

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

Absolutes/col percents

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

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 2

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

The most

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North 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
Being compassionate / caring	719 34%	302 30%	416 39%	69 30%	116 32%	98 29%	144 39%	116 37%	177 37%	196 34%	197 34%	142 33%	184 36%	48 27%	31 36%	81 35%	54 32%	61 34%	53 36%	42 41%	74 38%	78 29%	101 36%	73 41%	23 37%	124 36%	280 32%	54 26%
Being of service to others	246 12%	127 12%	120 11%	20 9%	33 9%	35 10%	40 11%	48 15%	71 15%	65 11%	80 14%	44 10%	56 11%	22 12%	10 12%	23 10%	21 12%	11 6%	18 12%	11 11%	29 15%	34 12%	32 11%	27 15%	8 13%	41 12%	90 10%	19 9%
Being resilient	231 11%	117 11%	115 11%	19 8%	46 13%	37 11%	34 9%	36 12%	60 12%	76 13%	63 11%	48 11%	45 9%	19 11%	14 16%	23 10%	27 16%	20 11%	12 8%	9 9%	22 11%	38 14%	24 8%	17 10%	7 10%	42 12%	103 12%	26 12%
Having community awareness	211 10%	75 7%	136 13%	16 7%	27 8%	31 9%	38 10%	33 11%	66 14%	54 10%	54 9%	45 11%	57 11%	21 12%	8 9%	29 12%	19 11%	21 12%	15 10%	6 6%	24 12%	22 8%	33 12%	11 6%	3 5%	24 7%	79 9%	18 8%
Being wise	208 10%	128 13%	80 7%	33 14%	32 9%	49 15%	30 8%	29 9%	34 7%	43 8%	69 12%	46 11%	50 10%	12 7%	10 12%	22 9%	21 12%	16 9%	11 8%	10 10%	12 6%	36 13%	27 10%	18 10%	11 18%	35 10%	97 11%	23 11%
Good judgement	204 10%	133 13%	71 7%	22 9%	41 11%	35 11%	40 11%	23 8%	43 9%	63 11%	56 10%	32 7%	53 10%	29 16%	3 3%	21 9%	8 5%	24 13%	12 8%	15 14%	16 8%	34 12%	22 8%	15 8%	6 10%	33 10%	85 10%	25 12%
Being motivated	87 4%	41 4%	46 4%	23 10%	25 7%	13 4%	12 3%	7 2%	7 1%	25 4%	24 4%	20 5%	18 4%	6 3%	2 5%	11 5%	6 3%	9 5%	7 4%	3 3%	9 5%	7 2%	14 5%	10 6%	2 3%	17 5%	46 5%	17 8%
Being courageous	58 3%	24 2%	33 3%	7 3%	13 4%	13 4%	9 3%	6 2%	9 2%	16 3%	13 2%	14 3%	15 3%	4 2%	2 2%	9 4%	4 2%	5 3%	6 4%	1 1%	4 2%	11 4%	9 3%	3 2%	1 2%	13 4%	20 2%	9 4%
Being reflective	38 2%	21 2%	17 2%	9 4%	6 2%	8 3%	8 2%	2 1%	4 1%	14 2%	9 2%	8 2%	6 1%	4 2%	1 1%	3 1%	1 1%	7 4%	2 2%	2 2%	1 2%	4 2%	8 3%	3 2%	- 3%	9 2%	20 2%	14 7%
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 3

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

2nd most

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of England		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
Being compassionate / caring	424 20%	182 18%	242 23%	37 16%	65 18%	76 23%	68 18%	65 21%	112 23%	107 19%	109 18%	105 25%	104 20%	36 20%	14 16%	42 18%	49 28%	33 18%	33 23%	16 16%	33 17%	64 23%	54 19%	42 23%	9 14%	54 16%	169 20%	44 21%
Being of service to others	333 16%	146 14%	188 18%	32 14%	40 11%	36 11%	65 18%	52 17%	107 22%	87 15%	93 16%	60 14%	93 18%	25 14%	18 21%	33 14%	24 14%	27 15%	15 10%	18 18%	35 10%	29 10%	58 20%	35 19%	17 27%	53 15%	124 14%	33 16%
Having community awareness	295 14%	137 13%	159 15%	24 10%	38 10%	35 10%	59 16%	60 19%	79 16%	83 14%	86 15%	60 14%	66 13%	19 11%	14 16%	39 17%	20 12%	20 11%	25 17%	15 15%	35 18%	39 14%	33 12%	26 14%	8 13%	56 16%	123 14%	33 15%
Good judgement	251 12%	149 15%	102 10%	19 8%	53 15%	47 14%	41 11%	38 12%	52 11%	72 13%	76 13%	49 11%	54 11%	26 15%	14 16%	23 10%	19 11%	27 15%	14 10%	6 6%	22 11%	31 11%	31 11%	29 16%	8 13%	41 12%	115 13%	23 11%
Being resilient	216 10%	119 12%	97 9%	26 11%	41 11%	45 14%	34 9%	30 10%	39 8%	75 13%	57 10%	34 8%	50 10%	18 10%	6 8%	24 10%	14 8%	17 9%	11 8%	18 17%	18 9%	30 11%	35 12%	18 10%	7 12%	46 13%	85 10%	18 8%
Being wise	186 9%	98 10%	88 8%	26 11%	36 10%	34 10%	36 10%	22 7%	31 6%	51 9%	51 9%	33 8%	50 10%	23 13%	8 10%	23 10%	13 7%	14 8%	17 12%	9 9%	19 10%	28 10%	22 8%	5 3%	5 7%	25 7%	82 10%	22 11%
Being motivated	145 7%	73 7%	72 7%	24 10%	34 9%	19 6%	22 6%	21 7%	25 5%	33 6%	44 7%	31 7%	37 7%	9 5%	2 2%	13 6%	14 8%	17 10%	7 4%	12 12%	14 7%	23 8%	17 6%	14 8%	1 1%	26 8%	56 6%	16 8%
Being courageous	98 5%	41 4%	58 5%	17 7%	13 4%	17 5%	22 6%	8 3%	21 4%	29 5%	30 5%	18 4%	22 4%	6 4%	2 2%	15 6%	5 3%	9 5%	8 5%	4 4%	12 6%	15 5%	14 5%	5 3%	5 8%	24 7%	43 5%	7 4%
Being reflective	53 3%	25 2%	29 3%	12 5%	18 5%	8 2%	7 2%	3 1%	5 1%	15 3%	19 3%	10 2%	9 2%	4 2%	2 3%	8 4%	3 2%	10 5%	5 4%	- -	4 2%	6 2%	6 2%	3 2%	2 2%	12 3%	22 3%	8 4%
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 4

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

3rd most

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North 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
Having community awareness	325 16%	142 14%	183 17%	36 16%	41 11%	51 15%	52 14%	57 18%	87 18%	87 15%	93 16%	57 13%	87 17%	35 20%	15 18%	25 11%	31 18%	20 11%	20 14%	14 14%	29 15%	36 13%	48 17%	39 22%	10 16%	49 14%	122 14%	29 13%
Being of service to others	296 14%	143 14%	153 14%	26 11%	42 12%	49 15%	66 18%	40 13%	74 15%	71 12%	91 15%	60 14%	73 14%	29 16%	16 19%	36 16%	15 9%	26 14%	23 16%	22 22%	32 17%	32 12%	29 10%	30 17%	5 8%	49 14%	123 14%	32 15%
Being compassionate / caring	288 14%	147 14%	141 13%	38 16%	44 12%	34 10%	49 13%	51 17%	71 15%	89 16%	86 15%	49 12%	63 12%	23 13%	11 13%	36 15%	17 10%	26 14%	20 14%	14 14%	25 13%	37 13%	41 14%	21 12%	16 26%	47 14%	119 14%	37 17%
Being resilient	272 13%	136 13%	136 13%	26 11%	50 14%	29 9%	45 12%	52 17%	69 14%	76 13%	90 15%	54 13%	51 10%	10 6%	11 13%	26 11%	25 15%	21 11%	23 15%	12 12%	22 11%	36 13%	49 17%	29 16%	7 10%	48 14%	104 12%	29 14%
Good judgement	254 12%	133 13%	121 11%	22 10%	48 13%	42 12%	47 13%	30 10%	65 13%	80 14%	59 10%	56 13%	60 12%	19 10%	11 13%	33 14%	27 16%	21 12%	13 9%	16 15%	24 12%	35 13%	32 11%	12 7%	10 17%	40 12%	109 13%	18 8%
Being wise	206 10%	97 9%	110 10%	22 9%	45 12%	41 12%	31 8%	25 8%	43 9%	54 9%	48 11%	55 11%	21 11%	3 12%	27 4%	19 12%	19 11%	7 11%	7 5%	6 6%	23 12%	24 9%	26 9%	24 13%	8 12%	35 10%	88 10%	20 9%
Being motivated	181 9%	85 8%	96 9%	26 11%	36 10%	29 9%	34 9%	19 6%	36 7%	49 9%	45 8%	45 11%	44 9%	13 8%	5 6%	18 8%	11 6%	22 12%	16 11%	8 8%	16 8%	31 11%	27 10%	11 6%	3 6%	27 8%	80 9%	21 10%
Being courageous	115 6%	48 5%	67 6%	15 6%	17 5%	29 9%	15 4%	21 7%	18 4%	35 6%	31 5%	20 5%	29 6%	8 4%	5 6%	12 5%	10 6%	14 8%	9 6%	6 6%	15 8%	20 7%	12 4%	4 2%	* 1%	28 8%	47 5%	13 6%
Being reflective	65 3%	38 4%	27 2%	6 3%	15 4%	14 4%	14 4%	5 2%	10 2%	15 3%	17 3%	11 3%	21 4%	7 4%	1 1%	7 3%	5 3%	5 3%	4 3%	2 1%	5 3%	14 5%	7 3%	6 3%	1 2%	14 4%	26 3%	6 3%
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

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		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North 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
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 6

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

Good judgement

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	204 10%	133 13%	71 7%	22 9%	41 11%	35 11%	40 11%	23 8%	43 9%	63 11%	56 10%	32 7%	53 10%	29 16%	3 3%	21 9%	8 5%	24 13%	12 8%	15 14%	16 8%	34 12%	22 8%	15 8%	6 10%	33 10%	85 10%	25 12%
2nd most	251 12%	149 15%	102 10%	19 8%	53 15%	47 14%	41 11%	38 12%	52 11%	72 13%	76 13%	49 11%	54 11%	26 15%	14 16%	23 10%	19 11%	27 15%	14 10%	6 6%	22 11%	31 11%	31 16%	29 16%	8 13%	41 12%	115 13%	23 11%
3rd most	254 12%	133 13%	121 11%	22 10%	48 13%	42 12%	47 13%	30 10%	65 13%	80 14%	59 10%	56 13%	60 12%	19 10%	11 13%	33 14%	27 16%	21 12%	13 9%	16 15%	24 12%	35 13%	32 11%	12 7%	10 17%	40 12%	109 13%	18 8%
NET: Top 3 most	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%
N/A	1384 66%	606 59%	777 73%	169 73%	220 61%	211 63%	242 65%	218 70%	325 67%	356 62%	396 67%	289 68%	343 67%	103 58%	57 67%	156 67%	116 68%	108 60%	109 74%	66 65%	133 68%	174 63%	199 70%	125 69%	38 60%	232 67%	551 64%	146 69%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 7

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

Being reflective

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern 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
1st most	38 2%	21 2%	17 2%	9 4%	6 2%	8 3%	8 2%	2 1%	4 1%	14 2%	9 2%	8 2%	6 1%	4 2%	1 1%	3 1%	1 1%	7 4%	2 2%	2 2%	1 *	4 2%	8 3%	3 2%	- -	9 3%	20 2%	14 7%
2nd most	53 3%	25 2%	29 3%	12 5%	18 5%	8 2%	7 2%	3 1%	5 1%	15 3%	19 3%	10 2%	9 2%	4 2%	2 3%	8 4%	3 2%	10 5%	5 4%	- -	4 2%	6 2%	6 2%	3 2%	2 2%	12 3%	22 3%	8 4%
3rd most	65 3%	38 4%	27 2%	6 3%	15 4%	14 4%	14 4%	5 2%	10 2%	15 3%	17 3%	11 3%	21 4%	7 4%	1 1%	7 3%	5 3%	5 3%	4 3%	2 1%	5 3%	14 5%	7 3%	6 3%	1 2%	14 4%	26 3%	6 3%
NET: Top 3 most	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%
N/A	1938 93%	938 92%	1000 93%	206 89%	323 89%	304 91%	340 92%	299 96%	466 96%	527 92%	542 92%	396 93%	472 93%	162 92%	81 95%	215 92%	161 94%	159 88%	136 92%	98 96%	185 95%	250 91%	262 92%	169 93%	60 95%	312 90%	793 92%	183 87%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 8

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

Being compassionate / caring

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of 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
1st most	719 34%	302 30%	416 39%	69 30%	116 32%	98 29%	144 39%	116 37%	177 37%	196 34%	197 34%	142 33%	184 36%	48 27%	31 36%	81 35%	54 32%	61 34%	53 36%	42 41%	74 38%	78 29%	101 36%	73 41%	23 37%	124 36%	280 32%	54 26%
2nd most	424 20%	182 18%	242 23%	37 16%	65 18%	76 23%	68 18%	65 21%	112 23%	107 19%	109 18%	105 25%	104 20%	36 20%	14 16%	42 18%	49 28%	33 18%	33 23%	16 16%	33 17%	64 23%	54 19%	42 23%	9 14%	54 16%	169 20%	44 21%
3rd most	288 14%	147 14%	141 13%	38 16%	44 12%	34 10%	49 13%	51 17%	71 15%	89 16%	86 15%	49 12%	63 12%	23 13%	11 13%	36 15%	17 10%	26 14%	20 14%	14 14%	25 13%	37 13%	41 14%	21 12%	16 26%	47 14%	119 14%	37 17%
NET: Top 3 most	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%
N/A	663 32%	390 38%	273 25%	88 38%	136 38%	127 38%	109 30%	78 25%	124 26%	180 31%	197 33%	129 30%	158 31%	71 40%	29 34%	75 32%	51 30%	60 33%	41 28%	30 29%	63 32%	95 35%	89 31%	43 24%	15 23%	120 35%	294 34%	76 36%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 9

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

Being courageous

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of 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
1st most	58 3%	24 2%	33 3%	7 3%	13 4%	13 4%	9 3%	6 2%	9 2%	16 3%	13 2%	14 3%	15 3%	4 2%	2 2%	9 4%	4 2%	5 3%	6 4%	1 1%	4 2%	11 4%	9 3%	3 2%	1 2%	13 4%	20 2%	9 4%
2nd most	98 5%	41 4%	58 5%	17 7%	13 4%	17 5%	22 6%	8 3%	21 4%	29 5%	30 5%	18 4%	22 4%	6 4%	2 2%	15 6%	5 3%	9 5%	8 5%	4 4%	12 6%	15 5%	14 5%	5 3%	5 8%	24 7%	43 5%	7 4%
3rd most	115 6%	48 5%	67 6%	15 6%	17 5%	29 9%	15 4%	21 7%	18 4%	35 6%	31 5%	20 5%	29 6%	8 4%	5 6%	12 5%	10 6%	14 8%	9 6%	6 6%	15 8%	20 7%	12 4%	4 2%	*	28 8%	47 5%	13 6%
NET: Top 3 most	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%
N/A	1822 87%	908 89%	914 85%	194 83%	318 88%	275 82%	323 87%	275 89%	436 90%	491 86%	514 87%	373 88%	443 87%	159 90%	76 90%	198 85%	152 89%	153 85%	126 85%	90 89%	165 85%	228 83%	249 88%	169 93%	56 89%	282 81%	750 87%	182 86%

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

Absolutes/col percents

Table 10

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

Having community awareness

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	211 10%	75 7%	136 13%	16 7%	27 8%	31 9%	38 10%	33 11%	66 14%	54 10%	54 9%	45 11%	57 11%	21 12%	8 9%	29 12%	19 11%	21 12%	15 10%	6 6%	24 12%	22 8%	33 12%	11 6%	3 5%	24 7%	79 9%	18 8%
2nd most	295 14%	137 13%	159 15%	24 10%	38 10%	35 10%	59 16%	60 19%	79 16%	83 14%	86 15%	60 14%	66 13%	19 11%	14 16%	39 17%	20 12%	20 11%	25 17%	15 15%	35 18%	39 14%	33 12%	26 14%	8 13%	56 16%	123 14%	33 15%
3rd most	325 16%	142 14%	183 17%	36 16%	41 11%	51 15%	52 14%	57 18%	87 18%	87 15%	93 16%	57 13%	87 17%	35 20%	15 18%	25 11%	31 18%	20 11%	20 14%	14 14%	29 15%	36 13%	48 17%	39 22%	10 16%	49 14%	122 14%	29 13%
NET: Top 3 most	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%
N/A	1262 60%	668 65%	594 55%	155 67%	255 71%	218 65%	222 60%	159 51%	252 52%	347 61%	354 60%	263 62%	298 59%	101 57%	48 57%	140 60%	100 59%	119 66%	88 59%	66 65%	108 55%	177 65%	170 60%	104 58%	41 65%	218 63%	537 62%	133 63%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 11

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

Being of service to others

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	246 12%	127 12%	120 11%	20 9%	33 9%	35 10%	40 11%	48 15%	71 15%	65 11%	80 14%	44 10%	56 11%	22 12%	10 12%	23 10%	21 12%	11 6%	18 12%	11 11%	29 15%	34 12%	32 11%	27 15%	8 13%	41 12%	90 10%	19 9%
2nd most	333 16%	146 14%	188 18%	32 14%	40 11%	36 11%	65 18%	52 17%	107 22%	87 15%	93 16%	60 14%	93 18%	25 14%	18 21%	33 14%	24 14%	27 15%	15 10%	18 18%	35 18%	29 10%	58 20%	35 19%	17 27%	53 15%	124 14%	33 16%
3rd most	296 14%	143 14%	153 14%	26 11%	42 12%	49 15%	66 18%	40 13%	74 15%	71 12%	91 15%	60 14%	73 14%	29 16%	16 19%	36 16%	15 9%	26 14%	23 16%	22 22%	32 17%	32 12%	29 10%	30 17%	5 8%	49 14%	123 14%	32 15%
NET: Top 3 most	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%
N/A	1218 58%	607 59%	611 57%	154 66%	247 68%	215 64%	200 54%	170 55%	232 48%	348 61%	324 55%	259 61%	286 56%	101 57%	41 48%	141 60%	111 65%	117 65%	91 62%	50 49%	98 50%	180 66%	166 58%	89 49%	32 51%	204 59%	525 61%	127 60%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 12

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

Being resilient

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	231 11%	117 11%	115 11%	19 8%	46 13%	37 11%	34 9%	36 12%	60 12%	76 13%	63 11%	48 11%	45 9%	19 11%	14 16%	23 10%	27 16%	20 11%	12 8%	9 9%	22 11%	38 14%	24 8%	17 10%	7 10%	42 12%	103 12%	26 12%
2nd most	216 10%	119 12%	97 9%	26 11%	41 11%	45 14%	34 9%	30 10%	39 8%	75 13%	57 10%	34 8%	50 10%	18 10%	6 8%	24 10%	14 8%	17 9%	11 8%	18 17%	18 9%	30 11%	35 12%	18 10%	7 12%	46 13%	85 10%	18 8%
3rd most	272 13%	136 13%	136 13%	26 11%	50 14%	29 9%	45 12%	52 17%	69 14%	76 13%	90 15%	54 13%	51 10%	10 6%	11 13%	26 11%	25 15%	21 11%	23 15%	12 12%	22 11%	36 13%	49 17%	29 16%	7 10%	48 14%	104 12%	29 14%
NET: Top 3 most	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%
N/A	1374 66%	650 64%	724 68%	160 69%	226 62%	224 67%	257 70%	192 62%	316 65%	344 60%	379 64%	289 68%	363 71%	130 73%	54 63%	160 69%	104 61%	123 68%	102 69%	63 62%	133 68%	170 62%	176 62%	116 64%	42 67%	211 61%	569 66%	139 66%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 13

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

Being motivated

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ire-land		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
1st most	87 4%	41 4%	46 4%	23 10%	25 7%	13 4%	12 3%	7 2%	7 1%	25 4%	24 4%	20 5%	18 4%	6 3%	2 2%	11 5%	6 3%	9 5%	7 4%	3 3%	9 5%	7 2%	14 5%	10 6%	2 3%	17 5%	46 5%	17 8%
2nd most	145 7%	73 7%	72 7%	24 10%	34 9%	19 6%	22 6%	21 7%	25 5%	33 6%	44 7%	31 7%	37 7%	9 5%	2 2%	13 6%	14 8%	17 10%	7 4%	12 12%	14 7%	23 8%	17 6%	14 8%	1 1%	26 8%	56 6%	16 8%
3rd most	181 9%	85 8%	96 9%	26 11%	36 10%	29 9%	34 9%	19 6%	36 7%	49 9%	45 8%	45 11%	44 9%	13 8%	5 6%	18 8%	11 6%	22 12%	16 11%	8 8%	16 8%	31 11%	27 10%	11 6%	3 6%	27 8%	80 9%	21 10%
NET: Top 3 most	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%
N/A	1680 80%	822 80%	858 80%	159 68%	267 74%	273 82%	302 81%	263 85%	416 86%	465 81%	476 81%	330 78%	409 81%	148 84%	76 89%	192 82%	140 82%	132 73%	119 81%	78 77%	155 80%	214 78%	225 79%	144 80%	56 90%	276 80%	680 79%	158 75%

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

Absolutes/col percents

Table 14

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

Being wise

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	208 10%	128 13%	80 7%	33 14%	32 9%	49 15%	30 8%	29 9%	34 7%	43 8%	69 12%	46 11%	50 10%	12 7%	10 12%	22 9%	21 12%	16 9%	11 8%	10 10%	12 6%	36 13%	27 10%	18 10%	11 18%	35 10%	97 11%	23 11%
2nd most	186 9%	98 10%	88 8%	26 11%	36 10%	34 10%	36 10%	22 7%	31 6%	51 9%	51 9%	33 8%	50 10%	23 13%	8 10%	23 10%	13 7%	14 8%	17 12%	9 9%	19 10%	28 10%	22 8%	5 3%	5 7%	25 7%	82 10%	22 11%
3rd most	206 10%	97 9%	110 10%	22 9%	45 12%	41 12%	31 8%	25 8%	43 9%	49 9%	54 9%	48 11%	55 11%	21 12%	3 4%	27 12%	19 11%	19 11%	7 5%	6 6%	23 12%	24 9%	26 9%	24 13%	8 12%	35 10%	88 10%	20 9%
NET: Top 3 most	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%
N/A	1493 71%	699 68%	794 74%	151 65%	248 69%	211 63%	272 74%	234 75%	376 78%	428 75%	414 70%	298 70%	354 70%	121 68%	64 75%	162 69%	118 69%	131 72%	112 76%	77 76%	141 72%	186 68%	209 73%	134 74%	39 63%	252 73%	594 69%	146 69%

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

Absolutes/col percents

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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 16

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

The most

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North East		North West	Public
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	696	351	345	57	79	77	130	128	225	202	202	137	155	63	24	77	54	55	38	41	75	84	92	70	22	106	243	55
	33%	34%	32%	25%	22%	23%	35%	41%	46%	35%	34%	32%	30%	36%	28%	33%	32%	31%	25%	41%	39%	31%	32%	39%	36%	31%	28%	26%
Being compassionate / caring	323	147	176	37	67	49	55	53	61	79	98	63	83	22	16	41	28	28	35	15	34	39	37	22	6	49	142	39
	15%	14%	16%	16%	19%	15%	15%	17%	13%	14%	17%	15%	16%	12%	19%	18%	16%	15%	24%	15%	18%	14%	13%	12%	10%	14%	16%	18%
Being wise	262	134	128	32	40	62	40	36	52	76	72	51	63	20	13	27	24	27	15	9	20	40	37	17	12	48	112	24
	13%	13%	12%	14%	11%	19%	11%	12%	11%	13%	12%	12%	12%	12%	15%	12%	14%	15%	10%	8%	10%	15%	13%	9%	19%	14%	13%	11%
Being of service to others	171	67	105	12	23	29	45	28	34	42	45	32	52	18	8	14	15	12	11	8	24	14	21	19	8	30	65	15
	8%	7%	10%	5%	6%	9%	12%	9%	7%	7%	8%	8%	10%	10%	6%	9%	7%	7%	8%	8%	12%	5%	7%	11%	12%	9%	8%	7%
Having community awareness	148	61	87	24	30	22	25	15	32	43	41	27	37	11	7	20	9	13	11	5	14	20	24	9	5	27	57	15
	7%	6%	8%	10%	8%	7%	7%	5%	7%	7%	7%	6%	7%	6%	8%	5%	7%	8%	5%	5%	7%	7%	8%	5%	7%	8%	7%	7%
Being courageous	122	65	57	14	23	22	13	15	34	37	31	22	33	9	4	11	8	12	12	6	9	19	18	8	5	23	43	13
	6%	6%	5%	6%	6%	7%	4%	5%	7%	6%	5%	5%	6%	5%	5%	5%	7%	8%	6%	5%	5%	7%	6%	4%	7%	7%	5%	6%
Being resilient	112	65	48	18	29	25	20	7	12	33	35	27	18	5	4	12	10	10	3	7	5	22	20	11	3	23	67	14
	5%	6%	4%	8%	8%	8%	5%	2%	2%	6%	6%	6%	3%	3%	5%	5%	6%	6%	2%	7%	2%	8%	7%	6%	4%	7%	8%	7%
Being motivated	112	55	57	11	26	18	20	12	24	29	28	34	22	8	6	10	10	12	14	4	3	14	13	16	1	17	54	14
	5%	5%	5%	5%	7%	5%	5%	4%	5%	5%	5%	8%	4%	4%	7%	4%	6%	7%	10%	4%	2%	5%	5%	9%	2%	5%	6%	7%
Being reflective	44	19	25	12	14	7	6	4	2	15	12	5	12	3	-	6	3	3	3	3	5	10	5	3	-	10	24	11
	2%	2%	2%	5%	4%	2%	2%	1%	*	3%	2%	1%	2%	2%	-	2%	2%	2%	2%	3%	3%	4%	2%	2%	-	3%	3%	5%
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 17

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

2nd most

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North 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	378	195	183	42	77	55	54	70	82	126	107	61	85	25	17	39	37	41	26	20	34	45	50	33	10	56	155	42
	18%	19%	17%	18%	21%	16%	14%	23%	17%	22%	18%	14%	17%	14%	19%	17%	22%	23%	18%	20%	17%	17%	18%	15%	16%	18%	20%	
Being compassionate / caring	294	147	147	24	50	52	61	41	66	75	70	71	78	26	12	31	19	25	19	12	39	35	41	27	8	48	131	24
	14%	14%	14%	10%	14%	15%	17%	13%	14%	13%	12%	17%	15%	15%	14%	13%	11%	14%	13%	12%	20%	13%	14%	15%	13%	14%	15%	11%
Being wise	288	149	140	37	39	47	45	42	78	89	90	52	58	20	12	33	22	26	19	11	30	47	42	19	6	45	108	32
	14%	15%	13%	16%	11%	14%	12%	14%	16%	16%	15%	12%	11%	11%	14%	14%	13%	14%	13%	10%	16%	17%	15%	11%	10%	13%	13%	15%
Having community awareness	281	108	173	30	39	39	53	50	70	69	82	53	77	24	6	44	19	18	19	21	24	33	36	30	7	50	110	30
	13%	11%	16%	13%	11%	12%	14%	16%	14%	12%	14%	13%	15%	14%	7%	19%	11%	10%	13%	21%	12%	13%	16%	11%	14%	13%	14%	
Being of service to others	270	114	156	37	47	36	55	29	66	65	76	57	72	23	12	25	28	23	19	15	19	42	35	23	5	55	95	29
	13%	11%	15%	16%	13%	11%	15%	9%	14%	11%	13%	13%	14%	13%	15%	11%	17%	13%	13%	15%	9%	15%	12%	13%	8%	16%	11%	14%
Being resilient	154	77	77	11	29	24	32	25	33	41	48	33	32	17	5	15	11	12	15	7	17	20	16	17	2	32	61	14
	7%	7%	7%	5%	8%	7%	9%	8%	7%	7%	8%	8%	6%	10%	6%	7%	7%	7%	10%	7%	9%	7%	6%	9%	3%	9%	7%	7%
Being motivated	140	73	68	17	17	28	19	24	36	39	41	30	30	9	10	13	12	13	13	6	13	14	17	13	9	22	61	16
	7%	7%	6%	7%	5%	8%	5%	8%	8%	7%	7%	7%	6%	5%	12%	6%	7%	7%	9%	6%	6%	5%	6%	7%	14%	6%	7%	8%
Being courageous	131	67	63	12	19	17	29	18	36	37	31	29	34	9	6	16	9	9	11	5	9	20	18	8	10	19	56	10
	6%	7%	6%	5%	5%	5%	8%	6%	7%	7%	5%	7%	7%	5%	6%	7%	5%	5%	8%	5%	5%	7%	6%	5%	16%	5%	7%	5%
Being reflective	53	33	20	7	15	15	6	1	9	14	17	13	8	6	2	2	2	5	2	2	6	6	13	4	3	5	29	3
	3%	3%	2%	3%	4%	4%	2%	*	2%	2%	3%	3%	2%	3%	2%	1%	1%	3%	1%	2%	3%	2%	5%	2%	5%	2%	3%	2%
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%	4%	6%	5%	

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 18
Q.2 During the current coronavirus crisis, which of the following character qualities do you value most in leaders / senior political figures ?
3rd most
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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North East	North West		Public
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	305 15%	142 14%	164 15%	31 13%	41 11%	40 12%	56 15%	48 16%	89 18%	84 15%	83 14%	58 14%	79 16%	30 17%	8	31 13%	18 11%	32 18%	19 13%	12 12%	29 15%	40 14%	43 15%	37 20%	7 11%	57 16%	111 13%	25 12%
Being of service to others	301 14%	134 13%	167 16%	35 15%	42 12%	49 15%	63 17%	53 17%	58 12%	74 13%	91 15%	55 13%	81 16%	21 12%	12 14%	30 13%	23 13%	29 16%	14 9%	16 16%	32 16%	34 12%	55 20%	20 11%	15 24%	50 15%	126 15%	21 10%
Good judgement	299 14%	140 14%	160 15%	29 13%	53 15%	49 15%	54 15%	37 12%	77 16%	92 16%	91 16%	55 13%	61 12%	21 12%	19 22%	35 15%	25 14%	15 8%	31 21%	7 7%	23 12%	48 18%	36 13%	29 16%	12 19%	51 15%	123 14%	27 13%
Having community awareness	294 14%	139 14%	155 14%	34 15%	45 12%	50 15%	63 17%	42 13%	62 13%	75 14%	69 13%	68 16%	26 13%	8 15%	31 9%	35 13%	28 21%	18 15%	11 12%	26 13%	42 15%	36 13%	28 15%	7 11%	57 17%	112 13%	40 19%	
Being wise	226 11%	105 10%	121 11%	21 9%	36 10%	24 7%	40 11%	36 12%	68 14%	76 13%	49 8%	39 9%	62 12%	21 12%	8 10%	25 11%	21 12%	16 9%	11 7%	13 12%	28 14%	21 8%	28 10%	24 13%	12 20%	33 10%	86 10%	18 8%
Being resilient	195 9%	111 11%	84 8%	17 7%	41 11%	37 11%	27 7%	31 10%	43 9%	51 9%	56 9%	43 10%	46 9%	12 7%	8 10%	29 12%	15 9%	23 13%	20 13%	12 12%	12 6%	23 8%	27 9%	11 6%	4 6%	24 7%	95 11%	26 12%
Being motivated	149 7%	71 7%	78 7%	17 7%	32 9%	11 3%	23 6%	26 8%	40 8%	38 7%	50 9%	31 7%	30 6%	12 7%	5 6%	10 4%	13 8%	9 5%	12 8%	15 15%	17 9%	21 8%	19 7%	15 8%	-	19 5%	62 7%	14 7%
Being courageous	141 7%	74 7%	67 6%	12 5%	24 7%	34 10%	20 5%	19 6%	32 7%	27 5%	45 8%	36 9%	32 6%	11 6%	9 11%	12 5%	8 5%	18 10%	12 8%	11 11%	18 9%	16 6%	16 5%	7 4%	3 4%	22 6%	57 7%	10 5%
Being reflective	80 4%	47 5%	33 3%	21 9%	18 5%	17 5%	8 2%	9 3%	7 1%	31 5%	22 4%	13 3%	14 3%	6 4%	4 5%	15 7%	3 2%	4 2%	5 4%	2 2%	5 3%	19 7%	8 3%	6 3%	1 2%	19 6%	35 4%	19 9%
None of these	103 5%	59 6%	44 4%	16 7%	31 9%	23 7%	16 4%	10 3%	7 2%	16 3%	26 4%	26 6%	36 7%	18 10%	4 5%	15 7%	9 5%	7 4%	6 4%	3 3%	6 3%	11 4%	17 6%	5 3%	2 3%	13 4%	54 6%	11 5%

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

	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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North East		North West	Public
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%	44
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%

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

Absolutes/col percents

Table 20

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

Good judgement

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	696 33%	351 34%	345 32%	57 25%	79 22%	77 23%	130 35%	128 41%	225 46%	202 35%	202 34%	137 32%	155 30%	63 36%	24 28%	77 33%	54 32%	55 31%	38 25%	41 41%	75 39%	84 31%	92 32%	70 39%	22 36%	106 31%	243 28%	55 26%
2nd most	378 18%	195 19%	183 17%	42 18%	77 21%	55 16%	54 14%	70 23%	82 17%	126 22%	107 18%	61 14%	85 17%	25 14%	17 19%	39 17%	37 22%	41 23%	26 18%	20 20%	34 17%	45 17%	50 17%	33 18%	10 15%	56 16%	155 18%	42 20%
3rd most	299 14%	140 14%	160 15%	29 13%	53 15%	49 15%	54 15%	37 12%	77 16%	92 16%	91 16%	55 13%	61 12%	21 12%	19 22%	35 15%	25 14%	15 8%	31 21%	7 7%	23 12%	48 18%	36 13%	29 16%	12 19%	51 15%	123 14%	27 13%
NET: Top 3 most	1373 66%	685 67%	688 64%	128 55%	209 58%	180 54%	238 64%	234 76%	385 79%	421 74%	400 68%	252 59%	300 59%	109 62%	59 69%	151 65%	116 68%	112 62%	94 64%	68 67%	132 68%	178 65%	178 62%	132 73%	44 70%	214 62%	521 61%	125 59%
N/A	720 34%	336 33%	383 36%	104 45%	153 42%	155 46%	132 36%	76 24%	100 21%	151 26%	188 32%	173 41%	208 41%	68 38%	26 31%	82 35%	54 32%	69 38%	54 36%	33 33%	63 32%	96 35%	107 38%	48 27%	19 30%	132 38%	340 39%	87 41%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 21

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

Being reflective

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	44 2%	19 2%	25 2%	12 5%	14 4%	7 2%	6 2%	4 1%	2 *	15 3%	12 2%	5 1%	12 2%	3 2%	- -	6 2%	3 2%	3 2%	3 2%	3 3%	5 3%	10 4%	5 2%	3 2%	- -	10 3%	24 3%	11 5%
2nd most	53 3%	33 3%	20 2%	7 3%	15 4%	15 4%	6 2%	1 *	9 2%	14 2%	17 3%	13 3%	8 2%	6 3%	2 2%	2 1%	2 1%	5 3%	2 1%	2 2%	6 3%	6 2%	13 5%	4 2%	3 5%	5 2%	29 3%	3 2%
3rd most	80 4%	47 5%	33 3%	21 9%	18 5%	17 5%	8 2%	9 3%	7 1%	31 5%	22 4%	13 3%	14 3%	6 4%	4 5%	15 7%	3 2%	4 2%	5 4%	2 2%	5 3%	19 7%	8 3%	6 3%	1 2%	19 6%	35 4%	19 9%
NET: Top 3 most	177 8%	99 10%	78 7%	39 17%	46 13%	38 11%	20 5%	15 5%	18 4%	60 10%	51 9%	31 7%	34 7%	15 9%	6 7%	23 10%	9 5%	12 7%	10 7%	6 6%	16 8%	35 13%	27 9%	13 7%	5 7%	34 10%	88 10%	34 16%
N/A	1916 92%	922 90%	994 93%	193 83%	316 87%	296 89%	350 95%	295 95%	466 96%	512 90%	537 91%	393 93%	475 93%	161 91%	79 93%	211 90%	162 95%	169 93%	138 93%	95 94%	179 92%	239 87%	258 91%	167 93%	58 93%	312 90%	773 90%	178 84%

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

Absolutes/col percents

Table 22

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

Being compassionate / caring

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	323 15%	147 14%	176 16%	37 16%	67 19%	49 15%	55 15%	53 17%	61 13%	79 14%	98 17%	63 15%	83 16%	22 12%	16 19%	41 18%	28 16%	28 15%	35 24%	15 15%	34 18%	39 14%	37 13%	22 12%	6 10%	49 14%	142 16%	39 18%
2nd most	294 14%	147 14%	147 14%	24 10%	50 14%	52 15%	61 17%	41 13%	66 14%	75 13%	70 12%	71 17%	78 15%	26 15%	12 14%	31 13%	19 11%	25 14%	19 13%	12 12%	39 20%	35 13%	41 14%	27 15%	8 13%	48 14%	131 15%	24 11%
3rd most	305 15%	142 14%	164 15%	31 13%	41 11%	40 12%	56 15%	48 16%	89 18%	84 15%	83 14%	58 14%	79 16%	30 17%	8 10%	31 13%	18 11%	32 18%	19 13%	12 12%	29 15%	40 14%	43 15%	37 20%	7 11%	57 16%	111 13%	25 12%
NET: Top 3 most	922 44%	435 43%	487 45%	92 39%	158 44%	141 42%	172 47%	142 46%	216 45%	239 42%	251 43%	192 45%	240 47%	77 44%	36 42%	103 44%	65 38%	85 47%	73 49%	40 39%	102 52%	114 42%	121 43%	85 47%	21 34%	154 44%	384 45%	88 41%
N/A	1171 56%	586 57%	585 55%	141 61%	204 56%	194 58%	198 53%	168 54%	268 55%	333 58%	337 57%	232 55%	269 53%	99 56%	50 58%	131 56%	106 62%	95 53%	75 51%	62 61%	93 48%	160 58%	163 57%	95 53%	42 66%	193 56%	477 55%	124 59%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 23

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

Being courageous

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	122 6%	65 6%	57 5%	14 6%	23 6%	22 7%	13 4%	15 5%	34 7%	37 6%	31 5%	22 5%	33 6%	9 5%	4 5%	11 5%	8 5%	12 7%	12 8%	6 6%	9 5%	19 7%	18 6%	8 4%	5 7%	23 7%	43 5%	13 6%
2nd most	131 6%	67 7%	63 6%	12 5%	19 5%	17 5%	29 8%	18 6%	36 7%	37 7%	31 5%	29 7%	34 7%	9 5%	6 6%	16 7%	9 5%	9 5%	11 8%	5 5%	9 5%	20 7%	18 6%	8 5%	10 16%	19 5%	56 7%	10 5%
3rd most	141 7%	74 7%	67 6%	12 5%	24 7%	34 10%	20 5%	19 6%	32 7%	27 5%	45 8%	36 9%	32 6%	11 6%	9 11%	12 5%	8 5%	18 10%	12 8%	11 11%	18 9%	16 6%	16 5%	7 4%	3 4%	22 6%	57 7%	10 5%
NET: Top 3 most	394 19%	206 20%	187 17%	37 16%	66 18%	74 22%	62 17%	52 17%	102 21%	102 18%	106 18%	87 20%	99 19%	29 16%	19 22%	39 17%	26 15%	40 22%	35 24%	22 22%	37 19%	54 20%	52 18%	23 13%	17 28%	64 18%	156 18%	33 16%
N/A	1699 81%	815 80%	885 83%	195 84%	295 82%	261 78%	308 83%	258 83%	382 79%	470 82%	482 82%	338 80%	410 81%	148 84%	66 78%	194 83%	145 85%	141 78%	113 76%	79 78%	158 81%	220 80%	232 82%	158 87%	45 72%	282 82%	705 82%	179 84%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 24

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

Having community awareness

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	148 7%	61 6%	87 8%	24 10%	30 8%	22 7%	25 7%	15 5%	32 7%	43 7%	41 7%	27 6%	37 7%	11 6%	7 8%	20 8%	9 5%	13 7%	11 8%	5 5%	14 7%	20 7%	24 8%	9 5%	5 7%	27 8%	57 7%	15 7%
2nd most	281 13%	108 11%	173 16%	30 13%	39 11%	39 12%	53 14%	50 16%	70 14%	69 12%	82 14%	53 13%	77 15%	24 14%	6 7%	44 19%	19 11%	18 10%	19 13%	21 21%	24 12%	33 12%	36 13%	30 16%	7 11%	50 14%	110 13%	30 14%
3rd most	294 14%	139 14%	155 14%	34 15%	45 12%	50 15%	63 17%	42 13%	62 13%	82 14%	75 13%	69 16%	68 13%	26 15%	8 9%	31 13%	35 21%	28 15%	18 12%	11 11%	26 13%	42 15%	36 13%	28 15%	7 11%	57 17%	112 13%	40 19%
NET: Top 3 most	723 35%	308 30%	414 39%	88 38%	113 31%	111 33%	140 38%	107 34%	163 34%	194 34%	198 34%	149 35%	182 36%	61 35%	20 24%	94 40%	63 37%	59 32%	48 32%	37 37%	63 32%	95 35%	96 34%	67 37%	19 30%	134 39%	279 32%	86 41%
N/A	1370 65%	713 70%	657 61%	144 62%	249 69%	224 67%	230 62%	203 66%	321 66%	378 66%	390 66%	276 65%	327 64%	116 65%	65 76%	140 60%	107 63%	122 68%	101 68%	64 63%	132 68%	179 65%	188 66%	114 63%	44 70%	212 61%	582 68%	126 59%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 25

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

Being of service to others

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	171 8%	67 7%	105 10%	12 5%	23 6%	29 9%	45 12%	28 9%	34 7%	42 7%	45 8%	32 8%	52 10%	18 10%	8 10%	14 6%	15 9%	12 7%	11 7%	8 8%	24 12%	14 5%	21 7%	19 11%	8 12%	30 9%	65 8%	15 7%
2nd most	270 13%	114 11%	156 15%	37 16%	47 13%	36 11%	55 15%	29 9%	66 14%	65 11%	76 13%	57 13%	72 14%	23 13%	12 15%	25 11%	28 17%	23 13%	19 13%	15 15%	19 9%	42 15%	35 12%	23 13%	5 8%	55 16%	95 11%	29 14%
3rd most	301 14%	134 13%	167 16%	35 15%	42 12%	49 15%	63 17%	53 17%	58 12%	74 13%	91 15%	55 13%	81 16%	21 12%	12 14%	30 13%	23 13%	29 16%	14 9%	16 16%	32 16%	34 12%	55 20%	20 11%	15 24%	50 15%	126 15%	21 10%
NET: Top 3 most	742 35%	315 31%	428 40%	84 36%	112 31%	115 34%	163 44%	110 35%	159 33%	182 32%	211 36%	144 34%	205 40%	62 35%	32 38%	69 29%	66 39%	64 35%	44 30%	39 38%	75 38%	90 33%	111 39%	63 35%	28 44%	136 39%	286 33%	65 31%
N/A	1351 65%	707 69%	644 60%	148 64%	250 69%	220 66%	208 56%	200 65%	325 67%	390 68%	377 64%	281 66%	304 60%	115 65%	53 62%	165 71%	104 61%	117 65%	104 70%	63 62%	120 62%	184 67%	173 61%	117 65%	35 56%	211 61%	576 67%	146 69%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 26

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

Being resilient

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ire-land		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
1st most	112 5%	65 6%	48 4%	18 8%	29 8%	25 8%	20 5%	7 2%	12 2%	33 6%	35 6%	27 6%	18 3%	5 3%	4 5%	12 5%	10 6%	10 6%	3 2%	7 7%	5 2%	22 8%	20 7%	11 6%	3 4%	23 7%	67 8%	14 7%
2nd most	154 7%	77 7%	77 7%	11 5%	29 8%	24 7%	32 9%	25 8%	33 7%	41 7%	48 8%	33 8%	32 6%	17 10%	5 6%	15 7%	11 7%	12 7%	15 10%	7 7%	17 9%	20 7%	16 6%	17 9%	2 3%	32 9%	61 7%	14 7%
3rd most	195 9%	111 11%	84 8%	17 7%	41 11%	37 11%	27 7%	31 10%	43 9%	51 9%	56 9%	43 10%	46 9%	12 7%	8 10%	29 12%	15 9%	23 13%	20 13%	12 12%	12 6%	23 8%	27 9%	11 6%	4 6%	24 7%	95 11%	26 12%
NET: Top 3 most	461 22%	253 25%	209 19%	46 20%	99 27%	86 26%	80 22%	63 20%	88 18%	124 22%	139 24%	103 24%	95 19%	33 19%	17 20%	56 24%	37 22%	46 25%	38 26%	27 26%	33 17%	65 24%	63 22%	39 22%	8 13%	79 23%	223 26%	54 25%
N/A	1632 78%	769 75%	863 81%	187 80%	263 73%	248 74%	291 78%	247 80%	396 82%	448 78%	449 76%	321 76%	413 81%	143 81%	68 80%	178 76%	134 78%	135 75%	110 74%	75 74%	162 83%	209 76%	221 78%	141 78%	55 87%	267 77%	638 74%	158 75%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 27

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

Being motivated

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
1st most	112 5%	55 5%	57 5%	11 5%	26 7%	18 5%	20 5%	12 4%	24 5%	29 5%	28 5%	34 8%	22 4%	8 4%	6 7%	10 4%	10 6%	12 7%	14 10%	4 4%	3 2%	14 5%	13 5%	16 9%	1 2%	17 5%	54 6%	14 7%
2nd most	140 7%	73 7%	68 6%	17 7%	17 5%	28 8%	19 5%	24 8%	36 8%	39 7%	41 7%	30 7%	30 6%	9 5%	10 12%	13 6%	12 7%	13 7%	13 9%	6 6%	13 6%	14 5%	17 6%	13 7%	9 14%	22 6%	61 7%	16 8%
3rd most	149 7%	71 7%	78 7%	17 7%	32 9%	11 3%	23 6%	26 8%	40 8%	38 7%	50 9%	31 7%	30 6%	12 7%	5 6%	10 4%	13 8%	9 5%	12 8%	15 15%	17 9%	21 8%	19 7%	15 8%	-	19 5%	62 7%	14 7%
NET: Top 3 most	401 19%	199 19%	202 19%	45 20%	74 21%	57 17%	61 17%	62 20%	101 21%	105 18%	120 20%	95 22%	81 16%	28 16%	21 24%	34 14%	36 21%	35 19%	39 27%	25 25%	33 17%	49 18%	48 17%	44 25%	10 16%	58 17%	177 21%	44 21%
N/A	1692 81%	823 81%	869 81%	187 80%	287 79%	278 83%	309 83%	248 80%	383 79%	466 82%	469 80%	329 78%	427 84%	149 84%	64 76%	200 86%	135 79%	146 81%	109 73%	76 75%	162 83%	226 82%	236 83%	136 75%	53 84%	288 83%	684 79%	167 79%

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

Absolutes/col percents

Table 28

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

Being wise

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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
1st most	262 13%	134 13%	128 12%	32 14%	40 11%	62 19%	40 11%	36 12%	52 11%	76 13%	72 12%	51 12%	63 12%	20 12%	13 15%	27 12%	24 14%	27 15%	15 10%	9 8%	20 10%	40 15%	37 13%	17 9%	12 19%	48 14%	112 13%	24 11%
2nd most	288 14%	149 15%	140 13%	37 16%	39 11%	47 14%	45 12%	42 14%	78 16%	89 16%	90 15%	52 12%	58 11%	20 11%	12 14%	33 14%	22 13%	26 14%	19 13%	11 10%	30 16%	47 17%	42 15%	19 11%	6 10%	45 13%	108 13%	32 15%
3rd most	226 11%	105 10%	121 11%	21 9%	36 10%	24 7%	40 11%	36 12%	68 14%	76 13%	49 8%	39 9%	62 12%	21 12%	8 10%	25 11%	21 12%	16 9%	11 7%	13 12%	28 14%	21 8%	28 10%	24 13%	12 20%	33 10%	86 10%	18 8%
NET: Top 3 most	776 37%	388 38%	388 36%	90 39%	115 32%	133 40%	125 34%	115 37%	198 41%	242 42%	210 36%	142 33%	183 36%	61 35%	33 39%	86 37%	67 39%	69 38%	45 30%	32 31%	78 40%	108 40%	107 38%	60 33%	31 49%	126 36%	306 36%	73 35%
N/A	1317 63%	633 62%	683 64%	142 61%	246 68%	202 60%	245 66%	195 63%	286 59%	330 58%	378 64%	283 67%	326 64%	115 65%	52 61%	148 63%	104 61%	111 62%	103 70%	70 69%	117 60%	166 60%	177 62%	121 67%	32 51%	220 64%	555 64%	138 65%

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

Absolutes/col percents

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

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 30

Q.3 How likely or unlikely are you to do the following during the current coronavirus crisis?**Show compassion to others****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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of 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
NET: Likely	1792 86%	843 83%	949 89%	198 85%	292 81%	281 84%	319 86%	273 88%	428 88%	482 84%	511 87%	365 86%	434 85%	157 89%	73 86%	206 88%	146 86%	146 81%	123 83%	85 84%	166 85%	228 83%	247 87%	159 88%	56 88%	300 87%	725 84%	183 87%
Very likely	(+2) 1003 48%	405 40%	599 56%	112 48%	166 46%	156 47%	182 49%	155 50%	231 48%	278 49%	276 47%	202 48%	248 49%	92 52%	39 46%	129 55%	88 52%	80 44%	73 49%	40 40%	95 49%	125 46%	129 45%	82 45%	32 50%	182 53%	389 45%	120 57%
Somewhat likely	(+1) 789 38%	439 43%	350 33%	86 37%	126 35%	125 37%	137 37%	118 38%	197 41%	204 36%	235 40%	163 38%	187 37%	65 37%	33 39%	77 33%	58 34%	66 37%	50 34%	45 44%	72 37%	103 38%	118 42%	77 43%	24 38%	118 34%	336 39%	63 30%
Neither likely nor unlikely	(0) 209 10%	123 12%	86 8%	20 8%	50 14%	33 10%	35 9%	29 9%	43 9%	66 12%	50 8%	43 10%	51 10%	14 8%	9 11%	22 9%	16 9%	22 12%	19 13%	9 9%	21 11%	29 10%	28 10%	16 9%	4 6%	31 9%	97 11%	15 7%
Somewhat unlikely	(-1) 22 1%	14 1%	8 1%	6 3%	4 1%	3 1%	5 1%	2 1%	2 *	10 2%	4 1%	4 1%	5 1%	3 2%	2 2%	1 *	2 1%	1 *	- -	1 1%	- -	6 2%	4 1%	- -	2 3%	4 1%	12 1%	5 3%
Very unlikely	(-2) 23 1%	13 1%	9 1%	3 1%	2 *	8 2%	4 1%	3 1%	3 1%	2 *	10 2%	6 1%	5 1%	1 *	- -	- -	3 2%	4 2%	4 2%	1 1%	3 2%	5 2%	1 *	1 1%	- -	8 2%	9 1%	4 2%
NET: Unlikely	45 2%	28 3%	17 2%	9 4%	6 2%	11 3%	10 3%	5 2%	4 1%	12 2%	14 2%	9 2%	9 2%	3 2%	2 2%	1 *	6 3%	4 2%	4 2%	3 3%	3 2%	11 4%	5 2%	1 1%	2 3%	11 3%	21 2%	9 4%
Don't know	47 2%	27 3%	20 2%	5 2%	14 4%	9 3%	6 2%	3 1%	9 2%	11 2%	14 2%	8 2%	14 3%	2 1%	1 1%	5 2%	3 2%	8 4%	3 2%	5 4%	5 2%	7 2%	4 1%	4 2%	2 2%	4 1%	18 2%	4 2%
Mean	1.33	1.21	1.45	1.31	1.30	1.29	1.34	1.37	1.37	1.33	1.33	1.32	1.35	1.40	1.31	1.46	1.34	1.26	1.29	1.25	1.33	1.26	1.32	1.35	1.39	1.35	1.29	1.40
Standard deviation	0.79	0.82	0.75	0.84	0.79	0.87	0.81	0.76	0.71	0.78	0.80	0.80	0.78	0.73	0.76	0.68	0.86	0.86	0.88	0.80	0.81	0.87	0.74	0.70	0.74	0.87	0.81	0.87
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.09	0.05	0.07	0.07	0.07	0.08	0.06	0.06	0.04	0.05	0.09	0.05	0.03	0.06

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 31

Q.3 How likely or unlikely are you to do the following during the current coronavirus crisis?**Reflect on your life / life goals****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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of 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	
NET: Likely	1282	562	720	178	251	228	220	184	221	349	383	258	292	114	56	137	103	122	97	47	111	180	175	100	40	241	564	160	
	61%	55%	67%	77%	69%	68%	59%	59%	46%	61%	65%	61%	57%	64%	66%	59%	60%	67%	66%	47%	57%	66%	62%	55%	64%	70%	65%	76%	
Very likely	(+2)	504	195	309	91	102	85	89	63	74	121	153	105	125	38	14	61	46	42	18	52	81	61	34	16	106	211	62	
		24%	19%	29%	39%	28%	25%	24%	20%	15%	21%	26%	25%	21%	17%	26%	27%	23%	27%	17%	27%	30%	21%	19%	26%	31%	25%	29%	
Somewhat likely	(+1)	778	367	411	87	149	143	131	121	147	228	230	153	166	76	42	76	57	80	57	30	59	99	114	65	24	135	352	99
		37%	36%	38%	38%	41%	43%	35%	39%	30%	40%	39%	36%	33%	43%	49%	33%	44%	38%	29%	30%	36%	40%	36%	38%	39%	41%	47%	
Neither likely nor unlikely	(0)	479	249	229	29	69	62	87	77	155	134	122	94	128	32	22	61	39	32	30	28	51	51	72	48	15	66	172	32
		23%	24%	21%	13%	19%	18%	24%	25%	32%	23%	21%	22%	25%	18%	26%	26%	23%	17%	20%	27%	26%	19%	25%	24%	19%	20%	15%	
Somewhat unlikely	(-1)	118	79	39	9	10	16	24	20	40	36	32	27	23	11	2	18	9	7	7	5	12	18	16	11	2	18	44	6
		6%	8%	4%	4%	3%	5%	6%	6%	8%	6%	5%	6%	5%	6%	2%	8%	5%	4%	5%	4%	6%	6%	6%	6%	3%	5%	5%	3%
Very unlikely	(-2)	148	97	51	7	8	16	32	23	62	37	42	30	39	12	4	10	17	17	9	15	12	15	14	18	5	20	50	10
		7%	10%	5%	3%	2%	5%	9%	7%	13%	6%	7%	7%	8%	7%	5%	4%	10%	10%	6%	15%	6%	6%	5%	10%	7%	6%	6%	5%
NET: Unlikely		266	176	90	16	18	32	56	42	101	72	74	57	62	23	6	28	26	24	16	20	24	33	31	30	7	38	94	16
		13%	17%	8%	7%	5%	9%	15%	14%	21%	13%	13%	14%	12%	13%	7%	12%	15%	13%	10%	20%	12%	12%	11%	16%	11%	11%	8%	
Don't know		66	34	33	8	23	14	7	7	16	8	16	26	9	1	7	3	3	6	6	9	11	7	4	1	2	31	3	
		3%	3%	3%	4%	6%	4%	2%	2%	3%	1%	4%	5%	5%	1%	3%	2%	2%	4%	6%	5%	4%	2%	2%	1%	1%	4%	1%	
Mean		0.68	0.49	0.85	1.10	0.96	0.82	0.61	0.60	0.28	0.65	0.72	0.67	0.65	0.70	0.72	0.70	0.63	0.69	0.80	0.31	0.69	0.81	0.69	0.49	0.73	0.84	0.76	0.93
Standard deviation		1.13	1.18	1.04	0.99	0.92	1.04	1.18	1.11	1.21	1.09	1.13	1.15	1.16	1.10	0.94	1.09	1.23	1.16	1.09	1.29	1.13	1.12	1.18	1.12	1.10	1.08	1.01	
Standard error		0.03	0.04	0.03	0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.08	0.11	0.07	0.09	0.09	0.09	0.13	0.08	0.07	0.06	0.09	0.14	0.06	0.04	0.07

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 32

Q.3 How likely or unlikely are you to do the following during the current coronavirus crisis?**Serve your local community****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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern 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	
NET: Likely	901	436	465	114	178	165	180	122	143	269	264	174	194	73	39	109	75	69	60	40	78	112	127	90	28	187	420	156	
	43%	43%	43%	49%	49%	49%	49%	39%	29%	47%	45%	41%	38%	41%	46%	47%	44%	38%	41%	39%	40%	41%	45%	50%	45%	54%	49%	74%	
Very likely	(+2)	308	144	165	50	65	60	70	33	30	90	76	68	74	27	23	31	26	17	19	15	21	48	41	29	11	88	137	79
		15%	14%	15%	21%	18%	18%	19%	11%	6%	16%	13%	16%	14%	15%	27%	13%	10%	13%	15%	11%	17%	14%	16%	17%	25%	16%	37%	
Somewhat likely	(+1)	593	292	301	65	113	105	110	89	112	178	188	106	120	46	17	78	48	52	42	24	57	65	86	62	18	99	283	77
		28%	29%	28%	28%	31%	31%	30%	29%	23%	31%	32%	25%	24%	26%	19%	33%	28%	29%	28%	24%	29%	24%	30%	34%	28%	29%	33%	36%
Neither likely nor unlikely	(0)	633	326	307	62	94	92	109	109	167	163	166	150	153	54	18	67	50	57	43	36	62	85	91	49	20	98	258	37
		30%	32%	29%	27%	26%	28%	29%	35%	34%	29%	28%	35%	30%	31%	21%	29%	29%	31%	29%	35%	32%	31%	32%	27%	32%	28%	30%	18%
Somewhat unlikely	(-1)	193	101	92	21	32	23	24	28	66	63	54	37	40	16	16	20	21	15	11	7	21	21	22	18	6	29	63	10
		9%	10%	9%	9%	9%	7%	6%	9%	14%	11%	9%	9%	8%	9%	19%	9%	9%	7%	7%	11%	7%	8%	10%	10%	8%	7%	5%	
Very unlikely	(-2)	227	110	117	20	26	26	46	35	75	47	75	35	70	24	8	21	16	26	19	11	18	35	27	16	8	22	70	5
		11%	11%	11%	9%	7%	8%	12%	11%	15%	8%	13%	8%	14%	14%	9%	9%	9%	14%	13%	11%	9%	13%	9%	12%	6%	8%	2%	
NET: Unlikely		421	211	209	42	58	49	69	62	140	110	129	71	111	40	24	41	37	41	29	18	39	55	48	34	14	51	133	15
		20%	21%	20%	18%	16%	15%	19%	20%	29%	19%	22%	17%	22%	23%	28%	18%	22%	23%	20%	18%	20%	20%	17%	19%	22%	15%	15%	7%
Don't know		138	48	90	14	32	28	13	17	34	30	28	30	50	9	4	16	9	14	15	8	15	22	18	7	10	51	4	
		7%	5%	8%	6%	9%	8%	3%	5%	7%	5%	5%	7%	10%	5%	4%	7%	5%	8%	10%	8%	8%	8%	6%	4%	3%	6%	2%	
Mean		0.29	0.27	0.31	0.47	0.48	0.49	0.38	0.20	-0.09	0.37	0.24	0.35	0.19	0.21	0.37	0.36	0.30	0.12	0.24	0.27	0.24	0.28	0.35	0.40	0.29	0.60	0.44	1.03
Standard deviation		1.19	1.17	1.21	1.21	1.15	1.14	1.24	1.13	1.15	1.15	1.21	1.13	1.26	1.25	1.34	1.13	1.18	1.20	1.21	1.19	1.12	1.25	1.14	1.16	1.22	1.15	1.12	0.98
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.06	0.05	0.05	0.05	0.06	0.06	0.09	0.16	0.08	0.09	0.10	0.10	0.12	0.08	0.08	0.07	0.09	0.15	0.07	0.04	0.07

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 33

Q.3 How likely or unlikely are you to do the following during the current coronavirus crisis?**Care for vulnerable individuals****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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of 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	
NET: Likely	1208	567	641	145	210	217	251	168	218	308	324	269	308	104	51	140	98	100	94	55	108	139	176	109	34	226	541	147	
	58%	55%	60%	62%	58%	65%	68%	54%	45%	54%	55%	63%	60%	59%	60%	60%	58%	55%	64%	54%	55%	51%	62%	61%	54%	65%	63%	69%	
Very likely	(+2)	566	246	321	61	94	97	135	88	91	142	145	121	159	45	19	63	52	47	22	54	73	78	51	20	111	250	79	
		27%	24%	30%	26%	26%	29%	36%	28%	19%	25%	25%	28%	31%	26%	22%	27%	31%	26%	28%	22%	28%	27%	28%	28%	32%	32%	29%	38%
Somewhat likely	(+1)	642	321	321	83	116	119	115	81	127	166	179	148	149	58	32	77	46	53	53	32	54	66	98	58	14	115	291	67
		31%	31%	30%	36%	32%	36%	31%	26%	26%	29%	30%	35%	29%	33%	38%	33%	27%	29%	35%	32%	28%	24%	35%	32%	23%	33%	34%	32%
Neither likely nor unlikely	(0)	419	217	202	41	68	59	61	70	120	124	117	80	97	28	19	49	33	40	28	18	35	66	53	34	15	68	156	38
		20%	21%	19%	18%	19%	18%	16%	23%	25%	22%	20%	19%	19%	16%	23%	21%	19%	22%	19%	18%	18%	24%	19%	19%	23%	20%	18%	18%
Somewhat unlikely	(-1)	163	96	67	20	27	24	21	26	45	51	57	22	33	17	7	15	14	10	5	8	22	24	19	14	7	27	63	10
		8%	9%	6%	9%	8%	7%	6%	8%	9%	9%	10%	5%	6%	9%	8%	6%	8%	6%	4%	7%	11%	9%	7%	8%	12%	8%	7%	4%
Very unlikely	(-2)	199	94	105	18	32	20	26	27	77	60	64	35	39	19	6	18	20	16	13	14	21	30	21	16	4	18	60	13
		9%	9%	10%	8%	9%	6%	7%	9%	16%	11%	11%	8%	8%	11%	7%	8%	12%	9%	9%	14%	11%	11%	7%	9%	7%	5%	7%	6%
NET: Unlikely		362	190	172	38	59	45	47	53	121	111	121	58	72	36	13	33	34	26	18	22	44	55	40	30	12	46	123	23
		17%	19%	16%	16%	16%	13%	13%	17%	25%	19%	21%	14%	14%	20%	15%	14%	20%	14%	12%	22%	22%	20%	14%	17%	19%	13%	14%	11%
Don't know		105	48	57	9	24	14	12	19	26	27	18	32	9	2	12	5	15	8	6	9	14	14	7	2	6	41	4	
		5%	5%	5%	4%	7%	4%	3%	6%	5%	5%	4%	6%	5%	3%	5%	3%	8%	6%	6%	4%	5%	5%	4%	4%	2%	5%	2%	
Mean		0.61	0.54	0.68	0.67	0.63	0.78	0.87	0.61	0.24	0.51	0.51	0.73	0.74	0.56	0.60	0.69	0.58	0.63	0.75	0.43	0.52	0.49	0.72	0.66	0.63	0.80	0.74	0.91
Standard deviation		1.25	1.24	1.27	1.19	1.23	1.15	1.19	1.25	1.33	1.28	1.29	1.19	1.22	1.30	1.15	1.18	1.34	1.23	1.19	1.34	1.33	1.31	1.18	1.24	1.26	1.14	1.18	1.15
Standard error		0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.06	0.06	0.06	0.06	0.10	0.14	0.08	0.10	0.10	0.10	0.14	0.10	0.08	0.07	0.09	0.16	0.06	0.04	0.08

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

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				
	Total	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	East-ern	London	South East	South West	North-ern Ire-land	Public	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	306	397	72	109	102	150	111	159	164	199	137	203	67	17	91	51	61	43	28	68	112	94	44	28	115	257	69
	34%	30%	37%	31%	30%	31%	40%	36%	33%	29%	34%	32%	40%	38%	20%	39%	30%	34%	29%	28%	35%	41%	33%	24%	44%	33%	30%	33%
(-4)	316	151	165	34	36	37	48	59	102	96	83	62	75	27	13	24	26	22	22	17	36	36	45	40	7	38	124	30
	15%	15%	15%	15%	10%	11%	13%	19%	21%	17%	14%	15%	15%	15%	10%	10%	15%	12%	15%	17%	18%	13%	16%	22%	12%	11%	14%	14%
(-3)	315	163	152	35	58	58	52	45	67	95	90	61	68	18	21	28	28	31	23	13	25	36	44	37	11	58	130	27
	15%	16%	14%	15%	16%	17%	14%	14%	14%	17%	15%	14%	13%	10%	25%	12%	16%	17%	15%	13%	13%	13%	15%	20%	17%	17%	15%	13%
(-2)	264	130	133	35	49	48	39	39	55	79	81	53	52	28	11	37	23	23	23	16	16	27	35	20	4	47	116	32
	13%	13%	12%	15%	13%	14%	11%	12%	11%	14%	14%	12%	10%	16%	13%	16%	14%	13%	15%	16%	8%	10%	12%	11%	6%	14%	13%	15%
(-1)	172	79	93	23	35	30	30	18	36	47	50	35	40	16	9	25	14	14	9	8	16	22	20	10	8	38	65	14
	8%	8%	9%	10%	10%	9%	8%	6%	7%	8%	9%	8%	8%	9%	10%	11%	8%	8%	6%	8%	8%	8%	7%	6%	13%	11%	8%	7%
(0)	156	88	68	14	42	27	24	17	32	40	38	39	40	11	8	15	14	8	16	12	12	16	29	14	1	28	75	10
	7%	9%	6%	6%	12%	8%	7%	5%	7%	7%	6%	9%	8%	6%	9%	6%	8%	4%	11%	12%	6%	6%	10%	8%	1%	8%	9%	5%
(1)	64	36	27	7	14	10	13	9	11	15	21	19	9	*	2	7	4	8	7	1	9	11	8	7	-	7	36	8
	3%	4%	3%	3%	4%	3%	4%	3%	2%	3%	4%	4%	2%	*	2%	3%	2%	4%	5%	1%	5%	4%	3%	4%	-	2%	4%	4%
(2)	49	31	18	3	7	11	8	6	14	19	8	9	13	3	4	6	3	12	2	1	7	3	3	5	1	6	24	5
	2%	3%	2%	1%	2%	3%	2%	2%	3%	3%	1%	2%	2%	2%	5%	2%	2%	7%	2%	1%	4%	1%	1%	3%	2%	2%	3%	3%
(3)	24	17	7	4	6	5	3	3	3	6	6	7	4	-	-	1	2	1	3	3	4	4	3	1	1	2	15	4
	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	1%	1%	*	2%	3%	2%	1%	1%	1%	1%	*	2%	2%
(4)	14	10	5	*	-	5	1	4	3	5	5	1	4	5	-	-	*	-	1	1	1	3	2	1	1	3	7	6
	1%	1%	*	*	-	1%	*	1%	1%	1%	1%	*	1%	3%	-	-	*	-	1%	1%	*	1%	1%	1%	1%	1%	1%	3%
(5) Prioritising economic prosperity	17	10	7	6	5	3	1	1	2	6	7	3	1	1	1	-	5	1	*	-	-	4	2	1	2	4	12	5
	1%	1%	1%	2%	1%	1%	*	*	*	1%	1%	1%	*	*	1%	-	3%	1%	*	-	-	2%	1%	1%	3%	1%	1%	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	457	562	106	145	139	198	170	260	260	282	199	278	95	30	115	78	82	65	45	104	148	138	84	35	154	381	99
	49%	45%	52%	46%	40%	42%	53%	55%	54%	45%	48%	47%	55%	54%	35%	49%	45%	46%	44%	44%	53%	54%	49%	46%	55%	44%	44%	47%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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	20	11	6	5	8	2	5	5	11	12	4	5	6	1	-	5	1	1	1	1	7	3	2	3	7	18	11
	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	-	3%	1%	1%	1%	*	3%	1%	1%	4%	2%	2%	5%

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

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**

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	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
Agree	1161 55%	588 58%	573 53%	114 49%	175 48%	197 59%	223 60%	180 58%	272 56%	293 51%	226 60%	291 53%	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%

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

Absolutes/col percents

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

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
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 24%	193 19%	303 28%	77 33%	89 25%	94 28%	85 23%	70 23%	81 17%	130 23%	146 25%	99 23%	122 24%	45 25%	20 24%	57 24%	43 25%	41 23%	34 23%	17 17%	43 22%	80 29%	67 24%	34 19%	15 23%	112 32%	216 25%	79 38%
A little	1074 51%	509 50%	566 53%	125 54%	197 54%	165 49%	180 49%	156 50%	251 52%	292 51%	299 51%	225 53%	258 51%	91 51%	49 57%	118 50%	78 46%	96 53%	71 48%	49 48%	105 54%	132 48%	155 54%	95 52%	37 59%	169 49%	440 51%	110 52%
Not at all	522 25%	320 31%	203 19%	30 13%	76 21%	76 23%	105 28%	84 27%	153 32%	150 26%	143 24%	101 24%	129 25%	41 23%	16 19%	59 25%	50 29%	44 24%	43 29%	36 36%	46 24%	63 23%	63 22%	52 29%	11 18%	66 19%	206 24%	22 10%

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

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		North-ern Ire-land	Public	Pri- vate
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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

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

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion 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 2%	- *	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%	11 7%	11 6%	7 5%	5 5%	11 6%	9 3%	14 5%	5 3%	3 5%	9 3%	57 7%	6 3%

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

Absolutes/col percents

Table 39
Gender
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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	1021	-	96	182	176	193	144	230	329	258	215	220	94	41	104	76	89	75	54	88	141	138	91	29	171	487	133
	49%	100%	-	41%	50%	52%	52%	47%	48%	58%	44%	51%	43%	53%	49%	45%	45%	49%	51%	53%	45%	52%	49%	50%	47%	49%	57%	63%
Female	1072	-	1072	136	179	159	178	166	254	242	330	210	289	83	44	129	95	92	73	47	107	133	146	90	33	176	374	79
	51%	-	100%	59%	50%	48%	48%	53%	52%	42%	56%	49%	57%	47%	51%	55%	55%	51%	49%	47%	55%	48%	51%	50%	53%	51%	43%	37%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 40
Age
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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
18-24	232	96	136	232	-	-	-	-	-	83	76	39	34	12	13	25	16	19	13	8	10	56	42	19	1	46	82	58
	11%	9%	13%	100%	-	-	-	-	-	15%	13%	9%	7%	7%	16%	11%	10%	10%	8%	8%	5%	21%	15%	10%	1%	13%	10%	28%
25-34	362	182	179	-	362	-	-	-	-	102	94	90	76	33	10	51	26	31	20	20	23	71	42	30	7	80	218	53
	17%	18%	17%	-	100%	-	-	-	-	18%	16%	21%	15%	18%	12%	22%	15%	17%	13%	20%	12%	26%	15%	16%	11%	23%	25%	25%
35-44	335	176	159	-	-	335	-	-	-	64	100	79	91	38	14	39	28	35	36	11	33	38	34	18	10	75	184	39
	16%	17%	15%	-	-	100%	-	-	-	11%	17%	19%	18%	22%	16%	17%	16%	19%	24%	11%	17%	14%	12%	10%	16%	22%	21%	18%
45-54	370	193	178	-	-	-	370	-	-	77	101	90	102	32	13	39	27	33	18	24	41	48	48	33	15	86	206	27
	18%	19%	17%	-	-	-	100%	-	-	13%	17%	21%	20%	18%	15%	17%	16%	18%	12%	23%	21%	18%	17%	18%	24%	25%	24%	13%
55-64	310	144	166	-	-	-	-	310	-	72	103	42	93	25	14	35	33	23	20	19	30	18	43	31	18	50	123	11
	15%	14%	15%	-	-	-	-	100%	-	13%	18%	10%	18%	14%	17%	15%	19%	13%	13%	19%	16%	7%	15%	17%	29%	14%	14%	5%
65+	484	230	254	-	-	-	-	-	484	173	115	84	112	38	21	45	41	40	42	20	58	42	76	49	12	10	47	23
	23%	23%	24%	-	-	-	-	-	100%	30%	19%	20%	22%	21%	25%	19%	24%	22%	28%	20%	30%	15%	27%	27%	18%	3%	5%	11%
NET: 18-34	594	278	316	232	362	-	-	-	-	185	169	129	110	44	23	76	42	50	32	28	32	127	84	49	8	126	301	112
	28%	27%	29%	100%	100%	-	-	-	-	32%	29%	30%	22%	25%	27%	32%	25%	27%	22%	27%	17%	46%	29%	27%	13%	36%	35%	53%
NET: 35-54	705	368	337	-	-	335	370	-	-	141	201	169	194	70	27	77	55	68	54	35	75	86	82	51	25	162	391	66
	34%	36%	31%	-	-	100%	100%	-	-	25%	34%	40%	38%	40%	31%	33%	32%	38%	37%	34%	38%	32%	29%	28%	40%	47%	45%	31%
NET: 55+	794	375	419	-	-	-	-	310	484	245	218	126	205	62	35	80	74	63	62	39	88	61	119	81	30	59	170	34
	38%	37%	39%	-	-	-	-	100%	100%	43%	37%	30%	40%	35%	41%	34%	43%	35%	42%	38%	45%	22%	42%	45%	48%	17%	20%	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

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 41
Social Grade
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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 29%	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 47%	19 16%	10 16%	39 8%	28 13%	25 13%	22 13%	15 10%	30 11%	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%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 42
GO Region
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland	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%	12%	11%	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%

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

Absolutes/col percents

Table 43

Have you taken a foreign holiday in the last 3 years?**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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
Yes	1308 62%	663 65%	645 60%	178 77%	253 70%	211 63%	218 59%	158 51%	289 60%	419 73%	389 66%	274 64%	227 45%	115 65%	51 60%	154 66%	102 60%	101 56%	86 58%	57 57%	103 53%	201 73%	186 65%	105 58%	46 73%	235 68%	600 70%	168 79%
No	785 38%	359 35%	426 40%	54 23%	109 30%	123 37%	152 41%	152 49%	195 40%	153 27%	199 34%	151 36%	281 55%	61 35%	34 40%	79 34%	69 40%	79 44%	62 42%	44 43%	92 47%	73 27%	98 35%	76 42%	17 27%	111 32%	262 30%	43 21%

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

Absolutes/col percents

Table 44
Opinion Influencer
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
Yes	212	133	79	58	53	39	27	11	23	90	58	39	25	15	6	22	18	19	8	9	13	47	27	23	4	51	114	212
	10%	13%	7%	25%	15%	12%	7%	4%	5%	16%	10%	9%	5%	9%	7%	10%	11%	10%	5%	9%	7%	17%	9%	13%	6%	15%	13%	100%
No	1881	889	993	174	308	296	344	298	462	482	530	386	484	161	79	211	152	162	140	93	182	227	258	157	59	296	748	-
	90%	87%	93%	75%	85%	88%	93%	96%	95%	84%	90%	91%	95%	91%	93%	90%	89%	90%	95%	91%	93%	83%	91%	87%	94%	85%	87%	-

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 45
Tenure
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
NET: Homeowners	1356	679	677	124	173	189	236	235	400	449	404	283	220	119	53	160	110	115	94	70	131	140	189	126	49	244	533	139
	65%	66%	63%	53%	48%	57%	64%	76%	83%	79%	69%	67%	43%	67%	62%	68%	65%	63%	63%	69%	67%	51%	66%	70%	78%	70%	62%	66%
Owned outright - without mortgage	756	378	378	60	39	39	85	169	363	268	223	135	129	57	28	74	71	61	59	42	72	73	121	81	17	80	200	64
	36%	37%	35%	26%	11%	12%	23%	54%	75%	47%	38%	32%	25%	32%	33%	32%	42%	34%	40%	42%	37%	27%	42%	45%	27%	23%	23%	30%
Owned with a mortgage or loan	601	301	299	64	133	150	151	66	37	181	181	148	91	62	25	85	39	54	35	28	59	67	68	45	32	164	333	74
	29%	29%	28%	28%	37%	45%	41%	21%	8%	32%	31%	35%	18%	35%	30%	37%	23%	30%	23%	28%	30%	25%	24%	25%	52%	47%	39%	35%
NET: Renters	697	324	373	92	180	140	131	73	80	111	172	133	281	56	30	70	58	62	51	30	60	129	87	51	13	98	313	71
	33%	32%	35%	40%	50%	42%	35%	24%	17%	19%	29%	31%	55%	32%	35%	30%	34%	34%	34%	29%	31%	47%	31%	28%	20%	28%	36%	33%
NET: Rent from Council/ Housing Association	422	184	238	43	87	83	91	56	62	48	82	79	213	42	19	44	44	38	31	19	42	65	49	23	4	59	160	32
	20%	18%	22%	19%	24%	25%	25%	18%	13%	8%	14%	19%	42%	24%	23%	19%	26%	21%	21%	19%	22%	24%	17%	13%	7%	17%	19%	15%
Rented from the council	272	115	157	27	59	52	60	34	39	27	47	56	142	29	14	22	35	27	24	10	30	40	29	9	2	37	101	20
	13%	11%	15%	12%	16%	16%	16%	11%	8%	5%	8%	13%	28%	17%	16%	10%	21%	15%	17%	9%	16%	14%	10%	5%	3%	11%	12%	9%
Rented from a housing association	150	68	82	16	28	31	31	22	22	21	35	23	71	13	5	22	9	11	7	10	12	25	20	14	3	22	59	13
	7%	7%	8%	7%	8%	9%	8%	7%	5%	4%	6%	5%	14%	7%	6%	9%	5%	6%	5%	9%	6%	9%	7%	8%	4%	6%	7%	6%
Rented from someone else	275	140	135	49	93	57	40	18	19	62	90	54	69	14	11	26	14	24	20	11	18	64	38	28	8	39	154	38
	13%	14%	13%	21%	26%	17%	11%	6%	4%	11%	15%	13%	14%	8%	13%	11%	8%	13%	13%	10%	9%	23%	13%	15%	13%	11%	18%	18%
Rent free	39	18	21	16	9	5	4	2	4	11	12	9	7	1	2	4	2	4	3	1	3	5	9	4	1	4	15	2
	2%	2%	2%	7%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%	1%	1%	2%	1%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 46

What is the highest educational level that you have achieved to date?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
No formal education	18 1%	2 *	16 1%	-	2 *	* *	6 2%	1 *	9 2%	* *	6 1%	2 1%	10 2%	-	3 4%	2 1%	1 1%	2 1%	1 1%	1 1%	1 1%	4 2%	-	3 1%	-	1 *	7 1%	-
Primary	10 *	4 *	6 1%	1 *	3 1%	-	2 1%	3 1%	1 *	1 *	1 *	1 *	6 1%	1 1%	1 1%	* *	2 1%	-	-	1 1%	-	1 *	1 *	-	2 3%	1 *	3 *	1 *
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1101 53%	515 50%	586 55%	101 44%	145 40%	176 53%	216 58%	190 61%	273 56%	176 31%	270 46%	282 66%	373 73%	91 51%	46 54%	123 53%	106 62%	96 53%	79 53%	69 68%	113 58%	111 40%	157 55%	84 47%	27 43%	151 44%	440 51%	57 27%
University degree or equivalent professional qualification, NVQ level 4, etc.	694 33%	366 36%	327 31%	76 33%	148 41%	110 33%	109 29%	93 30%	157 32%	261 46%	240 41%	103 24%	89 18%	62 35%	24 28%	80 34%	48 28%	60 33%	50 34%	19 18%	59 30%	120 44%	81 29%	72 40%	19 30%	133 38%	308 36%	104 49%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	212 10%	116 11%	96 9%	12 5%	54 15%	48 14%	35 9%	22 7%	42 9%	113 20%	52 9%	26 6%	22 4%	19 11%	5 6%	21 9%	12 7%	16 9%	14 10%	10 10%	16 8%	31 11%	32 11%	20 11%	15 25%	60 17%	96 11%	40 19%
Still in full time education	49 2%	14 1%	35 3%	42 18%	5 1%	-	1 *	-	-	18 3%	19 3%	6 1%	6 1%	3 2%	5 6%	6 2%	1 1%	5 3%	4 3%	1 1%	4 2%	5 2%	12 4%	2 1%	-	2 *	3 *	9 4%
Don't know	3 *	1 *	2 *	-	1 *	-	-	1 *	1 *	-	-	1 *	2 *	-	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	1 *	-
Prefer not to answer	6 *	3 *	3 *	-	3 1%	-	1 *	-	2 1%	2 *	-	3 1%	1 *	-	1 1%	1 *	1 *	-	-	-	1 1%	1 *	1 *	-	-	-	3 *	-

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 47

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
Yes - responsible for half or more of the items bought	1900 91%	895 88%	1005 94%	159 69%	338 93%	317 95%	351 95%	291 94%	445 92%	505 88%	538 91%	386 91%	472 93%	167 94%	78 92%	214 92%	161 95%	172 95%	132 89%	94 92%	178 91%	244 89%	241 85%	162 90%	57 91%	319 92%	799 93%	195 92%
No - not responsible for most of the items bought	193 9%	126 12%	66 6%	73 31%	24 7%	18 5%	19 5%	19 6%	39 8%	67 12%	50 9%	39 9%	36 7%	10 6%	7 8%	20 8%	9 5%	9 5%	16 11%	8 8%	17 9%	30 11%	43 15%	18 10%	5 9%	27 8%	62 7%	17 8%

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

Absolutes/col percents

Table 48
How many cars are there in your household?
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
No cars in the household	439	194	245	53	88	89	69	52	89	88	108	61	182	48	25	40	36	42	23	14	31	100	42	31	7	62	145	42
	21%	19%	23%	23%	24%	27%	19%	17%	18%	15%	18%	14%	36%	27%	29%	17%	21%	23%	16%	14%	16%	36%	15%	17%	12%	18%	17%	20%
NET: Any	1654	827	827	179	274	246	301	258	395	484	480	364	326	128	61	193	135	139	125	87	164	174	242	149	55	285	717	170
	79%	81%	77%	77%	76%	73%	81%	83%	82%	85%	82%	86%	64%	73%	71%	83%	79%	77%	84%	86%	84%	64%	85%	83%	88%	82%	83%	80%
1	849	406	443	44	129	117	151	160	248	216	263	175	196	78	33	102	80	59	64	46	83	101	113	65	24	134	338	69
	41%	40%	41%	19%	36%	35%	41%	51%	51%	38%	45%	41%	38%	44%	39%	44%	47%	33%	43%	46%	43%	37%	40%	36%	38%	39%	39%	32%
2	612	325	287	68	117	114	120	78	115	196	163	142	112	44	23	72	48	61	46	30	61	56	95	53	24	123	297	72
	29%	32%	27%	29%	32%	34%	32%	25%	24%	34%	28%	33%	22%	25%	27%	31%	28%	34%	31%	30%	31%	20%	33%	29%	38%	36%	34%	34%
3+	192	96	96	67	27	14	31	21	32	72	54	47	19	6	4	20	7	18	16	11	20	17	35	31	7	28	82	29
	9%	9%	9%	29%	7%	4%	8%	7%	7%	13%	9%	11%	4%	3%	5%	9%	4%	10%	10%	11%	10%	6%	12%	17%	12%	8%	9%	14%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 49

To which of the following ethnic groups do you consider you belong?

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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	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
White	1885	916	969	183	304	287	334	303	473	509	525	385	465	169	78	215	157	159	139	98	182	188	262	176	61	293	763	168
	90%	90%	90%	79%	84%	86%	90%	98%	98%	89%	89%	91%	91%	96%	91%	92%	92%	88%	94%	97%	94%	69%	92%	98%	97%	85%	89%	79%
NET: BAME	185	93	92	42	53	46	31	5	7	57	55	36	37	8	8	17	10	19	7	3	11	80	18	3	-	50	87	40
	9%	9%	9%	18%	15%	14%	8%	2%	2%	10%	9%	8%	7%	4%	9%	7%	6%	11%	5%	3%	6%	29%	6%	2%	-	14%	10%	19%
Mixed	38	14	24	10	6	9	8	1	4	13	10	5	10	5	2	*	3	3	2	-	4	13	6	-	-	12	13	7
	2%	1%	2%	4%	2%	3%	2%	*	1%	2%	2%	1%	2%	3%	3%	*	2%	2%	1%	-	2%	5%	2%	-	-	4%	2%	3%
Asian	90	47	42	22	34	22	7	3	1	21	29	21	19	*	5	11	8	8	3	1	3	44	6	-	-	23	46	23
	4%	5%	4%	10%	9%	7%	2%	1%	*	4%	5%	5%	4%	*	6%	5%	4%	5%	2%	1%	1%	16%	2%	-	-	7%	5%	11%
Black	35	17	18	8	7	11	6	1	3	13	8	6	7	1	-	2	-	7	2	1	2	16	2	1	-	9	18	4
	2%	2%	2%	3%	2%	3%	2%	*	1%	2%	1%	2%	1%	*	-	1%	-	4%	1%	1%	1%	6%	1%	1%	-	3%	2%	2%
Chinese	14	9	5	1	5	3	5	-	-	6	7	2	-	-	-	3	-	-	1	1	2	4	1	2	-	2	9	4
	1%	1%	*	*	1%	1%	1%	-	-	1%	1%	*	-	-	-	1%	-	-	1%	1%	1%	2%	*	1%	-	1%	1%	2%
Other ethnic group	7	6	2	1	1	1	5	-	-	4	1	1	1	1	-	1	-	*	-	-	-	3	2	-	-	4	1	1
	*	1%	*	*	*	*	1%	-	-	1%	*	*	*	1%	-	*	-	*	-	-	-	1%	1%	-	-	1%	*	*
Prefer not to answer	24	13	11	6	5	2	5	2	4	6	8	4	6	-	-	1	3	3	2	-	2	6	5	1	2	3	11	4
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	2%	2%	1%	-	1%	2%	2%	1%	3%	1%	1%	2%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 50

To which of the following religious groups do you consider yourself to be a member of?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
Christian	987	458	529	70	103	131	182	177	324	271	275	191	250	73	40	112	77	89	64	53	98	110	132	92	48	145	370	84
	47%	45%	49%	30%	28%	39%	49%	57%	67%	47%	47%	45%	49%	42%	47%	48%	45%	49%	43%	52%	50%	40%	46%	51%	76%	42%	43%	40%
NET: Other	164	82	83	32	38	36	31	11	17	49	44	35	36	8	8	18	12	17	7	2	8	62	18	4	1	38	77	42
	8%	8%	8%	14%	10%	11%	8%	3%	4%	9%	8%	8%	7%	4%	9%	8%	7%	10%	5%	2%	4%	23%	7%	2%	1%	11%	9%	20%
Muslim	71	40	31	21	23	18	7	1	1	21	20	14	16	*	3	8	6	12	4	1	2	31	4	-	-	18	38	27
	3%	4%	3%	9%	6%	5%	2%	*	*	4%	3%	3%	3%	*	4%	3%	3%	7%	3%	1%	2	11%	2%	-	-	5%	4%	13%
Hindu	12	6	6	1	7	2	1	1	-	4	3	4	1	*	-	1	-	-	*	-	-	9	1	-	-	5	5	3
	1%	1%	1%	1%	2%	1%	*	*	-	1%	1%	1%	*	*	-	*	-	-	*	-	-	3%	*	-	-	1%	1%	1%
Jewish	18	10	8	1	2	3	4	2	6	4	8	4	2	-	1	3	3	-	-	-	1	8	2	-	-	4	4	-
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	2%	-	-	-	*	3%	1%	-	-	1%	*	-
Sikh	3	2	2	-	2	1	-	-	-	1	-	2	-	-	-	-	1	*	-	-	-	2	-	-	-	2	2	-
	*	*	*	-	1%	*	-	-	-	*	-	*	-	-	-	-	1%	*	-	-	-	1%	-	-	-	*	*	-
Buddhist	18	10	9	4	1	5	6	1	1	9	4	1	4	2	1	1	2	3	1	-	3	7	1	-	-	3	11	9
	1%	1%	1%	2%	*	1%	2%	*	*	2%	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	3%	*	-	-	1%	1%	4%
Other	42	14	28	4	3	6	13	7	9	11	10	8	13	4	3	6	2	3	1	1	2	6	10	4	1	6	17	3
	2%	1%	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%	3%	3%	3%	2%	1%	1%	1%	1%	2	2%	4%	2%	1%	2%	2%	1%
None	902	462	440	121	204	167	150	120	140	241	253	191	217	93	35	98	79	73	76	46	88	94	128	80	12	159	390	79
	43%	45%	41%	52%	56%	50%	41%	39%	29%	42%	43%	45%	43%	53%	41%	42%	46%	41%	52%	45%	45%	34%	45%	44%	19%	46%	45%	37%
Prefer not to say	39	19	21	10	17	1	6	3	3	10	15	8	6	2	2	6	3	2	1	1	1	9	7	4	2	4	24	6
	2%	2%	2%	4%	5%	*	2%	1%	1%	2%	3%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1	3%	2%	2%	4%	1%	3%	3%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 51

Which of the following best describes where you live?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
NET: Urban	1661	843	818	204	307	287	292	234	338	433	483	334	410	138	61	196	129	160	106	66	133	269	239	123	43	291	707	168
	79%	83%	76%	88%	85%	86%	79%	75%	70%	76%	82%	79%	81%	78%	71%	84%	75%	88%	72%	65%	68%	98%	84%	68%	68%	84%	82%	79%
Urban - Population over 10,000	894	490	403	129	177	157	160	124	146	249	271	171	203	72	24	98	74	98	49	25	57	236	89	53	18	167	391	118
	43%	48%	38%	56%	49%	47%	43%	40%	30%	44%	46%	40%	40%	41%	28%	42%	43%	54%	33%	24%	29%	86%	31%	29%	29%	48%	45%	56%
Town and Fringe	767	353	414	74	130	129	132	110	192	184	212	164	207	66	37	98	55	62	57	41	76	33	149	70	24	124	316	51
	37%	35%	39%	32%	36%	39%	36%	40%	40%	32%	36%	39%	41%	37%	43%	42%	32%	34%	38%	41%	39%	12%	53%	39%	39%	36%	37%	24%
NET: Rural	432	178	254	28	55	48	78	76	147	139	105	90	99	39	25	38	42	21	42	36	62	6	45	58	20	56	154	44
	21%	17%	24%	12%	15%	14%	21%	25%	30%	24%	18%	21%	19%	22%	29%	16%	25%	12%	28%	35%	32%	2%	16%	32%	32%	16%	18%	21%
Village	375	156	219	24	47	45	67	68	125	117	86	81	91	29	22	37	40	20	38	27	56	6	39	47	14	51	132	36
	18%	15%	20%	10%	13%	14%	18%	22%	26%	20%	15%	19%	18%	17%	26%	16%	23%	11%	26%	26%	29%	2%	14%	26%	22%	15%	15%	17%
Hamlet & Isolated Dwelling	57	22	35	5	8	3	11	9	22	22	19	9	7	9	2	1	2	1	4	9	6	-	6	11	6	4	23	8
	3%	2%	3%	2%	2%	1%	3%	3%	5%	4%	3%	2%	1%	5%	3%	*	1%	1%	3%	9%	3%	-	2%	6%	10%	1%	3%	4%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 52

Which of the following best describes your current working status?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
NET: Working	1208	658	550	128	298	259	293	173	56	323	386	295	203	97	43	144	92	104	76	55	104	185	162	106	41	346	861	165
	58%	64%	51%	55%	82%	77%	79%	56%	12%	57%	66%	70%	40%	55%	51%	61%	54%	57%	51%	54%	53%	68%	57%	59%	65%	100%	100%	78%
Working full time - working 30 hours per week or more	954	589	365	99	254	219	238	122	22	268	303	237	146	78	37	107	68	77	60	50	80	156	126	79	36	274	680	138
	46%	58%	34%	43%	70%	66%	64%	39%	5%	47%	52%	56%	29%	44%	43%	46%	40%	43%	41%	49%	41%	57%	44%	44%	57%	79%	79%	65%
Working part time - working between 8 and 29 hours per week	253	69	185	29	44	40	55	51	34	55	83	59	57	19	7	36	24	27	16	5	23	29	36	27	5	72	181	27
	12%	7%	17%	12%	12%	12%	15%	17%	7%	10%	14%	14%	11%	11%	8%	15%	14%	15%	11%	5%	12%	11%	13%	15%	8%	21%	21%	13%
NET: Not working	885	363	522	104	63	75	77	137	428	248	202	129	306	80	42	90	79	77	72	47	91	89	122	75	22	-	-	47
	42%	36%	49%	45%	18%	23%	21%	44%	88%	43%	34%	30%	60%	45%	49%	39%	46%	43%	49%	46%	47%	32%	43%	41%	35%	-	-	22%
Not working but seeking work or temporarily unemployed or sick	92	47	45	22	15	19	16	14	5	13	10	11	58	11	5	10	7	6	5	4	6	16	14	6	2	-	-	3
	4%	5%	4%	10%	4%	6%	4%	5%	1%	2%	2%	2%	11%	6%	6%	4%	4%	3%	4%	4%	3%	6%	5%	3%	3%	-	-	1%
Not working and not seeking work/ student	189	78	111	81	17	22	31	39	-	37	50	15	87	21	8	19	10	17	17	11	18	24	26	14	3	-	-	23
	9%	8%	10%	35%	5%	6%	8%	13%	-	7%	8%	4%	17%	12%	10%	8%	6%	9%	11%	11%	9%	9%	9%	8%	6%	-	-	11%
Retired on a state pension only	125	33	92	-	-	-	-	1	125	11	13	21	81	8	8	12	14	13	9	6	19	11	10	13	2	-	-	-
	6%	3%	9%	-	-	-	-	*	26%	2%	2%	5%	16%	4%	10%	5%	8%	7%	6%	6%	10%	4%	4%	7%	4%	-	-	-
Retired with a private pension	358	193	165	-	-	-	5	59	295	173	112	50	23	33	17	31	32	29	33	17	37	28	58	36	8	-	-	19
	17%	19%	15%	-	-	-	1%	19%	61%	30%	19%	12%	4%	19%	20%	13%	19%	16%	22%	17%	19%	10%	20%	20%	12%	-	-	9%
House person, housewife, househusband, etc.	121	12	108	1	31	34	26	24	4	14	17	32	58	8	4	18	16	13	9	8	12	9	14	5	7	-	-	2
	6%	1%	10%	1%	9%	10%	7%	8%	1%	2%	3%	8%	11%	5%	4%	8%	9%	7%	6%	8%	6%	3%	5%	3%	10%	-	-	1%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 53

Do you work in any of the following occupations?**Base: All respondents who work**

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	1134	624	510	121	269	235	283	170	56	297	350	294	193	97	34	131	89	95	80	51	97	161	161	102	36	314	820	147
Weighted base	1208	658	550	128	298	259	293	173	56	323	386	295	203	97	43	144	92	104	76	55	104	185	162	106	41	346	861	165
NET: Public Sector	346	171	176	46	80	75	86	50	10	106	142	49	49	29	19	40	26	33	22	18	30	52	38	26	14	346	-	51
	29%	26%	32%	36%	27%	29%	30%	29%	17%	33%	37%	17%	24%	30%	43%	28%	28%	32%	29%	33%	29%	28%	24%	24%	34%	100%	-	31%
A nationalised industry/state corporation	16	13	3	5	6	3	2	-	-	7	3	1	4	-	3	4	1	1	-	2	2	2	*	2	-	16	-	2
	1%	2%	*	4%	2%	1%	1%	-	-	2%	1%	*	2%	-	7%	2%	1%	1%	-	3%	2%	1%	*	2%	-	5%	-	1%
Central government or civil service (including Courts service and Bank of England)	44	27	17	6	7	11	12	6	2	18	24	1	1	2	3	2	4	5	2	2	1	15	1	6	2	44	-	6
	4%	4%	3%	5%	2%	4%	4%	3%	4%	6%	6%	*	*	2%	6%	2%	4%	4%	2%	4%	1%	8%	1%	6%	6%	13%	-	4%
Local government or council (including fire services, police and local authority controlled schools/colleges)	125	65	60	13	26	28	38	18	2	34	64	15	12	12	3	19	12	13	10	6	13	12	14	7	5	125	-	18
	10%	10%	11%	10%	9%	11%	13%	11%	3%	10%	17%	5%	6%	12%	7%	13%	13%	13%	13%	10%	12%	6%	8%	7%	12%	36%	-	11%
A university, or other grant funded establishment (include opted-out schools)	39	22	18	4	9	8	14	5	1	15	17	4	4	3	2	2	4	1	3	1	4	7	7	2	2	39	-	8
	3%	3%	3%	3%	3%	3%	5%	3%	2%	5%	4%	1%	2%	3%	5%	1%	5%	1%	4%	3%	4%	4%	4%	2%	5%	11%	-	5%
A health authority or NHS Trust	75	24	50	8	23	14	12	14	2	22	24	15	14	4	3	9	3	10	5	3	6	12	13	5	2	75	-	11
	6%	4%	9%	6%	8%	5%	4%	8%	4%	7%	6%	5%	7%	4%	7%	6%	3%	10%	7%	6%	6%	6%	8%	5%	4%	22%	-	7%
The armed forces	2	2	-	-	1	-	1	-	-	-	-	2	-	-	1	-	1	-	-	-	-	-	-	-	-	2	-	1
	*	*	-	-	*	-	*	-	-	-	-	1%	-	-	2%	-	1%	-	-	-	-	-	-	-	-	*	-	1%
Other public sector occupation (Please specify as much detail as possible)	45	18	28	10	8	11	7	6	2	10	10	11	14	8	3	4	2	4	2	4	4	5	3	2	3	45	-	5
	4%	3%	5%	8%	3%	4%	3%	4%	4%	3%	2%	4%	7%	9%	8%	3%	2%	4%	3%	7%	4%	3%	2%	2%	7%	13%	-	3%
NET: Private Sector	861	487	374	82	218	184	206	123	47	217	244	246	154	68	25	103	66	70	54	37	74	133	123	80	27	-	861	114
	71%	74%	68%	64%	73%	71%	70%	71%	83%	67%	63%	83%	76%	70%	57%	72%	72%	68%	71%	67%	71%	72%	76%	76%	66%	-	100%	69%
A charity, voluntary organisation or trust	66	23	43	11	17	8	16	10	4	26	22	11	7	10	3	6	2	4	4	2	4	13	10	9	2	-	66	18
	5%	3%	8%	8%	6%	3%	6%	6%	8%	8%	6%	4%	4%	10%	6%	4%	2%	4%	5%	3%	4%	7%	6%	8%	4%	-	8%	11%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 53

Do you work in any of the following occupations?

Base: All respondents who work

	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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	1208	658	550	128	298	259	293	173	56	323	386	295	203	97	43	144	92	104	76	55	104	185	162	106	41	346	861	165
Self-employed (Private sector)	166	98	68	9	36	28	54	28	11	45	50	49	22	17	5	22	11	15	7	6	13	28	22	18	3	-	166	24
	14%	15%	12%	7%	12%	11%	18%	16%	19%	14%	13%	17%	11%	17%	11%	15%	12%	14%	10%	10%	12%	15%	13%	17%	7%	-	19%	15%
None of the above/ I work in the Private sector	629	366	263	63	165	148	136	86	32	146	172	187	124	42	17	76	53	52	43	30	57	92	92	53	22	-	629	72
	52%	56%	48%	49%	55%	57%	47%	50%	56%	45%	45%	63%	61%	43%	40%	53%	58%	50%	56%	54%	55%	50%	57%	50%	55%	-	73%	44%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 54

Do you have any children aged 18 or under? If so, how old are they?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		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
No children aged 18 or under	1521	750	771	200	207	127	222	288	477	443	440	273	365	137	65	162	123	121	104	72	143	188	220	146	40	220	546	124
	73%	73%	72%	86%	57%	38%	60%	93%	98%	78%	75%	64%	72%	78%	76%	69%	72%	67%	71%	71%	73%	69%	77%	81%	64%	64%	63%	59%
NET: Yes	564	270	294	32	151	207	147	21	7	126	147	148	143	40	20	72	48	59	44	29	50	85	61	34	23	125	308	86
	27%	26%	27%	14%	42%	62%	40%	7%	2%	22%	25%	35%	28%	22%	24%	31%	28%	33%	29%	29%	26%	31%	21%	19%	36%	36%	36%	41%
NET: Any 5-18	466	219	247	15	100	181	143	21	7	94	128	118	126	31	15	60	38	49	40	25	40	65	51	30	21	113	243	59
	22%	21%	23%	6%	28%	54%	39%	7%	2%	16%	22%	28%	25%	18%	18%	26%	22%	27%	27%	25%	21%	24%	18%	17%	33%	33%	28%	28%
NET: Any 11-18	298	144	155	6	32	107	125	21	7	63	81	68	86	22	10	38	21	32	27	15	27	35	33	21	18	66	153	33
	14%	14%	14%	3%	9%	32%	34%	7%	2%	11%	14%	16%	17%	12%	12%	16%	12%	18%	19%	15%	14%	13%	12%	12%	28%	19%	18%	16%
Yes - children aged under 5 years old	205	94	110	21	108	68	9	-	-	42	47	69	47	18	10	26	21	28	13	5	13	33	24	8	6	47	111	45
	10%	9%	10%	9%	30%	20%	2%	-	-	7%	8%	16%	9%	10%	12%	11%	12%	15%	9%	5%	7%	12%	8%	4%	9%	14%	13%	21%
Yes - children aged 5 to 10 years old	250	117	133	9	85	112	39	4	-	50	66	65	70	18	8	33	27	27	21	12	20	41	26	10	6	65	128	30
	12%	11%	12%	4%	24%	34%	11%	1%	-	9%	11%	15%	14%	10%	9%	14%	16%	15%	15%	12%	10%	15%	9%	6%	10%	19%	15%	14%
Yes - children aged 11 to 15 years old	214	108	107	4	31	86	80	9	5	41	54	53	67	21	10	24	13	21	23	9	20	25	25	12	12	48	107	24
	10%	11%	10%	2%	8%	26%	21%	3%	1%	7%	9%	12%	13%	12%	10%	10%	8%	11%	15%	9%	10%	9%	9%	7%	18%	14%	12%	11%
Yes - children aged 16 to 18 years old	129	55	74	2	2	35	73	13	4	27	38	31	33	6	4	20	10	14	8	6	8	17	15	12	9	27	68	13
	6%	5%	7%	1%	1%	10%	20%	4%	1%	5%	6%	7%	6%	4%	5%	8%	6%	8%	5%	6%	4%	6%	5%	7%	15%	8%	8%	6%
Refused	8	1	7	1	4	1	1	1	-	3	1	3	1	-	-	-	-	1	-	-	2	1	3	-	-	1	7	2
	*	*	1%	*	1%	*	*	*	-	*	*	1%	*	-	-	-	-	1%	-	-	1%	*	1%	-	-	*	1%	1%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 55
Which of the following ITV regions do you live in?
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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
Anglia	219 10%	105 10%	114 11%	21 9%	30 8%	44 13%	39 10%	28 9%	56 12%	59 10%	63 11%	39 9%	57 11%	-	-	-	3	31	-	162 83%	1	21	1	-	33 10%	93 11%	20 9%	
Border	15 1%	4 *	11 1%	1 *	3 1%	2 1%	2 *	2 1%	5 1%	3 *	4 1%	3 1%	6 1%	6 3%	-	9 4%	-	-	-	-	-	-	-	-	1 *	5 1%	2 1%	
Central	267 13%	133 13%	135 13%	23 10%	39 11%	54 16%	48 13%	37 12%	68 14%	67 12%	77 13%	54 13%	70 14%	-	-	5 2%	-	165 91%	89 60%	-	2 1%	-	4 1%	3 2%	-	48 14%	95 11%	15 7%
Granada	224 11%	104 10%	120 11%	21 9%	49 14%	37 11%	39 11%	35 11%	44 9%	62 11%	56 10%	50 12%	55 11%	-	-	216 92%	-	2 1%	4 2%	3 3%	-	-	-	-	-	39 11%	99 11%	19 9%
London	401 19%	200 20%	202 19%	77 33%	86 24%	51 15%	73 20%	38 12%	76 16%	132 23%	116 20%	88 21%	65 13%	1	-	1 1%	-	-	*	-	26 13%	272 99%	100 35%	1	-	70 20%	189 22%	59 28%
Meridian	188 9%	94 9%	94 9%	19 8%	27 8%	25 8%	31 8%	28 9%	58 12%	47 8%	54 9%	35 8%	51 10%	-	-	-	2 1%	3 2%	-	3 2%	-	159 56%	20 11%	-	26 8%	76 9%	15 7%	
STV	171 8%	93 9%	78 7%	10 4%	33 9%	38 11%	31 8%	23 7%	36 7%	47 8%	45 8%	34 8%	45 9%	170 96%	-	-	-	-	-	-	-	-	1	-	-	28 8%	66 8%	15 7%
Tyne Tees	88 4%	43 4%	44 4%	12 5%	10 3%	14 4%	13 3%	15 5%	24 5%	26 5%	26 4%	12 3%	24 5%	-	84 99%	-	4 2%	-	-	-	-	-	-	-	-	19 5%	24 3%	6 3%
Wales	99 5%	51 5%	47 4%	8 3%	18 5%	11 3%	23 6%	19 6%	20 4%	19 3%	27 5%	29 7%	24 5%	-	-	-	-	-	-	99 97%	-	-	-	-	-	16 5%	37 4%	9 4%
West	63 3%	30 3%	33 3%	11 5%	12 3%	9 3%	10 3%	9 3%	12 3%	20 3%	14 2%	13 3%	16 3%	-	-	2 1%	-	8 5%	1 *	-	-	-	-	52 29%	12 4%	29 3%	18 9%	
Westcountry	104 5%	50 5%	55 5%	10 4%	19 5%	8 2%	20 6%	19 6%	28 6%	29 5%	34 6%	15 4%	25 5%	-	-	-	2 1%	-	-	-	-	-	-	103 57%	13 4%	45 5%	10 5%	
Yorkshire	190 9%	86 8%	105 10%	20 8%	27 7%	31 9%	28 8%	39 13%	45 9%	36 6%	52 9%	45 11%	57 11%	-	1 1%	-	167 98%	-	21 14%	-	1 *	1 *	-	-	-	27 8%	76 9%	20 9%
UTV	64 3%	29 3%	34 3%	1 *	8 2%	10 3%	15 4%	18 6%	12 2%	24 4%	19 3%	8 2%	13 2%	-	-	-	-	-	-	-	-	-	-	1 *	63 100%	14 4%	28 3%	4 2%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 56
Marital Status
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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	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
Single	628 30%	327 32%	300 28%	169 73%	147 41%	107 32%	101 27%	62 20%	41 9%	169 30%	186 32%	100 23%	173 34%	54 31%	32 38%	74 32%	38 23%	55 30%	36 25%	31 31%	43 22%	109 40%	89 31%	57 31%	9 14%	133 38%	261 30%	78 37%
NET: Married/ Civil partnership/ co habiting	1166 56%	606 59%	560 52%	60 26%	206 57%	204 61%	232 63%	175 57%	289 60%	333 58%	299 51%	289 68%	245 48%	94 53%	44 51%	134 57%	101 59%	105 58%	86 58%	61 61%	125 64%	128 47%	144 51%	98 54%	46 73%	182 52%	516 60%	118 56%
Married	826 39%	448 44%	379 35%	17 7%	96 27%	140 42%	164 44%	146 47%	264 54%	254 44%	204 35%	200 47%	168 33%	56 32%	28 33%	96 41%	70 41%	77 43%	63 42%	50 49%	90 46%	85 31%	100 35%	73 41%	39 62%	127 37%	321 37%	79 38%
Civil Partnership	20 1%	10 1%	10 1%	7 3%	3 1%	6 2%	2 1%	2 1%	-	4 1%	4 1%	5 1%	8 2%	2 1%	-	1 1%	2 1%	2 1%	3 2%	2 2%	1 1%	2 1%	2 1%	3 2%	-	2 1%	12 1%	4 2%
Co Habiting	320 15%	148 15%	171 16%	36 15%	107 30%	59 18%	65 18%	27 9%	26 5%	75 13%	92 16%	84 20%	69 14%	37 21%	16 19%	37 16%	29 17%	25 14%	21 14%	10 10%	34 17%	42 15%	42 15%	21 11%	7 11%	53 15%	182 21%	34 16%
NET: Widowed/ separated/ divorced	290 14%	83 8%	207 19%	3 1%	5 1%	22 7%	37 10%	72 23%	151 31%	69 12%	100 17%	32 8%	89 17%	28 16%	9 11%	24 10%	30 18%	21 12%	26 17%	8 8%	27 14%	34 12%	50 17%	25 14%	8 13%	32 9%	82 10%	16 8%
Widowed	88 4%	22 2%	66 6%	1 *	-	3 1%	3 1%	15 5%	65 14%	19 3%	29 5%	9 2%	31 6%	8 5%	5 6%	6 2%	7 4%	2 1%	5 4%	2 2%	9 5%	15 5%	18 6%	9 5%	2 4%	4 1%	12 1%	2 1%
Separated	29 1%	8 1%	21 2%	2 1%	4 1%	2 1%	9 2%	4 1%	8 2%	4 1%	13 2%	4 1%	8 2%	4 2%	-	2 1%	4 2%	1 1%	2 1%	-	3 1%	6 2%	4 1%	3 1%	1 1%	10 3%	8 1%	6 3%
Divorced	173 8%	53 5%	120 11%	-	1 *	17 5%	24 7%	53 17%	78 16%	46 8%	58 10%	20 5%	49 10%	15 9%	5 5%	17 7%	19 11%	17 10%	19 13%	6 6%	15 8%	13 5%	28 10%	14 8%	5 8%	18 5%	61 7%	9 4%
Prefer not to answer	9 *	5 *	4 *	1 1%	4 1%	1 *	1 *	-	2 *	1 *	3 *	4 1%	1 *	-	-	1 *	1 1%	-	-	1 1%	-	3 1%	2 1%	1 *	-	-	3 *	-

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 57

Which of the following cities do you live in, or nearest to?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	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
Glasgow	78 4%	41 4%	37 3%	4 2%	16 4%	16 5%	13 3%	13 4%	16 3%	24 4%	18 3%	19 4%	17 3%	78 44%	-	*	-	-	-	-	-	-	-	-	-	13 4%	32 4%	4 2%
Edinburgh	81 4%	47 5%	34 3%	6 3%	15 4%	17 5%	19 5%	9 3%	15 3%	20 4%	25 4%	14 3%	22 4%	80 46%	-	-	-	-	-	-	1 *	-	-	-	-	17 5%	30 3%	10 5%
Newcastle	88 4%	39 4%	49 5%	9 4%	12 4%	15 4%	13 4%	15 5%	23 5%	23 4%	24 4%	14 3%	26 5%	1 *	81 96%	6 2%	-	-	-	-	-	-	-	-	-	17 5%	26 3%	7 3%
Leeds	80 4%	35 3%	45 4%	10 4%	13 4%	13 4%	10 3%	10 3%	24 5%	14 3%	20 3%	24 6%	21 4%	-	2 2%	-	77 45%	-	-	-	-	1 *	-	-	-	11 3%	28 3%	11 5%
Hull	46 2%	22 2%	24 2%	6 3%	7 2%	7 2%	6 2%	9 3%	11 2%	5 1%	14 2%	11 3%	16 3%	1 *	-	-	41 24%	-	4 3%	-	-	-	-	-	-	3 1%	21 2%	3 2%
Sheffield	51 2%	25 2%	26 2%	3 1%	5 1%	5 2%	12 3%	16 5%	9 2%	17 3%	13 2%	6 1%	15 3%	-	-	-	41 24%	-	10 7%	-	-	-	-	-	-	8 2%	22 3%	7 3%
Manchester	171 8%	80 8%	91 9%	22 9%	35 10%	33 10%	32 9%	19 6%	30 6%	41 7%	45 8%	41 10%	45 9%	-	-	156 67%	3 2%	10 6%	1 1%	1 1%	-	-	-	-	-	25 7%	82 10%	13 6%
Liverpool	78 4%	35 3%	43 4%	1 *	24 7%	9 3%	12 3%	15 5%	17 4%	21 4%	24 4%	19 4%	14 3%	-	-	65 28%	-	-	-	13 13%	-	-	-	-	-	17 5%	29 3%	9 4%
Nottingham	91 4%	41 4%	51 5%	8 3%	16 4%	20 6%	14 4%	10 3%	24 5%	24 4%	29 5%	16 4%	23 5%	-	-	-	6 3%	1 1%	82 55%	-	1 1%	-	1 *	-	-	21 6%	29 3%	7 3%
Birmingham	163 8%	86 8%	77 7%	17 7%	28 8%	29 9%	30 8%	21 7%	38 8%	46 8%	40 7%	36 9%	41 8%	-	-	-	-	159 88%	4 2%	-	-	-	-	-	-	32 9%	61 7%	19 9%
Norwich	80 4%	33 3%	47 4%	4 2%	9 2%	18 5%	15 4%	15 5%	19 4%	16 3%	21 3%	22 5%	21 4%	-	-	-	-	-	2 2%	-	76 39%	-	2 1%	-	-	11 3%	39 5%	4 2%
Milton Keynes	78 4%	43 4%	35 3%	9 4%	11 3%	19 6%	7 4%	17 2%	18 3%	28 5%	11 3%	21 4%	-	-	-	-	2 1%	29 20%	-	34 18%	-	13 5%	-	-	13 4%	35 4%	5 2%	
Brighton	50 2%	31 3%	19 2%	6 3%	5 1%	5 1%	11 3%	9 3%	14 3%	10 2%	17 3%	10 2%	13 3%	-	-	-	-	-	-	-	-	2 1%	48 17%	*	-	9 3%	21 2%	4 2%
Oxford	28 1%	16 2%	12 1%	3 1%	3 1%	1 *	6 2%	6 2%	9 2%	6 1%	10 2%	7 2%	6 1%	-	-	-	-	-	2 2%	-	-	-	19 7%	6 3%	-	3 1%	12 1%	1 1%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 57

Which of the following cities do you live in, or nearest to?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
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
London	475	229	246	82	100	69	82	46	96	155	134	98	88	-	-	1	-	-	-	-	67	270	136	1	-	77	221	67
	23%	22%	23%	35%	28%	21%	22%	15%	20%	27%	23%	23%	17%	-	-	1%	-	-	-	-	34%	98%	48%	1%	-	22%	26%	32%
Southampton	71	37	34	9	9	8	9	12	23	22	20	10	19	-	-	-	-	-	-	-	-	-	49	21	-	10	23	5
	3%	4%	3%	4%	3%	2%	2%	4%	5%	4%	3%	2%	4%	-	-	-	-	-	-	-	-	-	17%	12%	-	3%	3%	2%
Bristol	82	47	35	5	15	11	15	13	21	28	22	14	17	-	-	-	-	-	-	1	-	-	-	81	-	15	38	17
	4%	5%	3%	2%	4%	3%	4%	4%	4%	5%	4%	3%	3%	-	-	-	-	-	-	1%	-	-	-	45%	-	4%	4%	8%
Plymouth	59	22	37	7	11	5	9	11	16	15	15	9	19	-	-	-	-	-	-	-	-	-	-	59	-	8	24	5
	3%	2%	3%	3%	3%	1%	3%	4%	3%	3%	3%	2%	4%	-	-	-	-	-	-	-	-	-	-	33%	-	2%	3%	2%
Cardiff	79	41	37	9	14	11	17	16	12	17	24	22	16	-	-	-	-	-	-	77	-	-	-	1	-	13	33	5
	4%	4%	3%	4%	4%	3%	5%	5%	2%	3%	4%	5%	3%	-	-	-	-	-	-	76%	-	-	-	1%	-	4%	4%	2%
Belfast	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%
None of these	103	42	61	10	8	14	13	19	38	26	27	15	35	17	2	6	3	9	13	9	16	2	15	11	-	9	30	4
	5%	4%	6%	4%	2%	4%	3%	6%	8%	4%	5%	4%	7%	10%	2%	3%	2%	5%	9%	9%	8%	1%	5%	6%	-	3%	3%	2%

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 58

What is the combined annual income of your household, prior to tax being deducted?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Priv-ate	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	
Up to £7,000	(3.5)	93 4%	39 4%	54 5%	11 5%	18 5%	19 6%	16 4%	17 6%	12 2%	4 1%	19 3%	8 2%	62 12%	14 8%	3 4%	9 4%	4 3%	14 8%	8 6%	6 2%	4 2%	11 4%	10 4%	8 4%	2 2%	5 1%	22 3%	8 4%
£7,001 to £14,000	(10.5)	253 12%	97 9%	156 15%	17 7%	26 7%	25 8%	42 11%	61 20%	83 17%	34 6%	57 10%	28 7%	134 26%	22 12%	17 20%	29 12%	31 18%	20 11%	24 5%	21 11%	27 10%	26 9%	24 13%	10 16%	20 6%	71 8%	17 8%	
£14,001 to £21,000	(17.5)	361 17%	158 15%	203 19%	24 10%	41 11%	51 15%	58 16%	75 24%	113 23%	69 12%	117 20%	61 14%	115 23%	29 16%	15 17%	47 20%	45 26%	32 18%	26 18%	18 20%	40 20%	24 9%	45 16%	36 20%	5 8%	55 16%	108 13%	22 10%
£21,001 to £28,000	(24.5)	384 18%	173 17%	210 20%	25 11%	55 15%	64 19%	78 21%	66 21%	97 20%	115 20%	124 21%	63 15%	82 16%	35 20%	20 24%	41 17%	29 17%	28 15%	26 18%	23 23%	39 20%	46 17%	55 19%	36 20%	6 9%	69 20%	157 18%	33 16%
£28,001 to £34,000	(31)	284 14%	150 15%	134 12%	19 8%	44 12%	50 15%	46 12%	42 14%	82 17%	95 17%	85 14%	63 15%	41 8%	18 10%	13 15%	32 14%	24 14%	27 15%	30 20%	15 15%	33 17%	20 7%	38 13%	26 14%	9 14%	39 11%	129 15%	27 13%
£34,001 to £41,000	(37.5)	191 9%	111 11%	80 7%	18 8%	39 11%	51 15%	32 9%	16 5%	35 7%	50 9%	58 10%	62 15%	22 4%	10 6%	6 7%	14 6%	13 7%	22 12%	16 11%	9 8%	14 7%	34 12%	34 12%	12 7%	8 13%	43 12%	105 12%	23 11%
£41,001 to £48,000	(44.5)	102 5%	58 6%	44 4%	16 7%	22 6%	20 6%	23 6%	8 3%	12 3%	30 5%	25 4%	32 8%	15 3%	12 7%	2 2%	9 4%	4 3%	11 6%	1 *	7 7%	13 5%	13 4%	12 8%	15 8%	4 7%	23 7%	60 7%	11 5%
£48,001 to £55,000	(51.5)	88 4%	55 5%	33 3%	15 6%	22 6%	19 6%	23 6%	5 2%	5 1%	25 4%	23 4%	37 9%	3 1%	8 4%	1 1%	9 4%	11 6%	7 4%	4 3%	4 4%	3 2%	18 7%	11 4%	7 4%	5 9%	19 6%	57 7%	23 11%
£55,001 to £62,000	(58.5)	54 3%	28 3%	27 2%	12 5%	22 6%	10 3%	7 2%	2 1%	1 *	26 5%	8 1%	15 3%	5 1%	6 3%	-	8 4%	5 3%	2 1%	1 2%	4 2%	17 6%	5 2%	2 1%	2 3%	13 4%	33 4%	10 4%	
£62,001 to £69,000	(65.5)	33 2%	23 2%	9 1%	4 2%	9 2%	6 2%	6 2%	3 1%	5 1%	14 2%	12 2%	5 1%	2 *	6 3%	2 2%	7 3%	1 *	2 1%	-	2 1%	4 1%	5 2%	3 2%	2 3%	9 3%	18 3%	4 2%	
£69,001 to £76,000	(72.5)	25 1%	20 1%	5 *	6 3%	8 2%	2 1%	8 2%	-	1 *	16 3%	4 1%	3 1%	1 *	2 1%	-	3 1%	-	-	2 1%	1 1%	7 3%	4 1%	2 1%	2 4%	11 3%	10 1%	8 4%	
£76,001 to £83,000	(79.5)	21 1%	18 2%	4 *	3 1%	12 3%	3 1%	3 1%	-	-	14 2%	4 1%	4 1%	-	2 1%	-	3 1%	2 1%	-	-	4 2%	7 3%	5 2%	-	-	9 3%	9 1%	5 2%	
£83,001 or more	(86)	57 3%	38 4%	20 2%	25 11%	15 4%	6 2%	7 2%	1 *	2 *	42 7%	7 1%	5 1%	2 *	4 2%	2 3%	5 2%	-	4 2%	1 *	3 3%	4 2%	14 5%	12 4%	3 1%	5 8%	7 2%	34 4%	13 6%
Prefer not to answer	146 7%	54 5%	93 9%	38 16%	28 8%	8 2%	22 6%	13 4%	37 8%	37 7%	46 8%	38 9%	25 5%	9 5%	5 6%	18 8%	4 2%	12 6%	9 6%	10 9%	13 7%	32 12%	23 8%	7 4%	3 5%	24 7%	49 6%	8 4%	
Average income (£000's)	29.52	32.69	26.39	40.06	36.20	30.53	30.05	22.23	23.66	37.84	28.16	32.98	19.10	29.02	24.74	29.69	25.22	27.37	24.66	29.17	29.13	36.35	31.64	27.45	36.98	34.85	33.90	37.75	

Character in Crisis Survey

ONLINE Fieldwork: 3rd - 5th April 2020

Absolutes/col percents

Table 59

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
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
NET: Yes	485	196	289	46	59	63	85	87	144	100	105	86	194	45	19	54	38	48	40	20	52	50	60	43	16	47	109	38
	23%	19%	27%	20%	16%	19%	23%	28%	30%	18%	18%	20%	38%	25%	23%	23%	27%	27%	20%	26%	18%	21%	24%	25%	14%	13%	18%	
Yes - physical condition	285	117	169	8	26	29	54	52	117	69	54	44	119	23	14	29	21	34	29	11	28	27	35	24	9	19	51	19
	14%	11%	16%	3%	7%	9%	15%	17%	24%	12%	9%	10%	23%	13%	17%	13%	12%	19%	20%	11%	15%	10%	12%	13%	14%	5%	6%	9%
Yes - mental condition	212	85	127	42	43	40	40	33	14	28	46	38	101	22	5	25	20	19	22	13	20	19	25	15	7	25	50	19
	10%	8%	12%	18%	12%	12%	11%	11%	3%	5%	8%	9%	20%	12%	6%	11%	11%	11%	15%	13%	10%	7%	9%	8%	11%	7%	6%	9%
Yes - disability	150	65	85	3	16	20	22	37	51	31	28	18	72	17	6	16	14	11	12	6	18	11	16	13	9	11	24	12
	7%	6%	8%	1%	4%	6%	6%	12%	11%	5%	5%	4%	14%	10%	7%	7%	8%	6%	8%	6%	9%	4%	6%	7%	14%	3%	3%	6%
Yes - other	24	10	14	-	2	4	4	6	8	3	8	5	9	2	-	7	1	-	-	-	5	4	3	3	-	3	6	-
	1%	1%	1%	-	*	1%	1%	2%	2%	1%	1%	1%	2%	1%	-	3%	*	-	-	-	3%	1%	1%	2%	-	1%	1%	-
No	1550	797	754	171	285	267	275	219	333	453	469	331	298	131	60	168	129	130	104	80	141	211	218	133	44	288	729	164
	74%	78%	70%	74%	79%	80%	74%	71%	69%	79%	80%	78%	59%	74%	70%	72%	76%	72%	70%	79%	72%	77%	77%	74%	70%	83%	85%	78%
Prefer not to say	58	29	29	15	17	4	10	4	7	19	14	8	17	1	6	11	3	2	5	1	3	13	6	4	3	11	23	10
	3%	3%	3%	7%	5%	1%	3%	1%	1%	3%	2%	2%	3%	1%	7%	5%	2%	1%	3%	1%	1%	5%	2%	2%	5%	3%	3%	5%