



TAKE THE TEST: WHERE IN BRITAIN WOULD YOU BE HAPPIEST?

Video transcript: How does personality affect your happiness? (Clip from BBC News, 25 March 2015)

DAVID SHUKMAN:

Across Britain's infinite variety of landscapes and peoples, stereotypes about different areas having distinct personalities have built up over the ages. Well now, the largest study of its kind investigates if this is true.

An online survey, run by the BBC and Cambridge University, was completed by nearly four hundred thousand people, and ranked them according to five characteristics.

DR JASON RENTFROW:

If we look at agreeableness, err, we can see, err, clear clustering, I think, around...

DAVID SHUKMAN:

The results for England, Scotland and Wales are displayed on maps, and you can see how your personality matches that of the area you live in.

DR JASON RENTFROW:

Well I wouldn't move house on the basis of this research.

Err, there are a variety of different important factors that should determine where we end up living. Err, but what the research does show is that the stereotypes that we have about people in different parts of the country are generally pretty accurate.

DAVID SHUKMAN:

So let's first look at Scotland, where in wide open areas like this, the survey finds that people tend to be a bit introverted, but also very agreeable.

LOCAL RESIDENT 1 (SCOTLAND):

Everywhere you go in Scotland, they are friendly. You know they'll always speak to strangers.

LOCAL RESIDENT 2 (SCOTLAND):

Sometimes you get the dour Scotsman, you get that, and you get the extraverts as well.

DAVID SHUKMAN:

Here in Wales, the results show pretty clearly that in some areas, people tend to be a bit more neurotic than the national average... but also much more open.

LOCAL RESIDENT 1 (WALES):

Obviously I find them more friendly, more trusting, and more talkative basically, yeah.

LOCAL RESIDENT 2 (WALES):

Yes if somebody asks you the way, you'd think, you're thinking twice of telling them.

DAVID SHUKMAN:

Even a stray, strange BBC reporter.

LOCAL RESIDENT 2 (WALES):

Yes. That's why I'm standing at arm's length away from you (laughs).

DAVID SHUKMAN:

Now, across England, there's a real patchwork of results.

But in the cities, like Cambridge here, the survey finds people tend to be very open to new ideas, but not very friendly.

LOCAL RESIDENT 1 (CAMBRIDGE):

Cambridge people are, erm, we've been described as being a bit more off, haven't we?

DAVID SHUKMAN:

Stand-offish.

LOCAL RESIDENT 1 (CAMBRIDGE):

Yes.

LOCAL RESIDENT 2 (CAMBRIDGE):

People seem really open minded and really nice.

DAVID SHUKMAN:

Ok, that's a really good experience you've got then.

LOCAL RESIDENT 2 (CAMBRIDGE):

Yeah, very good.

DAVID SHUKMAN:

Thank you very much.

LOCAL RESIDENT 2 (CAMBRIDGE):

Ok.

DAVID SHUKMAN:

So the research confirms how varied Britain is, how different the people of each district can be, and this may well be a factor in where you choose to make your home.

David Shukman, BBC News.