



Headline findings from a survey of the public conducted on behalf of CAFOD, Theos and Tearfund

September 2010





Methodology

ComRes interviewed 2008 GB adults online between 24th and 26th September 2010. Data were weighted to be representative demographically of all GB adults. ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org).

Guidelines for the public use of survey results

ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain, must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Results

How important or otherwise, do you think each of the following is in achieving happiness in life?

People were asked to state how important or otherwise, various aspects of life are, in achieving happiness. The below table gives the percentage of people who described each of the things as being either fairly or very important in achieving happiness in life.

Things that are important in achieving happiness...	%
Spending time with friends and family	97
Having an interesting job	92
Going on holiday	80
Being in a relationship	87
Hobbies or sport	85
Helping other people in Britain	75
Having a high income	64
Helping people who live in other parts of the world	54
Donating to charity	53

- The greatest percentage of people say that spending time with friends and family (97%) is important, in terms of achieving a happy life. Although the smallest percentage of people deem it to be important in boosting their happiness, more than half of all people (53%) say that donating to charity is important here.
- Women are more likely than men to consider helping people is important to levels of happiness. For example, women (58%) are far more likely than men (47%) to say that donating to charity is important. This is also true of “helping other people” where more than three quarters of all women (78%) say that this is important, compared to 71% of men who say the same. In line with this trend, more than half of all women (57%) say that helping people who live in other parts of the world is important in achieving happiness, compared to 50% of men who say the same.
- Men are much more likely to say that going on holiday (81%) or hobbies and sport (88%) are important to achieving happiness, than women.
- People aged 18-24 are significantly more likely to value having a high income than those from older age groups. Four in five people aged 18-24 (79%) say that having a high income is important, compared to 55% of those aged 55-64.

Thinking about your life so far, which one of the following has brought you the greatest happiness?

- The majority of people (60%) say that their relationships have brought them the greatest happiness in their lives so far.

- Just 5% of people say that their religious or spiritual life has brought them the greatest happiness. Having said this, more people consider this to have brought them happiness when compared to spending money (4%) and their job (4%).

How important, or otherwise, are each of the following to you personally?

Important	%
Living in a world where people's rights and choices are respected	97
Living in a world where the environment is protected	91
Living in a world where everyone has equal opportunities	91
Living in a world where poverty doesn't exist	89

- Women (94%) are slightly more likely than men (87%) to consider environmental protection important. Similar results can be seen in terms of the importance levelled by each gender group at "Living in a world where poverty doesn't exist", with 93% of women and 86% of men saying that it is important to them personally.

What do you think are the biggest issues facing you and your family at the moment?

Issues	Facing you and your family	Facing the UK	Facing the rest of the world
Finance / the economy	56%	63%	19%
Job / employment	18%	11%	1%
Health	13%	3%	3%
Lifestyle	9%	2%	1%
Family / relationship	6%	1%	1%
Crime / violence	5%	22%	30%
Social issues	5%	14%	40%
Environmental issues	2%	4%	28%
Government / political issues	1%	9%	3%
Global related	-	-	4%

- Overall, people's financial security is particularly important to them and their families. The majority of people (56%) feel that the biggest issues facing them and their families are those of personal finance and problems with the wider economy and one in five (18%) make reference to their job or to other employment issues.
- Even though spending time with friends and family ranks highest in terms of things that are important in achieving happiness, family and relationship issues are only mentioned by 6% of people for those things facing them and their families.

- When thinking about the biggest issues facing the UK, people are also most likely to cite financial concerns and the economy, with 63% of people making reference to these factors.
- Two in ten people (22%) consider issues relating to crime to be the biggest concerning the UK at present. However, this rises to three in ten (30%) when thinking about those issues facing the rest of the world.
- Social issues are most commonly mentioned when thinking about matters facing the world at present. Indeed, two in five people (40%) make reference to things such as religion, inequality and poverty, among other social issues.

How strongly do you agree or disagree with each of the following statements?

To feel fulfilled...

People need to have the support of friends and family

- The majority of people (85%) agree that in order to feel fulfilled, people need to have the support of friends and family.
- Women (89%) are notably more likely than men (80%) to agree with this statement.

People need to give support to friends and family

- The same percentage of people (85%) agree that people need to *give* support to friends and family, as the percentage of people to agree that people need to *have* the support of friends and family, in order to feel fulfilled.
- Again, women (89%) are more likely than men (82%) to agree with this statement.

People need to be financially stable

- The second greatest percentage of people (80%) agree with this statement.
- People aged 65 or over (87%) are the most likely to agree with this statement, compared to 77% of people aged 18-24.

People need to take care of the environment for future generations

- Nearly three quarters of all people (71%) agree with this statement, compared to fewer than one in ten (8%) who disagree.

People need to have the opportunity to be creative

- Two thirds of people (66%) agree with this statement, with just 6% saying that they disagree.

People need to take responsibility for other people's welfare

- Nearly half of all people (47%) agree with this, with more than one in ten people (13%) saying that they *strongly* agree that in order to feel fulfilled people need to take responsibility for other people's welfare.

What priority do you think politicians should give each of the following?

The below table shows the percentage of people who say that each of the following should be a top priority for politicians.

Top priority	%
Better quality of life for people in Britain	59
Economic growth	26
Protecting the environment	9
Reducing poverty in developing countries	6

- The table above perhaps indicates that generally speaking, people feel that charity starts at home. Domestic issues are prioritised over the task of reducing poverty in developing countries. More than half of all people (59%) think that ensuring a better quality of life for people in Britain should be a top priority, with more than one quarter saying that economic growth should be a top priority.