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News release: YouGov and V&A reveal that one in six Britons want to live forever, but 40% do not want to live past the age of 100

- **A new report between the V&A and YouGov to coincide with major exhibition The Future Starts Here reveals that only 17% of Britons want to live forever, even if ageing process could be halted**
- **Men more likely than women to want to live forever**
- **Segmentation analysis reveals that 'Tech Disciples' group much more likely to want to live forever compared to rest of UK population**
- **Wider YouGov survey further reveals how Britons feel about the impact of technology on the future**

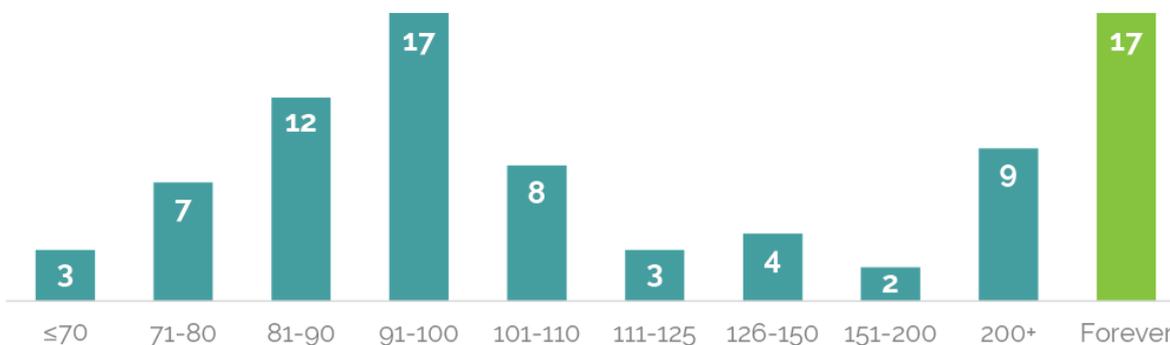
A new partnership between YouGov and the Victoria and Albert Museum (V&A), coinciding with the museum's current major exhibition The Future Starts Here, examines how Britons feel about the future. Visitors to the exhibition are guided by a series of ethical and speculative questions to connect the subject matter to the choices that everyone has in their everyday lives. Working in coordination with the V&A, YouGov has conducted research asking the general public where they stand on issues provoked by the exhibition's lines of enquiry. The first set of results released today examines our fascination with immortality.

Who wants to live forever?

One of the questions that YouGov posed to the public was 'Who wants to live forever?' Surprisingly, the survey results reveal that even if the ageing process could be halted and good physical and mental health were guaranteed, 40% of Britons would not want to live past the age of 100, while only one in six Britons (17%) would want to live forever. A further 24% want to live for longer than a century, but do not want to live forever. Men are noticeably more likely than women to want to live forever (21% vs 12%).

One in six Britons want to live forever

If the aging process could be halted, and good physical and mental health could be guaranteed, how long would you want to live for? % (don't knows not shown)



YouGov | yougov.com

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Perhaps unsurprisingly, it is particularly among younger people that extended life spans have the most appeal. One in eight 18-24 year-olds (13%) want to live past the age of 200, and 17% want to live forever. These figures are even higher amongst 25-34 year olds: 15% and 23% respectively. However, among those aged 65 and older, only 5% wanted to be 200 or older, and just 10% want to live forever.

Segmentation analysis

As part of the work with the V&A, YouGov also conducted a segmentation analysis that reveals how the British public can be split into six different groups regarding their attitudes towards the future. Further information on these groups can be found [here](#).

Of these six attitudinal groups identified by YouGov, one group in particular had a different view from the population as a whole. Tech Disciples, who make up 14% of the general population, are noticeably more likely to say they want to live forever (30% compared to 17% for all Britons). Tech Disciples are also more likely to want to live for two centuries or more (14% vs. 9% of the whole population). This group is male-dominated (62% are men) and they are most likely to believe that there is a technological solution to all of humanity's problems. They also consider technological progress to be a force for good. The majority of this group feel that they have the power to shape the future, and that they have a good idea of what and who drives change in society.

The Future Starts Here brings together over 100 ground-breaking technologies and designs, many of which are currently in development in studios and laboratories around the world. The exhibition explores the impact these objects may have on the body, the home, politics, cities and the planet. The final section of the exhibition explores scientific solutions for life after death, with highlight displays including a complete standby kit for preparing a body for transfer to cryopreservation facilities, and

the Eternime app, which gathers stories, thoughts and memories from an individual's digital footprint for friends and family to interact with after their death.

The issues explored through the exhibition formed an integral part of YouGov's lines of enquiry. Other questions include "Is space still exciting?" and "If money were no object, would you want to be cryogenically frozen?" The findings will be released on YouGov.co.uk over the course of the exhibition, which runs to 4 November 2018.

NOTES TO EDITORS

- The Future Starts Here will run to 4 November 2018 in the Sainsbury Gallery
- Advance tickets are £15. V&A members go free.
- Advance bookings can be made by calling 0800 912 6961 (booking fee applies). Online tickets are available at vam.ac.uk/thefuturestartshere
- The exhibition is accompanied by a new V&A publication and a series of related events, courses and creative workshops
- The Future Starts Here is curated by Rory Hyde and Mariana Pestana
- The exhibition is designed by Andrés Jaque/Office for Political Innovation, with original films by Superflux and graphics by 2x4.

Design, Architecture and Digital Department

The Design, Architecture and Digital department is dedicated to enhancing the V&A's reputation as the UK's leading public resource for the study of contemporary design and its impact on society, and for stimulating new modes of collection, curation and public engagement.

YouGov

YouGov is an international, full-service market research agency and is the pioneer of market research through online methods. Our suite of syndicated, proprietary data products includes: BrandIndex, the daily brand perception tracker; Profiles, our new tool for media planning, market segmentation and forecasting; and Reports which provide comprehensive market intelligence on a range of sectors. The market-leading YouGov Omnibus provides a fast and cost-effective service for obtaining answers to research questions from both national and selected samples. Our custom research business conducts a wide range of quantitative and qualitative research, tailored to our specialist teams to meet our clients' specific requirements.

YouGov has a panel of 3 million people worldwide, including over 600,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk

About Volkswagen Group

The Volkswagen Group with its headquarters in Wolfsburg is one of the world's leading automobile manufacturers. With its "TOGETHER – Strategy 2025" future program, the Volkswagen Group is paving the way for the biggest change process in its history: the realignment to become a globally leading provider of sustainable mobility. The Group comprises twelve brands from seven European countries and is fully committed to its corporate social responsibility, which includes substantial support for forward-looking initiatives within the field of culture and the arts, two fundamental elements of a dynamic society. Volkswagen strives to enable as many people as possible to interact with culture inspiring creativity. Working together with partners, Volkswagen is oriented towards encouraging a cross-generational debate with the arts and culture, which encompasses new technological potential and changing social needs.

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A selection of press images are available to download free of charge from pressimages.vam.ac.uk

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