

yorkshirefutures

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Quality of Life in Yorkshire and Humber: What matters?



This report was written and produced by Yorkshire Futures using survey data from the Regional Citizens Panel provided by Acxiom Ltd.



Cover image: Sheffield 'Cutting Edge' Sculpture by Steve Morgan

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Executive Summary

This report summarises the results of an on-line national survey carried out in July 2009 by Acxiom Limited.

The aim of the survey was to find out what aspects of quality of life and wellbeing are most important to people and how satisfied they are with each of these aspects of quality of life, both within our region and elsewhere.

Yorkshire Futures has developed a 'Quality of Life Index' based on objective data relating to the region. This index ranks Yorkshire and Humber sixth out of nine English regions for overall quality of life. This research supplements the index with a subjective measure on how people perceive their quality of life. It also allows us to assess whether the measures used in the index reflect what is most important to people.

When asked about what matters most, issues of basic security (in terms of being able to afford essentials, feeling safe where you live, and having a secure income) top the rankings. However, when asked about work, enjoyment, job satisfaction, interesting work that makes good use of skills and working with people you get on with, are seen as more important than pay and career prospects. Priorities of people in Yorkshire and Humber are very similar to the rest of Great Britain.

Looking at the size of the difference between importance and satisfaction ratings allows us to identify areas perceived as important where current satisfaction levels are low. Addressing these areas will be crucial to improving quality of life of people in the region. The biggest differentials in Yorkshire and Humber relate to job and income security, confidence about the future, and work-life balance, in terms of people having time for themselves. Compared to the rest of the country, concerns in Yorkshire and Humber are particularly severe over job security and future prospects. However, in Yorkshire and Humber, people are more satisfied than elsewhere that they can afford to go on holiday and very much more satisfied in their access to outstanding countryside such as national parks.

In terms of overall perception of quality of life, the average for Yorkshire and Humber is among the top ratings nationwide and marginally higher than the British average - in contrast to the relatively low objective rating in the Quality of Life Index.

When asked about what single thing would improve quality of life, the most common answer for Yorkshire and Humber and across the country is 'more money' - reflecting current economic concerns.

The findings of the survey highlight the impact that current economic uncertainty is having on people's perceptions of their quality of life. However, it also shows a high degree of satisfaction with many aspects of life relating to work, neighbourhoods, family and friends.

Background

Quality of life, wellbeing and satisfaction with personal circumstances are of fundamental importance to everybody in the region. Researchers and policy makers have made many attempts to quantify these highly subjective and qualitative notions in indexes and measures - most notably in the health arena where health related quality of life outcomes are a critical measure in the success of treatments.

In the Yorkshire Futures 'Progress in the Region' report, a substantial section is dedicated to tracking indicators deemed to be important to quality of life. Many of these are reflected in an overarching 'Quality of Life Index'; this headline indicator brings together aspects of wellbeing for individuals that can be affected by public policy and that can be evidenced by available and reliable data. The index uses measures relating to:

- **Life expectancy**
- **Working age employment rate**
- **% of households with incomes of at least £10,000**
- **Freedom from crime (inverse of crime rate per head)**
- **Road safety (inverse of casualties per million vehicle km)**
- **Percentage of households that can afford average regional house price (3 x income)**
- **Regular participation in sport**
- **Percentage of 16 year olds with five or more good GCSEs, including English and Maths**
- **Percentage with qualifications**
- **Percentage with NVQ level 4 or above**

This index (as at 2006) places Yorkshire and Humber sixth out of the nine English regions in terms of quality of life, an improvement on previous years, but below the English average.

However, this objective index of quality of life may not reflect the subjective reality for people in the region. Are we measuring what is important and in what areas do people's experiences fall short of their expectations and negatively impact on their quality of life?

Methodology

To start to answer these questions, we polled the opinions of our on-line Citizens Panel.

The Citizens Panel was set up by Acxiom Limited in December 2007. It has been used by Yorkshire Futures and our partner organisations to investigate views on a range of topics (see www.yorkshirefutures.com). An e-survey went out in July 2009 and elicited over 3,780 responses. Previous Citizen Panel surveys only asked the opinions of people in the region. However, for this survey responses were requested from across Great Britain (i.e. England, Scotland and Wales. Northern Ireland was excluded) so that we could compare Yorkshire and Humber responses to other regions.

The survey questions are shown in Annex 1. Annex 2 gives a breakdown of respondents.

The panel is not totally representative of the British population as a whole - a recognised constraint of surveys of this nature. Males are underrepresented as are young people, over 65s and people from Black and Minority Ethnic populations. The North East, West Midlands and South West are overrepresented in the aggregate GB figures (Annex 2). Results have not been re weighted to counteract sample bias.

The questionnaire consisted of five main sections. Each asked respondents to rate on a scale of 1 (not important) to 10 (very important) a number of factors relating to their neighbourhood, work, money, work-life balance, and personal circumstances. Then, the respondents were asked to rate their satisfaction with the same factors, also on a scale of 1 (not satisfied) to 10 (very satisfied).

These ratings allow us to assess what people feel is most important to their well-being and identify areas where there is a large discrepancy between importance ratings and satisfaction ratings. If importance ratings are high, but satisfaction ratings are low, these areas are likely to have an unduly negative impact on perceptions of quality of life.

Respondents were also asked for an overall satisfaction rating and how their satisfaction levels had changed over the last 12 months. Supplementary questions were asked about hours worked, both paid and unpaid, to provide some context to the work-life balance questions.

What is important?

Table 1 shows the importance ratings for the 42 factors included in the survey. These have been ranked by importance given by Yorkshire and Humber respondents and colour coded to differentiate between factors related to money, neighbourhood, work, and work-life balance/other factors.¹

Unsurprisingly, given the current economic concerns, being able to pay essential bills and security of income rank very highly, as do feeling safe, good health and feeling confident about children's future. Given the perceived importance of basic security, it is interesting to note that, when it comes to work, enjoyment and satisfaction rank considerably higher than pay and job security.²

Discretionary expenditure on clothes and gadgets and being able to afford what friends can afford are not seen as overly important when compared to other lifestyle factors. Being able to afford holidays is however deemed to be relatively important.

Importance ratings given by people in Yorkshire and Humber are consistent with respondents in the rest of Great Britain (figures 1a and 1b). There are some small differences: people in Yorkshire and Humber are less concerned that the work they do makes a difference and place less importance on avoiding workplace stress.

1 Average ratings exclude cases where respondents have answered 'not applicable' or not given a rating.

2 However, this reflects opinions of those currently in work - most of those not in work answered the section on work as 'not applicable' or did not complete.

Table 1. Importance Ratings

		GB	Yorkshire and Humber
1	To be able to afford essential bills	9.1	9.2
2	Feeling safe	8.9	9.1
3	Having a secure income	9.0	9.0
4	Work that you enjoy	8.8	9.0
5	Overall job satisfaction	8.8	9.0
6	Good health	9.2	9.0
7	Feeling confident about your children's well-being and future	9.0	8.9
8	Work that is interesting	8.6	8.8
9	Working with people you get on with	8.5	8.8
10	Work that makes the best of your skills	8.6	8.8
11	Having enough time to spend with friends, family and children	8.6	8.7
12	Work that is secure	8.7	8.7
13	Independence	8.7	8.7
14	Being in control of your future	8.7	8.6
15	Work that is varied	8.4	8.5
16	Having a close and supportive family	8.7	8.5
17	Living in a quiet area	8.3	8.4
18	Having time for yourself	8.1	8.4
19	Work that pays well	8.4	8.4
20	Hobbies and pastimes you enjoy	8.1	8.4
21	Access to local parks and green spaces	8.2	8.2
22	To be able to provide for your children's future	8.4	8.2
23	Work that fits well with caring responsibilities	8.1	8.2
24	Neighbours that you get on with	8.0	8.1
25	Work that makes a difference	8.5	8.1
26	Having time for sport and/or leisure	7.6	7.9
27	To be able to afford to go on holiday	7.6	7.9
28	Flexibility over work patterns	7.9	7.9
29	Good transport links/services	7.6	7.8
30	Access to outstanding countryside e.g. National Parks	7.6	7.8
31	Good career prospects	7.6	7.8
32	Status/being respected	7.8	7.8
33	To be able to afford to go out with friends	7.5	7.7
34	Having close friends and an active social life	7.7	7.7
35	Work close to home	7.8	7.6
36	Good schools	7.5	7.5
37	Work that is not overly stressful	7.8	7.3
38	Feeling part of a strong community	7.1	6.9
39	Living in an area with plenty to do	6.2	6.1
40	To be able to afford stylish clothes	5.8	6.1
41	To be able to afford the latest gadgets	5.0	4.9
42	To be able to afford the things your friends can afford	4.5	4.3

Money

Neighbourhood

Work

General/time

Figure 1a. Importance Ratings

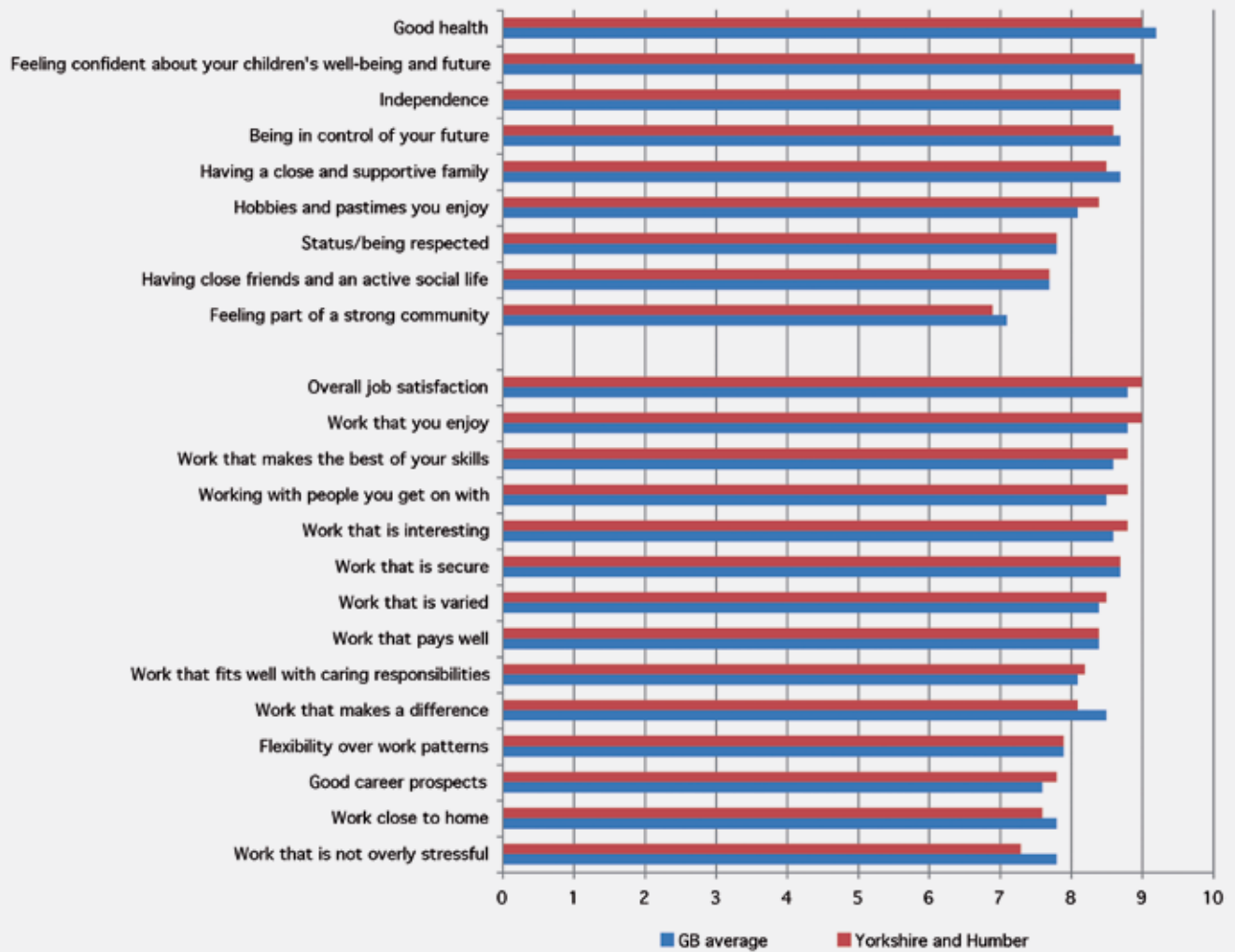
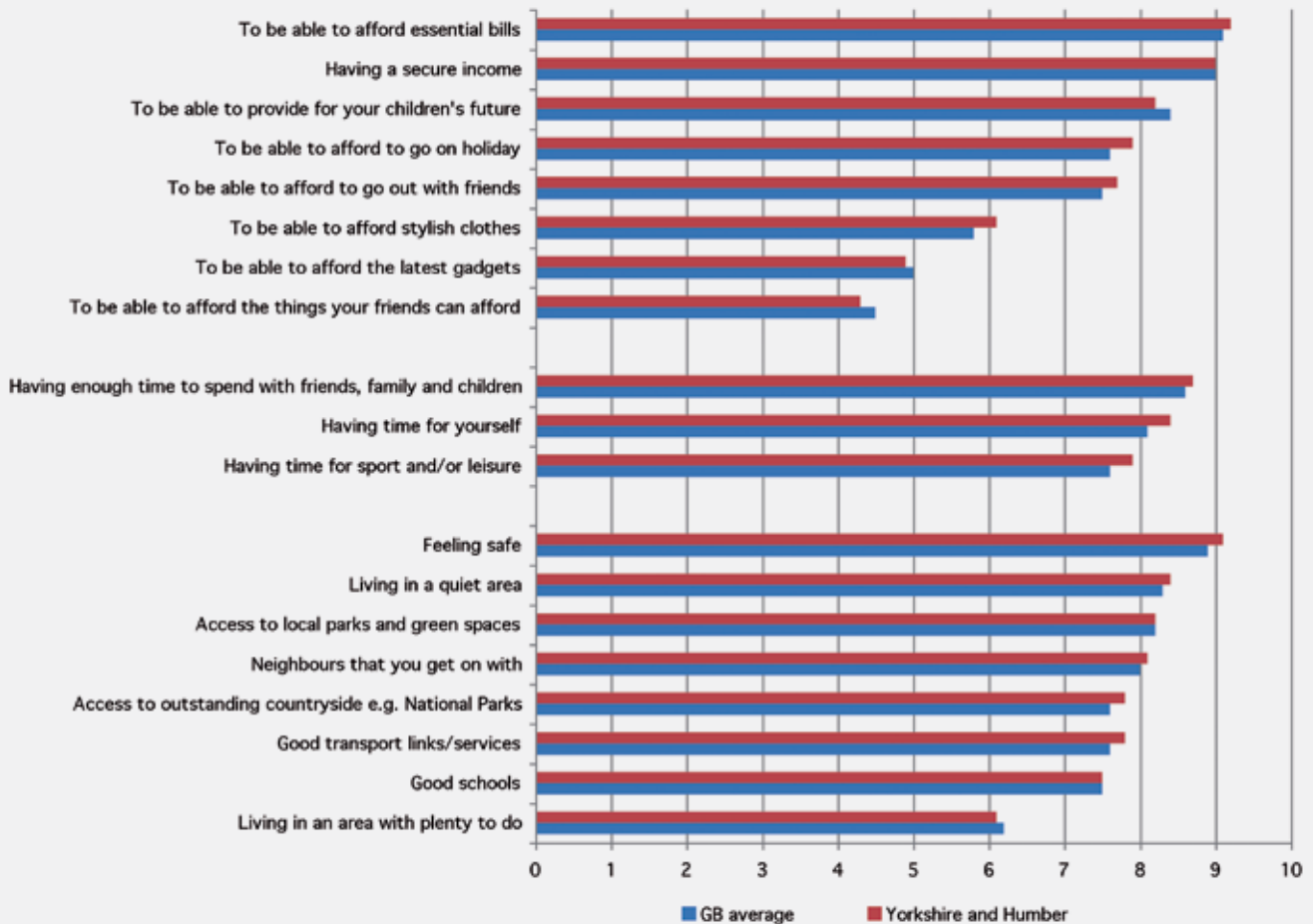


Figure 1b. Importance Ratings (cont.)



Satisfaction Levels

When asked about current satisfaction with each of the 42 factors, average reported satisfaction scores are less than importance scores for all but 3 (fairly low ranking) factors. Table 2 shows the difference in ratings, ranked in order of Yorkshire and Humber differences.

Job security tops the list of factors for Yorkshire and Humber where satisfaction ratings are substantially less than importance ratings. This lack of confidence and uncertainty about the future is also reflected by relatively large differentials for factors relating to feeling in control of the future and confidence about children's futures.

Table 2. Difference between Importance and Satisfaction

		GB	Yorkshire and Humber
1	Work that is secure	-1.8	-2.4
2	Having time for yourself	-1.5	-1.9
3	Having a secure income	-1.7	-1.9
4	Feeling confident about your children's well-being and future	-1.5	-1.9
5	Being in control of your future	-1.5	-1.8
6	To be able to provide for your children's future	-1.7	-1.7
7	Work that pays well	-1.6	-1.7
8	To be able to afford to go on holiday	-2.7	-1.6
9	To be able to afford essential bills	-1.5	-1.6
10	Good career prospects	-1.4	-1.6
11	Overall job satisfaction	-1.6	-1.6
12	Having enough time to spend with friends, family and children	-1.3	-1.5
13	Work that makes the best of your skills	-1.6	-1.5
14	Having time for sport and/or leisure	-0.9	-1.4
15	Good health	-1.5	-1.4
16	Work that is varied	-1.2	-1.3
17	Feeling safe	-0.9	-1.2
18	Work that is interesting	-1.3	-1.2
19	Work that you enjoy	-1.4	-1.2
20	Work that fits well with caring responsibilities	-1.1	-1.2
21	Work that makes a difference	-1.7	-1.0
22	Good schools	-0.2	-0.9
23	To be able to afford to go out with friends	-0.9	-0.9
24	Flexibility over work patterns	-1.0	-0.9
25	Work that is not overly stressful	-1.4	-0.9
26	Good transport links/services	-0.6	-0.8
27	Independence	-0.8	-0.8
28	Feeling part of a strong community	-0.7	-0.7
29	Hobbies and pastimes you enjoy	-0.4	-0.7
30	Working with people you get on with	-0.8	-0.6
31	Living in a quiet area	-0.6	-0.6
32	Work close to home	-0.4	-0.6
33	Neighbours that you get on with	-0.3	-0.5
34	To be able to afford stylish clothes	-0.1	-0.5
35	Having a close and supportive family	-0.4	-0.5
36	Status/being respected	-0.4	-0.3
37	Access to outstanding countryside e.g. National Parks	-3.2	-0.2
38	Having close friends and an active social life	-0.2	-0.1
39	Living in an area with plenty to do	0	0
40	Access to local parks and green spaces	0	0.1
41	To be able to afford the latest gadgets	0.3	0.2
42	To be able to afford the things your friends can afford	0.8	0.8

Money
Neighbourhood
Work
General/time

Pay and career prospects are also highlighted as areas where current satisfaction levels appear to be an issue, as is people having time for themselves.

However, satisfaction levels appear relatively high for many other aspects of people's life, work and environment.

Comparison of differences between Yorkshire and Humber and Great Britain reveals some interesting differences.

When it comes to work, satisfaction scores relating to 'work that makes a difference' and 'work that is not overly stressful' are very similar for Yorkshire and Humber and the GB average. However, these are deemed more important outside Yorkshire and Humber, so the GB negative differential is greater. Yorkshire and Humber residents are less satisfied that their work is secure than other regions and less confident about their children's wellbeing and future.

When it comes to money, the most noticeable difference relates to being able to afford a holiday. Yorkshire and Humber respondents are more satisfied that they can afford a holiday than respondents elsewhere.

The biggest difference between Yorkshire and Humber and the GB average is in access to outstanding countryside such as national parks. Yorkshire and Humber residents report a far higher degree of satisfaction in this than most other regions - reflecting the geographical proximity of the Yorkshire Dales, North Yorkshire Moors and Peak District to inhabitants of the region.

Figure 2a. Difference between Importance and Satisfaction

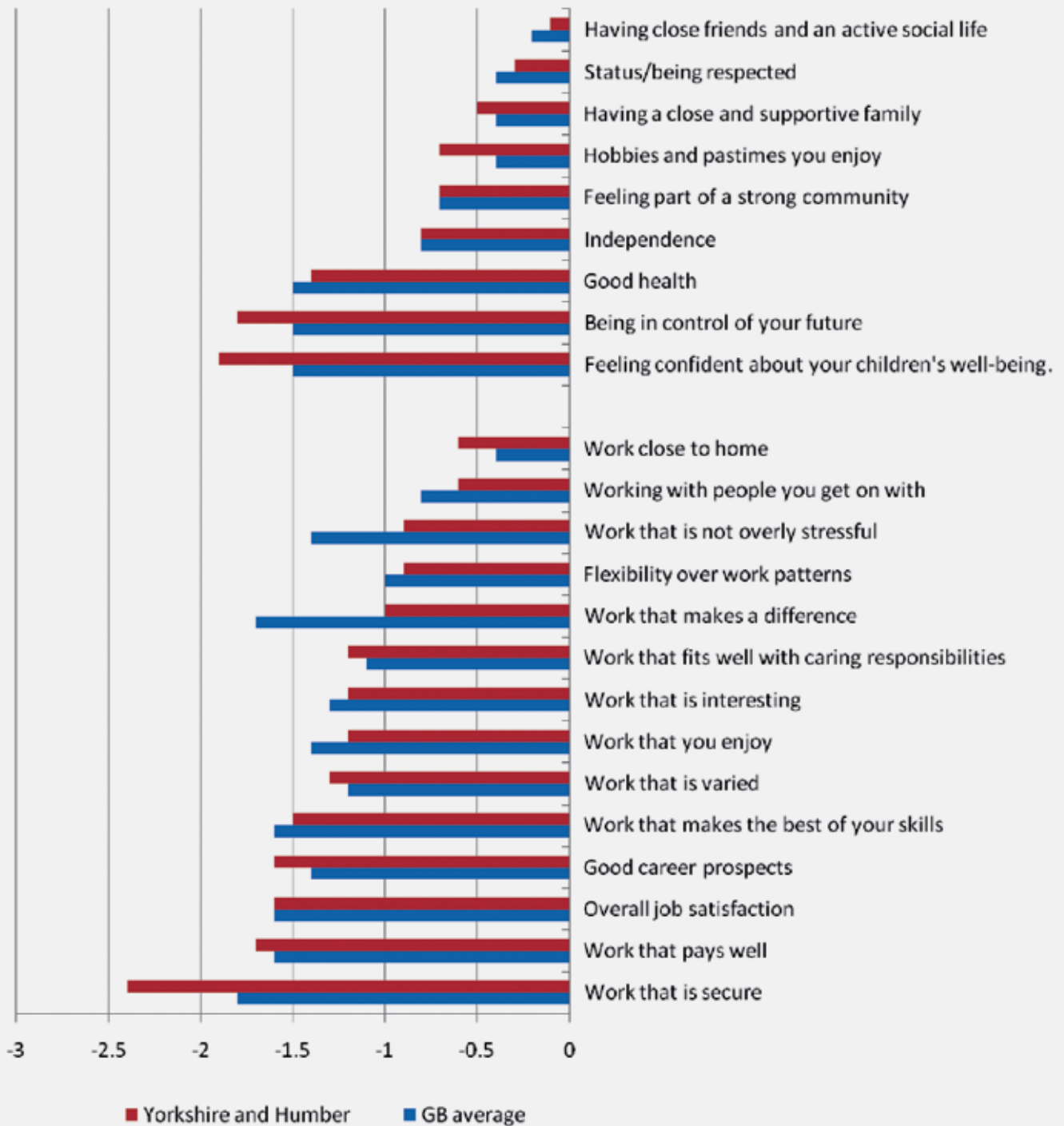
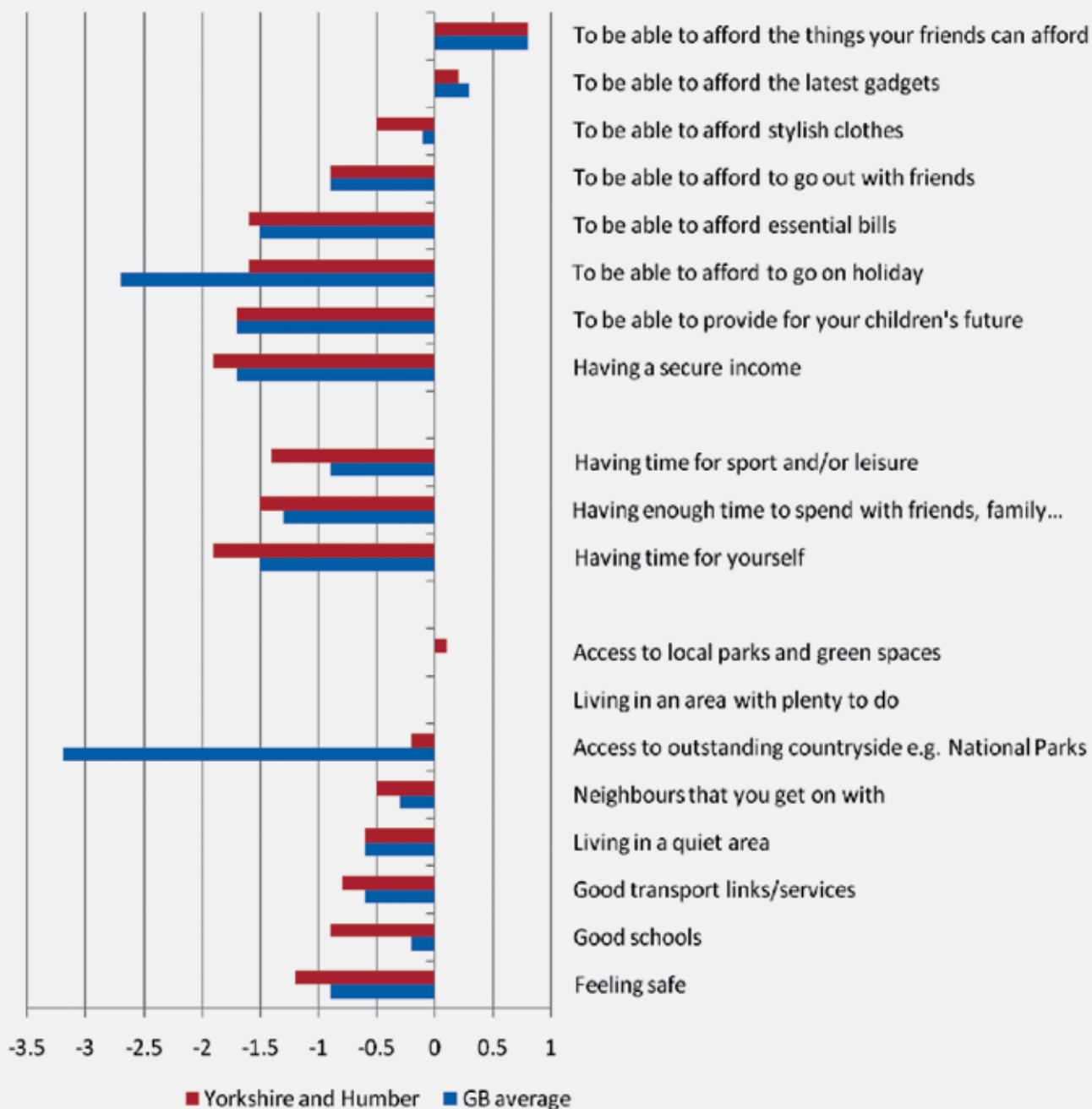


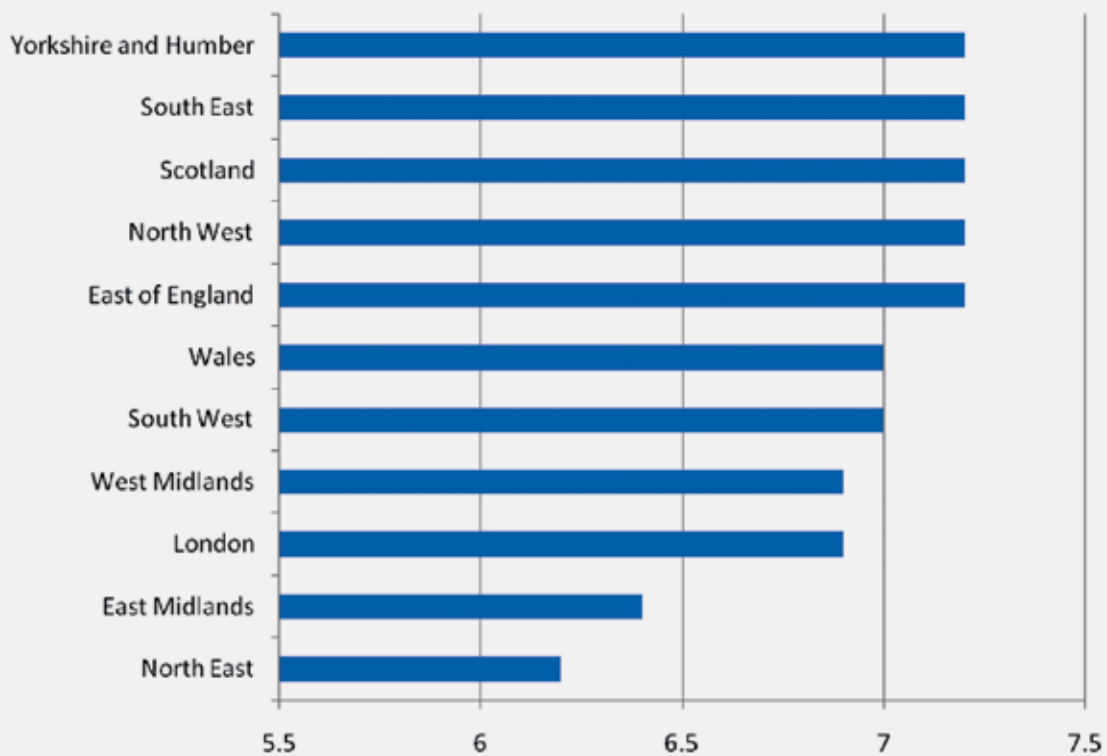
Figure 2b. Difference between Importance and Satisfaction (cont.)



Overall Satisfaction

The panel survey asked respondents to give an overall score reflecting how satisfied they were with their life. The average score of Yorkshire and Humber respondents was 7.2, compared to a GB average of 7.1. This placed the region among the highest scoring regions - in contrast to objective measures, such as the Quality of Life Index, that place the region well below the England average. However, differences between the regions are, in most cases, very small.

Figure 3. Overall Satisfaction Rating



When asked what single thing would most improve the quality of their life, money was the most frequent response in both Yorkshire and Humber and GB (figure 4). However, more people prioritised money in the region than elsewhere. This finding is probably another reflection of current economic insecurities.

Figure 4a. Single thing that would Improve your Quality of Life - Yorkshire and Humber

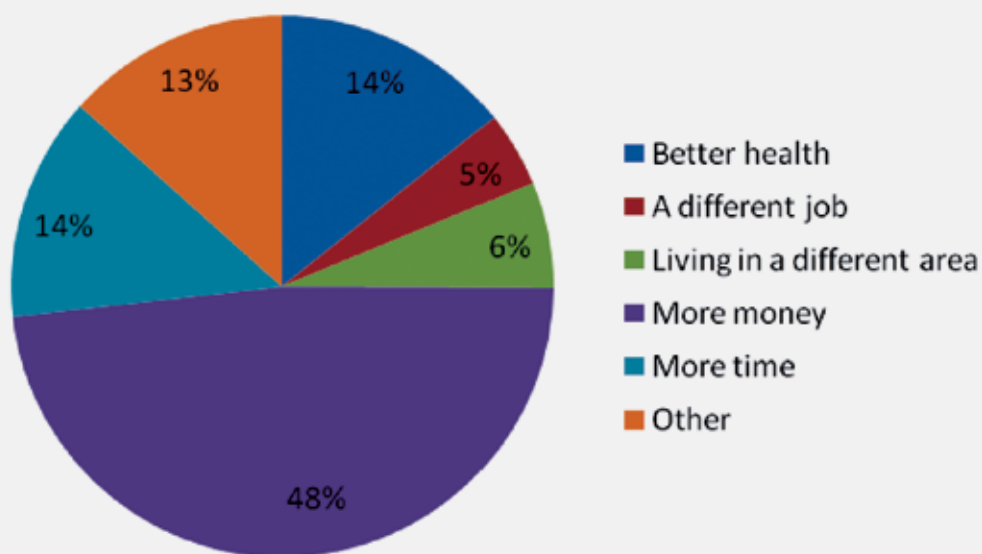
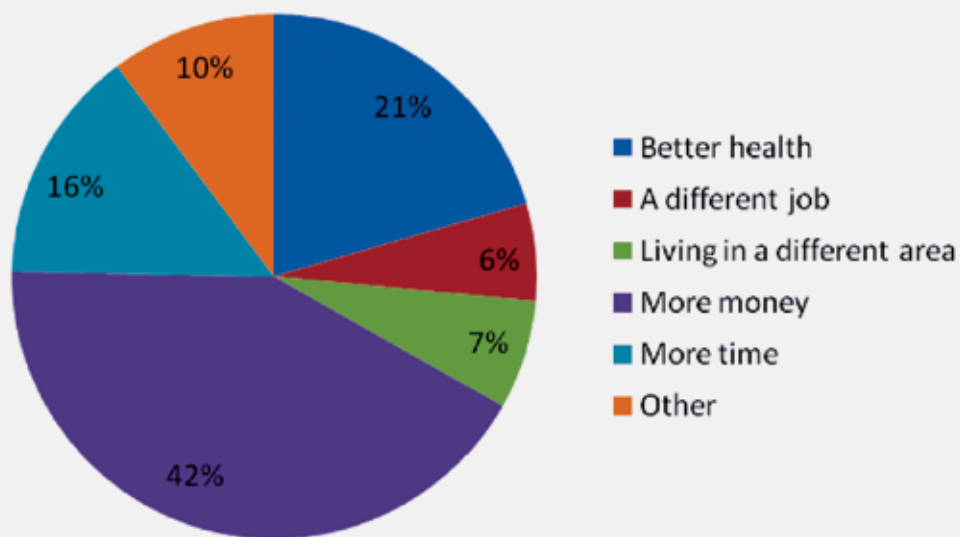
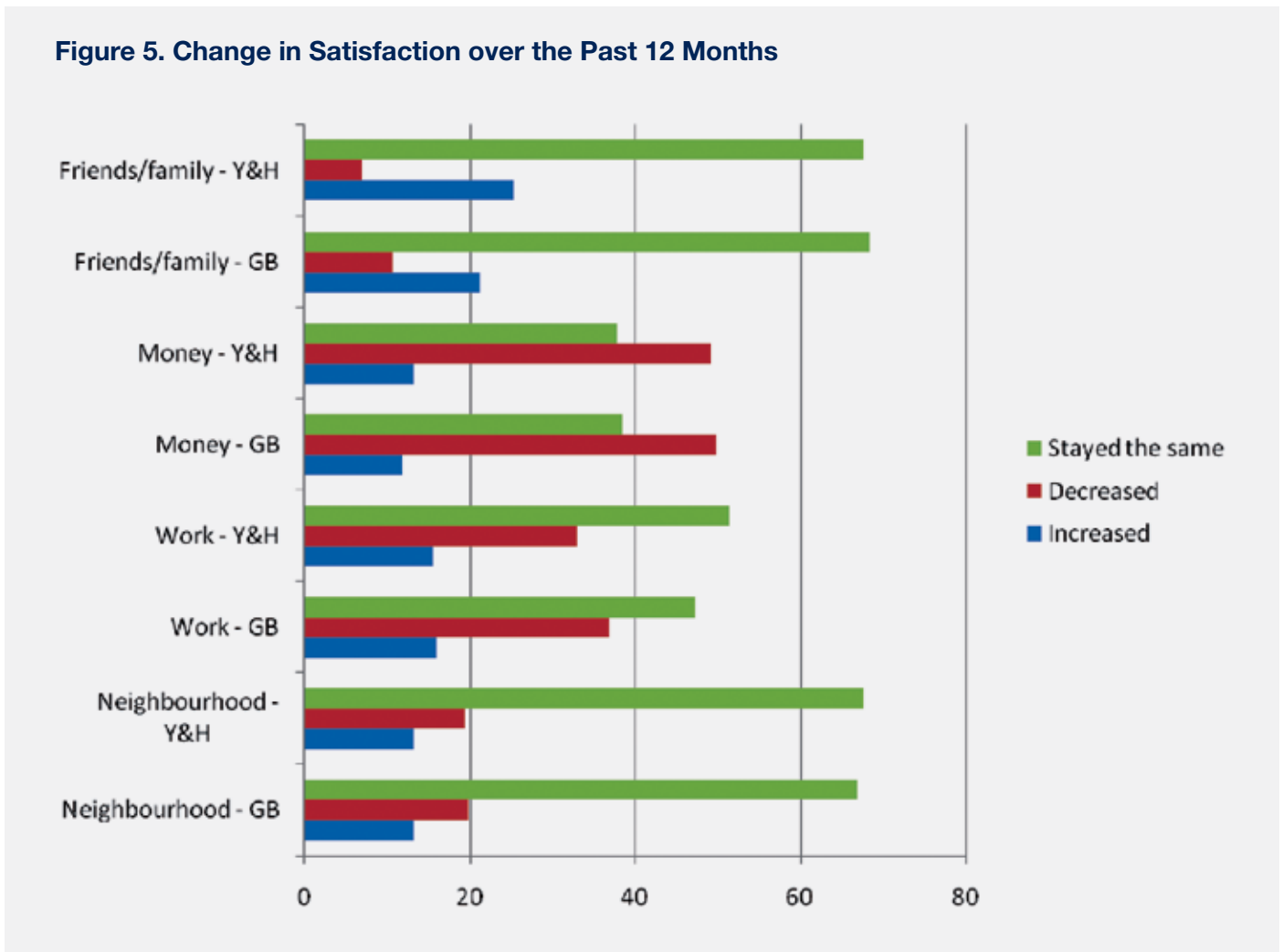


Figure 4b. Single thing that would Improve your Quality of Life - GB Average





When asked about changing satisfaction levels with neighbourhood, work, money and family/friends, the picture is consistent for Yorkshire and Humber and the rest of GB.

Satisfaction with money has decreased for around 50% of people - a minority have seen an improvement (11.9% GB, 13.2% Yorkshire and Humber). More people have seen a decrease in satisfaction with work and their neighbourhood than an increase. However, more people report increasing satisfaction with family and friends than a decrease. This could be down to a greater recognition of the importance of family and friends in uncertain times.

The survey also asked about hours worked, time spent on unpaid work related activity (such as commuting and unpaid overtime) and perceptions of the pace of life. No major differences emerged between responses in Yorkshire and Humber and the GB average.

Conclusions

The Citizens Panel survey provides an insight into what is important to people and current levels of satisfaction.

When asked to rate the importance of a number of factors, the need to feel secure, both financially and physically is clearly a priority for most people. However, when it comes to work, having enjoyable and interesting work is frequently more important than pay or career prospects. The panel respondents claim not to be overly concerned with being able to afford the latest gadgets, clothes, or being able to afford the things their friends can afford.

Respondents were also asked about their current satisfaction with the same set of factors. Comparing satisfaction and importance ratings allows us to identify areas that are deemed highly important but have low satisfaction ratings. Job and income security and confidence about the future are concerns for many in these uncertain economic times.



There is a great deal of consistency between responses in Yorkshire and Humber and the rest of Great Britain. However, Yorkshire and Humber respondents seem to be less satisfied when it comes to issues of job and income security. Nevertheless, they are more satisfied that they can afford to go on holiday and appreciate the outstanding countryside of the region.

Despite current economic circumstances the majority of people seem to be reasonably happy with their lives - on average scoring their overall satisfaction over seven out of ten. Respondents in Yorkshire and Humber are very slightly more satisfied than the British average - but differences between most of the regions are very small. When asked about the single thing that would improve their quality of life, 'more money' is the most frequent response both regionally and nationally.

This research does not support the assessment from the Quality of Life Index that suggests quality of life in the region is worse than the English average. The survey's 'overall satisfaction' score suggests quality of life is the same or marginally higher than nationally.

Some of the measures used in the Quality of Life Index, such as crime measures, income and employment measures reflect the issues that people see as most important. But there are a number of factors including enjoyment of work, confidence and having time for oneself that impact a great deal on quality of life but are difficult to quantify in a meaningful way. The lack of objective measures for these highly subjective aspects of people's lives mean that Yorkshire Futures Index may give an unduly pessimistic view of the daily experience of people in the region.

Annex 1

Please complete the following questions for us - Thank you. Page 1 of 6

Email Address
Please provide your email address to receive future surveys from Yorkshire Futures. This will also secure your entry into the prize draw to win £250 worth of ASDA Shopping Vouchers. [Prize Draw Rules](#)

To ensure we're collecting the views of all groups and communities please confirm the following:

Ethnic or national background

Gender Male Female

Age band

Postcode

This information will be used solely by Yorkshire Futures for analysis purposes.

Do you have children living at home? Yes No



Are you in paid employment? Yes No

How long is your journey to work?

How many hours a week do you spend in paid work

How many hours a week do you spend in unpaid work related activity (e.g. commuting, preparation, unpaid overtime etc)

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How important (on a scale of 1, not important to 10, very important), are the following things to you:

	1	2	3	4	5	6	7	8	9	10	NA
Having a close and supportive family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having close friends and an active social life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling part of a strong community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being in control of your future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling confident about your children's well-being and future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies and pastimes you enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status/Being respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How satisfied are you (on a scale of 1, not satisfied, to 10 very satisfied) that you:

	1	2	3	4	5	6	7	8	9	10	NA
Have a close and supportive family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have close friends and an active social life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel part of a strong community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have good health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are in control of your future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are confident about your children's well-being and future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have independence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have Hobbies and pastimes you enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status/You are respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Work life balance: How important are the following to you:

	1	2	3	4	5	6	7	8	9	10	NA
Having enough time to spend with friends, family and children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having time for sport and/or leisure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having time for yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Work life balance: How satisfied are you that you:

	1	2	3	4	5	6	7	8	9	10	NA
Have enough time to spend with friends, family and children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have enough time for sport and/or leisure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have enough time for yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your money: How important are the following to you:


	1	2	3	4	5	6	7	8	9	10	NA
Having a secure income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford to pay essential bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford to go out with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford stylish clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford the latest gadgets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford the things your friends can afford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to provide for your children's future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be able to afford to go on holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your Money: How satisfied are you that you:

	1	2	3	4	5	6	7	8	9	10	NA
Have a secure income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford to pay essential bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford to go out with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford stylish clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford the latest gadgets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford the things your friends can afford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to provide for your children's future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are able to afford to go on holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Where you live: How important are the following to you:

	1	2	3	4	5	6	7	8	9	10	NA
Neighbours that you get on with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to local parks and green space close to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living in a quiet area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living in a lively area with plenty to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good transport links/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to outstanding countryside e.g. National Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Where you live: are you satisfied that you:

	1	2	3	4	5	6	7	8	9	10	NA
Have neighbours that you get on with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can access local parks and green space close to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live in a quiet area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live in a lively area with plenty to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have good transport links/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have access to good schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have access to outstanding countryside e.g. National Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Your work: How important are the following to you:

	1	2	3	4	5	6	7	8	9	10	NA
Work that pays well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that is secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that fits well with caring responsibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work close to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility over work patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good career prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that is not overly stressful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that makes a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with people you get on with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that you enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that makes best use of your skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work that is varied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall job satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How satisfied are you that your work:

	1	2	3	4	5	6	7	8	9	10	NA
Pays well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fits well with caring responsibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is close to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has flexibility over work patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has good career prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is not overly stressful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is with people you get on with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes best use of your skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is varied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives overall job satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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On as scale of 1 to 10, how satisfied are you with your life. 1 2 3 4 5 6 7 8 9 10 NA

If there was one thing that would improve the quality of your life what would it be?

Has your satisfaction over the past 12 months increased, decreased or stayed the same:

	increased	decreased	stayed the same
Neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the pace of life where you live?

[Submit >](#)

Annex 2

3,780 responses were received to the survey.

Citizen Panel respondents: 90.5% White British

England*: 83.6% White British (GB or UK figure not available)

Respondents	UK population*
41.4% Male	49.1% Male
58.6% Female	50.9% Female

Age groups:

Respondents	UK population* (excluding under 18)
18-24 2.4%	11.2%
25-34 10.9%	16.4%
35-45 22.2%	19.3%
45-54 28.1%	17.6%
55-64 24.8%	15.1%
65+ 12.5%	20.4%

Region:

	Respondents†%	GB population* (excluding NI)
North East	10.6%	4.3%
North West	11.7%	11.5%
Yorkshire and Humber	5.0%	8.8%
East Midlands	6.5%	7.5%
West Midlands	14.8%	9.1%
East of England	9.1%	9.6%
London	7.2%	12.8%
South East	5.5%	14.0%
South West	13.2%	8.7%
Scotland	9.6%	8.5%
Wales	6.7%	5.0%

Respondents: 65.7% in paid employment

UK employment rate: 58.6% (ONS June 2009)

* source: ONS 2007 population estimates

(UK figures include Northern Ireland which was not in sample)

† location details were available for 3,002 responses.

All responses have been used in GB analysis, only those with location details in regional analysis.

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