

# YouGov / BBC Newsnight Survey Results

Sample Size: 2569 GB Adults

Fieldwork: 23rd - 24th November 2010

	2010 Election Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2569</b>	839	659	575	1250	1319	309	659	881	720	1446	1091	330	835	551	631	223
Unweighted Sample	2569	798	642	593	1217	1352	171	579	1078	741	1649	888	378	866	507	567	251
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following, please say whether you consider yourself average for the nation (compared to other people in the country at your stage of life)?

## Your income

Below average	<b>47</b>	39	48	51	46	48	54	45	47	45	37	59	40	45	50	49	48
About average	<b>37</b>	40	38	34	35	40	31	37	38	40	42	31	40	39	34	37	38
Above average	<b>12</b>	17	11	12	16	9	5	15	13	13	18	5	17	13	11	11	12
Don't Know	<b>3</b>	3	4	3	3	4	10	3	2	3	3	5	3	3	5	3	2

## Your height

Below average	<b>22</b>	21	21	23	13	31	17	22	21	25	22	22	20	23	21	23	22
About average	<b>56</b>	56	59	53	59	53	50	54	58	57	54	58	53	54	58	57	58
Above average	<b>21</b>	23	19	23	27	15	32	22	20	18	23	19	26	23	20	19	18
Don't Know	<b>1</b>	1	1	1	1	1	1	2	1	0	1	1	1	0	1	1	2

## Your intelligence

Below average	<b>1</b>	1	1	1	1	2	1	2	1	1	1	2	2	2	1	1	1
About average	<b>52</b>	49	52	52	45	59	49	48	54	55	47	60	44	53	51	56	54
Above average	<b>45</b>	49	45	46	53	38	48	47	43	44	51	37	51	45	46	42	43
Don't Know	<b>1</b>	1	1	1	1	2	1	3	2	0	1	2	3	1	2	1	1

## Your physical attractiveness

Below average	<b>17</b>	16	17	17	18	15	21	16	17	16	17	16	14	17	19	16	15
About average	<b>67</b>	66	68	68	64	69	64	66	69	67	66	69	66	68	64	68	70
Above average	<b>12</b>	13	11	11	14	11	14	15	11	11	14	10	14	12	12	13	12
Don't Know	<b>4</b>	4	3	4	4	4	2	4	3	6	3	5	6	3	5	2	3

## Your happiness

Below average	<b>21</b>	16	20	23	21	21	25	23	21	17	18	24	17	19	23	24	20
About average	<b>52</b>	55	55	48	53	52	58	54	53	48	53	52	53	52	55	50	54
Above average	<b>26</b>	28	24	27	25	26	16	21	25	35	27	22	28	28	21	25	25
Don't Know	<b>1</b>	1	1	2	1	1	1	2	1	1	1	1	2	1	1	1	1

## Your health

Below average	<b>24</b>	21	24	28	24	25	14	17	30	29	19	31	25	24	24	25	20
About average	<b>56</b>	57	58	52	56	56	68	59	53	51	58	54	53	55	58	57	55
Above average	<b>18</b>	22	15	18	19	18	16	22	16	19	22	13	19	20	16	16	22
Don't Know	<b>1</b>	1	2	2	2	1	2	2	1	1	1	2	3	1	2	1	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how you have been feeling in the past 24 hours, would you place yourself on a scale of 0 to 10, where 0 means 'completely miserable' and 10 means 'completely happy'?

Completely miserable	0	1	2	1	1	1	2	4	1	1	1	1	2	5	1	1	1	0
	1	3	1	2	5	2	3	4	3	3	2	2	4	1	2	4	3	4
	2	5	4	4	4	5	4	6	5	4	4	4	5	4	5	3	6	4
	3	9	9	9	11	10	9	14	12	9	6	9	10	12	9	9	8	10
	4	8	9	10	6	9	7	9	8	8	7	8	7	6	8	6	10	7
	5	12	10	13	9	13	11	13	13	15	8	11	14	12	12	14	11	11
	6	13	14	14	12	13	13	12	17	13	10	14	12	13	13	16	11	14
	7	19	17	20	21	19	19	21	19	19	18	20	18	17	20	18	19	19
	8	20	23	19	23	20	20	14	17	19	27	20	19	20	20	19	21	22
9	6	8	3	7	5	8	5	4	6	10	7	5	6	8	6	6	4	
Completely happy	10	3	4	4	2	3	4	1	2	3	6	3	4	4	3	4	2	3
	Don't Know	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1	0
<b>Average</b>		<b>5.9</b>	<b>6.1</b>	<b>5.9</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>	<b>5.3</b>	<b>5.7</b>	<b>5.9</b>	<b>6.5</b>	<b>6.1</b>	<b>5.8</b>	<b>5.8</b>	<b>6.0</b>	<b>6.0</b>	<b>5.9</b>	<b>6.0</b>

And taking all things into account, what about your general well-being right now, on a scale of 0 to 10?

Completely miserable	0	1	1	2	0	1	1	1	1	1	1	2	2	1	2	1	0	
	1	2	2	2	3	2	2	4	2	2	1	2	3	3	2	4	2	2
	2	3	2	3	4	2	4	2	3	3	4	3	4	4	3	3	4	2
	3	7	5	8	8	7	6	9	7	7	6	6	8	6	6	6	8	9
	4	9	7	11	10	10	8	9	10	11	6	8	10	7	9	9	9	12
	5	14	14	15	10	14	13	14	14	16	10	12	16	14	13	15	15	9
	6	14	15	14	11	15	13	16	18	12	12	14	14	13	15	14	12	15
	7	20	21	19	20	22	18	17	21	20	21	22	18	20	21	21	20	17
	8	19	19	20	21	18	20	21	16	18	23	21	16	18	19	17	20	21
9	8	10	5	9	6	9	6	6	6	12	9	7	9	9	7	7	6	
Completely happy	10	3	4	2	2	2	3	0	2	2	5	2	4	3	3	2	2	4
	Don't Know	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1	1
<b>Average</b>		<b>6.1</b>	<b>6.4</b>	<b>5.9</b>	<b>6.1</b>	<b>6.1</b>	<b>6.2</b>	<b>5.8</b>	<b>6.0</b>	<b>5.9</b>	<b>6.6</b>	<b>6.3</b>	<b>5.8</b>	<b>6.1</b>	<b>6.2</b>	<b>5.9</b>	<b>6.0</b>	<b>6.2</b>

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**When, if ever, was the last time you felt really happy?**

Today	<b>18</b>	18	19	14	16	19	11	16	16	23	17	18	17	18	16	15	28
Yesterday	<b>9</b>	10	8	10	9	8	10	7	9	10	10	7	8	9	9	9	8
Within the last week	<b>27</b>	24	28	33	27	27	28	30	26	24	30	23	30	25	27	28	25
Within the last fortnight	<b>7</b>	7	7	7	7	6	5	6	7	7	6	7	5	8	7	7	4
Within the last month	<b>7</b>	8	8	5	9	5	12	7	7	6	7	8	10	7	7	7	6
Longer than a month ago	<b>22</b>	23	20	21	20	24	25	21	24	20	20	25	16	24	21	24	20
Not applicable, I have never felt really happy	<b>1</b>	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
Can't remember/don't know	<b>10</b>	8	8	10	10	10	9	12	10	9	9	11	12	8	12	10	7

**Think for a moment about the last person you spoke to.**

**Was that person...?**

A member of your family	<b>30</b>	31	32	27	25	34	37	25	32	28	26	35	24	26	30	35	37
Partner/Spouse	<b>39</b>	40	40	41	41	37	24	33	39	50	38	39	35	39	44	37	34
A friend/colleague	<b>24</b>	23	20	25	25	23	36	34	20	15	28	18	33	28	17	21	24
Someone you hardly know or a stranger	<b>5</b>	5	6	4	6	3	0	5	6	5	5	5	6	4	5	5	4
Other	<b>2</b>	1	2	2	2	1	1	1	2	2	2	2	1	2	3	1	0
Can't remember/don't know	<b>1</b>	0	0	1	1	1	1	2	0	0	1	1	1	1	2	1	0

**How long ago did you speak to that person?**

In the last hour	<b>77</b>	80	78	75	76	78	78	78	76	78	80	73	77	80	75	75	82
In the last day	<b>21</b>	20	20	24	22	20	21	20	22	21	19	24	22	19	23	23	17
Longer than one day ago	<b>2</b>	1	1	1	2	1	1	3	2	1	1	3	1	1	3	2	1

**Was that person...?**

Male	<b>46</b>	46	44	49	30	61	46	47	46	44	45	47	49	45	43	46	47
Female	<b>54</b>	54	56	51	70	39	54	53	54	56	55	53	51	55	57	54	53

**How old was that person?**

Under 12	<b>3</b>	3	3	3	2	4	1	6	3	1	3	3	1	2	3	4	5
13-17	<b>2</b>	2	5	1	2	3	2	1	5	1	2	3	2	2	2	4	5
18-25	<b>10</b>	8	10	12	10	11	41	9	7	2	10	10	9	10	11	9	13
26-35	<b>17</b>	15	16	17	16	17	16	38	8	7	19	14	20	18	14	16	15
36-45	<b>16</b>	17	16	14	17	14	7	19	21	10	16	14	17	16	16	16	12
46-55	<b>18</b>	19	21	16	19	17	24	11	29	10	17	20	16	16	24	17	20
56-65	<b>19</b>	19	17	21	18	19	6	8	16	37	19	18	18	19	18	18	20
66-75	<b>10</b>	13	7	10	9	11	1	2	5	26	9	10	9	11	9	10	6
75+	<b>3</b>	3	3	3	2	3	0	1	3	5	3	3	4	2	2	3	4
Don't Know	<b>2</b>	1	2	3	3	1	2	4	3	1	2	3	4	2	2	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about that person, how happy do you think he or she was, overall, on the same scale as before? Of course you may have no idea, but then just take a guess!

Completely miserable	0	1	1	1	0	1	1	1	0	1	1	1	1	0	0	1	1	2
	1	1	0	2	2	1	1	2	0	1	1	1	2	2	1	1	1	0
	2	2	2	3	2	2	2	1	2	3	2	3	2	2	2	3	2	2
	3	4	6	2	4	4	5	4	4	5	4	4	4	3	4	5	5	2
	4	6	7	5	7	8	5	12	6	6	5	6	7	6	6	6	8	6
	5	15	14	17	12	16	14	21	14	16	12	14	16	15	13	16	14	18
	6	18	18	16	18	18	17	15	22	16	17	18	17	21	19	17	16	14
	7	22	21	24	22	21	23	22	26	22	18	24	20	18	24	21	22	25
	8	18	18	19	20	17	18	17	15	16	23	18	17	18	18	18	18	16
	9	8	8	6	11	6	9	3	6	9	10	7	9	8	6	7	10	8
Completely happy	10	3	3	3	1	2	3	1	2	2	5	2	3	3	3	3	2	4
Don't Know		2	2	2	2	3	2	0	3	2	2	2	2	4	3	1	2	1
<b>Average</b>	<b>6.4</b>	<b>6.3</b>	<b>6.3</b>	<b>6.4</b>	<b>6.2</b>	<b>6.4</b>	<b>5.9</b>	<b>6.4</b>	<b>6.2</b>	<b>6.6</b>	<b>6.3</b>	<b>6.3</b>	<b>6.4</b>	<b>6.4</b>	<b>6.2</b>	<b>6.3</b>	<b>6.4</b>	

How confident, if at all are you that you have assessed their happiness reasonably well?

Not at all confident	3	3	3	3	5	2	1	5	3	3	4	3	6	3	2	3	5
A little confident	22	19	24	20	23	21	43	25	19	14	22	22	22	20	21	24	28
<b>TOTAL NOT CONFIDENT</b>	<b>25</b>	<b>22</b>	<b>27</b>	<b>23</b>	<b>28</b>	<b>23</b>	<b>44</b>	<b>30</b>	<b>22</b>	<b>17</b>	<b>26</b>	<b>25</b>	<b>28</b>	<b>23</b>	<b>23</b>	<b>27</b>	<b>33</b>
Fairly confident	57	60	55	59	57	57	42	55	59	62	56	58	53	60	61	54	50
Very confident	18	17	18	18	15	20	13	15	19	21	18	17	19	17	16	19	18
<b>TOTAL CONFIDENT</b>	<b>75</b>	<b>77</b>	<b>73</b>	<b>77</b>	<b>72</b>	<b>77</b>	<b>55</b>	<b>70</b>	<b>78</b>	<b>83</b>	<b>74</b>	<b>75</b>	<b>72</b>	<b>77</b>	<b>77</b>	<b>73</b>	<b>68</b>

Do you do paid work?

Yes, full-time	43	40	45	41	53	34	46	69	51	9	51	32	50	42	39	44	44
Yes, part-time	16	18	14	15	10	22	18	14	18	14	16	16	14	17	15	15	19
No, but I do unpaid work	5	7	4	6	5	5	8	1	3	10	5	5	6	7	3	5	4
No, and I am looking for work	6	4	7	6	7	5	13	9	5	2	4	8	4	4	9	6	9
No, and I am not looking for work	30	30	30	32	25	35	15	8	23	65	23	39	26	30	35	30	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Look at the following list and please say whether you feel generally positive or negative about them:

**Your relationships with your closest family**

Positive	<b>81</b>	83	83	81	78	84	71	79	82	86	82	80	81	83	79	80	81
Negative	<b>9</b>	7	7	9	10	8	14	10	8	7	9	9	6	8	10	9	12
Neither	<b>10</b>	10	10	10	12	8	15	11	10	8	10	11	13	9	11	12	7

**Your relationships with your friends**

Positive	<b>77</b>	79	78	81	73	81	66	73	79	85	80	74	80	77	74	79	79
Negative	<b>8</b>	7	8	6	8	8	15	11	6	5	8	9	7	8	11	7	7
Neither	<b>15</b>	14	13	14	18	11	19	16	15	11	13	17	13	15	15	15	15

**Your work**

*[Only those who work full time or part-time]*

Positive	<b>47</b>	51	43	45	42	52	42	44	48	61	47	46	45	47	50	47	43
Negative	<b>29</b>	26	34	32	32	27	30	32	29	21	32	25	28	29	26	32	34
Neither	<b>24</b>	23	23	23	26	21	28	25	23	18	22	28	27	24	24	21	23

**Your financial situation**

Positive	<b>33</b>	39	31	33	36	31	29	32	29	42	40	25	34	33	34	35	28
Negative	<b>43</b>	36	48	43	43	43	53	46	47	32	39	49	42	44	43	42	46
Neither	<b>23</b>	25	21	24	21	26	18	23	24	26	22	26	24	23	23	23	26

**Your health**

Positive	<b>52</b>	55	56	47	52	52	58	54	48	52	57	46	52	52	52	51	56
Negative	<b>27</b>	23	28	29	26	28	23	24	29	28	23	32	28	26	27	28	25
Neither	<b>21</b>	21	16	24	22	21	20	21	23	19	20	22	21	22	21	21	19

**Your prospects for the future**

Positive	<b>44</b>	47	40	44	43	44	56	48	37	43	48	37	47	48	43	37	44
Negative	<b>30</b>	24	35	31	31	29	22	29	35	28	27	34	27	28	33	33	25
Neither	<b>26</b>	29	25	26	26	27	22	23	28	29	25	29	26	24	24	30	31

**Your leisure time**

Positive	<b>61</b>	64	61	62	58	63	53	53	60	72	64	56	58	65	56	59	64
Negative	<b>22</b>	19	24	22	24	20	28	28	23	12	21	24	26	17	26	24	18
Neither	<b>17</b>	17	16	16	18	17	19	19	17	16	15	20	16	17	18	17	18

**Your ability to control your overall situation**

Positive	<b>46</b>	49	48	47	48	45	46	43	43	54	49	43	47	48	44	47	45
Negative	<b>32</b>	28	35	33	32	33	32	32	37	27	31	36	31	32	34	33	32
Neither	<b>21</b>	23	18	21	21	21	22	25	20	19	20	22	22	20	21	21	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Your influence on the world around you**

Positive	<b>21</b>	21	23	19	21	21	27	21	20	20	22	19	22	23	22	17	22
Negative	<b>42</b>	38	45	44	45	40	41	43	43	42	42	43	38	42	42	46	45
Neither	<b>36</b>	41	32	37	34	39	31	36	37	38	35	38	39	36	37	37	33

**Thinking about your general well-being, which, if any, do you think are most important to you? Tick no more than FOUR:**

Your relationships with your closest family	<b>80</b>	81	85	78	73	86	72	76	81	86	79	80	77	79	81	83	77
Your health	<b>75</b>	78	81	73	74	76	54	65	80	89	76	74	71	75	76	75	81
Your financial situation	<b>64</b>	70	64	61	64	64	54	59	66	72	64	64	61	64	66	68	56
Your relationships with your friends	<b>47</b>	48	47	48	45	50	60	49	43	46	48	48	51	44	47	47	56
Your prospects for the future	<b>28</b>	24	29	26	29	27	51	35	24	17	27	29	25	27	32	28	28
Your ability to control your overall situation	<b>26</b>	28	24	27	28	24	19	22	27	31	27	25	23	29	29	20	26
Your leisure time	<b>24</b>	23	24	29	27	21	21	25	23	25	26	21	25	27	17	24	26
Your work	<b>16</b>	15	16	16	16	16	16	23	21	4	20	11	13	16	16	17	18
Your influence on the world around you	<b>3</b>	2	4	4	4	3	5	4	3	3	4	3	4	4	3	3	1
None of these	<b>1</b>	0	1	1	1	0	1	2	0	0	0	1	1	1	1	0	0
Don't know	<b>2</b>	1	1	1	2	1	5	3	1	0	1	2	3	1	2	1	0

**Thinking about the last few years, would you say overall that your life is getting better or worse?**

A lot better	<b>9</b>	8	8	10	9	10	15	13	7	6	9	9	10	11	8	10	6
A little better	<b>26</b>	26	24	29	27	25	35	34	20	22	31	19	27	26	25	24	31
<b>TOTAL BETTER</b>	<b>35</b>	<b>34</b>	<b>32</b>	<b>39</b>	<b>36</b>	<b>35</b>	<b>50</b>	<b>47</b>	<b>27</b>	<b>28</b>	<b>40</b>	<b>28</b>	<b>37</b>	<b>37</b>	<b>33</b>	<b>34</b>	<b>37</b>
Staying about the same	<b>32</b>	37	32	31	33	32	20	26	36	39	32	34	30	35	32	31	30
A little worse	<b>21</b>	20	24	18	20	21	16	16	24	22	20	22	21	18	22	22	21
A lot worse	<b>10</b>	8	11	11	10	11	10	8	12	10	7	15	8	10	10	12	11
<b>TOTAL WORSE</b>	<b>31</b>	<b>28</b>	<b>35</b>	<b>29</b>	<b>30</b>	<b>32</b>	<b>26</b>	<b>24</b>	<b>36</b>	<b>32</b>	<b>27</b>	<b>37</b>	<b>29</b>	<b>28</b>	<b>32</b>	<b>34</b>	<b>32</b>
Don't know	<b>2</b>	0	1	2	1	2	4	3	1	0	1	2	3	1	2	1	1

**What about for other people around you? Would you say things for them were getting...?**

A lot better	<b>4</b>	4	4	5	4	4	5	5	4	3	4	4	5	3	4	4	6
A little better	<b>22</b>	22	21	26	24	21	29	30	18	19	25	18	23	23	21	23	20
<b>TOTAL BETTER</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>31</b>	<b>28</b>	<b>25</b>	<b>34</b>	<b>35</b>	<b>22</b>	<b>22</b>	<b>29</b>	<b>22</b>	<b>28</b>	<b>26</b>	<b>25</b>	<b>27</b>	<b>26</b>
Staying about the same	<b>42</b>	45	41	38	40	43	34	40	42	46	41	43	38	42	41	42	46
A little worse	<b>22</b>	22	25	22	22	23	22	15	26	24	23	22	24	23	22	23	18
A lot worse	<b>5</b>	4	6	5	5	5	6	4	5	5	3	7	4	4	6	5	7
<b>TOTAL WORSE</b>	<b>27</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>28</b>	<b>19</b>	<b>31</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>28</b>	<b>25</b>

	2010 Election Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2569</b>	839	659	575	1250	1319	309	659	881	720	1446	1091	330	835	551	631	223
Unweighted Sample	2569	798	642	593	1217	1352	171	579	1078	741	1649	888	378	866	507	567	251
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	5	4	3	5	4	5	5	6	4	3	4	5	7	4	6	4	3

	2010 Election Vote				Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

OK, maybe you have no way of knowing, so please just take a guess! What about for other people around you? Would you say things for them were getting...?

[THOSE WHO SAID DON'T KNOW TO HOW THINGS WERE GETTING FOR PEOPLE AROUND THEM]

A lot better	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
A little better	7	4	13	4	9	5	11	11	0	8	6	5	3	8	11	4	0
<b>TOTAL BETTER</b>	<b>7</b>	<b>4</b>	<b>13</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>11</b>	<b>0</b>	<b>8</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>11</b>	<b>4</b>	<b>0</b>
Staying about the same	36	52	41	28	30	41	43	25	31	61	36	38	36	38	31	40	42
A little worse	14	15	11	24	21	9	7	6	23	19	17	11	9	27	2	19	4
A lot worse	2	5	0	3	0	4	0	2	2	4	1	3	4	0	5	0	0
<b>TOTAL WORSE</b>	<b>16</b>	<b>20</b>	<b>11</b>	<b>27</b>	<b>21</b>	<b>13</b>	<b>7</b>	<b>8</b>	<b>25</b>	<b>23</b>	<b>18</b>	<b>14</b>	<b>13</b>	<b>27</b>	<b>7</b>	<b>19</b>	<b>4</b>
Don't know	41	23	35	41	40	41	39	56	44	8	39	43	48	27	51	37	54

On which of the following, if any, do you think government policies have at least some influence? Tick all those where you think the government does make a difference for you:

Your financial situation	76	78	79	78	78	73	68	73	80	75	80	70	76	77	74	75	75
Your prospects for the future	57	56	65	60	60	55	54	59	62	50	60	54	60	57	55	56	62
Your work	36	37	42	34	41	31	37	50	44	12	43	27	42	33	33	37	40
Your ability to control your overall situation	33	34	35	38	36	31	24	32	37	35	35	32	34	34	31	33	38
Your health	29	25	36	32	31	28	31	21	30	35	31	27	35	28	31	29	23
Your influence on the world around you	27	24	27	31	26	27	22	31	26	25	29	23	30	25	26	26	27
Your leisure time	16	13	19	18	16	15	17	16	18	12	16	16	18	16	12	17	18
Your relationships with your closest family	5	4	6	6	6	4	8	5	6	4	5	6	7	5	7	5	3
Your relationships with your friends	4	5	3	4	6	3	10	4	4	2	4	4	6	3	6	4	2
None of these	11	10	8	9	10	11	6	9	10	14	8	14	8	10	11	11	13
Don't know	7	6	6	5	6	8	14	10	4	4	5	9	7	6	7	8	5

At the moment, the government measures economic outputs (eg 'gross national product') but does not attempt any kind of measures for quality-of-life. Do you think it would be a good idea or a bad idea to develop some kind of 'general well-being' measure for the nation?

Good idea	54	53	54	56	55	52	51	51	53	58	52	55	52	54	60	51	46
Bad idea	17	20	17	16	20	15	18	15	17	19	20	14	20	18	15	17	16
Not sure	29	27	29	28	25	33	31	34	30	23	28	31	28	28	25	32	38



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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are six things people have said about the idea of a general well-being index. In each case, please say whether you agree or disagree.

Well-being is too personal to be measured on a national level.

Agree	<b>48</b>	49	49	48	48	48	46	46	49	49	50	45	51	49	42	49	48
Disagree	<b>28</b>	27	30	29	31	25	23	26	31	29	28	28	21	27	34	26	32
Not sure	<b>24</b>	24	21	23	21	27	31	28	21	22	23	27	28	24	23	25	20

A well-being index could accurately reflect the real standard of living of the nation.

Agree	<b>44</b>	44	45	41	44	43	50	45	42	42	40	49	39	43	50	44	38
Disagree	<b>30</b>	32	28	30	32	28	26	24	32	35	34	24	36	31	25	30	28
Not sure	<b>26</b>	23	26	29	24	29	25	32	25	23	26	27	25	26	25	26	34

The idea of 'well-being' is well-intentioned but, ultimately, silly.

Agree	<b>36</b>	38	37	33	38	34	27	31	40	40	40	31	35	37	34	36	38
Disagree	<b>38</b>	37	38	42	40	36	39	39	37	37	37	39	36	40	41	34	37
Not sure	<b>26</b>	25	25	25	23	29	33	30	23	23	23	31	28	23	26	30	25

The government should use the idea of well-being to become more sensitive to the real effects of its policies.

Agree	<b>67</b>	65	68	72	64	69	61	63	67	72	65	68	64	68	68	64	67
Disagree	<b>13</b>	15	13	12	17	10	14	13	14	12	15	10	14	13	12	13	13
Not sure	<b>20</b>	20	19	17	20	21	25	25	19	16	20	22	21	19	20	23	21

The government is wasting money in trying to measure well-being.

Agree	<b>40</b>	42	41	37	41	40	39	33	43	44	44	36	44	41	37	40	43
Disagree	<b>29</b>	29	29	32	32	27	27	30	30	29	28	31	26	28	34	29	29
Not sure	<b>30</b>	29	30	31	27	33	34	36	27	27	28	33	30	31	30	31	28

Detailed information on the nation's well-being could improve how the government spends taxpayers' money.

Agree	<b>44</b>	43	43	45	44	43	50	43	44	42	42	46	41	45	47	43	41
Disagree	<b>27</b>	28	29	24	29	25	24	23	29	29	30	22	27	27	24	28	27
Not sure	<b>29</b>	29	28	31	27	31	26	35	27	29	28	31	32	28	29	29	32

	2010 Election Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which statement do you MOST agree with?**

Well-being is too personal to be measured on a national level.	<b>24</b>	27	22	24	23	25	25	22	24	25	24	24	23	26	19	24	31
A well-being index could accurately reflect the real standard of living of the nation.	<b>13</b>	13	13	12	13	14	12	16	15	10	13	14	11	13	17	13	12
The idea of 'well-being' is well-intentioned but, ultimately, silly.	<b>10</b>	10	9	10	13	7	8	10	11	8	11	8	13	9	9	9	9
The government should use the idea of well-being to become more sensitive to the real effects of its policies.	<b>25</b>	22	26	29	24	25	25	21	23	29	24	26	22	25	27	24	25
The government is wasting money in trying to measure well-being.	<b>12</b>	12	16	9	11	13	11	8	14	13	13	11	12	10	13	14	11
Detailed information on the nation's well-being could improve how the government spends taxpayers' money.	<b>10</b>	11	8	10	9	10	5	11	9	11	10	9	12	11	9	8	6
None of them	<b>7</b>	5	7	7	7	7	13	12	4	3	6	9	8	5	7	9	6

**Which statement do you most DISAGREE with?**

Well-being is too personal to be measured on a national level.	<b>10</b>	10	12	10	12	9	11	8	11	11	11	10	13	10	9	9	17
A well-being index could accurately reflect the real standard of living of the nation.	<b>18</b>	20	17	21	19	18	15	14	21	21	21	15	20	18	15	21	18
The idea of 'well-being' is well-intentioned but, ultimately, silly.	<b>25</b>	24	26	25	24	26	30	26	24	23	24	26	21	27	26	24	21
The government should use the idea of well-being to become more sensitive to the real effects of its policies.	<b>4</b>	5	2	3	4	4	4	5	3	4	4	4	4	4	4	4	3
The government is wasting money in trying to measure well-being.	<b>12</b>	12	13	13	13	11	8	13	11	14	12	13	12	12	14	11	10
Detailed information on the nation's well-being could improve how the government spends taxpayers' money.	<b>15</b>	17	16	13	15	15	10	14	18	16	16	15	14	15	16	15	17
None of them	<b>15</b>	12	15	14	13	17	21	20	13	11	13	18	17	14	15	16	12

**Taking all things into consideration, do you think it's worthwhile or not to experiment with the idea of a general well-being index?**

Worthwhile	<b>41</b>	41	42	44	44	39	40	45	41	40	40	43	36	41	48	40	40
Not worthwhile	<b>38</b>	42	36	35	39	37	33	29	40	45	40	35	40	40	34	37	39
Not sure	<b>21</b>	17	22	21	18	24	27	26	19	15	20	22	24	19	19	23	21