

COUNTRY FACTSHEET

Quantifying kindness, public engagement and place

Experiences of people in Wales

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 Wales, where **1,011 adults** over the age of 16 were included in the poll. Where relevant, comparison is made with data from other jurisdictions.



DATA FROM OTHER JURISDICTIONS

Factsheets for England, Ireland, Northern Ireland and Scotland, 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.



THE PICTURE IN WALES

When asked to self-identify where they live, ‘village’ and ‘town’ are the most popular description of place in Wales. Two out of five people in Wales live in a town, and another two out of five in rural communities, with only a fifth living in cities.

Most people in Wales experience kindness in their communities and reciprocate this in their behaviours. Fewer people feel strongly about this, but still most people “strongly agree” that they make time to speak to their neighbours (53%) and that they could rely on someone in their neighbourhood for practical help (54%) or to keep an eye on their home if they were away (63%).

There is a similar picture with respect to public services: more than 85% generally agree that people are treated with kindness by police, social care and public transport, but less than a third feel strongly about this. Despite this, half of people in Wales feel that they have the right amount of control over public services.

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 WALES COMPARES

The Welsh town population is comparable with the rest of the UK (excluding Ireland), but there is a much more pronounced urban: rural split. Wales has the largest proportion of people living in rural communities out of any jurisdiction in the survey, and the smallest proportion of people who identify as living in cities.

Respondents in Wales reported similar levels of kindness to those in Ireland and Northern Ireland, with around half of people strongly agreeing that they give and receive support. Reported levels of kindness were higher than those in England, but slightly lower than Scotland.

This comparison holds true with regard to experiences of kindness in public services, where Wales ranks above England, similar to Ireland and Northern Ireland, but below Scotland. Unlike other jurisdictions, where there is an urban-rural pattern to experiences of kindness, in Wales, those living in towns experience the lowest levels of kindness – in both communities and public services.



Wales has the largest proportion of people living in rural communities out of any jurisdiction in the survey, and the smallest proportion of people who identify as living in cities



In Wales, those living in towns experience the lowest levels of kindness – in both communities and public services



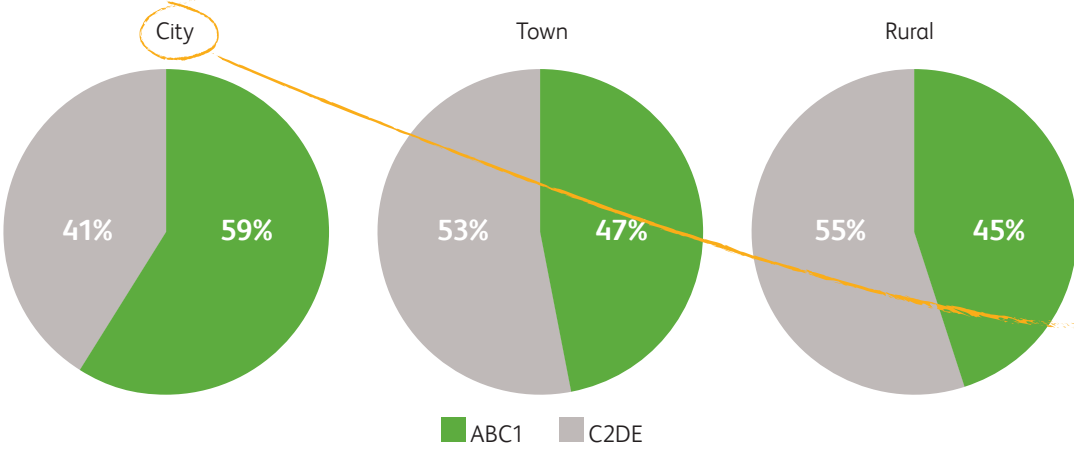
PLACE

Self-identification of place

<p>City – 21%</p>	Large city	8%
	Suburb or outskirts of large city	8%
	Small city	5%
<p>Town – 37%</p>	Town	37%
	Village	39%
<p>Rural – 42%</p>	Countryside	3%

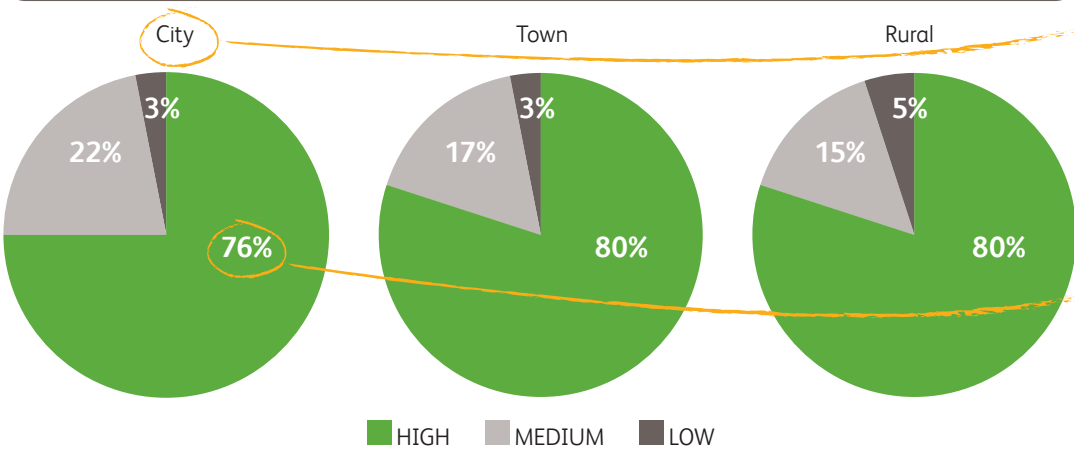
wales has the smallest city population and largest rural population of any jurisdiction in the UK and Ireland.

Self-identification of place by social grade



People in cities were more affluent than those in towns and rural areas...

Self-identification of place by life satisfaction



...but they report lower levels of life satisfaction than those in towns and villages.

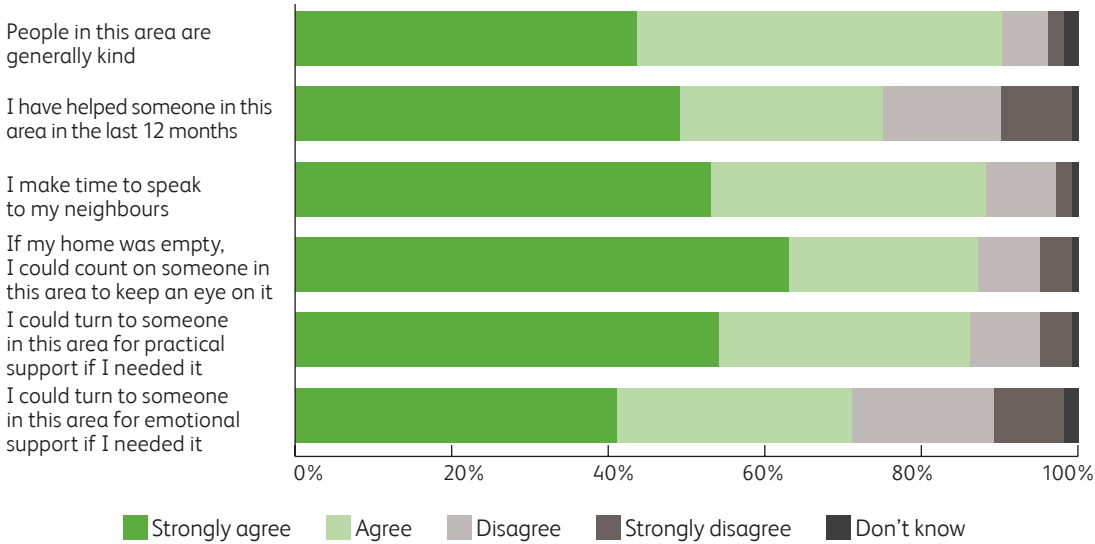
Citydwellers in wales had the lowest levels of life satisfaction of any place in the UK and Ireland.

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

THE BIG PICTURE

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

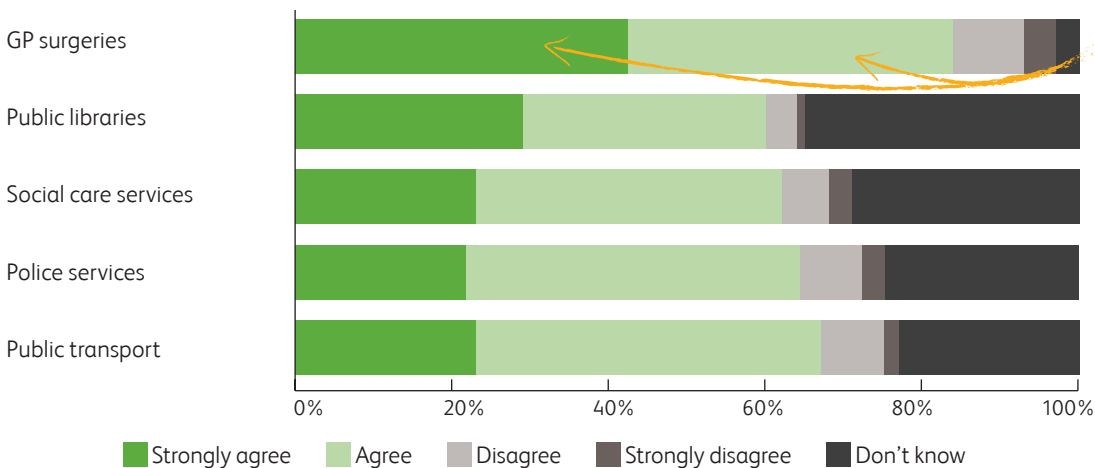
Thinking about your local area, and not including family members or anyone you live with, to what extent do you agree or disagree with the following?



Like the rest of the survey, most people in Wales generally experience kindness, but the numbers who feel strongly about this are much smaller.

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...



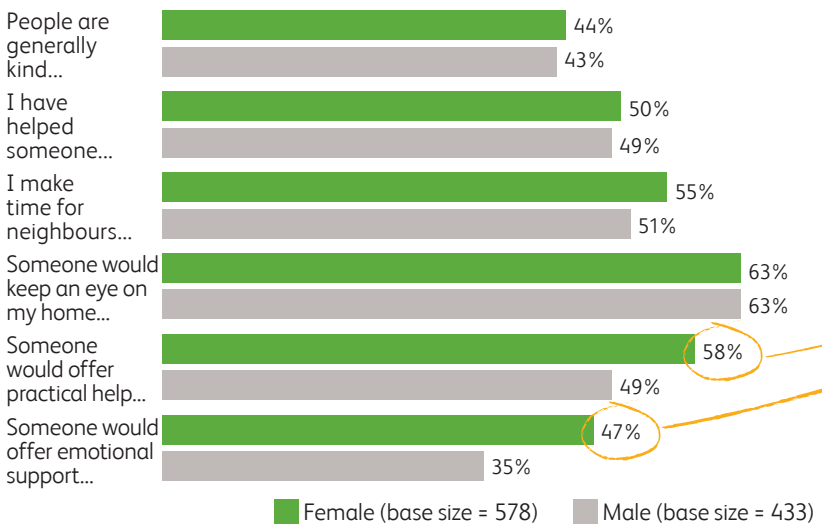
In Wales, the proportion of people who experience kindness from GP surgeries is lower than everywhere except for England.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

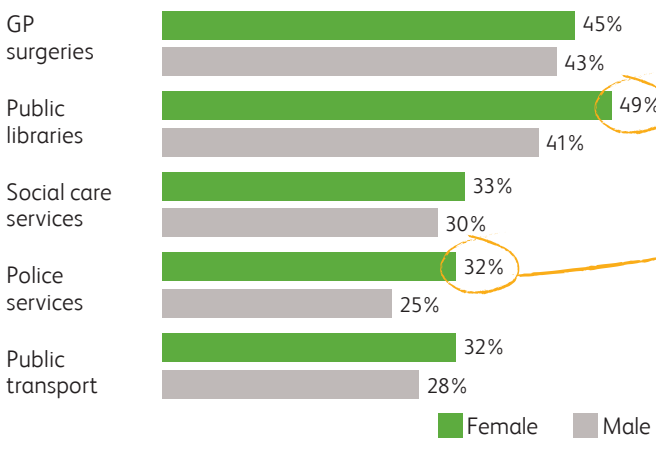
FOCUS ON GENDER

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



women in wales are more likely to feel they have someone to turn to for support.

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



women report higher levels of kindness when using police and public library services in wales.

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.

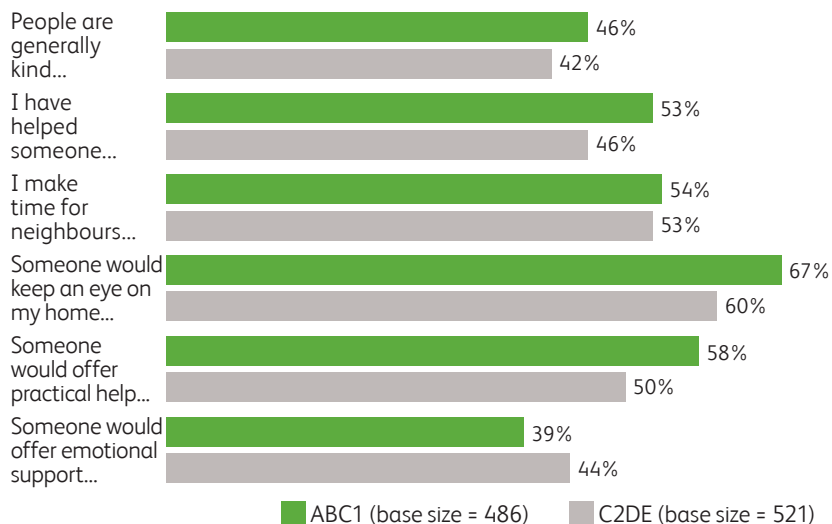
When we looked at kindness in public services we wanted to report on actual experiences, and so the base size excludes those who responded “don’t know” at each individual category.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

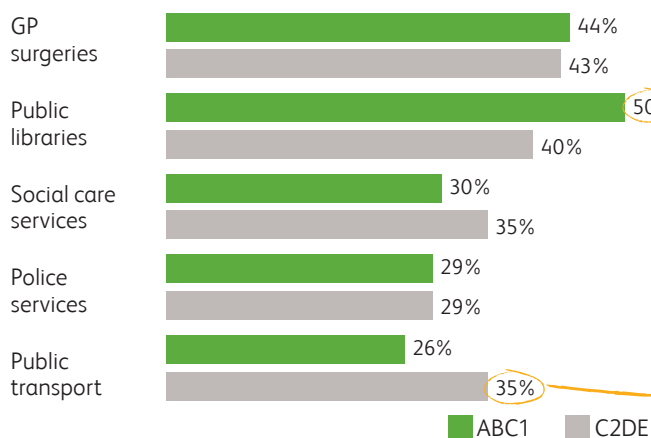
FOCUS ON SOCIAL GRADE

Experiences of kindness in communities by social grade ("strongly agree")



In general, experiences of kindness are greater among higher social grades.

Experiences of kindness when using public services by social grade ("strongly agree")



In Wales, higher social grades were more likely to experience kindness in public libraries – this is comparable to England, but in Scotland and Northern Ireland the reverse was true.

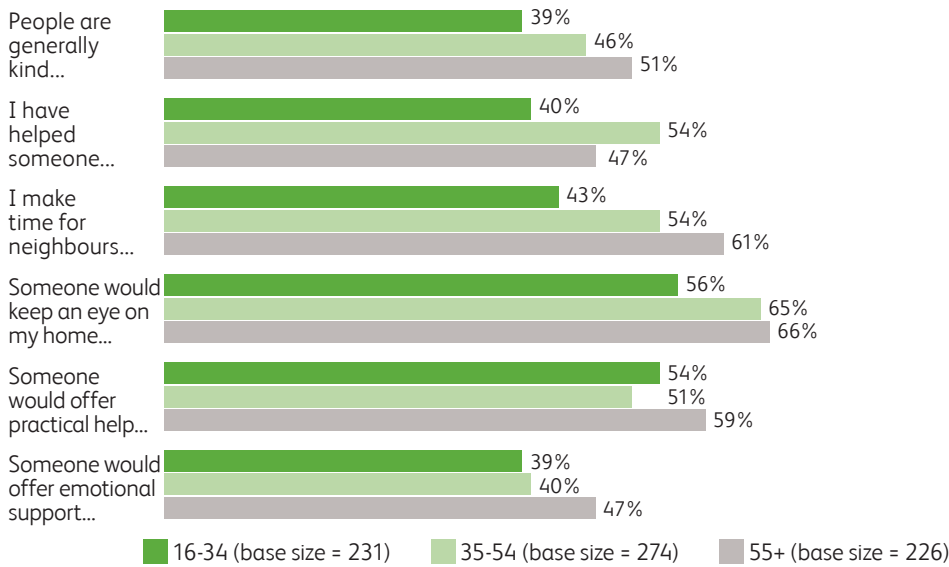
When using public transport (and social care services), C2DE's experience higher levels of kindness.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

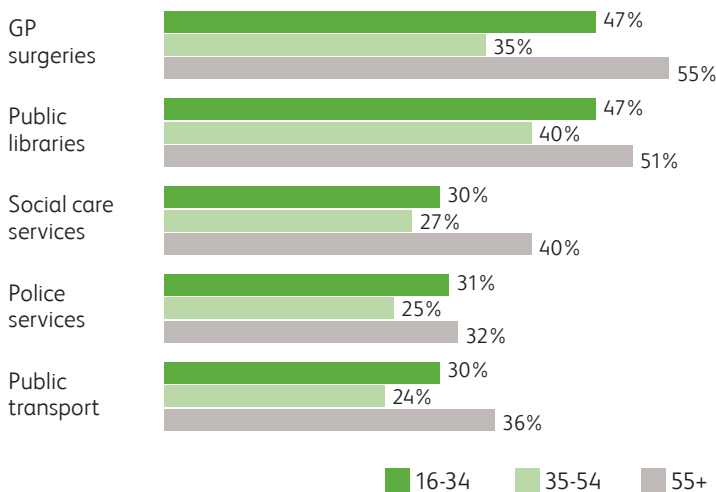
FOCUS ON AGE

Experiences of kindness in communities by age group (“strongly agree”)



Experiences of Kindness tend to increase by age group – although those in ‘middle age’ are more likely to have helped someone in the last 12 months.

Experiences of kindness when using public services by age group (“strongly agree”)



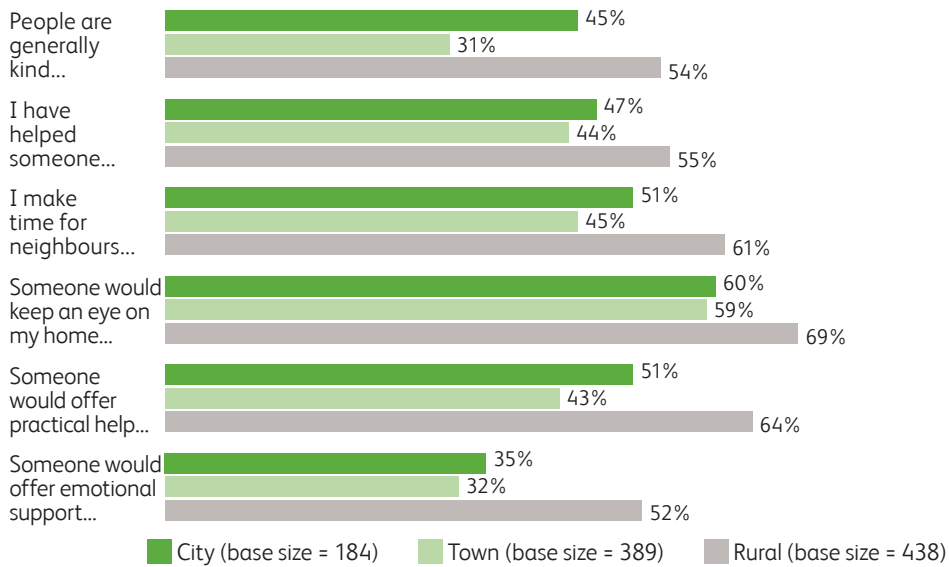
unlike other jurisdictions, in Wales older people and younger age groups experience ‘Kinder’ services than those in ‘middle age’.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

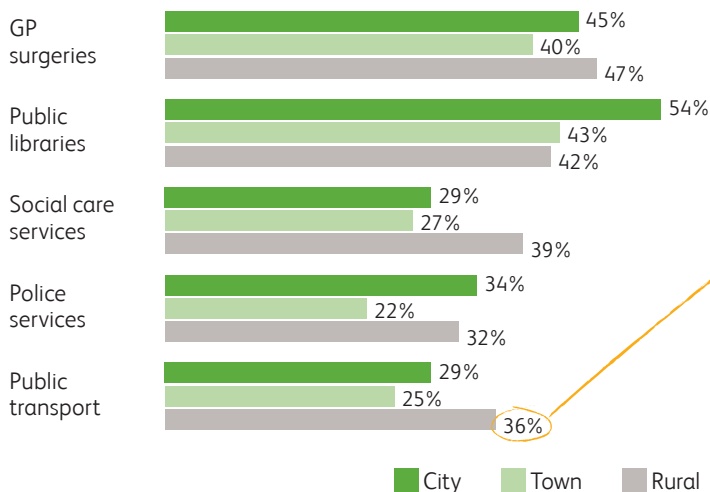
FOCUS ON PLACE

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



Town-dwellers were the least likely to experience kindness in their community.

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



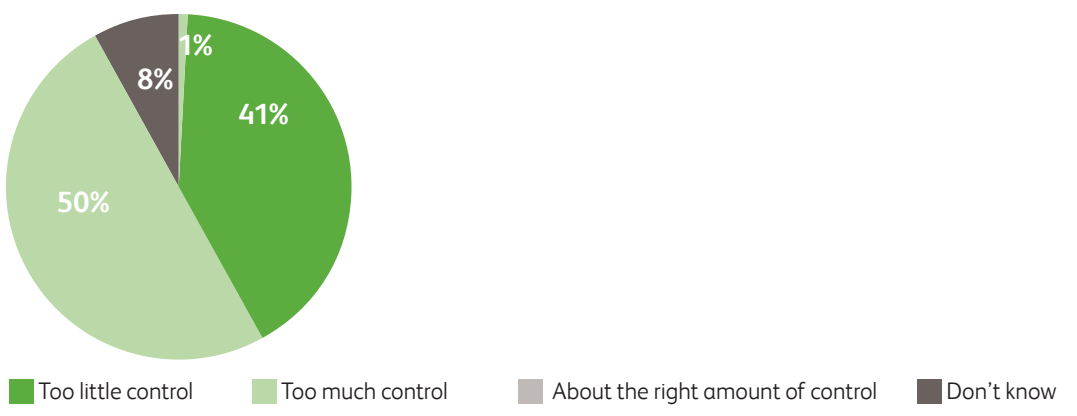
Wales had the 'kindest' rural public transport out of any jurisdiction in the UK and Ireland.



PUBLIC ENGAGEMENT

THE BIG PICTURE

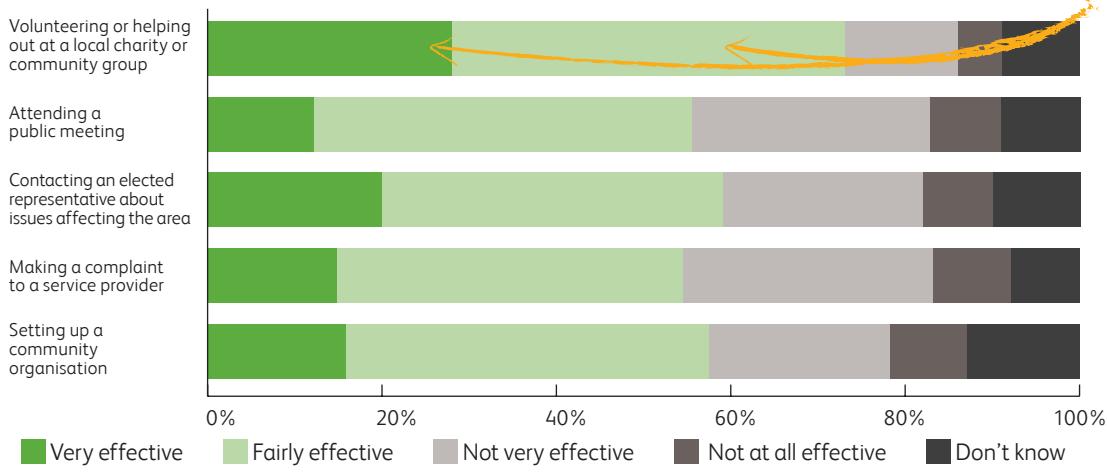
Feelings of control over public services



Exactly half of the Welsh population feel that they have the right amount of control over public services.

Attitudes towards public engagement

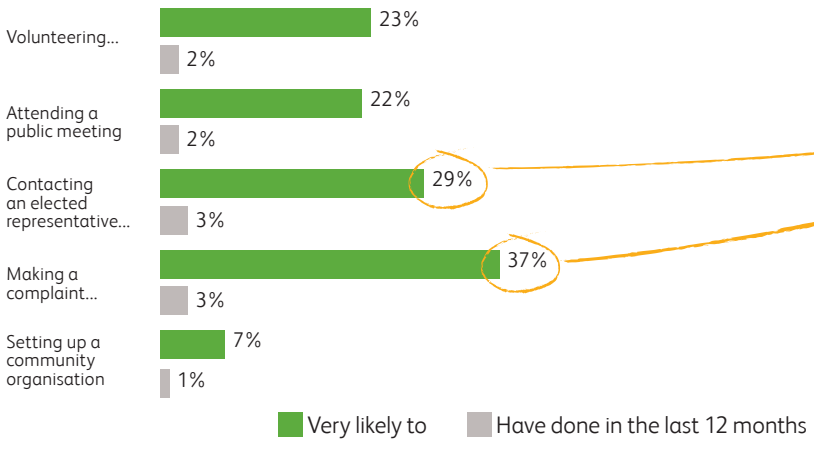
If you wanted to improve something about your local area, how effective do you think each of the following approaches would be?



People in Wales consider volunteering to be the most effective form of public engagement...

Public engagement behaviours

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

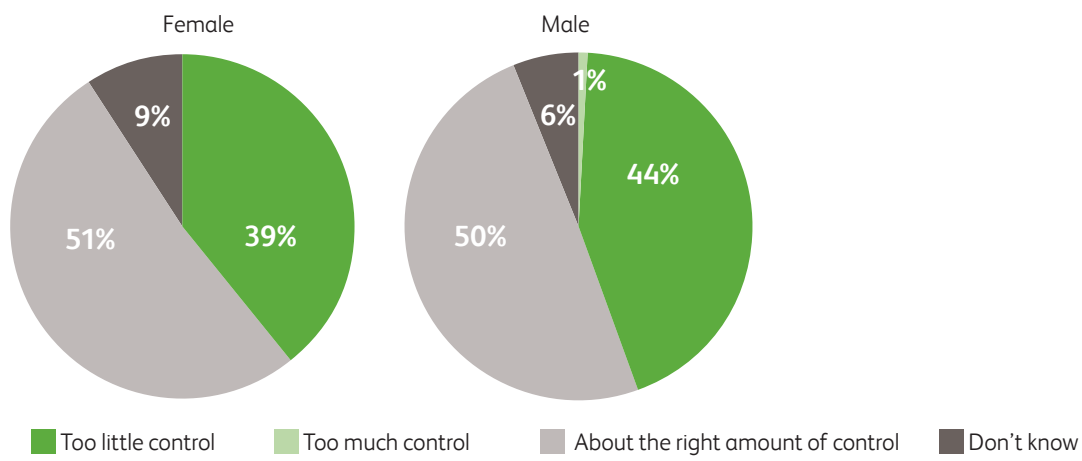


...but they are more likely to make a complaint or contact an elected representative.

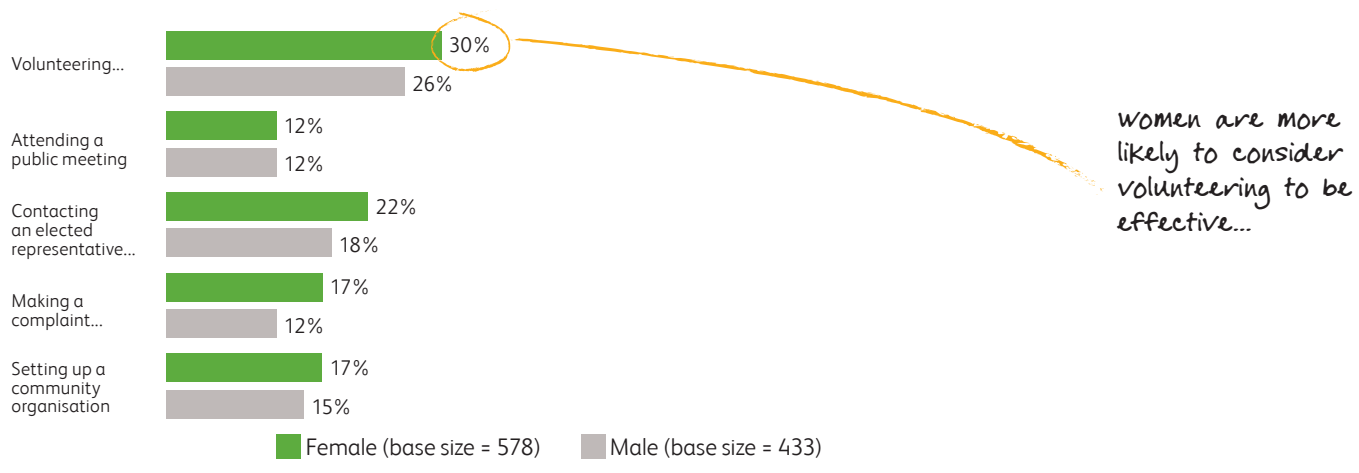
PUBLIC ENGAGEMENT

FOCUS ON GENDER

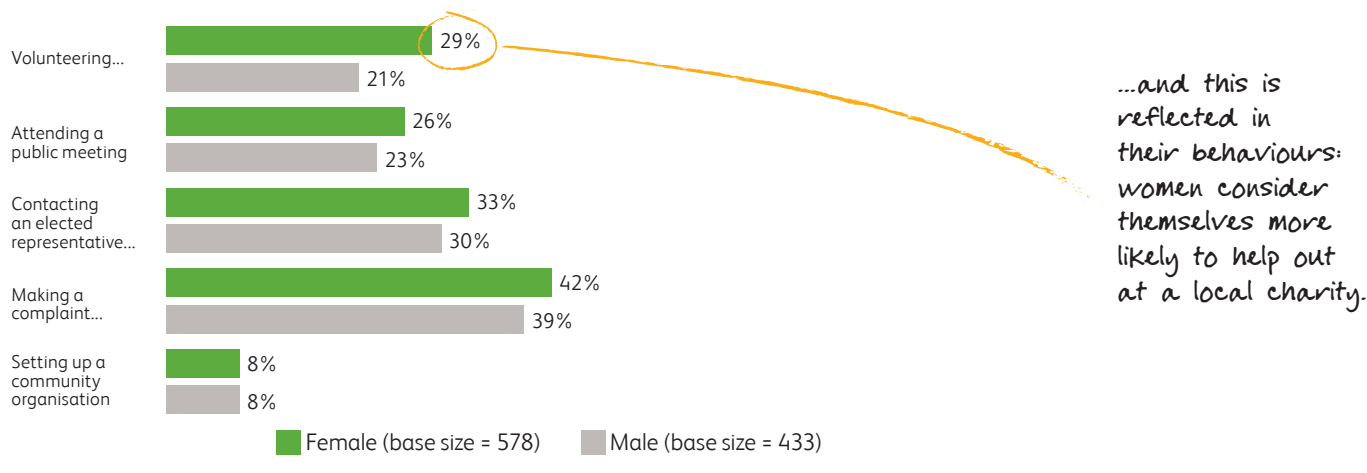
Feelings of control over public services by gender



Attitudes towards public engagement by gender (“very effective”)



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

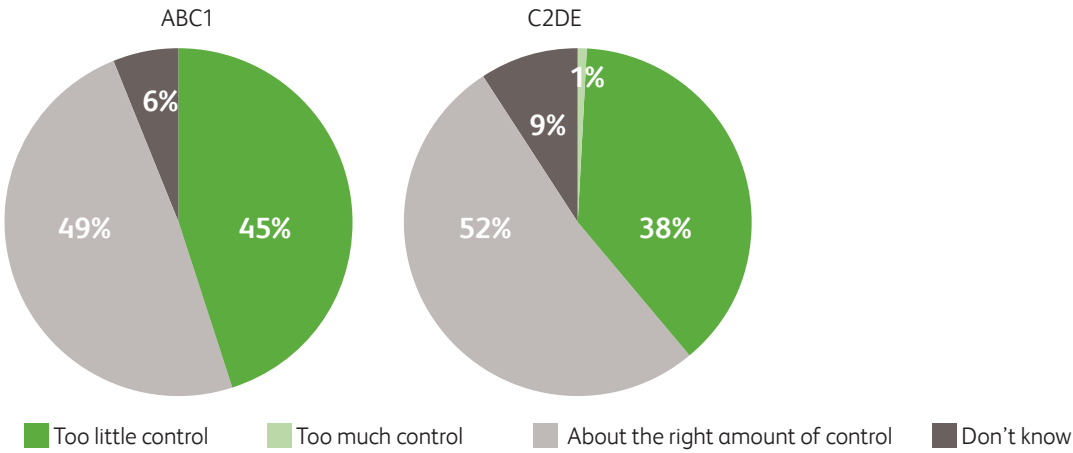




PUBLIC ENGAGEMENT

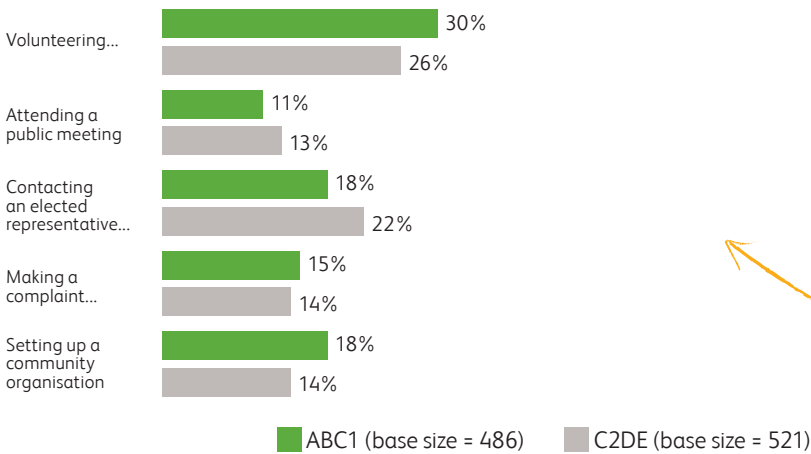
FOCUS ON SOCIAL GRADE

Feelings of control over public services by social grade



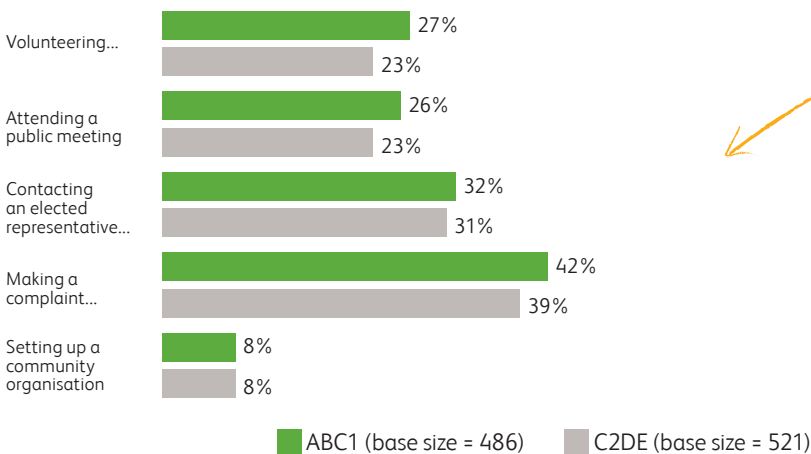
In Wales, higher social grades are less likely to be satisfied with their control over public services.

Attitudes towards public engagement by social grade ("very effective")



However, there is no clear pattern between social grades regarding attitudes and behaviours towards public engagement.

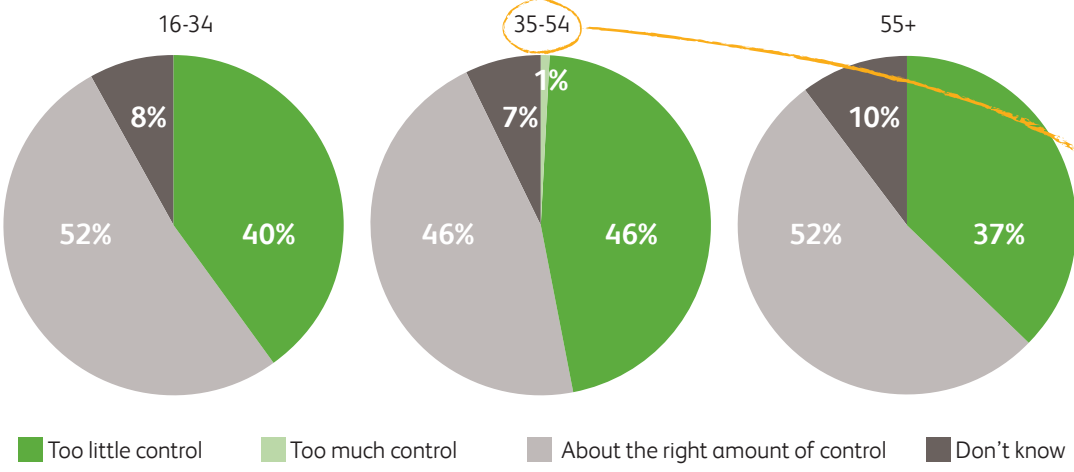
Public engagement behaviours by social grade ("very likely to" and "have done")



PUBLIC ENGAGEMENT

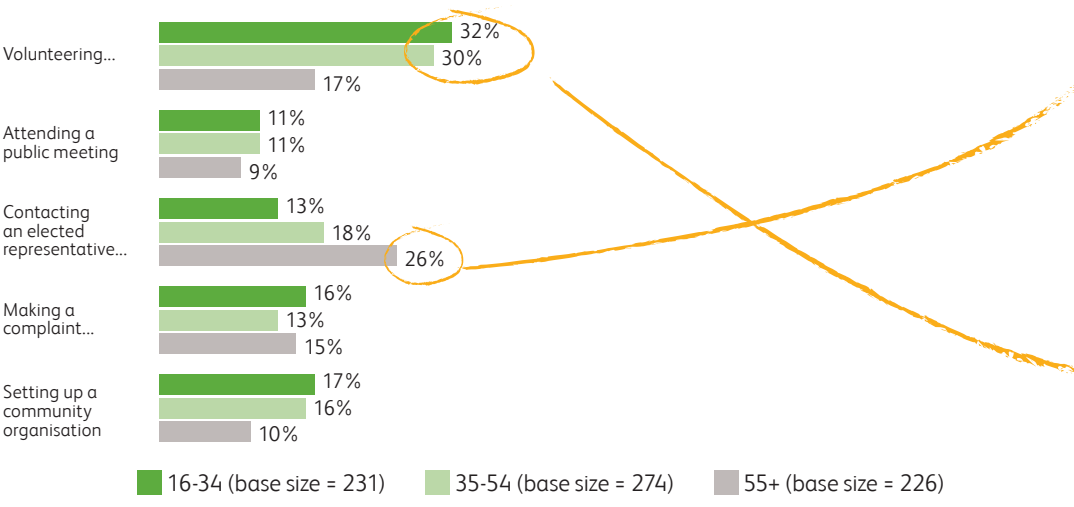
FOCUS ON AGE

Feelings of control over public services by age



In Wales, those in the 'middle age' group are the least likely to be satisfied with the amount of control they have over public services.

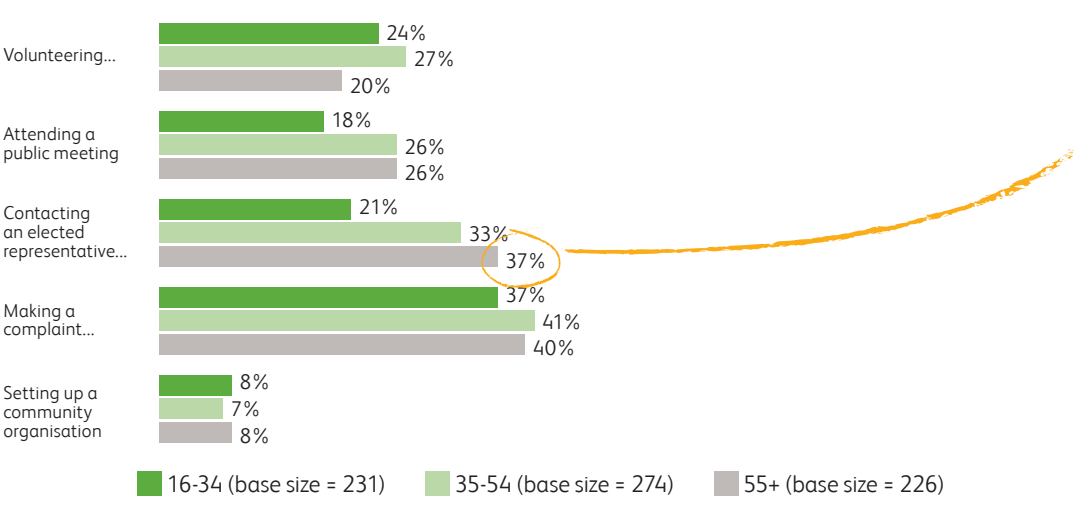
Attitudes towards public engagement by age ("very effective")



Like the rest of the UK and Ireland, older people are most likely to consider contacting an elected representative to be effective...

...but younger age groups think volunteering is a more effective way to improve their local area.

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



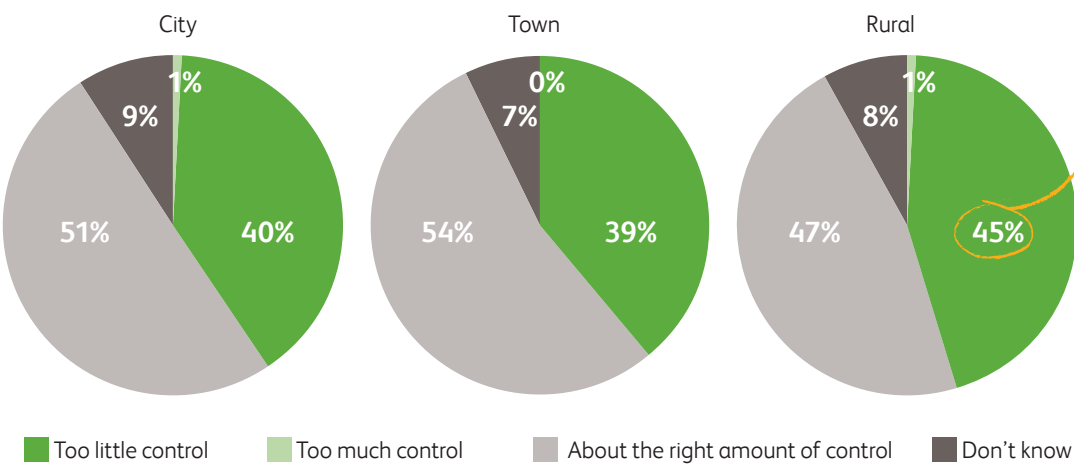
Although only one in four consider it to be very effective, 37% of over-55's consider themselves very likely to contact an elected representative.



PUBLIC ENGAGEMENT

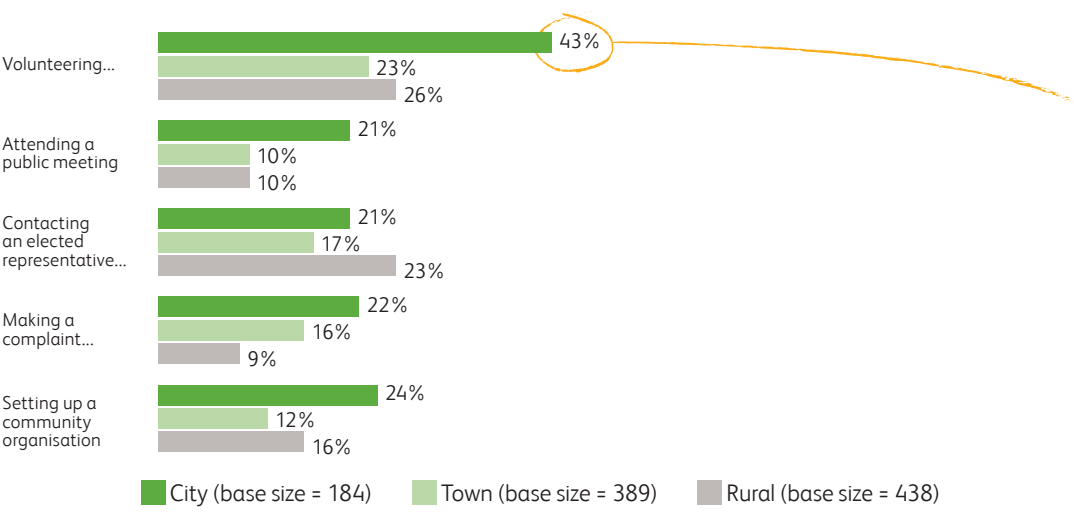
FOCUS ON PLACE

Feelings of control over public services by place



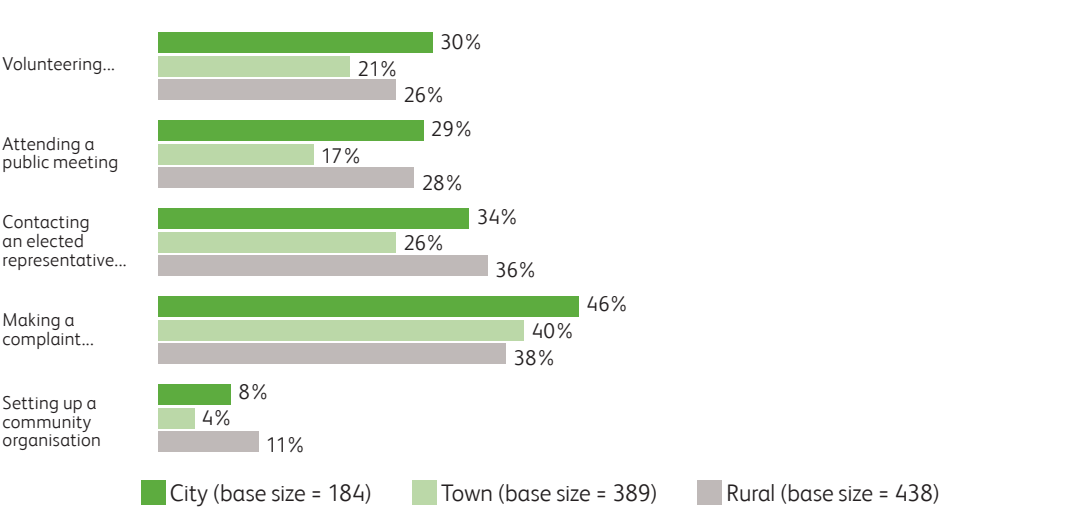
Wales's rural population is most likely to feel they have too little control over public services.

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



People in cities appear most likely to consider public engagement an effective way to improve the local area – especially with regard to volunteering.

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



In Wales, people in towns tend to be less active in terms of public engagement.

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.

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