Character in Crisis Survey
ONLINE Fieldwork: 3rd - 5th April 2020

Table 1
Q.1 During the current coronavirus crisis, which of the following character qualities do you value most in those around you ?
Summary
Base All respondents

| | Top 3 values | | | | |
	The most	2nd most	3rd most	NET: Top 3 most	NA
Unweighted base	2093	2093	2093	2093	2093
Weighted base	2093	2093	2093	2093	2093
Good judgement	204	251	254	709	1384
	10%	12%	12%	34%	66%
Being reflective	38	53	65	155	1938
	2%	3%	3%	7%	93%
Being compassionate / caring	719	424	288	1430	663
	34%	20%	14%	68%	32%
Being courageous	58	98	115	271	1822
	3%	5%	6%	13%	87%
Having community awareness	211	295	325	831	1262
	10%	14%	16%	40%	60%
Being of service to others	246	333	296	875	1218
	12%	16%	14%	42%	58%
Being resilient	231	216	272	719	1374
	11%	10%	13%	34%	66%
Being motivated	87	145	181	413	1680
	4%	7%	9%	20%	80%
Being wise	208	186	206	600	1493
	10%	9%	10%	29%	71%

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Absolutes/col percents

Table 5
Q.1 During the current coronavirus crisis, which of the following character qualities do you value most in those around you ?
NET: Top 3 most
Base All respondents

		Gender		Age						Social Grade				Region												Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Being compassionate / caring	1430 68%	631 62%	799 75%	144 62%	225 62%	208 62%	261 70%	232 75%	360 74%	392 69%	392 67%	296 70%	351 69%	106 60%	56 66%	158 68%	119 70%	120 67%	107 72%	72 71%	132 68%	179 65%	196 69%	137 76%	48 77%	226 65%	567 66%	135 64%
Being of service to others	875 42%	415 41%	461 43%	78 34%	115 32%	120 36%	171 46%	140 45%	252 52%	223 39%	264 45%	165 39%	222 44%	75 43%	44 52%	93 40%	60 35%	64 35%	57 38%	52 51%	96 50%	94 34%	118 42%	92 51%	31 49%	143 41%	337 39%	84 40%
Having community awareness	831 40%	354 35%	478 45%	77 33%	106 29%	117 35%	148 40%	151 49%	232 48%	224 39%	234 40%	162 38%	211 41%	76 43%	37 43%	94 40%	71 41%	62 34%	60 41%	35 35%	87 45%	97 35%	114 40%	76 42%	22 35%	129 37%	324 38%	79 37%
Being resilient	719 34%	371 36%	348 32%	72 31%	136 38%	111 33%	113 30%	118 38%	168 35%	227 40%	210 36%	136 32%	146 29%	47 27%	32 37%	73 31%	66 39%	58 32%	46 31%	38 38%	61 32%	104 38%	108 38%	64 36%	20 33%	136 39%	292 34%	72 34%
Good judgement	709 34%	415 41%	294 27%	63 27%	142 39%	124 37%	128 35%	92 30%	159 33%	215 38%	192 33%	136 32%	166 33%	73 42%	28 33%	77 33%	55 32%	72 40%	39 26%	36 35%	62 32%	101 37%	86 30%	56 31%	25 40%	115 33%	310 36%	65 31%
Being wise	600 29%	323 32%	277 26%	81 35%	114 31%	124 37%	98 26%	76 25%	108 22%	144 25%	174 30%	127 30%	155 30%	56 32%	21 25%	71 31%	53 31%	50 28%	36 24%	25 24%	54 28%	88 32%	76 27%	47 26%	24 37%	95 27%	267 31%	66 31%
Being motivated	413 20%	199 20%	213 20%	73 32%	94 26%	62 18%	69 19%	47 15%	68 14%	106 19%	112 19%	95 22%	99 19%	28 16%	9 11%	42 18%	31 18%	49 27%	29 19%	24 23%	39 20%	61 22%	59 21%	36 20%	6 10%	70 20%	181 21%	54 25%
Being courageous	271 13%	113 11%	158 15%	39 17%	44 12%	59 18%	47 13%	35 11%	48 10%	80 14%	74 13%	52 12%	65 13%	17 10%	9 10%	35 15%	19 11%	28 15%	22 15%	11 11%	30 15%	47 17%	35 12%	12 7%	7 11%	65 19%	111 13%	30 14%
Being reflective	155 7%	83 8%	72 7%	27 11%	39 11%	30 9%	30 8%	11 4%	19 4%	44 8%	46 8%	28 7%	37 7%	14 8%	5 5%	19 8%	10 6%	22 12%	12 8%	4 4%	9 5%	24 9%	22 8%	12 7%	3 5%	34 10%	68 8%	28 13%
None of these	92 4%	53 5%	38 4%	14 6%	23 6%	16 5%	16 4%	9 3%	13 3%	19 3%	22 4%	25 6%	25 5%	12 7%	5 6%	13 5%	10 6%	6 3%	12 8%	3 3%	4 2%	9 3%	13 5%	3 2%	1 2%	9 3%	42 5%	7 3%

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Table 15
Q.2 During the current coronavirus crisis, which of the following character qualities do you value most in leaders / senior political figures ?
Summary
Base All respondents

		Top 3 values			
	The most	2nd most	3rd most	NET: Top 3 most	NA
Unweighted base	2093	2093	2093	2093	2093
Weighted base	2093	2093	2093	2093	2093
Good judgement	696 33%	378 18%	299 14%	1373 66%	720 34%
Being reflective	44 2%	53 3%	80 4%	177 8%	1916 92%
Being compassionate / caring	323 15%	294 14%	305 15%	922 44%	1171 56%
Being courageous	122 6%	131 6%	141 7%	394 19%	1699 81%
Having community awareness	148 7%	281 13%	294 14%	723 35%	1370 65%
Being of service to others	171 8%	270 13%	301 14%	742 35%	1351 65%
Being resilient	112 5%	154 7%	195 9%	461 22%	1632 78%
Being motivated	112 5%	140 7%	149 7%	401 19%	1692 81%
Being wise	262 13%	288 14%	226 11%	776 37%	1317 63%

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Character in Crisis Survey
ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 19
Q.2 During the current coronavirus crisis, which of the following character qualities do you value most in leaders / senior political figures ?
NET: Top 3 most
Base All respondents

	Total	Gender		Age						Social Grade				Region												Employment Sector		Opinion Influencer
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Good judgement	1373	685	688	128	209	180	238	234	385	421	400	252	300	109	59	151	116	112	94	68	132	178	178	132	44	214	521	125
	66%	67%	64%	55%	58%	54%	64%	76%	79%	74%	68%	59%	59%	62%	69%	65%	68%	62%	64%	67%	68%	65%	62%	73%	70%	62%	61%	59%
Being compassionate / caring	922	435	487	92	158	141	172	142	216	239	251	192	240	77	36	103	65	85	73	40	102	114	121	85	21	154	384	88
	44%	43%	45%	39%	44%	42%	47%	46%	45%	42%	43%	45%	47%	44%	42%	44%	38%	47%	49%	39%	52%	42%	43%	47%	34%	44%	45%	41%
Being wise	776	388	388	90	115	133	125	115	198	242	210	142	183	61	33	86	67	69	45	32	78	108	107	60	31	126	306	73
	37%	38%	36%	39%	32%	40%	34%	37%	41%	42%	36%	33%	36%	35%	39%	37%	39%	38%	30%	31%	40%	40%	38%	33%	49%	36%	36%	35%
Being of service to others	742	315	428	84	112	115	163	110	159	182	211	144	205	62	32	69	66	64	44	39	75	90	111	63	28	136	286	65
	35%	31%	40%	36%	31%	34%	44%	35%	33%	32%	36%	34%	40%	35%	38%	29%	39%	35%	30%	38%	38%	33%	39%	35%	44%	39%	33%	31%
Having community awareness	723	308	414	88	113	111	140	107	163	194	198	149	182	61	20	94	63	59	48	37	63	95	96	67	19	134	279	86
	35%	30%	39%	38%	31%	33%	38%	34%	34%	34%	34%	35%	36%	35%	24%	40%	37%	32%	32%	37%	32%	35%	34%	37%	30%	39%	32%	41%
Being resilient	461	253	209	46	99	86	80	63	88	124	139	103	95	33	17	56	37	46	38	27	33	65	63	39	8	79	223	54
	22%	25%	19%	20%	27%	26%	22%	20%	18%	22%	24%	24%	19%	19%	20%	24%	22%	25%	26%	26%	17%	24%	22%	22%	13%	23%	26%	25%
Being motivated	401	199	202	45	74	57	61	62	101	105	120	95	81	28	21	34	36	35	39	25	33	49	48	44	10	58	177	44
	19%	19%	19%	20%	21%	17%	17%	20%	21%	18%	20%	22%	16%	16%	24%	14%	21%	19%	27%	25%	17%	18%	17%	25%	16%	17%	21%	21%
Being courageous	394	206	187	37	66	74	62	52	102	102	106	87	99	29	19	39	26	40	35	22	37	54	52	23	17	64	156	33
	19%	20%	17%	16%	18%	22%	17%	17%	21%	18%	18%	20%	19%	16%	22%	17%	15%	22%	24%	22%	19%	20%	18%	13%	28%	18%	18%	16%
Being reflective	177	99	78	39	46	38	20	15	18	60	51	31	34	15	6	23	9	12	10	6	16	35	27	13	5	34	88	34
	8%	10%	7%	17%	13%	11%	5%	5%	4%	10%	9%	7%	7%	9%	7%	10%	5%	7%	7%	6%	8%	13%	9%	7%	7%	10%	10%	16%
None of these	103	59	44	16	31	23	16	10	7	16	26	26	36	18	4	15	9	7	6	3	6	11	17	5	2	13	54	11
	5%	6%	4%	7%	9%	7%	4%	3%	2%	3%	4%	6%	7%	10%	5%	7%	5%	4%	4%	3%	3%	4%	6%	3%	3%	4%	6%	5%

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Table 29
Q.3 How likely or unlikely are you to do the following during the current coronavirus crisis?
Summary
Base: All respondents

		Statements			
		Show compassion to others	Reflect on your life / life goals	Serve your local community	Care for vulnerable individuals
Unweighted base		2093	2093	2093	2093
Weighted base		2093	2093	2093	2093
NET: Likely		1792 86%	1282 61%	901 43%	1208 58%
Very likely	(+2)	1003 48%	504 24%	308 15%	566 27%
Somewhat likely	(+1)	789 38%	778 37%	593 28%	642 31%
Neither likely nor unlikely	(0)	209 10%	479 23%	633 30%	419 20%
Somewhat unlikely	(-1)	22 1%	118 6%	193 9%	163 8%
Very unlikely	(-2)	23 1%	148 7%	227 11%	199 9%
NET: Unlikely		45 2%	266 13%	421 20%	362 17%
Don't know		47 2%	66 3%	138 7%	105 5%
Mean		1.33	0.68	0.29	0.61
Standard deviation		0.79	1.13	1.19	1.25
Standard error		0.02	0.03	0.03	0.03

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Absolutes/col percents

Table 34
Q.4 Some people have said that the government should be protecting lives at the expense of economic prosperity whilst others say that they should prioritise the economy at the expense of human lives. Using the scale below please slide the scale to indicate how closely you feel to each of these viewpoints. The closer you move the indicator to a statement means the more you agree with that statement, if you leave this in the middle this mean you agree with both equally.
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Scotland	Region North East	Region North West	Region Yorkshire & Humberside	Region West Midlands	Region East Midlands	Region Wales	Region Eastern	Region London	Region South East	Region South West	Region Northern Ireland	Employment Sector Public	Employment Sector Private	Opinion Influencer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
(-5) Protecting human lives	703 34%	306 30%	397 37%	72 31%	109 30%	102 31%	150 40%	111 36%	159 33%	164 29%	199 34%	137 32%	203 40%	67 38%	17 20%	91 39%	51 30%	61 34%	43 29%	28 28%	68 35%	112 41%	94 33%	44 24%	28 44%	115 33%	257 30%	69 33%
(-4)	316 15%	151 15%	165 15%	34 15%	36 10%	37 11%	48 13%	59 19%	102 21%	96 17%	83 14%	62 15%	75 15%	27 15%	13 15%	24 10%	26 15%	22 12%	22 15%	17 17%	36 18%	36 13%	45 16%	40 22%	7 12%	38 11%	124 14%	30 14%
(-3)	315 15%	163 16%	152 14%	35 15%	58 16%	58 17%	52 14%	45 14%	67 14%	95 17%	90 15%	61 14%	68 13%	18 10%	21 25%	28 12%	28 16%	31 17%	23 15%	13 13%	25 13%	36 13%	44 15%	37 20%	11 17%	58 17%	130 15%	27 13%
(-2)	264 13%	130 13%	133 12%	35 15%	49 13%	48 14%	39 11%	39 12%	55 11%	79 14%	81 14%	53 12%	52 10%	28 16%	11 13%	37 16%	23 14%	23 13%	23 15%	16 16%	16 8%	27 10%	35 12%	20 11%	4 6%	47 14%	116 13%	32 15%
(-1)	172 8%	79 8%	93 9%	23 10%	35 10%	30 9%	30 8%	18 6%	36 7%	47 8%	50 9%	35 8%	40 8%	16 9%	9 10%	25 11%	14 8%	14 8%	9 6%	8 8%	16 8%	22 8%	20 7%	10 6%	8 13%	38 11%	65 8%	14 7%
(0)	156 7%	88 9%	68 6%	14 6%	42 12%	27 8%	24 7%	17 5%	32 7%	40 7%	38 6%	39 9%	40 8%	11 6%	8 9%	15 6%	14 8%	8 4%	16 11%	12 12%	12 6%	16 6%	29 10%	14 8%	1 1%	28 8%	75 9%	10 5%
(1)	64 3%	36 4%	27 3%	7 3%	14 4%	10 3%	13 4%	9 3%	11 2%	15 3%	21 4%	19 4%	9 2%	* *	2 2%	7 3%	4 2%	8 4%	7 5%	1 1%	9 5%	11 4%	8 3%	7 4%	- -	7 2%	36 4%	8 4%
(2)	49 2%	31 3%	18 2%	3 1%	7 2%	11 3%	8 2%	6 2%	14 3%	19 3%	8 1%	9 2%	13 2%	3 2%	4 5%	6 2%	3 2%	12 7%	2 2%	1 1%	7 4%	3 1%	3 1%	5 3%	1 2%	6 2%	24 3%	5 3%
(3)	24 1%	17 2%	7 1%	4 2%	6 2%	5 1%	3 1%	3 1%	3 1%	6 1%	6 1%	7 2%	4 1%	-	-	1 1%	2 1%	1 *	3 2%	3 3%	4 2%	4 1%	3 1%	1 1%	1 1%	2 *	15 2%	4 2%
(4)	14 1%	10 1%	5 *	* *	-	5 1%	1 *	4 1%	3 1%	5 1%	5 1%	1 *	4 1%	5 3%	-	-	* *	-	1 1%	1 1%	1 *	3 1%	2 1%	1 1%	1 1%	3 1%	7 1%	6 3%
(5) Prioritising economic prosperity	17 1%	10 1%	7 1%	6 2%	5 1%	3 1%	1 *	1 *	2 *	6 1%	7 1%	3 1%	1 *	1 *	1 1%	-	5 3%	1 1%	* *	-	-	4 2%	2 1%	1 1%	2 3%	4 1%	12 1%	5 2%
Mean	-2.89	-2.67	-3.10	-2.76	-2.55	-2.62	-3.13	-3.14	-3.04	-2.74	-2.89	-2.78	-3.14	-3.06	-2.55	-3.04	-2.73	-2.79	-2.70	-2.68	-2.92	-3.01	-2.93	-2.82	-3.15	-2.85	-2.61	-2.55
Standard deviation	2.22	2.34	2.08	2.33	2.31	2.35	2.12	2.12	2.12	2.27	2.24	2.24	2.14	2.22	2.09	2.03	2.36	2.29	2.20	2.20	2.28	2.39	2.13	2.12	2.46	2.18	2.38	2.68
Standard error	0.05	0.07	0.06	0.15	0.12	0.13	0.11	0.12	0.10	0.10	0.09	0.11	0.09	0.16	0.24	0.13	0.18	0.18	0.17	0.22	0.16	0.15	0.12	0.16	0.31	0.12	0.08	0.19
NET: Top 2 Protecting human lives	1019 49%	457 45%	562 52%	106 46%	145 40%	139 42%	198 53%	170 55%	260 54%	260 45%	282 48%	199 47%	278 55%	95 54%	30 35%	115 49%	78 45%	82 46%	65 44%	45 44%	104 53%	148 54%	138 49%	84 46%	35 55%	154 44%	381 44%	99 47%

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Absolutes/col percents

Table 34
Q.4 Some people have said that the government should be protecting lives at the expense of economic prosperity whilst others say that they should prioritise the economy at the expense of human lives. Using the scale below please slide the scale to indicate how closely you feel to each of these viewpoints. The closer you move the indicator to a statement means the more you agree with that statement, if you leave this in the middle this mean you agree with both equally.
Base: All respondents

		Gender		Age						Social Grade				Region														Employment Sector		Opinion Influencer
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
NET: Top 2 Prioritising economic prosperity	31 1%	20 2%	11 1%	6 3%	5 1%	8 2%	2 1%	5 2%	5 1%	11 2%	12 2%	4 1%	5 1%	6 3%	1 1%	- -	5 3%	1 1%	1 1%	1 1%	1 *	7 3%	3 1%	2 1%	3 4%	7 2%	18 2%	11 5%

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Absolutes/col percents

Table 35
Q.5 Do you agree or disagree with the following statement?
Health of today' older generations is more important than the long term economic prosperity of future generations
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Scotland	Region North East	Region North West	Region Yorkshire & Humberside	Region West Midlands	Region East Midlands	Region Wales	Region Eastern	Region London	Region South East	Region South West	Region Northern Ireland	Employment Sector Public	Employment Sector Private	Opinion Influencer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Agree	1161 55%	588 58%	573 53%	114 49%	175 48%	197 59%	223 60%	180 58%	272 56%	293 51%	351 60%	226 53%	291 57%	100 57%	48 57%	143 61%	97 57%	94 52%	91 61%	54 54%	102 53%	152 56%	134 47%	105 58%	40 63%	211 61%	444 52%	113 53%
Neither agree nor disagree	763 36%	340 33%	423 39%	90 39%	157 43%	117 35%	119 32%	108 35%	173 36%	216 38%	197 34%	169 40%	181 36%	67 38%	34 40%	74 32%	64 37%	70 39%	46 31%	39 38%	71 37%	98 36%	121 43%	62 34%	18 28%	107 31%	348 40%	78 37%
Disagree	169 8%	93 9%	76 7%	28 12%	30 8%	21 6%	28 8%	22 7%	40 8%	63 11%	40 7%	30 7%	36 7%	10 6%	3 3%	16 7%	10 6%	16 9%	12 8%	8 8%	21 11%	24 9%	29 10%	14 8%	5 8%	28 8%	69 8%	21 10%

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Table 36
Q.6 To what extent, if at all, have you reflected on your own personal character qualities as a result of the coronavirus crisis?
Base: All respondents

	Total	Gender		Age						Social Grade				Region												Employment Sector		Opinion Influencer
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
A lot	496	193	303	77	89	94	85	70	81	130	146	99	122	45	20	57	43	41	34	17	43	80	67	34	15	112	216	79
	24%	19%	28%	33%	25%	28%	23%	23%	17%	23%	25%	23%	24%	25%	24%	24%	25%	23%	23%	17%	22%	29%	24%	19%	23%	32%	25%	38%
A little	1074	509	566	125	197	165	180	156	251	292	299	225	258	91	49	118	78	96	71	49	105	132	155	95	37	169	440	110
	51%	50%	53%	54%	54%	49%	49%	50%	52%	51%	51%	53%	51%	51%	57%	50%	46%	53%	48%	48%	54%	48%	54%	52%	59%	49%	51%	52%
Not at all	522	320	203	30	76	76	105	84	153	150	143	101	129	41	16	59	50	44	43	36	46	63	63	52	11	66	206	22
	25%	31%	19%	13%	21%	23%	28%	27%	32%	26%	24%	24%	25%	23%	19%	25%	29%	24%	29%	36%	24%	23%	22%	29%	18%	19%	24%	10%

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Character in Crisis Survey
ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 37
Q.7 Which, if any, of the following will you do in the future, once the coronavirus crisis is over?
Base: All respondents

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
I will spend more time with family and friends	1071 51%	445 44%	627 58%	133 57%	187 52%	162 48%	189 51%	158 51%	242 50%	276 48%	306 52%	219 52%	270 53%	79 44%	42 49%	119 51%	86 51%	95 53%	84 57%	56 55%	104 53%	142 52%	131 46%	97 54%	37 59%	185 53%	427 50%	100 47%
I will value public services more	930 44%	414 40%	516 48%	111 48%	141 39%	125 37%	141 38%	145 47%	267 55%	293 51%	263 45%	166 39%	208 41%	78 44%	41 49%	113 49%	71 41%	72 40%	63 42%	44 43%	89 46%	126 46%	115 40%	82 45%	36 57%	158 46%	325 38%	93 44%
I will spend more time outside	928 44%	404 40%	525 49%	134 58%	172 47%	142 42%	134 36%	123 40%	223 46%	272 48%	276 47%	183 43%	197 39%	83 47%	32 38%	112 48%	80 47%	76 42%	60 41%	39 39%	69 35%	132 48%	124 44%	87 48%	35 55%	163 47%	366 42%	92 43%
I will be more conscious of my own wellbeing	914 44%	397 39%	518 48%	106 46%	156 43%	147 44%	150 41%	139 45%	217 45%	237 41%	251 43%	189 45%	238 47%	77 44%	31 36%	100 43%	68 40%	87 48%	66 45%	38 38%	85 43%	132 48%	111 39%	89 49%	30 48%	157 45%	352 41%	93 44%
I will be more mindful of personal contact e.g. shaking hands, touching things used by others	885 42%	369 36%	516 48%	92 40%	151 42%	127 38%	161 44%	138 44%	216 45%	226 39%	257 44%	177 42%	225 44%	84 48%	38 45%	88 38%	61 36%	79 44%	63 43%	34 34%	91 47%	123 45%	119 42%	73 41%	31 50%	135 39%	340 39%	83 39%
I will help others more	600 29%	238 23%	362 34%	85 37%	118 33%	85 25%	97 26%	83 27%	133 27%	165 29%	161 27%	120 28%	154 30%	56 32%	20 24%	79 34%	43 25%	51 28%	40 27%	19 19%	51 26%	83 30%	89 31%	44 25%	26 41%	112 32%	240 28%	80 38%
I will continue to practise some form of social distancing	495 24%	223 22%	271 25%	48 21%	88 24%	82 25%	100 27%	74 24%	101 21%	114 20%	129 22%	106 25%	146 29%	40 23%	22 26%	59 25%	37 22%	52 29%	23 15%	16 15%	59 30%	68 25%	64 23%	39 22%	14 23%	76 22%	214 25%	45 21%
I will participate in my community more	298 14%	139 14%	159 15%	50 22%	50 14%	44 13%	45 12%	42 14%	68 14%	89 16%	96 16%	47 11%	66 13%	24 14%	13 15%	40 17%	19 11%	17 10%	17 11%	11 10%	30 15%	49 18%	47 17%	19 11%	12 19%	63 18%	115 13%	55 26%
I will spend more time by myself	236 11%	121 12%	115 11%	33 14%	51 14%	45 14%	40 11%	37 12%	29 6%	55 10%	74 13%	39 9%	68 13%	22 13%	6 7%	25 11%	27 16%	21 12%	15 10%	13 13%	21 11%	34 12%	24 9%	22 12%	5 9%	49 14%	94 11%	34 16%
None of these	217 10%	144 14%	73 7%	14 6%	36 10%	42 13%	42 11%	40 13%	44 9%	53 9%	62 11%	44 10%	59 12%	18 10%	4 5%	21 9%	19 11%	20 11%	17 12%	9 9%	17 9%	24 9%	40 14%	22 12%	5 8%	24 7%	112 13%	21 10%

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Absolutes/col percents

Table 38
Q.8 Which one of the following character qualities is most important to you / your wellbeing right now?
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Being compassionate / caring	518 25%	206 20%	312 29%	59 25%	85 24%	77 23%	100 27%	83 27%	114 23%	131 23%	130 22%	116 27%	141 28%	42 24%	24 28%	63 27%	41 24%	36 20%	38 26%	27 27%	49 25%	56 20%	70 25%	51 28%	21 34%	81 23%	210 24%	49 23%
Being resilient	430 21%	202 20%	228 21%	37 16%	68 19%	55 16%	66 18%	73 24%	132 27%	149 26%	127 22%	77 18%	77 15%	37 21%	23 27%	51 22%	32 19%	41 23%	32 22%	24 23%	27 14%	52 19%	62 22%	38 21%	9 15%	66 19%	148 17%	30 14%
Good judgement	272 13%	166 16%	106 10%	22 9%	40 11%	44 13%	41 11%	39 13%	86 18%	85 15%	77 13%	49 12%	62 12%	21 12%	14 16%	23 10%	16 9%	22 12%	16 11%	13 13%	31 16%	39 14%	45 16%	25 14%	9 14%	36 10%	110 13%	26 12%
Being motivated	212 10%	95 9%	117 11%	42 18%	44 12%	30 9%	35 10%	27 9%	35 7%	52 9%	64 11%	47 11%	49 10%	18 10%	5 6%	27 12%	17 10%	18 10%	18 12%	12 12%	19 10%	29 11%	26 9%	20 11%	3 5%	44 13%	89 10%	26 12%
Being wise	193 9%	113 11%	80 7%	25 11%	33 9%	35 11%	41 11%	23 8%	35 7%	45 8%	49 8%	43 10%	57 11%	13 8%	3 3%	23 10%	12 7%	16 9%	17 11%	11 11%	19 10%	37 13%	16 6%	13 7%	14 22%	35 10%	86 10%	23 11%
Being of service to others	160 8%	80 8%	80 7%	12 5%	26 7%	32 9%	37 10%	29 9%	24 5%	40 7%	48 8%	24 6%	48 9%	16 9%	6 7%	16 7%	19 11%	16 9%	6 4%	5 5%	18 9%	18 7%	20 7%	18 10%	2 3%	43 12%	65 8%	23 11%
Having community awareness	103 5%	51 5%	52 5%	13 6%	13 4%	14 4%	20 5%	16 5%	28 6%	24 4%	30 5%	21 5%	28 6%	8 4%	2 2%	5 2%	10 6%	8 5%	6 4%	4 4%	13 7%	19 7%	18 6%	9 5%	1 1%	14 4%	48 6%	14 7%
Being reflective	57 3%	35 3%	22 2%	5 2%	13 4%	18 5%	8 2%	8 2%	5 1%	14 2%	23 4%	11 3%	10 2%	7 4%	3 4%	5 2%	8 5%	8 4%	3 2%	1 1%	3 1%	10 4%	8 3%	* *	1 1%	11 3%	31 4%	11 5%
Being courageous	44 2%	18 2%	26 2%	4 2%	6 2%	11 3%	6 2%	3 1%	13 3%	15 3%	17 3%	6 1%	5 1%	6 3%	1 1%	7 3%	3 2%	5 3%	5 3%	- -	6 3%	6 2%	5 2%	1 *	- -	8 2%	19 2%	5 2%
None of these	105 5%	56 5%	49 5%	14 6%	33 9%	20 6%	15 4%	10 3%	13 3%	17 3%	24 4%	31 7%	33 7%	8 5%	4 5%	14 6%	12 7%	11 6%	7 5%	5 5%	11 6%	9 3%	14 5%	5 3%	3 5%	9 3%	57 7%	6 3%

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Character in Crisis Survey
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Absolutes/col percents

Table 39
Gender
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Region | | | | | | | | | | | | Employment Sector | | Opinion |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Male	1021 49%	1021 100%	- -	96 41%	182 50%	176 52%	193 52%	144 47%	230 48%	329 58%	258 44%	215 51%	220 43%	94 53%	41 49%	104 45%	76 45%	89 49%	75 51%	54 53%	88 45%	141 52%	138 49%	91 50%	29 47%	171 49%	487 57%	133 63%
Female	1072 51%	- -	1072 100%	136 59%	179 50%	159 48%	178 48%	166 53%	254 52%	242 42%	330 56%	210 49%	289 57%	83 47%	44 51%	129 55%	95 55%	92 51%	73 49%	47 47%	107 55%	133 48%	146 51%	90 50%	33 53%	176 51%	374 43%	79 37%

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Character in Crisis Survey
ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 40
Age
Base: All respondents

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
		Gender				Age					Social Grade							Region								Employment Sector		
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
18-24	232 11%	96 9%	136 13%	232 100%	-	-	-	-	-	83 15%	76 13%	39 9%	34 7%	12 7%	13 16%	25 11%	16 10%	19 10%	13 8%	8 8%	10 5%	56 21%	42 15%	19 10%	1 1%	46 13%	82 10%	58 28%
25-34	362 17%	182 18%	179 17%	-	362 100%	-	-	-	-	102 18%	94 16%	90 21%	76 15%	33 18%	10 12%	51 22%	26 15%	31 17%	20 13%	20 20%	23 12%	71 26%	42 15%	30 16%	7 11%	80 23%	218 25%	53 25%
35-44	335 16%	176 17%	159 15%	-	-	335 100%	-	-	-	64 11%	100 17%	79 19%	91 18%	38 22%	14 16%	39 17%	28 16%	35 19%	36 24%	11 11%	33 17%	38 14%	34 12%	18 10%	10 16%	75 22%	184 21%	39 18%
45-54	370 18%	193 19%	178 17%	-	-	-	370 100%	-	-	77 13%	101 17%	90 21%	102 20%	32 18%	13 15%	39 17%	27 16%	33 18%	18 12%	24 23%	41 21%	48 18%	48 17%	33 18%	15 24%	86 25%	206 24%	27 13%
55-64	310 15%	144 14%	166 15%	-	-	-	-	310 100%	-	72 13%	103 18%	42 10%	93 18%	25 14%	14 17%	35 15%	33 19%	23 13%	20 13%	19 19%	30 16%	18 7%	43 15%	31 17%	18 29%	50 14%	123 14%	11 5%
65+	484 23%	230 23%	254 24%	-	-	-	-	-	484 100%	173 30%	115 19%	84 20%	112 22%	38 21%	21 25%	45 19%	41 24%	40 22%	42 28%	20 20%	58 30%	42 15%	76 27%	49 27%	12 18%	10 3%	47 5%	23 11%
NET: 18-34	594 28%	278 27%	316 29%	232 100%	362 100%	-	-	-	-	185 32%	169 29%	129 30%	110 22%	44 25%	23 27%	76 32%	42 25%	50 27%	32 22%	28 27%	32 17%	127 46%	84 29%	49 27%	8 13%	126 36%	301 35%	112 53%
NET: 35-54	705 34%	368 36%	337 31%	-	-	335 100%	370 100%	-	-	141 25%	201 34%	169 40%	194 38%	70 40%	27 31%	77 33%	55 32%	68 38%	54 37%	35 34%	75 38%	86 32%	82 29%	51 28%	25 40%	162 47%	391 45%	66 31%
NET: 55+	794 38%	375 37%	419 39%	-	-	-	-	310 100%	484 100%	245 43%	218 37%	126 30%	205 40%	62 35%	35 41%	80 34%	74 43%	63 35%	62 42%	39 38%	88 45%	61 22%	119 42%	81 45%	30 48%	59 17%	170 20%	34 16%
Average age	47.99	48.10	47.88	21.73	30.02	39.36	49.51	59.46	71.47	48.75	47.18	46.07	49.67	48.20	48.52	46.89	49.49	47.01	49.58	48.46	52.08	41.42	48.63	50.18	51.73	41.09	42.23	38.07

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Character in Crisis Survey
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Absolutes/col percents

Table 41
Social Grade
Base: All respondents

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
A	152 7%	85 8%	66 6%	34 14%	29 8%	18 5%	26 7%	10 3%	36 7%	152 27%	-	-	-	12 7%	6 7%	15 6%	6 4%	9 5%	8 5%	8 8%	11 6%	32 12%	21 7%	14 8%	10 15%	23 7%	68 8%	31 15%
B	420 20%	244 24%	176 16%	49 21%	74 20%	47 14%	51 14%	62 20%	137 28%	420 73%	-	-	-	37 21%	17 20%	46 20%	28 16%	39 22%	25 17%	13 13%	47 24%	59 22%	54 19%	41 23%	14 22%	84 24%	149 17%	59 28%
C1	588 28%	258 25%	330 31%	76 33%	94 26%	100 30%	101 27%	103 33%	115 24%	-	588 100%	-	-	47 27%	26 30%	63 27%	46 27%	45 25%	45 30%	27 27%	53 27%	78 29%	90 32%	50 27%	19 30%	142 41%	244 28%	58 28%
C2	425 20%	215 21%	210 20%	39 17%	90 25%	79 24%	90 24%	42 14%	84 17%	-	-	425 100%	-	34 19%	13 15%	52 22%	40 23%	40 22%	30 20%	29 28%	31 16%	59 21%	61 21%	28 16%	8 12%	49 14%	246 29%	39 18%
D	271 13%	131 13%	140 13%	21 9%	52 14%	51 15%	64 17%	47 15%	37 8%	-	-	-	271 53%	19 11%	10 12%	39 17%	28 16%	25 14%	22 15%	15 14%	30 15%	23 8%	33 12%	25 14%	3 5%	43 13%	151 18%	18 9%
E	237 11%	88 9%	149 14%	13 6%	24 7%	41 12%	38 10%	45 15%	76 16%	-	-	-	237 47%	28 16%	14 16%	19 8%	22 13%	23 13%	19 13%	10 10%	22 11%	23 8%	25 9%	22 12%	9 15%	6 2%	3 *	7 3%
NET: AB	571 27%	329 32%	242 23%	83 36%	102 28%	64 19%	77 21%	72 23%	173 36%	571 100%	-	-	-	49 28%	23 27%	60 26%	34 20%	48 26%	32 22%	21 21%	59 30%	91 33%	75 26%	56 31%	24 38%	106 31%	217 25%	90 42%
NET: ABC1	1160 55%	587 57%	573 53%	158 68%	196 54%	164 49%	178 48%	175 57%	288 59%	571 100%	588 100%	-	-	96 54%	48 57%	123 53%	80 47%	92 51%	77 52%	48 47%	112 57%	169 62%	165 58%	106 58%	43 68%	248 72%	461 54%	148 70%
NET: C2DE	933 45%	435 43%	499 47%	74 32%	166 46%	170 51%	193 52%	135 43%	197 41%	-	-	425 100%	509 100%	81 46%	37 43%	110 47%	90 53%	88 49%	71 48%	53 53%	83 43%	105 38%	119 42%	75 42%	20 32%	98 28%	400 46%	64 30%
NET: DE	509 24%	220 21%	289 27%	34 15%	76 21%	91 27%	102 28%	93 30%	112 23%	-	-	-	509 100%	47 27%	24 28%	58 25%	50 29%	48 27%	41 28%	25 24%	52 26%	46 17%	58 20%	47 26%	13 20%	49 14%	154 18%	25 12%

Prepared by Populus

Character in Crisis Survey
ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 42
GO Region
Base: All respondents

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2093	1048	1045	244	341	312	373	332	491	550	567	451	525	190	73	233	172	168	163	100	195	251	302	182	64	314	820	201
Weighted base	2093	1021	1072	232	362	335	370	310	484	571	588	425	509	177	85	234	171	181	148	102	195	274	284	181	63	346	861	212
Scotland	177	94	83	12	33	38	32	25	38	49	47	34	47	177	-	-	-	-	-	-	-	-	-	-	-	29	68	15
	8%	9%	8%	5%	9%	11%	9%	8%	8%	9%	8%	8%	9%	100%												8%	8%	7%
North East	85	41	44	13	10	14	13	14	21	23	26	13	24	-	85	-	-	-	-	-	-	-	-	-	-	19	25	6
	4%	4%	4%	6%	3%	4%	3%	5%	4%	4%	4%	3%	5%		100%											5%	3%	3%
North West	234	104	129	25	51	39	39	35	45	60	63	52	58	-	-	234	-	-	-	-	-	-	-	-	-	40	103	22
	11%	10%	12%	11%	14%	12%	10%	11%	9%	11%	11%	12%	11%			100%										12%	12%	11%
Yorkshire & Humberside	171	76	95	16	26	28	27	33	41	34	46	40	50	-	-	-	171	-	-	-	-	-	-	-	-	26	66	18
	8%	7%	9%	7%	7%	8%	7%	11%	8%	6%	8%	9%	10%				100%									7%	8%	9%
West Midlands	181	89	92	19	31	35	33	23	40	48	45	40	48	-	-	-	-	181	-	-	-	-	-	-	-	33	70	19
	9%	9%	9%	8%	9%	10%	9%	7%	8%	8%	8%	9%	9%					100%								10%	8%	9%
East Midlands	148	75	73	13	20	36	18	20	42	32	45	30	41	-	-	-	-	-	148	-	-	-	-	-	-	22	54	8
	7%	7%	7%	5%	5%	11%	5%	6%	9%	6%	8%	7%	8%						100%						6%	6%	4%
Wales	102	54	47	8	20	11	24	19	20	21	27	29	25	-	-	-	-	-	-	102	-	-	-	-	-	18	37	9
	5%	5%	4%	3%	6%	3%	6%	6%	4%	4%	5%	7%	5%							100%						5%	4%	4%
Eastern	195	88	107	10	23	33	41	30	58	59	53	31	52	-	-	-	-	-	-	-	195	-	-	-	-	30	74	13
	9%	9%	10%	4%	6%	10%	11%	10%	12%	10%	9%	7%	10%								100%					9%	9%	6%
London	274	141	133	56	71	38	48	18	42	91	78	59	46	-	-	-	-	-	-	-	-	274	-	-	-	52	133	47
	13%	14%	12%	24%	20%	11%	13%	6%	9%	16%	13%	14%	9%									100%				15%	15%	22%
South East	284	138	146	42	42	34	48	43	76	75	90	61	58	-	-	-	-	-	-	-	-	-	284	-	-	38	123	27
	14%	14%	14%	18%	11%	10%	13%	14%	16%	13%	15%	14%	11%										100%			11%	14%	13%
South West	181	91	90	19	30	18	33	31	49	56	50	28	47	-	-	-	-	-	-	-	-	-	-	181	-	26	80	23
	9%	9%	8%	8%	8%	5%	9%	10%	10%	10%	8%	7%	9%											100%		7%	9%	11%
Northern Ireland	63	29	33	1	7	10	15	18	12	24	19	8	13	-	-	-	-	-	-	-	-	-	-	-	63	14	27	4
	3%	3%	3%	*	2%	3%	4%	6%	2%	4%	3%	2%	2%												100%	4%	3%	2%