



Joneses Research Summary

Research by a new price comparison website, **thecomparisons.com**, has revealed that it is no longer the Joneses we're trying to keep up with, or even celebrities, but in fact, our FRIENDS!

The research, carried out by 'Your Say Pays', was commissioned by **thecomparisons.com** to help it understand how people benchmark and judge themselves against others in the build up to its UK launch.

Over 1,100 people were surveyed in this study across the UK. Your Say Pays is a research panel operated by The Leadership Factor, the UK's leading source of (customer) satisfaction data. For further details, visit www.leadershipfactor.com or telephone 01484 467004 for further details.

1) Who do you tend to compare your own success / social standing against most?

- 'Friends' come top (38.5%) while 'neighbours' (3.7%) and 'celebrities' (2.4%) come last.
- Northern Ireland most likely of all regions to choose 'friends' (43.75%)
- Age wise 18-24 year olds are most likely to compare themselves to their friends (52%) decreasing steadily to only 31% for those aged 55+.
- Men more than twice as likely as women (17% v 8%) to choose 'boss/colleague'. Women were even less likely than men to choose 'celebs' (2% v 3%)
- 35-54 year olds most likely to compare themselves to their boss/colleague (13%).
- Women are nearly twice as likely as men (37% v 23%) to choose 'family'.
- 55+ year olds are the most likely to compare themselves to their neighbours (9%) decreasing to only 2% of those aged 18-34.
- Wales most likely region to choose 'family' (40%) and, along with Northern Ireland, least likely to choose 'celebrities' (0%).

2) Which of the following do you most regularly use to gauge the success of others?

- Overall, 'professional/job' comes top (36.2%), followed by 'home/neighbourhood' (29.9%). 'Designer gear' comes last (2.7%).
- Wales most likely region to use the profession of others to gauge their own success (42%) but they don't see their peer group or friends as important (9%)
- Women are more likely than men (33% v 27%) to choose 'home or neighbourhood'.
- Men more than twice as likely as women (5% v 2%) to choose 'flashy car'.
- 18-34 year olds more likely than any other age group to choose flashy car (5%) or designer gear (8%) decreasing to only 1% and 2% respectively of those aged 55+.

- As income rises people are less likely to use the professions of others to gauge their own success.
- 'Designer gear' more important in Northern Ireland (12.50%) than anywhere else and 'flashy car' least important in Northern Ireland (0%) and Scotland (1%).
- 'Designer gear' is least important to people in the South West (0%).

3) At which age do you think you are most aware of the success/social standing of yourself or others?

- The 19-29 age bracket (35.8%) comes top for both genders while at the other end of the scale is the 40+ bracket (8.3%).
- People look back a generation for when they think they were most aware of this –
 - 18-24 age groups most likely to say 13-18 (30%)
 - 25-34 age groups most likely to say 19-29 (49%)
 - 35-44 age groups most likely to say 30-40 (44%)
 - 45+ age groups most likely to say 40+ (19%)

4) Have you ever pretended to be something you're not to impress others?

- Nearly a third of people admitted they have (31%).
- Men (35%) are more likely than women (28%) to do this.
- South West and south East most likely regions (33%) to do this.
- Scotland least likely region to do this (26%).
- The more people earn the less likely they are to pretend to be something they are not.
- Lying to impress others was highest amongst the 18-24 year olds (54%), but decreased sharply with age to just 15% of those over 55.

5) Who was it you were trying to impress?

Of those who said they had lied...

- Friends comes top (51%) and neighbours comes last (4%).
- Men who lied were more likely than women to do this to impress friends (54% v 48%).
- Women twice as likely as men (21% v 10%) to choose boss/colleague.
- Lowest income most likely to impress 'friends'.
- South West most likely to impress boss or colleague (27%).
- Central England most likely to impress their family (16%).
- Younger adults who lied to impress others were most likely to do this with friends (74%), falling sharply to just 5% of 55-64 year olds. But these older adults were much more likely to lie to impress their boss or colleagues (47%) compared to just 4% of the 18-24 year olds.

6) How old were you at the time?

Of those who said they had lied...

- 19-29 years is the age group most likely to lie across both genders.
- Overall, young, low earners more likely to lie than high earners.

7) What did you do?

Of those who said they had lied...

- Most common lie is to spice up stories about love life (35%) and lying about qualifications, salary or profession (32%).
- Men and women very similar in what they lied about.
- Northern England most likely to pretend they live somewhere different (10%). This is not a concern in Scotland or Northern Ireland.
- Northern England and Scotland most likely to spice up their love lives (both 38%).
- Scotland most likely to lie about their qualifications or salary (57%).
- What we lie about changes markedly with age. 46% of the youngest adults admitted to spicing up stories about their love life, compared to only 5% of the 55-64 year olds. But 44% of those aged over 55 who

had lied to impress did so about their qualifications or salary, compared to only 18% of the 18-24 group.

8) If money were no object what one purchase would you make to impress others?

- New home came top (66.5%) followed by flashy car (15.7%).
- Women almost four times more likely to choose cosmetic surgery than men (5% v 1.5%).
- Men more likely to choose new car than women (19% v 13%).
- Flashy car most important to Northern Ireland (37.5%).
- 18-24 year olds most likely to choose flashy car (29%) but this reduces to only 6% of those 55 and over. But wanting a new home to impress others increases with age from 47% of 18-24 year olds to 77% of the 55+ age group.

9) Which profession are you most impressed by/would aspire to have?

- Overall, entrepreneur comes top (42.8%) and accountant is least impressive (3.5%).
- Women are much more impressed by doctors (19% v 13%) and lawyers (17% v 10%) than men.
- Men more impressed by entrepreneurs (49% v 37%) than women.
- Younger people are generally more impressed by lawyers, and older age groups by doctors.
- People earning over £60,000 are least impressed by accountants and teachers (0%), but those earning less - £10,000 to £19,000 - are most impressed by accountants.
- In Wales, entrepreneur is the most respected profession (53.3%) Teachers are also more respected in Wales and Northern Ireland than anywhere else.

10) How often do you compare/judge yourself against others?

- Overall, half (50%) of all people do it 'occasionally'.

- 12.9% of all people do it every day.
- Women much more likely to do it every day than men (15% v 10%).
- 18-24 is the age group most likely to compare themselves with 'others every day' (24%) and from this age the percentage starts to drop. To just 6% of those aged 55 or over.
- People in the South West are most likely to compare themselves to others every day (15%).
- Northern Ireland most likely never to compare themselves with others (25%).

11) Do you or have you ever secretly resented a friend because you were jealous of who they were or what they have?

- Over a third of people (34.7%) admitted to secretly resenting a friend.
- Women more likely to do it than men (40% v 29%).
- The tendency to resent others decreases with income for both genders.
- Wales least likely to resent their friends (29%) while Northern England and Scotland most likely to (both 37%).
- Half of all 18-24 year olds admitted to resenting a friend because of jealousy, but this decreases with age to only 21% of those aged 55 and over.