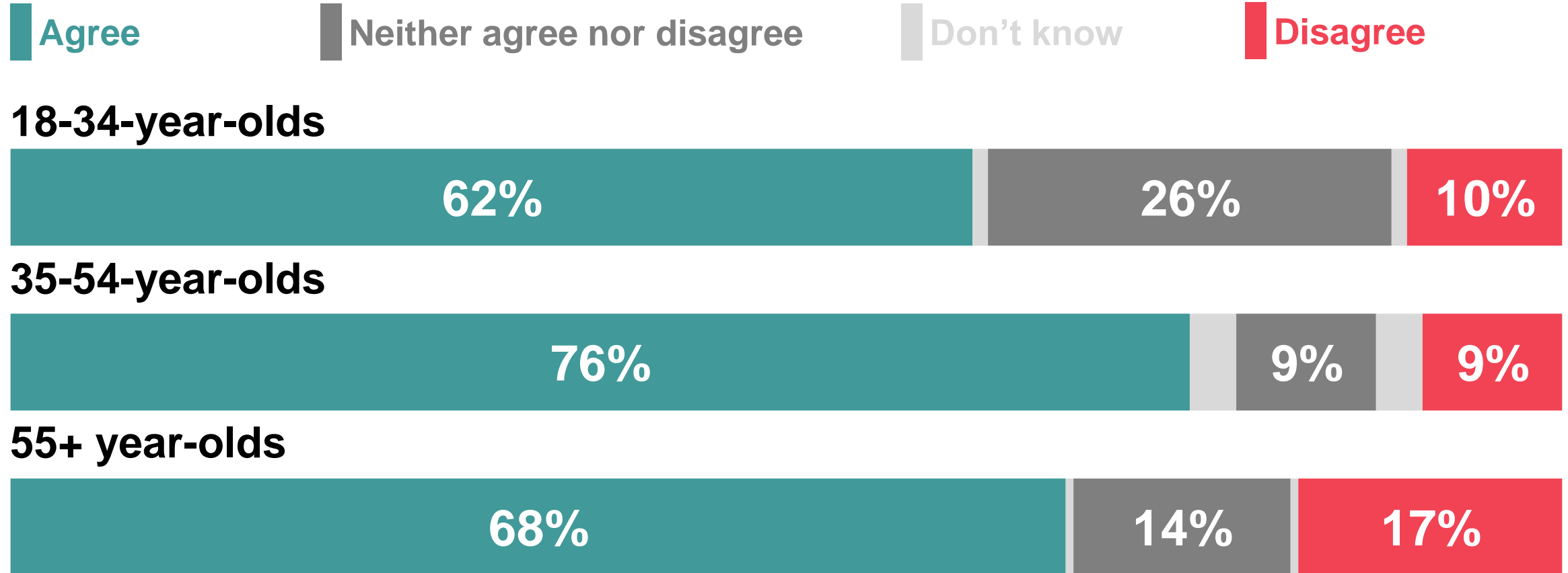
To what extent, if at all, do you agree or disagree that the UK is in decline?



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284)

A majority across all age groups agree that the UK is in decline, with 35-54-year-olds most likely to agree with this statement

To what extent, if at all, do you agree or disagree that the UK is in decline?



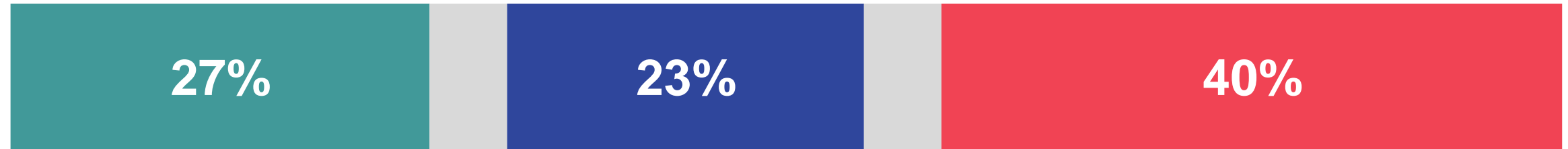
Base: 1,111 Online British adults aged 18+, 19-22nd August 2022, including 18-34-year-olds (347), 35-54-year-olds (391) and 55+ year-olds (373)

Two in five feel that today's youth will have a worse life than their parents, down from almost three in five in December 2020

To what extent, if at all, do you feel that today's youth will have a better or worse life than their parents, or will it be about the same?

Better **About the same** **Worse** **Don't know**

August 2022



December 2020*



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022
* Dec 2020 poll a sample of GB adults aged 18-75

Almost half of 2019 Labour Voters feel today's youth will have a worse life than their parents, compared to just over two in five 2019 Conservative voters

To what extent, if at all, do you feel that today's youth will have a better or worse life than their parents, or will it be about the same?



Among all



Among 2019 Conservative Voters



Among 2019 Labour Voters



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284)

Older age groups are more likely to feel that today's youth will have a worse life than their parents than younger cohorts

To what extent, if at all, do you feel that today's youth will have a better or worse life than their parents, or will it be about the same?

Better **About the same** **Worse** **Don't know**

18-34-year-olds



35-54-year-olds



55+ year-olds



Base: 1,111 Online British adults aged 18+, 19-22nd August 2022, including 18-34-year-olds (347), 35-54-year-olds (391) and 55+ year-olds (373)

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