

DATA BOOKLET

# Quantifying kindness, public engagement and place:

Experiences  
of people in the  
UK and Ireland



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# 1. Introduction

The Carnegie UK Trust has a long history of research and practice development on public services and community empowerment across the UK and Ireland.

Most recently, we have been engaged in fascinating work on the concept of kindness as an underpinning value for both public services and community empowerment. Much is known at a psychological level about kindness as a relational concept that helps build a sense of belonging and contributes to wellbeing. Less is known about the extent to which our communities are kind places and whether we experience kindness from each other and the services we use. This report presents the findings of the first, and largest, survey that explores this issue in depth.

The second area that it covers is the more common strand of collective action – how do we act to make change in our local areas, either as consumers of public services or as active citizens? The survey goes further than most by asking not just about what people do, but how effective they think these behaviours are, and allows us to explore whether our expectations of change affect our behaviours.

Finally, we used the survey to explore self-identification of place. This is critical to much of social policy and there is a well-known split in research and policy development on ‘urban’ and ‘rural’. However this duality ignores the reality that many of us live in the in-between – in towns that are neither economic hot beds nor rural backwaters. The question often posed is ‘how many people are we talking about’ – and the truth is that no one quite knows because of the way the statisticians categorise differently across the UK. Our view is that a sense of place is relative – what is a town in Ireland, Wales, Northern Ireland and Scotland is relative to the size of our cities, and very different to that which would be classed a town in England. A single question in this survey sought to answer the question sufficiently for advocacy purposes, the responses illustrative for the sense of a forgotten middle.

This booklet contains an overview of the data that was collated. Factsheets covering each jurisdiction are available separately and the data is referred to

in policy analysis carried out within our reports on *New Powers, New Deals: Remaking British towns after Brexit*<sup>1</sup> and *Kindness, emotions and human relationships: the blind spot in public policy*.<sup>2</sup>

## Methodology

The research was carried out by Ipsos MORI for the Carnegie UK Trust. Where relevant, comparison is made between the jurisdictions that we cover. The surveys were run with representative random sampling for approximately 1,000 people within each of the legislative jurisdictions that we cover: Scotland, England, Wales, Northern Ireland and Ireland. This was done to ensure that the data is as representative as possible of the devolved legislatures (Scotland, Wales and Northern Ireland). As much of the survey work is carried out in relation to public services, the legislative differences require each jurisdiction to be treated as a separate population.

The survey was carried out using a combination of face-to-face (England, Wales, Northern Ireland) and telephone (Scotland, Ireland) interviewing. Each face-to-face survey was carried out in respondents’ homes using Computer Assisted Personal Interviewing (CAPI). Each telephone survey was carried out using Computer Assisted Telephone Interviewing (CATI), with respondents being selected using random digit dialling.

To ensure the achieved sample is broadly representative of the adult population in each territory, quotas were set on demographic characteristics (age, sex, working status). At the analysis stage, data was then weighted by these characteristics to correct for any differences between the achieved sample and the population as a whole.

- 1 MacLennan, D. & MacAuley, H. (2018). *New Powers, New Deals: Remaking British towns after Brexit*. Dunfermline: Carnegie UK Trust.
- 2 Unwin, J. (2018). *Kindness, emotions and human relationships: The blind spot in public policy*. Dunfermline: Carnegie UK Trust.

The number of achieved interviews, fieldwork dates, and methodologies used in each territory is summarised in the table below.

The survey findings represent the views of a sample of adults, and not the entire population, in each territory. As such they are subject to sampling tolerances meaning that differences between sub-groups or over time may not always be statistically significant. Throughout the report, only differences which are statistically significant (at the 0.05 level) are commented on – i.e. where we can be reasonably certain that they are unlikely to have occurred by chance.






Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of ‘don’t know’ categories or multiple answers. Aggregate percentages (e.g. ‘strongly agree’/‘tend to agree’) are calculated from the absolute values. Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals.

## Analysis

Throughout this report we have reported in percentages. The number responding to particular questions is noted under the table as the ‘base’. Tests for statistical significance were carried out in the sections on ‘the experiences of different social groups’. The relationships that are statistically significant are circled in yellow in the tables. It was not possible to run analysis for Black and Minority Ethnic groups for Scotland, Wales, Northern Ireland and Ireland given the size of these population groups. Analysis for England has been included where statistically significant.

In addition, we were able to break down the data to regional level in England but not for the other jurisdictions. All differences reported in the data booklet have been checked with Ipsos MORI for accuracy of reporting.

**Table 1.1: Method, fieldwork dates and achieved sample in each jurisdiction**

Area	Method	Fieldwork dates	Achieved sample
 England	Face-to-face	23 Feb – 4 March 2018	1,253 adults 15+
 Ireland	Telephone	15 – 31 March 2018	1,004 adults 15+
 N Ireland	Face-to-face	16 April – 20 May 2018	1,032 adults 16+
 Scotland	Telephone	5 – 11 March 2018	1,050 adults 16+
 Wales	Face-to-face	25 Feb – 11 March 2018	1,011 adults 16+

## 2. Key Findings

### PLACE

#### Headlines



Two out of five people in the UK live in a town.



'Town' is the most popular description of place in England, Northern Ireland and Scotland.



In Ireland, one in four people live in towns.

#### Trends

**90%**

of people in towns are white, compared to three out of four people in cities.



People living in towns tend to be less affluent than those in cities.



People living in rural areas tend to have higher levels of life satisfaction than those in cities.

### KINDNESS IN COMMUNITIES

#### Headlines

**>90%**

Over 90% think people in their area are generally kind.



But less than half feel strongly about this.



Experiences of kindness were most common in Scotland and least common in England.

#### Trends



BME respondents were less likely to experience kindness.



Women were more likely to experience kindness than men.



Older age groups are more likely to experience kindness in the community.



People in rural areas are more likely than those in towns and cities to experience kindness.



In England, experiences of kindness are lowest in London.

## KINDNESS IN SERVICES

### Headlines

**>80%** Over 80% respondents report experiencing kindness across all five public services.



But less than half of people feel strongly about this.



Experiences of kindness in services are highest in Scotland and lowest in England.



GP services rank highest and public transport ranks lowest.

### Trends



BME respondents report lower levels of kindness at GP surgeries.



Older age groups are most likely to experience kindness in public services.



In England, experiences of kindness in public services are lowest in London.

## PUBLIC ENGAGEMENT

### Headlines

**44%** 44% people in the UK and Ireland feel they have too little control over public services.



Most people think that standard methods of public engagement are effective.



But less than one in three feel strongly about this.

**<10%**

And less than one in ten have done any public engagement activities in the last 12 months.



People in Ireland are most likely to have participated in public engagement in the last 12 months. People in England and Wales are least likely.

### Trends



Women are more likely than men to think public engagement approaches are effective – and to consider themselves likely to engage in activities.



BME people consider themselves more likely to set up a voluntary organisation or volunteer.



Those who live alone are less likely to consider public engagement effective – and also less likely to do certain activities (particularly in England).

## 3. Place

### THE BIG PICTURE



#### Two out of five people in the UK live in towns.

When asked to self-identify, 'town' is the most popular description of place in Scotland, England and Northern Ireland. In Wales, village is slightly more popular.



#### One in four people in Ireland live in towns.

The rural-urban split is more pronounced in Ireland.

Table 3.1: Self-identification of place by six point scale

	England	Ireland	N Ireland	Scotland	Wales
City	41	35	32	36	21
Large city	17	8	16	17	8
Suburb or outskirts of large city	16	24	7	15	8
Small city	8	3	9	4	5
Town	38	24	43	35	37
Rural	21	41	24	27	42
Village	19	10	18	16	39
Countryside	2	31	6	11	3
Base size: All	1,253	1,004	1,032	1,050	1,011

Fewest  
town-dwellers

Most  
town-dwellers



## WORDING THE QUESTION

We asked people to self-identify their place using a standard 6-point scale. There is no clear definition of what a town is, by population or geography, making it a difficult category for analysis. There is also no consistency across the UK and Ireland (or internationally) on how towns are defined. Carnegie UK Trust believes that self-identifying with a town is a strong enough definition for most social policy debates, while recognising that spatial planners will continue to require more detailed definitions.

## THE EXPERIENCES IN DIFFERENT REGIONS OF ENGLAND

Those in the North East of England are most likely to identify as living in a town.

Table 3.2: Self-identification of place by six point scale by English region

	England	East Midlands	Eastern	London	North East	North West	South East	South West	West Midlands	Yorkshire and Humber
<b>City</b>	<b>41</b>	<b>28</b>	<b>35</b>	<b>86</b>	<b>23</b>	<b>33</b>	<b>30</b>	<b>29</b>	<b>40</b>	<b>47</b>
Large city	17	6	13	58	–	8	8	12	9	19
Suburb or outskirts of large city	16	13	8	22	23	24	12	10	19	16
Small city	8	9	14	6	–	1	10	7	12	12
<b>Town</b>	<b>38</b>	<b>32</b>	<b>43</b>	<b>13</b>	<b>77</b>	<b>56</b>	<b>54</b>	<b>18</b>	<b>15</b>	<b>50</b>
<b>Rural</b>	<b>21</b>	<b>41</b>	<b>24</b>	<b>1</b>	<b>–</b>	<b>11</b>	<b>17</b>	<b>53</b>	<b>45</b>	<b>4</b>
Village	19	41	21	1	–	9	17	42	41	4
Countryside	2	–	3	–	–	2	–	11	4	–
Base size: All	1,253	108	141	193	62	170	200	129	124	129

Highest

## THE EXPERIENCES OF DIFFERENT SOCIAL GROUPS

## Towns in England are significantly less racially diverse than cities.

Table 3.3: Self-identification of place by six point scale by ethnicity (England-only)

	Total	White	BME
<b>City</b>	<b>41</b>	<b>74</b>	<b>26</b>
Large city	17	65	35
Suburb or outskirts of large city	16	87	12
Small city	8	67	33
<b>Town</b>	<b>38</b>	<b>90</b>	<b>10</b>
<b>Rural</b>	<b>21</b>	<b>97</b>	<b>3</b>
Village	19	97	3
Countryside	2	100	–
Base size: All	1,253	1,067	192

Higher than 'City'



## Those who identify as living in towns are less affluent than those who live in cities in Ireland, Scotland and Wales.

Table 3.4: Self-identification of place by social group in five jurisdictions

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
City	56	44	54	46	46	54	56	44	59	41
Town	50	50	38	62	43	57	47	53	47	53
Rural	57	43	34	66	44	56	45	55	45	55
Base size: All	1,253		1,004		1,032		1,050		1,011	

## Those who identify as living in cities are less satisfied with life than those in rural areas in England, Scotland and Wales.

Table 3.5: Self-identification of place by life satisfaction in five jurisdictions

	England			Ireland			N Ireland			Scotland			Wales		
	High	Medium	Low	High	Medium	Low	High	Medium	Low	High	Medium	Low	High	Medium	Low
City	79	18	3	83	15	3	85	12	3	82	14	3	76	22	3
Town	83	14	3	84	14	2	85	11	4	84	12	4	80	17	3
Rural	86	11	3	85	13	2	86	11	3	91	8	1	80	15	5
Base size: All	1,253			1,004			1,032			1,050			1,011		

## 4. Kindness in Communities

### THE BIG PICTURE



People across the UK experience great kindness in their communities and reciprocate this in their behaviours. Figures are even higher in Ireland.

Table 4.1: Percentage in each jurisdiction agreeing/strongly agreeing with statements about kindness in communities

	England	Ireland	N Ireland	Scotland	Wales
People in this area are generally kind	93	97	93	94	90
I have helped someone in this area who needed it in the last 12 months	72	82	74	86	75
I make time to speak to my neighbours	83	85	90	88	88
If my home was empty, I could count on someone in this area to keep an eye on it	85	89	91	91	88
I could turn to someone in this area for practical help if I needed it	84	88	86	88	86
I could turn to someone in this area for emotional support if I needed it	67	71	75	74	71
Base size: All	1,253	1,011	1,004	1,032	1,050

Lowest
Highest

### WORDING THE QUESTION

In thinking about ‘people in this area’ we asked respondents to answer on the basis of their local area, not including family members or anyone they live with. We wanted to get as close to ‘neighbourliness’ as we could without using the word as it tends to be interpreted as immediate or near neighbours, rather than neighbourhoods.

If they asked for further clarification of what ‘local’ means, they were provided with a description of within 15 minutes walking distance, which is a standard definition used in survey research.<sup>3</sup>

We asked about giving help as well as receiving it. We were interested in whether kindness was reciprocal in nature.

<sup>3</sup> This definition is used in government surveys such as the Scottish Household Survey and Scottish Crime and Justice Survey.

## But fewer feel strongly about this, especially in England.

Table 4.2: Percentage in each jurisdiction strongly agreeing with statements about kindness in communities

	England	Ireland	N Ireland	Scotland	Wales
People in this area are generally kind	36	60	49	52	44
I have helped someone in this area who needed it in the last 12 months	37	56	43	64	49
I make time to speak to my neighbours	43	47	51	59	53
If my home was empty, I could count on someone in this area to keep an eye on it	51	65	61	72	63
I could turn to someone in this area for practical help if I needed it	41	56	49	60	54
I could turn to someone in this area for emotional support if I needed it	27	38	38	47	41
Base size: All	1,253	1,004	1,032	1,050	1,011

Lowest Highest



People were most likely to strongly agree that they could count on someone in their area to keep an eye on their home, if it was empty.



People were least likely to strongly agree that they could turn to someone in their area for emotional support.



Experiences of kindness were most common in Scotland, and least common in England.

## THE EXPERIENCES IN DIFFERENT REGIONS OF ENGLAND

Experiences of kindness in England are strongest in the South West, which is also the most rural area.

Table 4.3: Percentage in each region in England strongly agreeing with statements about kindness in communities

	England	East Midlands	Eastern	London	North East	North West	South East	South West	West Midlands	Yorkshire and Humber
People in this area are generally kind	36	31	47	23	23	35	36	59	37	32
I have helped someone in this area who needed it in the last 12 months	37	32	36	29	21	33	48	56	32	31
I make time to speak to my neighbours	43	40	55	27	37	41	53	62	42	26
If my home was empty, I could count on someone in this area to keep an eye on it	51	56	53	31	42	49	62	72	50	40
I could turn to someone in this area for practical help if I needed it	41	37	45	27	19	36	50	66	40	37
I could turn to someone in this area for emotional support if I needed it	27	22	36	18	13	24	27	19	26	22
Base size: All	1,253	108	141	193	62	170	200	129	124	129

Lowest      Highest



People living in London and the North East were least likely to strongly agree that people in their area are generally kind.



People living in the South West were most likely to both experience and reciprocate kindness in their communities, followed by those living in the South East.



People living in the North East were least likely to feel that they could turn to someone in their area for practical or emotional support, and to have helped someone in their area in the last 12 months.

## THE EXPERIENCES OF DIFFERENT SOCIAL GROUPS

**Black and minority ethnic people are less likely to strongly agree that there is kindness in communities.**

Table 4.4: Percentage strongly agreeing with statements about kindness in communities by ethnicity (England-only)

	England	White	BME
People in this area are generally kind	36	38	28
I have helped someone in this area who needed it in the last 12 months	37	39	25
I make time to speak to my neighbours	43	45	28
If my home was empty, I could count on someone in this area to keep an eye on it	51	53	35
I could turn to someone in this area for practical help if I needed it	41	42	35
I could turn to someone in this area for emotional support if I needed it	27	27	25
Base size: All	1,262	1,067	192



**Black and minority ethnic people are less likely to report strong experiences of kindness in their area.**



**The exceptions are in being able to rely on someone for practical or emotional support, where the percentages are similar to the general population and not statistically significant.**

**Women are consistently more likely to report that they experience and show kindness than men.**

*and*

**Women are far more likely to feel that they could turn to someone in their community for emotional support if required.**

Table 4.5: Statistically significant variation on kindness in communities by gender

		Female	Male
<b>England</b>	Making time to speak with neighbours – Strongly Agree	46	39
	Emotional support – Strongly Agree	31	22
<b>Ireland</b>	Making time to speak with neighbours – Strongly Agree	51	43
	If home was empty could count on someone – Strongly Agree	70	59
	Practical help and advice – Strongly Agree	60	51
	Emotional support – Strongly Agree	45	31
<b>N Ireland</b>	If home was empty could count on someone – Strongly Agree	64	57
<b>Scotland</b>	Making time to speak with neighbours – Strongly Agree	65	53
	If home was empty could count on someone – Strongly Agree	76	68
	Practical help and advice – Strongly Agree	64	55
	Emotional support – Strongly Agree	54	39
<b>Wales</b>	Making time to speak with neighbours – Agree (strongly/tend to)	90	86
	Practical help and advice – Strongly Agree	58	49
	Emotional support – Strongly Agree	47	35



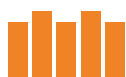
**Kindness in communities has a slight social gradient, those from higher social grades tend to experience more kindness in their communities.**

Table 4.6: Percentage strongly agreeing with statements about kindness in communities by social group

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
People in this area are generally kind	38	34	56	63	49	48	50	54	46	42
I have helped someone in this area who needed it in the last 12 months	41	31	56	54	45	42	67	62	53	46
I make time to speak to my neighbours	43	42	41	51	54	53	56	62	54	53
If my home was empty, I could count on someone in this area to keep an eye on it	54	47	62	66	60	61	72	72	67	60
I could turn to someone in this area for practical help if I needed it	42	40	52	58	58	50	57	63	58	50
I could turn to someone in this area for emotional support if I needed it	26	27	33	41	35	41	46	48	39	44
Base size: All	1,253		1,004		1,032		1,050		1,011	

For clarity, statistically significant relationships in Table 4.6 are not highlighted as they vary by direction of travel.

*Large gap between social grades*



**There are variations but no common trend.**



**Where significant differences exist, in Scotland, Wales and Northern Ireland, they vary by direction of travel – sometimes favouring those in higher social grades and sometimes those in lower.**



**In England, those from higher social grades were more likely to have helped someone in the last 12 months, and to feel that they could count on someone to keep an eye on their home if they were away.**



**In Ireland, the situation is reversed: those in lower social grades were more likely to experience kindness in almost every category.**

## In the UK, the relationship between kindness and life satisfaction is clear.

Table 4.7: Percentage strongly agreeing with statements about kindness in communities by life satisfaction

	England			Ireland			N Ireland			Scotland			Wales		
	High	Medium	Low	High	Medium	Low	High	Medium	Low	High	Medium	Low	High	Medium	Low
People in this area are generally kind	39	23	34	62	54	39	51	38	39	55	34	50	48	31	23
I have helped someone in this area who needed it in the last 12 months	38	31	37	47	44	65	45	35	28	66	49	74	51	44	49
I make time to speak to my neighbours	46	26	41	65	65	57	53	45	36	62	40	55	55	45	45
If my home was empty, I could count on someone in this area to keep an eye on it	53	38	58	65	65	57	62	53	58	74	62	69	68	50	41
I could turn to someone in this area for practical help if I needed it	43	28	40	56	53	39	51	40	36	63	42	62	57	43	36
I could turn to someone in this area for emotional support if I needed it	28	19	22	39	33	35	39	30	36	49	31	56	44	31	26
Base size: All	1,253			1,004			1,032			1,050			1,011		

Lowest
Highest



People who reported high life satisfaction were more likely to report strong experiences of kindness in their community than those who reported medium life satisfaction.<sup>4</sup>



Across the UK, high life satisfaction is linked to strong experiences of kindness. In Ireland, the picture is less clear.

<sup>4</sup> The small number of respondents with low life satisfaction make it hard to draw statistically significant conclusions for this group.

## Older age groups were more likely to experience and reciprocate kindness in their community.

Table 4.8: Percentage strongly agreeing with statements about kindness in communities by age

	England			Ireland			N Ireland			Scotland			Wales		
	15-34	35-54	55+	15-34	35-54	55+	16-34	35-54	55+	16-34	35-54	55+	16-34	35-54	55+
People in this area are generally kind	32	31	44	56	58	68	48	44	54	43	50	61	39	46	51
I have helped someone in this area who needed it in the last 12 months	27	38	44	45	61	61	42	42	45	58	73	62	40	54	47
I make time to speak to my neighbours	24	45	57	26	51	63	47	51	57	37	65	71	43	54	61
If my home was empty, I could count on someone in this area to keep an eye on it	36	52	62	48	71	75	58	59	66	59	78	77	56	65	66
I could turn to someone in this area for practical help if I needed it	31	41	49	40	61	65	49	50	48	51	58	69	54	51	59
I could turn to someone in this area for emotional support if I needed it	19	26	34	27	39	50	37	37	40	36	47	56	39	40	47
Base size: All	1,253			1,004			1,032			1,050			1,011		



**In England, strong experiences of kindness increase according to the age of respondents.**



**In Ireland and Scotland, in particular, there are stark differences between the experiences of 16-34 year olds and other age groups.**



**Trends around age are more varied in Northern Ireland, Scotland and Wales.**

## Kindness is more likely to be perceived in rural areas than in urban areas.

Table 4.9: Percentage strongly agreeing with statements about kindness in communities by place

	England			Ireland			N Ireland			Scotland			Wales		
	City	Town	Rural	City	Town	Rural	City	Town	Rural	City	Town	Rural	City	Town	Rural
People in this area are generally kind	34	29	53	49	58	72	53	47	47	50	43	66	45	31	54
I have helped someone in this area who needed it in the last 12 months	36	33	45	50	54	62	42	46	38	57	66	72	47	44	55
I make time to speak to my neighbours	37	41	55	42	45	53	53	56	46	57	56	67	51	45	61
If my home was empty, I could count on someone in this area to keep an eye on it	46	48	65	57	64	72	60	62	59	66	70	85	60	59	69
I could turn to someone in this area for practical help if I needed it	40	36	53	45	52	66	52	50	44	52	59	74	51	43	64
I could turn to someone in this area for emotional support if I needed it	26	23	36	29	37	47	35	41	36	40	45	60	35	32	52
Base size: All	1,253			1,004			1,032			1,050			1,011		

Lowest
Highest



In the majority of cases, those from rural areas were more likely to report strong experiences of kindness than those in towns and cities.



In Northern Ireland, experience of kindness were less significant across urban, town and rural areas.

## There was no clear picture on how living alone impacts experiences of kindness.

We carried out further analysis on those living alone to explore whether there might be any interplay with social isolation. We note that living alone is a poor proxy for social isolation and therefore have made limited comment on these findings. We do not have this data for Ireland.

Table 4.10: Percentages strongly agreeing with statements by those living alone vs those living with other people

	England		N Ireland		Scotland		Wales	
	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone
In my experience people in this area are generally kind	43	34	44	50	55	51	41	45
I have helped someone in this area who needed it in this last 12 months	37	36	36	46	56	67	46	50
I make time to speak with my neighbours	47	41	53	51	62	59	51	54
If my home was empty, I could count on someone in this area to keep an eye on it	49	51	61	60	72	72	61	64
I feel I could turn to someone in this area for practical help if I needed it	47	39	47	50	62	59	55	53
I feel I could turn to someone in this area for emotional support if I needed it	33	25	40	37	54	45	41	41
Base size: All	1,253		1,032		1,050		1,011	

Lowest response

Highest response



Data suggests that those living alone were more likely to report strong experiences of kindness but less likely to engage in kindness in their community.



In Scotland and Northern Ireland, those who lived alone were less likely to say they have helped someone in their local area.



In England and Scotland, those who lived alone were more likely to say they could turn to someone in their area for emotional support.

## 5. Kindness in Services

### THE BIG PICTURE



Overall a high number of those coming into contact with key public services report experiencing kindness.

Table 5.1: Percentage in each jurisdiction agreeing/strongly agreeing with statements about kindness in communities

	England	Ireland	N Ireland	Scotland	Wales
GP surgeries	89	95	91	91	87
Public libraries	90	94	96	93	92
Social care services	82	88	90	90	87
Police / Garda services	84	87	85	86	86
Public transport	82	83	89	83	87

Base: All respondents, excluding those saying 'don't know' at each individual category

Joint Lowest

Highest



Public libraries rank highest in England, Northern Ireland, Scotland and Wales (GPs in Ireland).



Public transport ranks lowest in Scotland and Ireland (joint lowest in England with social care).

## But numbers strongly agreeing are far lower and more variable.

Table 5.2: Percentage in each jurisdiction strongly agreeing with statements about kindness in communities

	England	Ireland	N Ireland	Scotland	Wales
GP surgeries	40	59	50	55	44
Public libraries	33	49	44	56	45
Social care services	23	35	38	40	32
Police / Garda services	25	40	30	40	29
Public transport	20	28	34	34	30

Base: All respondents, excluding those saying 'don't know' at each individual category

Lowest

Highest



**GPs rank highest in England, Northern Ireland and Ireland (joint with libraries in Scotland and Wales).**



**Public transport ranks lowest in England, Scotland and Ireland (police in Northern Ireland and Wales).**

### WORDING THE QUESTION

There were no examples that we could use to develop our questions on kindness in services. Starting from scratch, our first decision was on how to word the question to refer to those who had experience of a service. We didn't want to exclude those who had indirect or proxy experience from a close friend or family member, but we didn't want to include views influenced strongly by the media. The wording we used was: 'Based on your own experience, or what you have heard from a family member or close friend, to what extent do you agree or disagree that people are treated with kindness when using...'. In the analysis we excluded the 'don't know' respondents to give a clearer picture of general direct/indirect user experience.

We used a list of five public services to test kindness. These range from universal services to more specific services.

## THE EXPERIENCES IN DIFFERENT REGIONS OF ENGLAND

There are large variations between experiences in the regions of England.

Table 5.3: Percentage in each region of England strongly agreeing with statements about kindness in key public services

	England	East Midlands	Eastern	London	North East	North West	South East	South West	West Midlands	Yorkshire and Humber
GP surgeries	40	31	50	25	35	37	42	58	50	35
Public libraries	33	25	38	26	30	31	33	45	38	30
Social care services	23	19	24	15	18	27	24	36	22	23
Police / garda services	25	23	33	16	25	20	25	39	27	23
Public transport	20	19	21	19	6	16	18	30	23	22

Base: All respondents, excluding those saying 'don't know' at each individual category

Lowest

Highest



In general, Londoners report the least kindness from public services (lowest for GPs, social care and police services).



Those in the South West report the highest levels of kindness for all five public services.



The North East ranks public transport very low (6%) compared to an average of 20%.



## THE EXPERIENCES OF DIFFERENT SOCIAL GROUPS

**Ethnicity is a factor in experiences of kindness for some public services (GP services) but not others.**

Table 5.4: Percentage strongly agreeing with statements about kindness in key public services by ethnicity (England only)

	England	White	BME
GP surgeries	40	41	32
Public libraries	33	33	29
Social care services	23	23	25
Police / garda services	25	25	23
Public transport	20	19	24

Base: All respondents, excluding those saying 'don't know' at each individual category



## Women are more likely than men to report strong experiences of kindness in public services – for some services in some jurisdictions.

Table 5.5: Statistically significant variation on kindness in communities by gender

		Female	Male
<b>England</b>	No significant variation		
<b>Ireland</b>	Kindness when using a public library – Strongly Agree	57	43
<b>N Ireland</b>	No significant variation		
<b>Scotland</b>	Kindness when using police services – Strongly Agree	42	37
<b>Wales</b>	Kindness when using a public library – Strongly Agree	49	41
	Kindness when using police services – Strongly Agree	33	25



The biggest gender gaps are in public libraries where women are significantly more likely to report strong experiences of kindness.



Public transport is the only public service included where the trend is reversed to any significant level, most markedly in Scotland where men are more likely than women to report strong experiences of kindness.



## There is a variable relationship between social grade and strong experiences of kindness from public services.

Table 5.6: Variation by social grade on those 'strongly agreeing' that people are treated with kindness using public services

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
GP surgeries	42	38	57	66	47	51	50	59	44	43
Public libraries	39	26	46	56	43	43	53	60	50	40
Social care services	22	24	31	40	39	38	30	47	30	35
Police / garda services	26	23	34	47	29	30	35	43	29	29
Public transport	20	20	22	38	30	37	28	38	26	35

Base: All respondents, excluding those saying 'don't know' at each individual category

In Ireland and Scotland, there is a consistent social gradient in public services where those in lower social grades are more likely to report strong experiences of kindness.

In England and Wales, those from higher social grades using public libraries are more likely to report strong experiences of kindness.

The complex relationship is reinforced in some cases by similar patterns between housing tenure:

- In England, those who are owner occupiers are more likely to report strong experiences of kindness when using GP services than those who rent from a social landlord. In Scotland, Northern Ireland and Wales, those who rent from social landlords are more likely to report strong experiences of kindness using GPs than others.
- In England, those who are owner occupiers are more likely to report strong experiences of kindness in using public library services than those who rent from a social or private landlord. In Scotland the

relationship is again reversed with those who rent from social landlords more likely to report strong experiences of kindness using public libraries than others. Elsewhere there was no relationship with tenure and public libraries.

- In Scotland and Wales those who rent from social landlords are more likely to report strong experiences of kindness using social care than others. Elsewhere there was no relationship with tenure and social care.
- In Scotland, those who rent from social landlords are more likely to report strong experiences of kindness using police services than others. Elsewhere there was no relationship with tenure and police services.
- In Scotland, Wales and Northern Ireland those who rent from social landlords are more likely to report strong experiences of kindness using public transport than others. Elsewhere there was no relationship with tenure and public transport.

## Older people are consistently more likely to report strong experiences of kindness than young people.

Table 5.7: Variation by age on those 'strongly agreeing' that people are treated with kindness using public services

	England	Ireland	N Ireland	Scotland	Wales
	% saying 'strongly agree'				
GP surgeries	55+ (50)	55+ (71)	55+ (55)	55+ (68)	55+ (55)
	15-24 (33)	15-24 (56)	16-24 (52)	16-24 (50)	16-24 (53)
	25-34 (33)	25-34 (46)	25-34 (46)	25-34 (53)	25-34 (42)
	35-54 (35)	35-54 (59)	35-54 (45)	35-54 (46)	35-54 (35)
Public libraries	15-24 (31)	55+ (60)	55+ (60)	55+ (64)	55+ (51)
	25-34 (28)	15-24 (36)	16-24 (32)	25-34 (65)	16-24 (41)
	35-54 (34)	25-34 (41)	25-34 (45)	16-24 (46)	25-34 (49)
	55+ (35)	35-54 (51)	35-54 (43)	35-54 (51)	35-54 (40)
Social care services	15-24 (21)	55+ (40)	16-24 (43)	55+ (48)	55+ (40)
	25-34 (27)	15-24 (32)	25-34 (43)	16-24 (34)	16-24 (29)
	35-54 (18)	25-34 (25)	35-54 (45)	25-34 (34)	25-34 (31)
	55+ (26)	35-54 (36)	55+ (40)	35-54 (37)	35-54 (27)
Police / garda services	15-24 (23)	55+ (47)	16-24 (36)	16-24 (40)	16-24 (27)
	25-34 (25)	15-24 (30)	25-34 (29)	25-34 (34)	25-34 (33)
	35-54 (22)	25-34 (35)	35-54 (25)	35-54 (36)	35-54 (25)
	55+ (27)	35-54 (40)	55+ (32)	55+ (48)	55+ (32)
Public transport	55+ (24)	55+ (39)	16-24 (42)	55+ (45)	55+ (36)
	25-34 (23)	15-24 (21)	55+ (37)	16-24 (33)	16-24 (30)
	15-24 (13)	25-34 (24)	25-34 (34)	25-34 (32)	25-34 (30)
	35-54 (18)	35-54 (25)	35-54 (26)	35-54 (24)	35-54 (24)

Base: All respondents, excluding those saying 'don't know' at each individual category



**In most services in most jurisdictions, older age groups (55+) are most likely to report strong experiences of kindness.**

The age variation can also be seen in differences between retired and working populations. Those who are retired are more likely to report strong experiences of kindness in:

- GPs in all jurisdictions
- Public libraries (except England where those working part-time report the highest levels)
- Public transport (except Northern Ireland where there is no significant relationship)
- Police (in Ireland and Scotland only)
- Social care (in Scotland and Wales only)

## Similarly, there is a variable relationship between place and strong experiences of kindness.

Table 5.8: Variation by place on those 'strongly agreeing' that people are treated with kindness using public services

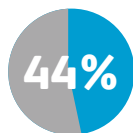
	England	Ireland	N Ireland	Scotland	Wales
	% saying 'strongly agree'				
GP surgeries	City (38)	City (55)	City (50)	City (59)	City (45)
	Town (36)	Town (60)	Town (52)	Town (55)	Town (40)
	Rural (51)	Rural (63)	Rural (47)	Rural (51)	Rural (47)
Public libraries	City (34)	City (46)	City (46)	City (56)	City (54)
	Town (31)	Town (52)	Town (45)	Town (54)	Town (43)
	Rural (34)	Rural (51)	Rural (38)	Rural (60)	Rural (42)
Social care services	City (21)	City (28)	City (40)	City (38)	City (29)
	Town (23)	Town (33)	Town (39)	Town (43)	Town (27)
	Rural (26)	Rural (43)	Rural (34)	Rural (38)	Rural (39)
Police / garda services	City (20)	City (36)	City (28)	City (44)	City (34)
	Town (26)	Town (40)	Town (31)	Town (37)	Town (22)
	Rural (31)	Rural (44)	Rural (30)	Rural (40)	Rural (32)
Public transport	City (22)	City (29)	City (33)	City (37)	City (29)
	Town (16)	Town (32)	Town (36)	Town (31)	Town (25)
	Rural (21)	Rural (25)	Rural (33)	Rural (31)	Rural (36)

Base: All respondents, excluding those saying 'don't know' at each individual category



## 6. Public engagement

### THE BIG PICTURE



Almost half of those in the UK and Ireland feel that they have too little control over the public services they receive.

Table 6.1: Feelings of control over public services in each jurisdiction

	England	Ireland	N Ireland	Scotland	Wales
Too much control over public services	–	1	–	1	1
Too little control over public services	46	48	36	51	41
About the right amount of control over public services	50	45	55	41	50
Don't know	3	6	9	7	8
Base size: All	1,253	1,004	1,032	1,050	1,011

*Handwritten annotations: 'Highest' written below the 55 and 51 values, with lines pointing to them.*



Scotland is the only jurisdiction in the UK where more people say they have too little control than the right amount of control.

### WORDING THE QUESTION

Surveys routinely ask about what people do but not whether they feel they are effective. Statistics on engagement are at odds with narratives on consultation fatigue, and levels of trust in government at all levels are decreasing.

We asked how effective various approaches would be in helping to improve the local area, and how likely people were to take up these approaches.

## The majority of people think that standard methods of engaging with public services (as a consumer, citizen) are effective.

Table 6.2: Percentage who rate different methods of public engagement as effective or very effective by jurisdiction

	England	Ireland	N Ireland	Scotland	Wales
Volunteering or helping out at a local charity or community group	78	89	78	81	73
Attending a public meeting	54	64	57	63	55
Contacting elected representatives	57	61	57	66	59
Making a complaint	56	53	65	56	55
Setting up a voluntary organisation	64	72	66	65	69
Base size: All	1,253	1,004	1,032	1,050	1,011

*Lowest* *Highest*



Engagement in community activities is perceived as effective by the largest number of people.

## Far less think that they are very effective, particularly in relation to collective action in England and Wales.

Table 6.3: Percentage who rate different methods of public engagement as very effective by jurisdiction

	England	Ireland	N Ireland	Scotland	Wales
Volunteering or helping out at a local charity or community group	24	37	28	31	41
Attending a public meeting	11	21	12	18	20
Contacting elected representatives	13	25	20	19	21
Making a complaint	10	18	15	17	13
Setting up a voluntary organisation	15	20	16	23	26
Base size: All	1,253	1,004	1,032	1,050	1,011

*Lowest* *Highest*



Engaging in voluntary activities was seen as the most effective mechanism in all jurisdictions.



Making a complaint was seen as the least effective method of engagement by people in most jurisdictions (second lowest in Northern Ireland).

## There is a gap between people's views of what will be effective and their behaviours.

Table 6.4: Percentage who report they have already, or are very or fairly likely, to engage with different methods of public engagement by jurisdiction

	England		Ireland		N Ireland		Scotland		Wales	
	Have done	Likely to	Have done	Likely to	Have done	Likely to	Have done	Likely to	Have done	Likely to
Volunteering or helping out at a local charity or community group	4	55	17	58	19	54	9	57	2	58
Attending a public meeting	2	48	13	46	3	47	7	54	2	57
Contacting elected representatives	4	52	12	44	4	49	9	55	3	59
Making a complaint	3	64	13	56	4	60	10	66	3	72
Setting up a voluntary organisation	1	27	5	25	3	28	2	27	3	24
Base size: All	1,253		1,004		1,032		1,050		1,011	

Most popular public engagement activity

Highest



People report being most likely to make a complaint, despite identifying it as unlikely to have an impact.



Similarly attending public meetings and contacting elected representatives appear popular activities, despite the lack of impact perceived.



Low numbers report actually having done public engagement in the past 12 months, though many more report that they are likely to do so in future.



In Wales people were 24 times more likely to say they would make a complaint in the future than have done so this year.



## THE EXPERIENCES IN DIFFERENT REGIONS OF ENGLAND

There is wide regional variation in the extent to which people feel they have enough control over public services in England.

Table 6.5: Feelings of control over public services in regions of England

	England	East Midlands	Eastern	London	North East	North West	South East	South West	West Midlands	Yorkshire and Humber
Too much control over public services	-	-	1	1	-	1	1	-	-	-
Too little control over public services	46	54	37	52	45	44	43	46	52	45
About the right amount of control over public services	50	46	60	45	55	53	52	49	42	48
Don't know	3	-	3	2	-	2	5	5	6	7
Base size: All	1,253	108	141	193	62	170	200	129	124	129

*Highest* (circled 60 in Eastern region)

*Lowest* (circled 42 in West Midlands region)



East Midlands, West Midlands and London are the only regions in England where more people feel they have too little control over public services than the right amount.

There are also regional differences in whether or not people think that methods of public engagement are effective.

Table 6.6: Percentage of those who think public engagement approaches are very effective by regions of England

	England	East Midlands	Eastern	London	North East	North West	South East	South West	West Midlands	Yorkshire and Humber
Volunteering or helping out at a local charity or community group	24	22	24	23	31	19	26	38	25	18
Attending a public meeting	11	8	15	12	7	10	11	19	6	9
Contacting elected representatives	13	12	19	9	15	12	14	17	12	12
Making a complaint	10	7	16	8	8	11	5	16	13	9
Setting up a voluntary organisation	15	13	18	12	16	15	15	26	14	9
Base size: All	1,253	108	141	193	62	170	200	129	124	129

Most likely to think all approaches are very effective

Lowest

Highest



People living in the South West of England are most likely to think that any form of public engagement is effective, followed by those in Eastern England.



People in the North East and South East of England are more likely than average to favour collective action approaches, but less likely to consider making a complaint effective.



In general, those from Yorkshire and Humber were the least likely to think that public engagement is very effective, followed by those in the North West.

## THE EXPERIENCES OF DIFFERENT SOCIAL GROUPS

There are no differences on feelings of control over public service by ethnicity (England only data).

*but*

There were some differences in effectiveness of public engagement mechanisms by ethnicity (England only data).

Table 6.7: Percentage of those who think public engagement approaches are very effective by ethnicity (England only)

	England	White	BME
Volunteering or helping out at a local charity or community group	24	24	29
Attending a public meeting	11	9	21
Contacting elected representatives	13	13	15
Making a complaint	10	10	13
Setting up a voluntary organisation	15	14	20
Base size: All	1,262	1,067	192



## Black and minority ethnic people were more likely to consider themselves likely to set up a voluntary organisation or volunteer at a local charity.

Table 6.8: Percentage who report they have already, or are very or fairly likely, to engage with different methods of public engagement by ethnicity (England only)

	England		White		BME	
	Have done	Likely to	Have done	Likely to	Have done	Likely to
Volunteering or helping out at a local charity or community group	4	55	4	53	3	67
Attending a public meeting	2	48	2	48	3	48
Contacting elected representatives	4	52	4	51	3	51
Making a complaint	3	64	3	65	3	65
Setting up a voluntary organisation	1	27	1	25	4	39
Base size: All	1,262		1,067		192	



Black and minority ethnic people were more likely to say they were likely to volunteer.



Black and minority ethnic people were also more likely to say they were likely to set up a voluntary organisation and report having done so.

## There were no real differences in feelings of control over public services by gender.

Table 6.9: Feelings of control over public services in each jurisdiction by gender

	England		Ireland		N Ireland		Scotland		Wales	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
Too much control over public services	1	–	1	1	–	1	–	1	–	1
Too little control over public services	46	41	49	47	35	36	49	54	39	44
About the right amount of control over public services	50	49	44	46	54	56	40	41	51	50
Don't know	3	3	6	6	10	7	10	4	9	6
Base size: All	1,253		1,004		1,032		1,050		1,011	



Both male and female respondents report similar feelings about control over public services across the jurisdictions.

## In general, women were more likely to consider public engagement approaches favourably than men, and to report that they are likely to do various activities.

The following statistically significant variation in results by gender were identified in the analysis. Results generally show that female respondents were more likely than male respondents to feel that getting involved/taking action was effective and to plan to get involved/take action.

Table 6.10: Significant variation in views on public engagement by gender in each jurisdiction

		Female	Male
<b>England</b>	Making a complaint – Very Effective	13	8
	Volunteering – Likely (very/fairly)	58	52
	Attending public meeting – Very likely	18	12
	Contact elected representative – Very likely	20	13
<b>Ireland</b>	Volunteering – Very Effective	45	36
	Volunteering – Very likely	29	23
<b>N Ireland</b>	Volunteering – Effective (very/fairly)	82	75
	Attending a public meeting – Effective (very/fairly)	60	53
	Volunteering – Likely (very/fairly)	57	50
<b>Scotland</b>	Volunteering – Very Effective	43	31
	Attending public meeting – Very Effective	27	15
	Making a complaint – Not effective	31	44
	Setting up a community organisation – Not effective	17	30
<b>Wales</b>	Making a complaint – Very effective	17	12
	Volunteering – Very likely	26	19
	Making a complaint – Likely (very/fairly)	76	69



Female respondents were more likely to volunteer and consider it very or fairly effective.



In Scotland, male respondents were also more likely to consider making a complaint or setting up a community organisation to be ineffective.

## There is no clear pattern to responses about control over public services by social grade.

Table 6.11: Feelings of control over public services in each jurisdiction by social grade

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
Too much control over public services	–	1	1	1	–	–	–	1	–	1
Too little control over public services	45	48	54	46	39	33	54	51	45	38
About the right amount of control over public services	51	48	45	45	54	55	41	40	49	52
Don't know	3	3	5	7	7	11	5	7	6	9
Base size: All	1,253		1,004		1,032		1,050		1,011	



In Ireland, Northern Ireland and Wales, ABC1 respondents were more likely to feel they had too little control over public services than C2DE respondents.

## Nor are there clear patterns to reporting public engagement activities as very effective, by social grade, across the UK.

Table 6.12: Percentage in each jurisdiction who report public engagement activities as very effective by social grade

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
Volunteering or helping out at a local charity or community group	27	21	36	46	30	32	42	32	30	26
Attending a public meeting	11	11	16	23	16	19	19	20	11	13
Contacting elected representatives	14	12	17	25	19	20	21	26	18	22
Making a complaint	9	12	11	16	11	16	17	17	15	14
Setting up a voluntary organisation	15	16	22	31	22	23	19	18	18	14
Base size: All	1,253		1,004		1,032		1,050		1,011	



**In Ireland, C2DE respondents were more likely to consider all public engagement activities very effective, compared to ABC1.**



## Percentage in each jurisdiction who think they are very or fairly likely to take part in public engagement activities by social grade.

Table 6.13: Percentage in each jurisdiction who report public engagement activities as very effective by social grade

	England		Ireland		N Ireland		Scotland		Wales	
	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE	ABC1	C2DE
Volunteering or helping out at a local charity or community group	59	50	60	52	58	56	58	57	59	50
Attending a public meeting	49	48	59	51	61	55	45	46	51	44
Contacting elected representatives	54	48	55	53	62	56	41	46	52	47
Making a complaint	67	62	69	63	74	71	59	56	67	55
Setting up a voluntary organisation	26	28	29	26	22	26	26	25	28	27
Base size: All	1,253		1,004		1,032		1,050		1,011	



The differences by social grade were most consistent in Wales where more of those in higher social grades reported likelihood of taking action.



In Scotland and Northern Ireland, there was low variation by social grade.

## Those who live alone were less likely to consider certain activities to be very or fairly effective.

We carried out further analysis on those living alone to explore whether there might be any interplay with social isolation. We note that living alone is a poor proxy for social isolation and therefore have made limited comment on these findings. We do not have this data for Ireland.

Table 6.14: Percentage in each jurisdiction who consider public engagement activities to be very or fairly effective, by those living alone and those living with other people.

	England		N Ireland		Scotland		Wales	
	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone
Volunteering or helping out a local community organisation	70	81	70	82	73	84	70	74
Attending a public meeting	47	56	57	56	60	63	55	56
Contacting a local representative	58	57	56	57	67	66	59	60
Making a complaint to a service provider	47	58	66	64	52	56	51	55
Setting up a community organisation	57	66	64	66	64	65	56	58
Base size: All	1,253		1,032		1,050		1,011	



Those who lived with other people were more likely to consider volunteering or helping out a local community organisation to be very effective.



Those who lived alone in England were less likely to view public engagement approaches as very effective.

## Similarly, those who live alone consider themselves less likely to take the following actions.

Table 6.15: Percentage in each jurisdiction who consider themselves likely or very likely to take each of the public engagement activities.

	England		N Ireland		Scotland		Wales	
	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone	Living alone	Not living alone
Volunteering or helping out a local community organisation	47	60	46	57	53	57	47	60
Attending a public meeting	47	48	42	49	56	54	56	58
Contacting a local representative	52	51	47	50	52	55	57	59
Making a complaint to a service provider	59	66	57	62	65	66	70	73
Setting up a community organisation	24	27	21	30	27	27	20	25
Base size: All	1,253		1,032		1,050		1,011	



Those who lived with other people were more likely to say they would volunteer or help out a local community organisation.



Those who lived alone in England were also less likely to set up a community organisation or make a complaint.



## 7. Characteristics of very active citizens

We were interested in the characteristics of people who could be described as very active citizens – those who report helping someone in their area **and** volunteering/helping out a local charity or community group.

The proportion of total respondents within this group ranges from 64% in Ireland to 46% in Northern Ireland (see table 7.1).

This group tends to have the following characteristics (the areas for which these characteristics apply are noted for each).

- Female, rather than male (England, Scotland, Wales)
- Younger age groups, rather than over 55s, specifically:
  - 25-34 and 35-54 year olds (Wales)
  - 16-24 and 25-34 year olds (Scotland, Northern Ireland)
- Owner occupiers or private renters, rather than social renters (Scotland, Northern Ireland)
- ABC1 rather than C2DE (England, Scotland, Wales)
- Working part-time (England, Ireland) and not working (Scotland), rather than working full-time or retired
- Living in a village or rural area, rather than urban (England, Scotland, Ireland)

**Table 7.1: Characteristics of active citizens**

	England	Ireland	N Ireland	Scotland	Wales
Proportion of total respondents	47	64	46	59	50
Male	44	62	46	52	45
Female	50	65	47	65	54
25-34	54	60	51	66	48
35-54	50	64	49	62	57
55+	46	64	39	51	37
Owner	48	n/a	49	62	52
Rent social	47	n/a	38	50	46
Rent private	45	n/a	47	66	47
ABC1	51	64	50	68	54
C2DE	43	62	44	51	46
Working full time	47	64	52	59	52
Working part time	57	71	52	71	54
Not working	46	61	44	72	53
Retired	44	60	37	45	44
Urban large	42	57	44	54	51
Urban small	49	62	47	56	49
Rural/village	51	70	49	70	49

These people tend to be more likely to answer positively to most of the kindness and agency measures covered in the survey. The area where there was less variation between these groups was in relation to views of kindness when using public services.

**Table 7.2: Example of variation in the views between active citizens and the overall sample**

Measure	Range in overall sample	Range in active citizens group
‘Strongly agree’		
I make time to speak with my neighbours	43 – 59	50 – 73
If my home was empty, I could rely on someone in this area to keep an eye on it	51 – 72	57 – 84
I feel I could turn to someone in this area for practical help and advice if needed	41 – 60	45 – 74
‘Very/fairly effective’		
Volunteering or helping out at a local charity or community group	73 – 89	86 – 95
Attending a public meeting	54 – 64	71 – 79
Contacting an elected representative	57 – 66	66 – 72
Setting up a community organisation	57 – 73	77 – 89
‘Very/fairly likely’		
Attending a public meeting	46 – 57	62 – 76
Contacting an elected representative	44 – 59	53 – 76



# Appendix – Interview Questionnaire

## Q1 Which of these best describes the area you live in?

- A large city
- The suburbs or outskirts of a large city
- A small city
- A town
- A village
- A rural area of countryside
- Don't know

## Q2 Thinking about your local area, and not including family members or anyone you live with, to what extent do you agree or disagree with the following?

### Q2a In my experience, people in this area are generally kind

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

### Q2b I have helped someone in this area who needed it in the last 12 months

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

### Q2c I make time to speak with my neighbours

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

### Q2d If my home was empty, I could count on someone in this area to keep an eye on it

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

### Q2e I feel I could turn to someone in this area for practical help and advice if needed

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

### Q2f I feel I could turn to someone in this area for emotional support if needed

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

## Q3 Based on your own experience, or what you have heard from a family member or close friend, to what extent do you agree or disagree that people are treated with kindness when using...

### Q3a your GP surgery

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

**Q3b a public library**

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

**Q3c social care services**

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

**Q3d police services/garda services**

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

**Q3e public transport**

- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

**Q4 Do you currently feel like you have too much, too little, or the right amount of control over the public services that you receive?**

- Too much
- Too little
- About the right amount
- Don't know

**Q5 If you wanted to improve something about your local area, how effective do you think each of the following approaches would be?****Q5a volunteering or helping out at a local charity or community group**

- Very effective
- Fairly effective
- Not very effective
- Not at all effective
- Don't know

**Q5b attending a public meeting**

- Very effective
- Fairly effective
- Not very effective
- Not at all effective
- Don't know

**Q5c contacting an elected representative, such as a councillor or MP/TD, about issues affecting the area**

- Very effective
- Fairly effective
- Not very effective
- Not at all effective
- Don't know

**Q5d making a complaint to a service provider**

- Very effective
- Fairly effective
- Not very effective
- Not at all effective
- Don't know

**Q5e setting up a community organisation**

- Very effective
- Fairly effective
- Not very effective
- Not at all effective
- Don't know

**Q6** And if you wanted to improve something about your local area, how likely would you be to do the following?

**Q6a** volunteer or help out at a local charity or community group

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Have done this in the last 12 months
- Don't know

**Q6b** attend a public meeting

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Have done this in the last 12 months
- Don't know

**Q6c** contact an elected representative, such as a councillor or MP/TD, about issues affecting the area

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Have done this in the last 12 months
- Don't know

**Q6d** make a complaint to a service provider

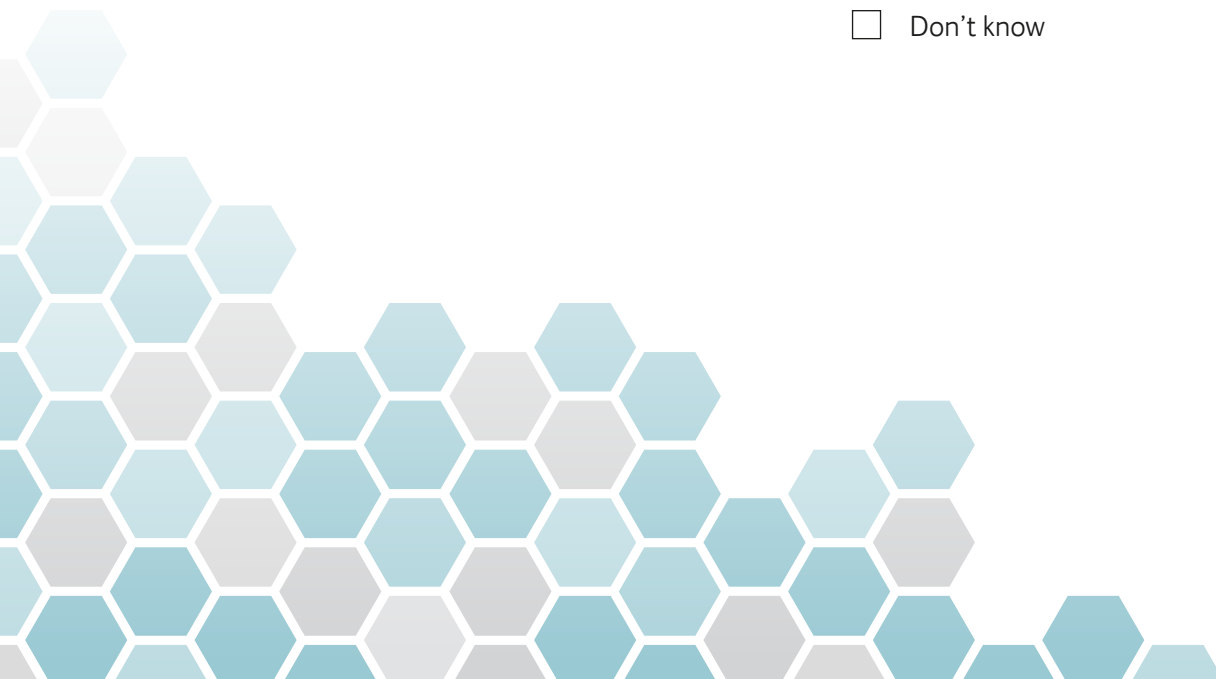
- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Have done this in the last 12 months
- Don't know

**Q6e** set up a community organisation

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Have done this in the last 12 months
- Don't know

**Q7** Finally, how satisfied are you with your life as a whole these days? Please use a scale of 0 to 10, where 0 is not at all satisfied and 10 is completely satisfied.

- 0 = Not at all
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 = Completely
- Don't know







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