



How to implement Personal Well-being questions in your survey

Why you should consider using the ONS Personal Well-being Questions

The ONS personal well-being (PWB) questions were developed as part of the Measuring National Well-being Programme.

ONS sought advice from experts working in the field of subjective well-being and consulted with specialists on the National Statistician's Measuring National Well-being Advisory Forum and Technical Advisory Group.

Based on this, as well as an extensive programme of question testing, four questions were designed which provide a concise and balanced approach to the measurement of subjective well-being.

What are the PWB questions?



Am I allowed to use the ONS 4 PWB questions on my survey?

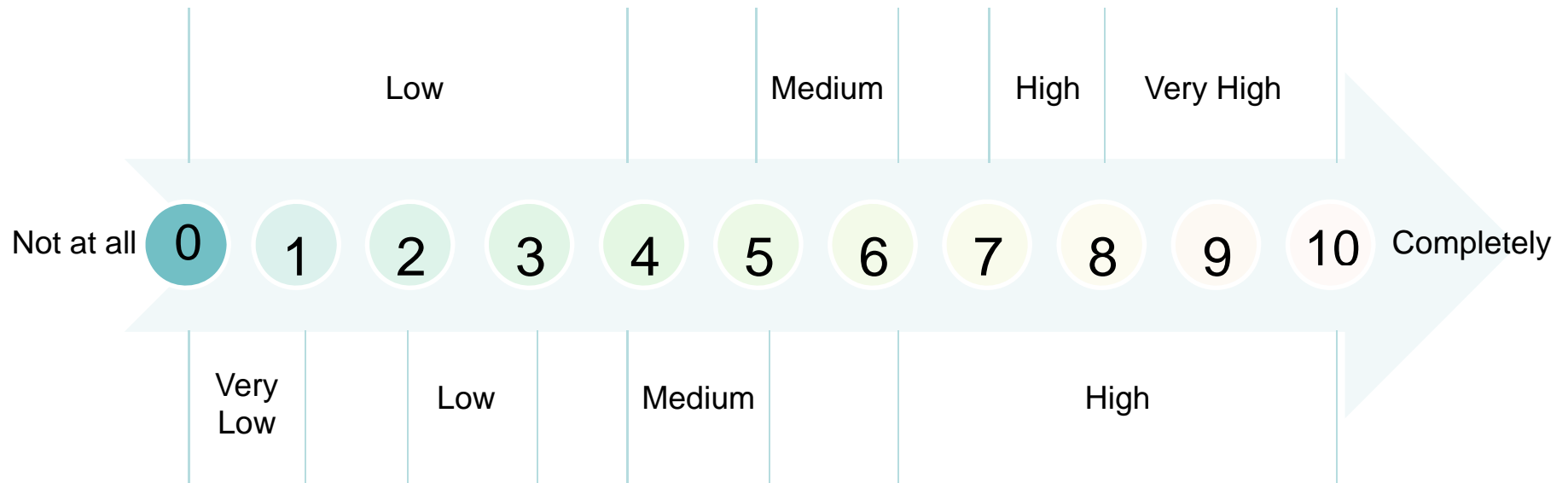
Yes, the ONS 4 PWB questions are freely available to be added to surveys.

If you do intend to use the 4 PWB questions in your survey please get in touch and let us know so we can monitor where our questions are being used, and provide support if you need it.

Email us at ***qualityoflife@ons.gov.uk***

What scale is used for PWB questions?

Thresholds of Life Satisfaction, Worthwhile and Happiness

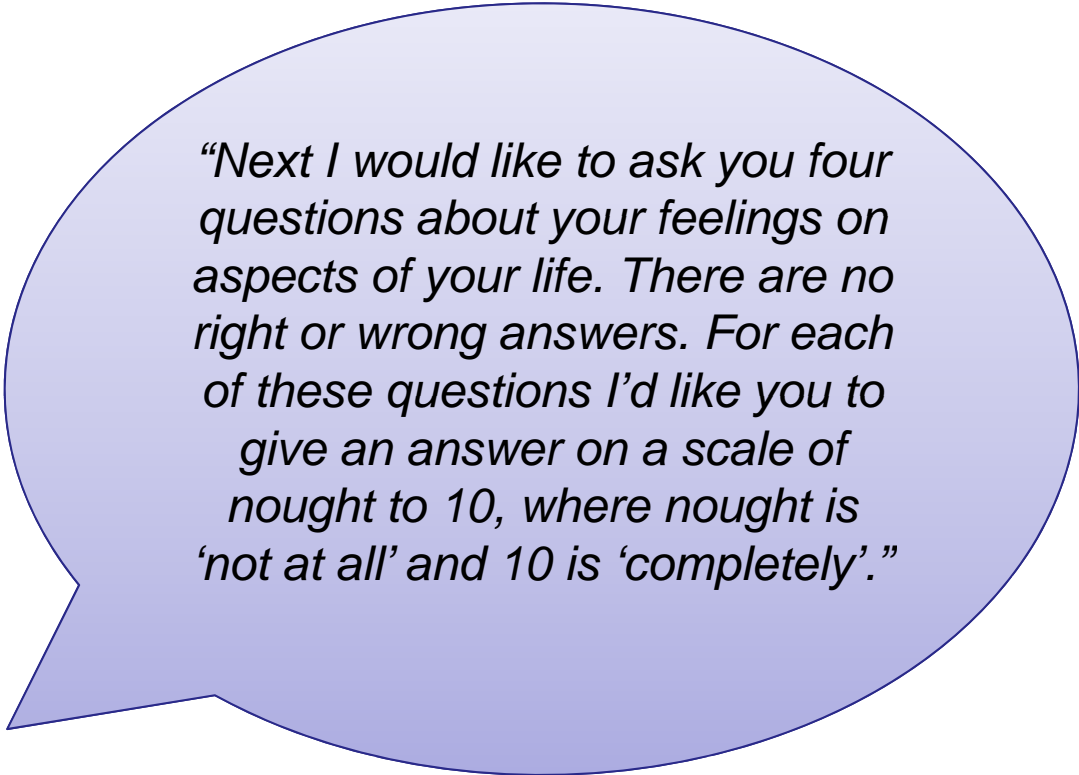


Thresholds of Anxiety

Both means and thresholds can be calculated for all 4 measures of PWB

How should I introduce the questions?

The following text should be used to introduce the Personal Well-being questions...



“Next I would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions I’d like you to give an answer on a scale of nought to 10, where nought is ‘not at all’ and 10 is ‘completely’.”

Who should be asked the PWB questions?

Questions should only be answered in person (proxy responses not accepted)

ONS surveys only ask these questions to adults (16 and over)

PWB questions can be answered by children, but we have some recommendations

We recommend that children aged under 16 should only be asked Life Satisfaction, Worthwhile and Happiness questions

We have not validated the use of these questions for children under the age of 8¹

1. The children's society have tested the three personal well-being questions (Life Satisfaction, Worthwhile and Happiness) and have found these questions are reliable and suitable for general use with children and young people aged 8 and over.

Where should the PWB questions sit in my survey for the best result?

- Key demographic questions

- By asking the key demographic questions first, this allows rapport to be developed between the interviewer and the respondent.

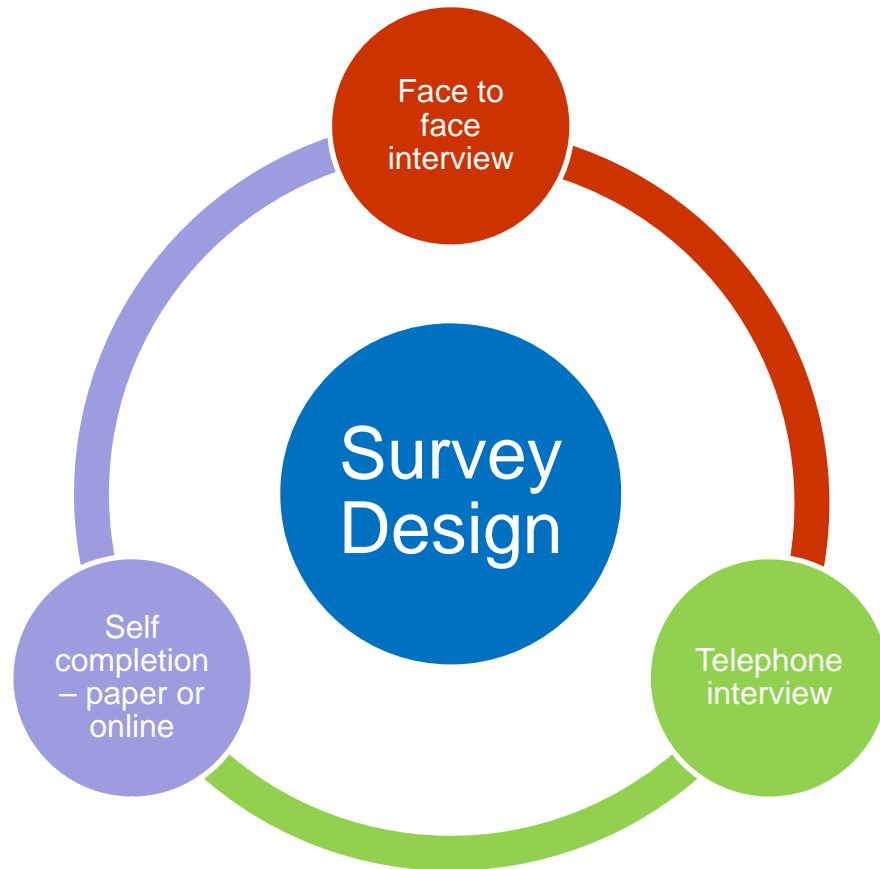
- PWB questions

- By asking the main survey questions after, this ensures they do not impact on the response to the personal well-being questions.

- Main survey questions

- We appreciate that this may not always be possible, but for best results, we recommend this positioning.

Can PWB be assessed in any survey design?



The survey modes in the diagram on the left have all been tested and we are happy for you to use the PWB questions in any of these survey designs.

Research has shown that PWB responses vary depending on the survey mode used, therefore we would recommend ***maintaining one survey type throughout your study, or if this is not possible, controlling for mode of interview during analysis.***

Further information

For further information on background information, where these questions can be found and preferred methodology please visit [Personal Well-being User guidance](#).

If you have any questions or comments please get in touch.

qualityoflife@ons.gov.uk