

COUNTRY FACTSHEET

Quantifying kindness, public engagement and place

Experiences of people in Northern Ireland

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 Ireland, where **1,032 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, 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.





THE PICTURE IN NORTHERN IRELAND

In Northern Ireland, more than two fifths of the population self-identify as living in a town. Town-dwellers were almost double the number of people who live in rural areas (24%), while a third of people lived in a city.

Most people in Northern Ireland 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: for example, 96% people “agree” that public libraries treat people with kindness (the highest response to questions about public services across the survey) but fewer than half the number “strongly agree”.

A majority of people in Northern Ireland (55%) feel that they have the right amount of control over public services; but a much smaller proportion of people consider different forms of public engagement to be effective.

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 NORTHERN IRELAND COMPARES

Northern Ireland has the largest proportion of town-dwellers in the UK and Ireland – and correspondingly among the smaller city and rural populations.

Respondents in Northern Ireland overall reported similar levels of kindness in both communities and public services to those in Wales and Ireland. However, there were fewer differences by social group – whether age, sex, social grade or region – than in other jurisdictions.

People in Northern Ireland were the most likely to think they have the right amount of control over public services (and the least likely to think they have too little control). Attitudes and behaviours towards public engagement were also very consistent, with few variations across different social groups.



Northern Ireland has the largest proportion of town-dwellers in the UK and Ireland






People in Northern Ireland were the most likely to think they have the right amount of control over public services



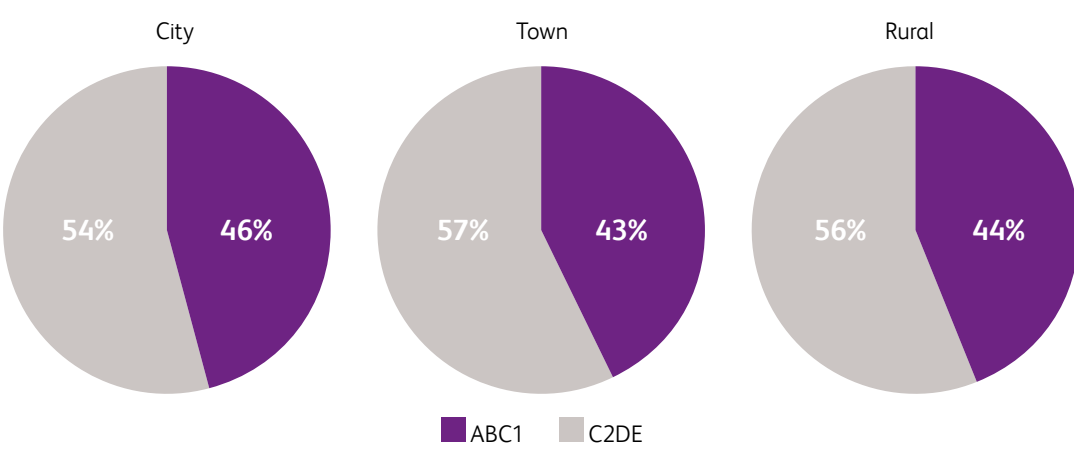
PLACE

Self-identification of place

 City – 32%	Large city	16%
	Suburb or outskirts of large city	7%
	Small city	9%
 Town – 43%	Town	43%
 Rural – 24%	Village	18%
	Countryside	6%

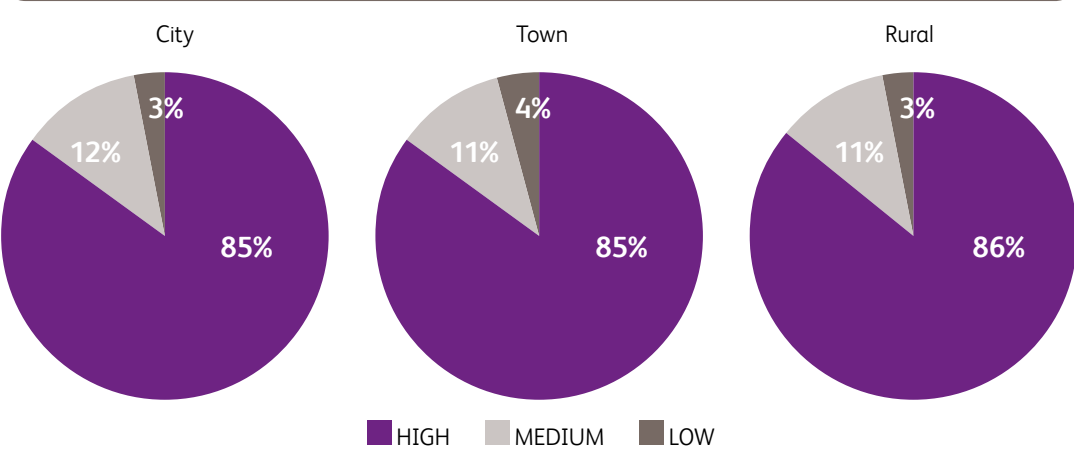
Northern Ireland has the largest town population in the UK and Ireland.

Self-identification of place by social grade



unlike the rest of the UK and Ireland, in Northern Ireland social grades were consistent across cities, towns and rural areas...

Self-identification of place by life satisfaction



...and levels of life satisfaction were also similar.

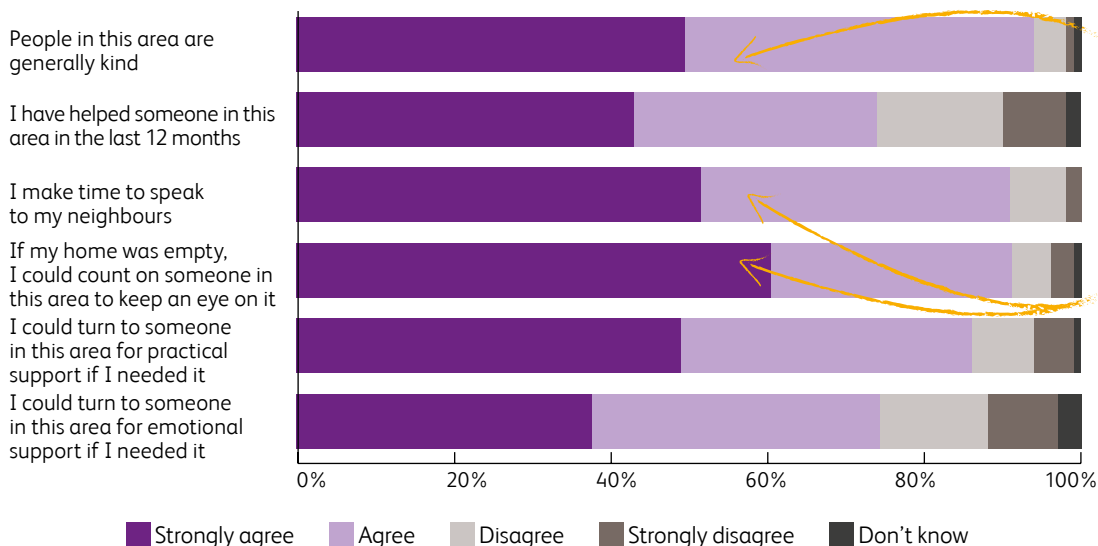


KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

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?

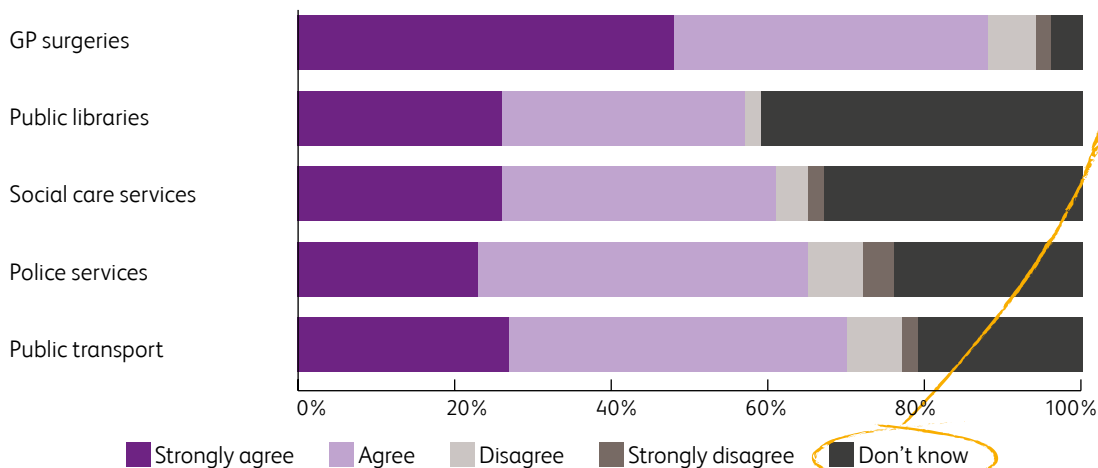


People in Northern Ireland experience high levels of kindness in communities, but the numbers who feel strongly about this are much lower.

More people in Northern Ireland agree that they make time for their neighbours, and could trust them to keep an eye on their home, than anywhere else in 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...



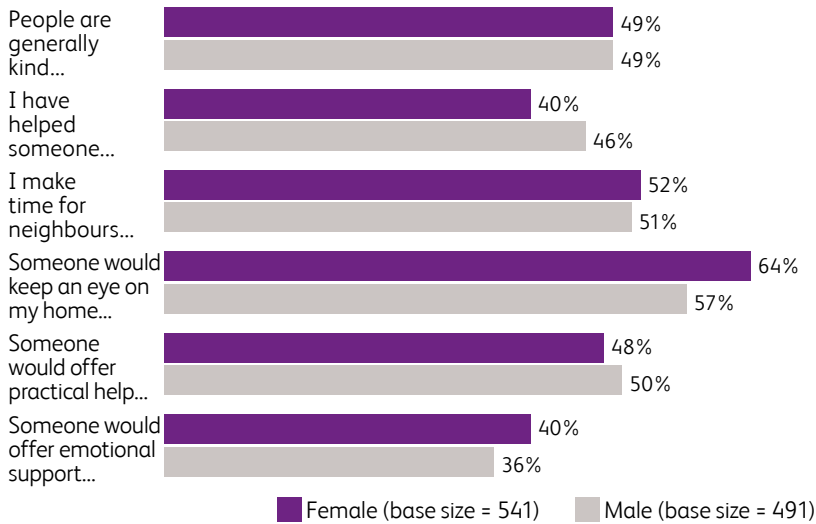
More people in North Ireland responded 'don't know' to questions about key public services than in other jurisdictions.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

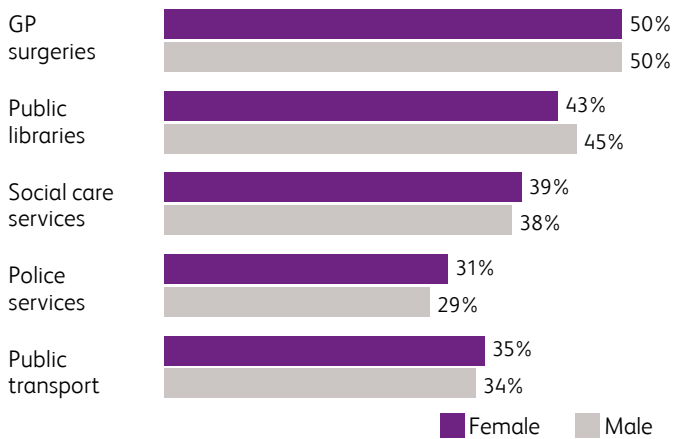
FOCUS ON GENDER

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



unlike the rest of the UK and Ireland, there was no clear pattern to experiences of kindness by gender...

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



...and there were no differences between men and women's experiences of public services.

NOTE ON THE ANALYSIS

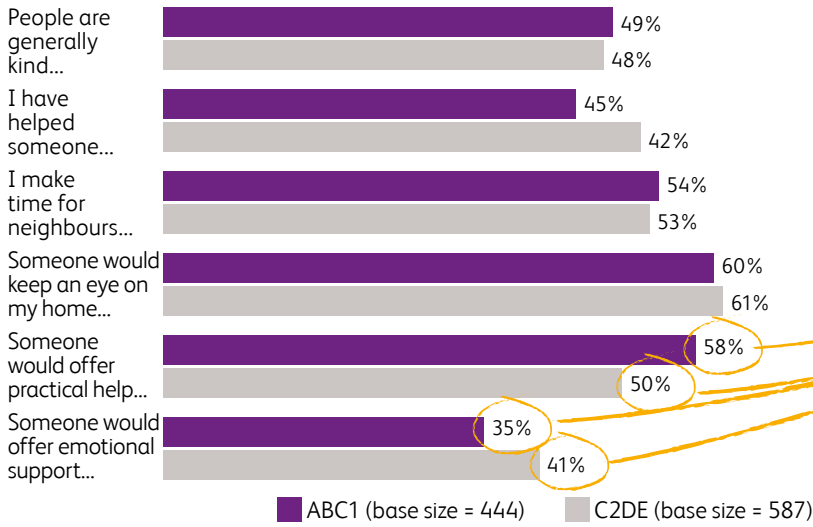
Most people in the UK and Ireland **generally agree** that they experience kindness, but fewer people **feel strongly** about this. We decided to use the “strongly agree” data as a more affirmative response, indicative of strong feelings of kindness and connection – and one which revealed more significant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

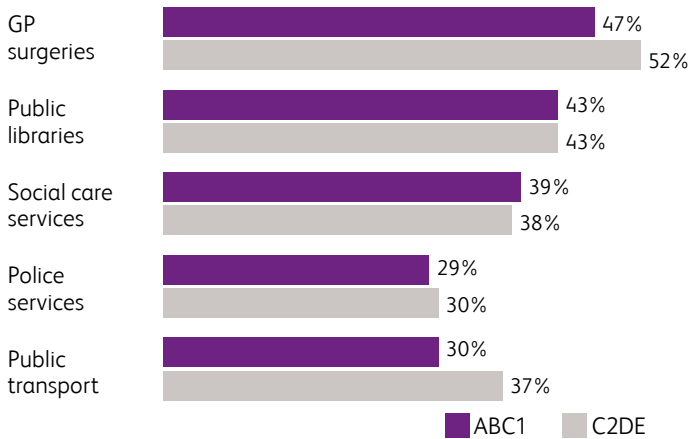
FOCUS ON SOCIAL GRADE

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



There were small differences in responses about help and support, but no clear pattern to experiences of kindness by social grade.

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



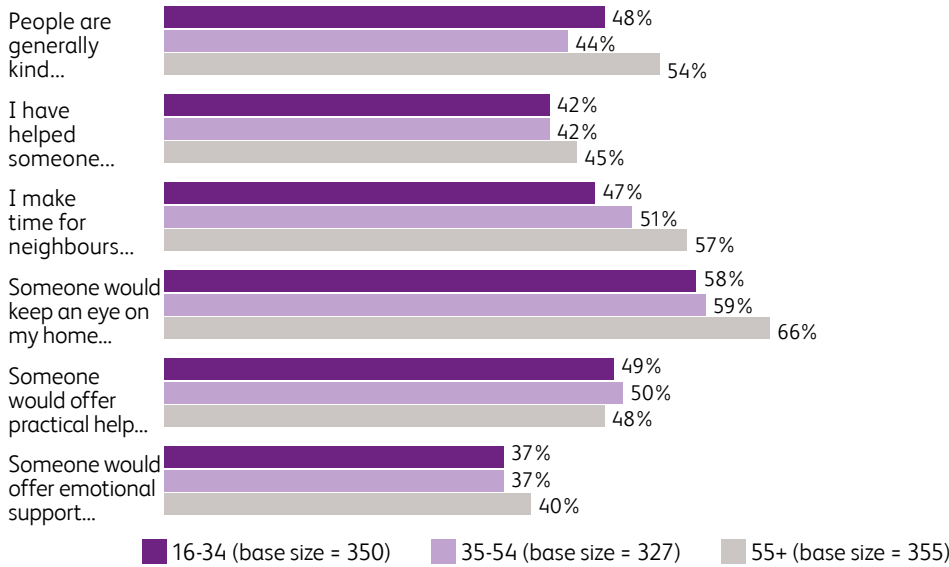
Different social grades in Northern Ireland also have similar experiences of public services.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

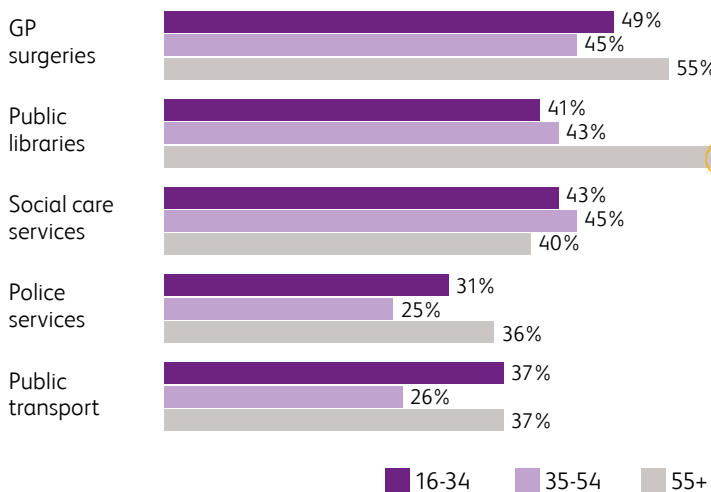
FOCUS ON AGE

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



The correlation between kindness and age is less strong in Northern Ireland than in other jurisdictions.

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



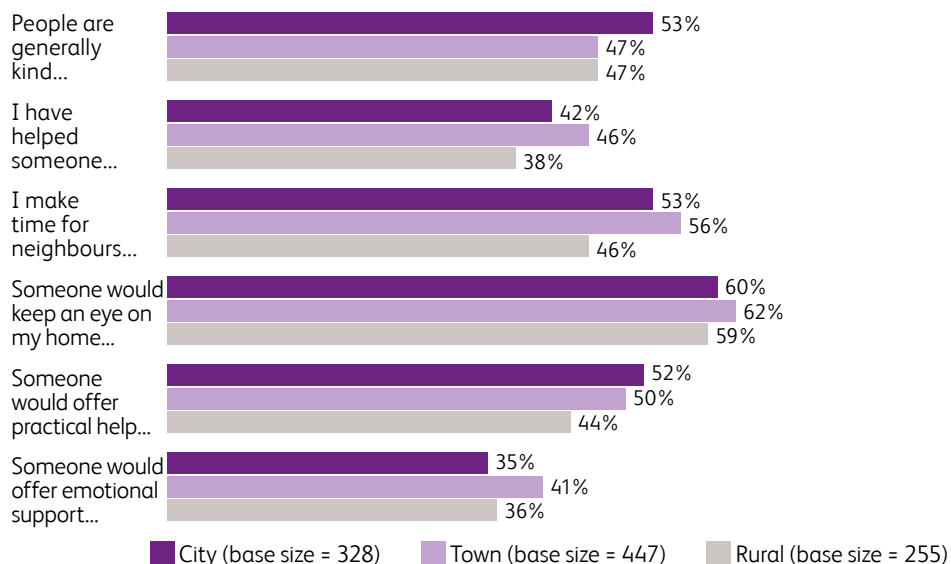
Older age groups were significantly more likely to say that they are treated with kindness when using public libraries.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

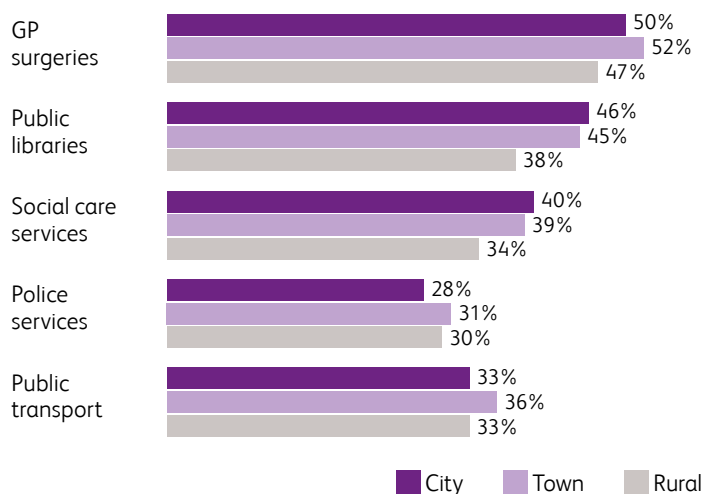
FOCUS ON PLACE

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



unlike the rest of the UK and Ireland, in Northern Ireland rural communities do not experience higher levels of kindness than people in cities and towns.

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



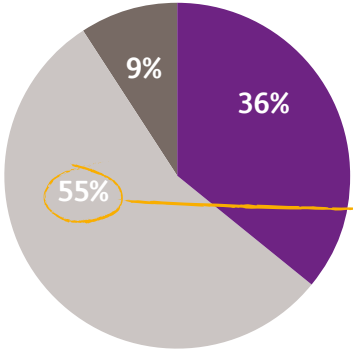
People in cities, towns and rural areas also have similar experiences of public services.



PUBLIC ENGAGEMENT

THE BIG PICTURE

Feelings of control over public services



More people in Northern Ireland were happy with the amount of control they have over public services than in any other jurisdiction.

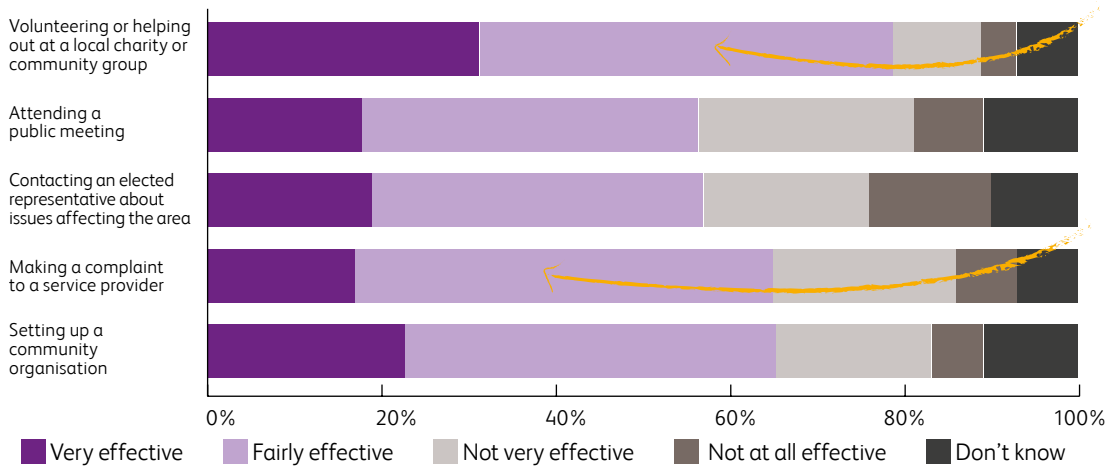
Too much control Too little control About the right amount of control Don't know

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?

Volunteering is considered the most effective form of public engagement in Northern Ireland.

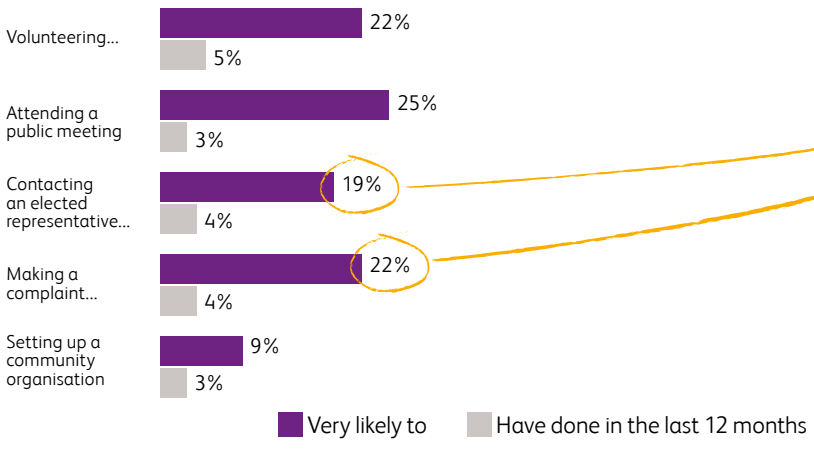
Highest percentage of 'positive' responses across the UK and Ireland



Public engagement behaviours

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

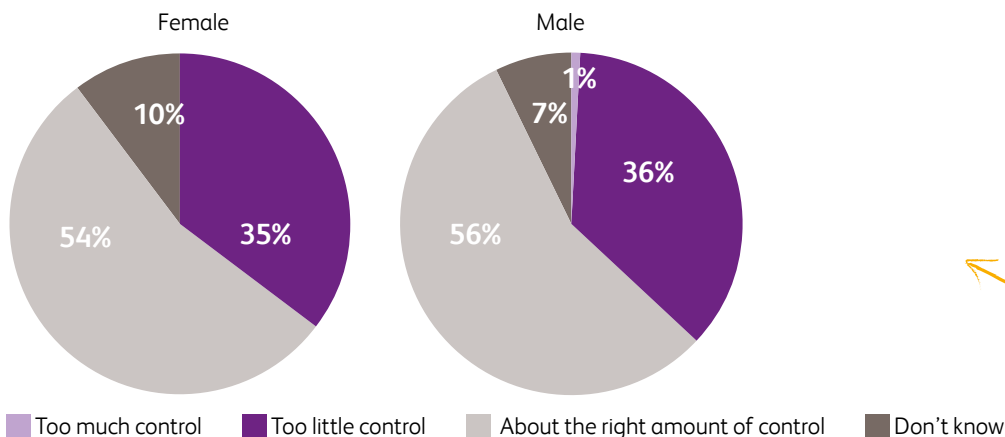
Along with England, people in Northern Ireland were the least likely to contact an elected representative or make a complaint to a service provider.



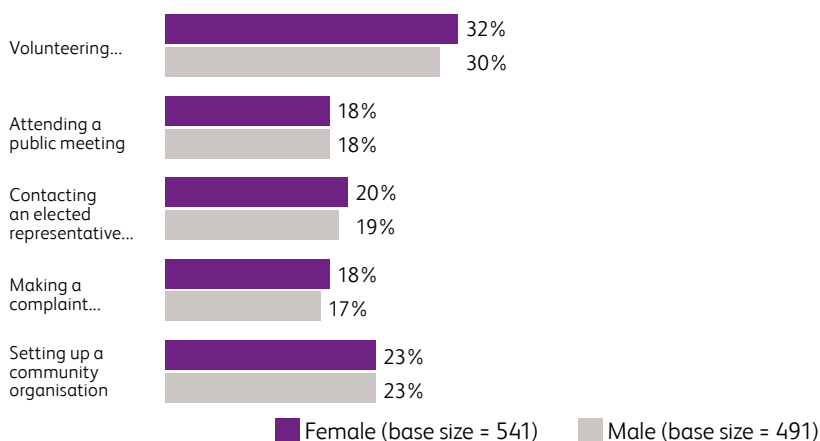
PUBLIC ENGAGEMENT

FOCUS ON GENDER

Feelings of control over public services by gender

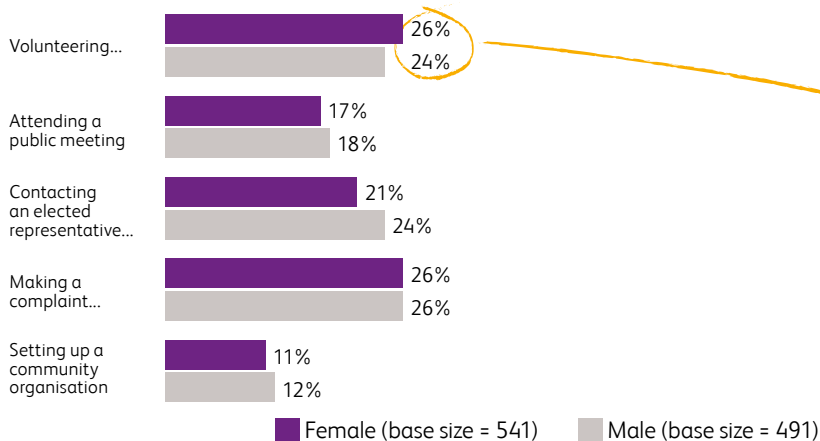


Attitudes towards public engagement by gender (“very effective”)



There were no differences between men and women's feelings, attitudes and behaviours towards public engagement.

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



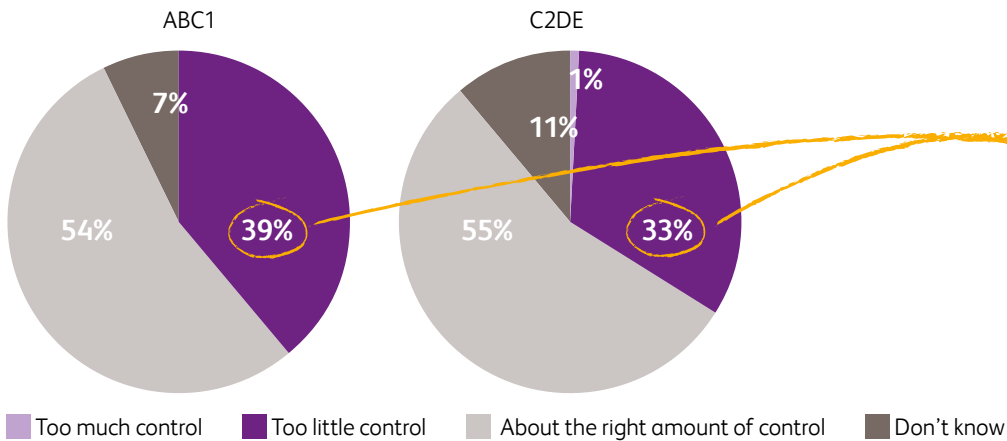
Northern Ireland was the only jurisdiction where women were not significantly more likely to help out a local charity.



PUBLIC ENGAGEMENT

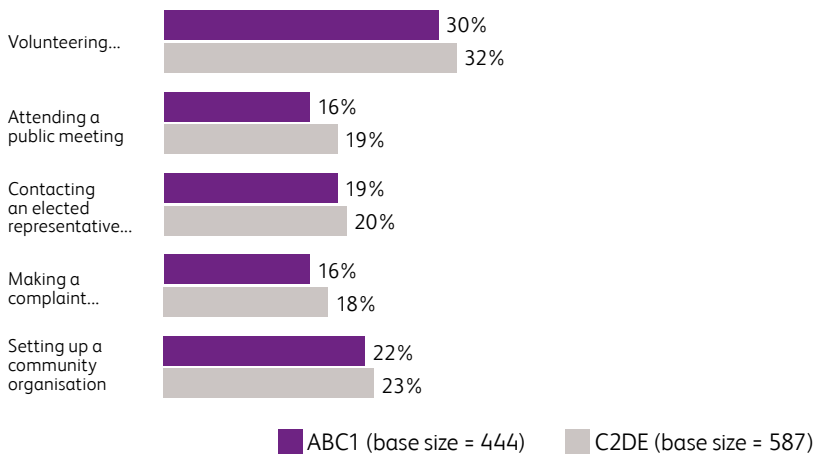
FOCUS ON SOCIAL GRADE

Feelings of control over public services by social grade



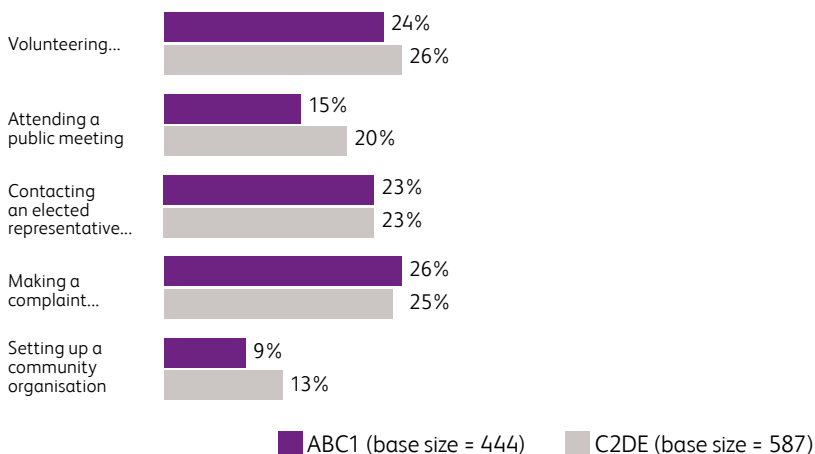
Higher social grades were more likely to feel they have too little control over public services...

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



...but there were no significant differences between social grades regarding attitudes and behaviours towards public engagement.

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

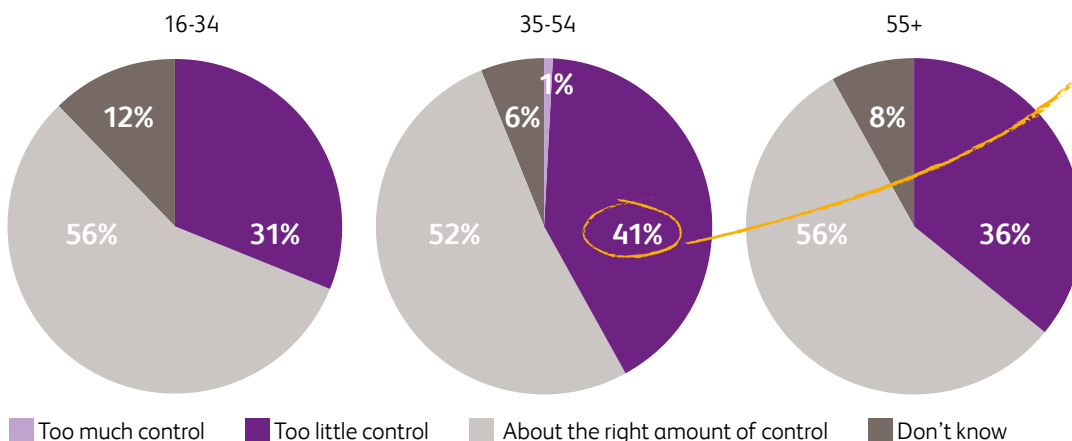




PUBLIC ENGAGEMENT

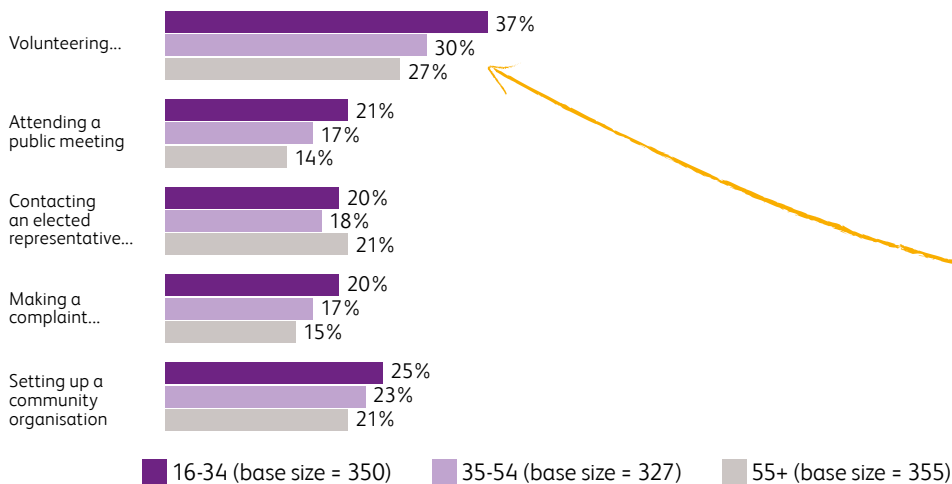
FOCUS ON AGE

Feelings of control over public services by age



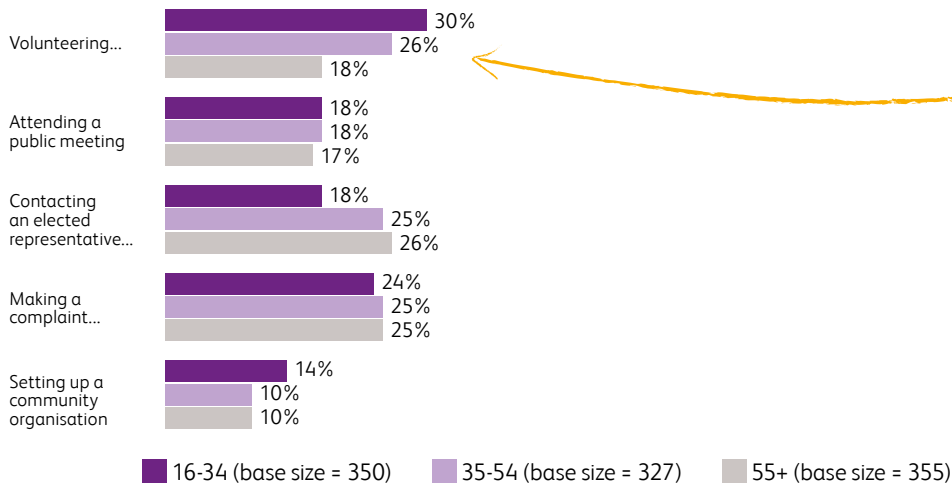
In Northern Ireland, and across the survey, those in middle age were less likely to be satisfied with the amount of control they have over public services.

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



As in Scotland and Wales, younger age groups were most likely to consider volunteering and community organisations to be effective...

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



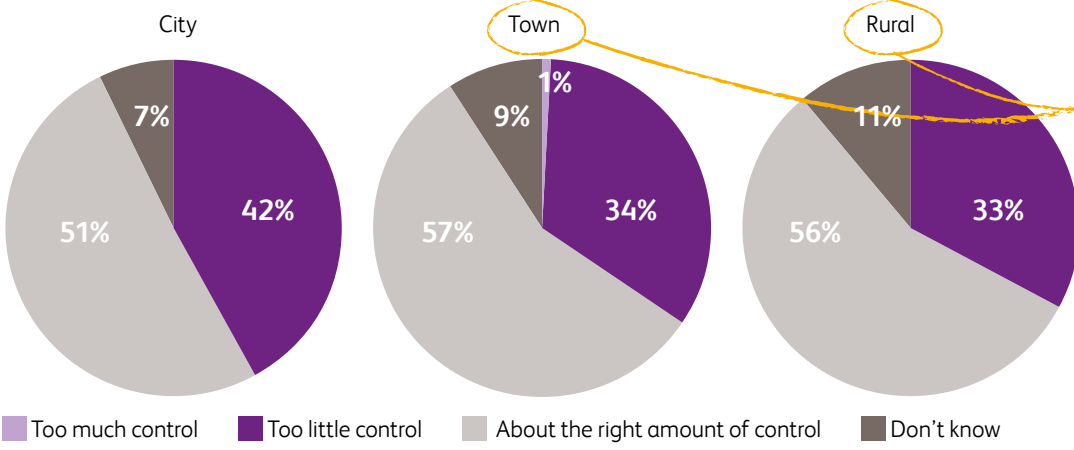
...and to reflect this in their behaviours.



PUBLIC ENGAGEMENT

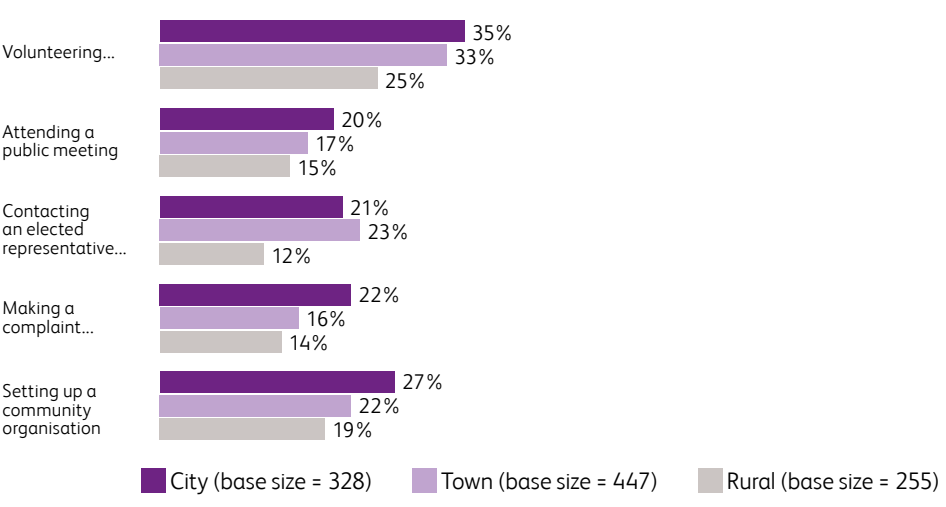
FOCUS ON PLACE

Feelings of control over public services by place



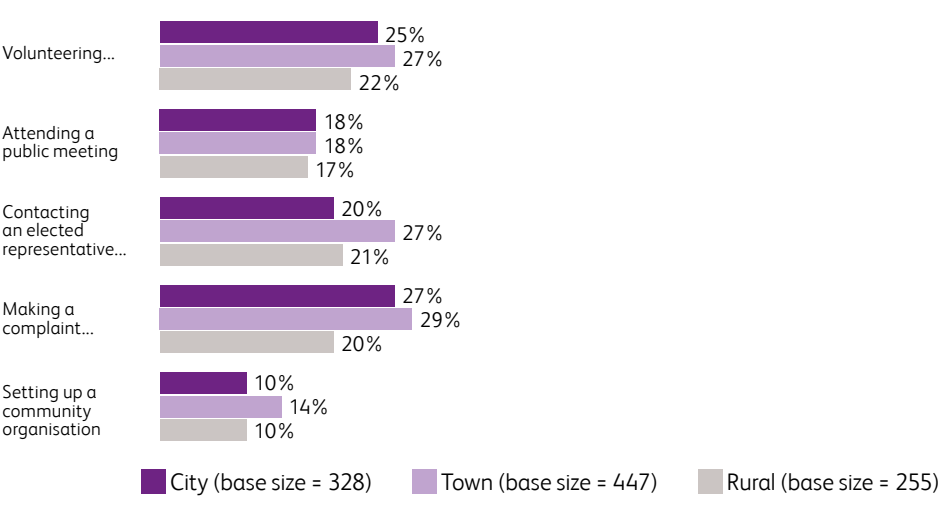
In Northern Ireland, respondents from towns and rural communities tended to be more satisfied with their control over public services than those living in cities.

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



In general, city dwellers are more likely to consider different public engagement activities to be very effective...

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



...but these attitudes are not reflected in their behaviours.

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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