

YouGov/Samaritans Survey Results

Sample Size: 2146

Fieldwork: 29th November - 1st December 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

All of the following could be described as "small acts of kindness"...

Which, if any, of the following has someone done to you in the past year (i.e. since the end of November 2010) that brightened your day? (Please tick all that apply)

	Unweighted Base	2146	972	1174	225	287	299	381	954	1287	859	492	307	187	277	506	111	212	54
	Base: All UK Adults	2146	1032	1114	258	364	363	397	764	1180	966	513	343	200	266	476	105	182	60
Held the door open for me	39%	29%	48%	51%	44%	38%	37%	34%	42%	35%	42%	38%	34%	39%	38%	33%	42%	37%	
Gave me some flowers	22%	3%	39%	15%	21%	19%	21%	25%	25%	17%	19%	21%	26%	18%	27%	20%	20%	16%	
Listened to me	44%	38%	50%	51%	46%	43%	43%	42%	45%	43%	45%	40%	41%	44%	48%	36%	45%	48%	
Gave me a hug	52%	42%	61%	61%	48%	54%	48%	52%	53%	51%	51%	51%	49%	46%	59%	44%	58%	43%	
Gave up their seat on the bus/ train/ tube	9%	5%	13%	7%	11%	4%	8%	12%	10%	8%	6%	7%	9%	18%	9%	6%	10%	5%	
Smiled at me	53%	52%	55%	57%	55%	49%	55%	53%	56%	50%	56%	49%	55%	54%	53%	57%	56%	37%	
Remembered my birthday	46%	39%	51%	47%	42%	42%	46%	49%	48%	43%	48%	42%	46%	48%	43%	50%	51%	41%	
Sent me a card	37%	29%	45%	39%	31%	32%	36%	43%	39%	34%	36%	37%	36%	35%	40%	40%	34%	38%	
Made me a cup of tea	42%	36%	47%	36%	44%	43%	46%	40%	43%	39%	43%	45%	41%	40%	41%	36%	43%	37%	
Had time to chat	44%	37%	51%	51%	45%	36%	44%	46%	45%	44%	44%	45%	40%	40%	47%	49%	49%	34%	
Made me a cake	19%	18%	20%	22%	20%	21%	16%	17%	20%	17%	17%	18%	19%	21%	21%	24%	15%	8%	
Let me jump in/ skip the queue	23%	18%	27%	21%	22%	26%	24%	21%	24%	21%	22%	22%	25%	17%	21%	31%	28%	28%	
Gave me a compliment	52%	43%	60%	64%	55%	52%	45%	49%	56%	47%	54%	52%	52%	51%	50%	50%	52%	48%	
Gave me directions when I was lost	16%	14%	18%	18%	18%	14%	17%	15%	17%	15%	15%	16%	14%	21%	15%	18%	15%	15%	
Said 'Good Morning' to me	44%	43%	46%	49%	42%	41%	46%	45%	46%	43%	45%	44%	43%	44%	43%	48%	51%	28%	
Cooked for me	41%	33%	48%	52%	39%	41%	42%	37%	42%	39%	41%	37%	35%	42%	43%	45%	44%	34%	
Asked me how I was feeling when I seemed down	40%	32%	47%	45%	46%	33%	39%	38%	41%	38%	42%	38%	36%	35%	40%	41%	49%	29%	
None of these	4%	5%	2%	1%	4%	5%	5%	3%	4%	4%	3%	5%	4%	4%	5%	2%	3%	4%	
Can't recall	6%	8%	4%	5%	6%	7%	5%	6%	6%	6%	6%	4%	4%	8%	6%	5%	5%	9%	