

Table Names	Table Filters
0001 Q1. To what extent do you agree or disagree with the following statements? - Summary	All Adults aged 16-75 in Great Britain
0002 Q1. To what extent do you agree or disagree with the following statements? - Eventually all medical conditions and diseases will be curable	All Adults aged 16-75 in Great Britain
0003 Q1. To what extent do you agree or disagree with the following statements? - I expect that I will live to be 100 years old	All Adults aged 16-75 in Great Britain
0004 Q1. To what extent do you agree or disagree with the following statements? - I want to live to be 100 years old	All Adults aged 16-75 in Great Britain
0005 Q1. To what extent do you agree or disagree with the following statements? - Technological developments will improve old age for a lot of old people	All Adults aged 16-75 in Great Britain
0006 Q2A. Imagine a group of 100 baby girls born this year. How many of them do you think will live to be 100 years old?	All Adults aged 16-75 in Great Britain
0007 Q2B. Imagine a group of 100 baby boys born this year. How many of them do you think will live to be 100 years old?	All Adults aged 16-75 in Great Britain
0008 Q3A. Imagining you lived to 100 years old, what do you expect your quality of life would be like?	All Adults aged 16-75 in Great Britain
0009 Q3B. And if you did live to be 100 years old, do you think your quality of life would be better, worse, or about the same as people who are 100 years old now?	All Adults aged 16-75 in Great Britain
0010 Q4. Which of the following, if any, do you think would most help you to live to be 100 years old?	All Adults aged 16-75 in Great Britain
0011 Sample Profile	All Adults aged 16-75 in Great Britain

21-87515-43GTS Longevity - 31st October - 3rd November 2022

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GTS Longevity

GB Adults aged 16-75

Q1. To what extent do you agree or disagree with the following statements? - Summary

All Adults aged 16-75 in Great Britain

	Q1. To what extent do you agree or disagree with the following statements?			
	Eventually all medical conditions and diseases will be curable	I expect that I will live to be 100 years old	I want to live to be 100 years old	Technological developments will improve old age for a lot of old people
	(A)	(B)	(C)	(D)
Unweighted base	1019	1019	1019	1019
Weighted base	1019	1019	1019	1019
Strongly agree (2)	62 6% B	24 2% AB	144 14% AB	164 16% AB
Tend to agree (1)	219 21% B	122 12% B	217 21% B	549 54% ABC
Tend to disagree (-1)	428 42% BCD	368 36% CD	299 29% D	146 14% D
Strongly disagree (-2)	205 20% D	369 36% ACD	200 20% D	40 4% D
Don't know	105 10%	136 13%	159 16% AD	120 12%

NET: Agree	281 28% B	146 14% AB	361 35% AB	714 70% ABC
NET: Disagree	633 62% CD	737 72% ACD	499 49% D	186 18% D

Mean	-0.54 B	-1.06	-0.22 AB	0.73 ABC
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equirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

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GTS Longevity

GB Adults aged 16-75

Q1. To what extent do you agree or disagree with the following statements? - Eventually all medical conditions and diseases will be curable

All Adults aged 16-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Social grade				Region				Marital Status				Widowed /Divorced /Separated				Household Size				Education				Employment status				Income				Pres of children in HH (17 or under)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	AB (P)	C1 (Q)	C2 (R)	DE (S)	North (T)	Midlands (U)	South (V)	London (W)	Wales (X)	Scotland (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separated (b)	1 (c)	2 (d)	3 (e)	4+ (f)	GCSE/O Level/NV Q12 (g)	A Level or equivalent (h)	Degree/M asters/Ph D (i)	No formal qualificati ons (j)	Full-time (k)	Part-time (l)	Self-Employed (m)	ANY WORKING (n)	ANY NOT WORKING (o)	UP TO £10,999 (p)	£20,000-£34,999 (q)	£35,000-£54,999 (r)	£55,000+ (s)	Prefer not to say (t)	ANY (u)	NONE (v)		
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693		
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714		
Strongly agree (2)	62	47	16	18	13	19	3	9	31	22	9	19	28	7	8	17	14	23	8	14	11	12	22	1	1	39	19	4	11	9	14	28	20	12	22	8	28	13	7	48	14	7	21	18	12	4	31	31		
	6%	9%	3%	12%	7%	11%	1%	3%	9%	6%	3%	11%	10%	3%	3%	6%	5%	11%	3%	6%	4%	5%	16%	3%	1%	6%	7%	3%	6%	2%	7%	11%	7%	4%	7%	12%	7%	7%	10%	7%	4%	4%	8%	8%	6%	3%	10%	4%		
Tend to agree (1)	219	131	88	31	46	31	42	68	78	73	68	38	69	45	67	52	71	51	46	57	46	52	32	9	22	142	64	13	33	86	51	48	54	76	71	17	97	35	7	139	80	46	47	59	49	18	74	144		
	21%	26%	17%	21%	25%	18%	22%	21%	23%	20%	21%	22%	23%	18%	23%	19%	23%	24%	20%	23%	18%	22%	23%	18%	22%	23%	23%	12%	20%	23%	23%	18%	18%	23%	22%	27%	24%	20%	11%	22%	21%	24%	18%	25%	23%	16%	24%	20%		
Tend to disagree (-1)	428	190	236	55	77	68	71	157	132	138	157	65	124	97	141	116	129	90	93	105	109	101	50	20	44	264	113	51	72	167	92	96	131	134	133	30	151	82	29	262	166	83	141	85	85	34	111	317		
	42%	38%	46%	37%	41%	39%	38%	49%	39%	38%	49%	38%	42%	38%	48%	42%	42%	42%	41%	43%	41%	44%	35%	40%	50%	42%	40%	49%	44%	45%	42%	36%	44%	41%	41%	47%	37%	47%	43%	41%	44%	43%	53%	36%	40%	30%	36%	44%		
Strongly disagree (-2)	205	87	118	36	33	37	37	62	69	74	62	39	54	58	54	67	57	32	50	39	65	45	26	14	18	121	61	34	36	69	37	64	58	77	63	7	80	27	13	120	85	35	36	51	41	43	56	150		
	20%	17%	23%	24%	18%	22%	20%	19%	21%	21%	19%	23%	18%	23%	18%	25%	19%	15%	22%	16%	25%	19%	18%	28%	20%	19%	21%	22%	22%	19%	17%	24%	19%	23%	20%	11%	20%	16%	20%	19%	23%	18%	13%	21%	20%	38%	18%	21%		
Don't know	105	50	55	7	19	19	34	26	26	53	26	12	22	49	22	21	34	18	32	30	33	22	13	5	3	64	27	14	12	37	24	31	38	31	34	2	47	17	11	75	30	19	21	26	24	14	33	72		
	10%	10%	11%	5%	10%	11%	18%	8%	8%	15%	8%	7%	8%	19%	7%	8%	11%	8%	14%	12%	12%	9%	9%	11%	3%	10%	10%	14%	7%	10%	11%	12%	13%	10%	11%	3%	12%	10%	16%	12%	8%	10%	8%	11%	11%	13%	11%	10%		
NET: Agree	281	178	103	50	59	50	45	77	109	95	77	57	98	52	75	69	85	74	54	71	58	64	54	10	24	181	83	16	43	95	65	77	75	88	93	25	125	48	14	187	94	53	68	77	61	22	105	176		
	28%	35%	20%	34%	31%	29%	24%	24%	32%	26%	24%	33%	33%	20%	26%	25%	28%	35%	23%	29%	22%	28%	38%	21%	27%	29%	29%	16%	26%	26%	30%	29%	25%	27%	29%	39%	31%	28%	21%	29%	25%	28%	26%	32%	29%	20%	35%	25%		
NET: Disagree	633	277	354	92	110	105	108	219	201	213	219	104	178	156	183	186	121	143	143	174	145	76	33	62	384	173	75	108	236	129	160	189	211	196	37	231	108	42	382	251	118	177	136	126	76	167	466			
	62%	55%	69%	62%	58%	60%	58%	68%	60%	59%	68%	60%	60%	61%	67%	67%	61%	57%	63%	59%	66%	63%	53%	68%	70%	61%	61%	71%	66%	64%	59%	60%	63%	64%	61%	58%	57%	63%	63%	59%	67%	62%	66%	57%	60%	68%	55%	65%		
Mean	-0.54	-0.31	-0.77	-0.42	-0.42	-0.47	-0.64	-0.65	-0.42	-0.55	-0.65	-0.42	-0.38	-0.75	-0.62	-0.65	-0.53	-0.29	-0.67	-0.45	-0.73	-0.54	-0.19	-0.80	-0.64	-0.50	-0.51	-0.86	-0.60	-0.60	-0.44	-0.50	-0.57	-0.63	-0.50	-0.18	-0.44	-0.48	-0.61	-0.47	-0.66	-0.54	-0.50	-0.43	-0.50	-0.95	-0.32	-0.64		

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 3877 Small Base: 10077

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 3877 Small Base: 10077

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21-87515-43GTS Longevity - 31st October - 3rd November 2022

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GTS Longevity

GB Adults aged 16-75

Q1. To what extent do you agree or disagree with the following statements? - I expect that I will live to be 100 years old

All Adults aged 16-75 in Great Britain

	Gender			Age					Age (aggregated)					Generation				Social grade					Region							Marital Status		Widowed /Divorced /Separate		Household Size					Education				Employment status				Income						Pres of children 18 (17 or under)		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	AB (P)	C1 (Q)	C2 (R)	DE (S)	North (T)	Midlands (U)	South (V)	London (W)	Wales (X)	Scotland (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate (b)	1 (c)	2 (d)	3 (e)	4+ (f)	GCSE/O Level/NV Q12 (g)	A Level or equivalent (h)	Degree/M aster/Ph D (i)	No formal qualificati ons (j)	Full-time (k)	Part-time (l)	Self-Employed (m)	ANY WORKING (n)	ANY NOT WORKING (o)	UP TO £19,999 (p)	£20,000-£34,999 (q)	£35,000-£54,999 (r)	£55,000+ (s)	Prefer not to say (t)	ANY (u)	NONE (v)							
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693							
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714							
Strongly agree (2)	24	21	3	7	1	4	6	5	9	11	5	8	5	7	4	9	5	9	1	3	4	7	10	1	-	11	9	5	7	7	1	8	4	7	11	3	14	1	3	18	7	6	9	3	6	1	8	16							
	2%	4%	1%	5%	1%	2%	3%	2%	3%	3%	2%	4%	2%	3%	1%	3%	2%	4%	1%	1%	1%	3%	7%	2%	-	2%	3%	5%	5%	2%	1%	3%	1%	2%	3%	5%	3%	*	5%	3%	2%	3%	1%	3%	1%	3%	2%								
Tend to agree (1)	122	79	43	31	24	28	14	25	55	42	25	36	44	24	19	35	23	39	24	31	25	28	25	4	8	86	32	4	8	37	39	37	45	27	44	5	62	20	7	90	32	16	35	40	24	8	58	64							
	12%	16%	8%	21%	13%	16%	7%	8%	16%	12%	8%	21%	15%	9%	6%	13%	8%	18%	11%	13%	10%	12%	18%	9%	9%	14%	11%	4%	5%	10%	18%	14%	15%	8%	14%	8%	15%	12%	11%	14%	9%	8%	13%	17%	11%	7%	19%	9%							
Tend to disagree (-1)	368	156	211	59	69	56	70	114	128	126	114	66	107	89	105	111	110	76	70	91	96	89	48	12	30	233	100	35	50	144	81	92	82	120	143	23	160	61	22	244	124	54	100	89	84	40	111	257							
	36%	31%	41%	40%	37%	32%	37%	35%	38%	35%	35%	38%	36%	35%	36%	41%	36%	36%	31%	37%	37%	39%	34%	25%	34%	37%	35%	33%	30%	39%	37%	35%	27%	36%	44%	36%	40%	36%	33%	38%	33%	28%	38%	37%	40%	36%	36%	36%							
Strongly disagree (-2)	369	183	185	41	60	68	63	138	101	130	138	47	102	96	124	89	127	64	89	89	94	76	49	23	38	210	110	49	77	137	69	86	126	142	81	20	120	62	22	204	165	88	96	67	73	45	85	284							
	36%	36%	36%	27%	32%	39%	34%	43%	30%	36%	43%	27%	34%	37%	43%	33%	42%	30%	39%	37%	35%	33%	34%	47%	43%	33%	39%	46%	47%	37%	31%	32%	42%	43%	25%	31%	30%	36%	34%	32%	44%	46%	36%	28%	35%	40%	28%	40%							
Don't know	136	66	70	11	34	17	34	40	45	52	40	17	41	40	39	29	39	24	44	29	45	30	11	8	12	89	33	13	21	42	28	45	44	36	43	13	48	29	12	88	48	28	25	41	24	19	43	93							
	13%	13%	14%	7%	18%	10%	18%	12%	13%	14%	12%	10%	14%	15%	13%	11%	13%	11%	19%	12%	17%	13%	8%	17%	14%	14%	12%	12%	13%	11%	13%	17%	15%	11%	13%	21%	12%	17%	17%	14%	13%	15%	9%	17%	11%	17%	14%	13%							
NET: Agree	146	100	46	38	25	32	20	30	64	53	30	43	49	32	23	44	29	48	26	35	29	35	35	5	8	97	40	9	16	45	41	45	49	34	55	8	76	21	10	107	39	21	44	43	30	8	66	80							
	14%	20%	9%	26%	13%	19%	11%	9%	19%	15%	9%	25%	16%	12%	8%	16%	10%	23%	11%	14%	11%	15%	24%	11%	9%	15%	14%	8%	10%	12%	19%	17%	16%	10%	17%	13%	19%	12%	16%	17%	10%	11%	17%	18%	14%	7%	22%	11%							
NET: Disagree	737	339	397	100	129	124	133	252	228	257	252	113	209	185	229	200	237	141	159	181	190	165	97	35	68	443	210	84	127	281	150	178	208	261	225	42	280	123	45	448	289	141	197	156	158	85	196	541							
	72%	67%	77%	67%	69%	71%	71%	78%	68%	71%	78%	65%	70%	72%	79%	73%	78%	66%	70%	74%	72%	72%	68%	72%	77%	70%	74%	79%	78%	76%	68%	67%	69%	79%	70%	66%	69%	71%	67%	70%	77%	74%	74%	65%	75%	76%	64%	76%							
Mean	-1.06	-0.91	-1.20	-0.68	-1.05	-0.99	-1.11	-1.26	-0.88	-1.05	-1.26	-0.70	-1.00	-1.12	-1.30	-0.97	-1.24	-0.79	-1.20	-1.08	-1.14	-1.00	-0.77	-1.29	-1.31	-1.01	-1.08	-1.28	-1.27	-1.12	-0.92	-0.95	-1.10	-1.23	-0.86	-0.99	-0.87	-1.13	-0.97	-0.95	-1.24	-1.24	-0.99	-0.89	-1.04	-1.30	-0.79	-1.17							
		C		H*	*	*	*		K			NO*	O			Q		Q*	*		*		*	**	**	*	*	*	*	*	c	*	*	*	h	**	o	*	o	*	*	p		**	v										

Overlap formulae used

ColumnProportions (25): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 38(**) Small Base: 100(*)

ColumnMeans (25): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 38(**) Small Base: 100(*)

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GTS Longevity

GB Adults aged 16-75

Q1. To what extent do you agree or disagree with the following statements? - I want to live to be 100 years old

All Adults aged 16-75 in Great Britain

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	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	AB (P)	C1 (Q)	C2 (R)	DE (S)	North (T)	Midlands (U)	South (V)	London (W)	Wales (X)	Scotland (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate (b)	1 (c)	2 (d)	3 (e)	4+ (f)	GCSE/O Level/NV Q12 (g)	A Level or equivalent (h)	Degree/M asters/Ph D (i)	No formal qualificati ons (j)	Full-time (k)	Part-time (l)	Self-Employed (m)	ANY WORKING (n)	ANY NOT WORKING (o)	UP TO £19,999 (p)	£20,000-£34,999 (q)	£35,000-£54,999 (r)	£55,000+ (s)	Prefer not to say (t)	ANY (u)	NONE (v)				
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693				
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714				
Strongly agree (2)	144	94	50	21	33	30	25	35	54	55	35	26	50	38	30	37	40	34	33	39	29	30	28	3	16	96	37	12	24	34	38	49	44	44	12	67	23	12	102	43	28	38	43	27	8	61	83					
	14%	19%	10%	14%	18%	17%	13%	11%	16%	15%	11%	15%	17%	15%	10%	13%	13%	16%	15%	16%	11%	13%	20%	5%	18%	15%	13%	11%	14%	9%	17%	18%	15%	13%	14%	19%	16%	13%	18%	16%	11%	15%	14%	18%	13%	7%	20%	12%				
				c		+					+							+					++	+		+	+	+	d	d							+		+					+		v						
Tend to agree (1)	217	125	92	33	52	36	35	61	85	71	61	40	75	47	55	60	62	46	49	55	47	48	40	10	16	142	50	24	28	81	60	49	55	74	77	11	98	49	14	161	56	35	56	62	46	17	76	141				
	21%	25%	18%	22%	28%	21%	19%	19%	25%	20%	19%	23%	25%	18%	19%	22%	21%	22%	21%	23%	18%	21%	28%	21%	18%	23%	18%	23%	17%	22%	27%	18%	18%	22%	24%	17%	24%	28%	21%	25%	15%	18%	21%	20%	22%	15%	25%	20%				
				+	+						+	+											+	++	+		+	+	+							o	o*	+	+	+					+							
Tend to disagree (-1)	299	140	159	39	44	43	52	120	82	96	120	44	74	65	115	82	81	80	54	66	75	76	45	15	20	189	75	34	50	127	58	62	85	107	89	18	106	51	14	171	128	55	85	59	72	29	78	221				
	29%	28%	31%	26%	23%	25%	28%	37%	25%	27%	37%	25%	25%	25%	40%	30%	27%	37%	24%	27%	29%	33%	32%	31%	23%	30%	26%	32%	30%	35%	27%	24%	28%	32%	27%	29%	26%	29%	21%	27%	34%	29%	32%	24%	34%	26%	25%	31%				
				+	+		ef				u	+			LMN				5*				+	++	+		+	+	f						+		+	+						+								
Strongly disagree (-2)	200	78	121	43	24	42	33	59	67	75	59	45	53	54	48	57	71	23	49	47	57	46	14	14	22	104	80	16	38	68	36	58	60	70	60	10	74	23	16	113	87	40	57	37	31	35	49	152				
	20%	15%	24%	29%	13%	24%	18%	18%	20%	21%	18%	26%	18%	21%	17%	21%	23%	11%	22%	19%	22%	20%	10%	29%	25%	17%	28%	15%	23%	18%	16%	22%	20%	21%	19%	15%	18%	14%	23%	18%	23%	21%	22%	16%	15%	31%	16%	21%				
				B		l*									R	R		+	R				+	++	W*	Z	+	+	+						+	+	+	+	+	+					o*							
Don't know	159	68	91	14	34	23	41	47	48	64	47	19	46	53	42	37	50	30	43	38	55	31	15	7	13	98	41	20	25	58	27	49	56	37	53	13	59	27	11	97	62	32	30	38	35	24	43	117				
	16%	13%	18%	9%	18%	13%	22%	15%	14%	18%	15%	11%	15%	21%	14%	13%	16%	14%	19%	15%	21%	13%	11%	14%	15%	16%	15%	19%	15%	16%	12%	18%	19%	11%	16%	20%	15%	15%	15%	17%	17%	11%	16%	17%	17%	21%	14%	16%				
				+		+	D				+	+						+					+	++	+		+	+	+							+	+	+	+	+					+	+	+					
NET: Agree	361	219	142	53	85	66	60	97	138	126	97	66	125	85	85	96	103	80	82	94	76	78	68	13	32	238	87	36	51	115	97	97	99	117	121	23	164	72	26	262	99	63	94	105	73	25	137	225				
	35%	43%	28%	36%	45%	38%	32%	30%	41%	35%	30%	38%	42%	33%	29%	35%	34%	38%	36%	38%	29%	34%	48%	26%	37%	38%	31%	34%	31%	31%	45%	36%	33%	35%	38%	36%	41%	42%	39%	41%	26%	33%	35%	44%	35%	22%	45%	31%				
				+	GH	+			K		+		O					+					U*	++	+		+	+	+	cd						o	o*	+	+	+		+		t	+	v						
NET: Disagree	499	218	280	82	68	85	86	178	150	171	178	89	128	119	164	140	152	103	104	113	133	122	59	29	43	294	155	50	88	195	94	122	145	177	149	28	181	74	29	284	215	95	142	96	102	63	126	373				
	49%	43%	55%	55%	36%	49%	46%	55%	45%	47%	55%	51%	43%	46%	56%	51%	50%	48%	45%	46%	50%	53%	41%	60%	48%	47%	55%	47%	53%	53%	43%	45%	48%	53%	46%	44%	45%	43%	44%	44%	57%	50%	53%	40%	48%	56%	41%	52%				
				B		+		E			I	+			M			+					+	++	+		+	+	+							+	+	+	+	+	+	+	+	+	+	+	+	u				
Mean	-0.22	0.04	-0.50	-0.38	0.17	-0.20	-0.23	-0.38	-0.08	-0.22	-0.38	-0.27	-0.02	-0.24	-0.39	-0.27	-0.31	-0.07	-0.20	-0.13	-0.40	-0.30	0.18	-0.66	-0.22	-0.12	-0.46	-0.21	-0.36	-0.37	0.03	-0.15	-0.25	-0.29	-0.16	-0.06	-0.07	-0.02	-0.13	-0.06	-0.51	-0.28	-0.29	0.07	-0.18	-0.73	0.09	-0.36				
		C		+	H*	+	+					+	O					+	+		+	U*	++	++		+	+	+	+	d	+	+	+	+	++	o	o*	+	+	+		+	+		+	+	v					

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30(**) Small Base: 100(**)

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21-87515-43GTS Longevity - 31st October - 3rd November 2022

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GTS Longevity

GB Adults aged 16-75

Q1. To what extent do you agree or disagree with the following statements? - Technological developments will improve old age for a lot of old people

All Adults aged 16-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Social grade				Region				Marital Status				Widowed /Separated				Household Size				Education				Employment status				Income				Pres of children HH (17 or under)			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomer (O)	AB (P)	C1 (Q)	C2 (R)	DE (S)	North (T)	Midlands (U)	South (V)	London (W)	Wales (X)	Scotland (Y)	Married/ Living as Married (Z)	Single (a)	Divorced /Separated (b)	1 (c)	2 (d)	3 (e)	4+ (f)	GCSE/O Level/NV Q12 (g)	A Level or equivalent (h)	Degree/M asters/Ph D (i)	No formal qualificati ons (j)	Full-time (k)	Part-time (l)	Self-Employed (m)	ANY WORKING (n)	ANY NOT WORKING (o)	UP TO £10,999 (p)	£20,000-£34,999 (q)	£35,000-£54,999 (r)	£55,000+ (s)	Prefer not to say (t)	ANY (u)	NONE (v)			
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693			
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714			
Strongly agree (2)	164	107	57	28	36	32	24	45	64	55	45	33	57	33	42	55	55	36	19	33	43	38	34	9	7	107	43	15	22	47	42	54	49	52	60	3	80	24	12	115	49	26	37	42	48	13	63	101			
	16%	21%	11%	19%	19%	18%	13%	14%	19%	15%	14%	19%	19%	13%	15%	20%	18%	17%	8%	13%	16%	17%	24%	18%	8%	17%	15%	14%	13%	13%	19%	20%	16%	16%	19%	5%	20%	14%	18%	18%	13%	13%	14%	17%	23%	11%	21%	14%			
Tend to agree (1)	549	274	275	82	89	95	112	171	172	206	171	94	150	152	153	150	165	112	122	132	141	121	75	33	47	341	155	52	86	202	121	140	132	195	178	45	205	88	36	329	220	90	141	137	113	68	162	387			
	54%	54%	54%	55%	48%	55%	60%	53%	51%	57%	53%	54%	50%	59%	53%	55%	54%	53%	53%	54%	53%	52%	53%	66%	54%	54%	55%	50%	53%	55%	52%	44%	59%	55%	70%	51%	51%	54%	51%	59%	47%	53%	57%	54%	61%	53%	54%				
Tend to disagree (-1)	146	58	87	16	32	18	27	53	48	45	53	18	47	33	48	28	39	43	35	35	48	25	17	3	17	98	33	15	21	66	29	30	60	38	41	6	58	38	6	102	44	32	55	26	24	9	35	111			
	14%	11%	17%	10%	17%	10%	14%	16%	14%	12%	16%	10%	16%	13%	17%	10%	13%	20%	15%	14%	18%	11%	12%	6%	20%	16%	11%	14%	13%	18%	13%	11%	20%	12%	13%	9%	14%	22%	9%	16%	12%	17%	21%	11%	11%	8%	11%	16%			
Strongly disagree (-2)	40	22	18	9	6	11	8	7	15	19	7	9	14	10	7	13	5	8	13	12	4	11	3	2	7	24	15	1	6	14	7	13	16	8	13	3	24	3	2	29	11	7	11	12	8	2	19	21			
	4%	4%	4%	6%	3%	6%	4%	2%	4%	5%	2%	5%	5%	4%	2%	5%	2%	4%	6%	5%	2%	5%	2%	4%	8%	4%	5%	1%	4%	4%	3%	5%	5%	2%	4%	5%	6%	2%	3%	4%	3%	4%	4%	5%	4%	2%	2%	6%	3%		
Don't know	120	45	75	14	24	19	17	45	39	36	45	19	31	28	41	26	40	14	39	33	27	35	13	3	9	60	38	22	29	40	20	31	43	38	31	8	37	21	10	68	52	35	22	22	19	21	26	93			
	12%	9%	15%	10%	13%	11%	9%	14%	12%	10%	14%	11%	10%	11%	14%	10%	13%	7%	17%	13%	10%	15%	9%	6%	11%	10%	13%	21%	18%	11%	9%	12%	14%	11%	11%	10%	12%	9%	12%	15%	11%	14%	19%	8%	9%	9%	19%	9%	13%		
NET: Agree	714	381	333	110	125	127	135	216	235	262	216	127	206	185	195	205	220	148	141	164	184	160	109	42	54	448	198	68	108	249	163	194	182	247	238	48	285	112	48	444	269	115	178	179	161	81	225	488			
	70%	75%	65%	74%	67%	73%	72%	67%	70%	73%	67%	73%	69%	72%	67%	75%	72%	70%	62%	67%	70%	69%	77%	85%	62%	71%	70%	64%	66%	68%	74%	72%	60%	75%	74%	75%	71%	65%	72%	69%	72%	61%	67%	75%	76%	72%	74%	68%			
NET: Disagree	186	79	105	24	38	29	35	60	62	63	60	27	61	43	55	42	44	51	49	47	53	37	20	5	24	122	48	16	27	80	36	43	76	46	54	9	81	41	8	130	55	39	66	38	31	11	54	132			
	18%	16%	21%	16%	20%	17%	19%	19%	19%	18%	19%	16%	20%	17%	19%	15%	15%	24%	21%	19%	20%	16%	14%	10%	28%	19%	17%	15%	17%	22%	16%	16%	25%	14%	17%	14%	20%	24%	12%	20%	15%	21%	25%	16%	15%	9%	18%	19%			
Mean	0.73	0.84	0.61	0.78	0.72	0.76	0.69	0.71	0.75	0.72	0.71	0.80	0.71	0.72	0.70	0.83	0.85	0.63	0.52	0.65	0.72	0.77	0.93	0.95	0.38	0.72	0.72	0.78	0.72	0.61	0.82	0.81	0.54	0.83	0.79	0.69	0.71	0.60	0.89	0.70	0.78	0.61	0.56	0.79	0.88	0.89	0.78	0.70			

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 38(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 38(**) Small Base: 100(**)

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21-87515-43GTS Longevity - 31st October - 3rd November 2022

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GTS Longevity

GB Adults aged 16-75

Q3A. Imagining you lived to 100 years old, what do you expect your quality of life would be like?

All Adults aged 16-75 in Great Britain

	Gender			Age					Age (aggregated)				Generation				Social grade				Region						Marital Status				Household Size				Education				Employment status				Income				Pres of children (17 or under)			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	Gen Z	Millennial	Gen X	Baby Boomer	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Married/ Living as Married	Single	Widowed /Divorced /Separate	1	2	3	4+	GCSE/O Level/NV Q12	A level or equivalent	Degree/M asters/Ph D	No formal qualifica tions	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000+	Prefer not to say	ANY	NONE		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)			
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693		
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714		
Very good (2)	38	24	14	11	8	15	1	3	19	16	3	11	21	5	1	14	7	10	7	8	3	5	16	1	6	24	13	1	6	6	4	23	22	4	12	1	14	16	3	32	6	3	20	6	8	1	19	19		
	4%	5%	3%	7%	4%	9%	1%	1%	6%	4%	1%	6%	7%	2%	*	5%	2%	5%	3%	3%	1%	2%	11%	2%	7%	4%	5%	1%	4%	2%	2%	8%	7%	1%	4%	1%	3%	9%	4%	5%	2%	2%	8%	2%	4%	1%	6%	3%		
				GH*		GH*			K	K		O*	NO		*		2%	*		3%	1%	2%	11%	**	U*		*		*			de	h				10*	*	k		*			*		*				
Fairly good (1)	139	70	70	30	26	24	23	36	56	47	36	31	44	32	32	37	41	37	24	21	34	43	27	8	7	92	33	15	14	49	30	46	35	47	53	5	59	19	17	94	45	19	28	46	35	12	47	92		
	14%	14%	14%	20%	14%	14%	12%	11%	17%	13%	11%	18%	15%	13%	11%	14%	13%	18%	11%	8%	13%	18%	19%	16%	8%	15%	11%	14%	9%	13%	14%	17%	11%	14%	16%	8%	15%	11%	26%	15%	12%	10%	10%	19%	17%	11%	15%	13%		
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Neither good nor poor (0)	208	112	96	24	59	35	38	51	83	73	51	35	74	50	48	48	63	56	40	54	62	44	25	7	15	137	55	15	24	70	62	52	63	68	68	9	94	42	10	147	61	29	51	57	45	25	85	123		
	20%	22%	19%	16%	32%	20%	20%	16%	25%	20%	16%	20%	25%	19%	16%	18%	21%	26%	17%	22%	24%	19%	17%	14%	17%	22%	19%	14%	15%	19%	28%	19%	21%	21%	21%	13%	23%	25%	15%	23%	16%	15%	19%	24%	21%	22%	28%	17%		
				*	DH	*	*	20%	K	*	*	*					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Fairly poor (-1)	394	178	215	68	57	65	62	142	125	126	142	74	103	87	130	122	129	66	77	105	110	77	51	19	33	220	122	52	70	148	81	95	97	145	126	25	143	69	16	228	166	87	100	73	89	44	95	299		
	39%	35%	42%	46%	30%	37%	33%	44%	37%	35%	44%	43%	34%	34%	45%	44%	42%	31%	34%	43%	42%	33%	36%	38%	37%	35%	43%	49%	42%	40%	37%	36%	32%	44%	39%	39%	36%	40%	23%	35%	44%	46%	38%	31%	42%	39%	31%	42%	u	
				*	*	*	*	EG						N	R	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Very poor (-2)	179	82	97	9	28	29	40	72	37	70	72	13	44	56	66	42	48	40	50	37	34	51	22	13	22	126	37	16	35	81	26	37	65	49	45	21	67	19	16	101	77	35	54	46	26	18	44	134		
	18%	16%	19%	6%	15%	17%	22%	22%	11%	19%	22%	7%	15%	22%	23%	15%	16%	19%	22%	15%	13%	22%	15%	25%	25%	20%	13%	15%	21%	22%	12%	14%	21%	15%	14%	32%	17%	11%	23%	16%	21%	18%	20%	19%	12%	16%	14%	19%		
				*	*	*	D	D		I	I	*		L	L	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	62	40	22	6	10	6	23	17	16	28	17	9	12	27	14	11	17	3	31	20	20	11	3	2	5	30	25	7	15	14	16	16	20	18	20	4	26	8	6	41	21	17	14	12	7	12	16	46		
	6%	8%	4%	4%	5%	3%	12%	5%	5%	8%	5%	5%	4%	10%	5%	4%	6%	1%	13%	8%	8%	5%	2%	4%	6%	5%	9%	6%	6%	4%	7%	6%	7%	5%	6%	7%	5%	9%	6%	6%	9%	5%	5%	3%	11%	5%	6%			
				*	*	*	HH				*	*		MO		*		*		PQR			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
NET: Good	177	94	83	41	34	39	24	39	75	63	39	42	65	37	33	51	47	48	32	29	37	47	42	9	13	116	46	16	21	55	34	68	56	51	64	6	73	34	20	127	51	22	48	51	43	13	66	111		
	17%	19%	16%	28%	18%	22%	13%	12%	22%	18%	12%	24%	19%	14%	11%	19%	16%	22%	*	14%	12%	14%	20%	30%	18%	15%	18%	16%	15%	13%	15%	15%	25%	19%	15%	20%	9%	18%	20%	29%	20%	14%	12%	18%	22%	20%	12%	22%	16%	
				GH*		HH*				K		Q*		O				*			T	TU*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NET: Poor	572	260	312	77	85	94	102	214	162	196	214	87	147	143	196	163	177	106	126	141	145	128	73	31	54	346	158	68	104	229	107	132	162	194	171	45	210	88	31	329	243	122	154	119	115	62	139	434		
	56%	51%	61%	52%	45%	54%	55%	67%	48%	54%	67%	50%	49%	56%	67%	60%	58%	50%	55%	58%	55%	55%	51%	63%	62%	55%	56%	64%	63%	62%	49%	49%	54%	59%	53%	71%	52%	51%	47%	51%	65%	64%	58%	50%	55%	55%	45%	61%	61%	
			B	*	*	*		FG			II	*			LMN			*					*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mean	-0.56	-0.48	-0.63	-0.24	-0.40	-0.41	-0.71	-0.80	-0.33	-0.56	-0.80	-0.28	-0.36	-0.68	-0.82	-0.54	-0.59	-0.42	-0.69	-0.63	-0.57	-0.58	-0.26	-0.72	-0.69	-0.55	-0.53	-0.67	-0.75	-0.71	-0.47	-0.31	-0.53	-0.60	-0.46	-1.00	-0.50	-0.34	-0.41	-0.45	-0.74	-0.75	-0.55	-0.47	-0.44	-0.66	-0.34	-0.66		
				GH*	GH*	HH*	*		K	K		NO*	NO					*	*			**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

21-87515-43GTS Longevity - 31st October - 3rd November 2022

PUBLIC

GTS Longevity

GB Adults aged 16-75

Q38. And if you did live to be 100 years old, do you think your quality of life would be better, worse, or about the same as people who are 100 years old now?

All Adults aged 16-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Social grade				Region				Marital Status				Household Size				Education				Employment status				Income				Pres of children (17 or under)					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	Gen Z	Millennial	Gen X	Baby Boomer	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Married/ Living as Married	Single	Widowed /Divorced /Separate	1	2	3	4+	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph D	No formal qualifica tions	Full-time	Part-time	Self- Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000+ £55,000+	Prefer not to say	ANY	NONE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)		
Unweighted base	1019	479	539	137	172	178	207	325	309	385	325	159	288	282	290	413	283	143	180	248	273	240	132	53	73	662	256	101	173	367	227	252	198	214	563	44	457	163	77	697	322	149	239	280	252	99	326	693	
Weighted base	1019	505	513	149	188	174	187	322	337	361	322	173	298	257	291	273	304	213	228	245	264	231	143	49	88	629	284	106	164	368	219	268	301	331	323	64	403	173	67	643	376	190	266	239	211	113	305	714	
Much better (-2)	73	49	25	22	15	21	9	7	37	29	7	24	31	13	6	28	16	20	9	10	15	19	24	2	3	44	28	2	16	20	13	25	15	21	33	4	39	14	7	60	14	6	25	12	24	7	26	48	
	7%	10%	5%	14%	8%	12%	5%	2%	11%	8%	2%	14%	10%	5%	2%	10%	5%	9%	4%	4%	6%	8%	17%	4%	3%	7%	10%	2%	10%	5%	6%	9%	5%	6%	10%	7%	10%	8%	11%	9%	4%	3%	9%	5%	11%	7%	8%	7%	
				GH	H	H*			K	K		NO*	O					*				TU**		**	*			*	*							o	*												
A little better (-1)	315	168	148	40	62	52	54	107	102	106	107	48	94	77	96	108	90	66	51	96	73	78	32	13	23	210	79	26	43	118	71	83	88	97	116	13	124	55	22	201	114	43	77	87	89	19	102	214	
	31%	33%	29%	27%	33%	30%	29%	33%	30%	29%	33%	28%	32%	30%	33%	40%	29%	31%	22%	39%	28%	34%	22%	27%	26%	33%	28%	25%	26%	32%	32%	31%	29%	29%	36%	21%	31%	32%	32%	31%	30%	23%	29%	36%	42%	17%	33%	30%	
				*	*	*			*	*		*			S			*		UW			*	**	*			*	*							*	*	*		*		*		*		*			
About the same (0)	300	147	152	37	53	45	57	108	90	102	108	42	87	66	105	63	96	68	72	50	83	71	41	14	40	195	64	41	35	121	76	68	91	102	87	20	117	58	13	188	112	56	82	70	57	35	81	218	
	29%	29%	30%	25%	28%	26%	31%	34%	27%	28%	34%	24%	29%	26%	36%	23%	32%	32%	32%	20%	32%	31%	29%	29%	45%	31%	23%	39%	21%	33%	35%	25%	30%	31%	27%	29%	33%	19%	29%	30%	29%	31%	29%	27%	31%	27%	31%		
				*	*	*			*	*		*			N			*			T	T	*	**	T*			a*	*	c	c					*	*	*		*		*		*		*		*	
A little worse (-1)	137	62	75	19	34	24	26	33	53	51	33	24	51	31	32	28	54	26	30	41	37	20	20	10	9	72	41	24	32	43	30	32	36	40	46	15	61	18	12	92	45	34	43	36	19	6	45	92	
	13%	12%	15%	13%	18%	14%	14%	10%	16%	14%	10%	14%	17%	12%	11%	10%	18%	12%	13%	17%	14%	9%	14%	20%	10%	11%	14%	23%	19%	12%	14%	12%	12%	14%	23%	15%	11%	18%	14%	12%	18%	16%	15%	9%	5%	15%	13%		
				*	*	*			*	*		*			P			*		V			*	**	*			z*	*							*	*	*		*		*		*		*		*	
Much worse (-2)	100	42	58	11	12	18	21	39	23	38	39	13	21	32	35	22	21	28	29	24	25	25	13	8	6	75	19	7	14	42	16	28	41	32	18	9	42	12	4	58	43	17	26	26	16	15	35	66	
	10%	8%	11%	7%	6%	10%	11%	12%	7%	11%	12%	8%	7%	12%	12%	8%	7%	13%	13%	10%	9%	11%	9%	15%	6%	12%	7%	6%	9%	12%	7%	10%	14%	10%	6%	14%	10%	7%	6%	9%	11%	9%	10%	11%	8%	13%	11%	9%	
				*	*	*			*	*		*			*			*					*	**	*			*	*								*	*	*		*		*		*		*		*
Don't know	93	37	56	20	12	14	20	27	32	34	27	23	15	37	18	24	27	5	37	23	31	17	12	2	8	34	53	6	25	24	13	32	30	38	23	3	20	15	9	45	49	35	13	8	6	31	17	76	
	9%	7%	11%	13%	7%	8%	11%	8%	10%	9%	8%	13%	5%	15%	6%	9%	9%	2%	16%	9%	12%	7%	9%	5%	9%	5%	19%	6%	15%	7%	6%	12%	10%	12%	7%	4%	5%	9%	14%	7%	13%	18%	5%	3%	3%	27%	6%	11%	
				*	*	*			*	*		*			MO		R	*	R				*	**	*		Zb	*	da*						*	*	*		*		*		*		*		*		*
NET: Better	389	216	172	61	77	73	63	114	139	136	114	72	125	90	102	136	106	86	60	107	88	97	56	15	26	254	107	28	59	138	84	108	104	119	149	17	163	69	29	261	127	49	102	99	113	26	127	261	
	38%	43%	34%	41%	41%	42%	34%	36%	41%	38%	36%	42%	42%	35%	35%	50%	35%	40%	26%	44%	33%	42%	39%	**	31%	29%	40%	38%	27%	39%	38%	38%	40%	34%	36%	46%	27%	40%	40%	43%	41%	34%	26%	38%	41%	53%	23%	42%	37%
				*	*	*					*	*			OS		S*					*	**	*	*	*	*	*	*	*	*	*	*		pH	*	*	*	*	*	*	*	p	p	pH*	*	*	*	*
NET: Worse	237	104	133	30	45	42	47	73	75	89	73	37	71	63	66	50	74	54	59	65	62	46	33	17	14	147	60	31	46	85	47	60	77	72	65	24	103	31	16	150	88	51	69	62	35	21	79	158	
	23%	21%	26%	20%	24%	24%	25%	23%	22%	25%	23%	21%	24%	24%	23%	18%	24%	25%	26%	27%	24%	20%	23%	35%	16%	23%	21%	29%	28%	23%	21%	22%	26%	22%	20%	37%	26%	18%	24%	23%	23%	27%	26%	26%	17%	18%	26%	22%	
				*	*	*					*	*					*	*	*			*	*	**	*	*	*	*	*	*	*	*	*		i*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mean	0.13	0.25	0.01	0.33	0.20	0.21	0.02	0.03	0.25	0.12	0.03	0.30	0.22	0.04	0.02	0.37	0.10	0.11	-0.10	0.12	0.07	0.21	0.27	-0.17	0.11	0.13	0.24	-0.07	0.10	0.09	0.16	0.19	*	0.12	0.33	-0.18	0.15	0.25	0.29	0.19	0.03	-0.08	0.13	0.10	0.41	-0.02	0.13	0.13	
		C		*	*	*	*				*				OS			*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*		g	*	*	*	*	*	*		pH	*	*	*	*	*	*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 36(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 36(**) Small Base: 100(*)

21-87515-43GTS Longevity - 31st October - 3rd November 2022

PUBLIC
GTS Longevity
GB Adults aged 16-75

Q4. Which of the following, if any, do you think would most help you to live to be 100 years old?
All Adults aged 16-75 in Great Britain

	Gender			Age				Age (segregated)				Generation			Social grade				Region				Marital Status			Household Size			Education				Employment status				Income				Price of children (17 or under)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	Gen Z	Millennial	Gen X	Baby Boomer	A8	C1	C2	D1	North	Midlands	South	London	Wales	Scotland	Married/Living as a couple	Single	Widowed/Divorced/ Separated	1	2	3	4+	GCSE/Level 10 or equivalent	A level or above/PH	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-employed	ANY WORKING	ANY NOT WORKING	UP TO £15,999	£20,000-£24,999	£25,000-£34,999	£35,000-£49,999	£50,000+	Prefer not to say	ANY	NONE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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