

| TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|-------|-----------------|---|---|---|---|---|---|---|---|----|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| | | | | | | | | | | | |

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GfK NOP

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SO FIRSTLY...

Q.1 IN GENERAL, HOW HAPPY WOULD YOU SAY YOU ARE?

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| VERY HAPPY | 357 36% | 169 35% | 188 36% | 46 34% | 59 38% | 70 37% | 49 30% | 60 41% | 73 35% | 71 35% | 105 35% | 82 37% | 99 36% |
| FAIRLY HAPPY | 559 56% | 271 56% | 289 55% | 79 58% | 91 58% | 99 52% | 95 59% | 73 50% | 122 58% | 127 62% | 168 56% | 126 57% | 138 51% |
| FAIRLY UNHAPPY | 49 5% | 23 5% | 26 5% | 6 5% | 5 3% | 12 6% | 10 6% | 10 7% | 6 3% | 3 1% | 14 5% | 10 4% | 22 8% |
| VERY UNHAPPY | 32 3% | 17 3% | 16 3% | 5 4% | 1 1% | 9 5% | 7 4% | 3 2% | 8 4% | 4 2% | 15 5% | 4 2% | 10 4% |
| DON'T KNOW | 3 | - | 3 1% | - | 1 1% | - | 1 1% | 1 1% | - | 1 1* | - | - | 2 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SO FIRSTLY...

Q.1 IN GENERAL, HOW HAPPY WOULD YOU SAY YOU ARE?

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| VERY HAPPY | 357 36% | 29 33% | 13 30% | 40 34% | 34 35% | 51 35% | 35 43% | 36 49% | 71 34% | 34 36% | 7 23% | 7 28% | 123 33% | 122 41% | 112 34% |
| FAIRLY HAPPY | 559 56% | 47 55% | 27 63% | 68 57% | 53 55% | 82 57% | 44 54% | 32 43% | 117 57% | 53 57% | 19 62% | 17 66% | 212 57% | 158 53% | 189 57% |
| FAIRLY UNHAPPY | 49 5% | 6 7% | - - | 6 5% | 4 5% | 10 7% | 1 1% | 2 3% | 12 6% | 5 5% | 3 8% | 1 5% | 17 5% | 12 4% | 19 6% |
| VERY UNHAPPY | 32 3% | 4 5% | 2 5% | 3 3% | 5 5% | 2 1% | 2 2% | 4 5% | 6 3% | 2 2% | 2 6% | - - | 15 4% | 8 3% | 10 3% |
| DON'T KNOW | 3 * | - - | 1 2% | 1 1% | - - | - - | - - | - - | 1 1% | - - | - - | - - | 2 * | - - | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SO FIRSTLY...

Q.1 IN GENERAL, HOW HAPPY WOULD YOU SAY YOU ARE?

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|------------------|--------------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| VERY HAPPY | 357 36% | 179 44% | 47 41% | 68 25% | 63 30% | 158 36% | 53 39% | 146 35% |
| FAIRLY HAPPY | 559 56% | 211 52% | 60 53% | 169 63% | 120 56% | 259 58% | 68 51% | 232 55% |
| FAIRLY UNHAPPY | 49 5% | 12 3% | 5 5% | 17 6% | 15 7% | 16 4% | 7 6% | 26 6% |
| VERY UNHAPPY | 32 3% | 6 2% | 2 2% | 11 4% | 13 6% | 9 2% | 4 3% | 19 5% |
| DON'T KNOW | 3 | - | - | 1 1% | 2 1% | 1 * | 1 1% | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SO FIRSTLY...

Q.1 IN GENERAL, HOW HAPPY WOULD YOU SAY YOU ARE?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 |
| VERY HAPPY | 357 36% | 357 100% | - | - | - | - |
| FAIRLY HAPPY | 559 56% | - | 559 100% | - | - | - |
| FAIRLY UNHAPPY | 49 5% | - | - | 49 100% | - | - |
| VERY UNHAPPY | 32 3% | - | - | - | 32 100% | - |
| DON'T KNOW | 3 * | - | - | - | - | 3 100% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SO FIRSTLY...

Q.1 IN GENERAL, HOW HAPPY WOULD YOU SAY YOU ARE?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | |
|------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|--|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| VERY HAPPY | 357 36% | 1 8% | - | 2 9% | 1 3% | 8 10% | 12 13% | 39 19% | 149 45% | 71 63% | 72 73% | 3 50% | |
| FAIRLY HAPPY | 559 56% | 2 14% | 2 67% | 5 29% | 18 55% | 64 76% | 71 80% | 167 78% | 167 50% | 38 34% | 24 24% | 1 24% | |
| FAIRLY UNHAPPY | 49 5% | 3 24% | 1 20% | 5 28% | 12 37% | 10 11% | 5 5% | 5 2% | 9 3% | - | 1 1% | - | |
| VERY UNHAPPY | 32 3% | 6 54% | 1 14% | 6 34% | 2 6% | 1 1% | 1 1% | 2 1% | 8 2% | 3 3% | 2 2% | 1 13% | |
| DON'T KNOW | 3 * | - | - | - | - | 1 2% | - | - | 1 * | - | - | 1 13% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.2 AND, ALL THINGS CONSIDERED, HOW SATISFIED ARE YOU WITH YOUR LIFE AS A WHOLE THESE DAYS? PLEASE USE A SCALE OF 1 TO 10, WHERE 1 IS COMPLETELY DISSATISFIED AND 10 IS COMPLETELY SATISFIED.

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| 1 | 11 1% | 5 1% | 6 1% | 2 1% | 1 1% | 5 2% | 2 1% | 2 1% | - | - | 4 1% | 1 1% | 6 2% |
| 2 | 4 * | 1 * | 3 1% | 1 * | - | 2 1% | 1 1% | - | 1 | 1 * | 1 * | - | 2 1% |
| 3 | 18 2% | 7 2% | 11 2% | 2 1% | 1 * | 3 2% | 5 3% | 2 2% | 6 3% | 1 * | 7 2% | 2 1% | 9 3% |
| 4 | 32 3% | 16 3% | 16 3% | 8 6% | 4 2% | 6 3% | 9 5% | 3 2% | 3 2% | 5 2% | 7 2% | 9 4% | 12 5% |
| 5 | 84 8% | 35 7% | 49 9% | 10 7% | 15 9% | 14 7% | 17 11% | 10 7% | 18 9% | 12 6% | 20 7% | 18 8% | 34 12% |
| 6 | 89 9% | 41 8% | 49 9% | 13 10% | 13 8% | 21 11% | 21 13% | 5 3% | 15 7% | 13 6% | 32 11% | 19 9% | 25 9% |
| 7 | 213 21% | 122 25% | 91 17% | 29 21% | 41 26% | 43 23% | 33 20% | 30 21% | 38 18% | 54 26% | 68 22% | 38 17% | 53 20% |
| 8 | 333 33% | 153 32% | 181 35% | 43 32% | 53 34% | 69 36% | 48 29% | 56 38% | 64 31% | 81 39% | 110 36% | 73 33% | 70 26% |
| 9 | 113 11% | 46 10% | 66 13% | 16 12% | 20 13% | 15 8% | 15 9% | 18 12% | 29 14% | 24 12% | 31 10% | 29 13% | 28 10% |
| 10 | 98 10% | 50 10% | 48 9% | 14 10% | 10 7% | 13 7% | 11 7% | 16 11% | 33 16% | 16 8% | 22 7% | 29 13% | 30 11% |
| MEAN SCORE | 7.3 | 7.4 | 7.3 | 7.3 | 7.4 | 7.1 | 6.9 | 7.6 | 7.6 | 7.6 | 7.3 | 7.6 | 7.0 |
| STANDARD DEVIATION | 1.8 | 1.7 | 1.8 | 1.8 | 1.5 | 1.8 | 1.9 | 1.7 | 1.7 | 1.4 | 1.7 | 1.7 | 2.1 |
| DON'T KNOW | 5 1% | 3 1% | 2 * | - | - | - | - | 3 2% | 2 1% | - | - | 3 1% | 3 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.2 AND, ALL THINGS CONSIDERED, HOW SATISFIED ARE YOU WITH YOUR LIFE AS A WHOLE THESE DAYS? PLEASE USE A SCALE OF 1 TO 10, WHERE 1 IS COMPLETELY DISSATISFIED AND 10 IS COMPLETELY SATISFIED.

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | |
|--------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| 1 | 11 1% | - | 1 2% | 2 2% | 1 1% | 2 1% | - | 1 2% | 4 2% | - | - | - | 4 1% | 3 1% | 4 1% |
| 2 | 4 * | - | - | - | 1 1% | 1 1% | 1 1% | - | - | - | 2 5% | - | 1 * | 2 1% | 2 * |
| 3 | 18 2% | 4 5% | - | 2 2% | 1 1% | 2 1% | 1 1% | 2 3% | 5 2% | 2 2% | 1 3% | - | 6 2% | 5 2% | 7 2% |
| 4 | 32 3% | 4 5% | 2 4% | 3 3% | 6 6% | 1 1% | 3 3% | - | 9 4% | 2 2% | 2 7% | 1 5% | 17 5% | 3 1% | 12 4% |
| 5 | 84 8% | 6 7% | 3 6% | 9 8% | 10 11% | 18 13% | 5 6% | 2 2% | 18 9% | 8 8% | 4 14% | 1 2% | 29 8% | 25 8% | 30 9% |
| 6 | 89 9% | 5 6% | 2 5% | 12 10% | 5 6% | 19 13% | 7 9% | 7 9% | 17 8% | 11 11% | 1 4% | 4 14% | 28 8% | 33 11% | 28 9% |
| 7 | 213 21% | 26 30% | 8 19% | 26 22% | 18 18% | 22 15% | 20 25% | 14 18% | 46 22% | 16 17% | 9 30% | 9 33% | 87 23% | 56 23% | 71 21% |
| 8 | 333 33% | 24 27% | 15 35% | 39 33% | 38 40% | 55 38% | 23 28% | 31 42% | 63 30% | 30 32% | 4 15% | 11 41% | 127 34% | 109 36% | 98 29% |
| 9 | 113 11% | 4 5% | 5 11% | 15 13% | 9 10% | 15 11% | 6 8% | 10 13% | 23 11% | 19 20% | 5 17% | - | 34 9% | 32 11% | 47 14% |
| 10 | 98 10% | 13 15% | 5 11% | 7 6% | 7 6% | 8 6% | 16 19% | 8 11% | 23 11% | 7 8% | 2 6% | 1 5% | 33 9% | 32 11% | 32 10% |
| MEAN SCORE | 7.3 | 7.3 | 7.5 | 7.2 | 7.2 | 7.2 | 7.6 | 7.7 | 7.3 | 7.6 | 6.8 | 7.2 | 7.3 | 7.4 | 7.3 |
| STANDARD DEVIATION | 1.8 | 1.8 | 1.8 | 1.7 | 1.7 | 1.7 | 1.7 | 1.7 | 1.9 | 1.6 | 2.1 | 1.2 | 1.7 | 1.7 | 1.8 |
| DON'T KNOW | 5 1% | - | 3 6% | 1 1% | - | 1 * | - | - | - | 1 1% | - | - | 4 1% | 1 * | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.2 AND, ALL THINGS CONSIDERED, HOW SATISFIED ARE YOU WITH YOUR LIFE AS A WHOLE THESE DAYS? PLEASE USE A SCALE OF 1 TO 10, WHERE 1 IS COMPLETELY DISSATISFIED AND 10 IS COMPLETELY SATISFIED.

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|--------------------|--------------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| 1 | 11 1% | 4 1% | 1 1% | 3 1% | 4 2% | 3 1% | 4 3% | 4 1% |
| 2 | 4 * | - - | 1 1% | 1 * | 2 1% | 2 * | - - | 2 * |
| 3 | 18 2% | 3 1% | 2 1% | 7 3% | 7 3% | 4 1% | 1 1% | 13 3% |
| 4 | 32 3% | 5 1% | 1 1% | 19 7% | 7 3% | 9 2% | 4 3% | 19 5% |
| 5 | 84 8% | 26 6% | 11 9% | 19 7% | 28 13% | 32 7% | 10 7% | 42 10% |
| 6 | 89 9% | 30 7% | 9 8% | 33 12% | 17 8% | 45 10% | 13 10% | 31 7% |
| 7 | 213 21% | 85 21% | 25 22% | 66 25% | 37 17% | 116 26% | 19 14% | 78 18% |
| 8 | 333 33% | 158 39% | 39 34% | 76 29% | 60 28% | 158 36% | 51 38% | 124 29% |
| 9 | 113 11% | 51 12% | 17 15% | 19 7% | 26 12% | 39 9% | 19 14% | 55 13% |
| 10 | 98 10% | 44 11% | 8 7% | 20 8% | 25 12% | 33 7% | 13 9% | 52 12% |
| MEAN SCORE | 7.3 | 7.6 | 7.4 | 7.0 | 7.2 | 7.3 | 7.4 | 7.3 |
| STANDARD DEVIATION | 1.8 | 1.5 | 1.6 | 1.8 | 2.0 | 1.5 | 1.9 | 1.9 |
| DON'T KNOW | 5 1% | 2 1% | - - | 3 1% | 1 * | 1 * | - - | 4 1% |

NOP/421059 HAPPINESS
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Q.2 AND, ALL THINGS CONSIDERED, HOW SATISFIED ARE YOU WITH YOUR LIFE AS A WHOLE THESE DAYS? PLEASE USE A SCALE OF 1 TO 10, WHERE 1 IS COMPLETELY DISSATISFIED AND 10 IS COMPLETELY SATISFIED.

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--------------------|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| 1 | 11 1% | 1 | 2 | 3 6% | 6 19% | - |
| 2 | 4 | - | 2 | 1 1% | 1 2% | - |
| 3 | 18 2% | 2 | 5 1% | 5 10% | 6 19% | - |
| 4 | 32 3% | 1 | 18 3% | 12 24% | 2 6% | - |
| 5 | 84 8% | 8 2% | 64 11% | 10 20% | 1 3% | 1 46% |
| 6 | 89 9% | 12 3% | 71 13% | 5 10% | 1 4% | - |
| 7 | 213 21% | 39 11% | 167 30% | 5 10% | 2 6% | - |
| 8 | 333 33% | 149 42% | 167 30% | 9 18% | 8 23% | 1 31% |
| 9 | 113 11% | 71 20% | 38 7% | - | 3 10% | - |
| 10 | 98 10% | 72 20% | 24 4% | 1 1% | 2 6% | - |
| MEAN SCORE | 7.3 | 8.3 | 7.0 | 5.2 | 5.3 | 6.2 |
| STANDARD DEVIATION | 1.8 | 1.3 | 1.5 | 2.0 | 3.1 | 1.9 |
| DON'T KNOW | 5 1% | 3 1% | 1 | - | 1 2% | 1 23% |

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BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | DON'T KNOW |
|--------------------|------------|-----------------|-----------|------------|------------|------------|------------|-------------|-------------|-------------|------------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| 1 | 11 1% | 11 100% | - | - | - | - | - | - | - | - | - | - |
| 2 | 4 | - | 4 100% | - | - | - | - | - | - | - | - | - |
| 3 | 18 2% | - | - | 18 100% | - | - | - | - | - | - | - | - |
| 4 | 32 3% | - | - | - | 32 100% | - | - | - | - | - | - | - |
| 5 | 84 8% | - | - | - | - | 84 100% | - | - | - | - | - | - |
| 6 | 89 9% | - | - | - | - | - | 89 100% | - | - | - | - | - |
| 7 | 213 21% | - | - | - | - | - | - | 213 100% | - | - | - | - |
| 8 | 333 33% | - | - | - | - | - | - | - | 333 100% | - | - | - |
| 9 | 113 11% | - | - | - | - | - | - | - | - | 113 100% | - | - |
| 10 | 98 10% | - | - | - | - | - | - | - | - | - | 98 100% | - |
| MEAN SCORE | 7.3 | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | 6.0 | 7.0 | 8.0 | 9.0 | 10.0 | - |
| STANDARD DEVIATION | 1.8 | 0.0 | 0.0 | * | 0.0 | 0.0 | * | 0.0 | 0.0 | * | 0.0 | - |
| DON'T KNOW | 5 1% | - | - | - | - | - | - | - | - | - | - | 5 100% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.3 AND IN GENERAL, HOW MUCH WOULD YOU SAY THAT YOU WORRY? IS IT...

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
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| A LOT | 177 18% | 59 12% | 118 23% | 24 18% | 34 21% | 34 18% | 30 18% | 29 20% | 27 13% | 27 13% | 50 17% | 30 14% | 70 26% |
| A FAIR AMOUNT | 287 29% | 120 25% | 167 32% | 52 38% | 48 30% | 56 30% | 46 28% | 39 27% | 46 22% | 57 28% | 93 31% | 77 35% | 60 22% |
| A LITTLE | 410 41% | 209 44% | 201 38% | 42 31% | 69 44% | 78 41% | 66 41% | 61 42% | 93 44% | 95 46% | 127 42% | 85 38% | 102 38% |
| NOT AT ALL | 124 12% | 89 19% | 34 7% | 18 13% | 7 5% | 19 10% | 20 13% | 17 12% | 42 20% | 25 12% | 31 10% | 29 13% | 39 14% |
| DON'T KNOW | 4 * | 2 * | 2 * | - | - | 2 1% | - | - | 2 1% | 2 1% | 1 * | - | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.3 AND IN GENERAL, HOW MUCH WOULD YOU SAY THAT YOU WORRY? IS IT...

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
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| A LOT | 177 18% | 16 19% | 7 15% | 27 23% | 20 21% | 27 18% | 12 14% | 7 9% | 38 18% | 14 15% | 7 23% | 4 16% | 74 20% | 45 15% | 59 18% |
| A FAIR AMOUNT | 287 29% | 26 30% | 13 31% | 29 24% | 24 25% | 55 38% | 18 21% | 23 30% | 56 27% | 25 26% | 9 30% | 10 37% | 102 28% | 95 32% | 89 27% |
| A LITTLE | 410 41% | 32 38% | 22 51% | 50 42% | 39 40% | 49 34% | 41 50% | 30 40% | 79 38% | 45 48% | 13 42% | 11 42% | 154 42% | 120 40% | 136 41% |
| NOT AT ALL | 124 12% | 11 13% | 1 3% | 13 11% | 13 14% | 14 9% | 12 14% | 15 20% | 34 17% | 9 9% | 1 2% | 2 2% | 39 11% | 40 13% | 44 13% |
| DON'T KNOW | 4 | - | - | - | - | - | - | - | - | 2 2% | 1 2% | 1 3% | 1 1% | - | 3 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.3 AND IN GENERAL, HOW MUCH WOULD YOU SAY THAT YOU WORRY? IS IT...

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|------------------|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A LOT | 177 18% | 68 17% | 16 14% | 52 20% | 41 19% | 64 14% | 28 21% | 86 20% |
| A FAIR AMOUNT | 287 29% | 106 26% | 40 35% | 85 32% | 55 26% | 139 31% | 43 32% | 105 25% |
| A LITTLE | 410 41% | 185 45% | 50 44% | 96 36% | 79 37% | 195 44% | 46 35% | 169 40% |
| NOT AT ALL | 124 12% | 45 11% | 8 7% | 33 13% | 38 18% | 46 10% | 15 11% | 63 15% |
| DON'T KNOW | 4 | 4 1% | - | - | - | - | 2 1% | 2 |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.3 AND IN GENERAL, HOW MUCH WOULD YOU SAY THAT YOU WORRY? IS IT...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A LOT | 177 18% | 36 10% | 106 19% | 20 40% | 15 46% | 1 23% |
| A FAIR AMOUNT | 287 29% | 78 22% | 185 33% | 16 33% | 7 23% | - |
| A LITTLE | 410 41% | 177 50% | 215 38% | 9 19% | 6 19% | 2 77% |
| NOT AT ALL | 124 12% | 66 18% | 50 9% | 4 8% | 4 13% | - |
| DON'T KNOW | 4 * | - | 4 1% | - | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.3 AND IN GENERAL, HOW MUCH WOULD YOU SAY THAT YOU WORRY? IS IT...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|------------------|--------------------|-----------------|----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A LOT | 177 18% | 8 69% | 2 42% | 10 54% | 15 46% | 26 31% | 26 29% | 32 15% | 34 10% | 14 13% | 10 11% | 1 13% | |
| A FAIR AMOUNT | 287 29% | 4 31% | 1 14% | 5 28% | 9 29% | 28 34% | 28 31% | 72 34% | 93 28% | 30 27% | 15 16% | 1 26% | |
| A LITTLE | 410 41% | - | 1 24% | 3 14% | 5 14% | 23 28% | 28 32% | 86 40% | 174 52% | 52 46% | 36 37% | 3 48% | |
| NOT AT ALL | 124 12% | - | 1 20% | 1 4% | 3 10% | 6 7% | 6 7% | 21 10% | 32 10% | 16 14% | 36 37% | 1 12% | |
| DON'T KNOW | 4 * | - | - | - | - | - | 1 1% | 3 1% | - | - | - | - | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q4A I AM NOW GOING TO READ OUT A NUMBER OF DIFFERENT THINGS WHICH MAY CONTRIBUTE TO PEOPLE'S HAPPINESS.
AFTER I READ THEM OUT, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU WITH REGARD TO YOUR OWN HAPPINESS AND WELL-BEING?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 81 8% | 52 11% | 29 6% | 13 10% | 6 4% | 13 7% | 12 7% | 12 8% | 24 12% | 12 6% | 27 9% | 13 6% | 29 11% |
| WORK FULFILMENT | 19 2% | 15 3% | 5 1% | 4 3% | 2 1% | 5 3% | 7 4% | 1 1% | 1 * | 4 2% | 6 2% | 5 2% | 4 2% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 477 48% | 206 43% | 270 52% | 52 38% | 85 54% | 105 56% | 83 51% | 71 49% | 81 39% | 115 56% | 146 48% | 109 49% | 107 39% |
| MONEY AND FINANCIAL SITUATION | 71 7% | 42 9% | 29 6% | 12 9% | 14 9% | 13 7% | 13 8% | 11 8% | 8 4% | 9 4% | 20 6% | 14 6% | 29 11% |
| RELIGIOUS/SPIRITUAL LIFE | 56 6% | 31 7% | 25 5% | 8 6% | 12 8% | 10 5% | 4 3% | 4 3% | 17 8% | 12 6% | 19 6% | 9 4% | 17 6% |
| COMMUNITY AND FRIENDS | 52 5% | 30 6% | 22 4% | 23 17% | 11 7% | 5 3% | 3 2% | 3 2% | 8 4% | 10 5% | 20 7% | 8 4% | 14 5% |
| HEALTH | 238 24% | 98 20% | 140 27% | 24 18% | 27 17% | 37 20% | 41 25% | 43 29% | 65 31% | 42 20% | 64 21% | 62 28% | 70 26% |
| DK/NONE OF THESE | 7 1% | 6 1% | 1 * | - | - | 1 * | - | 1 * | 6 3% | 3 1% | 1 * | 1 1% | 2 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q4A I AM NOW GOING TO READ OUT A NUMBER OF DIFFERENT THINGS WHICH MAY CONTRIBUTE TO PEOPLE'S HAPPINESS.
AFTER I READ THEM OUT, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU WITH REGARD TO YOUR OWN HAPPINESS AND WELL-BEING?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|---|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 81 8% | 5 5% | 4 8% | 12 10% | 13 14% | 10 7% | 8 10% | 1 1% | 19 9% | 8 9% | 1 4% | - - | 34 9% | 19 6% | 28 8% |
| WORK FULFILMENT | 19 2% | 4 4% | - - | 1 1% | 2 2% | 3 2% | 1 1% | 1 1% | 4 2% | 3 3% | - - | - - | 7 2% | 5 2% | 7 2% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 477 48% | 45 52% | 26 60% | 53 45% | 43 45% | 67 46% | 39 48% | 35 47% | 98 47% | 47 50% | 11 38% | 13 51% | 180 49% | 141 47% | 156 47% |
| MONEY AND FINANCIAL SITUATION | 71 7% | 6 7% | 2 4% | 9 8% | 9 10% | 13 9% | 4 5% | 4 5% | 14 7% | 8 9% | 1 5% | 1 3% | 27 7% | 21 7% | 24 7% |
| RELIGIOUS/SPIRITUAL LIFE | 56 6% | 1 1% | 2 4% | 7 6% | 5 5% | 5 4% | 2 2% | 4 5% | 21 10% | 2 2% | 4 13% | 3 13% | 18 5% | 11 4% | 27 8% |
| COMMUNITY AND FRIENDS | 52 5% | 7 8% | 2 6% | 5 4% | 3 3% | 3 2% | 5 7% | 10 14% | 10 5% | 4 4% | 1 3% | 1 5% | 19 5% | 19 6% | 15 4% |
| HEALTH | 238 24% | 18 21% | 7 16% | 31 26% | 20 21% | 41 28% | 21 25% | 20 27% | 41 20% | 21 22% | 11 38% | 7 28% | 83 23% | 81 27% | 74 22% |
| DK/NONE OF THESE | 7 1% | - - | 1 3% | - - | 1 1% | 2 2% | 1 1% | - - | 1 * | 1 1% | - - | - - | 2 1% | 3 1% | 2 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q4A I AM NOW GOING TO READ OUT A NUMBER OF DIFFERENT THINGS WHICH MAY CONTRIBUTE TO PEOPLE'S HAPPINESS.
AFTER I READ THEM OUT, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU WITH REGARD TO YOUR OWN HAPPINESS AND WELL-BEING?**

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | WORKING STATUS | | |
|---|----------------|------------|---------------------|------------|------------------------------|------------|------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% |
| A NICE PLACE TO LIVE | 81 8% | 17 4% | 7 6% | 26 10% | 31 14% | 31 7% | 10 7% |
| WORK FULFILMENT | 19 2% | 4 1% | - | 11 4% | 5 2% | 13 3% | 2 2% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 477 48% | 264 65% | 67 59% | 77 29% | 70 33% | 231 52% | 64 48% |
| MONEY AND FINANCIAL SITUATION | 71 7% | 13 3% | 7 6% | 31 12% | 20 10% | 38 8% | 15 11% |
| RELIGIOUS/SPIRITUAL LIFE | 56 6% | 17 4% | 5 5% | 18 7% | 15 7% | 20 5% | 6 5% |
| COMMUNITY AND FRIENDS | 52 5% | 2 * | 3 2% | 35 13% | 13 6% | 19 4% | 9 7% |
| HEALTH | 238 24% | 88 22% | 25 22% | 65 24% | 60 28% | 92 21% | 28 21% |
| DK/NONE OF THESE | 7 1% | 4 1% | - | 3 1% | - | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q4A I AM NOW GOING TO READ OUT A NUMBER OF DIFFERENT THINGS WHICH MAY CONTRIBUTE TO PEOPLE'S HAPPINESS.
AFTER I READ THEM OUT, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU WITH REGARD TO YOUR OWN HAPPINESS AND WELL-BEING?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 81 8% | 22 6% | 46 8% | 5 9% | 7 22% | 1 23% |
| WORK FULFILMENT | 19 2% | 4 1% | 12 2% | 1 2% | 3 8% | - - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 477 48% | 188 53% | 256 46% | 23 47% | 10 30% | - - |
| MONEY AND FINANCIAL SITUATION | 71 7% | 20 6% | 43 8% | 7 13% | 1 4% | - - |
| RELIGIOUS/SPIRITUAL LIFE | 56 6% | 21 6% | 29 5% | 2 3% | 4 12% | - - |
| COMMUNITY AND FRIENDS | 52 5% | 13 4% | 35 6% | 2 3% | 2 5% | 1 46% |
| HEALTH | 238 24% | 88 25% | 133 24% | 10 21% | 6 19% | 1 31% |
| DK/NONE OF THESE | 7 1% | 1 * | 6 1% | - - | - - | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q4A I AM NOW GOING TO READ OUT A NUMBER OF DIFFERENT THINGS WHICH MAY CONTRIBUTE TO PEOPLE'S HAPPINESS.
AFTER I READ THEM OUT, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU WITH REGARD TO YOUR OWN HAPPINESS AND WELL-BEING?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|---|------------|-----------------|-----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| A NICE PLACE TO LIVE | 81 8% | 2 14% | - | - | 2 8% | 8 10% | 6 7% | 17 8% | 32 10% | 6 5% | 6 6% | 1 25% |
| WORK FULFILMENT | 19 2% | - | - | 3 17% | 1 3% | 1 1% | 2 2% | 8 4% | 3 1% | - | 1 1% | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 477 48% | 4 37% | 4 100% | 7 40% | 15 47% | 31 37% | 39 44% | 105 49% | 174 52% | 56 49% | 40 41% | 1 13% |
| MONEY AND FINANCIAL SITUATION | 71 7% | 3 30% | - | - | 4 14% | 14 16% | 11 12% | 14 6% | 14 4% | 2 2% | 9 9% | - |
| RELIGIOUS/SPIRITUAL LIFE | 56 6% | 1 13% | - | - | 2 6% | 4 5% | 3 3% | 10 5% | 16 5% | 10 9% | 9 9% | - |
| COMMUNITY AND FRIENDS | 52 5% | - | - | 1 6% | 3 9% | 2 3% | 5 5% | 14 7% | 17 5% | 4 4% | 6 6% | - |
| HEALTH | 238 24% | 1 7% | - | 7 36% | 4 14% | 23 27% | 23 26% | 43 20% | 75 22% | 35 31% | 26 27% | 1 26% |
| DK/NONE OF THESE | 7 1% | - | - | - | - | - | - | 2 1% | 2 1% | - | 1 1% | 2 36% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4B AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 167 17% | 85 18% | 83 16% | 17 12% | 21 13% | 35 19% | 36 22% | 17 12% | 40 19% | 27 13% | 50 17% | 47 21% | 44 16% |
| WORK FULFILMENT | 58 6% | 27 6% | 31 6% | 10 7% | 17 10% | 11 6% | 11 7% | 4 3% | 5 2% | 19 9% | 27 9% | 8 4% | 4 2% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 247 25% | 120 25% | 127 24% | 38 28% | 37 23% | 42 22% | 39 24% | 36 25% | 54 26% | 50 24% | 69 23% | 51 23% | 77 28% |
| MONEY AND FINANCIAL SITUATION | 183 18% | 101 21% | 81 16% | 20 14% | 32 20% | 36 19% | 29 18% | 31 21% | 34 16% | 29 14% | 61 20% | 46 21% | 46 17% |
| RELIGIOUS/SPIRITUAL LIFE | 35 3% | 14 3% | 21 4% | 2 2% | 6 4% | 5 3% | 4 3% | 5 4% | 12 6% | 8 4% | 12 4% | 6 3% | 10 4% |
| COMMUNITY AND FRIENDS | 100 10% | 37 8% | 63 12% | 18 13% | 17 11% | 19 10% | 11 7% | 19 13% | 16 8% | 24 12% | 32 11% | 18 8% | 26 10% |
| HEALTH | 191 19% | 80 17% | 111 21% | 26 19% | 27 17% | 37 20% | 31 19% | 32 22% | 39 19% | 45 22% | 48 16% | 43 19% | 55 20% |
| DK/NONE OF THESE | 20 2% | 15 3% | 5 1% | 5 4% | 1 1% | 3 2% | 1 1% | 1 1% | 8 4% | 4 2% | 3 1% | 3 1% | 10 4% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4B AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | | |
|--|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|----------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH | |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% | |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% | |
| A NICE PLACE TO LIVE | 167 17% | 14 16% | 6 14% | 17 14% | 15 16% | 23 16% | 14 17% | 15 20% | 39 19% | 21 23% | 2 8% | - | 52 14% | 52 17% | 63 19% | |
| WORK FULFILMENT | 58 6% | 3 3% | 2 4% | 6 5% | 3 3% | 6 4% | 6 7% | 7 9% | 14 7% | 10 11% | - | - | 1 6% | 15 4% | 19 6% | 25 7% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 247 25% | 21 24% | 9 22% | 32 27% | 33 34% | 44 31% | 18 22% | 13 18% | 47 23% | 10 11% | 8 25% | 11 43% | 107 29% | 75 25% | 65 20% | |
| MONEY AND FINANCIAL SITUATION | 183 18% | 11 13% | 6 14% | 33 28% | 16 17% | 28 20% | 14 17% | 11 15% | 39 19% | 13 14% | 7 24% | 3 11% | 70 19% | 53 18% | 60 18% | |
| RELIGIOUS/SPIRITUAL LIFE | 35 3% | 4 5% | 1 2% | 4 3% | 1 1% | 3 2% | 6 7% | 3 3% | 5 3% | 5 5% | 2 6% | 2 5% | 11 3% | 11 4% | 13 4% | |
| COMMUNITY AND FRIENDS | 100 10% | 9 11% | 3 7% | 10 8% | 8 9% | 11 8% | 7 8% | 11 15% | 19 9% | 14 14% | 6 22% | 1 5% | 31 9% | 29 10% | 39 12% | |
| HEALTH | 191 19% | 24 27% | 15 34% | 16 14% | 18 19% | 20 14% | 12 15% | 13 18% | 42 20% | 20 21% | 4 15% | 8 29% | 81 22% | 45 15% | 66 20% | |
| DK/NONE OF THESE | 20 2% | - | 1 3% | - | 2 2% | 8 6% | 6 7% | 1 1% | 1 * | 1 1% | - | - | 3 1% | 15 5% | 2 1% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4B AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 167 17% | 62 15% | 29 26% | 46 17% | 31 14% | 59 13% | 28 21% | 80 19% |
| WORK FULFILMENT | 58 6% | 20 5% | 8 7% | 21 8% | 10 5% | 45 10% | 6 5% | 7 2% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 247 25% | 95 23% | 28 25% | 67 25% | 56 26% | 111 25% | 31 23% | 105 25% |
| MONEY AND FINANCIAL SITUATION | 183 18% | 82 20% | 22 19% | 40 15% | 39 19% | 87 20% | 27 21% | 68 16% |
| RELIGIOUS/SPIRITUAL LIFE | 35 3% | 19 5% | 1 1% | 4 1% | 11 5% | 9 2% | 4 3% | 21 5% |
| COMMUNITY AND FRIENDS | 100 10% | 36 9% | 8 7% | 33 12% | 23 11% | 42 9% | 14 11% | 44 10% |
| HEALTH | 191 19% | 87 21% | 18 16% | 45 17% | 41 19% | 81 18% | 22 16% | 89 21% |
| DK/NONE OF THESE | 20 2% | 7 2% | - | 12 4% | 2 1% | 9 2% | - | 11 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4B AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 167 17% | 61 17% | 93 17% | 8 17% | 3 9% | 1 46% |
| WORK FULFILMENT | 58 6% | 21 6% | 35 6% | 2 3% | 1 4% | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 247 25% | 91 25% | 134 24% | 12 25% | 9 27% | 1 31% |
| MONEY AND FINANCIAL SITUATION | 183 18% | 57 16% | 108 19% | 11 23% | 6 18% | 1 23% |
| RELIGIOUS/SPIRITUAL LIFE | 35 3% | 15 4% | 17 3% | 2 4% | 2 5% | - |
| COMMUNITY AND FRIENDS | 100 10% | 42 12% | 48 9% | 5 11% | 5 15% | - |
| HEALTH | 191 19% | 64 18% | 112 20% | 8 17% | 7 22% | - |
| DK/NONE OF THESE | 20 2% | 7 2% | 13 2% | - | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4B AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 167 17% | 2 17% | - | 2 14% | 4 13% | 12 14% | 17 19% | 38 18% | 48 14% | 27 24% | 17 17% | - | - |
| WORK FULFILMENT | 58 6% | - | 1 24% | - | 1 3% | 3 4% | 8 9% | 11 5% | 21 6% | 7 6% | 6 6% | - | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 247 25% | 2 14% | - | 4 22% | 10 30% | 23 28% | 22 25% | 49 23% | 86 26% | 27 24% | 23 24% | 1 26% | |
| MONEY AND FINANCIAL SITUATION | 183 18% | 4 35% | 1 38% | 6 32% | 5 15% | 19 23% | 17 19% | 37 17% | 66 20% | 17 15% | 10 11% | 1 13% | |
| RELIGIOUS/SPIRITUAL LIFE | 35 3% | - | - | 1 8% | 1 2% | 4 5% | 2 2% | 9 4% | 5 2% | 7 6% | 6 6% | - | - |
| COMMUNITY AND FRIENDS | 100 10% | - | 1 20% | 1 4% | 3 8% | 6 7% | 3 3% | 22 11% | 41 12% | 8 8% | 16 16% | - | - |
| HEALTH | 191 19% | 4 34% | 1 19% | 4 21% | 9 29% | 14 17% | 18 21% | 41 19% | 63 19% | 18 16% | 17 18% | 1 24% | |
| DK/NONE OF THESE | 20 2% | - | - | - | - | 2 2% | 3 3% | 6 3% | 3 1% | 1 1% | 3 3% | 2 36% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4C AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 224 22% | 107 22% | 116 22% | 24 18% | 41 26% | 32 17% | 39 24% | 40 28% | 48 23% | 46 22% | 63 21% | 49 22% | 66 24% |
| WORK FULFILMENT | 110 11% | 66 14% | 45 9% | 17 13% | 18 11% | 28 15% | 34 21% | 13 9% | 1 * | 28 13% | 39 13% | 20 9% | 24 9% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 77 8% | 44 9% | 33 6% | 12 9% | 11 7% | 15 8% | 11 7% | 13 9% | 15 7% | 10 5% | 19 6% | 16 7% | 32 12% |
| MONEY AND FINANCIAL SITUATION | 200 20% | 84 17% | 117 22% | 25 18% | 34 22% | 35 19% | 36 22% | 32 22% | 38 18% | 35 17% | 66 22% | 54 25% | 45 17% |
| RELIGIOUS/SPIRITUAL LIFE | 45 4% | 16 3% | 29 6% | 4 3% | 7 4% | 9 5% | 6 4% | 6 4% | 14 7% | 15 7% | 10 3% | 10 5% | 9 3% |
| COMMUNITY AND FRIENDS | 171 17% | 72 15% | 99 19% | 27 20% | 24 15% | 36 19% | 17 11% | 20 14% | 46 22% | 41 20% | 53 17% | 38 17% | 40 15% |
| HEALTH | 130 13% | 60 13% | 70 13% | 19 14% | 21 13% | 28 15% | 15 9% | 17 12% | 30 14% | 24 11% | 45 15% | 26 12% | 35 13% |
| DK/NONE OF THESE | 44 4% | 31 6% | 13 3% | 7 5% | 2 2% | 7 4% | 4 3% | 5 4% | 17 8% | 10 5% | 7 2% | 9 4% | 19 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4C AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 224 22% | 21 25% | 4 9% | 30 25% | 21 22% | 25 17% | 18 21% | 23 31% | 53 26% | 16 17% | 7 25% | 6 22% | 82 22% | 65 22% | 77 23% |
| WORK FULFILMENT | 110 11% | 12 14% | 6 14% | 12 10% | 10 10% | 13 9% | 7 9% | 5 7% | 28 13% | 13 14% | 1 2% | 3 10% | 42 12% | 26 9% | 42 13% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 77 8% | 5 6% | 1 3% | 8 7% | 7 7% | 8 5% | 9 11% | 8 11% | 16 8% | 10 10% | 4 13% | 2 7% | 23 6% | 25 8% | 30 9% |
| MONEY AND FINANCIAL SITUATION | 200 20% | 23 26% | 9 21% | 21 18% | 16 16% | 29 20% | 16 19% | 17 23% | 41 20% | 16 17% | 5 18% | 7 28% | 76 21% | 62 21% | 63 19% |
| RELIGIOUS/SPIRITUAL LIFE | 45 4% | 2 3% | 2 5% | 7 6% | 6 6% | 5 3% | 3 3% | 3 4% | 6 3% | 7 8% | 2 6% | 3 10% | 20 5% | 10 3% | 15 5% |
| COMMUNITY AND FRIENDS | 171 17% | 10 11% | 14 33% | 24 21% | 15 16% | 29 20% | 11 14% | 6 8% | 35 17% | 18 19% | 5 16% | 4 17% | 68 18% | 46 15% | 57 17% |
| HEALTH | 130 13% | 10 12% | 3 8% | 14 12% | 14 14% | 23 16% | 11 14% | 10 14% | 26 13% | 12 13% | 5 16% | 2 7% | 43 12% | 44 15% | 43 13% |
| DK/NONE OF THESE | 44 4% | 3 3% | 3 8% | 1 1% | 8 9% | 13 9% | 8 9% | 2 2% | 2 1% | 2 3% | 1 4% | - - | 15 4% | 22 7% | 6 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4C AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 224 22% | 102 25% | 20 17% | 49 18% | 53 25% | 108 24% | 27 20% | 88 21% |
| WORK FULFILMENT | 110 11% | 42 10% | 18 16% | 37 14% | 12 6% | 74 17% | 24 18% | 13 3% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 77 8% | 23 6% | 9 8% | 26 10% | 19 9% | 36 8% | 9 7% | 32 8% |
| MONEY AND FINANCIAL SITUATION | 200 20% | 90 22% | 26 23% | 48 18% | 36 17% | 80 18% | 26 19% | 94 22% |
| RELIGIOUS/SPIRITUAL LIFE | 45 4% | 20 5% | 3 3% | 9 3% | 13 6% | 16 4% | 6 4% | 23 5% |
| COMMUNITY AND FRIENDS | 171 17% | 62 15% | 18 16% | 45 17% | 45 21% | 69 16% | 22 16% | 80 19% |
| HEALTH | 130 13% | 56 14% | 17 15% | 34 13% | 24 11% | 46 10% | 18 14% | 67 16% |
| DK/NONE OF THESE | 44 4% | 13 3% | 1 1% | 18 7% | 11 5% | 15 3% | 2 2% | 27 6% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4C AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 224 22% | 78 22% | 123 22% | 11 23% | 12 37% | - |
| WORK FULFILMENT | 110 11% | 38 11% | 63 11% | 8 15% | 2 6% | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 77 8% | 25 7% | 46 8% | 4 9% | - | 2 69% |
| MONEY AND FINANCIAL SITUATION | 200 20% | 78 22% | 106 19% | 9 18% | 7 21% | - |
| RELIGIOUS/SPIRITUAL LIFE | 45 4% | 11 3% | 32 6% | 1 1% | 2 5% | - |
| COMMUNITY AND FRIENDS | 171 17% | 62 17% | 93 17% | 9 18% | 6 18% | 1 31% |
| HEALTH | 130 13% | 49 14% | 71 13% | 5 11% | 5 14% | - |
| DK/NONE OF THESE | 44 4% | 16 4% | 26 5% | 2 4% | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4C AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 224 22% | 5 42% | 1 24% | 5 30% | 6 20% | 24 28% | 18 20% | 47 22% | 69 21% | 24 21% | 24 25% | 1 13% | |
| WORK FULFILMENT | 110 11% | 2 14% | - | 2 13% | 3 11% | 8 9% | 9 10% | 29 14% | 42 13% | 10 9% | 5 5% | - - | |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 77 8% | - | - | 2 11% | 4 13% | 7 9% | 9 10% | 14 7% | 21 6% | 7 7% | 10 10% | 1 25% | |
| MONEY AND FINANCIAL SITUATION | 200 20% | 1 7% | - | 5 27% | 7 22% | 10 12% | 20 22% | 43 20% | 65 19% | 32 28% | 18 18% | - - | |
| RELIGIOUS/SPIRITUAL LIFE | 45 4% | 1 7% | 1 37% | - | 1 2% | 3 4% | 4 4% | 7 3% | 22 7% | 4 3% | 1 1% | - - | |
| COMMUNITY AND FRIENDS | 171 17% | 2 14% | 1 19% | 1 4% | 7 22% | 15 18% | 17 19% | 34 16% | 56 17% | 21 18% | 16 17% | 1 26% | |
| HEALTH | 130 13% | 2 17% | 1 20% | 3 14% | 2 7% | 13 16% | 7 8% | 28 13% | 44 13% | 13 12% | 17 18% | - - | |
| DK/NONE OF THESE | 44 4% | - | - | - | 1 3% | 3 4% | 6 7% | 10 5% | 14 4% | 2 1% | 6 6% | 2 36% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4D AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 200 20% | 84 17% | 116 22% | 23 17% | 33 21% | 41 21% | 36 22% | 29 20% | 38 18% | 48 23% | 47 16% | 48 22% | 56 21% |
| WORK FULFILMENT | 131 13% | 65 14% | 66 13% | 16 12% | 28 18% | 29 15% | 27 17% | 21 15% | 9 4% | 28 14% | 40 13% | 30 14% | 33 12% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 59 6% | 31 6% | 28 5% | 6 4% | 10 6% | 10 5% | 9 6% | 9 6% | 15 7% | 10 5% | 20 6% | 11 5% | 18 7% |
| MONEY AND FINANCIAL SITUATION | 181 18% | 94 19% | 88 17% | 31 22% | 30 19% | 39 21% | 27 16% | 27 18% | 28 13% | 39 19% | 59 20% | 34 15% | 49 18% |
| RELIGIOUS/SPIRITUAL LIFE | 49 5% | 21 4% | 28 5% | 13 10% | 8 5% | 3 2% | 7 4% | 8 5% | 10 5% | 7 3% | 16 5% | 11 5% | 15 5% |
| COMMUNITY AND FRIENDS | 178 18% | 76 16% | 101 19% | 20 15% | 26 16% | 28 15% | 32 20% | 24 16% | 48 23% | 40 19% | 52 17% | 38 17% | 48 18% |
| HEALTH | 123 12% | 60 12% | 63 12% | 19 14% | 16 10% | 27 14% | 17 10% | 13 9% | 32 15% | 18 9% | 51 17% | 30 13% | 24 9% |
| DK/NONE OF THESE | 82 8% | 50 10% | 32 6% | 7 5% | 7 4% | 13 7% | 9 6% | 16 11% | 29 14% | 16 8% | 18 6% | 19 9% | 28 10% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4D AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 200 20% | 12 14% | 17 39% | 19 16% | 20 21% | 35 24% | 14 18% | 17 23% | 31 15% | 15 16% | 11 37% | 8 30% | 76 20% | 67 22% | 57 17% |
| WORK FULFILMENT | 131 13% | 12 14% | 3 6% | 17 14% | 11 12% | 17 12% | 11 13% | 8 10% | 39 19% | 8 9% | 2 6% | 3 12% | 46 12% | 36 12% | 49 15% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 59 6% | 5 6% | 1 3% | 7 6% | 6 6% | 4 3% | 4 5% | 8 11% | 18 8% | 4 5% | 2 6% | - - | 19 5% | 16 5% | 24 7% |
| MONEY AND FINANCIAL SITUATION | 181 18% | 16 18% | 6 14% | 16 14% | 15 16% | 26 18% | 15 18% | 23 31% | 35 17% | 22 23% | 3 9% | 5 21% | 59 16% | 64 21% | 59 18% |
| RELIGIOUS/SPIRITUAL LIFE | 49 5% | 13 15% | 1 2% | 6 5% | 4 4% | 5 3% | 1 1% | - - | 16 8% | 2 2% | 1 4% | 1 3% | 24 7% | 6 2% | 19 6% |
| COMMUNITY AND FRIENDS | 178 18% | 14 17% | 7 16% | 29 25% | 20 21% | 27 19% | 8 10% | 10 14% | 35 17% | 15 16% | 6 20% | 5 21% | 76 21% | 45 15% | 56 17% |
| HEALTH | 123 12% | 9 10% | 5 12% | 23 20% | 7 7% | 13 9% | 14 17% | 6 8% | 26 12% | 16 17% | 3 11% | 1 3% | 45 12% | 32 11% | 45 14% |
| DK/NONE OF THESE | 82 8% | 5 6% | 3 8% | 2 1% | 13 13% | 18 12% | 15 18% | 2 2% | 8 4% | 12 12% | 2 7% | 3 11% | 26 7% | 34 11% | 21 6% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4D AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 200 20% | 88 22% | 25 22% | 52 19% | 36 17% | 80 18% | 32 24% | 88 21% |
| WORK FULFILMENT | 131 13% | 63 15% | 14 12% | 33 13% | 21 10% | 92 21% | 22 17% | 17 4% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 59 6% | 11 3% | 7 6% | 21 8% | 19 9% | 24 5% | 10 7% | 25 6% |
| MONEY AND FINANCIAL SITUATION | 181 18% | 78 19% | 28 25% | 51 19% | 24 12% | 93 21% | 21 16% | 68 16% |
| RELIGIOUS/SPIRITUAL LIFE | 49 5% | 23 6% | 1 1% | 17 6% | 9 4% | 14 3% | 7 5% | 28 7% |
| COMMUNITY AND FRIENDS | 178 18% | 77 19% | 16 14% | 39 15% | 46 21% | 62 14% | 17 13% | 99 23% |
| HEALTH | 123 12% | 42 10% | 19 17% | 30 11% | 31 15% | 52 12% | 19 14% | 51 12% |
| DK/NONE OF THESE | 82 8% | 26 6% | 5 5% | 24 9% | 26 12% | 28 6% | 5 4% | 48 11% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4D AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 200 20% | 75 21% | 108 19% | 10 21% | 6 18% | 1 31% |
| WORK FULFILMENT | 131 13% | 32 9% | 90 16% | 4 9% | 3 10% | 1 46% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 59 6% | 15 4% | 36 6% | 3 6% | 4 14% | - - |
| MONEY AND FINANCIAL SITUATION | 181 18% | 70 20% | 101 18% | 6 11% | 6 18% | - - |
| RELIGIOUS/SPIRITUAL LIFE | 49 5% | 15 4% | 26 5% | 5 10% | 3 9% | - - |
| COMMUNITY AND FRIENDS | 178 18% | 70 20% | 93 17% | 8 16% | 7 21% | 1 23% |
| HEALTH | 123 12% | 50 14% | 62 11% | 8 17% | 2 5% | - - |
| DK/NONE OF THESE | 82 8% | 31 9% | 43 8% | 5 10% | 2 6% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4D AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 200 20% | 1 7% | 1 20% | 4 20% | 6 19% | 18 22% | 19 21% | 34 16% | 75 22% | 19 16% | 23 24% | - - | |
| WORK FULFILMENT | 131 13% | 1 7% | 1 14% | 2 9% | 4 13% | 11 13% | 19 22% | 23 11% | 50 15% | 14 13% | 6 6% | 1 26% | |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 59 6% | 1 13% | - - | 2 11% | - - | 6 7% | 6 6% | 17 8% | 13 4% | 4 4% | 9 9% | - - | |
| MONEY AND FINANCIAL SITUATION | 181 18% | 1 13% | 1 19% | 1 4% | 4 17% | 10 12% | 11 13% | 46 22% | 60 18% | 27 24% | 19 19% | 1 24% | |
| RELIGIOUS/SPIRITUAL LIFE | 49 5% | 3 27% | - - | 4 20% | 1 3% | 4 5% | 2 2% | 9 4% | 16 5% | 5 5% | 5 5% | - - | |
| COMMUNITY AND FRIENDS | 178 18% | 1 7% | 1 24% | 5 27% | 11 33% | 17 20% | 11 12% | 42 19% | 54 16% | 24 21% | 13 13% | 1 13% | |
| HEALTH | 123 12% | 1 8% | 1 24% | 2 10% | 4 13% | 10 12% | 13 14% | 27 13% | 37 11% | 14 13% | 14 14% | - - | |
| DK/NONE OF THESE | 82 8% | 2 19% | - - | - - | 2 7% | 7 8% | 8 9% | 16 7% | 29 9% | 5 4% | 10 10% | 2 36% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4E AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 131 13% | 49 10% | 81 16% | 26 19% | 23 15% | 30 16% | 15 9% | 21 14% | 16 8% | 34 16% | 43 14% | 22 10% | 31 12% |
| WORK FULFILMENT | 140 14% | 76 16% | 64 12% | 23 17% | 28 18% | 42 22% | 21 13% | 14 10% | 11 5% | 28 13% | 46 15% | 38 17% | 29 11% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 53 5% | 30 6% | 24 5% | 11 8% | 6 4% | 5 2% | 8 5% | 10 7% | 14 7% | 4 2% | 23 8% | 12 5% | 15 5% |
| MONEY AND FINANCIAL SITUATION | 142 14% | 56 12% | 86 17% | 24 17% | 18 11% | 21 11% | 30 19% | 12 8% | 37 18% | 32 16% | 39 13% | 35 16% | 36 13% |
| RELIGIOUS/SPIRITUAL LIFE | 80 8% | 37 8% | 44 8% | 11 8% | 16 10% | 14 7% | 11 7% | 8 5% | 21 10% | 14 7% | 24 8% | 15 7% | 27 10% |
| COMMUNITY AND FRIENDS | 207 21% | 96 20% | 110 21% | 17 13% | 37 23% | 36 19% | 39 24% | 37 25% | 41 20% | 39 19% | 59 20% | 43 19% | 65 24% |
| HEALTH | 132 13% | 68 14% | 65 12% | 15 11% | 22 14% | 28 15% | 27 17% | 23 16% | 17 8% | 33 16% | 46 15% | 25 11% | 28 10% |
| DK/NONE OF THESE | 117 12% | 68 14% | 48 9% | 10 7% | 8 5% | 14 7% | 12 7% | 21 14% | 52 25% | 23 11% | 23 7% | 30 14% | 41 15% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4E AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|---|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 131 13% | 15 18% | 6 14% | 19 16% | 11 11% | 17 12% | 8 10% | 6 8% | 25 12% | 15 16% | 4 12% | 4 14% | 55 15% | 31 10% | 44 13% |
| WORK FULFILMENT | 140 14% | 12 13% | 5 11% | 19 16% | 16 17% | 20 14% | 6 8% | 22 30% | 24 12% | 10 11% | 3 11% | 2 10% | 54 15% | 48 16% | 38 11% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 53 5% | 6 7% | - - | 8 7% | 3 4% | 7 5% | 3 3% | 3 4% | 14 7% | 9 9% | 1 5% | - - | 17 5% | 13 4% | 24 7% |
| MONEY AND FINANCIAL SITUATION | 142 14% | 8 10% | 8 19% | 19 16% | 13 13% | 20 14% | 13 15% | 6 8% | 41 20% | 8 8% | 4 14% | 2 9% | 50 14% | 39 13% | 53 16% |
| RELIGIOUS/SPIRITUAL LIFE | 80 8% | 6 7% | 3 6% | 9 8% | 6 6% | 11 8% | 5 6% | 9 13% | 17 8% | 7 7% | 4 13% | 3 13% | 28 7% | 25 8% | 28 8% |
| COMMUNITY AND FRIENDS | 207 21% | 21 24% | 8 19% | 23 19% | 19 20% | 32 22% | 22 26% | 10 14% | 43 21% | 16 17% | 7 24% | 6 23% | 77 21% | 64 21% | 66 20% |
| HEALTH | 132 13% | 9 11% | 5 12% | 16 14% | 13 13% | 16 11% | 6 7% | 13 17% | 34 16% | 12 13% | 2 8% | 5 21% | 49 13% | 35 12% | 49 15% |
| DK/NONE OF THESE | 117 12% | 9 10% | 8 19% | 6 5% | 15 16% | 22 15% | 20 25% | 5 6% | 9 4% | 16 17% | 4 13% | 3 11% | 41 11% | 47 16% | 29 9% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4E AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 131 13% | 58 14% | 14 12% | 38 14% | 21 10% | 68 15% | 14 11% | 48 11% |
| WORK FULFILMENT | 140 14% | 62 15% | 24 21% | 35 13% | 19 9% | 88 20% | 25 19% | 27 6% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 53 5% | 5 1% | 2 1% | 23 9% | 24 11% | 18 4% | 6 5% | 30 7% |
| MONEY AND FINANCIAL SITUATION | 142 14% | 56 14% | 17 15% | 37 14% | 32 15% | 55 12% | 16 12% | 71 17% |
| RELIGIOUS/SPIRITUAL LIFE | 80 8% | 33 8% | 8 7% | 24 9% | 16 7% | 34 8% | 7 5% | 39 9% |
| COMMUNITY AND FRIENDS | 207 21% | 98 24% | 24 21% | 50 19% | 35 16% | 81 18% | 37 28% | 88 21% |
| HEALTH | 132 13% | 58 14% | 17 15% | 31 12% | 27 13% | 70 16% | 22 16% | 41 10% |
| DK/NONE OF THESE | 117 12% | 39 9% | 9 8% | 30 11% | 39 18% | 30 7% | 7 5% | 80 19% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4E AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 131 13% | 53 75% | 71 13% | 4 8% | 3 8% | - |
| WORK FULFILMENT | 140 14% | 51 14% | 80 14% | 6 13% | 2 8% | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 53 5% | 19 5% | 26 5% | 3 6% | 5 16% | - |
| MONEY AND FINANCIAL SITUATION | 142 14% | 48 14% | 86 15% | 5 10% | 2 7% | 1 31% |
| RELIGIOUS/SPIRITUAL LIFE | 80 8% | 24 7% | 49 9% | 4 9% | 3 9% | - |
| COMMUNITY AND FRIENDS | 207 21% | 65 18% | 120 21% | 15 31% | 6 19% | - |
| HEALTH | 132 13% | 52 14% | 66 12% | 5 10% | 7 22% | 2 69% |
| DK/NONE OF THESE | 117 12% | 45 13% | 62 11% | 6 12% | 3 10% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4E AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 131 13% | - | 1 33% | 3 17% | 5 16% | 9 11% | 14 16% | 29 14% | 40 12% | 18 16% | 9 9% | 1 26% | |
| WORK FULFILMENT | 140 14% | 2 14% | 1 24% | 1 5% | 4 11% | 16 19% | 10 11% | 30 14% | 56 17% | 12 10% | 10 10% | - - | |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 53 5% | - | - | 2 12% | 2 5% | 4 5% | 6 6% | 7 3% | 20 6% | 10 8% | 4 4% | - - | |
| MONEY AND FINANCIAL SITUATION | 142 14% | - | 1 20% | 3 17% | 5 15% | 11 14% | 13 14% | 31 14% | 51 15% | 11 10% | 17 17% | - - | |
| RELIGIOUS/SPIRITUAL LIFE | 80 8% | - | - | 2 11% | 3 9% | 6 7% | 7 8% | 21 10% | 16 5% | 13 11% | 12 13% | - - | |
| COMMUNITY AND FRIENDS | 207 21% | 7 61% | 1 24% | 5 25% | 5 16% | 19 23% | 19 21% | 40 19% | 63 19% | 21 19% | 26 26% | 1 12% | |
| HEALTH | 132 13% | 1 7% | - | 1 5% | 4 13% | 8 9% | 10 11% | 33 16% | 46 14% | 22 19% | 7 7% | 1 13% | |
| DK/NONE OF THESE | 117 12% | 2 19% | - | 1 8% | 5 14% | 10 12% | 11 12% | 23 11% | 41 12% | 7 6% | 13 13% | 3 48% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4F AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 99 10% | 51 11% | 48 9% | 19 14% | 24 15% | 19 10% | 14 9% | 10 7% | 13 6% | 14 7% | 44 15% | 22 10% | 18 7% |
| WORK FULFILMENT | 210 21% | 79 17% | 131 25% | 31 23% | 39 25% | 38 20% | 31 19% | 31 21% | 41 19% | 36 17% | 65 21% | 50 22% | 60 22% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 29 3% | 13 3% | 16 3% | 6 4% | 4 3% | 7 4% | 6 4% | 1 1% | 4 2% | 5 2% | 10 3% | 9 4% | 5 2% |
| MONEY AND FINANCIAL SITUATION | 97 10% | 43 9% | 53 10% | 14 10% | 12 8% | 21 11% | 15 9% | 14 9% | 20 10% | 32 16% | 24 8% | 15 7% | 25 9% |
| RELIGIOUS/SPIRITUAL LIFE | 128 13% | 45 9% | 83 16% | 16 11% | 18 12% | 21 11% | 14 9% | 28 19% | 31 15% | 27 13% | 47 15% | 16 7% | 38 14% |
| COMMUNITY AND FRIENDS | 176 18% | 98 20% | 78 15% | 21 15% | 24 15% | 48 25% | 43 26% | 23 16% | 18 9% | 36 17% | 56 19% | 49 22% | 36 13% |
| HEALTH | 104 10% | 60 12% | 44 9% | 16 12% | 28 18% | 19 10% | 23 14% | 10 7% | 8 4% | 25 12% | 27 9% | 20 9% | 32 12% |
| DK/NONE OF THESE | 159 16% | 90 19% | 69 13% | 15 11% | 8 5% | 16 8% | 16 10% | 30 21% | 74 35% | 31 15% | 29 10% | 40 18% | 59 22% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4F AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 99 10% | 10 11% | 5 12% | 15 13% | 2 2% | 17 12% | 6 7% | 6 8% | 21 10% | 12 13% | 1 4% | 3 12% | 36 10% | 29 10% | 34 10% |
| WORK FULFILMENT | 210 21% | 16 19% | 8 20% | 30 26% | 21 21% | 33 23% | 13 16% | 15 20% | 43 21% | 14 15% | 11 36% | 6 21% | 81 22% | 61 20% | 68 21% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 29 3% | 1 1% | 3 7% | 3 3% | 1 1% | 3 2% | 4 5% | 2 3% | 10 5% | 1 1% | 1 3% | - - | 8 2% | 9 3% | 12 3% |
| MONEY AND FINANCIAL SITUATION | 97 10% | 11 13% | 5 12% | 10 8% | 10 10% | 10 7% | 5 6% | 8 11% | 17 8% | 12 13% | 3 11% | 5 17% | 41 11% | 22 7% | 33 10% |
| RELIGIOUS/SPIRITUAL LIFE | 128 13% | 12 14% | 4 8% | 16 13% | 7 8% | 23 16% | 8 10% | 6 8% | 36 17% | 11 12% | 3 10% | 2 9% | 41 11% | 37 12% | 50 15% |
| COMMUNITY AND FRIENDS | 176 18% | 17 20% | 4 8% | 21 18% | 19 19% | 18 12% | 14 17% | 19 26% | 43 21% | 14 15% | 4 14% | 3 13% | 64 17% | 52 17% | 61 18% |
| HEALTH | 104 10% | 9 10% | 4 9% | 12 10% | 11 12% | 15 10% | 8 10% | 10 14% | 24 17% | 8 8% | 1 3% | 2 9% | 39 10% | 33 11% | 32 10% |
| DK/NONE OF THESE | 159 16% | 10 11% | 10 24% | 10 9% | 25 26% | 25 18% | 25 30% | 7 10% | 13 6% | 22 23% | 6 19% | 5 19% | 61 16% | 57 19% | 41 12% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4F AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 99 10% | 37 9% | 14 12% | 32 12% | 16 7% | 60 14% | 12 9% | 26 6% |
| WORK FULFILMENT | 210 21% | 79 19% | 34 30% | 51 19% | 46 22% | 71 16% | 31 23% | 108 25% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 29 3% | 3 1% | - - | 21 8% | 4 2% | 13 3% | 9 7% | 7 2% |
| MONEY AND FINANCIAL SITUATION | 97 10% | 42 10% | 8 7% | 24 9% | 23 11% | 43 10% | 14 10% | 40 9% |
| RELIGIOUS/SPIRITUAL LIFE | 128 13% | 54 13% | 9 8% | 33 13% | 31 15% | 37 8% | 18 14% | 72 17% |
| COMMUNITY AND FRIENDS | 176 18% | 88 22% | 30 26% | 35 13% | 23 11% | 120 27% | 23 17% | 33 8% |
| HEALTH | 104 10% | 50 12% | 8 7% | 31 11% | 15 7% | 65 15% | 17 13% | 22 5% |
| DK/NONE OF THESE | 159 16% | 55 14% | 10 9% | 40 15% | 53 25% | 34 8% | 9 7% | 116 27% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4F AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 99 10% | 30 8% | 63 71% | 6 13% | - | - |
| WORK FULFILMENT | 210 21% | 90 25% | 100 18% | 10 21% | 8 26% | 2 54% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 29 3% | 6 2% | 22 4% | - | 1 3% | - |
| MONEY AND FINANCIAL SITUATION | 97 10% | 39 11% | 45 8% | 6 12% | 5 16% | 1 46% |
| RELIGIOUS/SPIRITUAL LIFE | 128 13% | 48 13% | 68 12% | 7 14% | 4 13% | - |
| COMMUNITY AND FRIENDS | 176 18% | 64 18% | 101 18% | 5 11% | 5 16% | - |
| HEALTH | 104 10% | 25 7% | 71 13% | 5 10% | 3 9% | - |
| DK/NONE OF THESE | 159 16% | 56 16% | 89 16% | 9 18% | 5 16% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4F AND WHICH IS THE NEXT MOST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 99 10% | 2 14% | 1 24% | 1 4% | 4 12% | 8 9% | 10 11% | 18 8% | 38 11% | 13 11% | 6 6% | - | - |
| WORK FULFILMENT | 210 21% | 5 41% | 1 19% | 2 10% | 8 25% | 19 23% | 12 14% | 48 23% | 57 17% | 27 24% | 29 30% | 1 25% | |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 29 3% | - | - | - | - | 2 3% | 1 1% | 10 5% | 10 3% | 2 2% | 3 4% | - | - |
| MONEY AND FINANCIAL SITUATION | 97 10% | 1 7% | - | 2 12% | 2 5% | 9 10% | 9 10% | 14 6% | 37 11% | 10 8% | 13 13% | 1 26% | |
| RELIGIOUS/SPIRITUAL LIFE | 128 13% | 1 7% | 1 20% | 4 23% | 2 7% | 12 15% | 10 11% | 24 11% | 44 13% | 18 16% | 12 12% | - | - |
| COMMUNITY AND FRIENDS | 176 18% | - | - | 5 30% | 2 5% | 12 15% | 22 25% | 36 17% | 64 19% | 23 20% | 13 13% | - | - |
| HEALTH | 104 10% | 2 14% | 1 38% | 1 3% | 7 22% | 7 8% | 11 12% | 28 13% | 35 10% | 5 4% | 8 8% | - | - |
| DK/NONE OF THESE | 159 16% | 2 19% | - | 3 18% | 8 24% | 15 17% | 14 16% | 36 17% | 49 15% | 15 14% | 14 14% | 3 48% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4G AND WHICH IS THE LEAST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| A NICE PLACE TO LIVE | 42 4% | 19 4% | 23 4% | 11 8% | 5 3% | 11 6% | 6 3% | 4 3% | 5 3% | 12 6% | 16 5% | 7 3% | 8 3% |
| WORK FULFILMENT | 185 18% | 68 14% | 118 23% | 21 16% | 20 13% | 24 12% | 18 11% | 34 23% | 68 33% | 38 18% | 55 18% | 33 15% | 60 22% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 13 1% | 7 2% | 5 1% | 4 3% | 3 2% | 1 1% | 1 1% | 1 1% | 3 1% | 2 1% | 5 2% | 2 1% | 4 1% |
| MONEY AND FINANCIAL SITUATION | 56 6% | 23 5% | 33 6% | 4 3% | 12 8% | 15 8% | 6 4% | 10 7% | 10 5% | 13 7% | 22 7% | 7 3% | 14 5% |
| RELIGIOUS/SPIRITUAL LIFE | 466 47% | 231 48% | 235 45% | 71 52% | 84 53% | 112 59% | 100 62% | 59 40% | 41 19% | 98 47% | 148 49% | 117 53% | 104 38% |
| COMMUNITY AND FRIENDS | 45 4% | 20 4% | 25 5% | 3 2% | 15 9% | 7 4% | 10 6% | 6 4% | 4 2% | 5 2% | 17 6% | 9 4% | 13 5% |
| HEALTH | 27 3% | 17 3% | 10 2% | 7 5% | 11 7% | 2 1% | 4 3% | 2 1% | - | 6 3% | 8 3% | 4 2% | 9 3% |
| DK/NONE OF THESE | 166 17% | 94 20% | 72 14% | 15 11% | 8 5% | 17 9% | 18 11% | 31 21% | 78 37% | 32 16% | 31 10% | 43 19% | 60 22% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4G AND WHICH IS THE LEAST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|---|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| A NICE PLACE TO LIVE | 42 4% | 5 6% | 1 1% | 3 2% | 5 5% | 4 3% | 1 1% | 5 7% | 13 6% | 2 2% | 1 3% | 3 13% | 17 5% | 10 3% | 16 5% |
| WORK FULFILMENT | 185 18% | 18 21% | 9 22% | 24 20% | 9 9% | 27 19% | 15 18% | 9 12% | 42 20% | 17 18% | 8 26% | 8 30% | 68 18% | 51 17% | 66 20% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 13 1% | 1 1% | - - | 3 2% | - - | 3 2% | - - | 2 3% | 2 1% | 2 2% | - - | - - | 3 1% | 5 2% | 4 1% |
| MONEY AND FINANCIAL SITUATION | 56 6% | 8 9% | - - | 9 7% | 6 6% | 3 2% | 3 3% | 2 3% | 16 8% | 6 6% | 3 9% | 1 3% | 23 6% | 9 3% | 24 7% |
| RELIGIOUS/SPIRITUAL LIFE | 466 47% | 38 44% | 21 50% | 60 51% | 43 45% | 73 51% | 34 42% | 42 57% | 94 45% | 41 43% | 12 41% | 8 30% | 170 46% | 149 50% | 147 44% |
| COMMUNITY AND FRIENDS | 45 4% | 3 3% | 1 2% | 5 4% | 2 2% | 5 4% | 3 4% | 5 7% | 17 8% | 1 2% | - - | 2 6% | 12 3% | 13 4% | 19 6% |
| HEALTH | 27 3% | 3 4% | 1 2% | 5 4% | 5 5% | 4 2% | - - | 1 1% | 7 3% | 1 2% | 1 2% | - - | 13 4% | 4 1% | 9 3% |
| DK/NONE OF THESE | 166 17% | 11 12% | 10 24% | 10 9% | 26 27% | 25 18% | 26 32% | 7 10% | 15 7% | 24 25% | 6 19% | 5 19% | 62 17% | 59 20% | 45 14% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4G AND WHICH IS THE LEAST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| A NICE PLACE TO LIVE | 42 4% | 20 5% | 2 1% | 13 5% | 7 3% | 21 5% | 5 4% | 16 4% |
| WORK FULFILMENT | 185 18% | 84 21% | 8 7% | 45 17% | 49 23% | 35 8% | 17 13% | 133 31% |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 13 1% | 1 * | 1 1% | 8 3% | 2 1% | 2 * | 3 3% | 8 2% |
| MONEY AND FINANCIAL SITUATION | 56 6% | 25 6% | 3 3% | 14 5% | 13 6% | 27 6% | 12 9% | 17 4% |
| RELIGIOUS/SPIRITUAL LIFE | 466 47% | 189 46% | 77 67% | 125 47% | 76 36% | 280 63% | 76 57% | 110 26% |
| COMMUNITY AND FRIENDS | 45 4% | 19 5% | 7 6% | 11 4% | 8 4% | 26 6% | 5 4% | 14 3% |
| HEALTH | 27 3% | 12 3% | 6 5% | 8 3% | 1 1% | 16 4% | 4 3% | 7 2% |
| DK/NONE OF THESE | 166 17% | 58 14% | 11 10% | 42 16% | 56 26% | 37 8% | 9 7% | 120 28% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4G AND WHICH IS THE LEAST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| A NICE PLACE TO LIVE | 42 4% | 11 3% | 28 5% | 2 4% | 2 5% | - |
| WORK FULFILMENT | 185 18% | 72 20% | 96 17% | 10 20% | 7 22% | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 13 1% | 1 * | 8 1% | 1 1% | 3 9% | - |
| MONEY AND FINANCIAL SITUATION | 56 6% | 19 5% | 31 6% | 4 8% | 3 8% | - |
| RELIGIOUS/SPIRITUAL LIFE | 466 47% | 176 49% | 257 46% | 20 42% | 9 29% | 3 100% |
| COMMUNITY AND FRIENDS | 45 4% | 14 4% | 30 5% | - | 1 2% | - |
| HEALTH | 27 3% | 10 3% | 13 2% | 2 5% | 2 6% | - |
| DK/NONE OF THESE | 166 17% | 56 16% | 95 17% | 10 20% | 6 19% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q4G AND WHICH IS THE LEAST IMPORTANT

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|---|--------------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| A NICE PLACE TO LIVE | 42 4% | 1 7% | - | 2 11% | 3 9% | - | 3 3% | 17 8% | 10 3% | 3 3% | 4 4% | - | - |
| WORK FULFILMENT | 185 18% | 1 7% | 1 20% | 5 27% | 3 9% | 14 16% | 17 19% | 31 15% | 60 18% | 28 25% | 25 26% | - | - |
| PARTNER/SPOUSE AND FAMILY RELATIONSHIPS | 13 1% | 3 26% | - | 1 4% | 1 2% | 4 5% | - | - | 2 1% | - | 3 3% | - | - |
| MONEY AND FINANCIAL SITUATION | 56 6% | - | 1 24% | 1 4% | 3 10% | 4 5% | 1 1% | 14 6% | 19 6% | 10 9% | 5 5% | - | - |
| RELIGIOUS/SPIRITUAL LIFE | 466 47% | 3 28% | 2 43% | 6 31% | 14 43% | 37 44% | 44 50% | 101 48% | 169 51% | 46 41% | 41 42% | 3 52% | |
| COMMUNITY AND FRIENDS | 45 4% | - | 1 14% | - | - | 5 6% | 7 7% | 11 5% | 15 4% | 6 5% | 1 1% | - | - |
| HEALTH | 27 3% | 2 14% | - | 1 5% | - | 5 6% | 1 1% | 4 2% | 9 3% | 4 3% | 1 1% | - | - |
| DK/NONE OF THESE | 166 17% | 2 19% | - | 3 18% | 9 27% | 15 17% | 16 18% | 36 17% | 51 15% | 15 14% | 17 17% | 3 48% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.5 NOW, CAN I JUST CHECK, ARE YOU CURRENTLY WORKING - THIS CAN BE EITHER
 FULL OR PART-TIME?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| YES | 583 58% | 317 66% | 266 51% | 80 59% | 131 83% | 154 82% | 122 75% | 81 55% | 15 7% | 135 66% | 207 69% | 140 63% | 100 37% |
| NO | 418 42% | 162 34% | 256 49% | 56 41% | 28 17% | 35 18% | 40 25% | 65 45% | 194 93% | 71 34% | 95 31% | 81 37% | 171 63% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.5 NOW, CAN I JUST CHECK, ARE YOU CURRENTLY WORKING - THIS CAN BE EITHER
 FULL OR PART-TIME?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|--------------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| YES | 583 58% | 53 61% | 19 44% | 67 57% | 52 54% | 95 66% | 41 50% | 48 64% | 130 63% | 48 51% | 10 33% | 21 80% | 211 57% | 184 61% | 188 57% |
| NO | 418 42% | 33 39% | 24 56% | 51 43% | 44 46% | 49 34% | 41 50% | 26 36% | 77 37% | 46 49% | 20 67% | 5 20% | 158 43% | 117 39% | 144 43% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.5 NOW, CAN I JUST CHECK, ARE YOU CURRENTLY WORKING - THIS CAN BE EITHER
 FULL OR PART-TIME?**

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|------------------|--------------------|------------|------------------------|------------|------------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| YES | 583 58% | 248 61% | 96 84% | 165 62% | 75 35% | 441 99% | 125 94% | 17 4% |
| NO | 418 42% | 160 39% | 18 16% | 102 38% | 138 65% | 3 1% | 9 6% | 407 96% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.5 NOW, CAN I JUST CHECK, ARE YOU CURRENTLY WORKING - THIS CAN BE EITHER
 FULL OR PART-TIME?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| YES | 583 58% | 215 60% | 328 59% | 23 47% | 15 45% | 2 77% |
| NO | 418 42% | 143 40% | 231 41% | 26 53% | 18 55% | 1 23% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.5 NOW, CAN I JUST CHECK, ARE YOU CURRENTLY WORKING - THIS CAN BE EITHER FULL OR PART-TIME?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|------------------|------------|-----------------|----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| YES | 583 58% | 7 65% | 2 48% | 5 26% | 14 43% | 43 52% | 56 63% | 138 65% | 216 65% | 55 49% | 45 46% | 1 26% |
| NO | 418 42% | 4 35% | 2 52% | 13 74% | 18 57% | 41 48% | 33 37% | 75 35% | 117 35% | 58 51% | 53 54% | 4 74% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.6 ON THE WHOLE, WOULD YOU SAY THAT YOU GET SATISFACTION OUT OF YOUR WORK,
 OR NOT?**

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 566 | 294 52% | 272 48% | 71 13% | 129 23% | 149 26% | 127 22% | 75 13% | 15 3% | 137 24% | 227 40% | 128 23% | 74 13% |
| WEIGHTED TOTAL | 583 | 317 54% | 266 46% | 80 14% | 131 22% | 154 26% | 122 21% | 81 14% | 15 3% | 135 23% | 207 36% | 140 24% | 100 17% |
| YES | 471 81% | 252 80% | 218 82% | 59 74% | 105 80% | 122 79% | 103 84% | 68 84% | 15 100% | 115 85% | 175 85% | 112 80% | 68 68% |
| NO | 112 19% | 65 20% | 47 18% | 21 26% | 26 20% | 33 21% | 20 16% | 13 16% | - - | 20 15% | 32 15% | 28 20% | 32 32% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.6 ON THE WHOLE, WOULD YOU SAY THAT YOU GET SATISFACTION OUT OF YOUR WORK,
 OR NOT?**

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|--------------------|------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 566 | 50 9% | 19 3% | 62 11% | 53 9% | 92 16% | 44 8% | 44 8% | 122 22% | 50 9% | 9 2% | 21 4% | 205 36% | 180 32% | 181 32% |
| WEIGHTED TOTAL | 583 | 53 9% | 19 3% | 67 12% | 52 9% | 95 16% | 41 7% | 48 8% | 130 22% | 48 8% | 10 2% | 21 4% | 211 36% | 184 32% | 188 32% |
| YES | 471 81% | 44 83% | 16 83% | 50 74% | 39 75% | 76 80% | 33 80% | 44 93% | 110 84% | 38 79% | 7 75% | 14 65% | 162 77% | 153 84% | 155 83% |
| NO | 112 19% | 9 17% | 3 17% | 17 26% | 13 25% | 18 20% | 8 20% | 3 7% | 20 16% | 10 21% | 2 25% | 7 35% | 49 23% | 30 16% | 33 17% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.6 ON THE WHOLE, WOULD YOU SAY THAT YOU GET SATISFACTION OUT OF YOUR WORK,
 OR NOT?**

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|------------------|--------------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 566 | 244 43% | 94 17% | 153 27% | 75 13% | 429 76% | 118 21% | 19 3% |
| WEIGHTED TOTAL | 583 | 248 43% | 96 16% | 165 28% | 75 13% | 441 76% | 125 21% | 17 3% |
| YES | 471 81% | 197 80% | 79 83% | 132 80% | 62 82% | 352 80% | 106 85% | 12 72% |
| NO | 112 19% | 50 20% | 16 17% | 32 20% | 13 18% | 89 20% | 19 15% | 5 28% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.6 ON THE WHOLE, WOULD YOU SAY THAT YOU GET SATISFACTION OUT OF YOUR WORK,
 OR NOT?**

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 566 | 209 37% | 320 57% | 22 4% | 13 2% | 2 * |
| WEIGHTED TOTAL | 583 | 215 37% | 328 56% | 23 4% | 15 3% | 2 * |
| YES | 471 81% | 184 86% | 259 79% | 16 67% | 9 65% | 2 100% |
| NO | 112 19% | 30 14% | 69 21% | 8 33% | 5 35% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.6 ON THE WHOLE, WOULD YOU SAY THAT YOU GET SATISFACTION OUT OF YOUR WORK,
 OR NOT?**

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 566 | 6 1% | 2 * | 5 1% | 14 2% | 42 7% | 53 9% | 136 24% | 210 37% | 56 10% | 41 7% | 1 * | |
| WEIGHTED TOTAL | 583 | 7 1% | 2 * | 5 1% | 14 2% | 43 7% | 56 10% | 138 24% | 216 37% | 55 9% | 45 8% | 1 * | |
| YES | 471 81% | 4 48% | 1 51% | 4 81% | 10 75% | 27 62% | 44 79% | 107 78% | 186 86% | 48 87% | 40 90% | - - | |
| NO | 112 19% | 4 52% | 1 49% | 1 19% | 3 25% | 17 38% | 12 21% | 31 22% | 31 14% | 7 13% | 5 10% | 1 100% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.7 AND WOULD YOU SAY YOUR (MAIN) JOB IS...

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|--------------------|------------|------------|-----------|------------|------------|------------|-----------|----------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 566 | 294 52% | 272 48% | 71 13% | 129 23% | 149 26% | 127 22% | 75 13% | 15 3% | 137 24% | 227 40% | 128 23% | 74 13% |
| WEIGHTED TOTAL | 583 | 317 54% | 266 46% | 80 14% | 131 22% | 154 26% | 122 21% | 81 14% | 15 3% | 135 23% | 207 36% | 140 24% | 100 17% |
| TOO STRESSFUL | 56 10% | 28 9% | 28 10% | 5 7% | 11 8% | 19 12% | 14 12% | 7 8% | - | 18 13% | 15 7% | 11 8% | 12 12% |
| QUITE STRESSFUL | 328 56% | 177 56% | 152 57% | 45 56% | 81 62% | 86 56% | 64 52% | 45 55% | 7 51% | 89 66% | 123 59% | 74 52% | 43 43% |
| NOT STRESSFUL | 189 32% | 110 35% | 79 30% | 29 37% | 36 28% | 46 30% | 41 34% | 29 36% | 7 49% | 28 21% | 66 32% | 53 38% | 41 42% |
| DON'T KNOW | 10 2% | 3 1% | 7 3% | 1 1% | 2 2% | 3 2% | 3 3% | 1 1% | - | - | 4 2% | 3 2% | 3 3% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.7 AND WOULD YOU SAY YOUR (MAIN) JOB IS...

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|--------------------|------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 566 | 50 9% | 19 3% | 62 11% | 53 9% | 92 16% | 44 8% | 44 8% | 122 22% | 50 9% | 9 2% | 21 4% | 205 36% | 180 32% | 181 32% |
| WEIGHTED TOTAL | 583 | 53 9% | 19 3% | 67 12% | 52 9% | 95 16% | 41 7% | 48 8% | 130 22% | 48 8% | 10 2% | 21 4% | 211 36% | 184 32% | 188 32% |
| TOO STRESSFUL | 56 10% | 5 9% | 1 5% | 7 11% | 7 14% | 10 10% | 6 14% | 1 3% | 14 11% | 4 9% | - | 1 3% | 21 10% | 17 9% | 18 10% |
| QUITE STRESSFUL | 328 56% | 29 55% | 8 45% | 39 58% | 22 43% | 53 56% | 27 66% | 30 63% | 74 57% | 25 52% | 7 70% | 13 62% | 112 53% | 110 60% | 106 57% |
| NOT STRESSFUL | 189 32% | 18 34% | 8 41% | 19 29% | 22 43% | 31 32% | 7 17% | 15 32% | 41 31% | 17 35% | 3 30% | 7 35% | 75 35% | 53 29% | 61 32% |
| DON'T KNOW | 10 2% | 1 2% | 2 10% | 1 1% | - | 1 1% | 1 2% | 1 2% | 1 1% | 2 3% | - | - | 4 2% | 3 2% | 3 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.7 AND WOULD YOU SAY YOUR (MAIN) JOB IS...

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|------------------|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 566 | 244 43% | 94 17% | 153 27% | 75 13% | 429 76% | 118 21% | 19 3% |
| WEIGHTED TOTAL | 583 | 248 43% | 96 16% | 165 28% | 75 13% | 441 76% | 125 21% | 17 3% |
| TOO STRESSFUL | 56 10% | 20 8% | 11 12% | 13 8% | 11 15% | 49 11% | 7 6% | - - |
| QUITE STRESSFUL | 328 56% | 146 59% | 55 58% | 89 54% | 39 52% | 266 60% | 54 43% | 8 47% |
| NOT STRESSFUL | 189 32% | 78 32% | 29 30% | 58 35% | 23 30% | 121 27% | 58 47% | 9 53% |
| DON'T KNOW | 10 2% | 4 2% | - | 4 3% | 2 3% | 5 1% | 5 4% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.7 AND WOULD YOU SAY YOUR (MAIN) JOB IS...

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|-------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 566 | 209 37% | 320 57% | 22 4% | 13 2% | 2 |
| WEIGHTED TOTAL | 583 | 215 37% | 328 56% | 23 4% | 15 3% | 2 |
| TOO STRESSFUL | 56 10% | 20 9% | 29 9% | 2 11% | 4 27% | 1 40% |
| QUITE STRESSFUL | 328 56% | 108 50% | 206 63% | 9 40% | 5 31% | - |
| NOT STRESSFUL | 189 32% | 81 38% | 90 27% | 12 50% | 6 42% | - |
| DON'T KNOW | 10 2% | 5 2% | 4 1% | - | - | 1 60% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.7 AND WOULD YOU SAY YOUR (MAIN) JOB IS...

BASE : ALL ADULTS AGED 15+ WHO ARE CURRENTLY WORKING

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | 1 * |
|------------------|----------------|-----------------|-------|-------|-------|--------|--------|---------|---------|--------|--------|------------|------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW | |
| UNWEIGHTED TOTAL | 566 | 6 1% | 2 * | 5 1% | 14 2% | 42 7% | 53 9% | 136 24% | 210 37% | 56 10% | 41 7% | 1 * | |
| WEIGHTED TOTAL | 583 | 7 1% | 2 * | 5 1% | 14 2% | 43 7% | 56 10% | 138 24% | 216 37% | 55 9% | 45 8% | 1 * | |
| TOO STRESSFUL | 56 10% | 3 40% | 1 49% | 1 19% | 2 16% | 10 23% | 4 7% | 13 9% | 17 8% | 5 9% | 1 2% | - | - |
| QUITE STRESSFUL | 328 56% | 3 36% | - | 3 58% | 6 45% | 20 45% | 38 68% | 81 59% | 119 55% | 35 64% | 22 48% | 1 | 100% |
| NOT STRESSFUL | 189 32% | 2 23% | 1 51% | 1 23% | 5 35% | 12 29% | 14 25% | 44 32% | 76 35% | 13 24% | 20 45% | - | - |
| DON'T KNOW | 10 2% | - | - | - | 1 4% | 1 3% | - | - | 4 2% | 2 4% | 2 4% | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.8 I'M NOW GOING TO READ OUT A STATEMENT AND I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?

"SCHOOLS SHOULD PUT MORE EMPHASIS ON TEACHING STUDENTS HOW TO ACHIEVE A HAPPY PERSONAL LIFE AND LESS ON EDUCATING THEM FOR THE WORLD OF WORK"

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| AGREE | 518 52% | 247 51% | 272 52% | 77 57% | 84 53% | 91 48% | 79 49% | 77 53% | 109 52% | 97 47% | 149 49% | 119 54% | 154 57% |
| DISAGREE | 431 43% | 213 44% | 218 42% | 54 40% | 70 44% | 88 47% | 75 46% | 62 42% | 82 39% | 97 47% | 138 46% | 87 39% | 109 40% |
| DON'T KNOW | 52 5% | 20 4% | 32 6% | 5 4% | 4 3% | 9 5% | 8 5% | 7 5% | 18 9% | 12 6% | 15 5% | 16 7% | 9 3% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.8 I'M NOW GOING TO READ OUT A STATEMENT AND I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?

"SCHOOLS SHOULD PUT MORE EMPHASIS ON TEACHING STUDENTS HOW TO ACHIEVE A HAPPY PERSONAL LIFE AND LESS ON EDUCATING THEM FOR THE WORLD OF WORK"

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| AGREE | 518 52% | 48 55% | 25 59% | 47 40% | 50 52% | 73 51% | 43 53% | 37 50% | 122 50% | 42 45% | 13 44% | 17 66% | 187 51% | 153 51% | 177 54% |
| DISAGREE | 431 43% | 33 38% | 17 39% | 61 52% | 42 44% | 63 44% | 35 43% | 33 45% | 75 36% | 48 51% | 14 48% | 8 32% | 162 44% | 131 44% | 138 42% |
| DON'T KNOW | 52 5% | 5 6% | 1 2% | 10 8% | 3 4% | 8 6% | 4 5% | 4 5% | 10 5% | 4 4% | 3 8% | * | 20 2% | 16 5% | 16 5% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.8 I'M NOW GOING TO READ OUT A STATEMENT AND I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?

"SCHOOLS SHOULD PUT MORE EMPHASIS ON TEACHING STUDENTS HOW TO ACHIEVE A HAPPY PERSONAL LIFE AND LESS ON EDUCATING THEM FOR THE WORLD OF WORK"

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|------------------|----------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| AGREE | 518 52% | 206 50% | 58 51% | 145 54% | 110 52% | 214 48% | 78 59% | 226 53% |
| DISAGREE | 431 43% | 180 44% | 48 42% | 114 43% | 88 42% | 206 46% | 52 39% | 173 41% |
| DON'T KNOW | 52 5% | 22 5% | 8 7% | 8 3% | 14 7% | 24 5% | 3 2% | 25 6% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.8 I'M NOW GOING TO READ OUT A STATEMENT AND I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?

"SCHOOLS SHOULD PUT MORE EMPHASIS ON TEACHING STUDENTS HOW TO ACHIEVE A HAPPY PERSONAL LIFE AND LESS ON EDUCATING THEM FOR THE WORLD OF WORK"

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|-------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| AGREE | 518 52% | 188 53% | 283 51% | 28 57% | 17 54% | 2 69% |
| DISAGREE | 431 43% | 146 41% | 252 45% | 21 43% | 11 34% | - - |
| DON'T KNOW | 52 5% | 23 7% | 24 4% | - - | 4 12% | 1 31% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.8 I'M NOW GOING TO READ OUT A STATEMENT AND I WOULD LIKE YOU TO TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?

"SCHOOLS SHOULD PUT MORE EMPHASIS ON TEACHING STUDENTS HOW TO ACHIEVE A HAPPY PERSONAL LIFE AND LESS ON EDUCATING THEM FOR THE WORLD OF WORK"

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| AGREE | 518 52% | 7 65% | 3 86% | 7 38% | 16 49% | 46 54% | 46 52% | 104 49% | 177 53% | 56 49% | 55 57% | 1 26% |
| DISAGREE | 431 43% | 3 28% | 1 14% | 9 52% | 17 51% | 34 41% | 37 42% | 100 47% | 144 43% | 51 45% | 33 34% | 2 36% |
| DON'T KNOW | 52 5% | 1 8% | - | 2 11% | - | 4 5% | 6 6% | 9 4% | 12 4% | 7 6% | 9 9% | 2 39% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.9 HOW MANY CLOSE FRIENDS DO YOU HAVE WHO YOU SPEAK TO AT LEAST ONCE A WEEK?

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| NONE | 35 4% | 16 3% | 19 4% | 1 1% | 3 2% | 6 3% | 10 6% | 7 4% | 9 4% | 7 3% | 8 2% | 10 5% | 11 4% |
| 1-2 | 179 18% | 83 17% | 96 18% | 16 12% | 31 20% | 40 21% | 36 22% | 20 13% | 37 18% | 35 17% | 48 16% | 40 18% | 55 20% |
| 3-5 | 378 38% | 157 33% | 221 42% | 47 35% | 76 48% | 75 40% | 62 38% | 47 32% | 71 34% | 82 40% | 120 40% | 70 32% | 105 39% |
| 6-10 | 251 25% | 124 26% | 127 24% | 42 31% | 33 21% | 47 25% | 33 20% | 40 27% | 56 27% | 44 21% | 81 27% | 69 31% | 57 21% |
| MORE THAN 10 | 142 14% | 88 18% | 54 10% | 28 20% | 15 10% | 20 11% | 19 12% | 27 19% | 33 16% | 32 16% | 45 15% | 27 12% | 37 14% |
| DON'T KNOW | 16 2% | 12 2% | 5 1% | 2 2% | - | 1 1% | 3 2% | 6 4% | 4 2% | 6 3% | - | 5 2% | 6 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.9 HOW MANY CLOSE FRIENDS DO YOU HAVE WHO YOU SPEAK TO AT LEAST ONCE A WEEK?

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| NONE | 35 4% | 3 4% | 2 6% | 1 1% | 3 4% | 8 6% | 3 4% | 3 4% | 7 3% | 2 3% | 2 6% | - | 10 3% | 14 5% | 11 3% |
| 1-2 | 179 18% | 19 22% | 4 9% | 18 15% | 15 16% | 27 19% | 9 11% | 14 19% | 50 24% | 16 17% | 3 11% | 5 18% | 60 16% | 50 17% | 69 21% |
| 3-5 | 378 38% | 35 40% | 17 39% | 55 47% | 36 37% | 59 41% | 31 38% | 16 21% | 69 33% | 42 44% | 9 31% | 9 36% | 152 41% | 106 35% | 120 36% |
| 6-10 | 251 25% | 17 20% | 12 27% | 21 17% | 18 18% | 36 25% | 26 32% | 26 36% | 54 26% | 22 24% | 10 34% | 9 34% | 76 21% | 89 30% | 86 26% |
| MORE THAN 10 | 142 14% | 11 13% | 8 18% | 21 18% | 19 20% | 12 9% | 12 15% | 14 19% | 25 12% | 11 12% | 5 17% | 3 12% | 62 17% | 38 13% | 41 13% |
| DON'T KNOW | 16 2% | 1 1% | 1 2% | 2 2% | 5 5% | 2 1% | - | 1 2% | 2 1% | 1 1% | - | - | 9 3% | 3 1% | 3 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.9 HOW MANY CLOSE FRIENDS DO YOU HAVE WHO YOU SPEAK TO AT LEAST ONCE A WEEK?

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | WORKING STATUS | | |
|------------------|--------------------|------------|---------------------|------------|------------------------------|------------|------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% |
| NONE | 35 4% | 16 4% | 3 3% | 6 2% | 9 4% | 15 3% | 2 1% |
| 1-2 | 179 18% | 90 22% | 22 19% | 42 16% | 25 12% | 74 17% | 27 21% |
| 3-5 | 378 38% | 140 34% | 50 44% | 108 40% | 80 38% | 182 41% | 48 36% |
| 6-10 | 251 25% | 94 23% | 25 22% | 69 26% | 62 29% | 100 22% | 39 29% |
| MORE THAN 10 | 142 14% | 57 14% | 13 11% | 38 14% | 34 16% | 68 15% | 14 10% |
| DON'T KNOW | 16 2% | 11 3% | - | 4 1% | 2 1% | 5 1% | 3 3% |
| | | | | | | | 8 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.9 HOW MANY CLOSE FRIENDS DO YOU HAVE WHO YOU SPEAK TO AT LEAST ONCE A WEEK?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| NONE | 35 4% | 8 2% | 22 4% | 3 6% | 2 6% | - |
| 1-2 | 179 18% | 59 16% | 97 17% | 16 33% | 7 21% | - |
| 3-5 | 378 38% | 125 35% | 225 40% | 15 31% | 10 31% | 2 77% |
| 6-10 | 251 25% | 87 24% | 143 26% | 13 26% | 8 24% | - |
| MORE THAN 10 | 142 14% | 71 20% | 63 17% | 2 3% | 6 17% | 1 23% |
| DON'T KNOW | 16 2% | 8 2% | 8 1% | - | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.9 HOW MANY CLOSE FRIENDS DO YOU HAVE WHO YOU SPEAK TO AT LEAST ONCE A WEEK?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | DON'T KNOW |
|------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| NONE | 35 4% | - | 2 42% | 1 4% | 2 5% | 8 10% | 1 1% | 7 4% | 8 2% | 4 3% | 3 3% | - |
| 1-2 | 179 18% | 4 34% | - | 9 47% | 6 17% | 18 21% | 19 21% | 43 20% | 48 14% | 17 15% | 16 17% | - |
| 3-5 | 378 38% | 3 29% | 2 44% | 4 24% | 15 46% | 36 43% | 35 39% | 78 37% | 131 39% | 42 38% | 28 29% | 2 36% |
| 6-10 | 251 25% | 3 24% | - | 4 20% | 5 17% | 14 17% | 22 24% | 58 27% | 94 28% | 28 25% | 23 24% | 1 13% |
| MORE THAN 10 | 142 14% | 1 13% | 1 14% | 1 5% | 5 15% | 7 8% | 12 13% | 25 12% | 45 13% | 22 19% | 22 23% | 1 25% |
| DON'T KNOW | 16 2% | - | - | - | - | - | 1 1% | 2 1% | 8 2% | - | 4 4% | 1 26% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.10 THINKING NOW ABOUT YOUR NEIGHBOURHOOD, WOULD YOU SAY IT IS MORE OR LESS FRIENDLY NOWADAYS THAN IT WAS TEN YEARS AGO?

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| MORE FRIENDLY | 220 22% | 108 22% | 113 22% | 31 22% | 26 17% | 43 23% | 37 23% | 37 26% | 46 22% | 41 20% | 82 27% | 38 17% | 59 22% |
| LESS FRIENDLY | 427 43% | 200 42% | 227 43% | 70 52% | 75 47% | 67 35% | 66 41% | 64 44% | 84 40% | 72 35% | 120 40% | 104 47% | 131 48% |
| CAN'T SAY / NOT LIVING HERE 10 YEARS AGO | 285 28% | 134 28% | 151 29% | 29 21% | 50 32% | 66 35% | 43 27% | 35 24% | 62 29% | 76 37% | 82 27% | 64 29% | 63 23% |
| DON'T KNOW | 69 7% | 38 8% | 31 6% | 6 5% | 7 4% | 13 7% | 16 10% | 10 7% | 17 8% | 17 8% | 19 6% | 15 7% | 18 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.10 THINKING NOW ABOUT YOUR NEIGHBOURHOOD, WOULD YOU SAY IT IS MORE OR LESS FRIENDLY NOWADAYS THAN IT WAS TEN YEARS AGO?

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--|--------------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| MORE FRIENDLY | 220 22% | 25 29% | 9 22% | 25 22% | 17 18% | 26 18% | 16 19% | 23 31% | 38 18% | 28 29% | 6 20% | 8 31% | 84 23% | 64 21% | 72 22% |
| LESS FRIENDLY | 427 43% | 30 35% | 16 38% | 47 40% | 46 48% | 67 46% | 37 46% | 26 36% | 103 50% | 34 36% | 8 28% | 11 43% | 150 41% | 130 43% | 146 44% |
| CAN'T SAY / NOT LIVING HERE 10 YEARS AGO | 285 28% | 21 24% | 17 39% | 36 30% | 27 28% | 41 28% | 24 29% | 23 31% | 50 24% | 28 29% | 13 42% | 6 23% | 107 29% | 87 29% | 90 27% |
| DON'T KNOW | 69 7% | 11 12% | 1 2% | 10 8% | 6 6% | 11 8% | 5 6% | 2 3% | 16 8% | 4 5% | 3 10% | 1 3% | 28 7% | 18 6% | 23 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.10 THINKING NOW ABOUT YOUR NEIGHBOURHOOD, WOULD YOU SAY IT IS MORE OR LESS FRIENDLY NOWADAYS THAN IT WAS TEN YEARS AGO?

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|--|--------------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| MORE FRIENDLY | 220 22% | 93 23% | 21 18% | 57 21% | 50 24% | 87 20% | 27 20% | 106 25% |
| LESS FRIENDLY | 427 43% | 169 42% | 43 38% | 125 47% | 89 42% | 189 43% | 71 53% | 167 39% |
| CAN'T SAY / NOT LIVING HERE 10 YEARS AGO | 285 28% | 117 29% | 46 41% | 62 23% | 60 28% | 137 31% | 27 21% | 121 28% |
| DON'T KNOW | 69 7% | 28 7% | 4 4% | 23 8% | 14 7% | 31 7% | 8 6% | 30 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.10 THINKING NOW ABOUT YOUR NEIGHBOURHOOD, WOULD YOU SAY IT IS MORE OR LESS FRIENDLY NOWADAYS THAN IT WAS TEN YEARS AGO?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|---|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| MORE FRIENDLY | 220 22% | 86 24% | 110 20% | 12 24% | 11 34% | 1 46% |
| LESS FRIENDLY | 427 43% | 154 43% | 240 43% | 20 40% | 13 40% | - - |
| CAN'T SAY / NOT LIVING HERE 10 YEARS AGO | 285 28% | 102 29% | 161 29% | 16 33% | 5 15% | 1 23% |
| DON'T KNOW | 69 7% | 16 5% | 48 9% | 1 2% | 4 12% | 1 31% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.10 THINKING NOW ABOUT YOUR NEIGHBOURHOOD, WOULD YOU SAY IT IS MORE OR LESS FRIENDLY NOWADAYS THAN IT WAS TEN YEARS AGO?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|--|------------|-----------------|----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| MORE FRIENDLY | 220 22% | 3 28% | 2 44% | 3 14% | 5 17% | 14 17% | 18 21% | 38 18% | 86 26% | 29 26% | 22 22% | 1 13% | |
| LESS FRIENDLY | 427 43% | 5 43% | 1 14% | 10 54% | 16 50% | 41 49% | 35 39% | 100 47% | 132 39% | 39 35% | 47 48% | 2 39% | |
| CAN'T SAY / NOT LIVING HERE 10 YEARS AGO | 285 28% | 3 29% | 2 42% | 5 26% | 8 26% | 20 24% | 30 34% | 54 25% | 94 28% | 43 38% | 23 23% | 3 49% | |
| DON'T KNOW | 69 7% | - | - | 1 5% | 2 8% | 9 10% | 6 7% | 21 10% | 22 7% | 2 2% | 6 7% | - | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.11 STILL ON THE TOPIC OF HAPPINESS, IF THERE WAS A LEGALLY AVAILABLE DRUG THAT COULD BE BOUGHT OVER THE COUNTER, THAT MADE YOU FEEL HAPPY AND DID NOT HAVE ANY SIDE EFFECTS, DO YOU THINK THERE WOULD BE OCCASIONS WHEN YOU WOULD TAKE IT? WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| YES, DEFINITELY | 117 12% | 57 12% | 60 12% | 20 15% | 24 15% | 26 14% | 24 15% | 13 9% | 11 5% | 19 9% | 35 12% | 23 10% | 41 15% |
| YES, PROBABLY | 145 14% | 69 14% | 76 15% | 18 13% | 29 18% | 29 16% | 25 16% | 20 14% | 23 11% | 27 13% | 43 14% | 39 18% | 35 13% |
| NO, PROBABLY NOT | 194 19% | 91 19% | 103 20% | 43 32% | 41 26% | 23 12% | 30 19% | 28 19% | 28 13% | 44 21% | 67 22% | 40 18% | 43 16% |
| NO, DEFINITELY NOT | 527 53% | 252 52% | 275 53% | 50 37% | 62 39% | 106 56% | 81 50% | 84 57% | 145 69% | 112 54% | 152 50% | 117 53% | 146 54% |
| DON'T KNOW | 18 2% | 12 2% | 6 1% | 5 4% | 4 2% | 5 3% | 2 1% | 1 1% | 2 1% | 5 2% | 5 2% | 3 1% | 6 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.11 STILL ON THE TOPIC OF HAPPINESS, IF THERE WAS A LEGALLY AVAILABLE DRUG THAT COULD BE BOUGHT OVER THE COUNTER, THAT MADE YOU FEEL HAPPY AND DID NOT HAVE ANY SIDE EFFECTS, DO YOU THINK THERE WOULD BE OCCASIONS WHEN YOU WOULD TAKE IT? WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| YES, DEFINITELY | 117 12% | 9 10% | 7 17% | 12 10% | 10 10% | 18 13% | 7 8% | 8 11% | 26 13% | 11 11% | 7 24% | 3 11% | 41 11% | 33 11% | 44 13% |
| YES, PROBABLY | 145 14% | 12 14% | 8 19% | 16 14% | 21 22% | 26 18% | 12 14% | 8 11% | 23 11% | 13 14% | - - | 5 19% | 63 17% | 46 15% | 36 11% |
| NO, PROBABLY NOT | 194 19% | 16 19% | 3 8% | 31 26% | 19 20% | 23 16% | 15 19% | 14 19% | 37 18% | 22 23% | 7 23% | 6 22% | 76 20% | 53 18% | 66 20% |
| NO, DEFINITELY NOT | 527 53% | 47 54% | 24 56% | 58 49% | 44 46% | 76 53% | 49 59% | 40 55% | 115 56% | 46 49% | 16 53% | 11 43% | 184 50% | 165 55% | 177 54% |
| DON'T KNOW | 18 2% | 2 3% | - - | 1 1% | 2 2% | 1 1% | - - | 3 5% | 5 3% | 3 3% | - - | 1 5% | 6 2% | 4 1% | 8 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.11 STILL ON THE TOPIC OF HAPPINESS, IF THERE WAS A LEGALLY AVAILABLE DRUG THAT COULD BE BOUGHT OVER THE COUNTER, THAT MADE YOU FEEL HAPPY AND DID NOT HAVE ANY SIDE EFFECTS, DO YOU THINK THERE WOULD BE OCCASIONS WHEN YOU WOULD TAKE IT? WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|--------------------|----------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| YES, DEFINITELY | 117 12% | 43 10% | 12 11% | 44 17% | 18 9% | 61 14% | 16 12% | 40 9% |
| YES, PROBABLY | 145 14% | 55 13% | 21 18% | 39 15% | 30 14% | 70 16% | 15 11% | 60 14% |
| NO, PROBABLY NOT | 194 19% | 74 18% | 22 19% | 66 25% | 33 15% | 85 19% | 26 19% | 84 20% |
| NO, DEFINITELY NOT | 527 53% | 231 57% | 55 49% | 111 42% | 129 61% | 219 49% | 75 56% | 233 55% |
| DON'T KNOW | 18 2% | 6 2% | 3 3% | 7 2% | 2 1% | 8 2% | 2 1% | 8 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.11 STILL ON THE TOPIC OF HAPPINESS, IF THERE WAS A LEGALLY AVAILABLE DRUG THAT COULD BE BOUGHT OVER THE COUNTER, THAT MADE YOU FEEL HAPPY AND DID NOT HAVE ANY SIDE EFFECTS, DO YOU THINK THERE WOULD BE OCCASIONS WHEN YOU WOULD TAKE IT? WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--------------------|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| YES, DEFINITELY | 117 12% | 23 6% | 68 12% | 17 34% | 9 28% | 1 23% |
| YES, PROBABLY | 145 14% | 41 11% | 96 17% | 3 6% | 4 14% | - |
| NO, PROBABLY NOT | 194 19% | 60 17% | 119 21% | 13 26% | 3 8% | - |
| NO, DEFINITELY NOT | 527 53% | 227 63% | 267 48% | 15 30% | 16 50% | 2 77% |
| DON'T KNOW | 18 2% | 7 2% | 9 2% | 2 4% | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.11 STILL ON THE TOPIC OF HAPPINESS, IF THERE WAS A LEGALLY AVAILABLE DRUG THAT COULD BE BOUGHT OVER THE COUNTER, THAT MADE YOU FEEL HAPPY AND DID NOT HAVE ANY SIDE EFFECTS, DO YOU THINK THERE WOULD BE OCCASIONS WHEN YOU WOULD TAKE IT? WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|--------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| YES, DEFINITELY | 117 12% | 6 55% | 1 14% | 7 38% | 10 32% | 17 20% | 13 15% | 29 14% | 23 7% | 8 7% | 3 3% | 1 13% |
| YES, PROBABLY | 145 14% | 1 13% | 1 24% | 3 15% | 4 11% | 12 15% | 19 21% | 45 21% | 43 13% | 6 5% | 8 8% | 3 50% |
| NO, PROBABLY NOT | 194 19% | - - | 2 44% | 1 4% | 7 20% | 15 18% | 19 21% | 45 21% | 73 22% | 22 19% | 11 11% | 1 12% |
| NO, DEFINITELY NOT | 527 53% | 4 33% | 1 19% | 7 37% | 10 32% | 39 47% | 38 42% | 89 42% | 185 56% | 78 69% | 75 77% | 1 24% |
| DON'T KNOW | 18 2% | - - | - - | 1 7% | 1 4% | 1 1% | 1 1% | 4 2% | 9 3% | - - | 1 1% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.12 ALL IN ALL, HOW WOULD YOU DESCRIBE THE STATE OF YOUR HEALTH THESE DAYS. WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| VERY GOOD | 302 30% | 149 31% | 153 29% | 50 37% | 47 30% | 64 34% | 42 26% | 43 30% | 56 27% | 68 33% | 103 34% | 63 28% | 67 25% |
| GOOD | 410 41% | 199 42% | 210 40% | 56 41% | 74 47% | 79 42% | 66 40% | 59 40% | 76 36% | 98 47% | 125 41% | 93 42% | 94 35% |
| FAIR | 232 23% | 108 23% | 123 24% | 29 22% | 30 19% | 37 20% | 43 26% | 30 20% | 62 30% | 36 17% | 60 20% | 55 25% | 81 30% |
| POOR | 58 6% | 23 5% | 35 7% | 1 1% | 7 4% | 9 5% | 12 7% | 15 10% | 15 7% | 5 3% | 14 5% | 10 5% | 29 11% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.12 ALL IN ALL, HOW WOULD YOU DESCRIBE THE STATE OF YOUR HEALTH THESE DAYS. WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| VERY GOOD | 302 30% | 29 34% | 10 22% | 31 26% | 25 26% | 41 29% | 28 34% | 23 31% | 76 37% | 27 29% | 3 11% | 7 27% | 102 28% | 92 31% | 107 32% |
| GOOD | 410 41% | 27 32% | 19 44% | 57 48% | 41 43% | 66 46% | 33 40% | 29 39% | 70 34% | 47 50% | 10 32% | 11 42% | 155 42% | 128 42% | 127 38% |
| FAIR | 232 23% | 24 28% | 11 25% | 24 20% | 23 23% | 31 22% | 18 22% | 19 26% | 52 25% | 12 13% | 9 29% | 8 31% | 89 24% | 69 23% | 73 22% |
| POOR | 58 6% | 5 6% | 4 8% | 7 6% | 7 8% | 5 4% | 3 4% | 3 5% | 8 4% | 7 8% | 8 28% | - | 23 6% | 11 4% | 24 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.12 ALL IN ALL, HOW WOULD YOU DESCRIBE THE STATE OF YOUR HEALTH THESE DAYS. WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | WORKING STATUS | | |
|------------------|-------------------|------------|---------------------|------------|------------------------------|------------|------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% |
| VERY GOOD | 302 30% | 126 31% | 39 34% | 89 33% | 48 23% | 141 32% | 46 34% |
| GOOD | 410 41% | 177 43% | 55 48% | 94 35% | 84 39% | 205 46% | 61 46% |
| FAIR | 232 23% | 85 21% | 18 16% | 67 25% | 62 29% | 89 20% | 23 17% |
| POOR | 58 6% | 20 5% | 3 2% | 17 6% | 19 9% | 8 2% | 3 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.12 ALL IN ALL, HOW WOULD YOU DESCRIBE THE STATE OF YOUR HEALTH THESE DAYS. WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| VERY GOOD | 302 30% | 160 45% | 126 23% | 5 11% | 10 32% | - |
| GOOD | 410 41% | 130 36% | 256 46% | 15 30% | 7 22% | 2 77% |
| FAIR | 232 23% | 55 15% | 146 26% | 22 45% | 8 26% | 1 23% |
| POOR | 58 6% | 13 4% | 32 6% | 7 15% | 6 20% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.12 ALL IN ALL, HOW WOULD YOU DESCRIBE THE STATE OF YOUR HEALTH THESE DAYS. WOULD YOU SAY...

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|------------------|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| VERY GOOD | 302 30% | 4 32% | 1 20% | 4 22% | 5 16% | 8 10% | 15 17% | 58 27% | 107 32% | 50 44% | 47 48% | 3 50% |
| GOOD | 410 41% | 1 8% | 1 24% | 2 11% | 9 28% | 37 44% | 45 50% | 83 39% | 154 46% | 44 39% | 32 33% | 2 37% |
| FAIR | 232 23% | 5 47% | 1 33% | 4 24% | 12 37% | 29 34% | 28 31% | 60 28% | 62 19% | 15 13% | 15 15% | 1 13% |
| POOR | 58 6% | 2 13% | 1 24% | 8 43% | 6 19% | 10 12% | 2 2% | 12 6% | 10 3% | 5 4% | 4 4% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.13 AND ON THE SUBJECT OF TRUST AND DEALING WITH PEOPLE, WOULD YOU SAY
 THAT GENERALLY SPEAKING, MOST PEOPLE NOWADAYS CAN BE TRUSTED OR THAT MOST
 PEOPLE NOWADAYS CANNOT BE TRUSTED?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| MOST PEOPLE CAN BE TRUSTED | 448 45% | 215 45% | 233 45% | 42 31% | 58 37% | 92 48% | 86 53% | 65 44% | 106 51% | 112 54% | 156 52% | 78 35% | 102 37% |
| MOST PEOPLE CANNOT BE TRUSTED | 479 48% | 224 47% | 255 49% | 88 65% | 92 58% | 87 46% | 67 41% | 71 49% | 73 35% | 76 37% | 130 43% | 122 55% | 150 55% |
| DON'T KNOW | 75 7% | 41 9% | 34 6% | 6 4% | 8 5% | 11 6% | 10 6% | 10 7% | 30 14% | 19 9% | 16 5% | 21 10% | 19 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.13 AND ON THE SUBJECT OF TRUST AND DEALING WITH PEOPLE, WOULD YOU SAY
 THAT GENERALLY SPEAKING, MOST PEOPLE NOWADAYS CAN BE TRUSTED OR THAT MOST
 PEOPLE NOWADAYS CANNOT BE TRUSTED?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|-------------------------------|--------------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| MOST PEOPLE CAN BE TRUSTED | 448 45% | 50 58% | 20 46% | 53 45% | 40 41% | 54 38% | 43 53% | 30 41% | 87 42% | 46 49% | 10 34% | 14 54% | 177 48% | 128 43% | 144 43% |
| MOST PEOPLE CANNOT BE TRUSTED | 479 48% | 32 37% | 19 44% | 55 46% | 49 51% | 78 54% | 35 42% | 36 49% | 108 52% | 37 39% | 18 61% | 11 43% | 166 45% | 149 50% | 163 49% |
| DON'T KNOW | 75 7% | 4 5% | 4 10% | 10 9% | 7 7% | 12 8% | 4 5% | 8 10% | 12 6% | 11 12% | 1 5% | 1 4% | 27 7% | 24 8% | 24 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.13 AND ON THE SUBJECT OF TRUST AND DEALING WITH PEOPLE, WOULD YOU SAY
 THAT GENERALLY SPEAKING, MOST PEOPLE NOWADAYS CAN BE TRUSTED OR THAT MOST
 PEOPLE NOWADAYS CANNOT BE TRUSTED?**

BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | WORKING STATUS | | | |
|-------------------------------|----------------|------------|---------------------|------------|------------------------------|------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| MOST PEOPLE CAN BE TRUSTED | 448 45% | 192 47% | 49 43% | 105 39% | 102 48% | 216 49% | 54 41% | 177 42% |
| MOST PEOPLE CANNOT BE TRUSTED | 479 48% | 184 45% | 58 51% | 149 56% | 87 41% | 203 46% | 71 53% | 205 48% |
| DON'T KNOW | 75 7% | 32 8% | 7 6% | 13 5% | 23 11% | 25 6% | 8 6% | 42 10% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

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BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|----------------------------------|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| MOST PEOPLE CAN BE TRUSTED | 448 45% | 181 51% | 242 43% | 13 27% | 12 37% | - |
| MOST PEOPLE CANNOT BE TRUSTED | 479 48% | 153 43% | 272 49% | 34 70% | 19 59% | - |
| DON'T KNOW | 75 7% | 23 6% | 46 8% | 2 3% | 2 5% | 3 100% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

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 THAT GENERALLY SPEAKING, MOST PEOPLE NOWADAYS CAN BE TRUSTED OR THAT MOST
 PEOPLE NOWADAYS CANNOT BE TRUSTED?**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | |
|----------------------------------|--------------------|-----------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|--|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| MOST PEOPLE CAN BE TRUSTED | 448 45% | 2 15% | - | 5 26% | 11 33% | 30 36% | 33 36% | 100 47% | 173 52% | 49 44% | 43 44% | 3 50% | |
| MOST PEOPLE CANNOT BE TRUSTED | 479 48% | 9 77% | 4 100% | 14 74% | 20 62% | 49 58% | 45 51% | 101 47% | 140 42% | 53 47% | 45 46% | 1 12% | |
| DON'T KNOW | 75 7% | 1 8% | - | - | 2 6% | 5 6% | 12 13% | 13 6% | 21 6% | 10 9% | 10 10% | 2 38% | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.14 I'M NOW GOING TO READ OUT ANOTHER STATEMENT AND I WOULD LIKE YOU TO
 TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?**
**"A GOVERNMENT'S PRIME OBJECTIVE SHOULD BE ACHIEVING THE GREATEST HAPPINESS
 OF THE PEOPLE, NOT THE GREATEST WEALTH"**

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| AGREE | 807 81% | 387 81% | 420 81% | 116 85% | 130 82% | 149 79% | 131 81% | 120 82% | 161 77% | 158 76% | 249 82% | 174 79% | 227 84% |
| DISAGREE | 131 13% | 68 14% | 62 12% | 17 13% | 23 15% | 29 15% | 21 13% | 16 11% | 24 11% | 29 14% | 44 15% | 31 14% | 26 10% |
| DON'T KNOW | 63 6% | 24 5% | 39 7% | 3 2% | 5 3% | 11 6% | 11 6% | 10 7% | 24 12% | 20 10% | 9 3% | 16 7% | 18 7% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

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 TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?
 "A GOVERNMENT'S PRIME OBJECTIVE SHOULD BE ACHIEVING THE GREATEST HAPPINESS
 OF THE PEOPLE, NOT THE GREATEST WEALTH"**

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | | |
|------------------|------------|------------|--------------|------------|------------|------------|-----------|-----------|-----------------|-----------|-----------------------|---------------------|------------|------------|------------|----------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH | |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% | |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% | |
| AGREE | 807 81% | 73 85% | 36 83% | 89 75% | 76 79% | 120 83% | 73 89% | 57 76% | 164 79% | 73 77% | 28 92% | 21 80% | 294 80% | 249 83% | 264 80% | |
| DISAGREE | 131 13% | 10 11% | 6 15% | 20 17% | 13 14% | 14 10% | 6 7% | 11 15% | 32 15% | 12 13% | 2 8% | 4 15% | 53 14% | 31 10% | 47 14% | |
| DON'T KNOW | 63 6% | 3 4% | 1 3% | 10 8% | 7 7% | 10 7% | 4 5% | 6 8% | 12 6% | 9 10% | - | - | 1 5% | 22 6% | 20 7% | 21 6% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.14 I'M NOW GOING TO READ OUT ANOTHER STATEMENT AND I WOULD LIKE YOU TO
 TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?
 "A GOVERNMENT'S PRIME OBJECTIVE SHOULD BE ACHIEVING THE GREATEST HAPPINESS
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BASE : ALL ADULTS AGED 15+

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|------------------|----------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| AGREE | 807 81% | 327 80% | 93 82% | 212 79% | 175 83% | 365 82% | 110 83% | 332 78% |
| DISAGREE | 131 13% | 48 12% | 17 15% | 44 17% | 22 10% | 59 13% | 12 9% | 60 14% |
| DON'T KNOW | 63 6% | 33 8% | 4 3% | 10 4% | 16 7% | 20 4% | 11 9% | 32 8% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.14 I'M NOW GOING TO READ OUT ANOTHER STATEMENT AND I WOULD LIKE YOU TO
 TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?
 "A GOVERNMENT'S PRIME OBJECTIVE SHOULD BE ACHIEVING THE GREATEST HAPPINESS
 OF THE PEOPLE, NOT THE GREATEST WEALTH"**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|------------------|--------------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| AGREE | 807 81% | 297 83% | 442 79% | 40 82% | 26 81% | 2 69% |
| DISAGREE | 131 13% | 41 12% | 79 14% | 7 14% | 3 8% | 1 31% |
| DON'T KNOW | 63 6% | 19 5% | 38 7% | 2 3% | 4 11% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

**Q.14 I'M NOW GOING TO READ OUT ANOTHER STATEMENT AND I WOULD LIKE YOU TO
 TELL ME WHETHER YOU AGREE OR DISAGREE WITH IT?
 "A GOVERNMENT'S PRIME OBJECTIVE SHOULD BE ACHIEVING THE GREATEST HAPPINESS
 OF THE PEOPLE, NOT THE GREATEST WEALTH"**

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | DON'T KNOW |
|------------------|------------|-----------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| AGREE | 807 81% | 8 68% | 4 100% | 17 91% | 26 82% | 61 72% | 70 78% | 167 78% | 284 85% | 96 85% | 72 74% | 3 64% | |
| DISAGREE | 131 13% | 2 20% | - | 2 9% | 6 18% | 14 17% | 11 12% | 38 18% | 29 9% | 7 6% | 21 21% | 2 36% | |
| DON'T KNOW | 63 6% | 1 13% | - | - | - | 9 11% | 9 10% | 8 4% | 20 6% | 10 9% | 5 5% | - - | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| CONTENTMENT/FULFILMENT/ PEACE OF MIND/NO STRESS/ WORRIES | 345 34% | 173 36% | 171 33% | 49 36% | 47 30% | 62 33% | 56 34% | 58 40% | 73 35% | 88 43% | 105 35% | 72 32% | 80 30% |
| MY FAMILY/BEING WITH MY FAMILY IN GENERAL | 303 30% | 128 27% | 175 34% | 48 35% | 49 31% | 57 30% | 46 29% | 35 24% | 68 33% | 56 27% | 92 30% | 69 31% | 86 32% |
| MY HEALTH/GOOD HEALTH/ BEING ABLE TO GET ABOUT | 242 24% | 90 19% | 152 29% | 22 16% | 24 15% | 44 23% | 46 28% | 50 34% | 58 28% | 47 23% | 74 24% | 53 24% | 69 25% |
| MONEY/FINANCIAL SECURITY/BEING COMFORTABLE | 230 23% | 116 24% | 114 22% | 24 18% | 36 23% | 46 24% | 47 29% | 38 26% | 40 19% | 44 21% | 73 24% | 53 24% | 61 23% |
| MY FRIENDS/BEING WITH MY FRIENDS | 206 21% | 91 19% | 116 22% | 43 32% | 40 25% | 28 15% | 28 17% | 25 17% | 42 20% | 42 20% | 66 22% | 42 19% | 57 21% |
| MY FRIENDS/FAMILY/PEOPLE AROUND ME BEING HAPPY/ HEALTHY | 170 17% | 62 13% | 109 21% | 16 12% | 27 17% | 46 24% | 26 16% | 25 17% | 31 15% | 31 15% | 58 19% | 40 18% | 42 15% |
| ENJOYING LIFE/HAPPINESS IN GENERAL | 122 12% | 66 14% | 56 11% | 32 23% | 18 11% | 31 16% | 9 6% | 16 11% | 16 8% | 22 11% | 31 10% | 29 13% | 40 15% |
| A HAPPY MARRIAGE/ RELATIONSHIP/BEING WITH HUSBAND/WIFE/PARTNER | 112 11% | 62 13% | 50 10% | 12 9% | 22 14% | 25 13% | 22 14% | 12 8% | 18 9% | 16 8% | 32 11% | 28 13% | 35 13% |
| BEING HAPPY AT HOME/A GOOD/SECURE HOME/HOUSE | 88 9% | 36 8% | 51 10% | 2 2% | 14 9% | 17 9% | 20 12% | 17 11% | 18 9% | 14 7% | 29 9% | 20 9% | 25 9% |
| WORK/HAVING A GOOD/ SECURE JOB/CAREER | 72 7% | 39 8% | 33 6% | 11 8% | 14 9% | 20 10% | 20 12% | 5 4% | 2 1% | 13 6% | 32 11% | 16 7% | 11 4% |
| ENJOYING MY HOBBIES/ PASTIMES (SPECIFIED/ UNSPECIFIED) | 56 6% | 34 7% | 22 4% | 3 2% | 8 5% | 6 3% | 9 6% | 11 8% | 19 9% | 13 7% | 13 4% | 15 7% | 15 6% |
| BEING WITH MY CHILDREN/ GRANDCHILDREN | 55 6% | 26 5% | 29 6% | 2 2% | 16 10% | 14 8% | 5 3% | 8 5% | 10 5% | 7 3% | 14 4% | 14 6% | 21 8% |
| A GOOD/SAFE COMMUNITY/ ENVIRONMENT/GOOD NEIGHBOURS | 34 3% | 18 4% | 16 3% | 5 4% | 6 4% | 5 3% | 4 3% | 3 2% | 11 5% | 6 3% | 13 4% | 7 3% | 9 3% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---|----------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| SECURITY/STABILITY (UNSPECIFIED) | 32 3% | 16 3% | 16 3% | 6 4% | 6 4% | 12 6% | 4 2% | 2 1% | 2 1% | 11 5% | 9 3% | 9 4% | 4 2% |
| MY RELIGIOUS FAITH/ BELIEF IN GOD | 25 3% | 13 3% | 12 2% | 3 2% | 2 2% | 6 3% | 5 3% | 2 1% | 7 3% | 9 4% | 9 3% | 2 1% | 5 2% |
| THE WORLD TO BE A BETTER PLACE IN GENERAL/PEACE/ NO POVERTY | 24 2% | 9 2% | 15 3% | 2 1% | 6 4% | 1 * | 3 2% | 3 2% | 10 5% | 4 2% | 2 1% | 7 3% | 10 4% |
| BEING A GOOD PERSON/ CITIZEN/HELPING OTHERS | 23 2% | 9 2% | 14 3% | 3 2% | 2 1% | 6 3% | 2 1% | 2 1% | 8 4% | 5 2% | 10 3% | 4 2% | 4 2% |
| HAVING (REGULAR) HOLIDAYS | 18 2% | 8 2% | 11 2% | 2 2% | 2 1% | 5 3% | 4 2% | 1 1% | 4 2% | 4 2% | 8 3% | 3 1% | 4 1% |
| THE WEATHER/SUNSHINE/ RAIN | 11 1% | 4 1% | 7 1% | - | 2 1% | 2 1% | 1 1% | 1 1% | 3 2% | 3 1% | 1 1% | 4 1% | 3 1% |
| A GOOD/BETTER GOVERNMENT/THE WAY THE COUNTRY IS RUN | 10 1% | 4 1% | 6 1% | - | 1 1% | 2 1% | 3 2% | 3 2% | 1 1% | 2 1% | 4 1% | 2 1% | 2 1% |
| MY PET/PETS | 9 1% | 3 1% | 6 1% | 1 1% | - | 1 * | 2 1% | 2 1% | 3 2% | 2 1% | 3 1% | - | 4 2% |
| SUCCESS/SUCCEEDING/BEING SUCCESSFUL (UNSPECIFIED) | 8 1% | 7 1% | 1 * | 4 3% | 1 1% | 1 * | - | - | 1 1% | - | 4 1% | 1 1% | 2 1% |
| GOOD WORK/LIFE BALANCE | 7 1% | 5 1% | 3 1% | 2 1% | 2 1% | 1 1% | 3 2% | - | - | 2 1% | 4 1% | 1 * | - |
| MY CAR/HAVING A NICE CAR | 5 * | 3 1% | 2 * | - | 2 1% | - | 1 1% | 1 1% | 1 1% | 1 * | 2 1% | - | 2 1% |
| NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC | 4 * | 3 1% | 1 * | - | 1 1% | 2 1% | - | - | 1 * | - | - | 2 1% | 2 1% |
| OTHERS | 37 4% | 18 4% | 19 4% | 7 5% | 9 6% | 6 3% | 4 2% | 4 3% | 6 3% | 11 5% | 14 5% | 4 2% | 8 3% |
| DON'T KNOW | 24 2% | 9 2% | 15 3% | 3 2% | 4 3% | 7 4% | 3 2% | 3 2% | 4 2% | 3 2% | 12 4% | 3 1% | 6 2% |
| NO ANSWER | 21 2% | 9 2% | 12 2% | 4 3% | 6 4% | 2 1% | 1 1% | 2 2% | 5 2% | 5 2% | 5 2% | 5 2% | 6 2% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | ITV REGION | | | |
|--|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| CONTENTMENT/FULFILMENT/ PEACE OF MIND/NO STRESS/ WORRIES | 345 34% | 21 24% | 18 41% | 31 27% | 31 32% | 45 32% | 34 41% | 31 41% | 81 39% | 35 37% | 8 25% | 11 41% | 112 30% | 110 37% | 123 37% |
| MY FAMILY/BEING WITH MY FAMILY IN GENERAL | 303 30% | 27 31% | 10 23% | 38 32% | 26 27% | 47 32% | 28 35% | 27 36% | 53 25% | 26 28% | 9 28% | 13 51% | 114 31% | 102 34% | 87 26% |
| MY HEALTH/GOOD HEALTH/ BEING ABLE TO GET ABOUT | 242 24% | 27 32% | 6 13% | 35 29% | 18 19% | 40 27% | 25 30% | 16 22% | 39 19% | 22 24% | 7 25% | 8 31% | 93 25% | 80 27% | 69 21% |
| MONEY/FINANCIAL SECURITY/BEING COMFORTABLE | 230 23% | 15 18% | 9 20% | 38 32% | 19 20% | 37 26% | 14 18% | 15 21% | 39 19% | 22 23% | 12 40% | 9 36% | 90 24% | 66 22% | 73 22% |
| MY FRIENDS/BEING WITH MY FRIENDS | 206 21% | 20 24% | 5 13% | 21 18% | 20 21% | 29 20% | 16 20% | 16 22% | 44 21% | 21 22% | 6 21% | 6 25% | 74 20% | 61 20% | 71 21% |
| MY FRIENDS/FAMILY/PEOPLE AROUND ME BEING HAPPY/ HEALTHY | 170 17% | 20 23% | 10 22% | 20 17% | 15 15% | 22 15% | 11 14% | 10 14% | 37 18% | 12 12% | 5 17% | 9 36% | 73 20% | 44 15% | 54 16% |
| ENJOYING LIFE/HAPPINESS IN GENERAL | 122 12% | 9 11% | 4 8% | 8 7% | 15 15% | 26 18% | 7 9% | 9 13% | 34 16% | 8 9% | 2 8% | - - | 35 9% | 43 14% | 44 13% |
| A HAPPY MARRIAGE/ RELATIONSHIP/BEING WITH HUSBAND/WIFE/PARTNER | 112 11% | 8 10% | 3 8% | 10 8% | 15 16% | 20 14% | 11 14% | 10 14% | 17 8% | 10 10% | 3 9% | 4 16% | 40 11% | 42 14% | 29 9% |
| BEING HAPPY AT HOME/A GOOD/SECURE HOME/HOUSE | 88 9% | 4 5% | 3 8% | 14 12% | 11 11% | 9 6% | 10 12% | 6 8% | 15 7% | 7 8% | 6 20% | 2 7% | 34 9% | 25 8% | 29 9% |
| WORK/HAVING A GOOD/ SECURE JOB/CAREER | 72 7% | 9 10% | - - | 10 8% | 8 8% | 15 10% | 4 5% | 3 4% | 13 6% | 8 9% | 1 4% | 1 3% | 27 7% | 22 7% | 23 7% |
| ENJOYING MY HOBBIES/ PASTIMES (SPECIFIED)/ UNSPECIFIED) | 56 6% | 4 5% | 1 2% | 7 6% | 8 8% | 8 5% | 6 7% | 7 9% | 8 4% | 6 7% | 1 2% | 1 5% | 22 6% | 20 7% | 15 4% |
| BEING WITH MY CHILDREN/ GRANDCHILDREN | 55 6% | 5 5% | 2 6% | 6 5% | 8 9% | 7 5% | 2 3% | 4 6% | 11 5% | 6 6% | 3 11% | 1 3% | 22 6% | 13 4% | 20 6% |
| A GOOD/SAFE COMMUNITY/ ENVIRONMENT/GOOD NEIGHBOURS | 34 3% | 4 4% | 2 4% | 4 3% | 4 4% | 4 3% | 2 2% | 2 2% | 8 4% | 2 3% | 2 7% | 1 5% | 15 4% | 8 3% | 12 4% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | |
|---|----------|------------|-----------|------------|-----------|------------|----------|----------|--------------|----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| SECURITY/STABILITY (UNSPECIFIED) | 32 3% | 7 8% | 1 2% | - | 1 1% | 6 4% | 1 1% | 6 8% | 5 2% | 2 2% | 1 4% | 2 8% | 11 3% | 12 4% | 9 3% |
| MY RELIGIOUS FAITH/ BELIEF IN GOD | 25 3% | - | 1 2% | 1 1% | 2 2% | 2 1% | 1 1% | 1 1% | 9 4% | 5 6% | 3 9% | 1 3% | 5 1% | 3 1% | 17 5% |
| THE WORLD TO BE A BETTER PLACE IN GENERAL/PEACE/ NO POVERTY | 24 2% | 2 2% | 1 2% | 1 1% | 2 3% | 5 3% | 4 4% | 1 1% | 5 3% | 2 2% | 1 3% | - | 6 2% | 9 3% | 8 3% |
| BEING A GOOD PERSON/ CITIZEN/HELPING OTHERS | 23 2% | 1 1% | - | 3 2% | 3 3% | 2 1% | 2 3% | 1 1% | 9 4% | 2 3% | - | - | 7 2% | 5 2% | 11 3% |
| HAVING (REGULAR) HOLIDAYS | 18 2% | - | 1 2% | 4 4% | 1 1% | 3 2% | 1 1% | 2 3% | 3 2% | 1 1% | 1 3% | 1 3% | 7 2% | 6 2% | 5 1% |
| THE WEATHER/SUNSHINE/ RAIN | 11 1% | 2 3% | - | 1 1% | - | - | 3 4% | 2 3% | 2 1% | 1 1% | - | - | 4 1% | 5 2% | 2 1% |
| A GOOD/BETTER GOVERNMENT/THE WAY THE COUNTRY IS RUN | 10 1% | 1 1% | - | - | 1 1% | 2 2% | - | 1 2% | 2 1% | 3 3% | - | - | 1 * | 3 1% | 5 2% |
| MY PET/PETS | 9 1% | 1 1% | - | - | * | 2 1% | 2 3% | 2 2% | 1 * | - | 1 2% | - | 1 * | 6 2% | 1 * |
| SUCCESS/SUCCEEDING/BEING SUCCESSFUL (UNSPECIFIED) | 8 1% | - | - | 4 4% | 1 1% | - | - | - | - | 2 2% | - | - | 6 2% | - | 2 1% |
| GOOD WORK/LIFE BALANCE | 7 1% | - | - | - | - | - | - | 1 1% | 5 2% | 2 2% | - | - | - | 1 * | 6 2% |
| MY CAR/HAVING A NICE CAR | 5 • | 1 1% | - | - | 1 1% | 1 1% | - | 2 2% | - | - | - | - | 2 1% | 3 1% | - |
| NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC | 4 • | - | - | 1 1% | - | - | - | 1 2% | 1 * | 1 1% | - | - | 1 * | 1 * | 2 1% |
| OTHERS | 37 4% | 3 3% | 1 2% | 1 1% | 4 4% | 5 4% | 3 3% | 5 7% | 12 6% | 3 3% | 1 3% | - | 8 2% | 13 4% | 16 5% |
| DON'T KNOW | 24 2% | 4 4% | 1 2% | 5 5% | 2 2% | 2 2% | - | - | 6 3% | 3 4% | - | - | 12 3% | 2 1% | 9 3% |
| NO ANSWER | 21 2% | 2 2% | 2 5% | 4 4% | 1 1% | 1 1% | 1 1% | 1 1% | 5 3% | 3 3% | 1 5% | - | 9 2% | 2 1% | 10 3% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|------------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
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| MY HEALTH/GOOD HEALTH/BEING ABLE TO GET ABOUT | 242 24% | 103 25% | 28 25% | 56 21% | 55 26% | 96 22% | 42 31% | 105 25% |
| MONEY/FINANCIAL SECURITY/BEING COMFORTABLE | 230 23% | 100 25% | 24 21% | 59 22% | 47 22% | 105 24% | 30 23% | 96 23% |
| MY FRIENDS/BEING WITH MY FRIENDS | 206 21% | 54 13% | 24 21% | 74 28% | 54 26% | 87 20% | 33 25% | 86 20% |
| MY FRIENDS/FAMILY/PEOPLE AROUND ME BEING HAPPY/HEALTHY | 170 17% | 94 23% | 21 18% | 26 10% | 30 14% | 72 16% | 35 26% | 64 15% |
| ENJOYING LIFE/HAPPINESS IN GENERAL | 122 12% | 45 11% | 17 15% | 43 16% | 18 8% | 65 15% | 13 10% | 44 10% |
| A HAPPY MARRIAGE/RELATIONSHIP/BEING WITH HUSBAND/WIFE/PARTNER | 112 11% | 55 14% | 15 13% | 29 11% | 13 6% | 62 14% | 13 10% | 36 8% |
| BEING HAPPY AT HOME/A GOOD/SECURE HOME/HOUSE | 88 9% | 40 10% | 11 9% | 15 6% | 21 10% | 38 8% | 9 7% | 41 10% |
| WORK/HAVING A GOOD/SECURE JOB/CAREER | 72 7% | 28 7% | 11 10% | 26 10% | 7 3% | 51 11% | 13 10% | 8 2% |
| ENJOYING MY HOBBIES/PASTIMES (SPECIFIED/UNSPECIFIED) | 56 6% | 16 4% | 7 6% | 9 4% | 24 11% | 26 6% | 1 1% | 30 7% |
| BEING WITH MY CHILDREN/GRANDCHILDREN | 55 6% | 26 6% | 3 3% | 9 3% | 17 8% | 23 5% | 4 3% | 28 7% |
| A GOOD/SAFE COMMUNITY/ENVIRONMENT/GOOD NEIGHBOURS | 34 3% | 13 3% | 2 1% | 11 4% | 8 4% | 12 3% | 6 5% | 16 4% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | MARITAL STATUS | | | | WORKING STATUS | | |
|---|----------|----------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| SECURITY/STABILITY (UNSPECIFIED) | 32 3% | 14 3% | 5 4% | 11 4% | 3 1% | 22 5% | 2 2% | 8 2% |
| MY RELIGIOUS FAITH/ BELIEF IN GOD | 25 3% | 10 3% | - | 7 3% | 8 4% | 8 2% | 5 3% | 12 3% |
| THE WORLD TO BE A BETTER PLACE IN GENERAL/PEACE/ NO POVERTY | 24 2% | 8 2% | 2 2% | 4 1% | 10 5% | 7 2% | 2 2% | 14 3% |
| BEING A GOOD PERSON/ CITIZEN/HELPING OTHERS | 23 2% | 6 1% | 3 3% | 6 2% | 7 4% | 11 2% | 2 1% | 10 2% |
| HAVING (REGULAR) HOLIDAYS | 18 2% | 3 1% | 2 2% | 6 2% | 7 3% | 9 2% | 3 2% | 7 2% |
| THE WEATHER/SUNSHINE/ RAIN | 11 1% | 3 1% | 3 3% | 2 1% | 3 1% | 6 1% | 1 1% | 4 1% |
| A GOOD/BETTER GOVERNMENT/THE WAY THE COUNTRY IS RUN | 10 1% | 4 1% | 1 1% | 1 * | 4 2% | 6 1% | 1 1% | 3 1% |
| MY PET/PETS | 9 1% | 3 1% | - | 1 1% | 4 2% | 4 1% | - | 5 1% |
| SUCCESS/SUCCEEDING/BEING SUCCESSFUL (UNSPECIFIED) | 8 1% | 2 1% | - | 6 2% | - | 6 1% | 2 1% | - |
| GOOD WORK/LIFE BALANCE | 7 1% | 3 1% | 1 1% | 4 1% | - | 6 1% | - | 2 * |
| MY CAR/HAVING A NICE CAR | 5 * | 2 * | - | 1 * | 2 1% | 4 1% | - | 1 * |
| NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC | 4 * | 1 * | 2 2% | - | 1 * | 2 * | - | 2 * |
| OTHERS | 37 4% | 10 2% | 5 4% | 14 5% | 9 4% | 14 3% | 7 5% | 15 4% |
| DON'T KNOW | 24 2% | 10 3% | 3 2% | 9 3% | 2 1% | 12 3% | 2 2% | 9 2% |
| NO ANSWER | 21 2% | 4 1% | 2 2% | 7 3% | 8 4% | 6 1% | 1 1% | 14 3% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--|------------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| CONTENTMENT/FULFILMENT/ PEACE OF MIND/NO STRESS/ WORRIES | 345 34% | 118 33% | 199 36% | 20 42% | 5 15% | 2 77% |
| MY FAMILY/BEING WITH MY FAMILY IN GENERAL | 303 30% | 125 35% | 161 29% | 10 21% | 6 18% | 1 31% |
| MY HEALTH/GOOD HEALTH/ BEING ABLE TO GET ABOUT | 242 24% | 84 23% | 144 26% | 8 16% | 6 18% | 1 31% |
| MONEY/FINANCIAL SECURITY/BEING COMFORTABLE | 230 23% | 74 21% | 135 24% | 16 32% | 5 14% | 1 31% |
| MY FRIENDS/BEING WITH MY FRIENDS | 206 21% | 71 20% | 116 21% | 11 22% | 8 24% | 1 31% |
| MY FRIENDS/FAMILY/PEOPLE AROUND ME BEING HAPPY/ HEALTHY | 170 17% | 63 18% | 99 18% | 7 14% | 2 6% | - |
| ENJOYING LIFE/HAPPINESS IN GENERAL | 122 12% | 56 16% | 56 10% | 5 11% | 5 16% | - |
| A HAPPY MARRIAGE/ RELATIONSHIP/BEING WITH HUSBAND/WIFE/PARTNER | 112 11% | 43 12% | 53 9% | 9 19% | 7 20% | - |
| BEING HAPPY AT HOME/A GOOD/SECURE HOME/HOUSE | 88 9% | 29 8% | 47 8% | 7 15% | 4 11% | 1 31% |
| WORK/HAVING A GOOD/ SECURE JOB/CAREER | 72 7% | 27 8% | 38 7% | 6 11% | 2 5% | - |
| ENJOYING MY HOBBIES/ PASTIMES (SPECIFIED)/ UNSPECIFIED) | 56 6% | 23 6% | 28 5% | 1 2% | 4 12% | 1 31% |
| BEING WITH MY CHILDREN/ GRANDCHILDREN | 55 6% | 24 7% | 28 5% | 2 4% | 2 5% | - |
| A GOOD/SAFE COMMUNITY/ ENVIRONMENT/GOOD NEIGHBOURS | 34 3% | 10 3% | 23 4% | 2 3% | - | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|---|----------|----------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| SECURITY/STABILITY (UNSPECIFIED) | 32 3% | 9 2% | 19 3% | 1 2% | 3 9% | - |
| MY RELIGIOUS FAITH/ BELIEF IN GOD | 25 3% | 10 3% | 14 2% | 1 2% | 1 3% | - |
| THE WORLD TO BE A BETTER PLACE IN GENERAL/PEACE/ NO POVERTY | 24 2% | 7 2% | 15 3% | 1 2% | - | - |
| BEING A GOOD PERSON/ CITIZEN/HELPING OTHERS | 23 2% | 4 1% | 15 3% | 4 8% | - | - |
| HAVING (REGULAR) HOLIDAYS | 18 2% | 6 2% | 10 2% | - | 1 3% | 1 31% |
| THE WEATHER/SUNSHINE/ RAIN | 11 1% | 7 2% | 3 1% | - | 1 2% | - |
| A GOOD/BETTER GOVERNMENT/THE WAY THE COUNTRY IS RUN | 10 1% | 2 1% | 6 1% | 2 5% | - | - |
| MY PET/PETS | 9 1% | * | 8 1% | - | - | - |
| SUCCESS/SUCCEEDING/BEING SUCCESSFUL (UNSPECIFIED) | 8 1% | 2 1% | 5 1% | - | - | - |
| GOOD WORK/LIFE BALANCE | 7 1% | 2 1% | 4 1% | 2 3% | - | - |
| MY CAR/HAVING A NICE CAR | 5 1% | 2 1% | 3 1% | - | - | - |
| NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC | 4 1% | 4 1% | - | - | - | - |
| OTHERS | 37 4% | 15 4% | 20 3% | 1 2% | 1 3% | 1 23% |
| DON'T KNOW | 24 2% | 7 2% | 16 3% | - | 1 3% | - |
| NO ANSWER | 21 2% | 6 2% | 10 2% | - | 5 15% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | |
|--|------------|-----------------|----------|----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 10 1% | 5 * | 20 2% | 34 3% | 87 9% | 86 9% | 220 22% | 328 33% | 113 11% | 92 9% | 6 1% |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% |
| CONTENTMENT/FULFILMENT/ PEACE OF MIND/NO STRESS/ WORRIES | 345 34% | 2 17% | 1 37% | 7 40% | 12 37% | 26 30% | 29 32% | 72 34% | 127 38% | 34 30% | 34 34% | 1 13% |
| MY FAMILY/BEING WITH MY FAMILY IN GENERAL | 303 30% | 1 8% | 1 20% | 3 16% | 9 28% | 22 26% | 30 33% | 55 26% | 106 32% | 41 36% | 35 36% | - - |
| MY HEALTH/GOOD HEALTH/ BEING ABLE TO GET ABOUT | 242 24% | 1 8% | - - | 3 16% | 5 17% | 14 17% | 21 23% | 57 27% | 98 29% | 25 22% | 17 18% | - - |
| MONEY/FINANCIAL SECURITY/BEING COMFORTABLE | 230 23% | 4 35% | 1 24% | 6 32% | 9 29% | 24 29% | 22 25% | 54 25% | 76 23% | 25 22% | 9 10% | - - |
| MY FRIENDS/BEING WITH MY FRIENDS | 206 21% | 2 14% | 1 20% | 2 13% | 7 22% | 13 15% | 19 21% | 43 20% | 77 23% | 23 20% | 20 21% | - - |
| MY FRIENDS/FAMILY/PEOPLE AROUND ME BEING HAPPY/ HEALTHY | 170 17% | - - | - - | 2 11% | 8 24% | 12 15% | 16 18% | 41 19% | 56 17% | 21 19% | 14 15% | - - |
| ENJOYING LIFE/HAPPINESS IN GENERAL | 122 12% | 1 7% | - - | 1 4% | 2 5% | 7 8% | 10 11% | 26 12% | 40 12% | 16 14% | 18 18% | 3 50% |
| A HAPPY MARRIAGE/ RELATIONSHIP/BEING WITH HUSBAND/WIFE/PARTNER | 112 11% | 3 27% | 2 48% | 3 19% | 6 19% | 6 7% | 9 10% | 19 9% | 39 12% | 15 13% | 10 10% | - - |
| BEING HAPPY AT HOME/A GOOD/SECURE HOME/HOUSE | 88 9% | 1 13% | 1 24% | 4 20% | 3 8% | 6 7% | 12 13% | 18 8% | 29 9% | 9 8% | 5 5% | - - |
| WORK/HAVING A GOOD/ SECURE JOB/CAREER | 72 7% | 2 14% | - - | 2 8% | 1 3% | 3 4% | 4 4% | 22 11% | 30 9% | 7 6% | 2 2% | - - |
| ENJOYING MY HOBBIES/ PASTIMES (SPECIFIED)/ UNSPECIFIED) | 56 6% | - - | - - | 1 4% | 1 2% | 7 8% | 1 1% | 14 7% | 24 7% | 6 6% | 2 2% | - - |
| BEING WITH MY CHILDREN/ GRANDCHILDREN | 55 6% | - - | - - | 1 4% | 3 8% | 2 3% | 4 4% | 16 8% | 15 5% | 11 10% | 3 3% | - - |
| A GOOD/SAFE COMMUNITY/ ENVIRONMENT/GOOD NEIGHBOURS | 34 3% | - - | - - | - - | 4 12% | 3 4% | 2 3% | 5 3% | 13 4% | 3 3% | 3 3% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

Q.15 AND FINALLY ON THIS TOPIC, PLEASE TELL ME IN YOUR OWN WORDS, WHAT HAPPINESS IS FOR YOU?

BASE : ALL ADULTS AGED 15+

| | TOTAL | Q2 SATISFACTION | | | | | | | | | | | 5 1% |
|---|----------|-----------------|----------|----------|----------|----------|----------|------------|------------|------------|-----------|------------|---------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DON'T KNOW | |
| WEIGHTED TOTAL | 1001 | 11 1% | 4 * | 18 2% | 32 3% | 84 8% | 89 9% | 213 21% | 333 33% | 113 11% | 98 10% | 5 1% | |
| SECURITY/STABILITY (UNSPECIFIED) | 32 3% | - | - | - | 1 4% | 1 1% | 3 3% | 9 4% | 14 4% | 3 3% | 1 1% | - | - |
| MY RELIGIOUS FAITH/ BELIEF IN GOD | 25 3% | - | - | - | 2 6% | 1 1% | 1 1% | 5 2% | 4 1% | 4 3% | 8 8% | - | - |
| THE WORLD TO BE A BETTER PLACE IN GENERAL/PEACE/ NO POVERTY | 24 2% | - | - | - | 1 3% | 4 5% | 2 3% | 6 3% | 7 2% | 3 2% | 1 1% | - | - |
| BEING A GOOD PERSON/ CITIZEN/HELPING OTHERS | 23 2% | - | - | - | 1 2% | 2 3% | 6 6% | 5 3% | 7 2% | 2 2% | - | - | |
| HAVING (REGULAR) HOLIDAYS | 18 2% | - | - | 1 5% | - | - | 1 1% | 7 3% | 5 1% | 5 4% | - | - | |
| THE WEATHER/SUNSHINE/ RAIN | 11 1% | - | - | 1 4% | - | - | 1 1% | 1 1% | 6 2% | 1 1% | 2 2% | - | |
| A GOOD/BETTER GOVERNMENT/THE WAY THE COUNTRY IS RUN | 10 1% | - | - | 1 7% | 1 4% | 3 3% | 1 1% | 1 1* | 2 7% | - | - | 1 1% | |
| MY PET/PETS | 9 1% | - | 1 19% | - | 1 2% | 2 3% | - | 3 2% | 1 1* | - | - | 1 1% | |
| SUCCESS/SUCCEEDING/BEING SUCCESSFUL (UNSPECIFIED) | 8 1% | - | - | - | - | - | - | 4 2% | 4 1% | - | - | - | |
| GOOD WORK/LIFE BALANCE | 7 1% | - | - | - | - | - | 2 2% | 2 1% | 2 1% | 2 2% | - | - | |
| MY CAR/HAVING A NICE CAR | 5 * | - | - | - | - | - | 1 1% | 2 1% | 2 1* | - | - | - | |
| NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC | 4 * | - | - | - | - | - | 1 1% | - | 3 1% | - | - | - | |
| OTHERS | 37 4% | - | - | - | 1 3% | 5 6% | 1 1% | 6 3% | 14 4% | 3 2% | 6 6% | 1 25% | |
| DON'T KNOW | 24 2% | - | - | 2 12% | - | 3 4% | - | 8 4% | 8 2% | 2 2% | - | 1 12% | |
| NO ANSWER | 21 2% | 3 28% | - | 2 8% | - | 1 1% | 1 1% | 4 2% | 7 2% | 1 1% | 2 2% | - | |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|---------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1001 | 464 46% | 537 54% | 122 12% | 161 16% | 187 19% | 171 17% | 145 14% | 215 21% | 206 21% | 324 32% | 199 20% | 272 27% |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| SEX | | | | | | | | | | | | | |
| MALE | 480 48% | 480 100% | - - | 70 51% | 78 49% | 93 49% | 79 49% | 71 49% | 88 42% | 107 52% | 145 48% | 102 46% | 125 46% |
| FEMALE | 521 52% | - - | 521 100% | 66 49% | 80 51% | 96 51% | 83 51% | 75 51% | 121 58% | 99 48% | 157 52% | 119 54% | 146 54% |
| AGE | | | | | | | | | | | | | |
| 15-24 | 136 14% | 70 15% | 66 13% | 136 100% | - - | - - | - - | - - | - - | 26 13% | 46 15% | 29 13% | 35 13% |
| 25-34 | 158 16% | 78 16% | 80 15% | - - | 158 100% | - - | - - | - - | - - | 31 15% | 58 19% | 30 14% | 39 14% |
| 35-44 | 189 19% | 93 19% | 96 18% | - - | - - | 189 100% | - - | - - | - - | 45 22% | 61 20% | 46 21% | 37 14% |
| 45-54 | 162 16% | 79 16% | 83 16% | - - | - - | - - | 162 100% | - - | - - | 32 15% | 56 19% | 41 18% | 34 12% |
| 55-64 | 146 15% | 71 15% | 75 14% | - - | - - | - - | - - | 146 100% | - - | 32 15% | 36 12% | 34 15% | 45 16% |
| 65+ | 209 21% | 88 18% | 121 23% | - - | - - | - - | - - | - - | 209 100% | 41 20% | 44 15% | 42 19% | 82 30% |
| SOCIAL CLASS | | | | | | | | | | | | | |
| AB | 206 21% | 107 22% | 99 19% | 26 19% | 31 20% | 45 24% | 32 20% | 32 22% | 41 20% | 206 100% | - - | - - | - - |
| C1 | 302 30% | 145 30% | 157 30% | 46 34% | 58 37% | 61 32% | 56 35% | 36 25% | 44 21% | - - | 302 100% | - - | - - |
| C2 | 221 22% | 102 21% | 119 23% | 29 21% | 30 19% | 46 24% | 41 25% | 34 23% | 42 20% | - - | - - | 221 100% | - - |
| DE | 271 27% | 125 26% | 146 28% | 35 26% | 39 24% | 37 20% | 34 21% | 45 31% | 82 39% | - - | - - | - - | 271 100% |
| ITV REGION | | | | | | | | | | | | | |
| SCOTLAND | 86 9% | 42 9% | 44 8% | 10 8% | 15 9% | 21 11% | 16 10% | 12 8% | 12 6% | 14 7% | 31 10% | 16 7% | 25 9% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| TYNE TEES | 43 4% | 21 4% | 22 4% | 5 3% | 4 2% | 9 5% | 3 2% | 9 6% | 14 7% | 11 5% | 7 2% | 12 5% | 13 5% |
| GRANADA | 118 12% | 57 12% | 61 12% | 19 14% | 19 12% | 18 9% | 23 14% | 20 14% | 19 9% | 21 10% | 40 13% | 28 13% | 29 11% |
| YORKSHIRE | 96 10% | 54 11% | 42 8% | 9 6% | 11 7% | 21 11% | 15 9% | 19 13% | 22 11% | 24 11% | 15 5% | 21 10% | 36 13% |
| CENTRAL | 144 14% | 47 10% | 97 19% | 18 13% | 27 17% | 31 16% | 24 15% | 18 12% | 26 13% | 27 13% | 48 16% | 31 14% | 38 14% |
| HARLECH | 82 8% | 37 8% | 45 9% | 5 3% | 8 5% | 13 7% | 18 11% | 8 6% | 30 14% | 17 8% | 20 7% | 23 10% | 22 8% |
| ANGLIA | 74 7% | 46 10% | 28 5% | 16 12% | 8 5% | 15 8% | 11 7% | 13 9% | 11 5% | 15 7% | 18 6% | 22 10% | 19 7% |
| CARLTON /LWT | 207 21% | 98 20% | 110 21% | 33 25% | 45 28% | 37 20% | 32 20% | 23 16% | 36 17% | 47 23% | 76 25% | 32 15% | 52 19% |
| MERIDIAN | 94 9% | 49 10% | 45 9% | 15 11% | 14 9% | 10 5% | 14 9% | 15 10% | 26 12% | 19 9% | 33 11% | 22 10% | 21 8% |
| WEST COUNTRY TV | 30 3% | 16 3% | 14 3% | 1 1% | 7 4% | 4 2% | 3 2% | 6 4% | 10 5% | 4 2% | 7 2% | 8 3% | 12 4% |
| NORTHERN IRELAND | 26 3% | 11 2% | 15 3% | 5 4% | 3 2% | 11 6% | 3 2% | 4 2% | 2 1% | 7 4% | 6 2% | 7 3% | 5 2% |
| ITV REGION | | | | | | | | | | | | | |
| NORTH | 369 37% | 186 39% | 184 35% | 48 35% | 50 32% | 79 42% | 59 37% | 63 43% | 70 33% | 78 38% | 100 33% | 84 38% | 108 40% |
| MIDLANDS | 300 30% | 131 27% | 170 33% | 39 29% | 42 27% | 59 31% | 53 33% | 40 27% | 67 32% | 58 28% | 86 28% | 76 34% | 80 29% |
| SOUTH | 331 33% | 163 34% | 168 32% | 49 36% | 66 41% | 52 27% | 49 30% | 44 30% | 72 34% | 70 34% | 116 38% | 61 28% | 84 31% |
| MARITAL STATUS | | | | | | | | | | | | | |
| MARRIED | 408 41% | 200 42% | 208 40% | 8 6% | 57 36% | 89 47% | 81 50% | 88 60% | 84 40% | 92 44% | 124 41% | 105 47% | 87 32% |
| LIVING WITH PARTNER | 114 11% | 54 11% | 59 11% | 18 13% | 40 25% | 28 15% | 20 13% | 7 4% | 1 * | 29 14% | 37 12% | 30 14% | 17 6% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|--------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| WEIGHTED TOTAL | 1001 | 480 48% | 521 52% | 136 14% | 158 16% | 189 19% | 162 16% | 146 15% | 209 21% | 206 21% | 302 30% | 221 22% | 271 27% |
| SINGLE | 267 27% | 149 31% | 118 23% | 110 80% | 52 33% | 46 25% | 25 15% | 17 12% | 17 8% | 52 25% | 81 27% | 48 22% | 86 32% |
| WIDOWED/DIVORCED/ SEPARATED | 212 21% | 77 16% | 136 26% | 1 1% | 10 6% | 25 13% | 36 22% | 34 23% | 107 51% | 34 16% | 60 20% | 38 17% | 81 30% |
| WORKING STATUS | | | | | | | | | | | | | |
| FULL TIME | 444 44% | 278 58% | 166 32% | 48 35% | 105 67% | 130 69% | 99 61% | 57 39% | 5 2% | 115 56% | 160 53% | 106 48% | 63 23% |
| PART TIME | 133 13% | 37 8% | 97 19% | 26 19% | 25 16% | 28 15% | 23 14% | 24 16% | 8 4% | 18 9% | 44 15% | 33 15% | 38 14% |
| NOT WORKING | 424 42% | 165 34% | 259 50% | 63 46% | 28 17% | 32 17% | 40 25% | 66 45% | 196 94% | 73 35% | 98 32% | 82 37% | 171 63% |
| Q1 GENERAL HAPPINESS | | | | | | | | | | | | | |
| VERY HAPPY | 357 36% | 169 35% | 188 36% | 46 34% | 59 38% | 70 37% | 49 30% | 60 41% | 73 35% | 71 35% | 105 35% | 82 37% | 99 36% |
| FAIRLY HAPPY | 559 56% | 271 56% | 289 55% | 79 58% | 91 58% | 99 52% | 95 59% | 73 50% | 122 58% | 127 62% | 168 56% | 126 57% | 138 51% |
| FAIRLY UNHAPPY | 49 5% | 23 5% | 26 5% | 6 5% | 5 3% | 12 6% | 10 6% | 10 7% | 6 3% | 3 1% | 14 5% | 10 4% | 22 8% |
| VERY UNHAPPY | 32 3% | 17 3% | 16 3% | 5 4% | 1 1% | 9 5% | 7 4% | 3 2% | 8 4% | 4 2% | 15 5% | 4 2% | 10 4% |
| DON'T KNOW | 3 * | - - | 3 1% | - - | 1 1% | - - | 1 1% | 1 1% | 1 1% | - - | 1 1% | - - | 2 1% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | |
|---------------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| UNWEIGHTED TOTAL | 1001 | 88 9% | 44 4% | 116 12% | 105 10% | 141 14% | 89 9% | 68 7% | 198 20% | 95 9% | 30 3% | 27 3% | 380 38% | 298 30% | 323 32% |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| SEX | | | | | | | | | | | | | | | |
| MALE | 480 48% | 42 49% | 21 49% | 57 49% | 54 56% | 47 33% | 37 45% | 46 62% | 98 47% | 49 53% | 16 53% | 11 41% | 186 50% | 131 44% | 163 49% |
| FEMALE | 521 52% | 44 51% | 22 51% | 61 51% | 42 44% | 97 67% | 45 55% | 28 38% | 110 53% | 45 47% | 14 47% | 15 59% | 184 50% | 170 56% | 168 51% |
| AGE | | | | | | | | | | | | | | | |
| 15-24 | 136 14% | 10 12% | 5 11% | 19 16% | 9 9% | 18 12% | 5 6% | 16 22% | 33 16% | 15 16% | 1 3% | 5 19% | 48 13% | 39 13% | 49 15% |
| 25-34 | 158 16% | 15 17% | 4 9% | 19 16% | 11 11% | 27 19% | 8 9% | 8 10% | 45 22% | 14 15% | 7 22% | 3 10% | 50 14% | 42 14% | 66 20% |
| 35-44 | 189 19% | 21 24% | 9 22% | 18 15% | 21 22% | 31 21% | 13 16% | 15 20% | 37 18% | 10 11% | 4 13% | 11 40% | 79 21% | 59 20% | 52 16% |
| 45-54 | 162 16% | 16 19% | 3 6% | 23 20% | 15 15% | 24 17% | 18 22% | 11 15% | 32 16% | 14 15% | 3 9% | 3 10% | 59 16% | 53 18% | 49 15% |
| 55-64 | 146 15% | 12 14% | 9 20% | 20 17% | 19 19% | 18 13% | 8 10% | 13 18% | 23 11% | 15 16% | 6 20% | 4 14% | 63 17% | 40 13% | 44 13% |
| 65+ | 209 21% | 12 14% | 14 33% | 19 16% | 22 23% | 26 18% | 30 37% | 11 15% | 36 18% | 26 27% | 10 32% | 2 7% | 70 19% | 67 22% | 72 22% |
| SOCIAL CLASS | | | | | | | | | | | | | | | |
| AB | 206 21% | 14 17% | 11 26% | 21 18% | 24 25% | 27 18% | 17 21% | 15 20% | 47 23% | 19 20% | 4 14% | 7 29% | 78 21% | 58 19% | 70 21% |
| C1 | 302 30% | 31 37% | 7 16% | 40 34% | 15 16% | 48 33% | 20 24% | 18 24% | 76 37% | 33 35% | 7 22% | 6 24% | 100 27% | 86 29% | 116 35% |
| C2 | 221 22% | 16 18% | 12 27% | 28 23% | 21 22% | 31 22% | 23 28% | 22 30% | 32 16% | 22 23% | 8 25% | 7 28% | 84 23% | 76 25% | 61 19% |
| DE | 271 27% | 25 28% | 13 31% | 29 25% | 36 37% | 38 27% | 22 27% | 19 26% | 52 25% | 21 22% | 5 39% | 108 20% | 80 27% | 84 25% | |
| ITV REGION | | | | | | | | | | | | | | | |
| SCOTLAND | 86 9% | 86 100% | - | - | - | - | - | - | - | - | - | - | 86 23% | - | - |



GfK NOP

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | |
|-----------------------|------------|------------|------------|-------------|------------|-------------|------------|------------|--------------|------------|-----------------|------------------|------------|-------------|-------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| TYNE TEES | 43 4% | - | 43 100% | - | - | - | - | - | - | - | - | - | 43 12% | - | - |
| GRANADA | 118 12% | - | - | 118 100% | - | - | - | - | - | - | - | - | 118 32% | - | - |
| YORKSHIRE | 96 10% | - | - | - | 96 100% | - | - | - | - | - | - | - | 96 26% | - | - |
| CENTRAL | 144 14% | - | - | - | - | 144 100% | - | - | - | - | - | - | - | 144 48% | - |
| HARLECH | 82 8% | - | - | - | - | - | 82 100% | - | - | - | - | - | - | 82 27% | - |
| ANGLIA | 74 7% | - | - | - | - | - | - | 74 100% | - | - | - | - | - | 74 25% | - |
| CARLTON /LWT | 207 21% | - | - | - | - | - | - | - | 207 100% | - | - | - | - | - | 207 63% |
| MERIDIAN | 94 9% | - | - | - | - | - | - | - | - | 94 100% | - | - | - | - | 94 28% |
| WEST COUNTRY TV | 30 3% | - | - | - | - | - | - | - | - | - | 30 100% | - | - | - | 30 9% |
| NORTHERN IRELAND | 26 3% | - | - | - | - | - | - | - | - | - | - | 26 100% | 26 7% | - | - |
| ITV REGION | | | | | | | | | | | | | | | |
| NORTH | 369 37% | 86 100% | 43 100% | 118 100% | 96 100% | - | - | - | - | - | - | - | 26 100% | 369 100% | - |
| MIDLANDS | 300 30% | - | - | - | - | 144 100% | 82 100% | 74 100% | - | - | - | - | - | - | 300 100% |
| SOUTH | 331 33% | - | - | - | - | - | - | - | 207 100% | 94 100% | 30 100% | - | - | - | 331 100% |
| MARITAL STATUS | | | | | | | | | | | | | | | |
| MARRIED | 408 41% | 36 41% | 19 43% | 44 37% | 41 43% | 57 40% | 34 41% | 30 41% | 72 35% | 47 50% | 15 51% | 13 49% | 152 41% | 121 40% | 135 41% |
| LIVING WITH PARTNER | 114 11% | 15 17% | 2 6% | 12 10% | 11 11% | 19 13% | 11 14% | 9 12% | 24 11% | 8 8% | 1 3% | 2 6% | 42 11% | 39 13% | 32 10% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | ITV REGION | | | | | | | | | | | ITV REGION | | |
|--------------------------------|------------|------------|-----------|------------|-----------|------------|-----------|-----------|--------------|-----------|-----------------|------------------|------------|------------|------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND | NORTH | MIDLANDS | SOUTH |
| WEIGHTED TOTAL | 1001 | 86 9% | 43 4% | 118 12% | 96 10% | 144 14% | 82 8% | 74 7% | 207 21% | 94 9% | 30 3% | 26 3% | 369 37% | 300 30% | 331 33% |
| SINGLE | 267 27% | 22 26% | 11 25% | 31 26% | 24 25% | 39 27% | 17 21% | 24 32% | 67 32% | 22 24% | 5 18% | 5 21% | 92 25% | 80 27% | 94 29% |
| WIDOWED/DIVORCED/ SEPARATED | 212 21% | 14 16% | 11 26% | 31 27% | 20 21% | 29 20% | 20 24% | 11 15% | 44 21% | 17 18% | 8 28% | 6 24% | 83 22% | 60 20% | 70 21% |
| WORKING STATUS | | | | | | | | | | | | | | | |
| FULL TIME | 444 44% | 43 50% | 12 29% | 54 46% | 38 39% | 69 48% | 33 40% | 37 50% | 100 48% | 35 37% | 9 29% | 14 56% | 161 44% | 139 46% | 144 43% |
| PART TIME | 133 13% | 9 11% | 5 10% | 11 9% | 11 11% | 25 17% | 8 9% | 11 15% | 32 16% | 13 14% | 1 4% | 7 28% | 43 12% | 44 15% | 46 14% |
| NOT WORKING | 424 42% | 34 39% | 26 61% | 53 45% | 47 49% | 50 34% | 42 51% | 26 35% | 75 36% | 46 49% | 20 67% | 4 16% | 165 45% | 118 39% | 141 43% |
| Q1 GENERAL HAPPINESS | | | | | | | | | | | | | | | |
| VERY HAPPY | 357 36% | 29 33% | 13 30% | 40 34% | 34 35% | 51 35% | 35 43% | 36 49% | 71 34% | 34 36% | 7 23% | 7 28% | 123 33% | 122 41% | 112 34% |
| FAIRLY HAPPY | 559 56% | 47 55% | 27 63% | 68 57% | 53 55% | 82 57% | 44 54% | 32 43% | 117 57% | 53 57% | 19 62% | 17 66% | 212 57% | 158 53% | 189 57% |
| FAIRLY UNHAPPY | 49 5% | 6 7% | - - | 6 5% | 4 5% | 10 7% | 1 1% | 2 3% | 12 6% | 5 5% | 3 8% | 1 5% | 17 5% | 12 4% | 19 6% |
| VERY UNHAPPY | 32 3% | 4 5% | 2 5% | 3 3% | 5 5% | 2 1% | 2 2% | 4 5% | 6 3% | 2 2% | 2 6% | - - | 15 4% | 8 3% | 10 3% |
| DON'T KNOW | 3 * | - - | 1 2% | 1 1% | - - | - - | - - | - - | 1 1% | - - | - - | - - | 2 * | - - | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|---------------------|----------------|------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1001 | 406 41% | 113 11% | 255 25% | 227 23% | 432 43% | 124 12% | 445 44% |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| SEX | | | | | | | | |
| MALE | 480 48% | 200 49% | 54 48% | 149 56% | 77 36% | 278 63% | 37 27% | 165 39% |
| FEMALE | 521 52% | 208 51% | 59 52% | 118 44% | 136 64% | 166 37% | 97 73% | 259 61% |
| AGE | | | | | | | | |
| 15-24 | 136 14% | 8 2% | 18 16% | 110 41% | 1 | 48 11% | 26 19% | 63 15% |
| 25-34 | 158 16% | 57 14% | 40 35% | 52 19% | 10 5% | 105 24% | 25 19% | 28 7% |
| 35-44 | 189 19% | 89 22% | 28 25% | 46 17% | 25 12% | 130 29% | 28 21% | 32 7% |
| 45-54 | 162 16% | 81 20% | 20 18% | 25 9% | 36 17% | 99 22% | 23 17% | 40 10% |
| 55-64 | 146 15% | 88 22% | 7 6% | 17 6% | 34 16% | 57 13% | 24 18% | 66 15% |
| 65+ | 209 21% | 84 21% | 1 1% | 17 6% | 107 50% | 5 1% | 8 6% | 196 46% |
| SOCIAL CLASS | | | | | | | | |
| AB | 206 21% | 92 22% | 29 25% | 52 20% | 34 16% | 115 26% | 18 14% | 73 17% |
| C1 | 302 30% | 124 30% | 37 33% | 81 30% | 60 28% | 160 36% | 44 33% | 98 23% |
| C2 | 221 22% | 105 26% | 30 27% | 48 18% | 38 18% | 106 24% | 33 25% | 82 19% |
| DE | 271 27% | 87 21% | 17 15% | 86 32% | 81 38% | 63 14% | 38 28% | 171 40% |
| ITV REGION | | | | | | | | |
| SCOTLAND | 86 9% | 36 9% | 15 13% | 22 8% | 14 6% | 43 10% | 9 7% | 34 8% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|-----------------------|----------------|-------------|---------------------|------------|------------------------------|----------------|------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| TYNE TEES | 43 4% | 19 5% | 2 2% | 11 4% | 11 5% | 12 3% | 5 3% | 26 6% |
| GRANADA | 118 12% | 44 11% | 12 11% | 31 11% | 31 15% | 54 12% | 11 8% | 53 13% |
| YORKSHIRE | 96 10% | 41 10% | 11 10% | 24 9% | 20 10% | 38 9% | 11 8% | 47 11% |
| CENTRAL | 144 14% | 57 14% | 19 17% | 39 15% | 29 14% | 69 16% | 25 19% | 50 12% |
| HARLECH | 82 8% | 34 8% | 11 10% | 17 7% | 20 9% | 33 7% | 8 6% | 42 10% |
| ANGLIA | 74 7% | 30 7% | 9 8% | 24 9% | 11 5% | 37 8% | 11 9% | 26 6% |
| CARLTON /LWT | 207 21% | 72 18% | 24 21% | 67 25% | 44 21% | 100 23% | 32 24% | 75 18% |
| MERIDIAN | 94 9% | 47 12% | 8 7% | 22 8% | 17 8% | 35 8% | 13 10% | 46 11% |
| WEST COUNTRY TV | 30 3% | 15 4% | 1 1% | 5 2% | 8 4% | 9 2% | 1 1% | 20 5% |
| NORTHERN IRELAND | 26 3% | 13 3% | 2 1% | 5 2% | 6 3% | 14 3% | 7 6% | 4 1% |
| ITV REGION | | | | | | | | |
| NORTH | 369 37% | 152 37% | 42 37% | 92 35% | 83 39% | 161 36% | 43 32% | 165 39% |
| MIDLANDS | 300 30% | 121 30% | 39 35% | 80 30% | 60 28% | 139 31% | 44 33% | 118 28% |
| SOUTH | 331 33% | 135 33% | 32 28% | 94 35% | 70 33% | 144 32% | 46 35% | 141 33% |
| MARITAL STATUS | | | | | | | | |
| MARRIED | 408 41% | 408 100% | - | - | - | 191 43% | 59 44% | 158 37% |
| LIVING WITH PARTNER | 114 11% | - | 114 100% | - | - | 80 18% | 15 12% | 18 4% |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | MARITAL STATUS | | | | | WORKING STATUS | | |
|--------------------------------|----------------|------------|---------------------|-------------|------------------------------|----------------|-------------|-------------|
| | TOTAL | MARRIED | LIVING WITH PARTNER | SINGLE | WIDOWED /DIVORCED /SEPARATED | FULL TIME | PART TIME | NOT WORKING |
| WEIGHTED TOTAL | 1001 | 408 41% | 114 11% | 267 27% | 212 21% | 444 44% | 133 13% | 424 42% |
| SINGLE | 267 27% | - | - | 267 100% | - | 117 26% | 41 31% | 109 26% |
| WIDOWED/DIVORCED/ SEPARATED | 212 21% | - | - | - | 212 100% | 56 13% | 18 14% | 139 33% |
| WORKING STATUS | | | | | | | | |
| FULL TIME | 444 44% | 191 47% | 80 71% | 117 44% | 56 26% | 444 100% | - | - |
| PART TIME | 133 13% | 59 14% | 15 14% | 41 15% | 18 9% | - | 133 100% | - |
| NOT WORKING | 424 42% | 158 39% | 18 16% | 109 41% | 139 65% | - | - | 424 100% |
| Q1 GENERAL HAPPINESS | | | | | | | | |
| VERY HAPPY | 357 36% | 179 44% | 47 41% | 68 25% | 63 30% | 158 36% | 53 39% | 146 35% |
| FAIRLY HAPPY | 559 56% | 211 52% | 60 53% | 169 63% | 120 56% | 259 58% | 68 51% | 232 55% |
| FAIRLY UNHAPPY | 49 5% | 12 3% | 5 5% | 17 6% | 15 7% | 16 4% | 7 6% | 26 6% |
| VERY UNHAPPY | 32 3% | 6 2% | 2 2% | 11 4% | 13 6% | 9 2% | 4 3% | 19 5% |
| DON'T KNOW | 3 * | - | - | 1 1% | 2 1% | 1 * | 1 1% | 1 * |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|---------------------|-------------------|-----------------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| UNWEIGHTED TOTAL | 1001 | 348 35% | 567 57% | 52 5% | 31 3% | 3 * |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| SEX | | | | | | |
| MALE | 480 48% | 169 47% | 271 48% | 23 47% | 17 51% | - |
| FEMALE | 521 52% | 188 53% | 289 52% | 26 53% | 16 49% | 3 100% |
| AGE | | | | | | |
| 15-24 | 136 14% | 46 13% | 79 14% | 6 13% | 5 16% | - |
| 25-34 | 158 16% | 59 17% | 91 16% | 5 11% | 1 3% | 1 46% |
| 35-44 | 189 19% | 70 20% | 99 18% | 12 24% | 9 27% | - |
| 45-54 | 162 16% | 49 14% | 95 17% | 10 20% | 7 21% | 1 31% |
| 55-64 | 146 15% | 60 17% | 73 13% | 10 21% | 3 8% | 1 23% |
| 65+ | 209 21% | 73 20% | 122 22% | 6 12% | 8 25% | - |
| SOCIAL CLASS | | | | | | |
| AB | 206 21% | 71 20% | 127 23% | 3 6% | 4 12% | 1 31% |
| C1 | 302 30% | 105 29% | 168 30% | 14 28% | 15 46% | - |
| C2 | 221 22% | 82 23% | 126 23% | 10 20% | 4 12% | - |
| DE | 271 27% | 99 28% | 138 25% | 22 46% | 10 31% | 2 69% |
| ITV REGION | | | | | | |
| SCOTLAND | 86 9% | 29 8% | 47 8% | 6 12% | 4 14% | - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|-----------------------|-------------------|-----------------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| TYNE TEES | 43 4% | 13 4% | 27 5% | - - | 2 7% | 1 23% |
| GRANADA | 118 12% | 40 11% | 68 12% | 6 12% | 3 10% | 1 31% |
| YORKSHIRE | 96 10% | 34 10% | 53 9% | 4 9% | 5 14% | - - |
| CENTRAL | 144 14% | 51 14% | 82 15% | 10 20% | 2 6% | - - |
| HARLECH | 82 8% | 35 10% | 44 8% | 1 1% | 2 6% | - - |
| ANGLIA | 74 7% | 36 10% | 32 6% | 2 4% | 4 12% | - - |
| CARLTON /LWT | 207 21% | 71 20% | 117 21% | 12 24% | 6 19% | 1 46% |
| MERIDIAN | 94 9% | 34 9% | 53 10% | 5 10% | 2 6% | - - |
| WEST COUNTRY TV | 30 3% | 7 2% | 19 3% | 3 5% | 2 6% | - - |
| NORTHERN IRELAND | 26 3% | 7 2% | 17 3% | 1 3% | - - | - - |
| ITV REGION | | | | | | |
| NORTH | 369 37% | 123 35% | 212 38% | 17 36% | 15 45% | 2 54% |
| MIDLANDS | 300 30% | 122 34% | 158 28% | 12 25% | 8 24% | - - |
| SOUTH | 331 33% | 112 31% | 189 34% | 19 39% | 10 31% | 1 46% |
| MARITAL STATUS | | | | | | |
| MARRIED | 408 41% | 179 50% | 211 38% | 12 24% | 6 20% | - - |
| LIVING WITH PARTNER | 114 11% | 47 13% | 60 11% | 5 11% | 2 6% | - - |

NOP/421059 HAPPINESS
FIELDWORK DATES : 28TH - 30TH OCTOBER 2005

SAMPLE PROFILE

| | TOTAL | Q1 GENERAL HAPPINESS | | | | |
|--------------------------------|--------------------|-----------------------------|-----------------|-------------------|-----------------|---------------|
| | | VERY HAPPY | FAIRLY HAPPY | FAIRLY UNHAPPY | VERY UNHAPPY | DON'T KNOW |
| WEIGHTED TOTAL | 1001 | 357 36% | 559 56% | 49 5% | 32 3% | 3 * |
| SINGLE | 267 27% | 68 19% | 169 30% | 17 35% | 11 35% | 1 46% |
| WIDOWED/DIVORCED/ SEPARATED | 212 21% | 63 18% | 120 21% | 15 31% | 13 39% | 2 54% |
| WORKING STATUS | | | | | | |
| FULL TIME | 444 44% | 158 44% | 259 46% | 16 32% | 9 29% | 1 31% |
| PART TIME | 133 13% | 53 15% | 68 12% | 7 15% | 4 11% | 1 46% |
| NOT WORKING | 424 42% | 146 41% | 232 41% | 26 53% | 19 60% | 1 23% |
| Q1 GENERAL HAPPINESS | | | | | | |
| VERY HAPPY | 357 36% | 357 100% | - | - | - | - |
| FAIRLY HAPPY | 559 56% | - | 559 100% | - | - | - |
| FAIRLY UNHAPPY | 49 5% | - | - | 49 100% | - | - |
| VERY UNHAPPY | 32 3% | - | - | - | 32 100% | - |
| DON'T KNOW | 3 * | - | - | - | - | 3 100% |