

COUNTRY FACTSHEET

Quantifying kindness, public engagement and place

Experiences of people in Scotland

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 Scotland, where **1,050 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 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.

THE PICTURE IN SCOTLAND

When asked to self-identify where they live, 'town' is the most common description of place in Scotland. More than one in three people in Scotland live in a town, compared to roughly one in six who live in a large city, in the suburbs, or in a village respectively.

Most people in Scotland experience kindness in their communities and reciprocate this in their behaviours – but fewer people feel strongly about this. There is a similar picture with respect to public services: more than 80% “agree” that people are treated with kindness when using key public services, but less than half “strongly agree” with this statement.

Over half of people in Scotland (51%) feel they have too little control over public services. And, although a majority of people consider various forms of public engagement to be effective, fewer people consider this to be very effective and fewer still report having done so in the past 12 months.

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 SCOTLAND COMPARES

Scotland’s town population is comparable with the rest of the UK (excluding Ireland). The rural-urban split is slightly greater than England and Northern Ireland, but less than in Ireland and Wales, which have large rural populations.

People in Scotland report higher levels of kindness – both giving and receiving – than any other jurisdiction in the UK and Ireland. Almost three quarters of people (72%) strongly agree that they could count on someone in their local area to keep an eye on their home while they were away, and two thirds (64%) report having helped someone who needed it in the last 12 months.

Compared to the rest of the survey, respondents in Scotland were also the most likely to experience kindness when using public libraries, social care services, police services and public transport. Yet they were the least likely to feel that they had the right amount of control over public services.






People in Scotland report higher levels of kindness – both giving and receiving – than any other jurisdiction in the UK and Ireland



Respondents in Scotland were also the most likely to experience kindness when using public libraries, social care services, police services and public transport

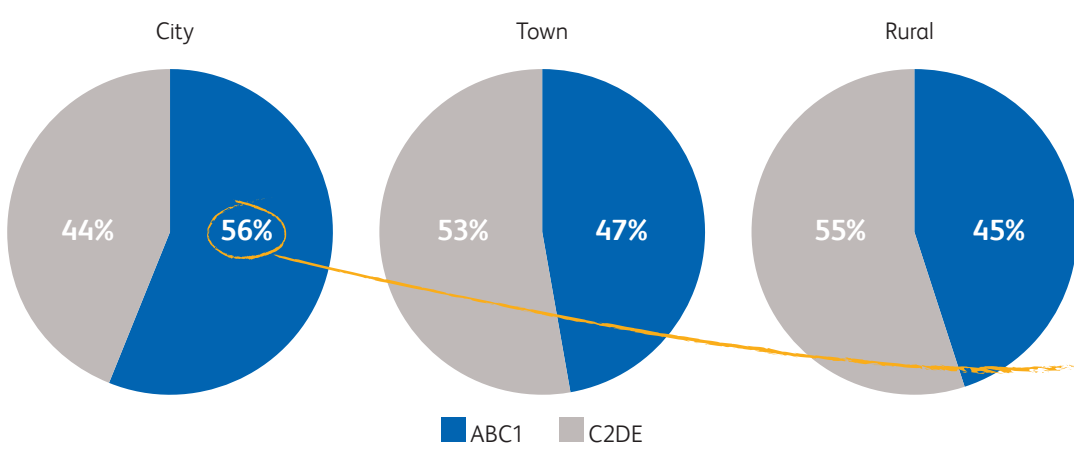
PLACE

Self-identification of place

 City – 36%	Large city	17%
	Suburb or outskirts of large city	15%
	Small city	4%
 Town – 35%	Town	35%
 Rural – 27%	Village	16%
	Countryside	11%

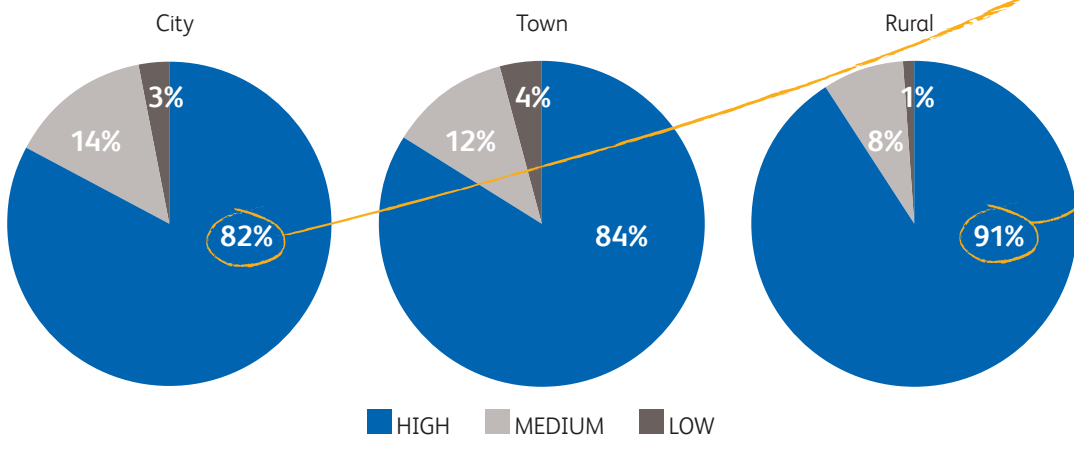
Town is the most common description of place in Scotland.

Self-identification of place by social grade



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

Self-identification of place by life satisfaction



...but they are less likely to report high levels of life satisfaction.

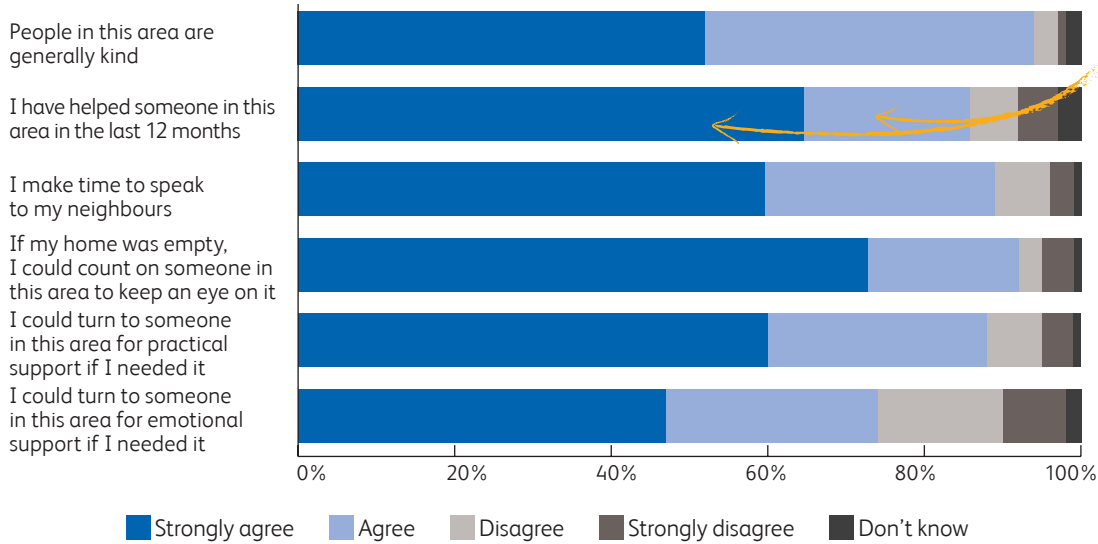
Scotland's rural population report the highest levels of life satisfaction of anywhere in the UK and Ireland.

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

THE BIG PICTURE

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

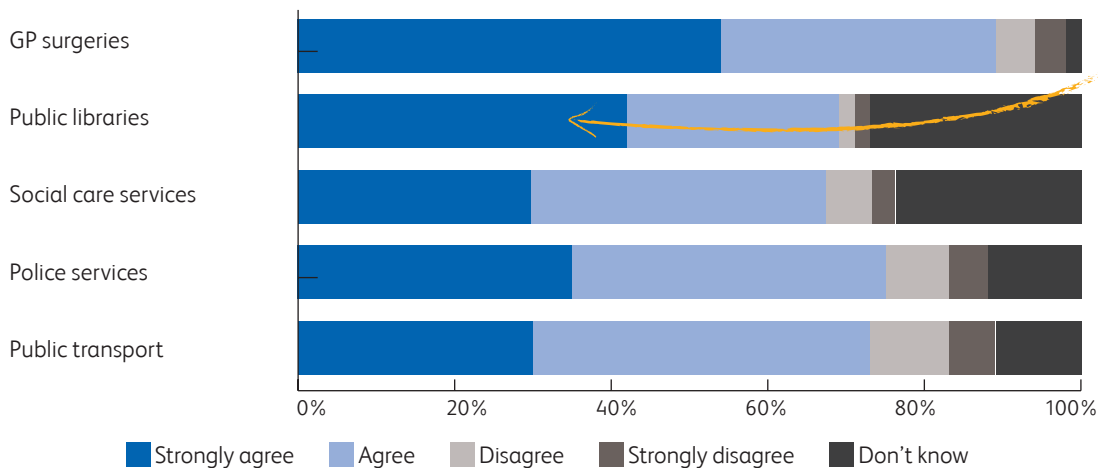
Thinking about your local area, and not including family members or anyone you live with, to what extent do you agree or disagree with the following?



People in Scotland were the most likely to agree and strongly agree with this statement out of the UK and Ireland.

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...

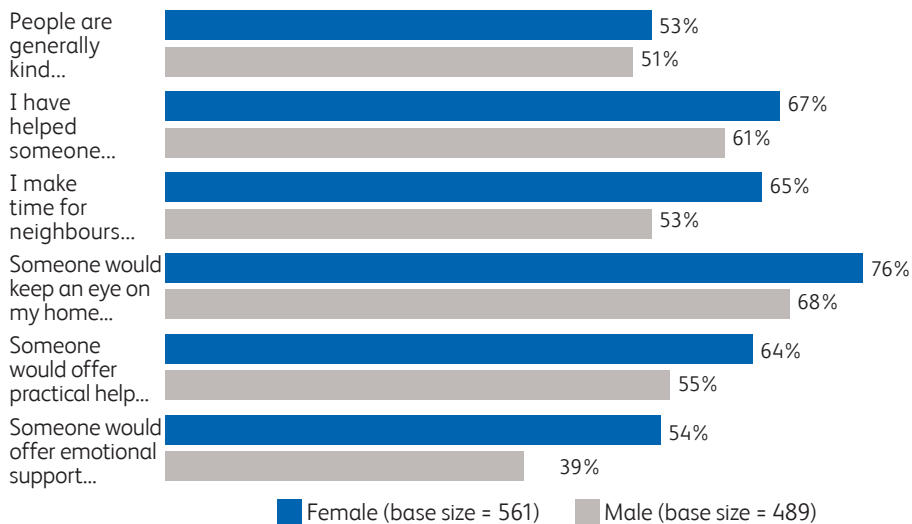


Scotland is the only jurisdiction where more than half of library users strongly feel that they are treated with kindness (excluding don't knows).

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

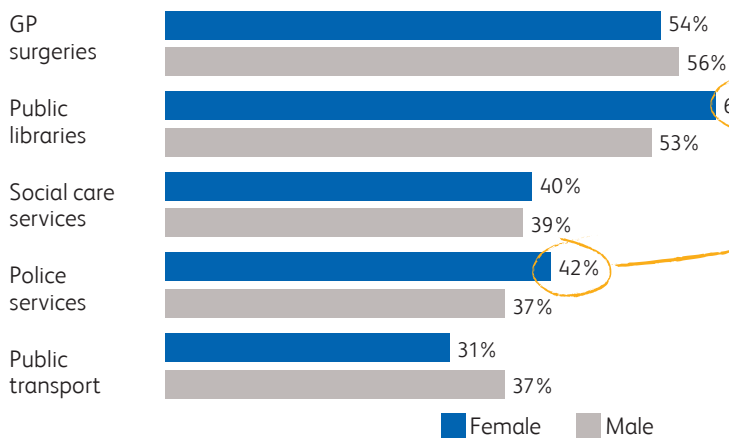
FOCUS ON GENDER

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



women in Scotland are consistently more likely than men to experience and reciprocate kindness.

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



women are more likely to consider the police and public libraries as 'kind' services.

NOTE ON THE ANALYSIS

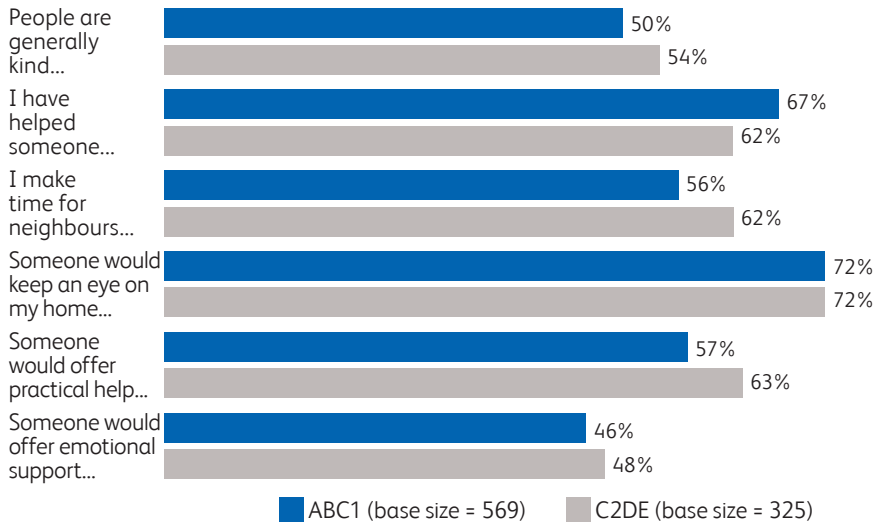
Most people in the UK and Ireland **generally agree** that they experience kindness, but fewer people **feel strongly** about this. We decided to use the “strongly agree” data as a more affirmative response, indicative of strong feelings of kindness and connection – and one which revealed more significant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

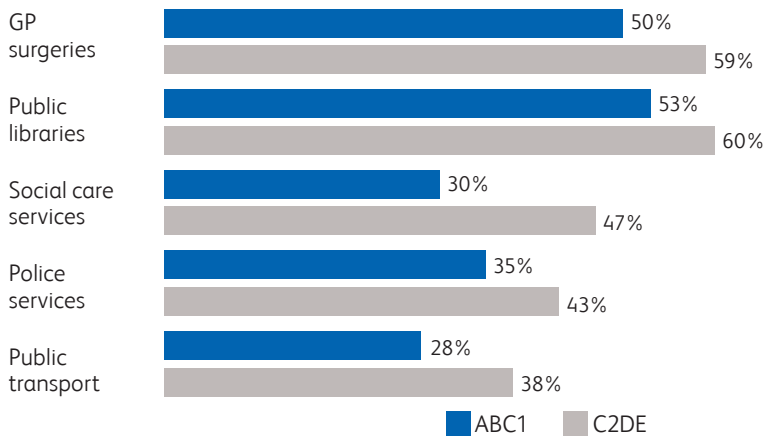
FOCUS ON SOCIAL GRADE

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



There was no clear pattern between kindness in communities and social grades in Scotland...

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

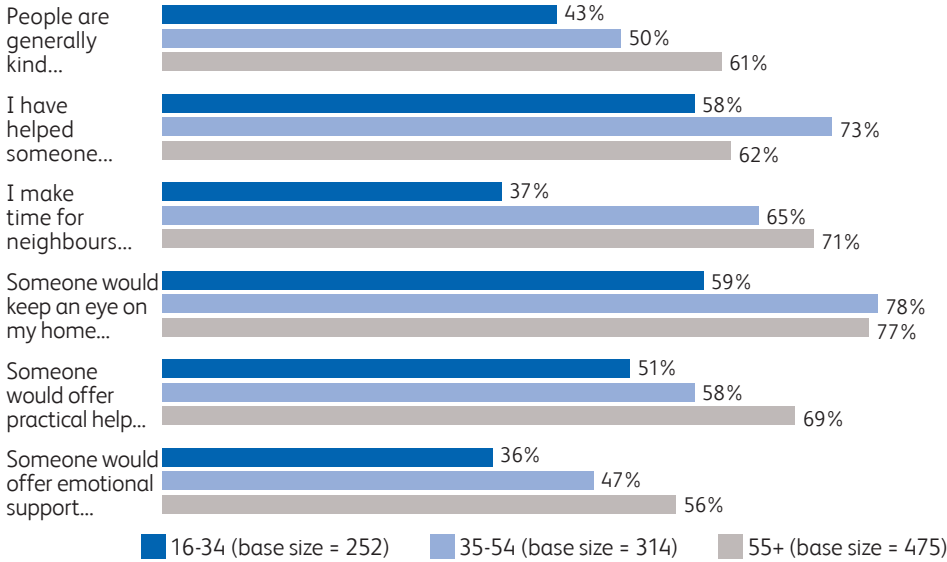


...but people from lower social grades were more likely to experience kindness from public services.

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

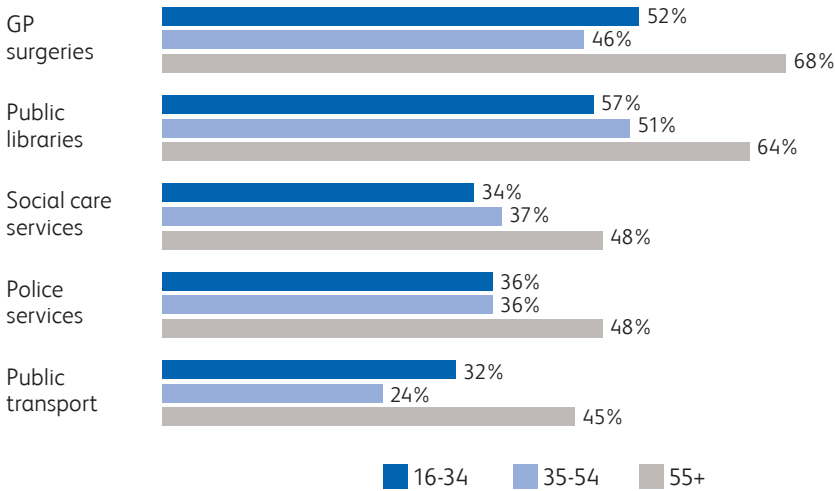
FOCUS ON AGE

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



Perceptions of kindness in Scottish communities tend to increase by age group...

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

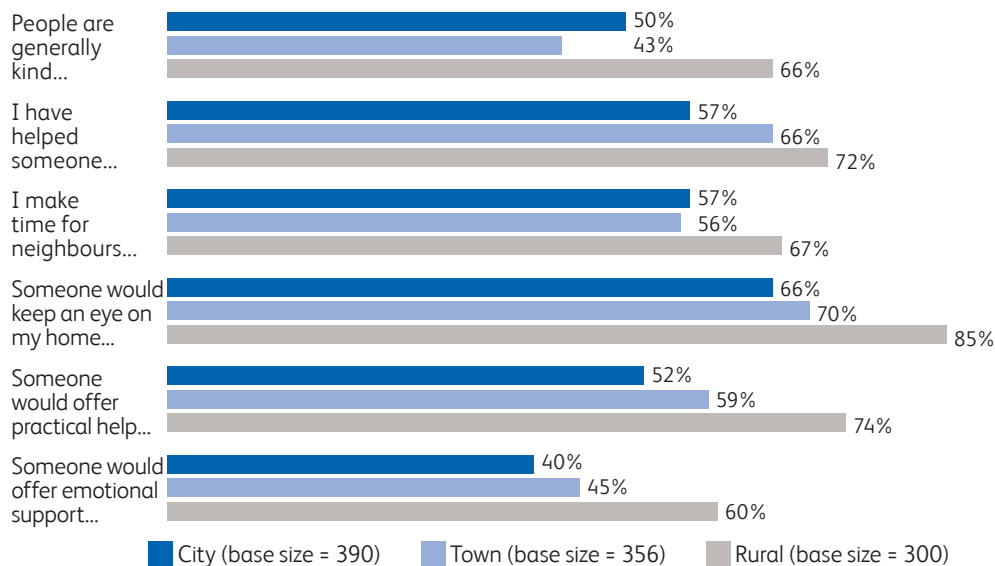


...and older people also report more kindness from public services.

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

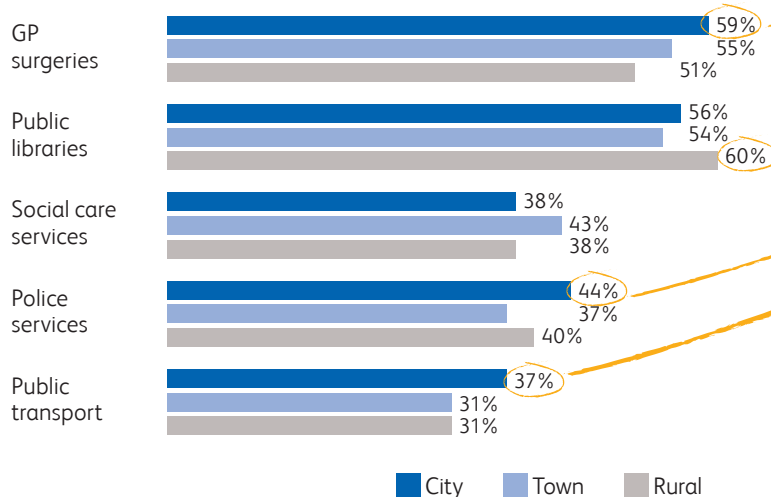
FOCUS ON PLACE

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



Like most of the UK and Ireland, Scotland's rural communities report higher levels of kindness than in towns and cities...

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



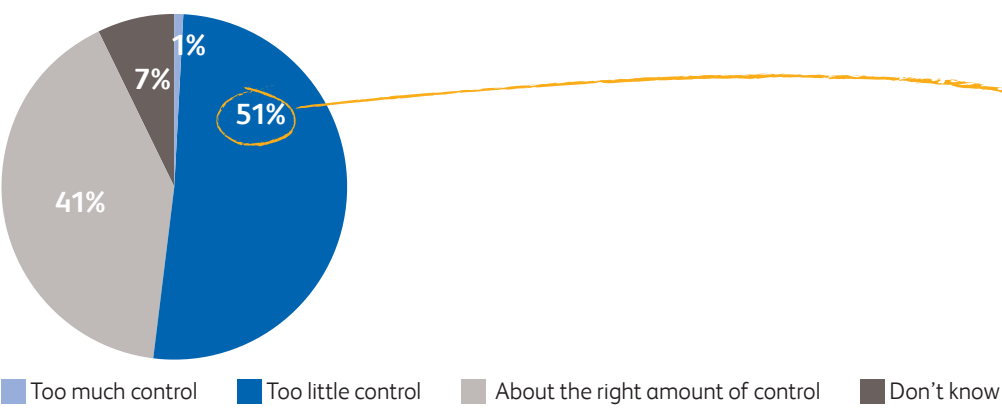
...but city-dwellers tend to experience 'kinder' public services.

Library users in rural Scotland report higher levels of kindness than anywhere else in the UK and Ireland.

PUBLIC ENGAGEMENT

THE BIG PICTURE

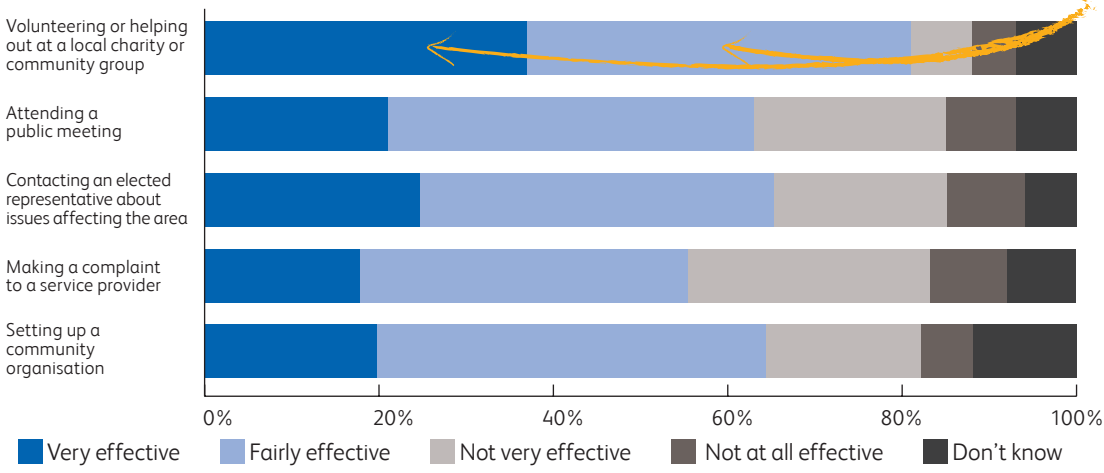
Feelings of control over public services



Scotland is the only place in the UK and Ireland where a majority of people feel that they have too little control over public services.

Attitudes towards public engagement

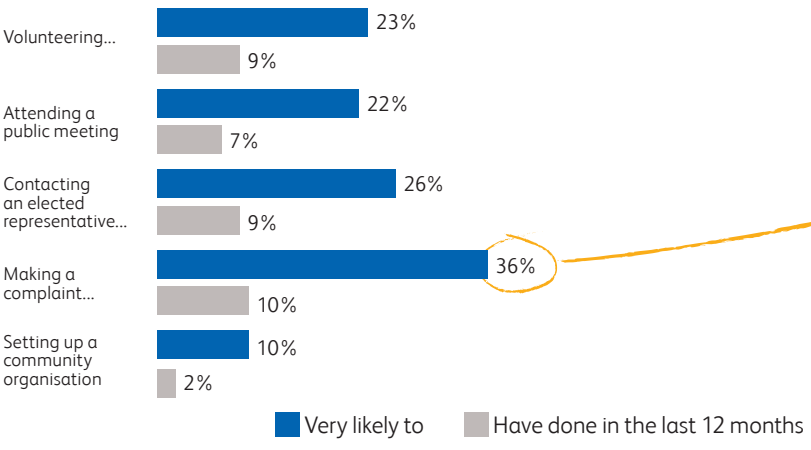
If you wanted to improve something about your local area, how effective do you think each of the following approaches would be?



Like the rest of the UK and Ireland, in Scotland volunteering is considered 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?

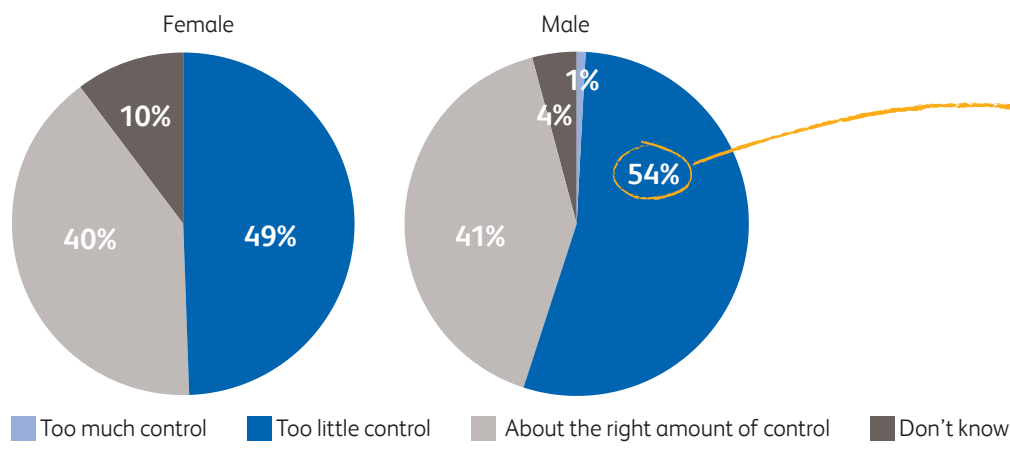


Making a complaint is the most popular activity (despite being considered the least effective).

PUBLIC ENGAGEMENT

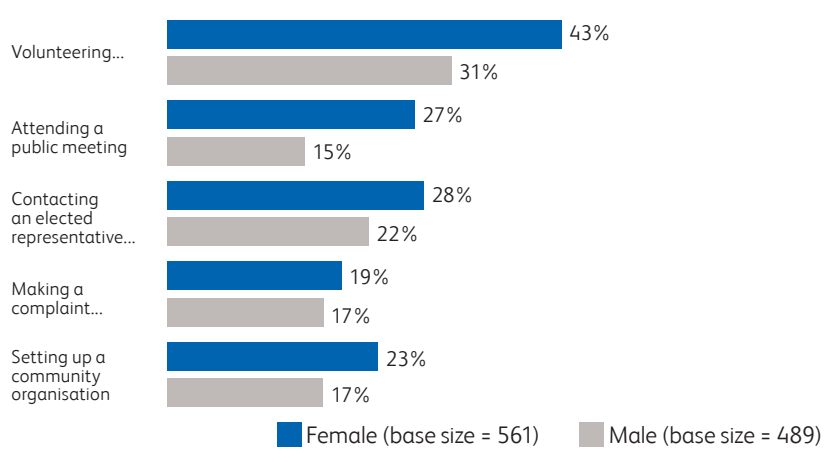
FOCUS ON GENDER

Feelings of control over public services by gender



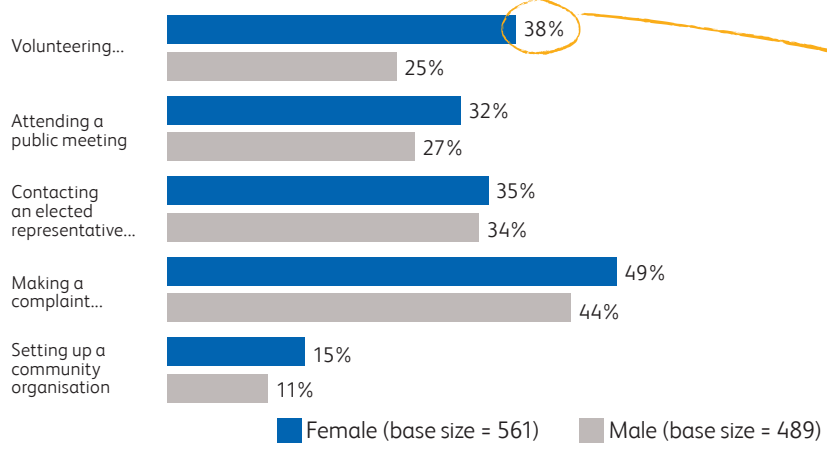
In Scotland, unlike the rest of the UK and Ireland, men are more likely to feel they have too little control over public services.

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



women in Scotland are more likely to consider public engagement to be effective...

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

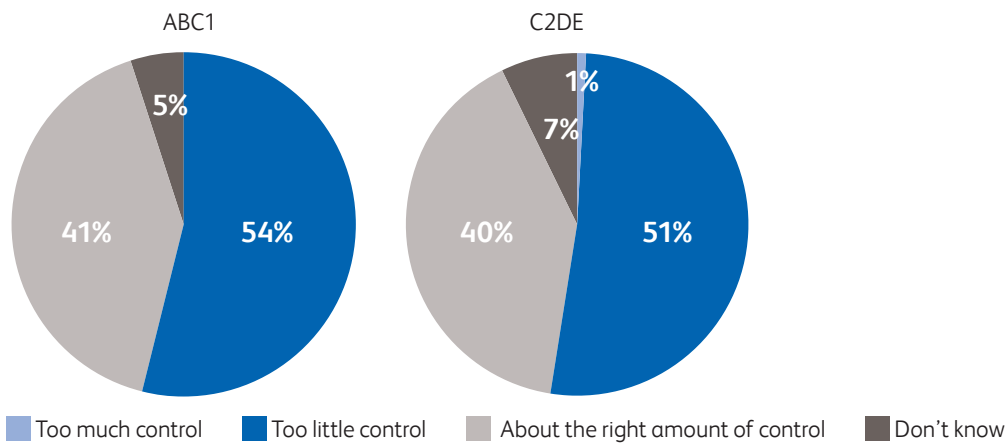


...and also more likely to volunteer or help out at a local charity or community group.

PUBLIC ENGAGEMENT

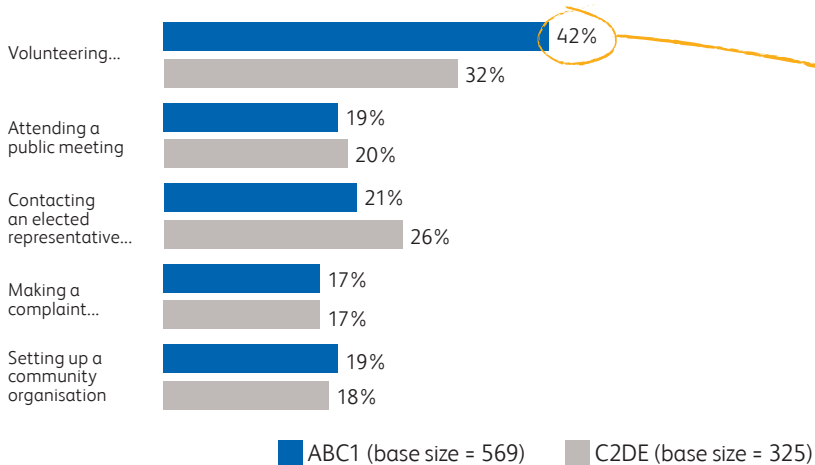
FOCUS ON SOCIAL GRADE

Feelings of control over public services by social grade



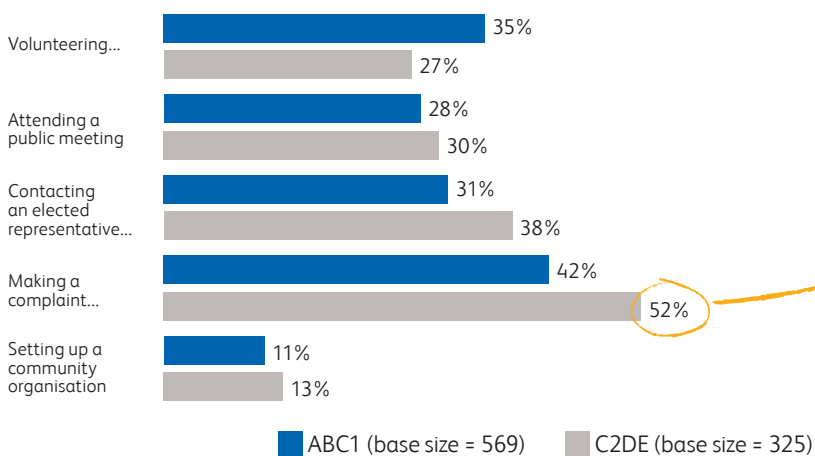
There were no significant differences between different social grades' feelings of control...

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



...but ABC1's were more likely to consider volunteering to be very effective.

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

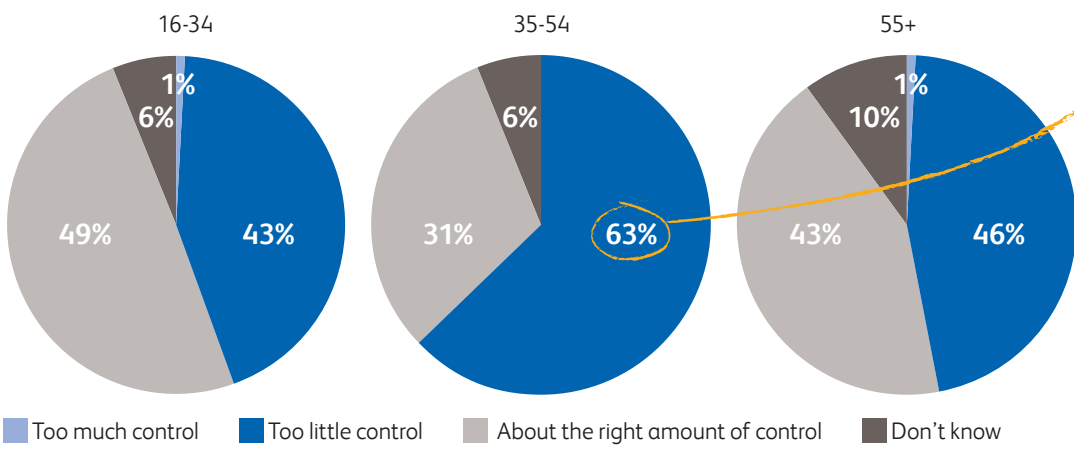


Lower social grades in Scotland were the only group in the whole survey where a majority reported being very likely to make a complaint to a service provider, or having done so in the last 12 months.

PUBLIC ENGAGEMENT

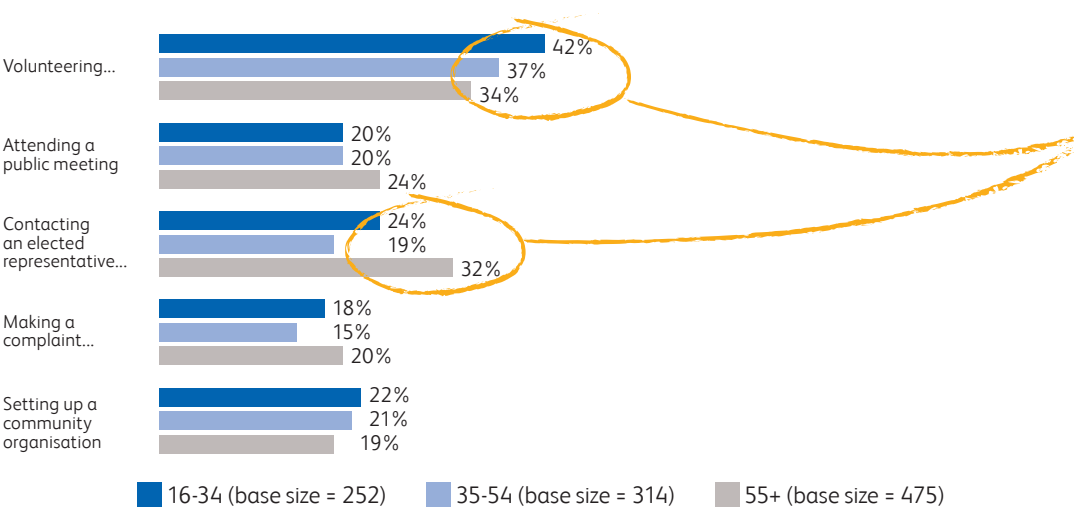
FOCUS ON AGE

Feelings of control over public services by age



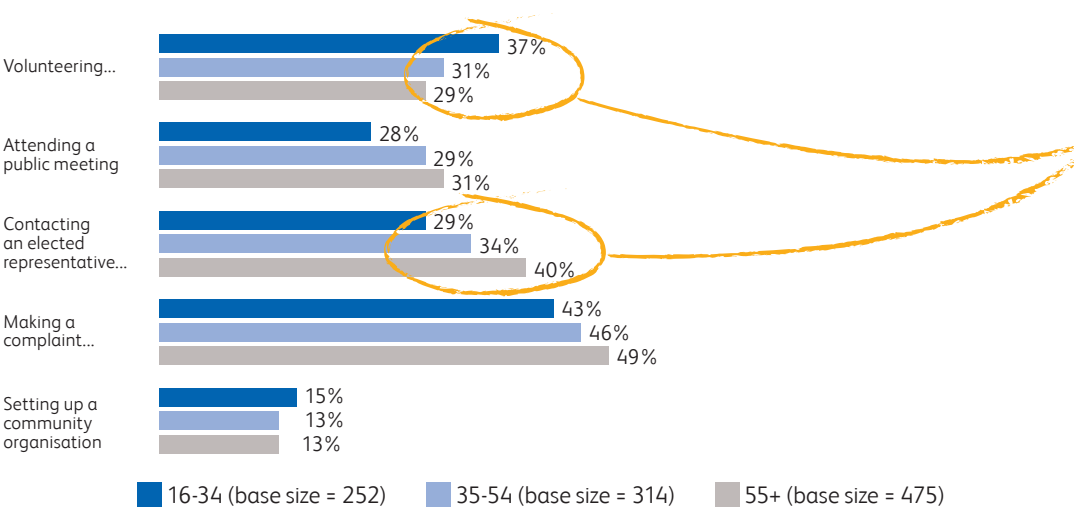
Those in 'middle age' in Scotland were more likely than anywhere else in the UK and Ireland to feel they had too little control over public services.

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



In Scotland, younger people are more likely than older age groups to consider volunteering to be effective; whereas for political engagement the reverse is true...

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

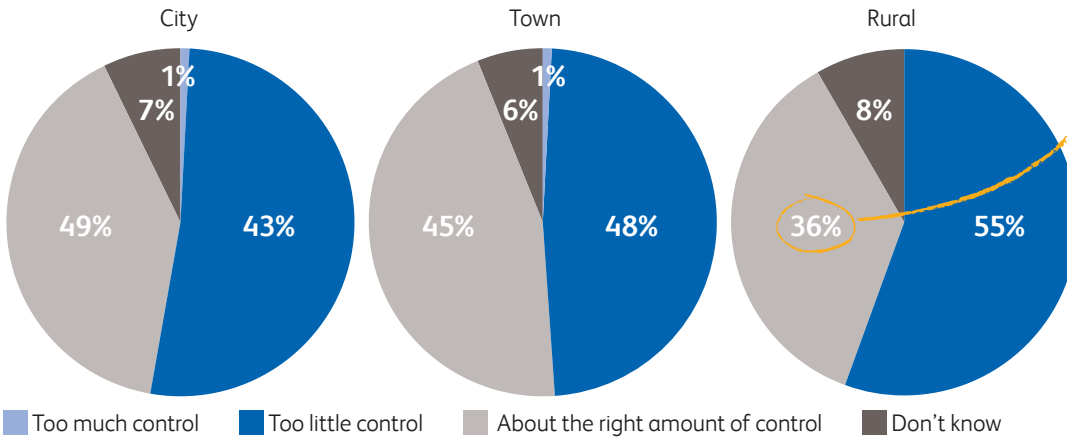


...and these attitudes are reflected in their behaviours.

PUBLIC ENGAGEMENT

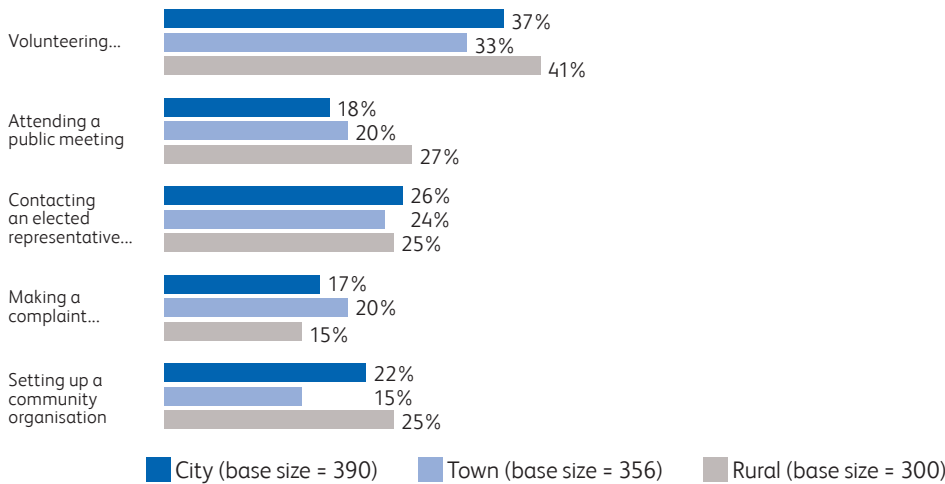
FOCUS ON PLACE

Feelings of control over public services by place

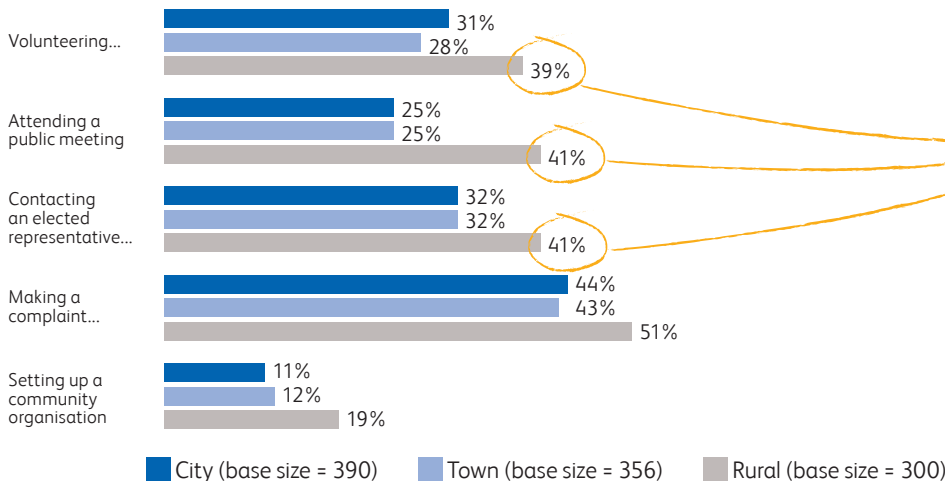


Scotland's rural population is the least satisfied with its control over public services...

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



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



...and they are also most likely to participate in various forms 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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