



# BBC Local Radio Beautiful Qualities Survey

## METHODOLOGY NOTE

Methodology Note: ComRes interviewed 1,003 British adults aged 18+ by telephone between 29th September and 2nd October 2016. Data were weighted to representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski:

[tom.mludzinski@comresglobal.com](mailto:tom.mludzinski@comresglobal.com)

To register for Pollwatch, a weekly newsletter update on the polls, please email: [pollwatch@comresglobal.com](mailto:pollwatch@comresglobal.com)

**Qualities in People Study**  
**CATI Fieldwork : 29th September - 2nd October 2016**

Absolutes/col percents

Table 1  
**Q1/2/3. When thinking about “beautiful qualities” in a ..., which two of the following, if any, do you think is most important?**  
**- Summary**  
**Base: All respondents**

	When thinking about “beautiful qualities” in a ..., which two of the following, if any, do you think is most important?		
	Friend	Parent	Partner
Unweighted base	1003	1003	1003
Weighted base	1003	1003	1003
Patient	92 9%	370 37%	239 24%
Generous	69 7%	74 7%	91 9%
Fun	300 30%	98 10%	288 29%
Intelligent	124 12%	92 9%	231 23%
Caring	337 34%	583 58%	588 59%
Good at listening	302 30%	279 28%	226 22%
Loyal	688 69%	1 *	37 4%
Encouraging	- -	411 41%	2 *
Physically attractive	1 *	- -	156 16%
Being there when they are needed	- -	- -	3 *
Considerate / thoughtful	1 *	- -	1 *
Consistency	- -	2 *	- -
Fairness / non- judgemental	4 *	- -	1 *
Firm / disciplinarian	- -	1 *	- -
Friendly	4 *	- -	1 *
Funny / a sense of humour	3 *	- -	8 1%
Good company	1 *	- -	2 *

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Table 1  
**Q1/2/3. When thinking about “beautiful qualities” in a ..., which two of the following, if any, do you think is most important?**  
**- Summary**  
**Base: All respondents**

	When thinking about “beautiful qualities” in a ..., which two of the following, if any, do you think is most important?		
	Friend	Parent	Partner
Weighted base	1003	1003	1003
Good communication	- -	- -	2 *
Good relationship / chemistry	- -	- -	2 *
Honesty / genuine	8 1%	4 *	13 1%
Interesting	3 *	1 *	1 *
Kindness	9 1%	4 *	10 1%
Loving	2 *	30 3%	17 2%
Personality / a good personality	1 *	- -	5 1%
Reliable	- -	1 *	1 *
Respectful	* *	1 *	- -
Setting a good example / being someone to look up to	- -	2 *	- -
Spirituality / religious	1 *	- -	1 *
Supportive	3 *	7 1%	10 1%
Trustworthy	9 1%	- -	5 1%
Understanding	4 *	17 2%	10 1%
Wealth	- -	- -	3 *
Other	8 1%	5 1%	12 1%
Don't know	6 1%	6 1%	10 1%

## Qualities in People Study

### CATI Fieldwork : 29th September - 2nd October 2016

Absolutes/col percents

Table 2

**Q1. When thinking about “beautiful qualities” in a friend, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender			Age I						Age II			Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1003	512	491	84	159	158	203	162	237	243	361	399	383	249	147	224	92	41	104	95	84	72	48	102	133	134	98
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Loyal	688 69%	328 67%	360 70%	80 68%	125 72%	121 73%	123 69%	95 66%	145 65%	204 70%	243 71%	241 65%	192 71%	189 70%	151 69%	157 64%	62 71%	29 69%	85 74%	57 67%	55 61%	47 63%	37 72%	68 70%	91 69%	101 72%	57 65%
Caring	337 34%	136 28%	200 39%	32 27%	40 23%	54 32%	73 41%	56 39%	83 37%	71 25%	126 37%	139 38%	79 29%	84 31%	70 32%	104 42%	23 27%	15 35%	45 39%	31 36%	30 33%	27 37%	22 43%	26 27%	37 28%	48 35%	32 37%
Good at listening	302 30%	111 23%	191 37%	22 19%	50 29%	41 25%	50 28%	55 38%	85 38%	72 25%	90 26%	139 38%	80 30%	73 27%	68 31%	82 33%	28 32%	15 37%	25 22%	18 21%	37 41%	29 39%	18 36%	35 36%	40 30%	32 23%	25 28%
Fun	300 30%	158 32%	142 28%	60 51%	71 41%	52 31%	49 27%	32 22%	37 17%	130 45%	100 29%	70 19%	89 33%	104 38%	62 28%	45 19%	23 26%	13 31%	33 29%	33 38%	25 28%	17 23%	8 16%	31 32%	46 35%	44 32%	26 30%
Intelligent	124 12%	89 18%	35 7%	15 12%	27 16%	24 15%	14 8%	20 14%	24 11%	42 14%	38 11%	44 12%	35 13%	37 14%	27 12%	25 10%	12 14%	3 8%	14 12%	9 11%	15 17%	3 4%	5 9%	9 9%	21 16%	22 16%	11 12%
Patient	92 9%	52 11%	40 8%	12 10%	12 7%	12 7%	16 9%	10 7%	30 13%	24 8%	28 8%	41 11%	23 9%	18 7%	21 10%	30 12%	13 14%	1 3%	8 7%	10 12%	8 13%	10 13%	4 7%	10 11%	8 6%	9 6%	11 13%
Generous	69 7%	44 9%	25 5%	8 7%	14 8%	12 7%	15 8%	2 2%	18 8%	22 8%	27 8%	20 6%	13 5%	17 6%	18 8%	21 9%	6 6%	4 10%	6 5%	3 4%	7 8%	3 5%	4 8%	6 6%	10 7%	12 8%	8 10%
Kindness	9 1%	1 *	8 1%	1 1%	1 *	3 2%	- -	3 2%	1 *	2 1%	3 1%	4 1%	1 *	4 1%	3 1%	1 *	3 3%	- -	- -	1 1%	- -	- -	- -	1 2%	2 2%	2 1%	- -
Trustworthy	9 1%	2 *	6 1%	- -	2 1%	1 1%	1 1%	2 2%	2 1%	2 1%	2 1%	5 1%	4 2%	1 *	1 *	2 1%	- -	- -	1 1%	- -	1 1%	1 1%	2 5%	- -	2 2%	* *	2 2%
Honesty / genuine	8 1%	5 1%	4 1%	1 *	- -	4 2%	1 1%	2 1%	1 *	1 *	5 1%	3 1%	3 1%	1 *	- -	4 2%	- -	1 1%	- -	- -	2 2%	3 4%	- -	1 1%	1 1%	1 *	1 1%
Understanding	4 *	4 1%	- -	- -	- -	- -	1 1%	2 1%	1 *	- -	1 *	3 1%	- -	2 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%
Friendly	4 *	4 1%	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	4 1%	- -	- -	3 1%	1 *	- -	1 3%	1 1%	- -	- -	- -	- -	- -	- -	2 1%	- -
Fairness / non-judgemental	4 *	2 *	2 *	- -	- -	3 2%	- -	- -	1 *	- -	3 1%	1 *	2 1%	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	1 1%	1 1%	- -
Funny / a sense of humour	3 *	3 1%	- -	- -	- -	- -	1 1%	1 1%	1 1%	- -	1 1%	- -	3 1%	- -	2 1%	1 1%	1 2%	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	1 1%
Supportive	3 *	1 *	2 *	- -	1 1%	1 1%	1 *	- -	- -	1 *	2 1%	- -	1 *	1 1%	1 1%	1 *	- -	- -	1 1%	- -	- -	- -	- -	2 2%	- -	- -	- -
Interesting	3 *	1 *	2 *	- -	- -	- -	1 *	1 1%	1 *	- -	1 *	2 1%	1 *	- -	- -	2 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	2 1%	- -	- -
Loving	2 *	1 *	1 *	- -	- -	- -	1 1%	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 1%	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -

**Qualities in People Study**  
**CATI Fieldwork : 29th September - 2nd October 2016**

Absolutes/col percents

Table 2

**Q1. When thinking about “beautiful qualities” in a friend, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender		Age I							Age II			Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Good company	1*	1*	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
Considerate / thoughtful	1*	-	1*	-	1	-	-	-	-	1*	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Physically attractive	1*	1*	-	-	1*	-	-	-	-	1*	-	-	1*	-	-	-	-	-	-	-	-	-	-	1	-	-	-
Spirituality / religious	1*	1*	-	-	-	-	-	-	1*	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	1*	-
Personality / a good personality	1*	1*	-	-	-	-	-	-	1*	-	-	1*	1*	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Respectful	* *	* *	-	-	-	-	* *	-	-	-	* *	-	* *	-	-	-	-	-	-	-	-	-	-	-	-	* *	-
Other	8 1%	6 1%	2 *	-	-	2 1%	2 1%	-	3 1%	-	4 1%	3 1%	1 *	2 1%	3 1%	2 1%	2 2%	1 3%	-	-	2 2%	1 2%	-	-	-	1 1%	1 1%
Don't know	6 1%	5 1%	1 *	-	1 1%	-	3 2%	-	2 1%	1 *	3 1%	2 *	2 1%	2 1%	1 1%	1 *	1 1%	-	2 1%	-	-	1 2%	1 2%	-	* *	1 1%	-

**Qualities in People Study**  
**CATI Fieldwork : 29th September - 2nd October 2016**

Absolutes/col percents

Table 3

**Q1. When thinking about “beautiful qualities” in a parent, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender		Age I					Age II			Class				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1003	512	491	84	159	158	203	162	237	243	361	399	383	249	147	224	92	41	104	95	84	72	48	102	133	134	98
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Caring	583 58%	286 58%	298 58%	75 64%	96 55%	90 55%	114 64%	89 61%	120 54%	171 59%	204 59%	209 57%	170 63%	152 56%	122 56%	139 57%	41 47%	27 65%	74 64%	54 63%	54 60%	48 65%	28 54%	58 60%	74 56%	83 59%	42 47%
Encouraging	411 41%	195 40%	216 42%	49 42%	81 47%	83 50%	71 40%	53 37%	74 33%	130 45%	154 45%	127 34%	122 45%	120 45%	93 42%	76 31%	31 36%	19 46%	52 45%	30 35%	42 46%	25 33%	14 27%	33 34%	52 40%	72 51%	42 48%
Patient	370 37%	171 35%	198 39%	37 31%	68 39%	68 41%	59 33%	54 37%	85 38%	104 36%	127 37%	139 38%	96 35%	100 37%	82 37%	92 38%	35 41%	15 35%	38 33%	26 31%	33 36%	31 41%	20 40%	36 37%	44 33%	47 33%	44 50%
Good at listening	279 28%	115 24%	164 32%	26 22%	44 25%	37 23%	52 29%	44 30%	76 34%	70 24%	89 26%	120 33%	65 24%	71 26%	67 31%	76 31%	24 28%	9 22%	31 27%	24 29%	25 27%	21 28%	13 26%	34 35%	41 31%	37 26%	20 23%
Fun	98 10%	56 11%	43 8%	24 21%	15 9%	15 9%	17 10%	12 9%	14 6%	39 13%	33 9%	26 7%	17 6%	27 10%	21 10%	33 14%	16 19%	5 11%	10 9%	8 9%	7 8%	10 14%	4 9%	10 11%	10 7%	12 8%	5 6%
Intelligent	92 9%	57 12%	35 7%	10 9%	23 13%	13 8%	10 6%	13 9%	23 10%	33 11%	23 7%	36 10%	31 12%	20 7%	18 8%	24 10%	8 9%	4 9%	5 4%	11 13%	5 6%	5 6%	8 16%	2 2%	21 16%	13 9%	12 13%
Generous	74 7%	46 9%	28 5%	4 3%	15 9%	5 3%	12 7%	13 9%	25 11%	19 6%	17 5%	38 10%	17 6%	24 9%	14 7%	19 8%	6 7%	2 5%	7 6%	12 14%	9 10%	3 4%	4 8%	6 6%	15 11%	9 7%	1 1%
Loving	30 3%	8 2%	22 4%	1 1%	1 *	9 5%	6 3%	5 3%	9 4%	2 1%	15 4%	13 4%	6 2%	6 2%	8 4%	9 4%	5 5%	3 8%	5 4%	2 3%	- -	2 2%	6 11%	5 6%	1 1%	1 *	1 1%
Understanding	17 2%	8 2%	9 2%	- -	1 1%	5 3%	3 1%	2 2%	5 2%	1 *	8 2%	8 2%	1 *	6 2%	4 2%	5 2%	4 5%	- -	2 2%	1 2%	2 2%	- -	3 5%	4 4%	- -	- -	1 1%
Supportive	7 1%	2 *	5 1%	- -	2 1%	2 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	3 1%	2 1%	1 *	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -	2 2%	2 1%	1 1%	- -
Kindness	4 *	4 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 *	2 1%	1 *	1 *	- -	2 1%	- -	2 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	1 1%	1 1%
Honesty / genuine	4 *	4 1%	- -	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	2 1%	1 *	- -	2 1%	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	2 2%
Consistency	2 *	* *	2 *	- -	- -	- -	- -	* *	2 1%	- -	- -	2 1%	* *	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	* *	1 1%
Setting a good example / being someone to look up to	2 *	2 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%
Firm / disciplinarian	1 *	1 *	1 *	- -	* *	1 1%	- -	- -	- -	* *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	1 1%
Interesting	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
Reliable	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%

**Qualities in People Study**  
**CATI Fieldwork : 29th September - 2nd October 2016**

Absolutes/col percents

Table 3

**Q1. When thinking about “beautiful qualities” in a parent, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender			Age I						Age II			Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Respectful	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	1*	-	-
Loyal	1*	1*	-	-	-	-	1*	-	-	-	1*	-	1*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Other	5 1%	3 1%	2*	2 2%	* *	-	1 1%	-	2 1%	3 1%	1 *	2 *	1 1%	2 1%	-	2 1%	1 1%	-	2 2%	* 1%	-	* 1%	-	1 1%	-	-	1 1%
Don't know	6 1%	5 1%	1*	-	1*	1*	3 1%	-	2 1%	1*	3 1%	2 *	2 1%	2 1%	1 1%	1*	-	-	1 1%	-	-	1 2%	1 2%	1 1%	* *	2 1%	-

## Qualities in People Study

### CATI Fieldwork : 29th September - 2nd October 2016

Absolutes/col percents

Table 4

**Q1. When thinking about "beautiful qualities" in a partner, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender			Age I						Age II			Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1003	512	491	84	159	158	203	162	237	243	361	399	383	249	147	224	92	41	104	95	84	72	48	102	133	134	98
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Caring	588 59%	264 54%	324 63%	59 50%	110 63%	101 61%	109 61%	83 57%	127 57%	168 58%	210 61%	210 57%	154 59%	159 58%	128 60%	147 68%	59 68%	25 60%	70 61%	49 57%	55 61%	38 51%	31 61%	60 62%	71 54%	79 57%	51 57%
Fun	288 29%	152 31%	135 26%	52 45%	50 29%	46 28%	55 31%	39 27%	45 20%	102 35%	101 30%	84 23%	73 27%	99 37%	68 31%	48 19%	28 32%	9 22%	40 35%	29 34%	20 22%	23 31%	10 20%	20 20%	39 29%	40 29%	30 34%
Patient	239 24%	104 21%	135 26%	12 10%	35 20%	34 20%	46 26%	35 24%	78 35%	47 16%	80 23%	112 30%	59 22%	53 20%	52 24%	75 31%	20 23%	14 33%	24 20%	25 29%	20 23%	19 25%	23 46%	28 29%	28 21%	26 19%	13 14%
Intelligent	231 23%	129 26%	102 20%	39 33%	45 26%	38 23%	37 21%	38 26%	33 15%	84 29%	75 22%	71 19%	81 30%	70 26%	46 21%	33 14%	20 23%	3 8%	26 22%	20 23%	26 29%	9 12%	10 19%	14 14%	48 36%	33 24%	21 24%
Good at listening	226 22%	90 18%	136 26%	27 23%	31 18%	23 14%	44 25%	33 23%	67 30%	58 20%	67 19%	100 27%	52 19%	54 20%	55 25%	64 26%	24 28%	11 27%	22 19%	15 18%	25 28%	22 30%	6 12%	21 22%	26 20%	30 21%	22 25%
Physically attractive	156 16%	114 23%	42 8%	21 18%	37 21%	36 22%	21 12%	15 11%	25 11%	58 20%	58 17%	40 11%	44 16%	39 14%	36 17%	36 10%	9 10%	7 17%	16 14%	14 16%	7 8%	14 19%	5 9%	18 19%	20 15%	27 19%	18 21%
Generous	91 9%	44 9%	47 9%	5 4%	16 9%	15 9%	13 7%	9 7%	33 15%	21 7%	28 8%	42 11%	23 9%	29 11%	8 4%	30 12%	4 4%	4 9%	11 9%	6 7%	8 9%	3 5%	6 12%	14 14%	15 12%	13 9%	7 8%
Loyal	37 4%	15 3%	22 4%	7 6%	5 3%	8 5%	8 5%	6 4%	4 2%	11 4%	16 5%	10 3%	12 4%	5 2%	12 5%	9 4%	1 1%	3 8%	7 6%	1 1%	3 3%	4 5%	5 11%	2 2%	1 1%	6 5%	4 4%
Loving	17 2%	5 1%	12 2%	- -	- -	7 4%	1 *	4 3%	4 2%	- -	8 2%	9 2%	2 1%	1 *	6 3%	8 3%	- -	2 4%	3 3%	1 1%	- -	- -	2 4%	2 3%	- -	4 3%	2 3%
Honesty / genuine	13 1%	8 2%	5 1%	- -	2 1%	6 3%	3 1%	* *	2 1%	2 1%	8 2%	3 1%	5 2%	2 1%	3 1%	3 1%	1 1%	1 3%	- -	- -	2 2%	3 4%	- -	1 1%	1 1%	2 1%	2 2%
Kindness	10 1%	3 1%	7 1%	- -	4 2%	- -	1 1%	- -	5 2%	4 1%	1 *	5 1%	2 1%	3 1%	- -	6 2%	- -	- -	2 2%	- -	1 1%	- -	1 2%	3 3%	2 1%	1 1%	- -
Supportive	10 1%	2 *	7 1%	2 2%	2 1%	1 *	2 1%	1 1%	2 1%	4 1%	2 1%	3 1%	1 *	1 *	7 3%	1 *	- -	2 5%	- -	- -	2 2%	- -	- -	- -	2 2%	2 1%	2 2%
Understanding	10 1%	6 1%	4 1%	- -	1 *	5 3%	1 *	3 2%	- -	1 *	6 2%	3 1%	3 1%	2 1%	1 1%	3 1%	- -	- -	1 1%	2 2%	2 2%	1 2%	- -	1 1%	1 1%	1 1%	- -
Funny / a sense of humour	8 1%	2 *	6 1%	- -	1 *	2 1%	1 *	3 2%	2 1%	1 *	3 1%	5 1%	4 2%	3 1%	1 1%	- -	- -	- -	- -	- -	1 1%	2 2%	1 2%	1 2%	- -	3 2%	* 1%
Trustworthy	5 1%	2 *	4 1%	- -	2 1%	1 *	2 1%	1 1%	- -	2 1%	2 1%	1 *	3 1%	1 *	- -	1 *	- -	- -	- -	- -	1 1%	1 1%	1 2%	- -	- -	3 2%	- -
Personality / a good personality	5 1%	3 1%	2 *	4 3%	- -	- -	- -	1 1%	- -	4 1%	- -	1 *	- -	3 1%	2 1%	1 *	- -	- -	- -	1 1%	2 2%	- -	- -	1 1%	- -	- -	2 2%
Wealth	3 *	2 *	1 *	- -	1 1%	1 *	- -	- -	1 1%	1 *	1 *	1 *	1 *	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -



**Qualities in People Study**  
**CATI Fieldwork : 29th September - 2nd October 2016**

Absolutes/col percents

Table 4

**Q1. When thinking about “beautiful qualities” in a partner, which two of the following, if any, do you think is most important? Being ...**

**Base: All respondents**

	Gender		Age I							Age II			Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West
Weighted base	1003	489	514	117	174	165	179	145	224	290	344	369	270	270	219	244	87	42	115	85	90	74	51	97	132	140	88
Being there when they are needed	3*	1*	2*	-	-	1*	1*	-	1*	-	2*	1*	1*	-	1*	-	1*	-	-	-	-	-	-	1*	1*	-	-
Good communication	2*	-	2*	-	-	1*	1*	-	-	-	2*	-	-	1*	-	1*	-	-	1*	-	-	1*	-	-	-	-	-
Good company	2*	2*	-	-	-	-	2*	-	-	-	2*	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	-	1*	-
Encouraging	2*	-	2*	1*	-	-	-	-	1*	1*	-	1*	1*	-	-	1*	1*	-	-	-	-	-	-	-	-	-	1*
Good relationship / chemistry	2*	2*	-	-	-	1*	-	-	1*	-	1*	1*	-	1*	-	1*	1*	-	-	-	-	-	-	-	1*	-	-
Spirituality / religious	1*	1*	-	-	-	-	-	1*	1*	-	-	1*	1*	-	-	1*	-	-	-	-	-	1*	-	-	-	1*	-
Fairness / non-judgemental	1*	-	1*	-	-	-	-	-	1*	-	-	1*	-	-	-	1*	-	-	-	1*	-	-	-	-	-	-	-
Reliable	1*	1*	1*	-	-	-	-	-	1*	-	-	1*	1*	1*	-	-	-	-	1*	-	-	-	-	-	-	-	1*
Considerate / thoughtful	1*	1*	1*	-	-	-	-	-	1*	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	-	-
Interesting	1*	1*	-	-	-	-	1*	-	-	-	1*	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	1*	-
Friendly	1*	1*	-	-	-	-	-	1*	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-
Other	12 1%	4 1%	8 2%	1 1%	2 1%	2 1%	1 *	3 2%	2 1%	4 1%	3 1%	6 2%	4 1%	2 1%	1 *	5 2%	1 1%	2 6%	1 1%	1 2%	1 1%	-	-	2 2%	2 1%	1 1%	1 1%
Don't know	10 1%	5 1%	4 1%	-	3 2%	-	3 2%	3 2%	1 1%	3 1%	3 1%	4 1%	3 1%	3 1%	2 1%	2 1%	1 1%	-	1 1%	2 2%	1 1%	2 2%	-	1 1%	1 1%	2 2%	-