

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



**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	<b>1001</b>	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	<b>1001</b>	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	<b>357</b> <b>36%</b>	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	<b>559</b> <b>56%</b>	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	<b>49</b> <b>5%</b>	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	<b>32</b> <b>3%</b>	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	<b>3</b> <b>*</b>	- -	3 1%	- -	1 1%	- -	1 1%	1 *	- -	1 *	- -	- -	2 1%



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	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 *



**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	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%
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 *



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
VERY HAPPY	<b>357 36%</b>	357 100%	- -	- -	- -	- -
FAIRLY HAPPY	<b>559 56%</b>	- -	559 100%	- -	- -	- -
FAIRLY UNHAPPY	<b>49 5%</b>	- -	- -	49 100%	- -	- -
VERY UNHAPPY	<b>32 3%</b>	- -	- -	- -	32 100%	- -
DON'T KNOW	<b>3 *</b>	- -	- -	- -	- -	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>11</b> 1%	5 1%	6 1%	2 1%	1 1%	5 2%	2 1%	2 1%	-	-	4 1%	1 1%	6 2%
2	<b>4</b> *	1 *	3 1%	1 *	-	2 1%	1 1%	-	1 *	1 *	1 *	-	2 1%
3	<b>18</b> 2%	7 2%	11 2%	2 1%	1 *	3 2%	5 3%	2 2%	6 3%	1 *	7 2%	2 1%	9 3%
4	<b>32</b> 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	<b>84</b> 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	<b>89</b> 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	<b>213</b> 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	<b>333</b> 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	<b>113</b> 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	<b>98</b> 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	<b>7.3</b>	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	<b>1.8</b>	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	<b>5</b> 1%	3 1%	2 *	-	-	-	-	3 2%	2 1%	-	-	3 1%	3 1%



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**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	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 19%	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 7%	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 *



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**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%



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**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	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 0%	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%

**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	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%
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%



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**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
UNWEIGHTED TOTAL	<b>1001</b>	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	<b>1001</b>	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 LOT	<b>177</b> <b>18%</b>	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	<b>287</b> <b>29%</b>	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	<b>410</b> <b>41%</b>	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	<b>124</b> <b>12%</b>	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	<b>4</b> <b>*</b>	2 *	2 *	- -	- -	2 1%	- -	- -	2 1%	2 1%	1 *	- -	1 *



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**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		
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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 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%	39 11%	40 13%	44 13%
DON'T KNOW	4 *	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	1 2%	1 3%	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 *



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



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>81 8%</b>	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	<b>19 2%</b>	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	<b>477 48%</b>	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	<b>71 7%</b>	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	<b>56 6%</b>	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	<b>52 5%</b>	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	<b>238 24%</b>	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	<b>7 1%</b>	6 1%	1 *	- -	- -	1 *	- -	1 *	6 3%	3 1%	1 *	1 1%	2 1%



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**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+

	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	81 8%	17 4%	7 6%	26 10%	31 14%	31 7%	10 7%	40 9%
WORK FULFILMENT	19 2%	4 1%	- -	11 4%	5 2%	13 3%	2 2%	4 1%
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	477 48%	264 65%	67 59%	77 29%	70 33%	231 52%	64 48%	182 43%
MONEY AND FINANCIAL SITUATION	71 7%	13 3%	7 6%	31 12%	20 10%	38 8%	15 11%	19 4%
RELIGIOUS/SPIRITUAL LIFE	56 6%	17 4%	5 5%	18 7%	15 7%	20 5%	6 5%	29 7%
COMMUNITY AND FRIENDS	52 5%	2 *	3 2%	35 13%	13 6%	19 4%	9 7%	24 6%
HEALTH	238 24%	88 22%	25 22%	65 24%	60 28%	92 21%	28 21%	119 28%
DK/NONE OF THESE	7 1%	4 1%	- -	3 1%	- -	- -	- -	7 2%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>81</b> <b>8%</b>	22 6%	46 8%	5 9%	7 22%	1 23%
WORK FULFILMENT	<b>19</b> <b>2%</b>	4 1%	12 2%	1 2%	3 8%	- -
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>477</b> <b>48%</b>	188 53%	256 46%	23 47%	10 30%	- -
MONEY AND FINANCIAL SITUATION	<b>71</b> <b>7%</b>	20 6%	43 8%	7 13%	1 4%	- -
RELIGIOUS/SPIRITUAL LIFE	<b>56</b> <b>6%</b>	21 6%	29 5%	2 3%	4 12%	- -
COMMUNITY AND FRIENDS	<b>52</b> <b>5%</b>	13 4%	35 6%	2 3%	2 5%	1 46%
HEALTH	<b>238</b> <b>24%</b>	88 25%	133 24%	10 21%	6 19%	1 31%
DK/NONE OF THESE	<b>7</b> <b>1%</b>	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>167</b> <b>17%</b>	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	<b>58</b> <b>6%</b>	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	<b>247</b> <b>25%</b>	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	<b>183</b> <b>18%</b>	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	<b>35</b> <b>3%</b>	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	<b>100</b> <b>10%</b>	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	<b>191</b> <b>19%</b>	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	<b>20</b> <b>2%</b>	15 3%	5 1%	5 4%	1 1%	3 2%	1 1%	1 1%	8 4%	4 2%	3 1%	3 1%	10 4%



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**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 6%	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%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>167</b> <b>17%</b>	61 17%	93 17%	8 17%	3 9%	1 46%
WORK FULFILMENT	<b>58</b> <b>6%</b>	21 6%	35 6%	2 3%	1 4%	-
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>247</b> <b>25%</b>	91 25%	134 24%	12 25%	9 27%	1 31%
MONEY AND FINANCIAL SITUATION	<b>183</b> <b>18%</b>	57 16%	108 19%	11 23%	6 18%	1 23%
RELIGIOUS/SPIRITUAL LIFE	<b>35</b> <b>3%</b>	15 4%	17 3%	2 4%	2 5%	-
COMMUNITY AND FRIENDS	<b>100</b> <b>10%</b>	42 12%	48 9%	5 11%	5 15%	-
HEALTH	<b>191</b> <b>19%</b>	64 18%	112 20%	8 17%	7 22%	-
DK/NONE OF THESE	<b>20</b> <b>2%</b>	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										
	1	2	3	4	5	6	7	8	9	10	DON'T KNOW
1001	10 1%	5 *	20 2%	34 3%	87 9%	86 9%	220 22%	328 33%	113 11%	92 9%	6 1%
1001	11 1%	4 *	18 2%	32 3%	84 8%	89 9%	213 21%	333 33%	113 11%	98 10%	5 1%
167 17%	2 17%	- -	2 14%	4 13%	12 14%	17 19%	38 18%	48 14%	27 24%	17 17%	- -
58 6%	- -	1 24%	- -	1 3%	3 4%	8 9%	11 5%	21 6%	7 6%	6 6%	- -
247 25%	2 14%	- -	4 22%	10 30%	23 28%	22 25%	49 23%	86 26%	27 24%	23 24%	1 26%
183 18%	4 35%	1 38%	6 32%	5 15%	19 23%	17 19%	37 17%	66 20%	17 15%	10 11%	1 13%
35 3%	- -	- -	1 8%	1 2%	4 5%	2 2%	9 4%	5 2%	7 6%	6 6%	- -
100 10%	- -	1 20%	1 4%	3 8%	6 7%	3 3%	22 11%	41 12%	8 8%	16 16%	- -
191 19%	4 34%	1 19%	4 21%	9 29%	14 17%	18 21%	41 19%	63 19%	18 16%	17 18%	1 24%
20 2%	- -	- -	- -	- -	2 2%	3 3%	6 3%	3 1%	1 1%	3 3%	2 36%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>224</b> <b>22%</b>	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	<b>110</b> <b>11%</b>	66 14%	45 9%	17 13%	18 11%	28 15%	34 21%	13 9%	1 1%	28 13%	39 13%	20 9%	24 9%
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>77</b> <b>8%</b>	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	<b>200</b> <b>20%</b>	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	<b>45</b> <b>4%</b>	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	<b>171</b> <b>17%</b>	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	<b>130</b> <b>13%</b>	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	<b>44</b> <b>4%</b>	31 6%	13 3%	7 5%	2 2%	7 4%	4 3%	5 4%	17 8%	10 5%	7 2%	9 4%	19 7%



**GfK NOP**

**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%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>224</b> <b>22%</b>	78 22%	123 22%	11 23%	12 37%	- -
WORK FULFILMENT	<b>110</b> <b>11%</b>	38 11%	63 11%	8 15%	2 6%	- -
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>77</b> <b>8%</b>	25 7%	46 8%	4 9%	- -	2 69%
MONEY AND FINANCIAL SITUATION	<b>200</b> <b>20%</b>	78 22%	106 19%	9 18%	7 21%	- -
RELIGIOUS/SPIRITUAL LIFE	<b>45</b> <b>4%</b>	11 3%	32 6%	1 1%	2 5%	- -
COMMUNITY AND FRIENDS	<b>171</b> <b>17%</b>	62 17%	93 17%	9 18%	6 18%	1 31%
HEALTH	<b>130</b> <b>13%</b>	49 14%	71 13%	5 11%	5 14%	- -
DK/NONE OF THESE	<b>44</b> <b>4%</b>	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										
		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	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>200</b> <b>20%</b>	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	<b>131</b> <b>13%</b>	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	<b>59</b> <b>6%</b>	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	<b>181</b> <b>18%</b>	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	<b>49</b> <b>5%</b>	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	<b>178</b> <b>18%</b>	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	<b>123</b> <b>12%</b>	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	<b>82</b> <b>8%</b>	50 10%	32 6%	7 5%	7 4%	13 7%	9 6%	16 11%	29 14%	16 8%	18 6%	19 9%	28 10%



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**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%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>200</b> <b>20%</b>	75 21%	108 19%	10 21%	6 18%	1 31%
WORK FULFILMENT	<b>131</b> <b>13%</b>	32 9%	90 16%	4 9%	3 10%	1 46%
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>59</b> <b>6%</b>	15 4%	36 6%	3 6%	4 14%	- -
MONEY AND FINANCIAL SITUATION	<b>181</b> <b>18%</b>	70 20%	101 18%	6 11%	6 18%	- -
RELIGIOUS/SPIRITUAL LIFE	<b>49</b> <b>5%</b>	15 4%	26 5%	5 10%	3 9%	- -
COMMUNITY AND FRIENDS	<b>178</b> <b>18%</b>	70 20%	93 17%	8 16%	7 21%	1 23%
HEALTH	<b>123</b> <b>12%</b>	50 14%	62 11%	8 17%	2 5%	- -
DK/NONE OF THESE	<b>82</b> <b>8%</b>	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										
		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	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 11%	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>131</b> <b>13%</b>	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	<b>140</b> <b>14%</b>	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	<b>53</b> <b>5%</b>	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	<b>142</b> <b>14%</b>	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	<b>80</b> <b>8%</b>	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	<b>207</b> <b>21%</b>	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	<b>132</b> <b>13%</b>	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	<b>117</b> <b>12%</b>	68 14%	48 9%	10 7%	8 5%	14 7%	12 7%	21 14%	52 25%	23 11%	23 7%	30 14%	41 15%



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**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%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>131</b> <b>13%</b>	53 15%	71 13%	4 8%	3 8%	- -
WORK FULFILMENT	<b>140</b> <b>14%</b>	51 14%	80 14%	6 13%	2 8%	- -
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>53</b> <b>5%</b>	19 5%	26 5%	3 6%	5 16%	- -
MONEY AND FINANCIAL SITUATION	<b>142</b> <b>14%</b>	48 14%	86 15%	5 10%	2 7%	1 31%
RELIGIOUS/SPIRITUAL LIFE	<b>80</b> <b>8%</b>	24 7%	49 9%	4 9%	3 9%	- -
COMMUNITY AND FRIENDS	<b>207</b> <b>21%</b>	65 18%	120 21%	15 31%	6 19%	- -
HEALTH	<b>132</b> <b>13%</b>	52 14%	66 12%	5 10%	7 22%	2 69%
DK/NONE OF THESE	<b>117</b> <b>12%</b>	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										
		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	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>99</b> <b>10%</b>	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	<b>210</b> <b>21%</b>	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	<b>29</b> <b>3%</b>	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	<b>97</b> <b>10%</b>	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	<b>128</b> <b>13%</b>	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	<b>176</b> <b>18%</b>	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	<b>104</b> <b>10%</b>	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	<b>159</b> <b>16%</b>	90 19%	69 13%	15 11%	8 5%	16 8%	16 10%	30 21%	74 35%	31 15%	29 10%	40 18%	59 22%



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**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 11%	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%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
A NICE PLACE TO LIVE	<b>99</b> <b>10%</b>	30 8%	63 11%	6 13%	-	-
WORK FULFILMENT	<b>210</b> <b>21%</b>	90 25%	100 18%	10 21%	8 26%	2 54%
PARTNER/SPOUSE AND FAMILY RELATIONSHIPS	<b>29</b> <b>3%</b>	6 2%	22 4%	-	1 3%	-
MONEY AND FINANCIAL SITUATION	<b>97</b> <b>10%</b>	39 11%	45 8%	6 12%	5 16%	1 46%
RELIGIOUS/SPIRITUAL LIFE	<b>128</b> <b>13%</b>	48 13%	68 12%	7 14%	4 13%	-
COMMUNITY AND FRIENDS	<b>176</b> <b>18%</b>	64 18%	101 18%	5 11%	5 16%	-
HEALTH	<b>104</b> <b>10%</b>	25 7%	71 13%	5 10%	3 9%	-
DK/NONE OF THESE	<b>159</b> <b>16%</b>	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										
		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	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>42</b> <b>4%</b>	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	<b>185</b> <b>18%</b>	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	<b>13</b> <b>1%</b>	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	<b>56</b> <b>6%</b>	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	<b>466</b> <b>47%</b>	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	<b>45</b> <b>4%</b>	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	<b>27</b> <b>3%</b>	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	<b>166</b> <b>17%</b>	94 20%	72 14%	15 11%	8 5%	17 9%	18 11%	31 21%	78 37%	32 16%	31 10%	43 19%	60 22%



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**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%



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**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										
		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	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>583 58%</b>	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	<b>418 42%</b>	162 34%	256 49%	56 41%	28 17%	35 18%	40 25%	65 45%	194 93%	71 34%	95 31%	81 37%	171 63%



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**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%



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



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**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 <b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL <b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
YES <b>583</b> <b>58%</b>	215 60%	328 59%	23 47%	15 45%	2 77%
NO <b>418</b> <b>42%</b>	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 7%	5 *	20 2%	34 3%	87 9%	86 9%	220 22%	328 33%	113 11%	92 9%	6 1%
WEIGHTED TOTAL	1001	11 7%	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%



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**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	<b>566</b>	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	<b>583</b>	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	<b>471 81%</b>	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	<b>112 19%</b>	65 20%	47 18%	21 26%	26 20%	33 21%	20 16%	13 16%	- -	20 15%	32 15%	28 20%	32 32%



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**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%



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**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	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%
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%



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**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	<b>566</b>	209 37%	320 57%	22 4%	13 2%	2 *
WEIGHTED TOTAL	<b>583</b>	215 37%	328 56%	23 4%	15 3%	2 *
YES	<b>471 81%</b>	184 86%	259 79%	16 67%	9 65%	2 100%
NO	<b>112 19%</b>	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										
		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 *
YES	471 81%	4 48%	1 51%	4 81%	10 75%	27 62%	44 79%	107 78%	185 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%



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**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	<b>566</b>	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	<b>583</b>	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	<b>56</b> <b>10%</b>	28 9%	28 10%	5 7%	11 8%	19 12%	14 12%	7 8%	-	18 13%	15 7%	11 8%	12 12%
QUITE STRESSFUL	<b>328</b> <b>56%</b>	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	<b>189</b> <b>32%</b>	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	<b>10</b> <b>2%</b>	3 1%	7 3%	1 1%	2 2%	3 2%	3 3%	1 1%	-	-	4 2%	3 2%	3 3%



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**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%	- -



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**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	<b>566</b>	209 37%	320 57%	22 4%	13 2%	2 *
WEIGHTED TOTAL	<b>583</b>	215 37%	328 56%	23 4%	15 3%	2 *
TOO STRESSFUL	<b>56</b> <b>10%</b>	20 9%	29 9%	2 11%	4 27%	1 40%
QUITE STRESSFUL	<b>328</b> <b>56%</b>	108 50%	206 63%	9 40%	5 31%	- -
NOT STRESSFUL	<b>189</b> <b>32%</b>	81 38%	90 27%	12 50%	6 42%	- -
DON'T KNOW	<b>10</b> <b>2%</b>	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	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%	-



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>518 52%</b>	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	<b>431 43%</b>	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	<b>52 5%</b>	20 4%	32 6%	5 4%	4 3%	9 5%	8 5%	7 5%	18 9%	12 6%	15 5%	16 7%	9 3%



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**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 59%	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%	* 2%	20 5%	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+

	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%
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%



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**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
1001	348 35%	567 57%	52 5%	31 3%	3 *
1001	357 36%	559 56%	49 5%	32 3%	3 *
518 52%	188 53%	283 51%	28 57%	17 54%	2 69%
431 43%	146 41%	252 45%	21 43%	11 34%	- -
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%



GfK NOP

**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	<b>1001</b>	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	<b>1001</b>	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	<b>35</b> <b>4%</b>	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	<b>179</b> <b>18%</b>	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	<b>378</b> <b>38%</b>	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	<b>251</b> <b>25%</b>	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	<b>142</b> <b>14%</b>	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	<b>16</b> <b>2%</b>	12 2%	5 1%	2 2%	- -	1 1%	3 2%	6 4%	4 2%	6 3%	- -	5 2%	6 2%



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**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%



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**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	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%
NONE	35 4%	16 4%	3 3%	6 2%	9 4%	15 3%	2 1%	18 4%
1-2	179 18%	90 22%	22 19%	42 16%	25 12%	74 17%	27 21%	77 18%
3-5	378 38%	140 34%	50 44%	108 40%	80 38%	182 41%	48 36%	148 35%
6-10	251 25%	94 23%	25 22%	69 26%	62 29%	100 22%	39 29%	113 27%
MORE THAN 10	142 14%	57 14%	13 11%	38 14%	34 16%	68 15%	14 10%	60 14%
DON'T KNOW	16 2%	11 3%	-	4 1%	2 1%	5 1%	3 3%	8 2%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
NONE	<b>35</b> <b>4%</b>	8 2%	22 4%	3 6%	2 6%	- -
1-2	<b>179</b> <b>18%</b>	59 16%	97 17%	16 33%	7 21%	- -
3-5	<b>378</b> <b>38%</b>	125 35%	225 40%	15 31%	10 31%	2 77%
6-10	<b>251</b> <b>25%</b>	87 24%	143 26%	13 26%	8 24%	- -
MORE THAN 10	<b>142</b> <b>14%</b>	71 20%	63 11%	2 3%	6 17%	1 23%
DON'T KNOW	<b>16</b> <b>2%</b>	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										
		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%
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	<b>1001</b>	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	<b>1001</b>	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	<b>220</b> <b>22%</b>	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	<b>427</b> <b>43%</b>	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	<b>285</b> <b>28%</b>	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	<b>69</b> <b>7%</b>	38 8%	31 6%	6 5%	7 4%	13 7%	16 10%	10 7%	17 8%	17 8%	19 6%	15 7%	18 7%



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**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%



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**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	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%
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%



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**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
1001	348 35%	567 57%	52 5%	31 3%	3 *
1001	357 36%	559 56%	49 5%	32 3%	3 *
220 22%	86 24%	110 20%	12 24%	11 34%	1 46%
427 43%	154 43%	240 43%	20 40%	13 40%	-
285 28%	102 29%	161 29%	16 33%	5 15%	1 23%
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										
		1	2	3	4	5	6	7	8	9	10	DON'T KNOW
UNWEIGHTED TOTAL	1001	10 7%	5 *	20 2%	34 3%	87 9%	86 9%	220 22%	328 33%	113 11%	92 9%	6 1%
WEIGHTED TOTAL	1001	11 7%	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%	- -



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>117</b> <b>12%</b>	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	<b>145</b> <b>14%</b>	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	<b>194</b> <b>19%</b>	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	<b>527</b> <b>53%</b>	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	<b>18</b> <b>2%</b>	12 2%	6 1%	5 4%	4 2%	5 3%	2 1%	1 1%	2 1%	5 2%	5 2%	3 1%	6 2%



GfK NOP

**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+

	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%
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%



**GfK NOP**

**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%	- -



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>302 30%</b>	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	<b>410 41%</b>	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	<b>232 23%</b>	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	<b>58 6%</b>	23 5%	35 7%	1 1%	7 4%	9 5%	12 7%	15 10%	15 7%	5 3%	14 5%	10 5%	29 11%



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**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+

	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%
VERY GOOD	302 30%	126 31%	39 34%	89 33%	48 23%	141 32%	46 34%	114 27%
GOOD	410 41%	177 43%	55 48%	94 35%	84 39%	205 46%	61 46%	143 34%
FAIR	232 23%	85 21%	18 16%	67 25%	62 29%	89 20%	23 17%	119 28%
POOR	58 6%	20 5%	3 2%	17 6%	19 9%	8 2%	3 2%	47 11%



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**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	<b>1001</b>	348 35%	567 57%	52 5%	31 3%	3 *
WEIGHTED TOTAL	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
VERY GOOD	<b>302</b> <b>30%</b>	160 45%	126 23%	5 11%	10 32%	- -
GOOD	<b>410</b> <b>41%</b>	130 36%	256 46%	15 30%	7 22%	2 77%
FAIR	<b>232</b> <b>23%</b>	55 15%	146 26%	22 45%	8 26%	1 23%
POOR	<b>58</b> <b>6%</b>	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 7%	5 *	20 2%	34 3%	87 9%	86 9%	220 22%	328 33%	113 11%	92 9%	6 1%
WEIGHTED TOTAL	1001	11 7%	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%	-



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>448 45%</b>	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	<b>479 48%</b>	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	<b>75 7%</b>	41 9%	34 6%	6 4%	8 5%	11 6%	10 6%	10 7%	30 14%	19 9%	16 5%	21 10%	19 7%



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**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%



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**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	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%
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%



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

**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	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%



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**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	<b>1001</b>	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	<b>1001</b>	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	<b>807 81%</b>	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	<b>131 13%</b>	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	<b>63 6%</b>	24 5%	39 7%	3 2%	5 3%	11 6%	11 6%	10 7%	24 12%	20 10%	9 3%	16 7%	18 7%



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**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	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  
 OF THE PEOPLE, NOT THE GREATEST WEALTH"**

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%
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%



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**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
1001	348 35%	567 57%	52 5%	31 3%	3 *
1001	357 36%	559 56%	49 5%	32 3%	3 *
807 81%	297 83%	442 79%	40 82%	26 81%	2 69%
131 13%	41 12%	79 14%	7 14%	3 8%	1 31%
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										
		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	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%	-



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# 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	<b>1001</b>	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	<b>1001</b>	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	<b>345</b> <b>34%</b>	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	<b>303</b> <b>30%</b>	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	<b>242</b> <b>24%</b>	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	<b>230</b> <b>23%</b>	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	<b>206</b> <b>21%</b>	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	<b>170</b> <b>17%</b>	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	<b>122</b> <b>12%</b>	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	<b>112</b> <b>11%</b>	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	<b>88</b> <b>9%</b>	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	<b>72</b> <b>7%</b>	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)	<b>56</b> <b>6%</b>	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	<b>55</b> <b>6%</b>	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	<b>34</b> <b>3%</b>	18 4%	16 3%	5 4%	6 4%	5 3%	4 3%	3 2%	11 5%	6 3%	13 4%	7 3%	9 3%



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**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%	3 2%	3 1%	1 1%	4 1%	3 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 *	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%



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# 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%



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**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%
CONTENTMENT/FULFILMENT/ PEACE OF MIND/NO STRESS/ WORRIES	345 34%	141 35%	39 35%	96 36%	68 32%	151 34%	49 37%	144 34%
MY FAMILY/BEING WITH MY FAMILY IN GENERAL	303 30%	137 34%	33 29%	69 26%	64 30%	129 29%	46 34%	128 30%
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%



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**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 2%	- -
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%



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**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 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 •	2 •	3 1%	-	-	-
NOT HAVING TO WORRY ABOUT THE ENVIRONMENT/ GLOBAL WARMING ETC	4 •	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%	-



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# 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
1001	10 1%	5 *	20 2%	34 3%	87 9%	86 9%	220 22%	328 33%	113 11%	92 9%	6 1%
1001	11 1%	4 *	18 2%	32 3%	84 8%	89 9%	213 21%	333 33%	113 11%	98 10%	5 1%
345 34%	2 17%	1 37%	7 40%	12 37%	26 30%	29 32%	72 34%	127 38%	34 30%	34 34%	1 13%
303 30%	1 8%	1 20%	3 16%	9 28%	22 26%	30 33%	55 26%	106 32%	41 36%	35 36%	- -
242 24%	1 8%	- -	3 16%	5 17%	14 17%	21 23%	57 27%	98 29%	25 22%	17 18%	- -
230 23%	4 35%	1 24%	6 32%	9 29%	24 29%	22 25%	54 25%	76 23%	25 22%	9 10%	- -
206 21%	2 14%	1 20%	2 13%	7 22%	13 15%	19 21%	43 20%	77 23%	23 20%	20 21%	- -
170 17%	- -	- -	2 11%	8 24%	12 15%	16 18%	41 19%	56 17%	21 19%	14 15%	- -
122 12%	1 7%	- -	1 4%	2 5%	7 8%	10 11%	26 12%	40 12%	16 14%	18 18%	3 50%
112 11%	3 27%	2 48%	3 19%	6 19%	6 7%	9 10%	19 9%	39 12%	15 13%	10 10%	- -
88 9%	1 13%	1 24%	4 20%	3 8%	6 7%	12 13%	18 8%	29 9%	9 8%	5 5%	- -
72 7%	2 14%	- -	2 8%	1 3%	3 4%	4 4%	22 11%	30 9%	7 6%	2 2%	- -
56 6%	- -	- -	1 4%	1 2%	7 8%	1 1%	14 7%	24 7%	6 6%	2 2%	- -
55 6%	- -	- -	1 4%	3 8%	2 3%	4 4%	16 8%	15 5%	11 10%	3 3%	- -
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										
		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 *	2 1%	-	1 1%	-
MY PET/PETS	9 1%	-	1 19%	-	1 2%	2 3%	-	3 2%	1 *	-	1 1%	-
SUCCESS/SUCCESSING/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 *	-	-	-
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%	-



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



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# 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	<b>1001</b>	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	<b>43</b> 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	<b>118</b> 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	<b>96</b> 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	<b>144</b> 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	<b>82</b> 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	<b>74</b> 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	<b>207</b> 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	<b>94</b> 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	<b>30</b> 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	<b>26</b> 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%
<b>ITV REGION</b>													
NORTH	<b>369</b> 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	<b>300</b> 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	<b>331</b> 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%
<b>MARITAL STATUS</b>													
MARRIED	<b>408</b> 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	<b>114</b> 11%	54 11%	59 11%	18 13%	40 25%	28 15%	20 13%	7 4%	1 *	29 14%	37 12%	30 14%	17 6%



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**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	<b>1001</b>	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	<b>267</b> <b>27%</b>	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	<b>212</b> <b>21%</b>	77 16%	136 26%	1 1%	10 6%	25 13%	36 22%	34 23%	107 51%	34 16%	60 20%	38 17%	81 30%
<b>WORKING STATUS</b>													
FULL TIME	<b>444</b> <b>44%</b>	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	<b>133</b> <b>13%</b>	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	<b>424</b> <b>42%</b>	165 34%	259 50%	63 46%	28 17%	32 17%	40 25%	66 45%	196 94%	73 35%	98 32%	82 37%	171 63%
<b>Q1 GENERAL HAPPINESS</b>													
VERY HAPPY	<b>357</b> <b>36%</b>	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	<b>559</b> <b>56%</b>	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	<b>49</b> <b>5%</b>	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	<b>32</b> <b>3%</b>	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	<b>3</b> <b>*</b>	-	3 1%	-	1 1%	-	1 1%	1 *	-	1 *	-	-	2 1%



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# 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%	12 39%	5 20%	108 29%	80 27%	84 25%
ITV REGION															
SCOTLAND	86 9%	86 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	86 23%	- -	- -



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**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%



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# 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 *



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

**SAMPLE PROFILE**

	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%
<b>SEX</b>								
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%
<b>AGE</b>								
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%
<b>SOCIAL CLASS</b>								
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%
<b>ITV REGION</b>								
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**

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



**GfK NOP**

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

**SAMPLE PROFILE**

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



GfK NOP



# 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 *
<b>SEX</b>						
MALE	480 48%	169 47%	271 48%	23 47%	17 51%	- -
FEMALE	521 52%	188 53%	289 52%	26 53%	16 49%	3 100%
<b>AGE</b>						
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%	- -
<b>SOCIAL CLASS</b>						
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%
<b>ITV REGION</b>						
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	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
TYNE TEES	<b>43</b> <b>4%</b>	13 4%	27 5%	- -	2 7%	1 23%
GRANADA	<b>118</b> <b>12%</b>	40 11%	68 12%	6 12%	3 10%	1 31%
YORKSHIRE	<b>96</b> <b>10%</b>	34 10%	53 9%	4 9%	5 14%	- -
CENTRAL	<b>144</b> <b>14%</b>	51 14%	82 15%	10 20%	2 6%	- -
HARLECH	<b>82</b> <b>8%</b>	35 10%	44 8%	1 1%	2 6%	- -
ANGLIA	<b>74</b> <b>7%</b>	36 10%	32 6%	2 4%	4 12%	- -
CARLTON /LWT	<b>207</b> <b>21%</b>	71 20%	117 21%	12 24%	6 19%	1 46%
MERIDIAN	<b>94</b> <b>9%</b>	34 9%	53 10%	5 10%	2 6%	- -
WEST COUNTRY TV	<b>30</b> <b>3%</b>	7 2%	19 3%	3 5%	2 6%	- -
NORTHERN IRELAND	<b>26</b> <b>3%</b>	7 2%	17 3%	1 3%	- -	- -
<b>ITV REGION</b>						
NORTH	<b>369</b> <b>37%</b>	123 35%	212 38%	17 36%	15 45%	2 54%
MIDLANDS	<b>300</b> <b>30%</b>	122 34%	158 28%	12 25%	8 24%	- -
SOUTH	<b>331</b> <b>33%</b>	112 31%	189 34%	19 39%	10 31%	1 46%
<b>MARITAL STATUS</b>						
MARRIED	<b>408</b> <b>41%</b>	179 50%	211 38%	12 24%	6 20%	- -
LIVING WITH PARTNER	<b>114</b> <b>11%</b>	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	<b>1001</b>	357 36%	559 56%	49 5%	32 3%	3 *
SINGLE	<b>267</b> <b>27%</b>	68 19%	169 30%	17 35%	11 35%	1 46%
WIDOWED/DIVORCED/ SEPARATED	<b>212</b> <b>21%</b>	63 18%	120 21%	15 31%	13 39%	2 54%
<b>WORKING STATUS</b>						
FULL TIME	<b>444</b> <b>44%</b>	158 44%	259 46%	16 32%	9 29%	1 31%
PART TIME	<b>133</b> <b>13%</b>	53 15%	68 12%	7 15%	4 11%	1 46%
NOT WORKING	<b>424</b> <b>42%</b>	146 41%	232 41%	26 53%	19 60%	1 23%
<b>Q1 GENERAL HAPPINESS</b>						
VERY HAPPY	<b>357</b> <b>36%</b>	357 100%	-	-	-	-
FAIRLY HAPPY	<b>559</b> <b>56%</b>	-	559 100%	-	-	-
FAIRLY UNHAPPY	<b>49</b> <b>5%</b>	-	-	49 100%	-	-
VERY UNHAPPY	<b>32</b> <b>3%</b>	-	-	-	32 100%	-
DON'T KNOW	<b>3</b> <b>*</b>	-	-	-	-	3 100%