

## COUNTRY FACTSHEET

# Quantifying kindness, public engagement and place

## Experiences of people in England

In 2018, the Carnegie UK Trust published data exploring people's experiences of kindness, public engagement and place in England, Ireland, Northern Ireland, Scotland and Wales. The research framed a series of questions that allowed us, for the first time, to 'quantify' kindness, to measure people's attitudes towards collective action, and to compare responses across jurisdictions, places and social groups.

- We asked people about the **PLACE** they live in.
- We asked people the extent to which they experience **KINDNESS** in their community and when using public services.
- And we asked people *how they felt* about different forms of **PUBLIC ENGAGEMENT**.

Research was conducted by Ipsos MORI on behalf of the Trust. The surveys were run with representative random sampling for approximately 1,000 people in each of the five legislative jurisdictions in the UK and Ireland.

This factsheet contains the data that relates to England, where **1,253 adults** over the age of 15 were included in the poll. Where relevant, comparison is made with data from other jurisdictions.



### DATA FROM OTHER JURISDICTIONS

Factsheets for Ireland, Northern Ireland, Scotland and Wales, as well as a data booklet that compares the five jurisdictions and provides more detail on methodology and analysis, are available for download at <http://bit.ly/quantifying-kindness>. If you would like to access the datasets in SPSS format, please contact [info@carnegieuk.org](mailto:info@carnegieuk.org).



## THE PICTURE IN ENGLAND

In England, two fifths of respondents self-identified as living in a town. This was similar to the number of people living in cities, but almost twice the size of its rural population.

Most people in England generally agree that they experience kindness in their communities and from public services. But when focusing on those that responded “strongly agree”, there were variations across different regions and different social groups.

Nearly half of people in England feel that they have too little control over public services; but a much smaller proportion of people (less than one in four) consider themselves likely to get involved in public engagement to improve their local area.

### WORDING THE QUESTION

**Place** – we asked people to self-identify their place using a standard 6-point scale.

**Kindness in communities** – we asked respondents to think about ‘people in this area’ not including family members or anyone they live with; and questions acted as proxies for kindness, eliciting its reciprocal nature – that is, both giving and receiving kindness.

**Kindness in public services** – we wanted to find out about direct and indirect experiences of public services, but not views that were influenced by the media; and so we asked people about “your own experience, or what you have heard from a family member or close friend”.

**Public engagement** – we were interested not just in what people do, but whether they think this is effective – and whether there is a gap between people’s attitudes and behaviours.

## HOW ENGLAND COMPARES

While its town population was similar to the rest of the UK, at 38%, England had the largest city population, and the smallest proportion of people living in rural communities.

In England, experiences of kindness – both in communities and from public services – were significantly lower than the rest of the survey. This varied substantially across different regions: people from the South West, which had the highest rural population, reported the highest levels of kindness, and those from London the lowest.

Similar to the rest of the survey, 50% of people felt that they had the right amount of control over public services. However, levels of public engagement – those who considered themselves very likely to do various activities to improve their local area – were generally lower than in Scotland, Ireland and Wales.



**England has the largest city population, and the smallest proportion of people living in rural communities**



**In England, experiences of kindness – both in communities and from public services – were significantly lower than the rest of the survey**

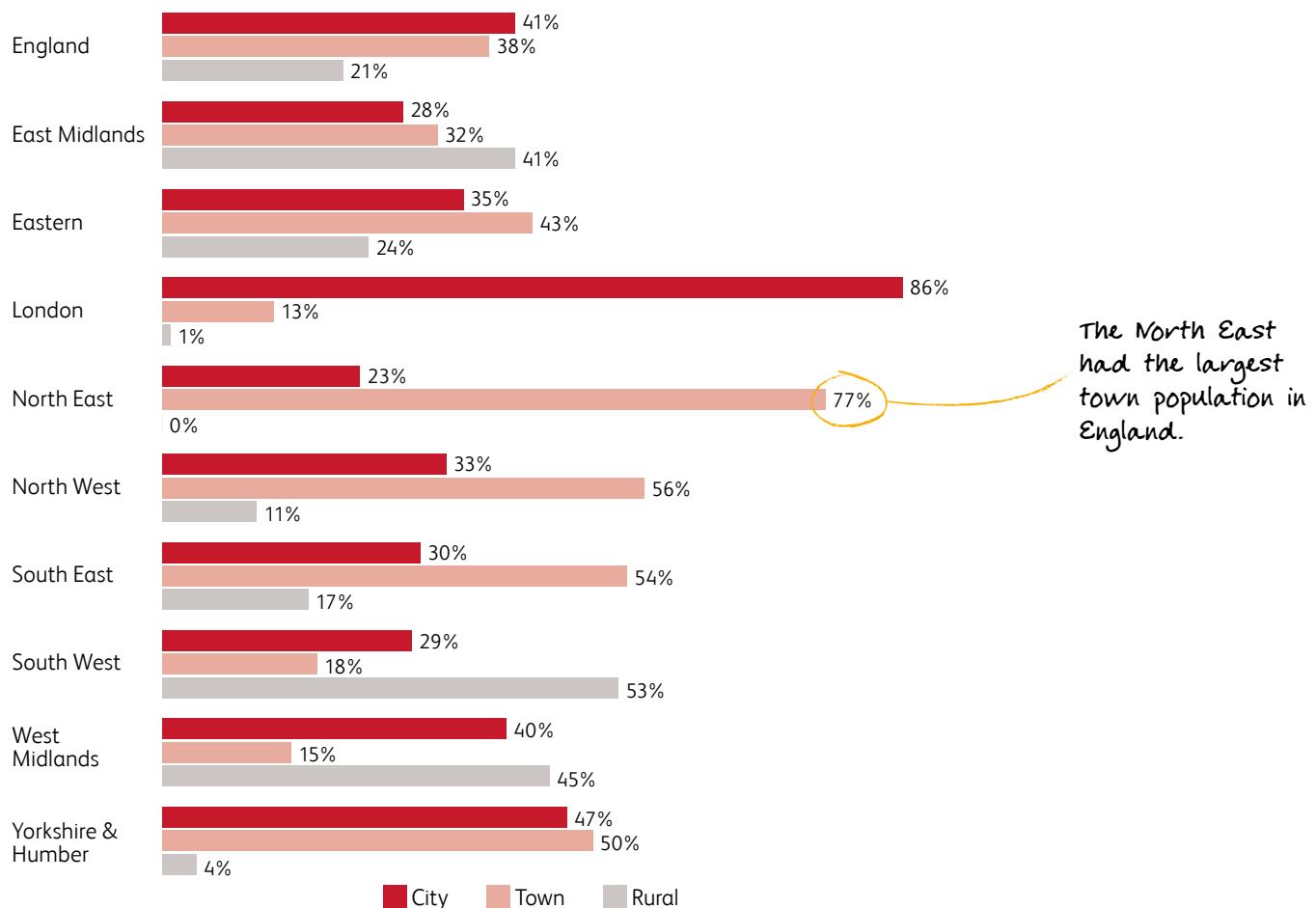
## PLACE

## Self-identification of place

<p>City – 41%</p>	Large city	17%
	Suburb or outskirts of large city	16%
	Small city	8%
<p>Town – 38%</p>	Town	38%
<p>Rural – 21%</p>	Village	19%
	Countryside	2%

England has the largest city population in the UK and Ireland.

## Self-identification of place by region



■ City ■ Town ■ Rural

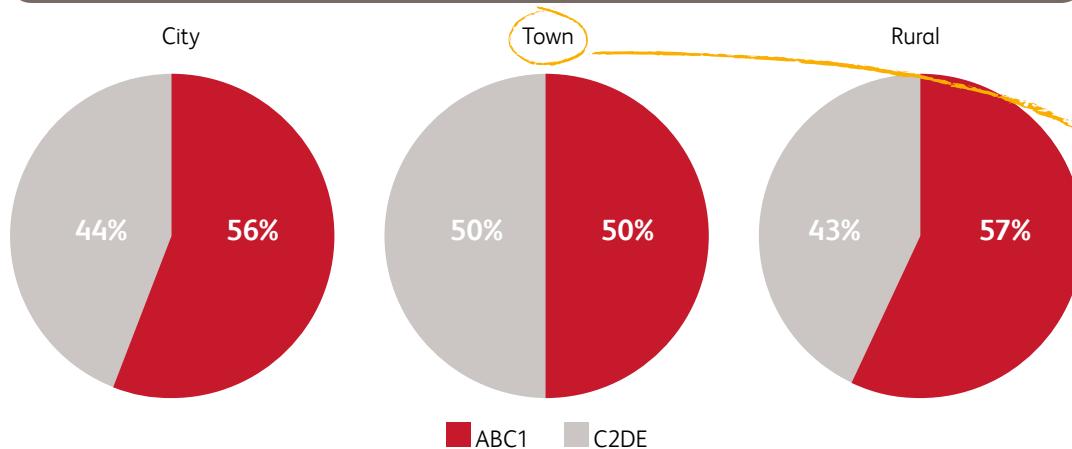
## PLACE

### Self-identification of place by ethnicity



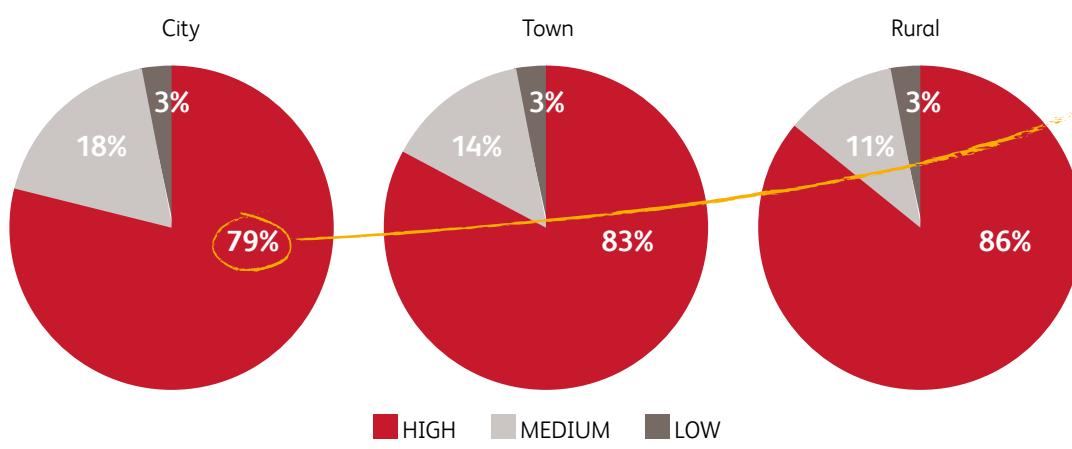
England's towns and rural areas are significantly less racially diverse than its cities.

### Self-identification of place by social grade



People living in towns tended to be less affluent than those in cities and rural areas.

### Self-identification of place by life satisfaction



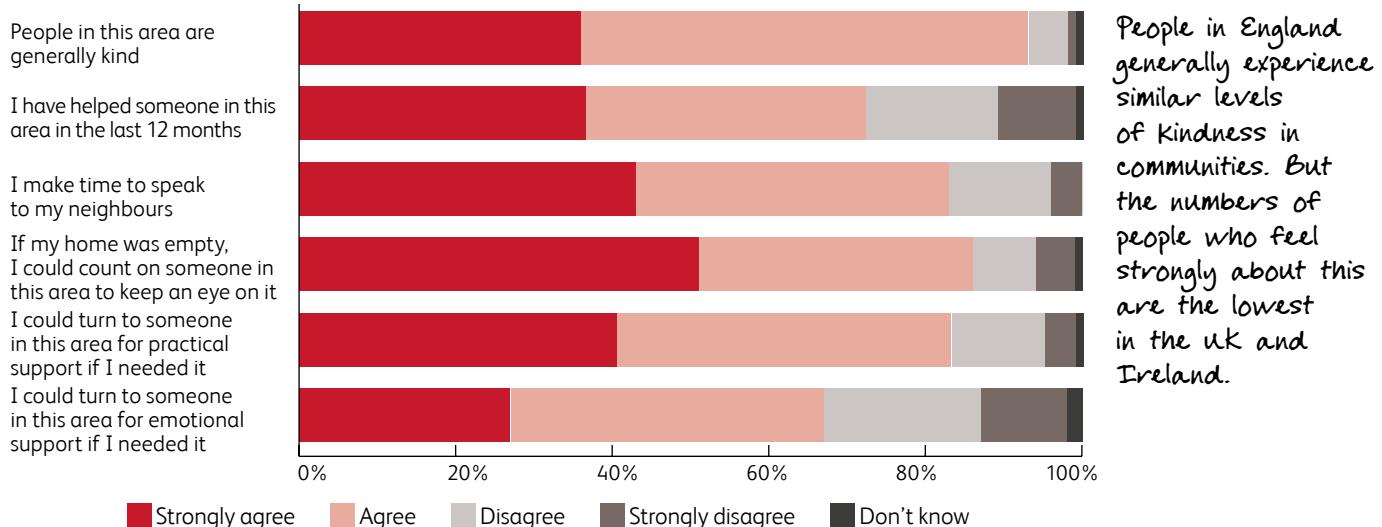
Those in cities reported the lowest levels of life satisfaction.

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

### THE BIG PICTURE

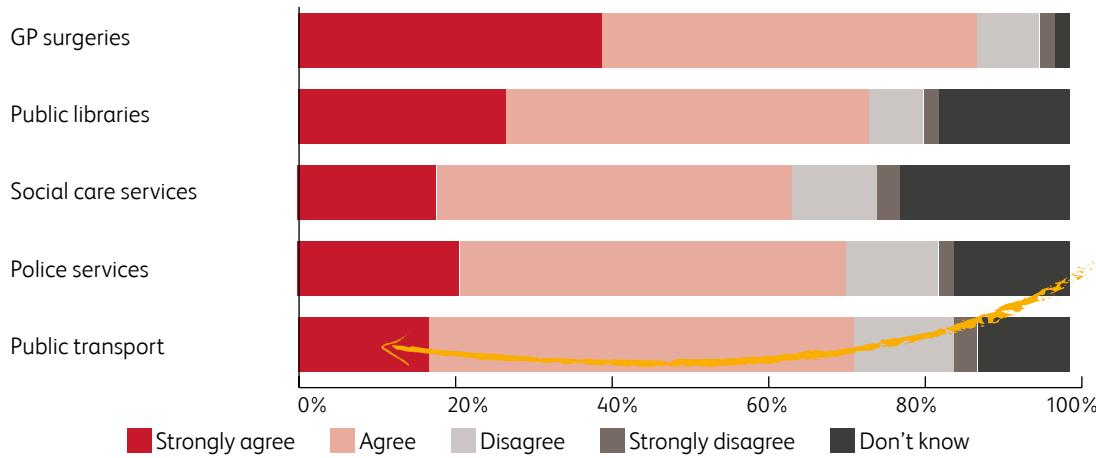
#### Experiences of kindness in communities: “agree” vs “strongly agree”

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?



#### Experiences of kindness when using public services: “agree” vs “strongly agree”

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...



#### NOTE ON THE ANALYSIS

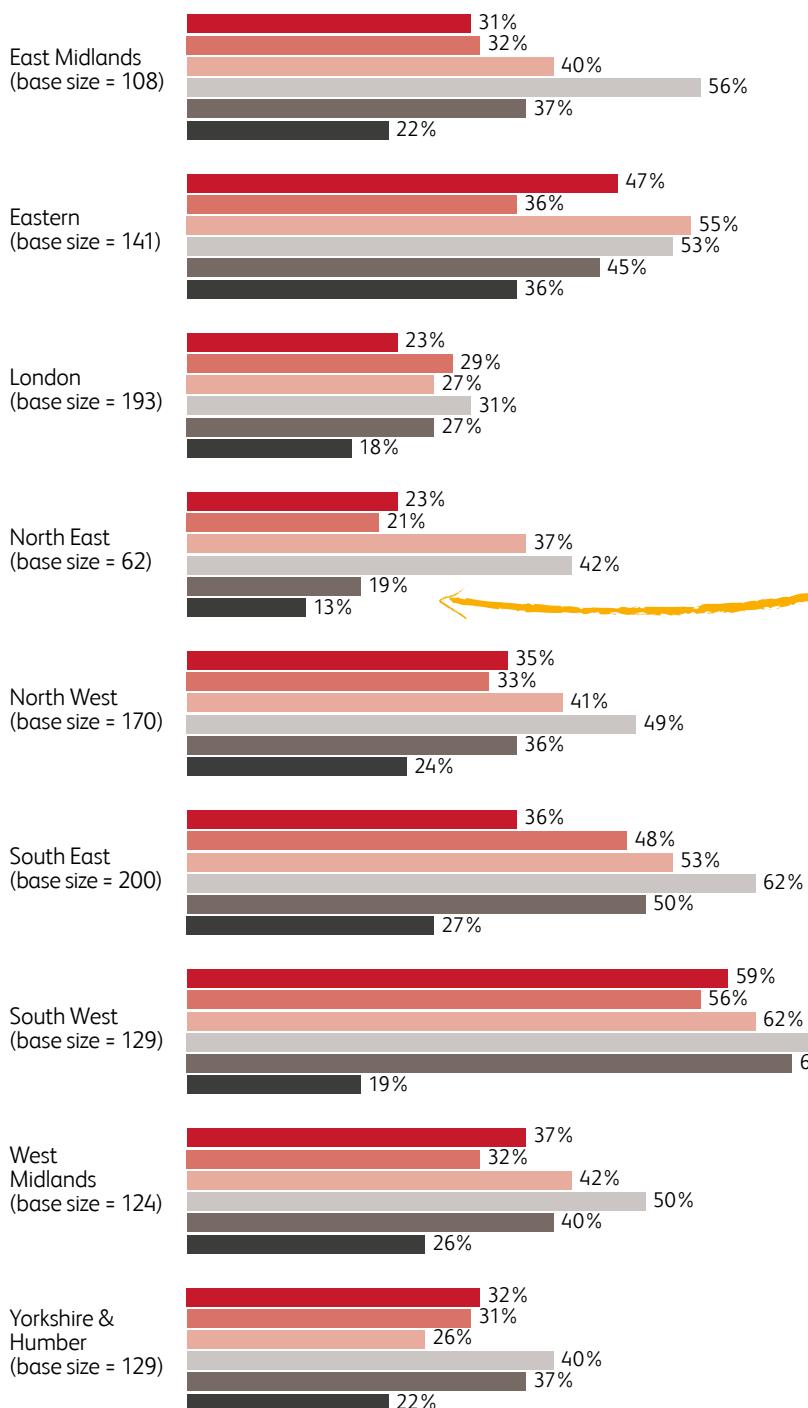
Most people in the UK and Ireland **generally agree** that they experience kindness, but fewer people **feel strongly** about this. We decided to use the “strongly agree” data as a more affirmative response, indicative of strong feelings of kindness and connection – and one which revealed more significant variations between the experiences of different social groups.

When we looked at kindness in public services we wanted to report on actual experiences, and so the base size excludes those who responded “don’t know” at each individual category.

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

### REGIONAL FOCUS

#### Experiences of kindness in communities by region (“strongly agree”)



People in the South west experience the highest levels of kindness, and Londoners the lowest...

...but those in the North East are least likely to feel that they could rely on others for support.

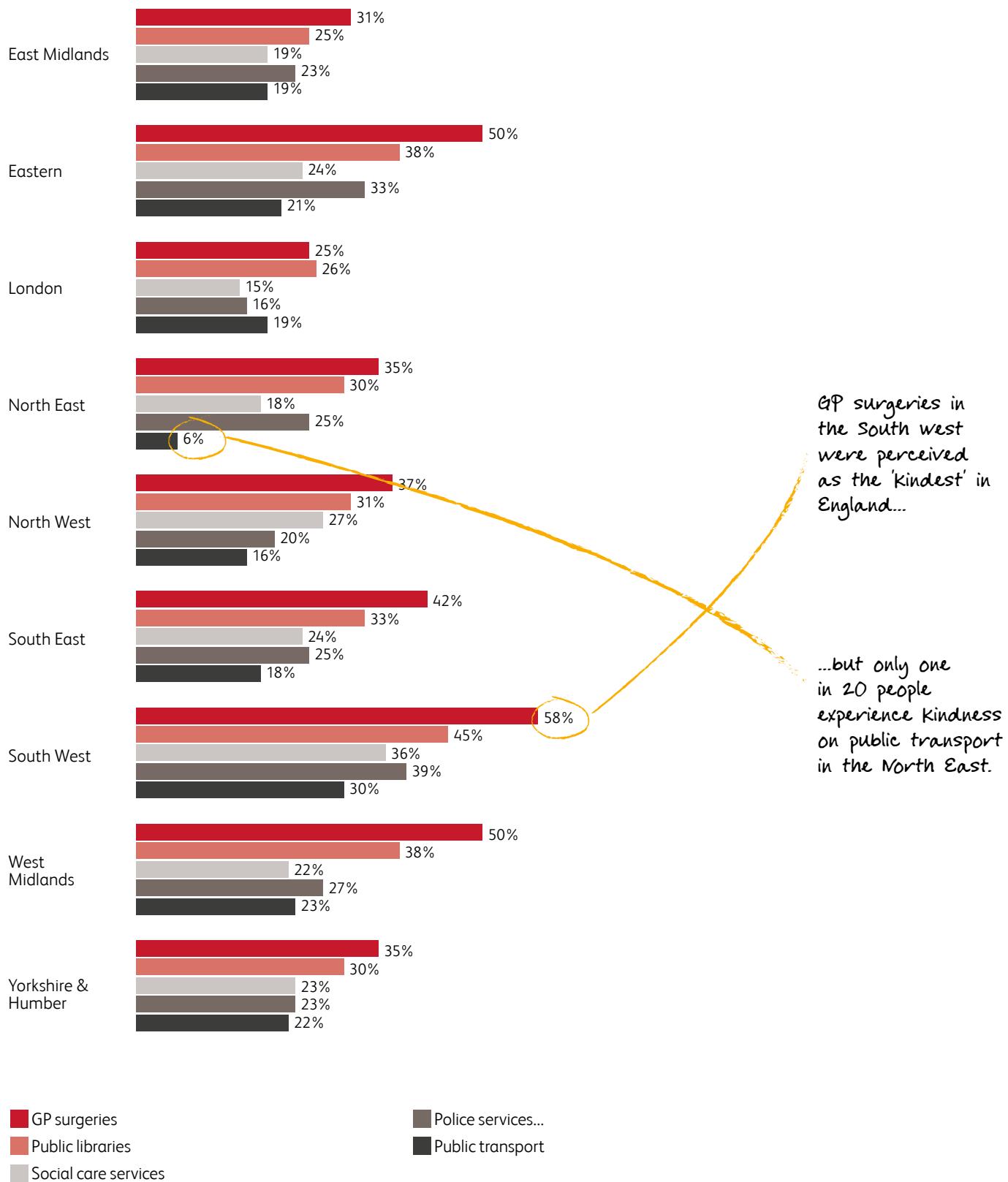
- █ People are generally kind...
- █ I have helped someone...
- █ I make time for neighbours...

- █ Someone would keep an eye on my home...
- █ Someone would offer practical help...
- █ Someone would offer emotional support...

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

### REGIONAL FOCUS

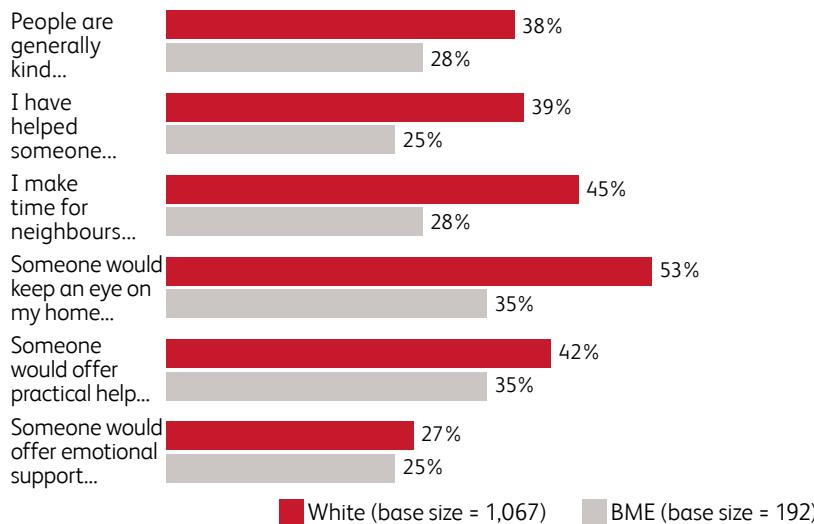
#### Experiences of kindness when using public services by region ("strongly agree")



## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

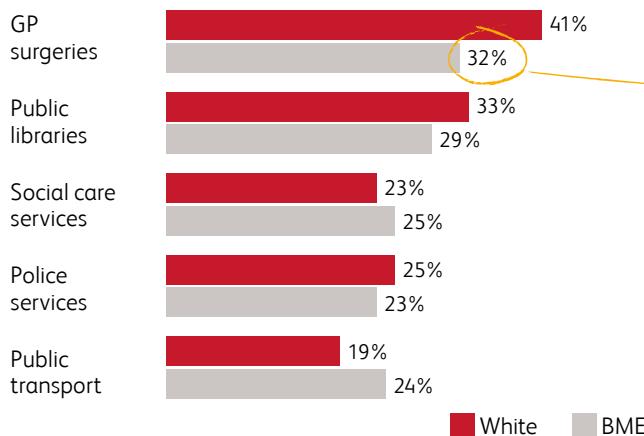
### FOCUS ON ETHNICITY

#### Experiences of kindness in communities by ethnicity ("strongly agree")



Black and minority ethnic respondents reported lower levels of Kindness in communities.

#### Experiences of kindness when using public services by ethnicity ("strongly agree")

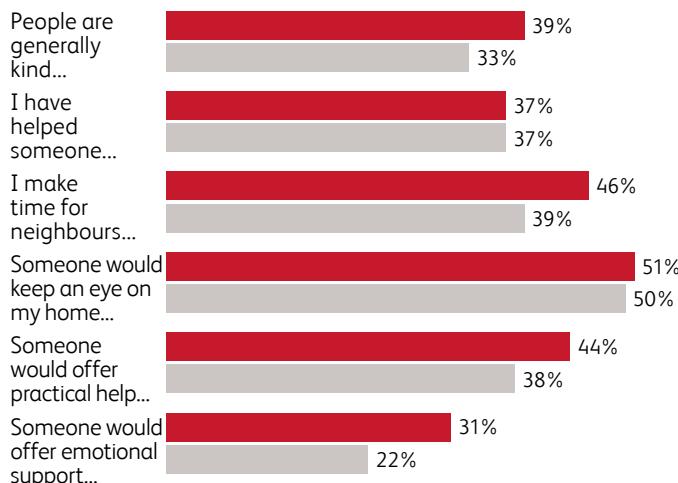


Differences in experiences of public services were more variable; but BME respondents were less likely to feel they were treated with kindness when visiting a GP.

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

### FOCUS ON GENDER

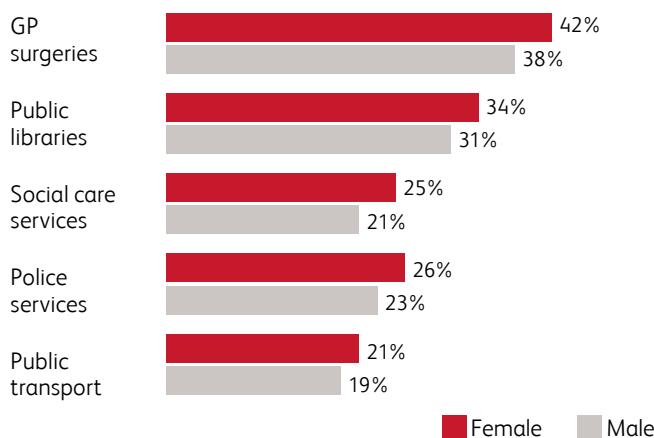
#### Experiences of kindness in communities by gender (“strongly agree”)



■ Female (base size = 600) ■ Male (base size = 653)

Like the rest of the UK and Ireland, women were more likely to experience and reciprocate kindness than men...

#### Experiences of kindness when using public services by gender (“strongly agree”)



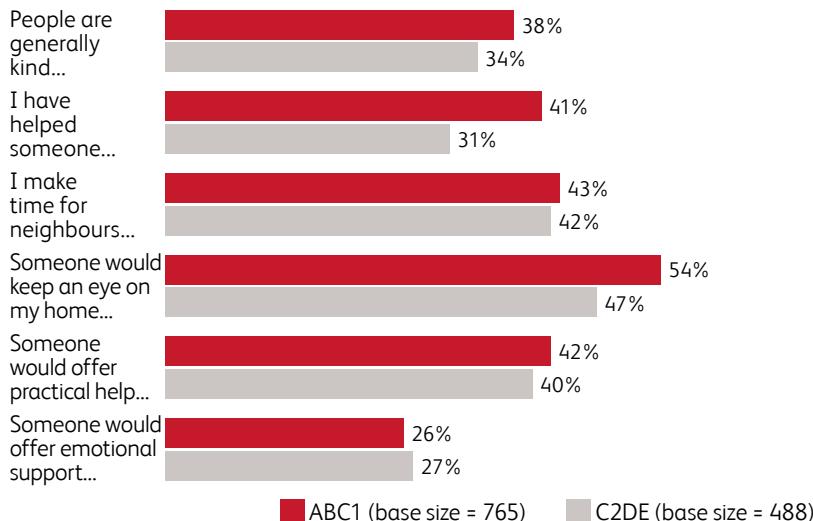
...but the differences in experiences of public services was smaller.

■ Female ■ Male

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

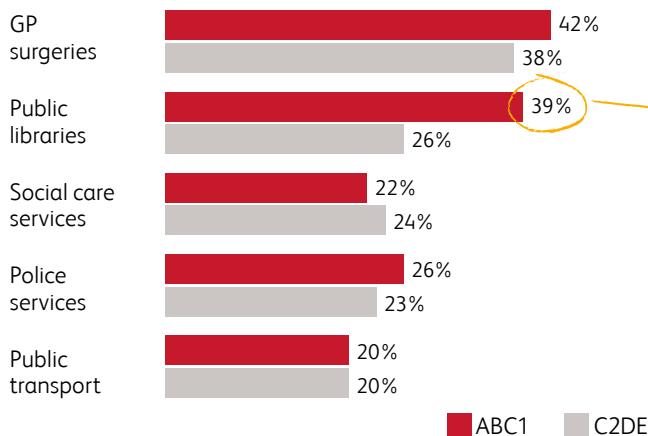
### FOCUS ON SOCIAL GRADE

#### Experiences of kindness in communities by social grade (“strongly agree”)



There was a slight social gradient to experiences of kindness in England, which was more consistent than in other jurisdictions in the survey.

#### Experiences of kindness when using public services by social grade (“strongly agree”)

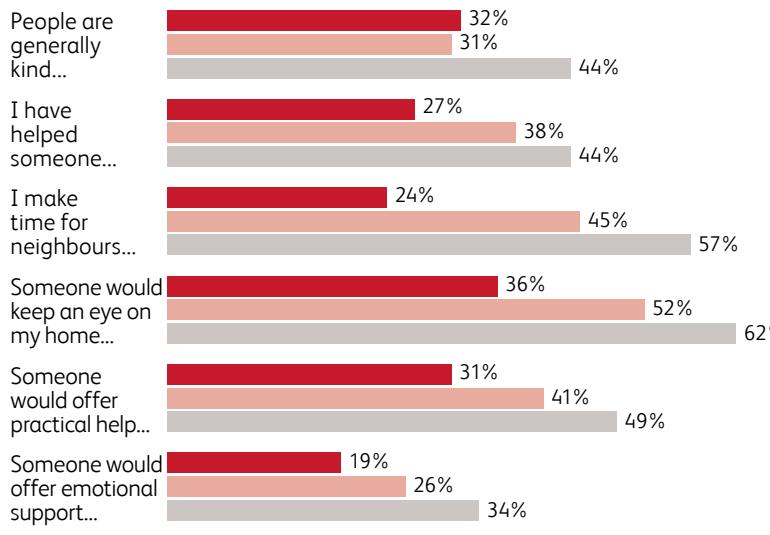


People from higher social grades were much more likely to experience kindness when using public libraries.

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

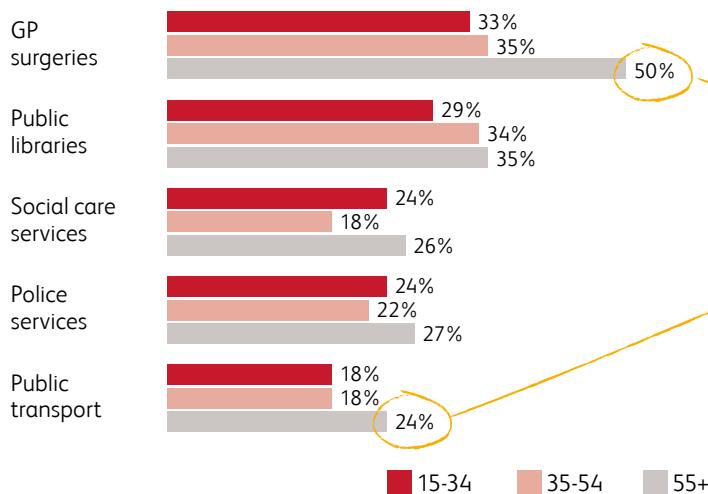
### FOCUS ON AGE

#### Experiences of kindness in communities by age group ("strongly agree")



There was a clear correlation between age and experiences of kindness in communities.

#### Experiences of kindness when using public services by age group ("strongly agree")

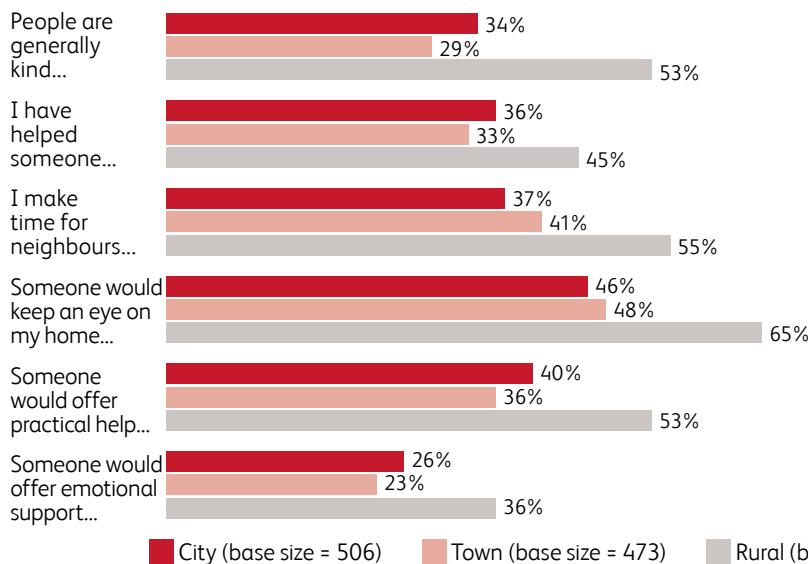


Older age groups were also most likely to experience kindness when visiting GP surgeries and using public transport.

## KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

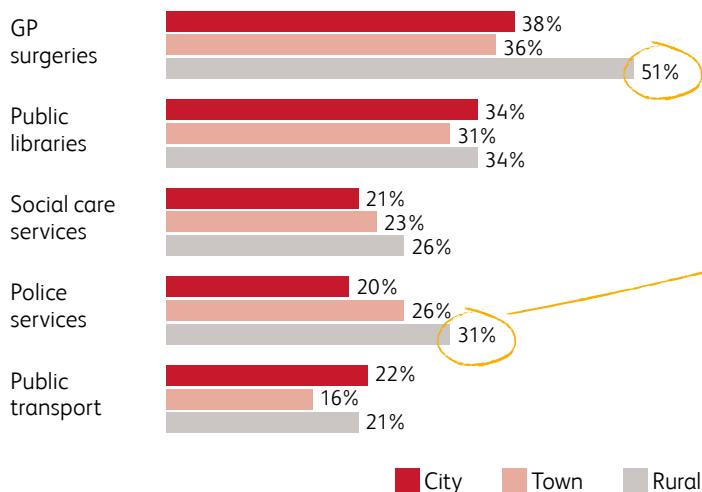
### FOCUS ON PLACE

#### Experiences of kindness in communities by place ("strongly agree")



Respondents from rural areas were much more likely than counterparts in cities and towns to consider their communities to be kind.

#### Experiences of kindness when using public services by place ("strongly agree")

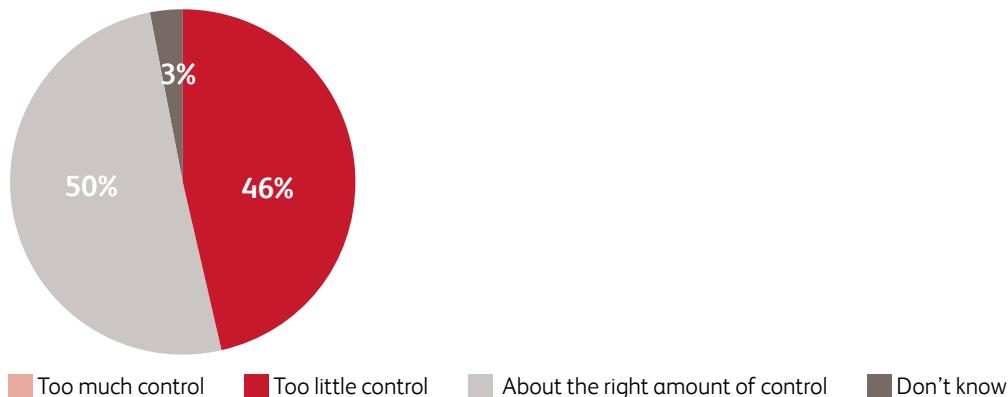


England's rural population also experience 'kinder' services from GPs and the police.

## PUBLIC ENGAGEMENT

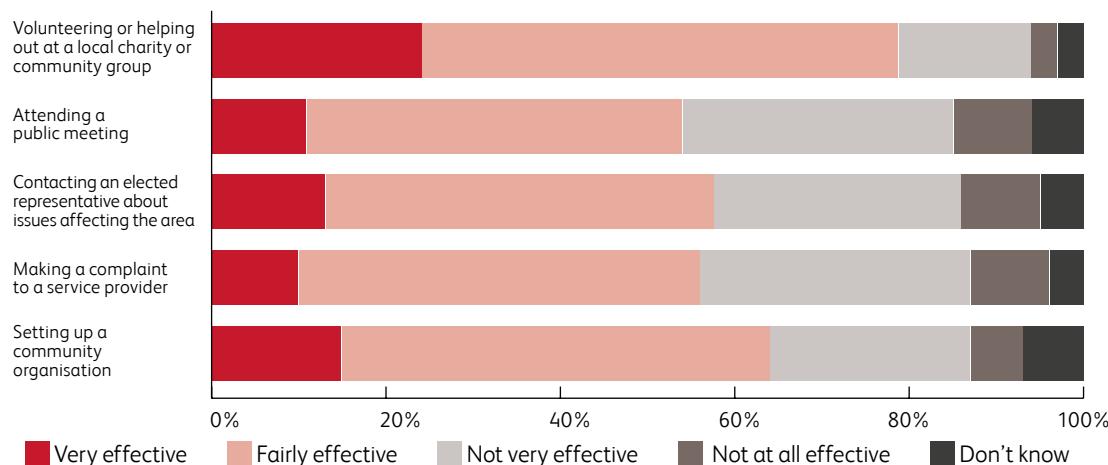
### THE BIG PICTURE

#### Feelings of control over public services



#### Attitudes towards public engagement

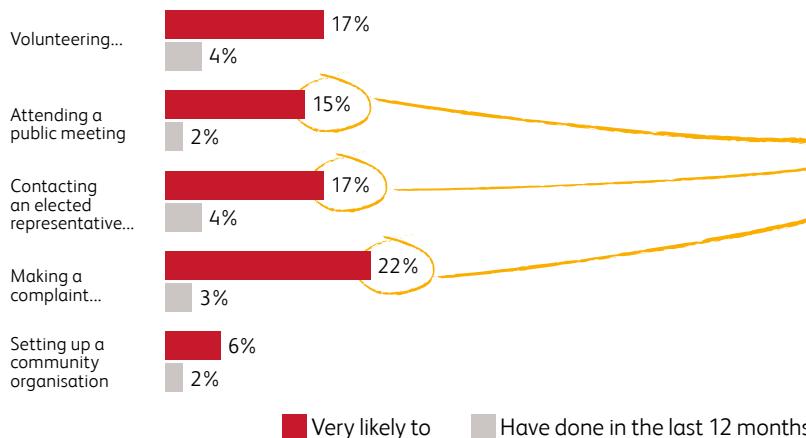
If you wanted to improve something about your local area, how effective do you think each of the following approaches would be?



English respondents were the least likely to consider each form of public engagement to be very effective.

#### Public engagement behaviours

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

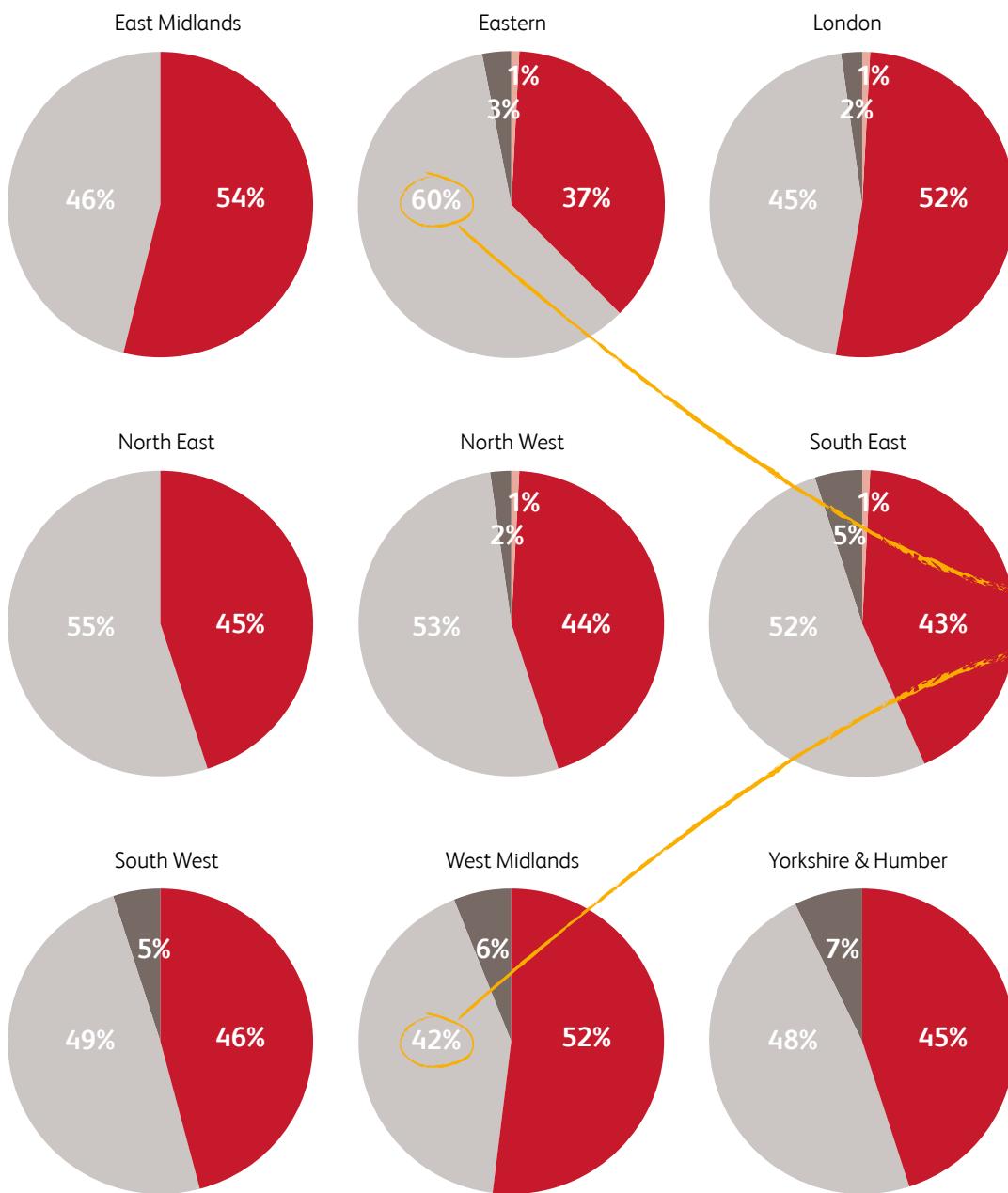


More people consider themselves likely to do certain public engagement activities, even though they don't think they will be very effective.

## PUBLIC ENGAGEMENT

### REGIONAL FOCUS

Feelings of control over public services by region



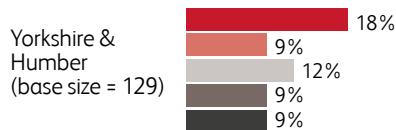
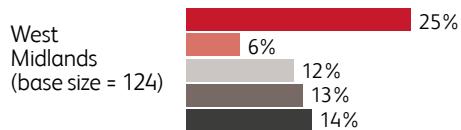
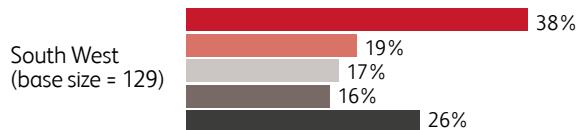
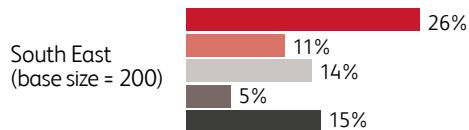
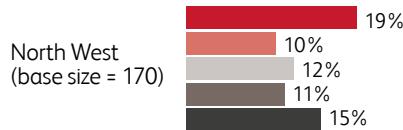
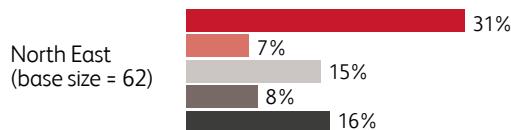
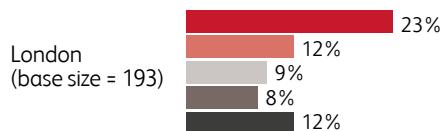
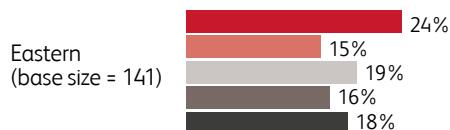
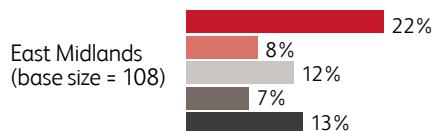
People in Eastern England were the most satisfied with their control over public services; and those in West Midlands the least.

 Too much control  
  Too little control  
  About the right amount of control  
  Don't know

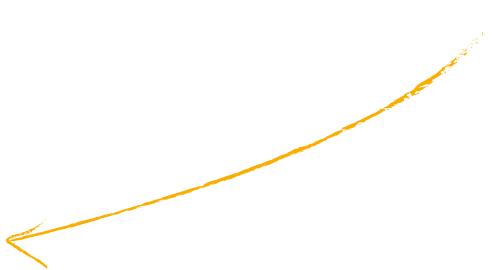
## PUBLIC ENGAGEMENT

### REGIONAL FOCUS

#### Attitudes towards public engagement by region (“very effective”)



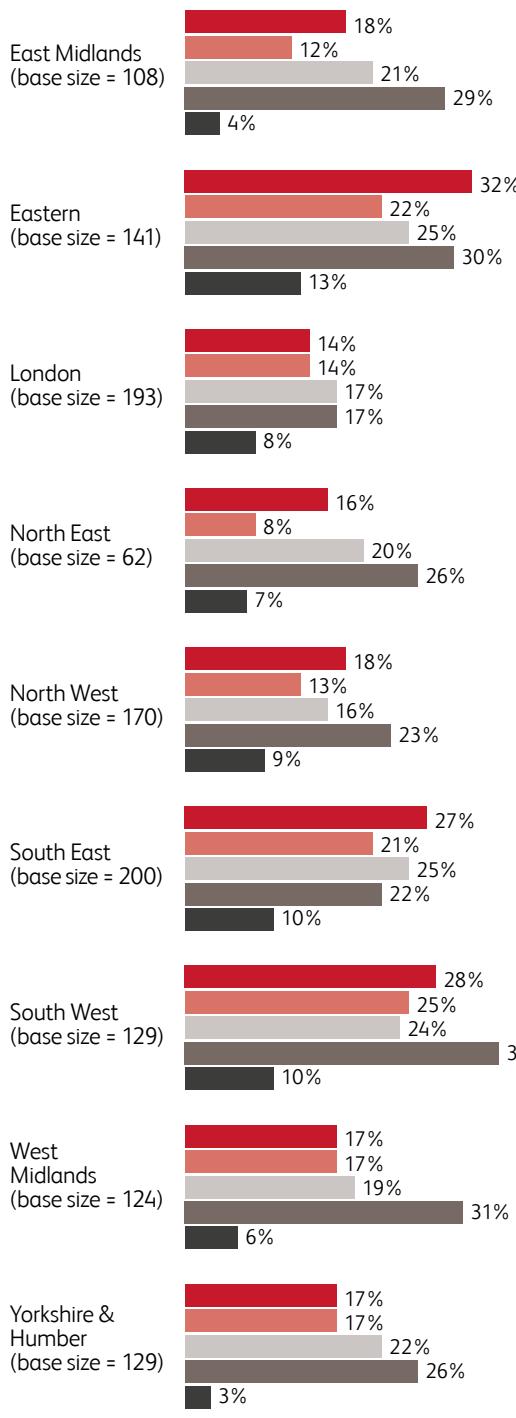
People in the South west are most likely to think volunteering and setting up a community organisation can be effective...



## PUBLIC ENGAGEMENT

### REGIONAL FOCUS

Public engagement behaviours by region (“very likely to” and “have done”)



...but those in Eastern England consider themselves more likely to actually do those activities.

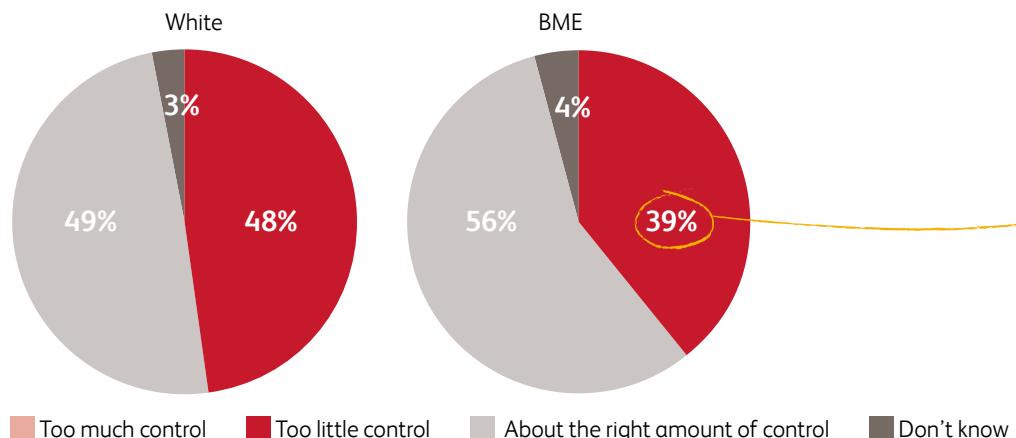
 Volunteering...  
 Attending a public meeting...  
 Contacting an elected representative...

 Making a complaint...  
 Setting up a community organisation...

## PUBLIC ENGAGEMENT

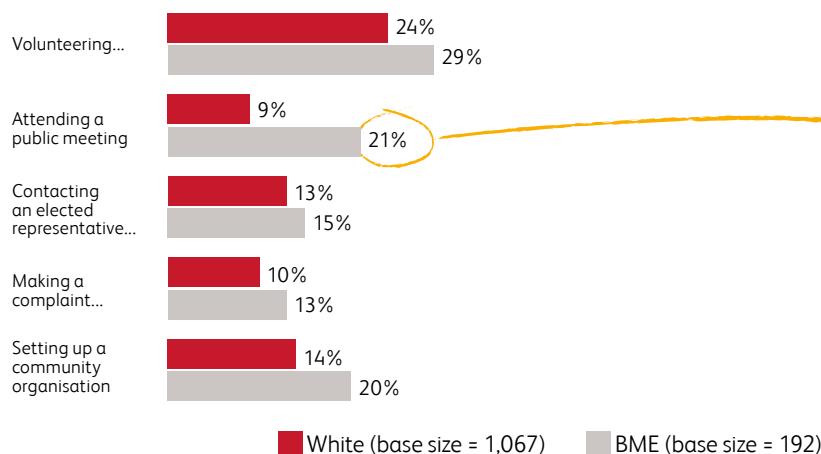
### FOCUS ON ETHNICITY

#### Feelings of control over public services by ethnicity



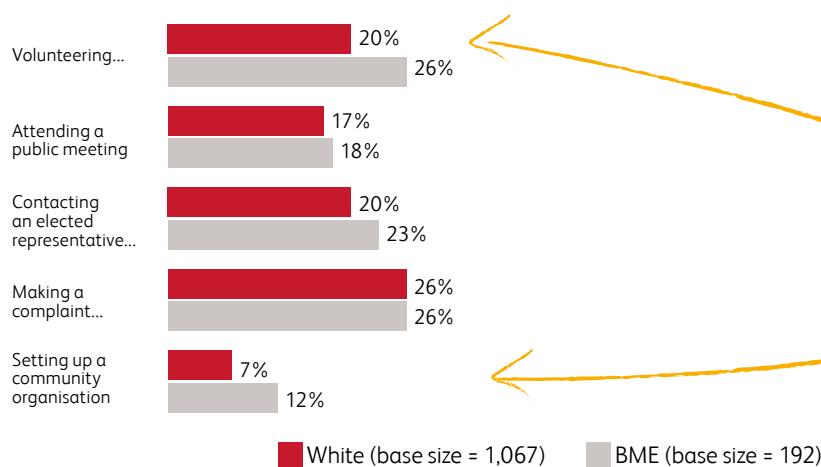
BME respondents were much less likely to feel they had too little control over public services.

#### Attitudes towards public engagement by ethnicity ("very effective")



People from BME communities in England were far more likely to consider public meetings to be very effective...

#### Public engagement behaviours by ethnicity ("very likely to" and "have done")

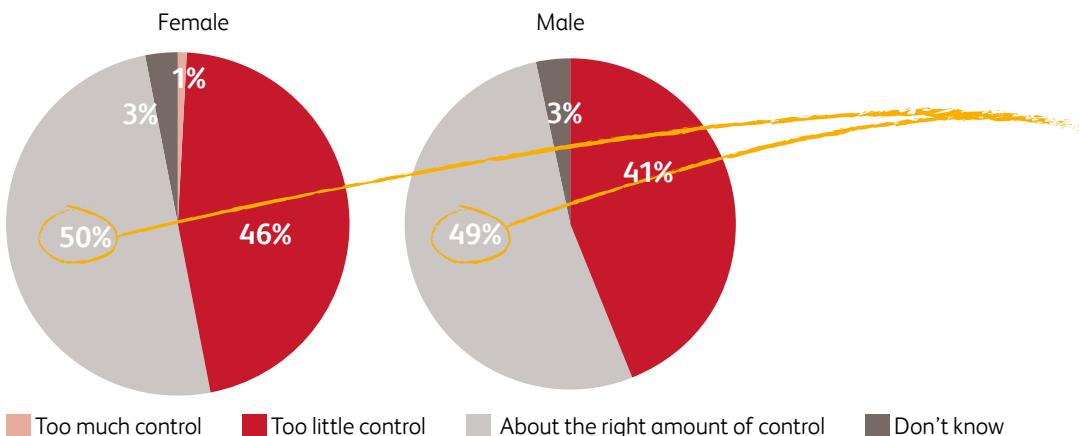


...but when it comes to behaviours, the biggest differences were in volunteering and setting up a community organisation.

## PUBLIC ENGAGEMENT

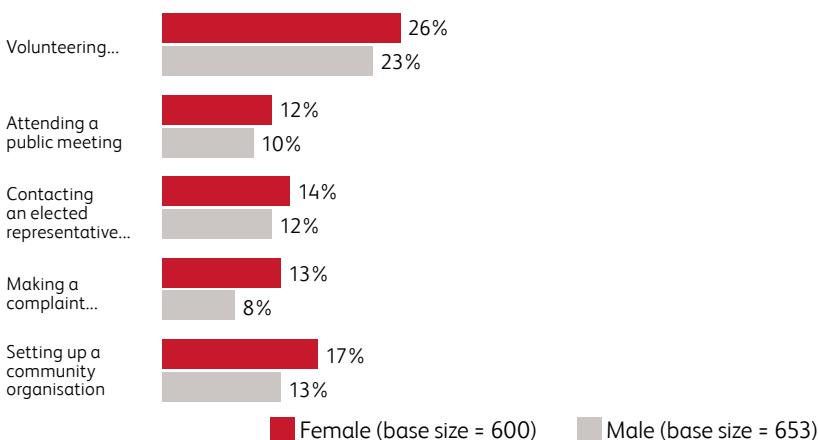
### FOCUS ON GENDER

#### Feelings of control over public services by gender



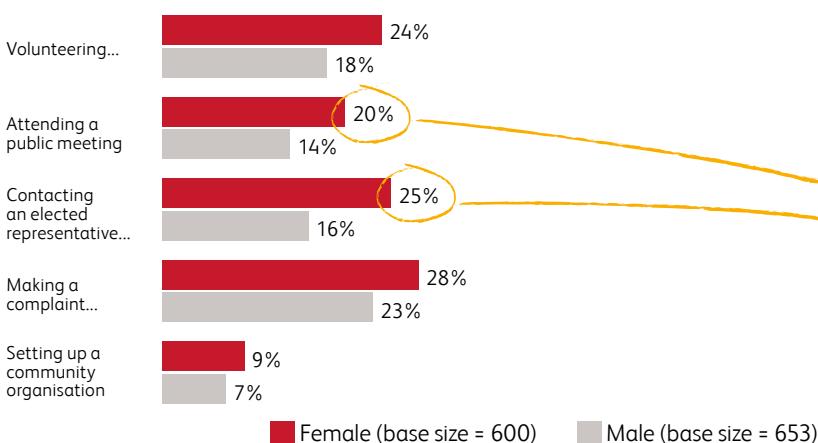
There were no major differences in feelings of control by gender...

#### Attitudes towards public engagement by gender ("very effective")



...but women tend to think more favourably about various forms of public engagement.

#### Public engagement behaviours by gender ("very likely to" and "have done")

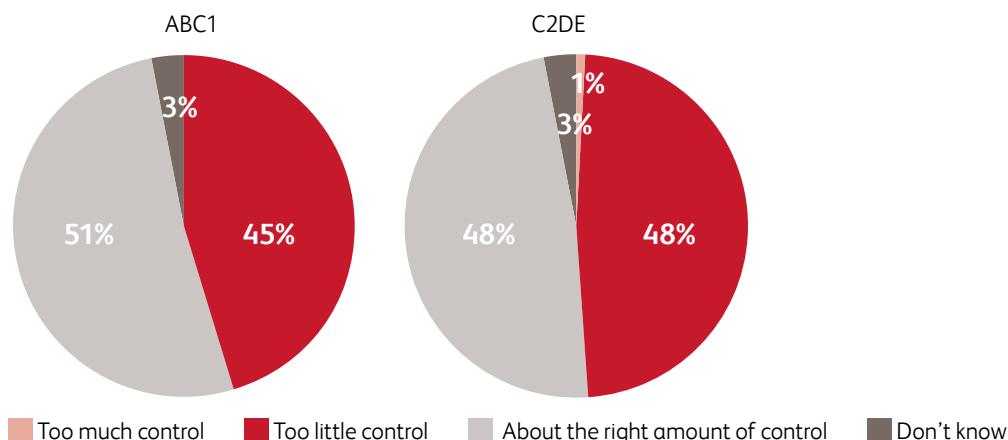


Similar to the rest of the UK and Ireland, women are more likely to do various public engagement activities; particularly, contacting local officials and participating in public forums.

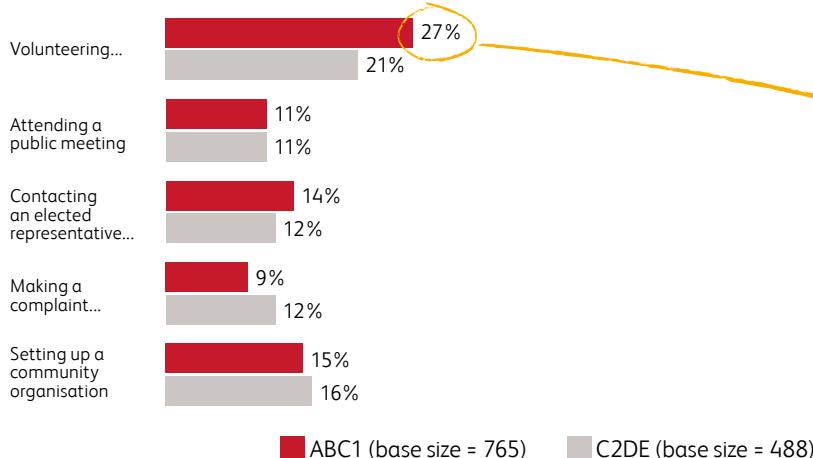
## PUBLIC ENGAGEMENT

### FOCUS ON SOCIAL GRADE

#### Feelings of control over public services by social grade

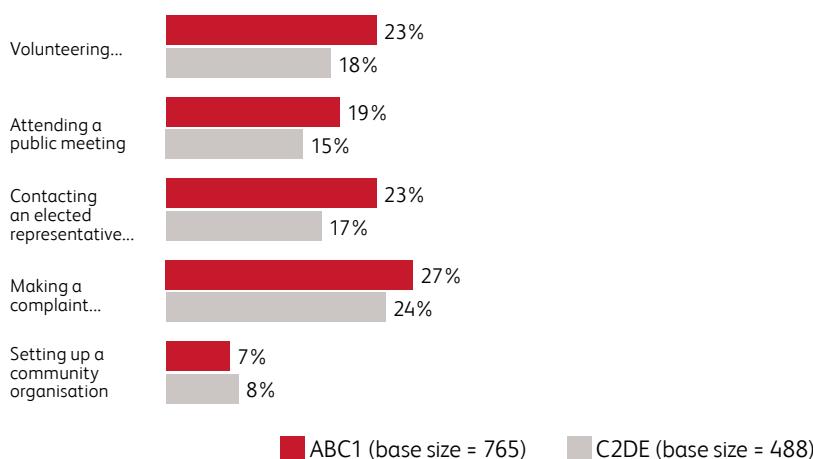


#### Attitudes towards public engagement by social grade (“very effective”)



There were few clear patterns to feelings of control and attitudes towards public engagement; but ABC1 respondents were more likely to consider volunteering to be very effective.

#### Public engagement behaviours by social grade (“very likely to” and “have done”)

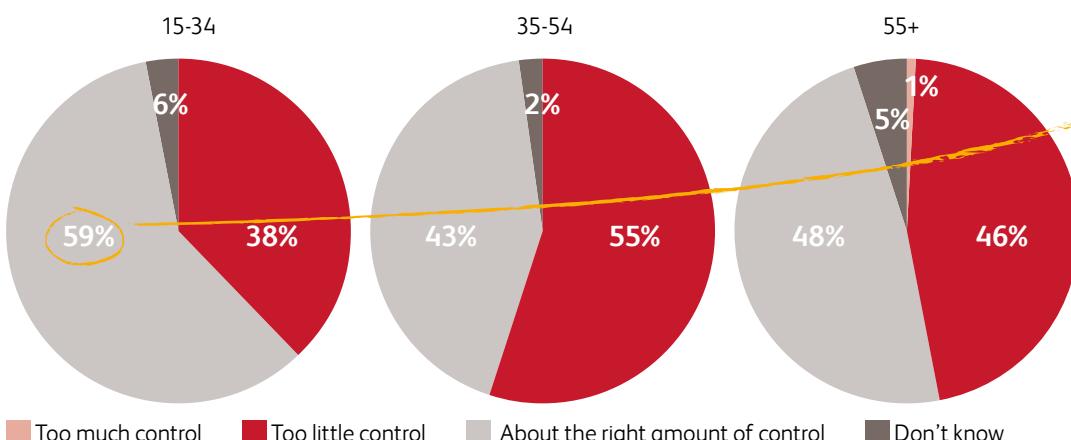


In England (unlike the rest of the UK and Ireland) higher social grades appear more likely to do public engagement activities.

## PUBLIC ENGAGEMENT

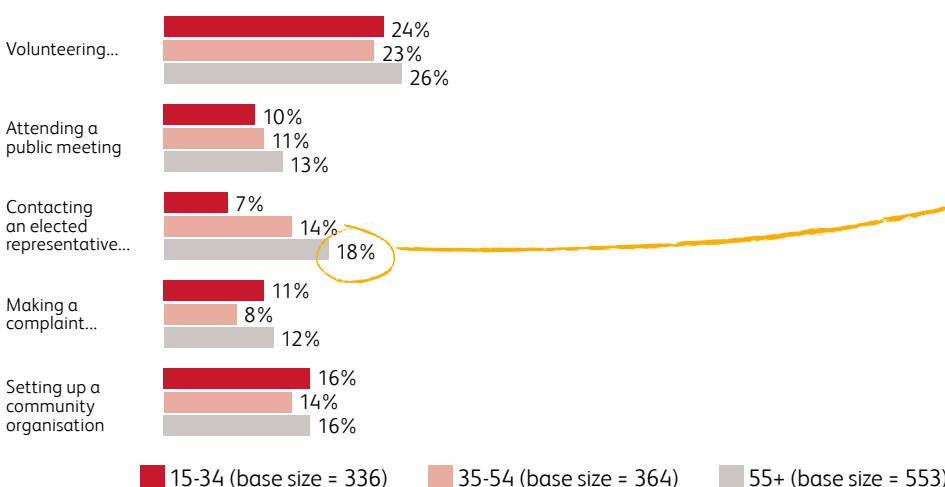
### FOCUS ON AGE

#### Feelings of control over public services by age



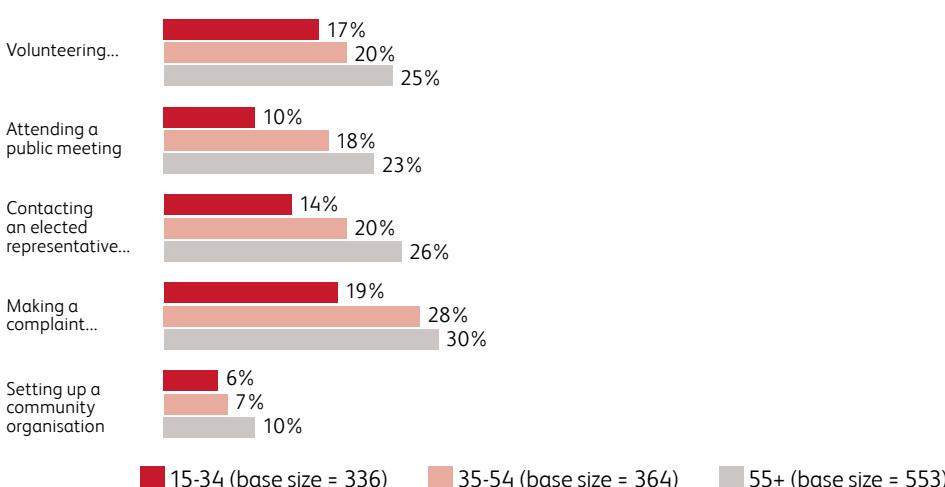
More young people in England feel they have the right amount of control over public services than anywhere else in the UK and Ireland.

#### Attitudes towards public engagement by age ("very effective")



Similar to Scotland and Wales, older age groups appear to feel more positive about contacting elected representatives.

#### Public engagement behaviours by age ("very likely to" and "have done")

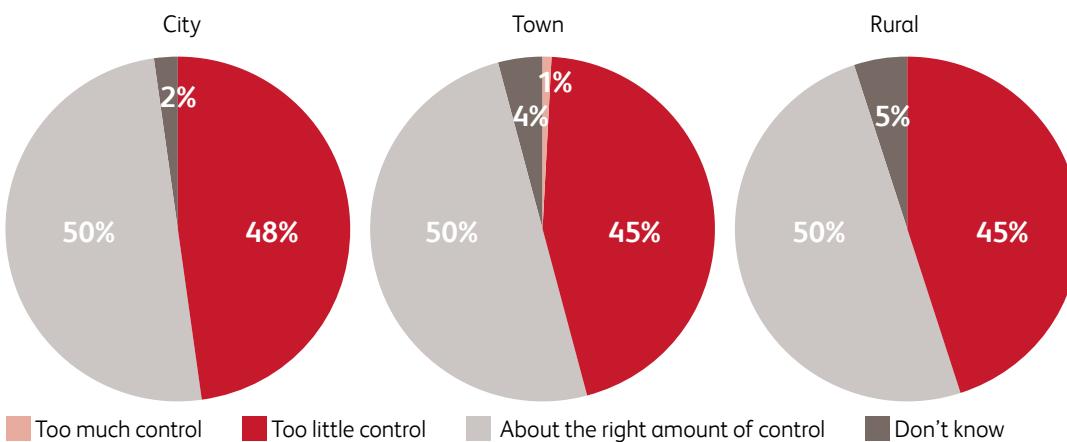


While there were few clear differences in attitudes towards public engagement, older age groups were more likely to carry out public engagement.

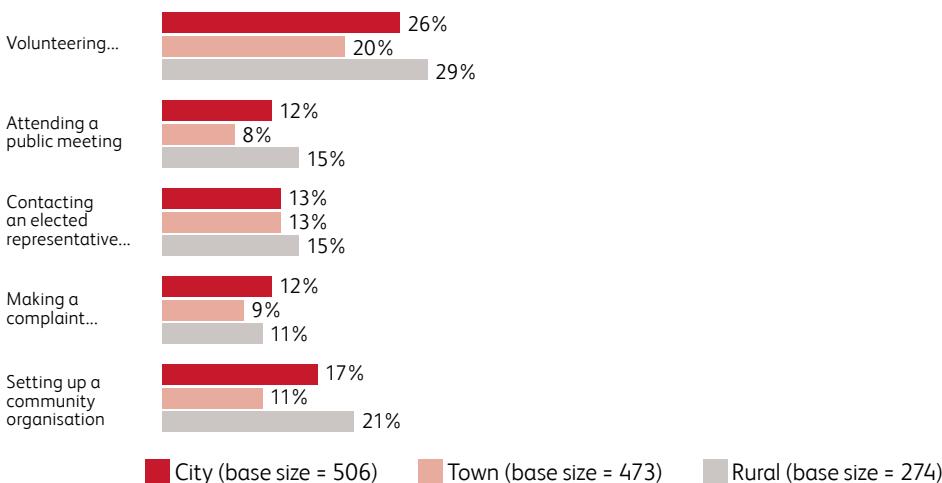
## PUBLIC ENGAGEMENT

### FOCUS ON PLACE

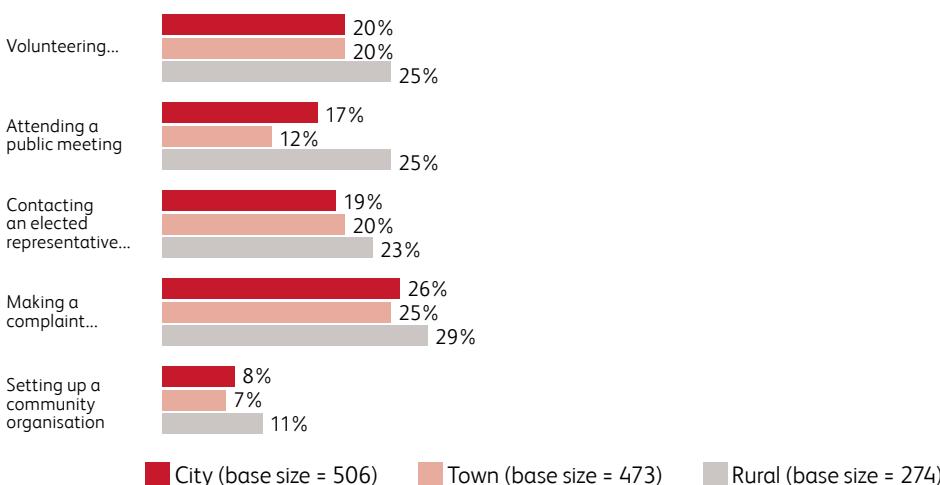
#### Feelings of control over public services by place



#### Attitudes towards public engagement by place ("very effective")



#### Public engagement behaviours by place ("very likely to" and "have done")



There were few significant variations by place, in England, although people in rural areas appear more likely to do certain public engagement activities.

The Carnegie UK Trust works to improve the lives of people throughout the UK and Ireland, by changing minds through influencing policy, and by changing lives through innovative practice and partnership work. The Carnegie UK Trust was established by Scots-American philanthropist Andrew Carnegie in 1913.

**Andrew Carnegie House**

**Pittencrieff Street**

**Dunfermline**

**KY12 8AW**

**Tel: +44 (0)1383 721445**

**Fax: +44 (0)1383 749799**

**Email: [info@carnegieuk.org](mailto:info@carnegieuk.org)**

**[www.carnegieuktrust.org.uk](http://www.carnegieuktrust.org.uk)**

This report was written by Ben Thurman and Jennifer Wallace

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