

COUNTRY FACTSHEET

Quantifying kindness, public engagement and place

Experiences of people in 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 **1,004 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 England, 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.

THE PICTURE IN IRELAND

In Ireland, a third of respondents lived in a city, with the majority of those reporting that they live in the suburbs or outskirts. A further two out of five people came from rural areas; and 24% respondents self-identified as living in a town.

Most people in Ireland experience kindness in their communities, with 97% of the survey believing that people are generally kind (and 60% of people “strongly agreeing” with this statement). However, those from lower social grades were more likely to experience and reciprocate kindness in their community; and this was also true for experiences interacting with public services.

Less than half of people felt that they had the right amount of control over public services. The most popular activities to improve the local area were those of a voluntary nature, as opposed to engaging with elected representatives or service providers.

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 IRELAND COMPARES

Ireland has the smallest town population in the survey, and one of the largest rural populations. Less than a quarter of respondents reported living in a town, which sets Ireland apart from the four countries in the UK, all of which have significantly larger town populations. While its rural population is comparable to Wales, in Ireland, most people live in the ‘countryside’ whereas in Wales the vast majority lived in ‘villages’.

Three out of five people in Ireland strongly agree that people in their community are kind – the highest percentage of any jurisdiction in the survey. They also experience high levels of kindness from public services: Ireland’s GP and garda services are the ‘kindest’ out of any jurisdiction in the survey.

The number of respondents who were satisfied with the amount of control they had over public services was relatively low (second only to Scotland); but people in Ireland were also the most likely to engage in collective action (volunteering and setting up community organisations) in order to improve their local area.



Ireland has the smallest town population in the survey, and one of the largest rural populations






Three out of five people in Ireland strongly agree that people in their community are kind – the highest percentage of any jurisdiction in the survey



People in Ireland are the most likely to engage in collective action (volunteering and setting up community organisations)

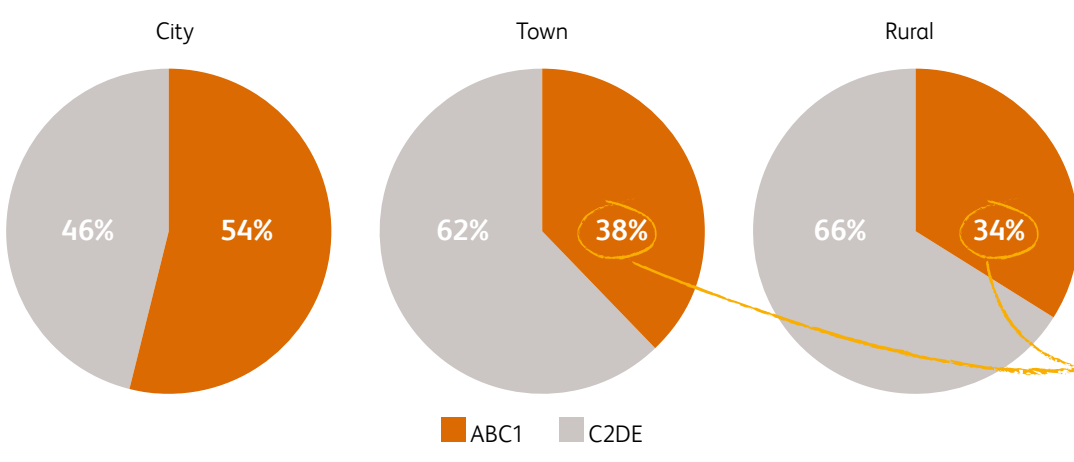
PLACE

Self-identification of place

 City – 35%	Large city	8%
	Suburb or outskirts of large city	24%
	Small city	3%
 Town – 24%	Town	24%
	Village	10%
 Rural – 41%	Countryside	31%

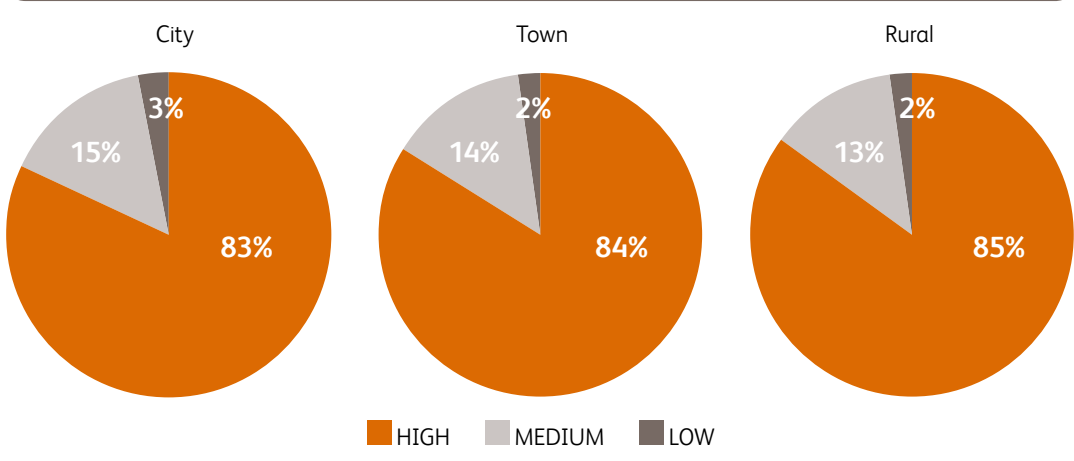
Ireland's town population is smaller than anywhere in the UK.

Self-identification of place by social grade



Ireland's towns and rural areas are significantly less affluent than its cities (and also the least affluent across the survey)...

Self-identification of place by life satisfaction



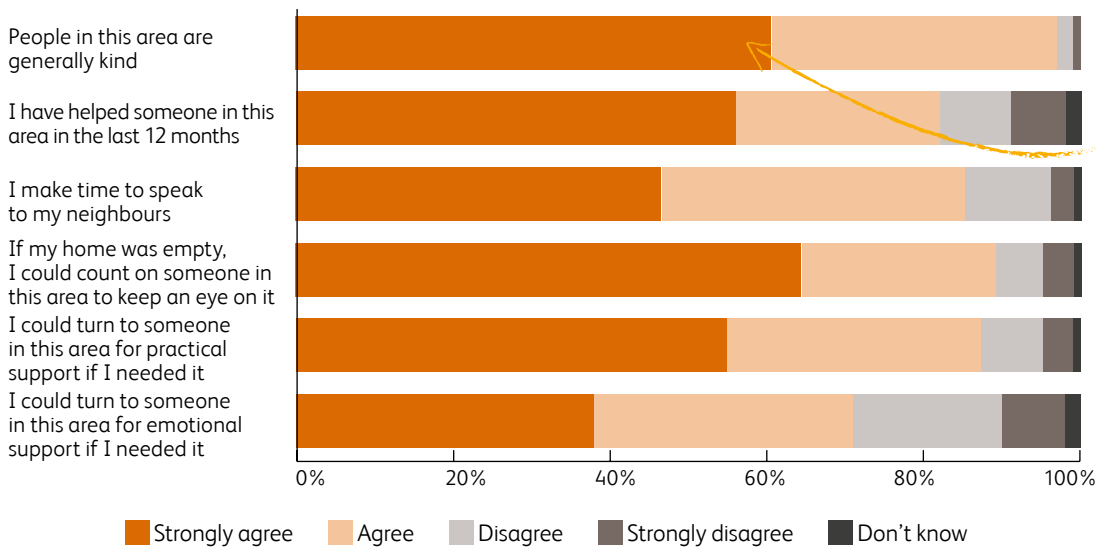
...but, unlike England, Scotland and Wales where there is an urban-rural divide, levels of life satisfaction are consistent across Ireland's cities, towns and rural communities.

KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

THE BIG PICTURE

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

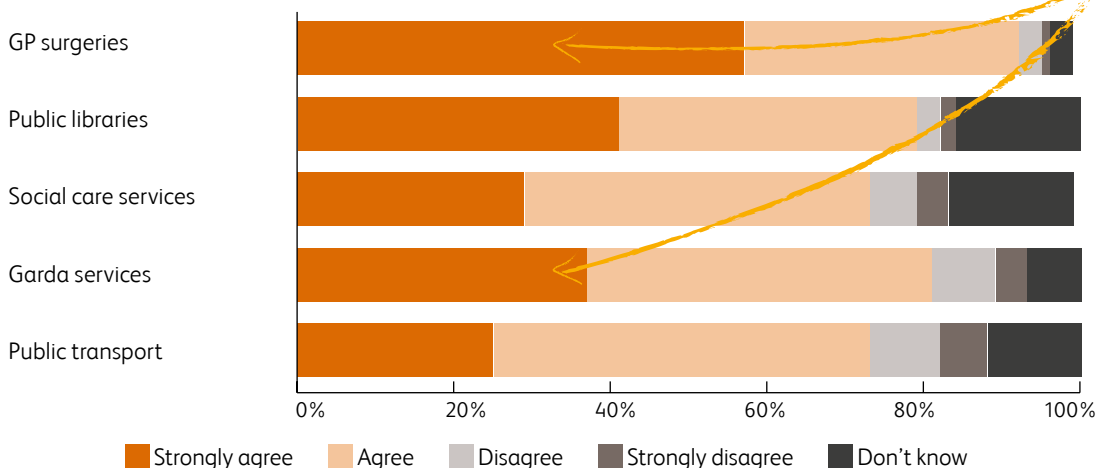
Thinking about your local area, and not including family members or anyone you live with, to what extent do you agree or disagree with the following?



More people in Ireland agree – and strongly agree – that those around them are kind than in any other jurisdiction

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...



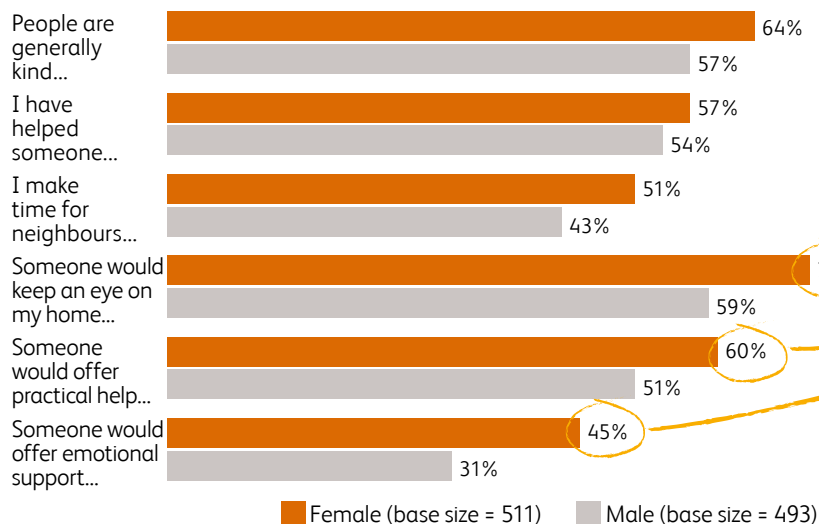
Ireland's GP and garda services were the 'kindest' throughout the survey.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

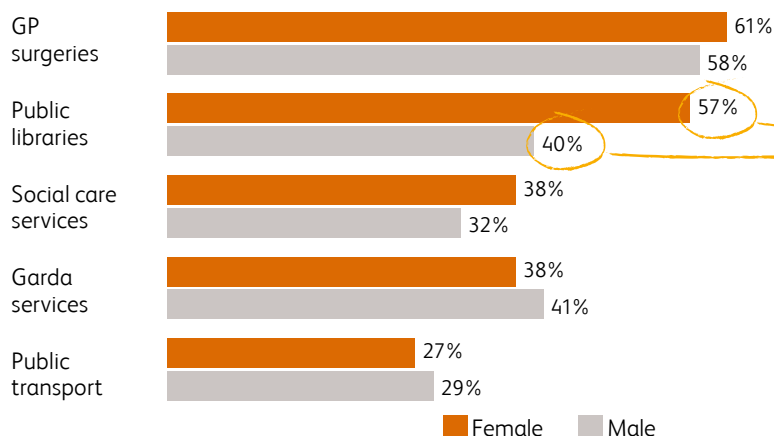
FOCUS ON GENDER

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



Women were more likely to experience kindness – particularly when asked about whether they could count on others for help and support.

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



The differences in experiences of public services were smaller – except for public libraries where the gender gap was larger than in any other jurisdiction.

NOTE ON THE ANALYSIS

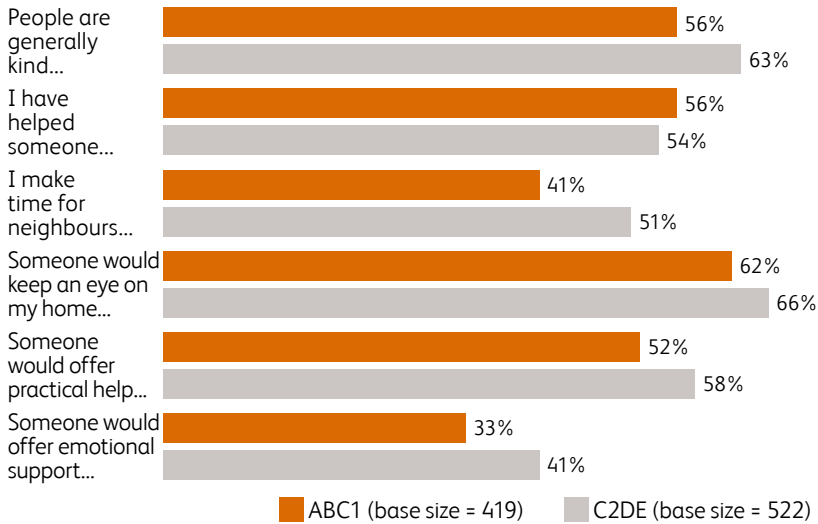
Most people in the UK and Ireland **generally agree** that they experience kindness, but fewer people **feel strongly** about this. We decided to use the “strongly agree” data as a more affirmative response, indicative of strong feelings of kindness and connection – and one which revealed more significant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

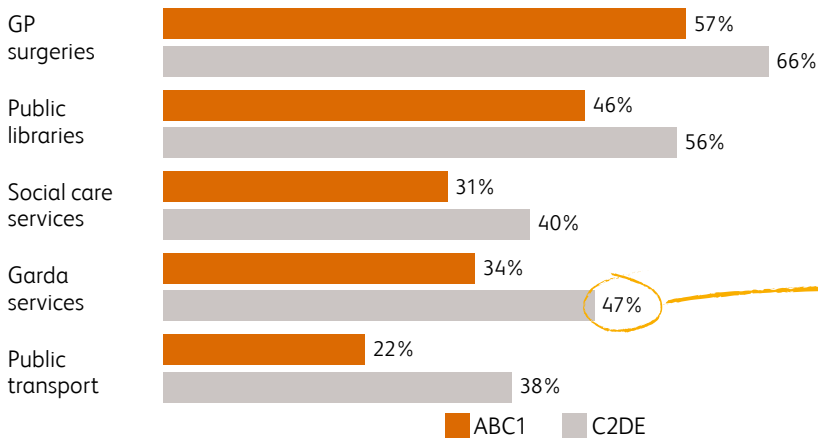
FOCUS ON SOCIAL GRADE

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



unlike in populations in the UK, in Ireland people in lower social grades are more likely to experience and reciprocate kindness in their community.

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



Lower social grades also report stronger experiences of kindness from public services.

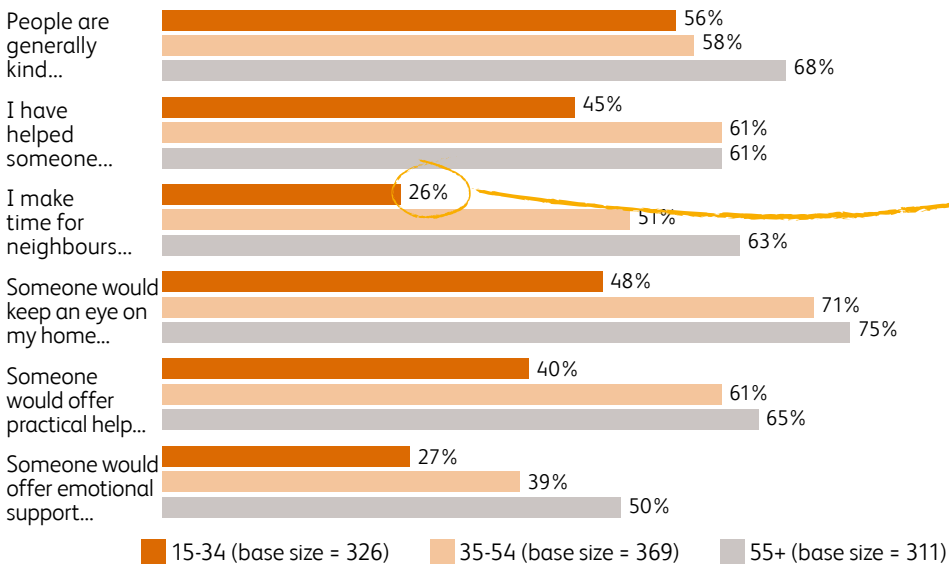
Highest value across the UK and Ireland.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

FOCUS ON AGE

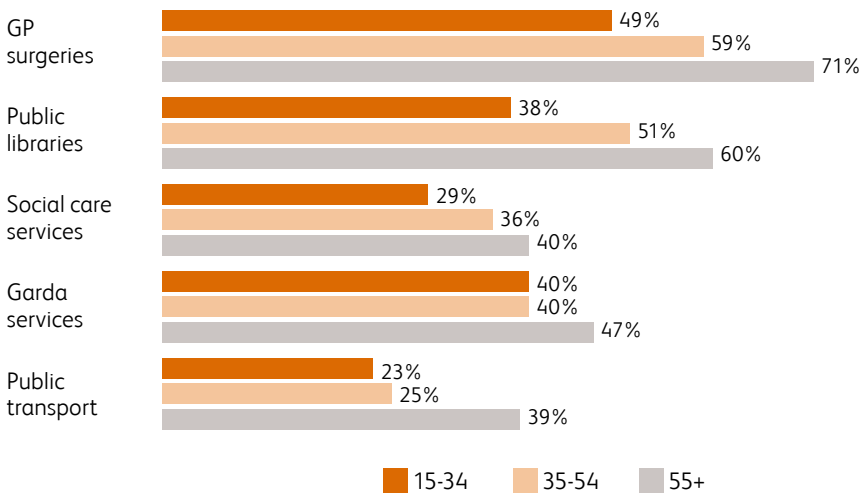
Experiences of kindness in communities by age group ("strongly agree")



15-34-year-olds in Ireland are the least likely outside of England to make time to speak to their neighbours.

There is a stark age gap in experiences of kindness in communities in Ireland...

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



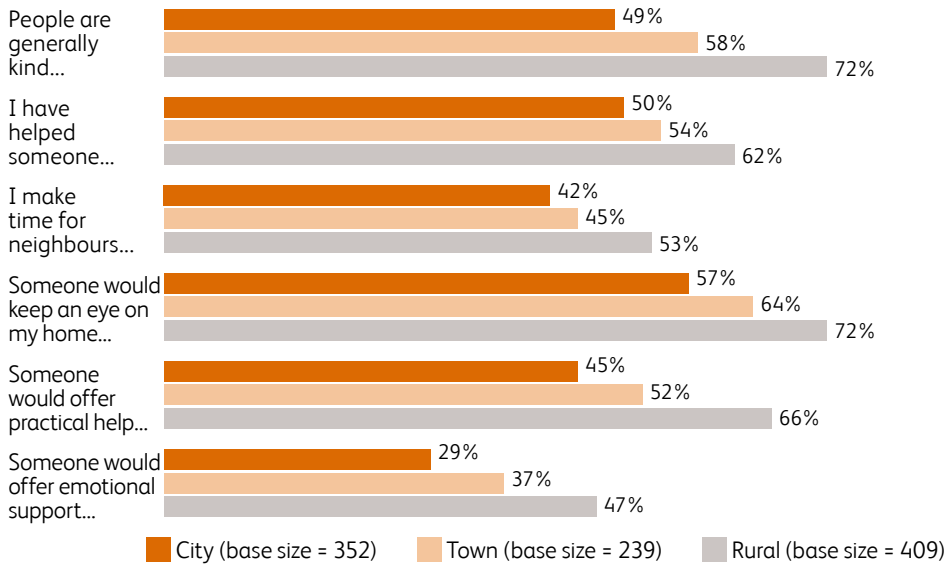
...and younger people in Ireland were the least likely to experience kindness in public services, relative to other age groups, out of the five jurisdictions in the survey.



KINDNESS IN COMMUNITIES AND PUBLIC SERVICES

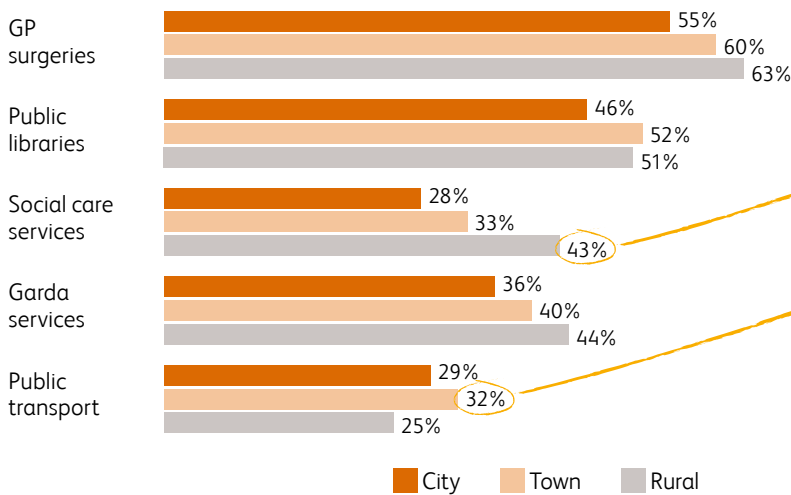
FOCUS ON PLACE

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



People living in rural areas were most likely to experience and reciprocate kindness.

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



Highest values across the UK and Ireland.

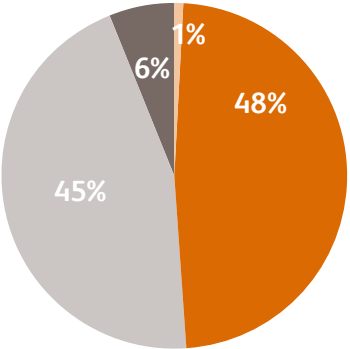
There is a similar urban-rural trend to experiences of public services, but in Ireland (as in Northern Ireland) people in towns experience the 'kindest' public transport.



PUBLIC ENGAGEMENT

THE BIG PICTURE

Feelings of control over public services

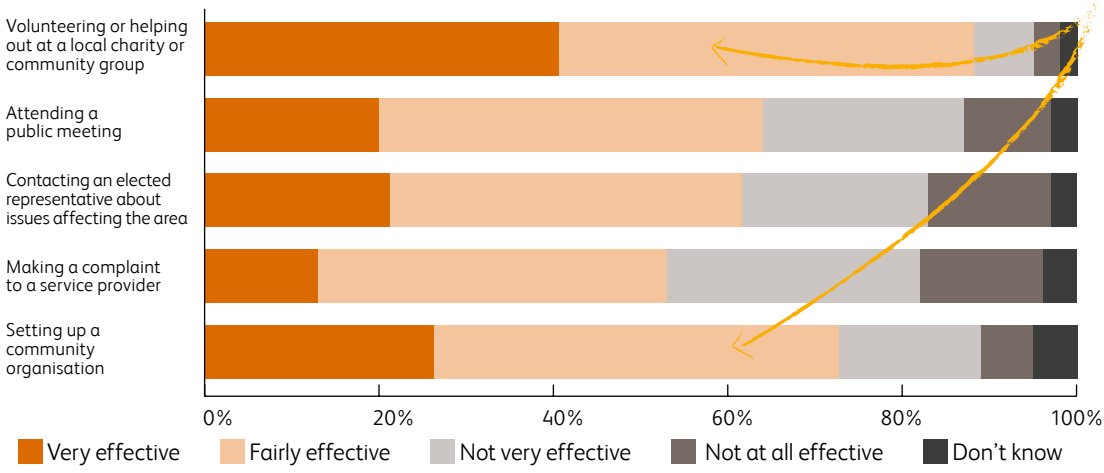


More people in Ireland feel they have too little control than the right amount (similar to Scotland).

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

Attitudes towards public engagement

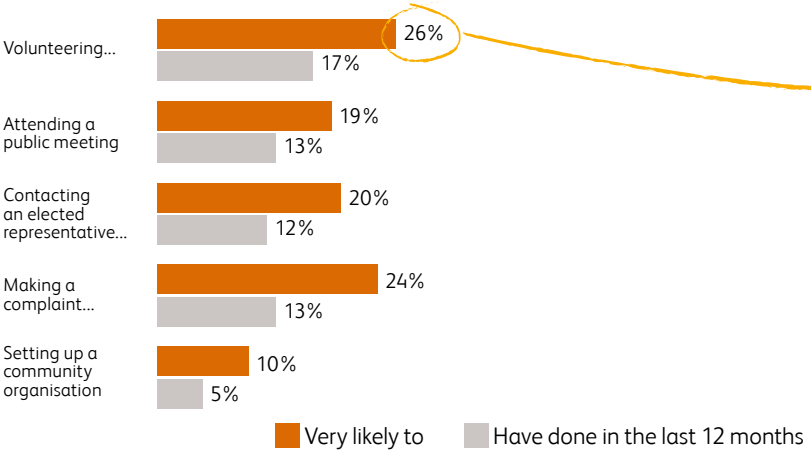
If you wanted to improve something about your local area, how effective do you think each of the following approaches would be?



Attitudes towards volunteering and community organisations are more positive in Ireland than anywhere else in the survey.

Public engagement behaviours

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

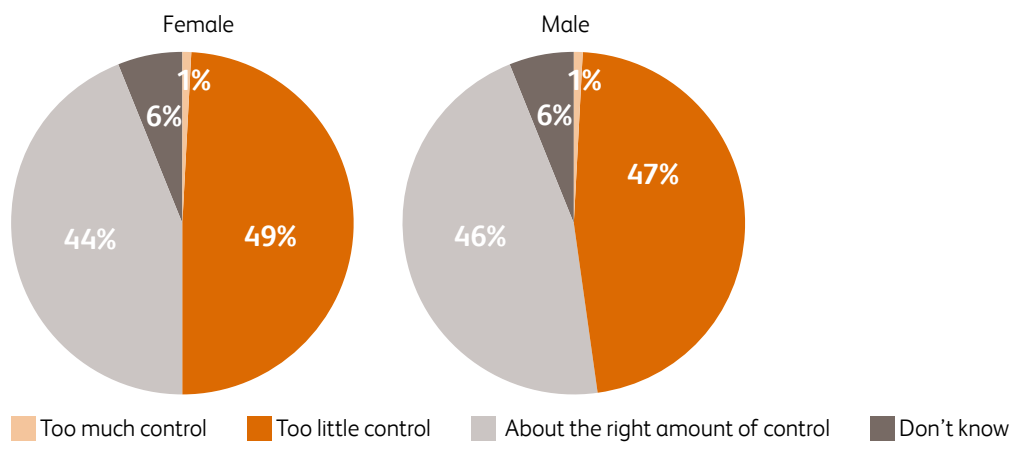


Ireland is the only jurisdiction where volunteering is a more popular activity than making a complaint to a service provider.

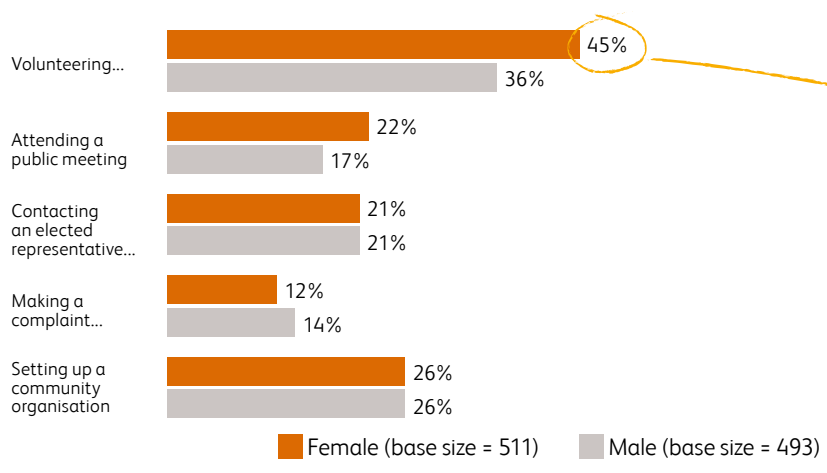
PUBLIC ENGAGEMENT

FOCUS ON GENDER

Feelings of control over public services by gender

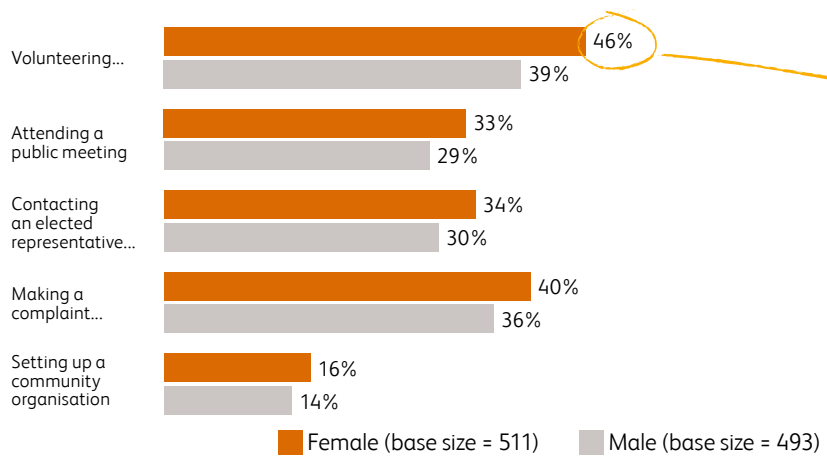


Attitudes towards public engagement by gender (“very effective”)



Similar to most of the UK, women in Ireland are more positive than men about the impact of volunteering...

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

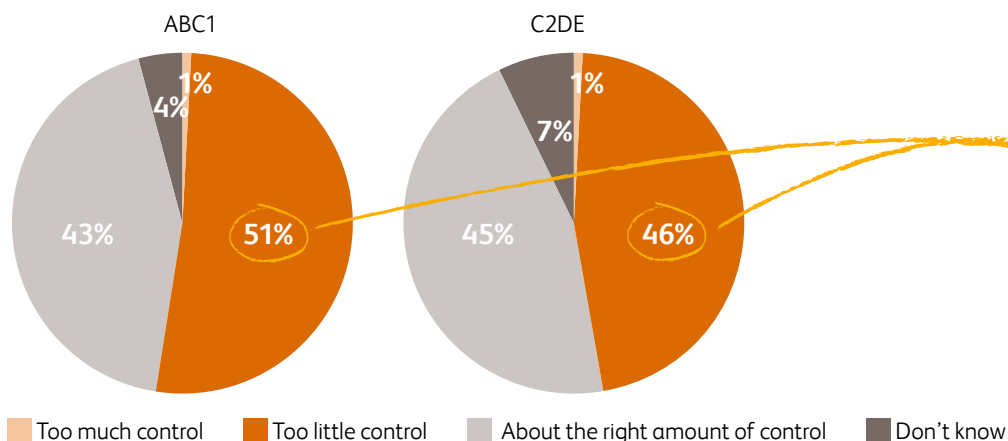


...and this is reflected in their behaviours: women consider themselves more likely to help out at a local charity.

PUBLIC ENGAGEMENT

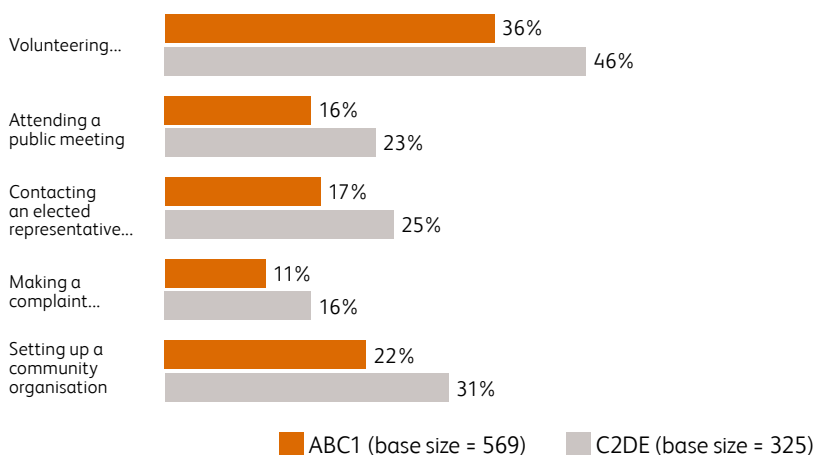
FOCUS ON SOCIAL GRADE

Feelings of control over public services by social grade



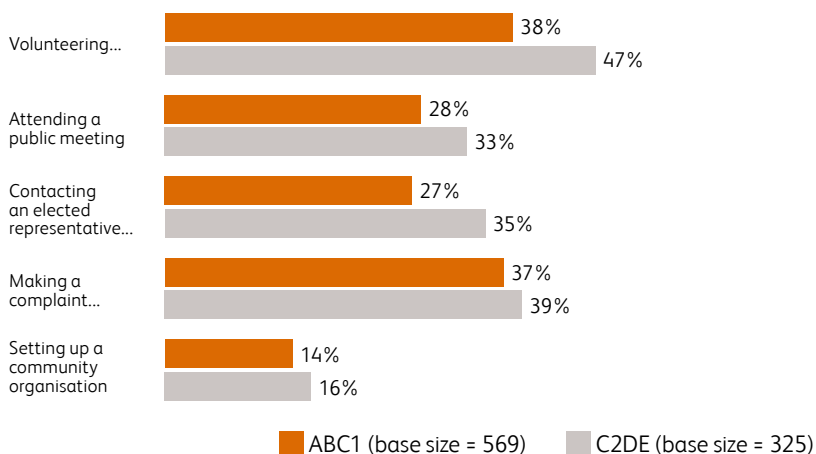
ABC1 respondents were more likely to feel they had too little control over public services...

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



...but C2DE's were significantly more likely to think that public engagement is effective...

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

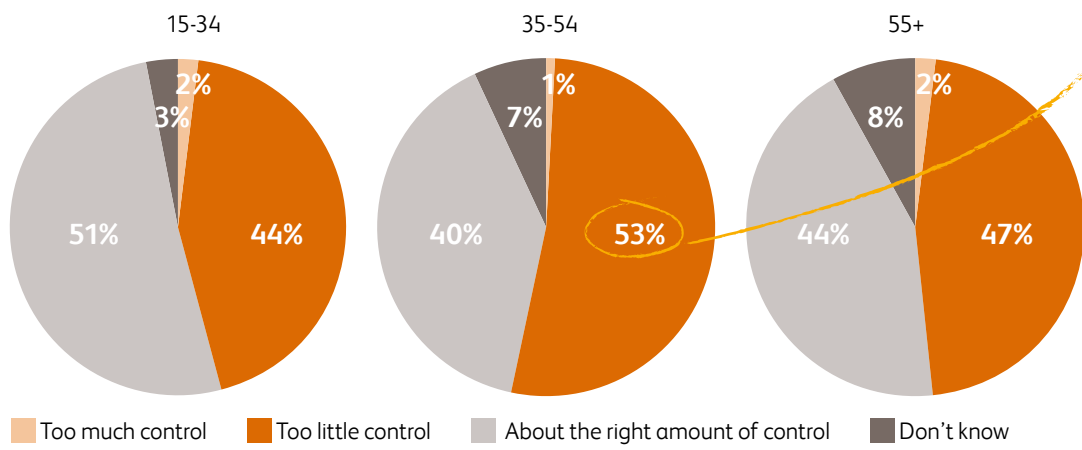


...and lower social grades were also most likely to get involved in public engagement activities to improve their local area.

PUBLIC ENGAGEMENT

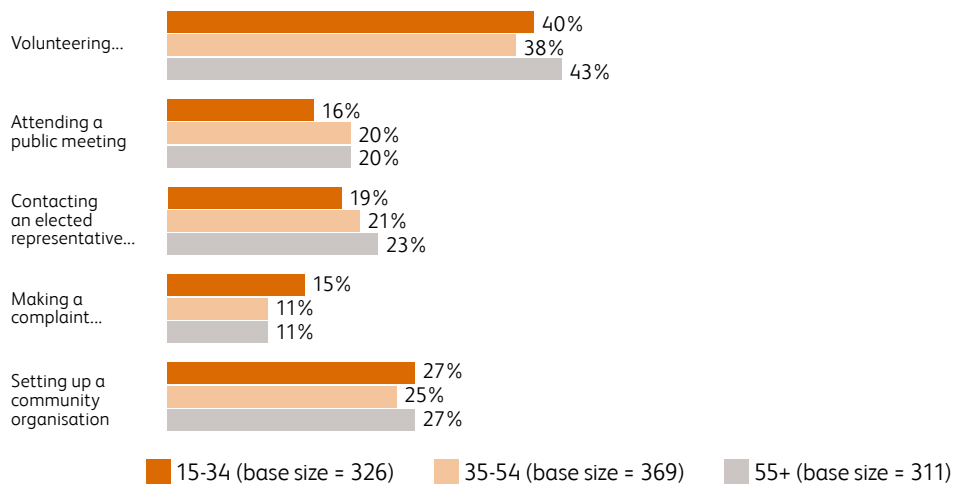
FOCUS ON AGE

Feelings of control over public services by age



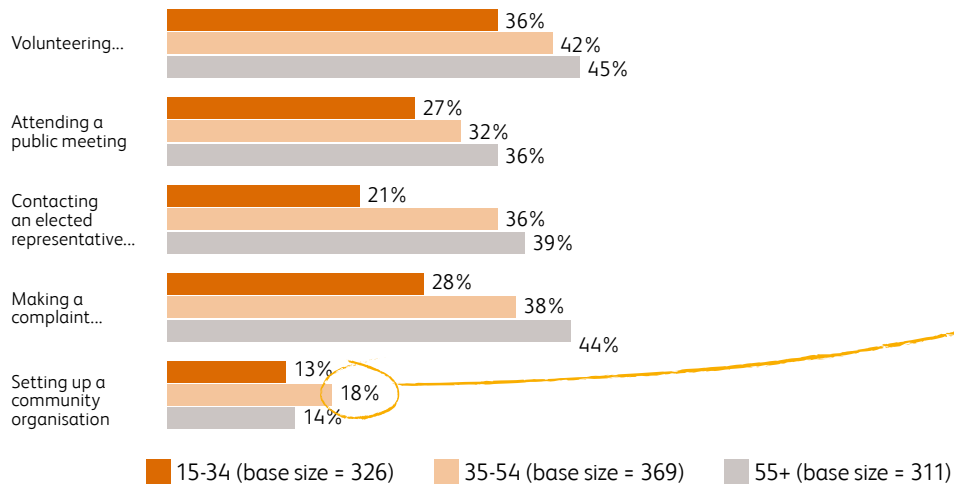
People in middle age in Ireland were least satisfied with the amount of control they have over public services.

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



There were no clear patterns across the age groups regarding people's perception of the effectiveness of public engagement activities...

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



...but older age groups were more likely to carry out activities to improve their local area.

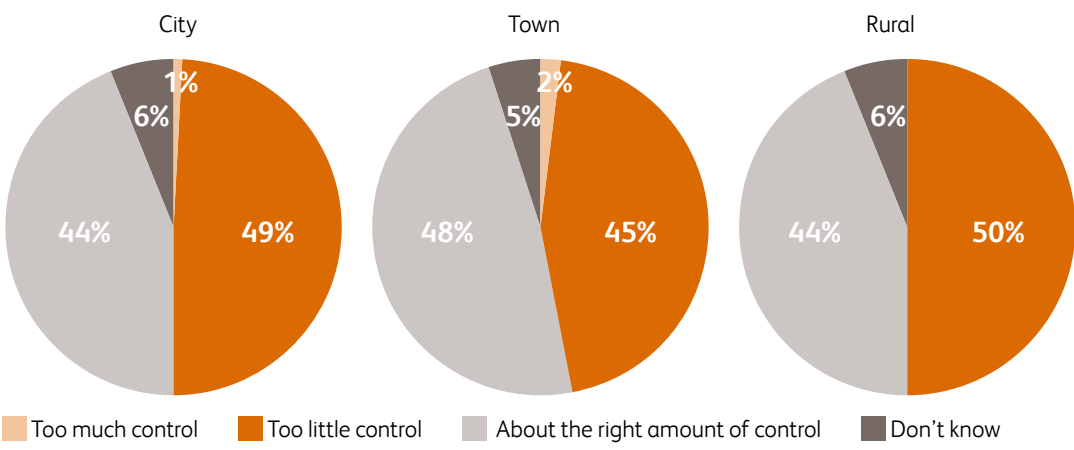
Highest value across the UK and Ireland.



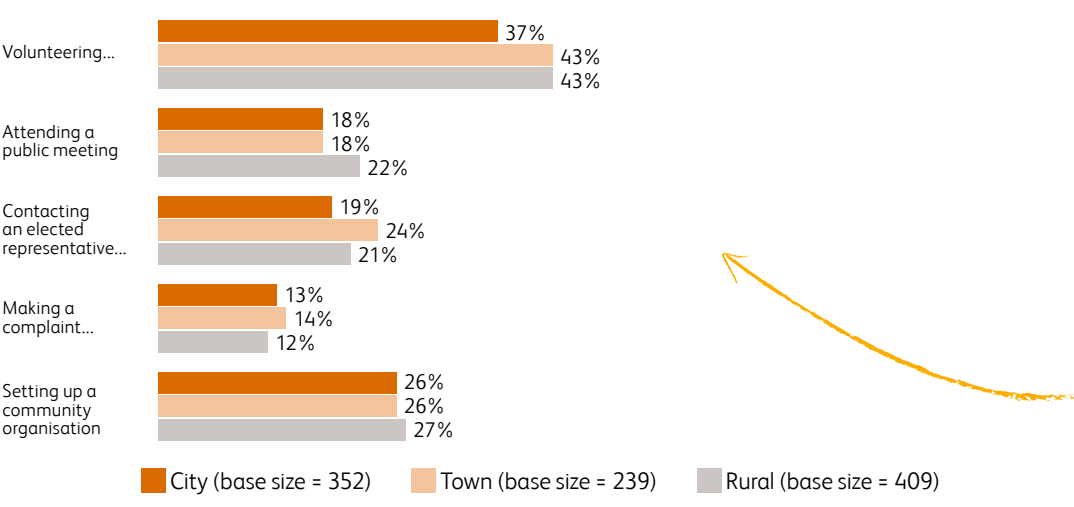
PUBLIC ENGAGEMENT

FOCUS ON PLACE

Feelings of control over public services by place

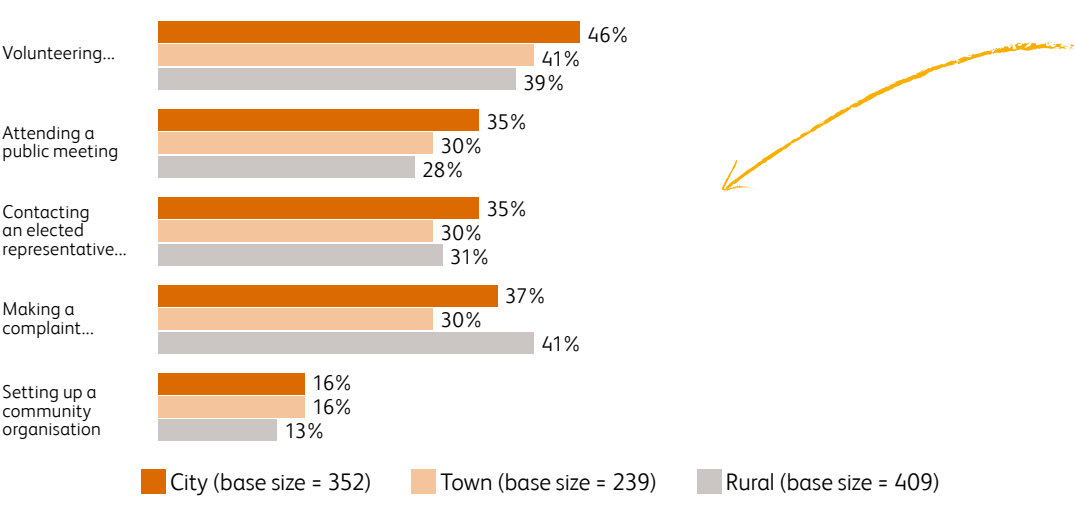


Attitudes towards public engagement by place ("very effective")



There were no clear trends in the feelings, attitudes and behaviours of people across Ireland's city, town and rural communities.

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



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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