

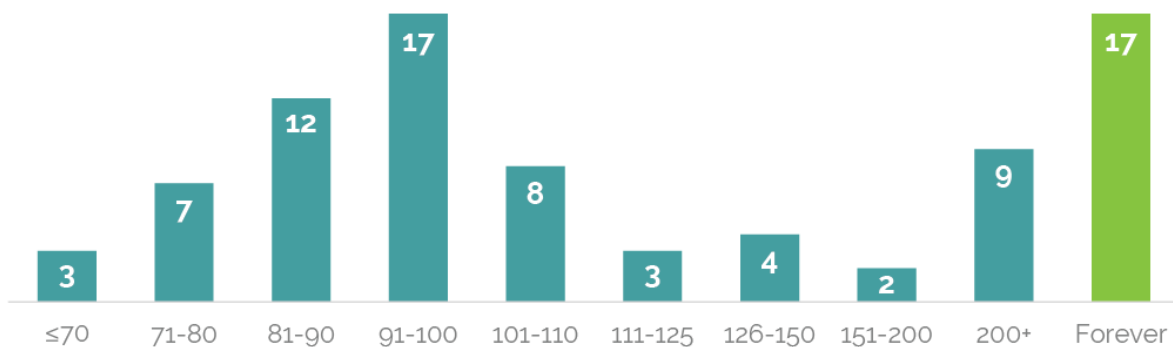
Who wants to live forever?

One in six Britons want to live forever, but 40% do not want to live past the age of 100.

One of the questions YouGov asked the general 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

April 5-24, 2018

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.

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. 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.