



THE
JUBILEE CENTRE
FOR CHARACTER & VIRTUES

Jubilee Centre for Character and Virtues Survey of Contributing Towards the Common Good

22nd November 2017

Populus interviewed 2,096 UK adults online between 13th and 14th of November 2017. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk.

For: University of Birmingham Jubilee Centre

Prepared by: Ed Phillips

Populus

Findings

Q1. Thinking about Britain today, which of the following best describes your opinion? Most British people today . . .

Base: All Respondents (2,096)

| | Total |
|---|------------|
| NET: Contribute greatly/moderately towards the common good of society | 70% |
| Contribute greatly towards the common good of society | 15% |
| Contribute moderately towards the common good of society | 55% |
| Do not contribute greatly towards the common good of society | 27% |
| Do not contribute towards the common good of society at all | 3% |
| NET: Do not contribute greatly/at all towards the common good of society | 30% |

- A majority of people, 7 in 10 (70%) believe that most British people today contribute either moderately or greatly towards the good of society. Over half the public (55%) are of the opinion that most British people today contribute moderately towards the common good in society, a view more commonly held by females (72%) than males (68%).
- Older age groups are more likely to think that most people in Britain today contribute greatly/moderately towards the good of society, with this view held by three quarters of those aged over 45 (74%, 45-54); (73%, 55-64); (74%, 65+). This same view was held by around two thirds of those aged 18-44, (67%, 18-24); (63%, 25-34); (67%, 35-44).
- Those aged 65+ are twice as likely to take the view that most people in Britain today contribute greatly towards the common good of society (18%) when compared to 1 in 10 (9%) of 18-24 year olds.
- In total 15% believe that most British people today contribute greatly towards the common good of society and on the other end of the spectrum just 3% believe that most British people today do not contribute at all towards the common good of society.

-Q2 What institutions and organisations do you think help to promote contributions towards the common good of society? Think about your own personal experiences when responding.

Base: All those who believe most British people contribute moderately/greatly towards the common good of society (1,470)

| | Total |
|-----------|-------|
| Charities | 52% |
| Health | 19% |

| | |
|---------------------------------|-----|
| Public Services | 11% |
| Charity/Voluntary Organisations | 8% |
| Government/Politics | 8% |
| Religion | 7% |
| Education | 6% |
| Corporate/Business | 6% |
| Supermarket | 5% |

- Of those who believe most British people contribute greatly or moderately towards the good of society, over half (52%) believe charities are responsible for helping to promote the common good of society. Nearly 1 in 10 (8%) of those who specified a particular charity which contributes towards the common good of society named the Salvation Army, although this charity clearly has more relevance with older age groups, mentioned by 13% of those aged 65+, compared to just 2% aged 18-24 and 3% aged 25-34.
- Charities were more frequently mentioned as contributing towards the common good of society by those aged 55+ (61%) than those aged 25-44 (41%).
- Whilst 1 in 5 (19%) mentioned organisations connected with healthcare as promoting contributions towards the common good in society, almost all of these (17% of this 19%) specifically mentioned the NHS/Hospitals as being an institutions which help promote contributions towards the common good of society.
- Those in the AB social grade (57%) are more likely than other social grades to have named a charity, compared to 52% among C1 and C2 respondents and 47% in the DE social grade.

Q3. Which of the following values do you think are most important for people to have? Select up to 3 options

Base: All Respondents (2,096)

| | Total | 18-24 | 55 + |
|-----------------|------------|-------|------|
| Honesty | 86% | 77% | 91% |
| Compassion | 76% | 70% | 79% |
| Civility | 41% | 27% | 49% |
| Resilience | 22% | 25% | 21% |
| Resourcefulness | 21% | 17% | 24% |
| Confidence | 19% | 24% | 16% |
| Curiosity | 10% | 21% | 6% |
| Service | 8% | 9% | 5% |

- When it comes to **which values are important for people to have**, there are large disparities of importance evident between younger and older age groups, as well as males and females.
- ‘Honesty’ is considered to be in the top 3 most important qualities to possess according to 86% of respondents. Being honest is valued more highly amongst older age groups, so whilst 77% of those aged 18-24 value, this rises to 81% amongst 25-34 year olds, 85% amongst 35-44 year olds, 89% amongst those aged 45-64 and 92% for those aged 65+.
- ‘Compassion’ is considered by three-quarters (76%) of the public to be one of the 3 most important qualities for people to possess. It is considered a more important quality for 8 in 10 (81%) of females compared to 7 in 10 (71%) males.
- ‘Civility’ was more frequently selected as an important value for people to have amongst males 46% compared to females 35%, as well as amongst older age groups. Whilst just a quarter (27%) of 18-24 year olds, 3 in 10 (31%) of 25-34 year olds and a third (34%) of 35-44 year olds value ‘civility’ as one of the top 3 most important values for people to have, this increases to half of those over 45, selected by 47% of 45-54 year olds, 51% of 55-64 year olds and 48% of those aged 65 and older.
- There is similar disparity between the older and younger age groups when it comes to valuing ‘confidence’ and ‘curiosity’. ‘Confidence’ is considered a top 3 most important value for a quarter of the younger age groups (18-24; 24%), (25-34; 25%), (35-44; 23%) compared to around 1 in 6 of the older age groups (45-54; 14%), (55-64; 16%), (65+; 17%). Similarly curiosity is also valued more highly amongst the younger age groups with 1 in 5 aged 18-24 (21%) and 25-34 (17%), falling to less than 7% in each age range aged 35+. Twice as many males thought ‘curiosity’ was an important value (13%) than females (7%).

Q4. Which of the following values do you think are most prized by people in Britain today?

Select up to 3 options

Base: All Respondents (2,096)

| | |
|-----------------|-----|
| Honesty | 45% |
| Compassion | 38% |
| Confidence | 35% |
| Resourcefulness | 33% |
| Resilience | 31% |
| Civility | 25% |
| Service | 21% |
| Curiosity | 11% |

- There is a more even spread across the different options when asking people to select the 3 **values which they think are most prized by people in Britain today**.
- The disparity amongst different age groups remains for many of these values. People feel the value most prized in Britain today is ‘honesty’, 45% selecting this as one of their top 3, followed by ‘compassion’ (38%), ‘confidence’ (35%), ‘resourcefulness’ (33%) and ‘resilience’ (31%).

- Nearly twice as many of the oldest age group (65 and over) believe ‘honesty’ is the value most prized by people in Britain today compared to the youngest age group (18-24 year olds). So whilst just 3 in 10 (31%) aged 18-24 believe ‘honesty’ is one of the 3 values most prized by people in Britain today, this number increases with each age group rising to 6 in 10 (59%) amongst those aged 65 and older.
- Those in the C1 social grade are most likely to believe that ‘honesty’ is one of the top 3 values prized by people in Britain today, with half (49%) believing so as opposed to AB’s; (42%), C2’s; (42%) and DE’s; (46%).
- The same is true in reverse for how prized different age groups believe the value of ‘confidence’ is in Britain today, with half (50%) of those aged between 18-24 believing ‘confidence’ is one of the 3 most prized values in Britain today compared to just over a quarter (28%) aged over 65.
- As well as being more likely to consider compassion as an important value to possess, females are more likely to believe that compassion is one of the top 3 most prized values in Britain today, 4 in 10 (41%) believing so compared to a third of males (34%).

Q5. We would now like to ask you about the idea ‘public virtue’. By ‘public virtue’ we mean a willingness to set aside private interests for the good of society. To what extent do you agree or disagree with each of the following statements?

Base: All Respondents (2,096)

| | Displays of ‘public virtue’ are widespread in British society | I rarely witness a display of ‘public virtue’ in my local community | Displays of ‘public virtue’ are in decline in British society |
|----------------------------|---|---|---|
| NET: Agree | 32% | 50% | 63% |
| Strongly Agree | 4% | 15% | 21% |
| Slightly Agree | 27% | 35% | 42% |
| Neither Agree nor Disagree | 33% | 29% | 28% |
| Slightly Disagree | 27% | 17% | 7% |
| Strongly Disagree | 9% | 4% | 2% |
| NET: Disagree | 36% | 21% | 8% |

- Whilst one third (32%) believe that displays of ‘public virtue’ are widespread in British society, half (50%) say they rarely witness a display of ‘public virtue’ in their local community, with nearly two thirds of respondents (63%) holding the opinion that displays of ‘public virtue’ in British society are in decline.
- Females are more likely to have a positive outlook regarding the presence of ‘public virtue’ in British society with 35% of females compared to 28% of males believing displays of public virtue are widespread in British society. This may be due to the fact that 55% of males agree that they rarely witness displays of ‘public virtue’ in the local community compared to 46% of females.
- Those of the social grade AB are more likely to believe displays of public virtue are widespread in British society, with 35% believing so, compared to 30% of social grade C1, 32% of social grade

C2 and 28% of social grade DE. It is interesting that those in the higher social grades are more likely to believe displays of public virtue are widespread in British society because these AB respondents are in fact more likely to agree that they rarely witness displays of ‘public virtue’ in the local community.

Q6. Do you think the following institutions are doing too little, are already doing enough to should be doing more to contribute towards the common good?

Base: All Respondents (2,096)

| | NET: Should do more | Should do a lot more | Should do a little more | Already does enough |
|-------------------------|----------------------------|----------------------|-------------------------|---------------------|
| Central government | 88% | 56% | 32% | 6% |
| Local government | 87% | 48% | 39% | 6% |
| Business | 84% | 41% | 43% | 7% |
| Universities | 68% | 24% | 43% | 15% |
| Schools | 66% | 22% | 43% | 24% |
| Religious bodies | 59% | 26% | 34% | 21% |
| Charities | 36% | 10% | 27% | 54% |
| Voluntary organisations | 33% | 8% | 25% | 56% |

- The vast majority of respondents, 9 in every 10, believe that the Central government (88%) and Local government (87%) should be doing more to contribute towards the common good, 56% believing the Central government should do a lot more.
- An age disparity is present in regards to whether schools and universities should be doing a lot more to contribute towards the common good. Amongst those aged 65 and older, almost a third (31%) are of the opinion that universities should do a lot more to contribute towards the common good, whilst just 16% of 35-44 year olds believe universities should do a lot more. Similarly, a quarter (26%) of those aged 45+ believe schools should be doing a lot more for the common good of society, whilst just 15% of 18-24's and 35-44's also hold this view.
- There is another age disparity when it comes to whether religious bodies do enough to contribute towards the common good of society. Fewer younger people, 1 in 5 aged 18-24 (19%), 25-34 (18%) and 35-44 (21%) think religious bodies should contribute a lot more towards the common good. This figure rises to 3 in 10 of those aged 45-54 (28%) and 55-64 (27%) holding this belief, with over a third (35%) aged 65 and over thinking religious bodies should do more to contribute towards the good of society.
- There is a strong perception with older age groups that voluntary organisations already do enough, 63% of those aged 55-64 and 62% aged 65+ hold this opinion. Agreement with this statement falls to around half of respondents aged 25-44 (48%) and 35-44 (51%).

Q7. Who do you think is most likely to encourage young people to contribute towards the

common good? Please select one option.

Base: All Respondents (2,096)

| | Total |
|--|-------|
| Leaders in schools e.g. Headteachers or teachers | 39% |
| Citizens (the general public) | 20% |
| Charities | 7% |
| Leaders in business | 5% |
| Leaders in universities | 5% |
| None of these | 8% |

- 2 in 5 respondents (39%) when asked to select the individuals **most likely** to encourage young people to contribute towards the good of society selected a leader in school, such as a headteacher or teacher. Half this number, 1 in 5 (20%) thought that fellow citizens were the people most likely to encourage young people to contribute towards the common good.
- Interestingly the idea that leaders in school are most likely to encourage young people to contribute towards the common good was more commonly held by older age groups than younger. Over half (51%) of those aged 65+ believe so, a figure which generally decreases as age decreases, with this same view held by 45% of those aged 55-64, 40% aged 45-54, 34% aged 35-44, 26% aged 25-34 and increasing again up to 36% among those aged 18-24.

Q8. Who do you think should be responsible for promoting public virtue and the common good in Britain? Please select one option.

Base: All Respondents (2,096)

| | Total |
|---|-------|
| Elected representatives and politicians | 33% |
| Citizens (the general public) | 30% |
| Leaders in schools (e.g. Headteachers and teachers) | 16% |

- When asked the slightly different question of who **should** be most responsible for promoting public virtue and the common good, a third of people (33%) thought that elected representatives and politicians should be most responsible. Whilst 37% of those in the social grades AB and 35% of C1's thought elected representatives should be doing more to promote virtue and the common good in Britain, this opinion fell to 29% amongst those of the social grades C2 and 30% of DE's.

- The group selected by 3 in 10 respondents (30%) as those who should do more to contribute towards public virtue and common good was the general public. Whilst just a quarter of 18-24's (24%), 25-34's (25%) and those 65+ (26%) felt that general members of the public should be most responsible, this figure rises for those aged 35-44 (33%), 45-54 (38%) and 55-64 (34%).

Northburgh House
10 Northburgh Street
London EC1V 0AT

T +44 [0]20 7253 9900
F +44 [0]20 7253 9911

info@populus.co.uk
www.populus.co.uk

Populus

