



# The National Lottery Community Fund

## Community Research Project

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21/12/2020



What people think,  
feel and do

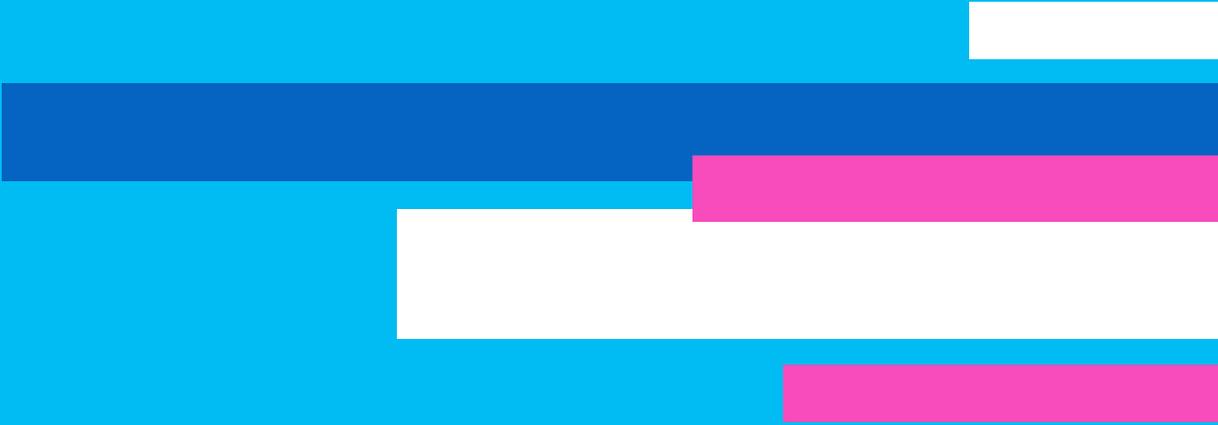
## About the project

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The National Lottery Community Fund commissioned a poll to look at people's attitudes towards their communities during the pandemic.

The research was run by the independent research firm Opinium, with fieldwork conducted between 27<sup>th</sup> November and 8<sup>th</sup> December.

In total, 7009 people were polled from across the UK, including boosted samples of 496 in Wales, 779 in Scotland, and 603 in Northern Ireland.



# Looking back over 2020

How have attitudes to community changed over the course of a pandemic?

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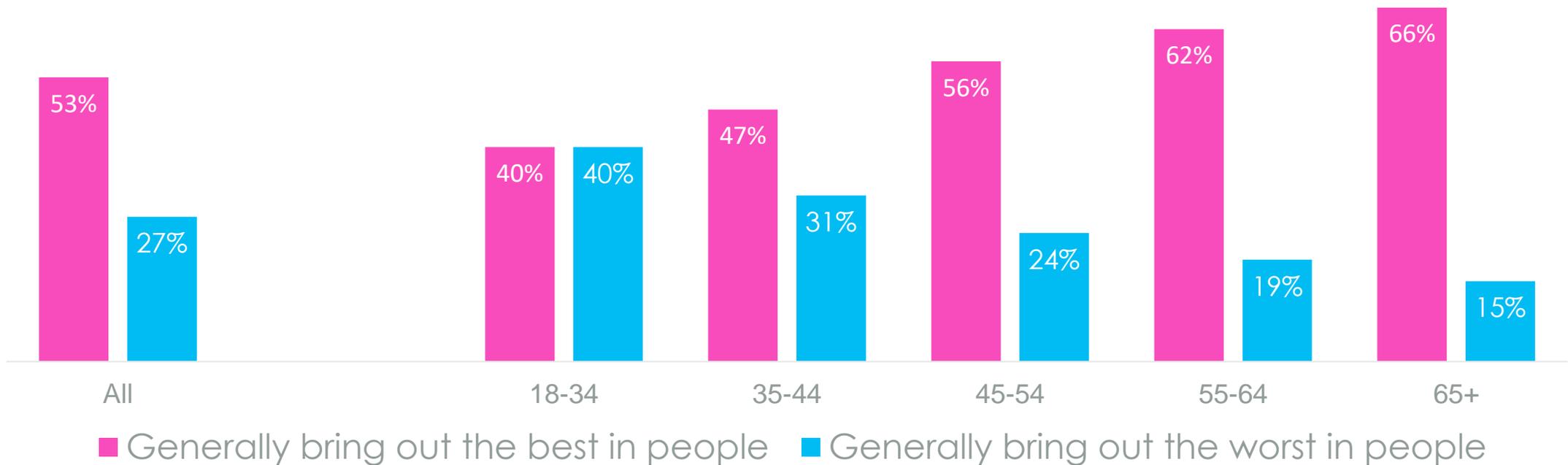
# Five key findings

- 01** A majority think that a crisis brings out the best in people. This is particularly strongly held among older people.
- 02** One in three say that this year has made them feel more a part of a local community.
- 03** Four in ten have used green spaces in their local area more this year than they usually would.
- 04** Biggest benefits of being part of a community have been “Being able to give others support” and “Having people close by to help if needed”.
- 05** Being a part of a community has made people feel like “we’re all in this together”.

# People think a national crisis usually brings out the best in people

A majority (53%) of people say that a crisis usually brings out the best in people, compared to around half that number (27%) who think it brings out the worst. There is a big age divide with older people being more likely to think it brings out the best in people.

## Does a national crisis...?

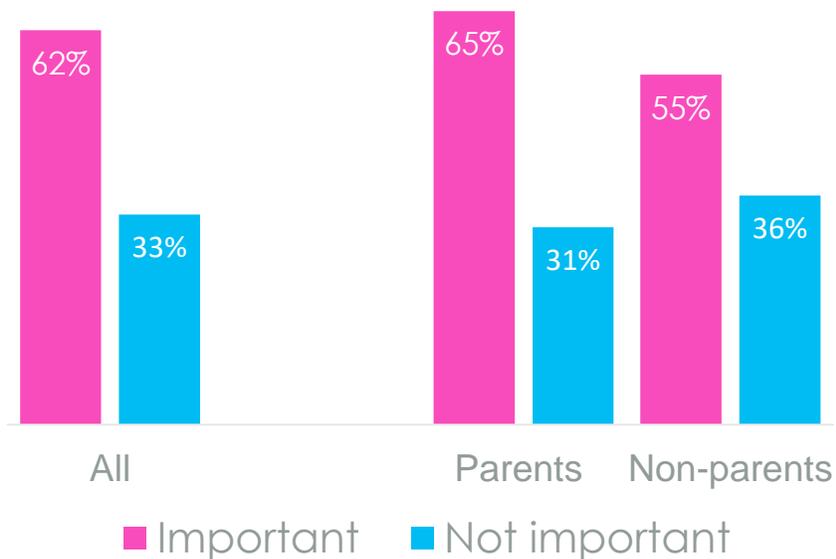


Full question wording: "Do you think a national crisis, such as the coronavirus, generally brings out the best or the worst in people in the UK?". Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# A third of people say it has become more important to be part of their local community

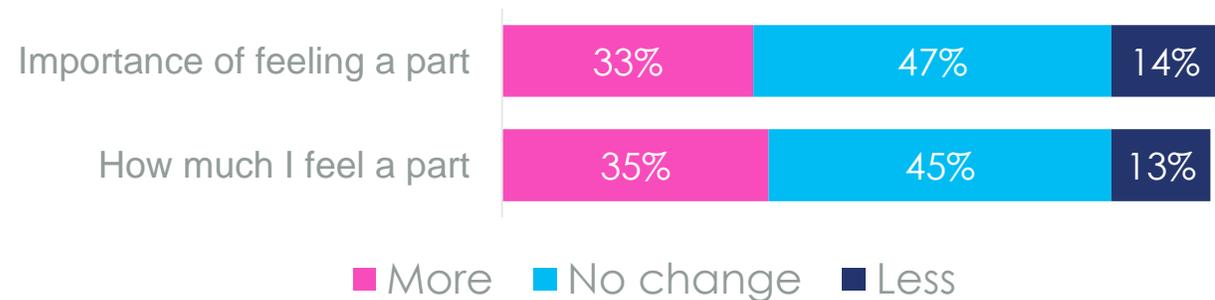
Over six in ten (62%) say that it is either very or fairly important to feel part of their local community, compared to 33% who say it is not very important or not important at all. Parents (65%) are even more likely than non-parents (55%) to say that community is important.

**Importance of feeling part of a local community...?**



A third (33%) say that Coronavirus has made it more important to be part of a community, while 35% say it has made them feel more a part of theirs. In both cases just under half (47%/45%) say it has made little difference either way.

**How has this changed over 2020?**



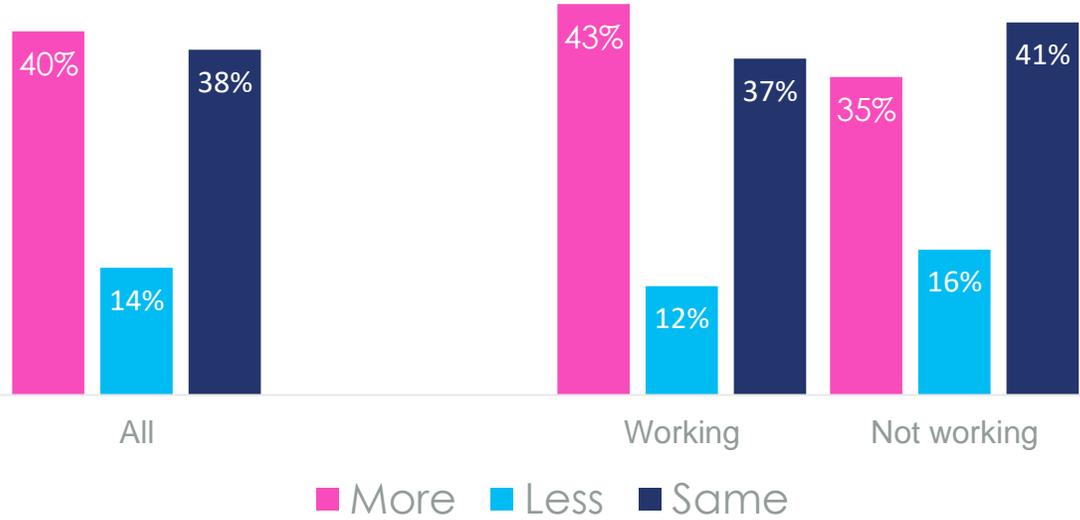
Full question wording: "How important, if at all, is it to you that you feel part of your local community?"; "And to what extent, if at all, has the impact of coronavirus changed this? ". Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.



# Four in ten have been using green space more this year

Those in work (43%) have also been more likely to have increased their use of green spaces than those out of work (35%).

## Importance of feeling part of a local community...?

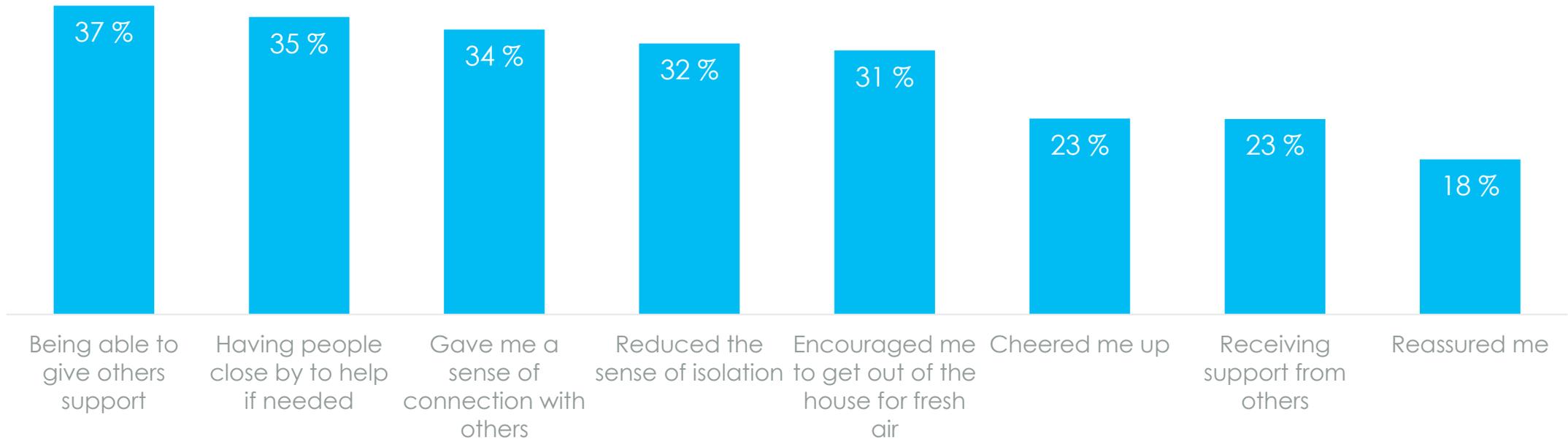


7 Full question wording: "Have you used green spaces in your local area more or less during the coronavirus outbreak than you did before?".  
Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# Giving support and having people close by are the key benefits of a local community

When asked what the key benefits of being part of the community this year have been, the top answers are “Being able to give others support” (37%) and “having people close by to help if needed” (35%). Those aged over 65 (47%) are more likely than those aged under 35 (27%) to think the latter option is a benefit.

## What are the key benefits of being part of a local community?

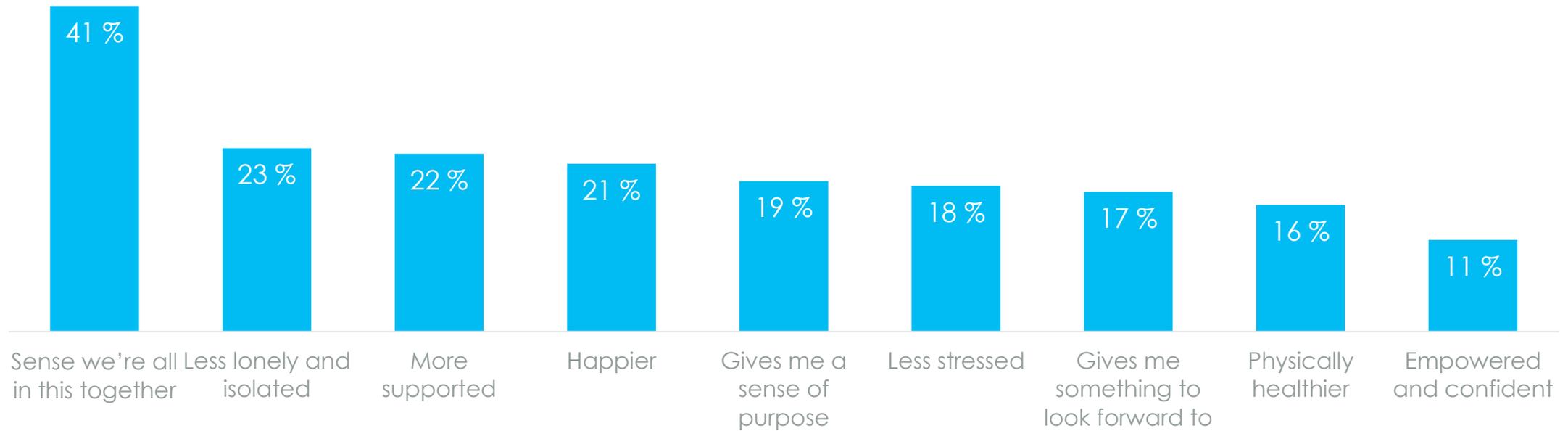


Full question wording: “What do you think have been the key benefits of being part of a local community this year during the coronavirus outbreak? Please tick all that apply.” Sample: 4829 UK Adults who feel part of a local community. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

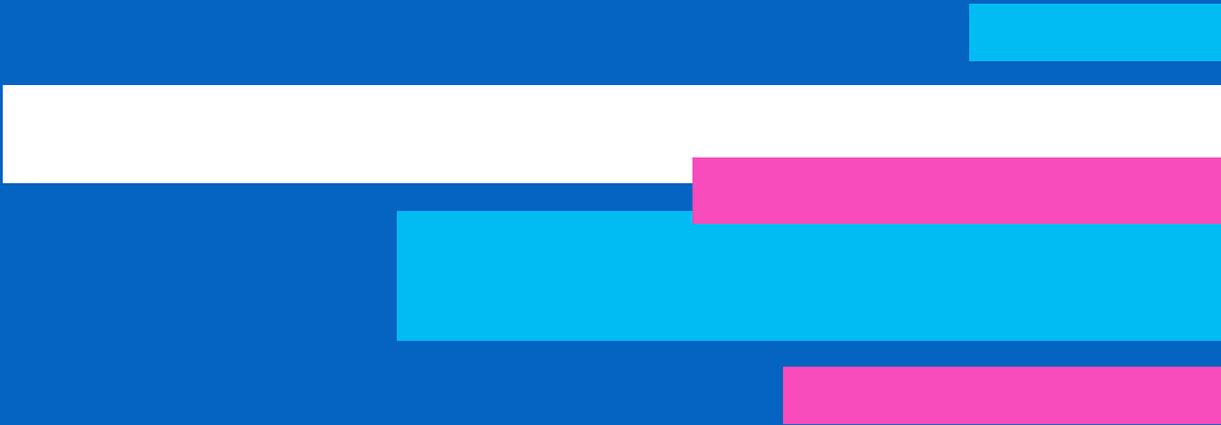
# Being a part of a community has made people feel like “we’re all in this together”

Being part of a community this year has clearly given people a sense of togetherness. Over four in ten (41%) of those who feel part of a community say it has made them feel like “We’re all in this together”. This is even higher among women (45%) than men (36%).

## How has being part of a community made you feel?



Full question wording: “During the coronavirus pandemic, how has being part of a community made you feel? Choose all that apply.” Sample: 4829 UK Adults who feel part of a local community. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.



# Looking forward to 2021

What do people want from their communities as we come out of this pandemic?

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# Five key findings

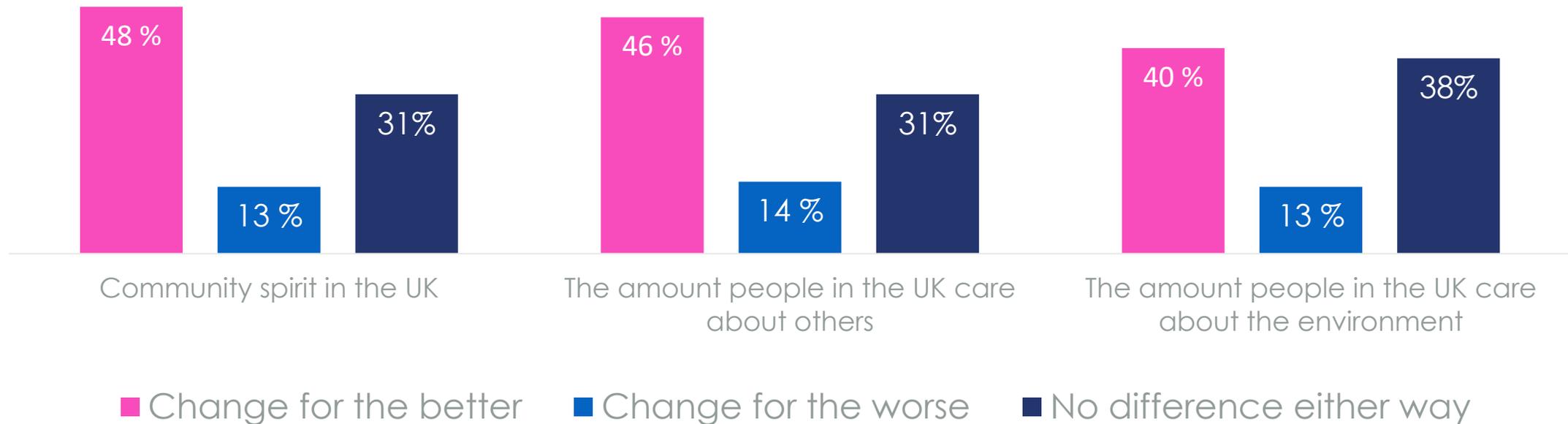
- 01** People think the pandemic will have positive long term impacts on community spirit in the UK
- 02** Three in ten want to be more involved in their local community in 2021
- 03** Reducing loneliness and helping the economy are seen as being the most important factors for community wellbeing next year
- 04** When it comes to place and space, safety and access to green space are the key concerns for the year ahead
- 05** People think they will start to enjoy the simple pleasures in life more as we move on from the pandemic



# Despite a tough year, people think there might be some long term benefits to the pandemic

After a difficult year the public are clearly trying to look for the positives as well. In the long run, nearly half of people think this year will have a positive impact on community spirit in the UK (48%), the amount people care about others (46%), and the amount people care about the environment (40%).

## What impact will the pandemic have on the following in the long run?

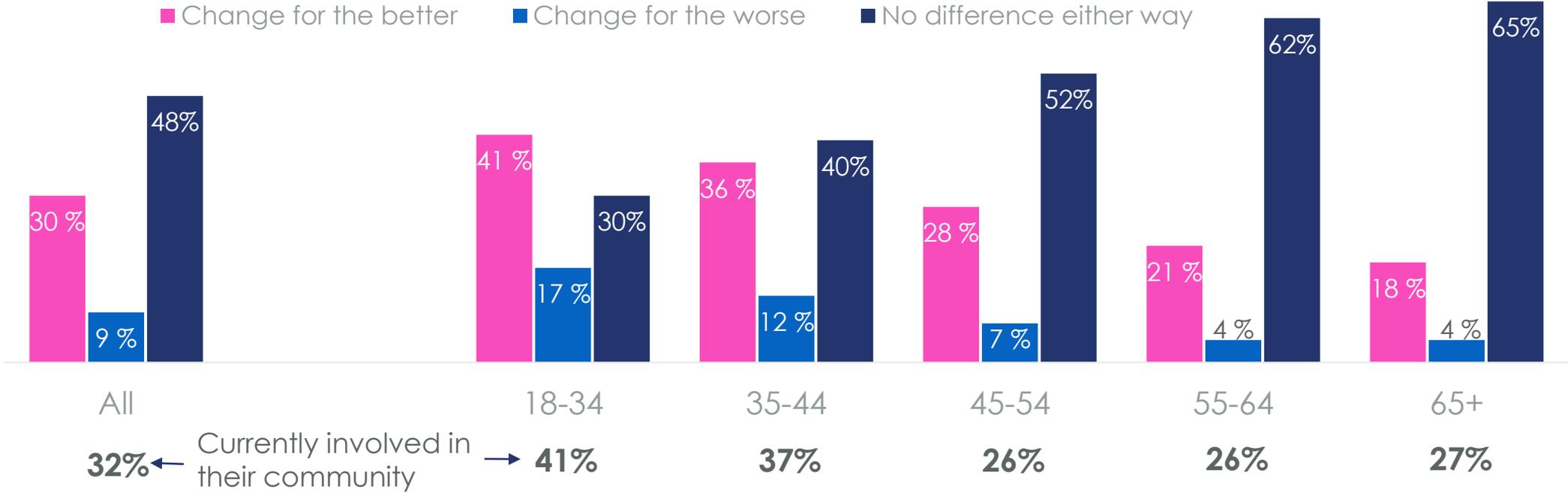


Full question wording: "In the long run, do you think the pandemic will change each of the following for the better or for the worse, or has it made no difference either way?". Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# Three in ten want to get involved in their local community in the coming year

While 32% currently say they are involved in their local community, a further three in ten (30%) say they want to get more involved next year. This is higher among the very youngest (41% of those aged under 34) who are already the most likely to say they are currently involved (41% say they are).

## How has Coronavirus changed plans for involvement next year?

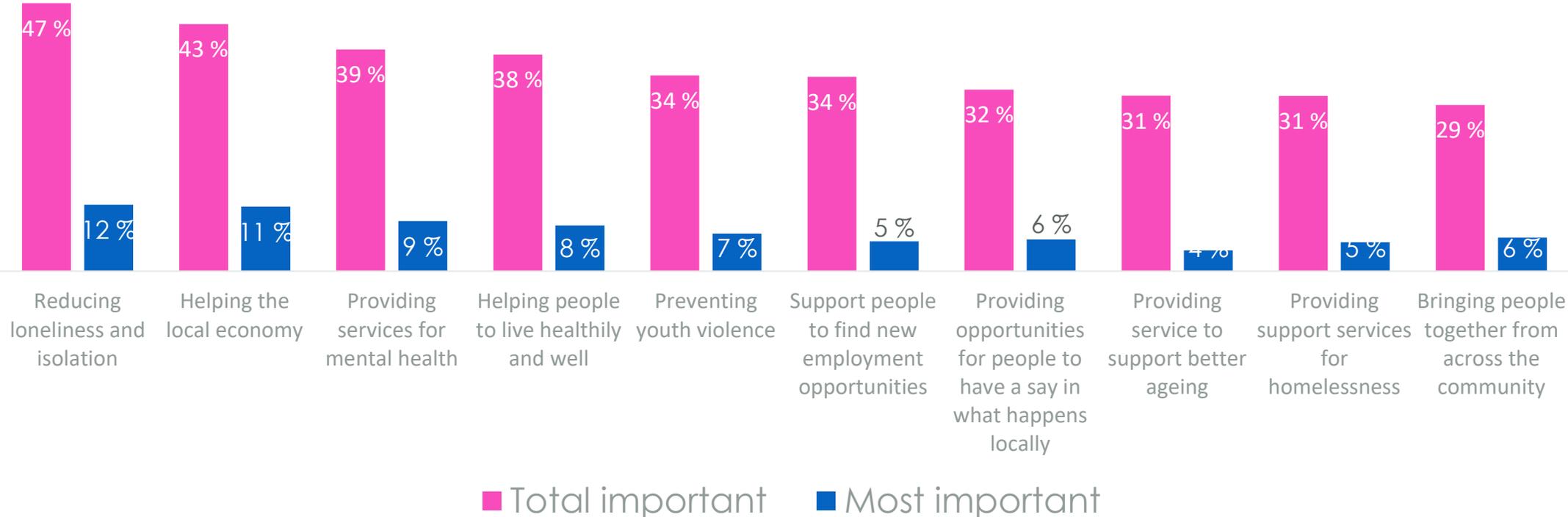


Full question wording: "And to what extent, if at all, has the impact of coronavirus changed the amount you plan to be involved in your community next year?" Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# Reducing loneliness and boosting the economy are important in 2021

When asked to think about what is generally important for the wellbeing of the local community, “reducing loneliness and isolation” is both the answer picked by most people as important (47%) and the answer most people picked as their top concern for 2021 (12%). On both counts, helping the local economy comes 2<sup>nd</sup>.

## Most important for the wellbeing local community in the year ahead?

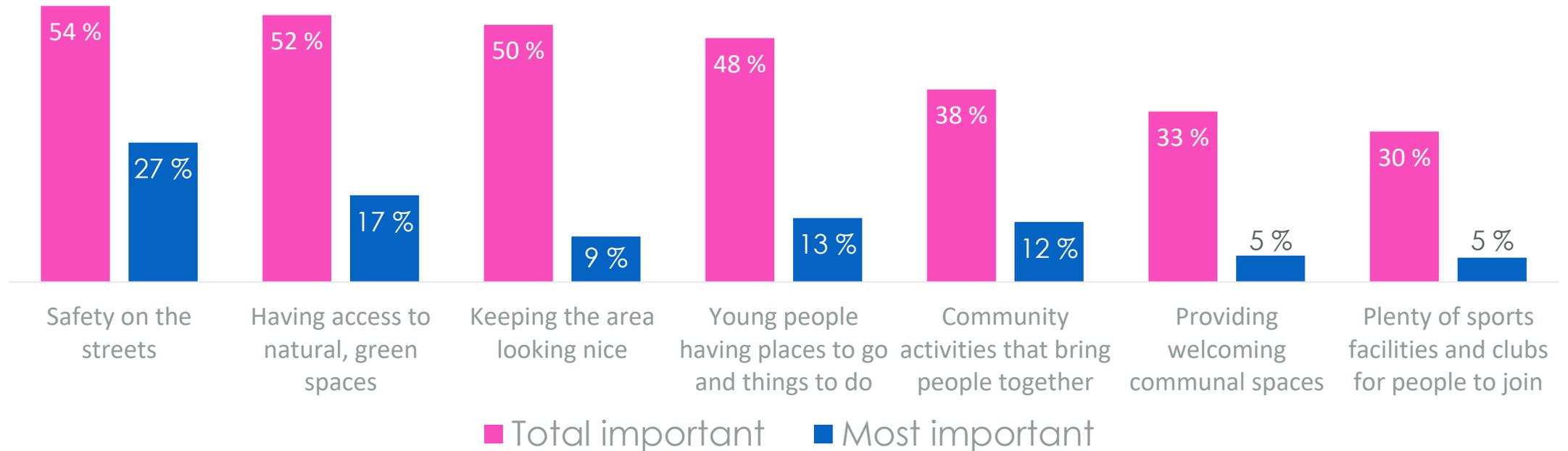


Full question wording: “Thinking about the wellbeing of your local community, which of the following do you see as being important for the year ahead (2021)? Please tick all that apply.” Note: only top ten responses shown, Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# But safety on the streets is important when thinking about local places and spaces

When asked to think more specifically about what type of physical environment, places & spaces a local community needs in order to thrive next year, safety comes above all other concerns. Over half (54%) selected it as being important, while 27% say it is their top concern.

## Most important for the local community in the year ahead?

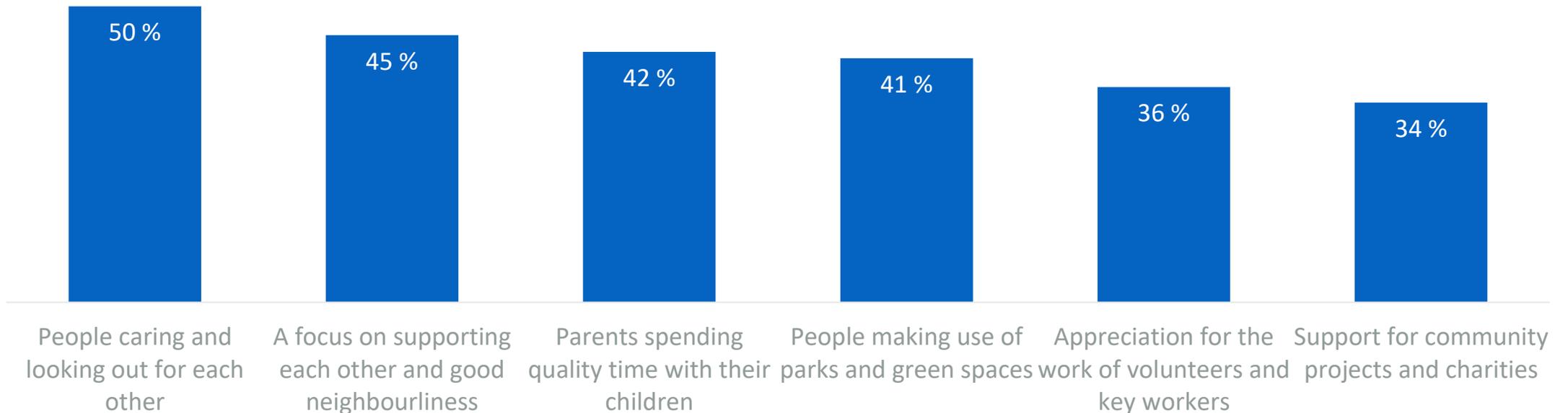


Full question wording: "Thinking about your local community and the type of physical environment, places & spaces it needs in order to thrive, which of the following do you see as being important in your area for the year ahead (2021)? Please tick all that apply.". Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# People want a local community where everyone looks out for each other

Half of people say that, when it comes to their local community, one of the things they most hope for in 2021 is that people care and look out for each other. Those aged over 65 (67%) and women (55%) are much more likely to see this as important.

## Which of the following do you most hope to see for your community in 2021?



Full question wording: "Looking ahead to 2021, which of the following do you most hope to see for your community? Please tick all that apply."  
Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.

# Four in ten think they will now start to enjoy the simple pleasures in life more

After a year that has had such a dramatic impact on people's lives it is inevitable that some will look to change their behaviour in the future. The main ways people will be looking to do so is "enjoying the simple pleasures in life more" (40%) and "spending more time with family and friends" (33%).

## How will Coronavirus change your behaviour?



**40%** - Enjoy the simple pleasures in life more



**28%** - Re-evaluate my priorities in life



**21%** - Be more environmentally friendly



**33%** - Spend more time with family and friends



**24%** - Be more neighbourly



**11%** - Donate more to local community projects



**28%** - Be healthier

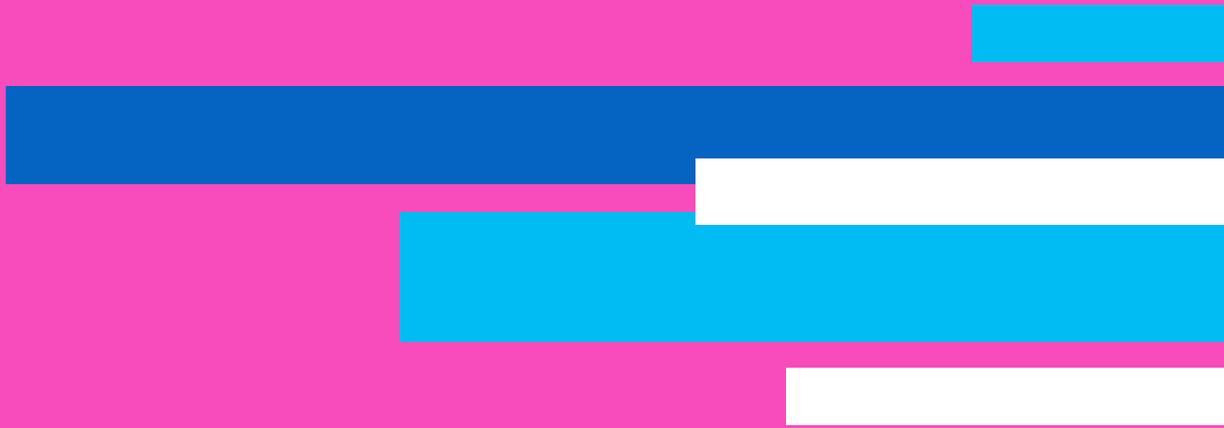


**21%** - Be kinder



**11%** - Donate more to local charity

**11%** - Seek out volunteering opportunities in my local community



# The importance of local community groups

How have local groups, projects, charities, and volunteering helped people during the pandemic?

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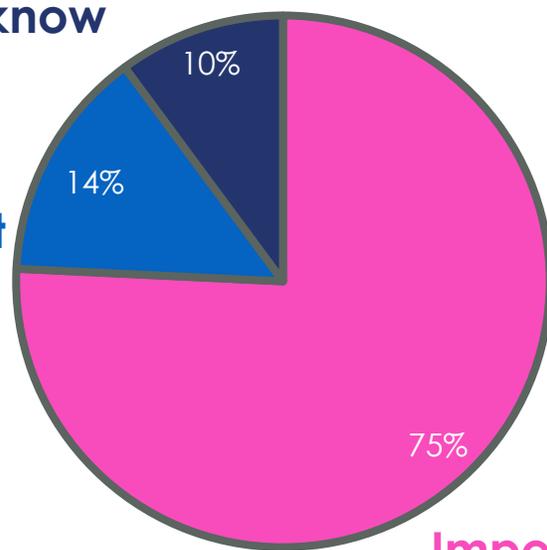
# Three quarters think local groups help strengthen their community

Three quarters of people (75%) say they think that local groups are important to their local community, compared to just 14% who think they are not important. Large majorities also agree that these groups deserve more recognition (65%) and have helped and supported during the pandemic (56%).

Importance of local community groups?

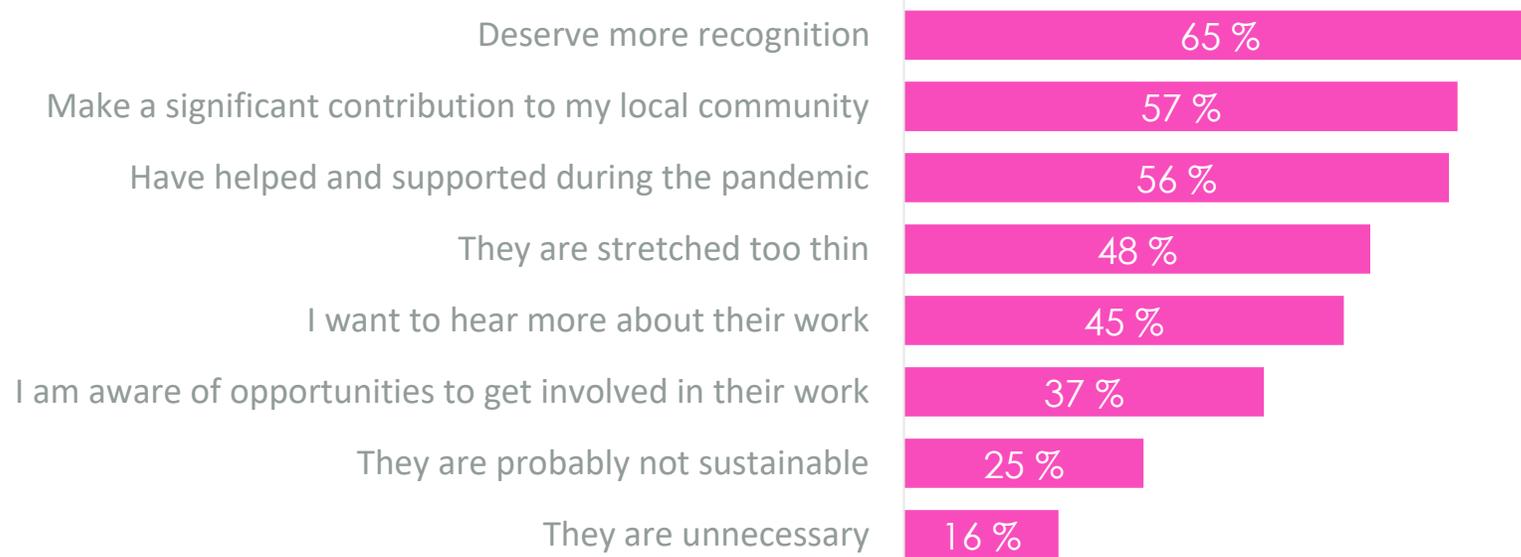
Don't know

Not important



Important

Which statements about community groups do people agree with?

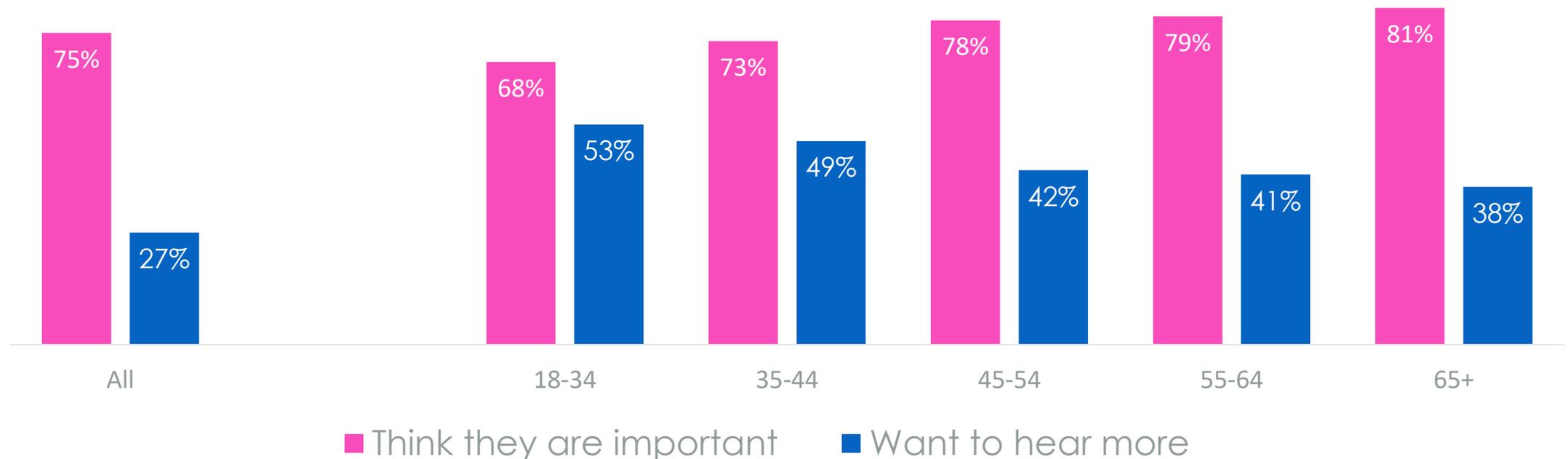


Full question wording: "For the following question, we talk about local community groups and projects, volunteers and charities. By this we mean a group of people or an organisation that works for the benefit of the public, such as a food bank, a community garden or a befriending project. How important, if at all do you think local community groups and projects, volunteers and charities are in strengthening your local community?";

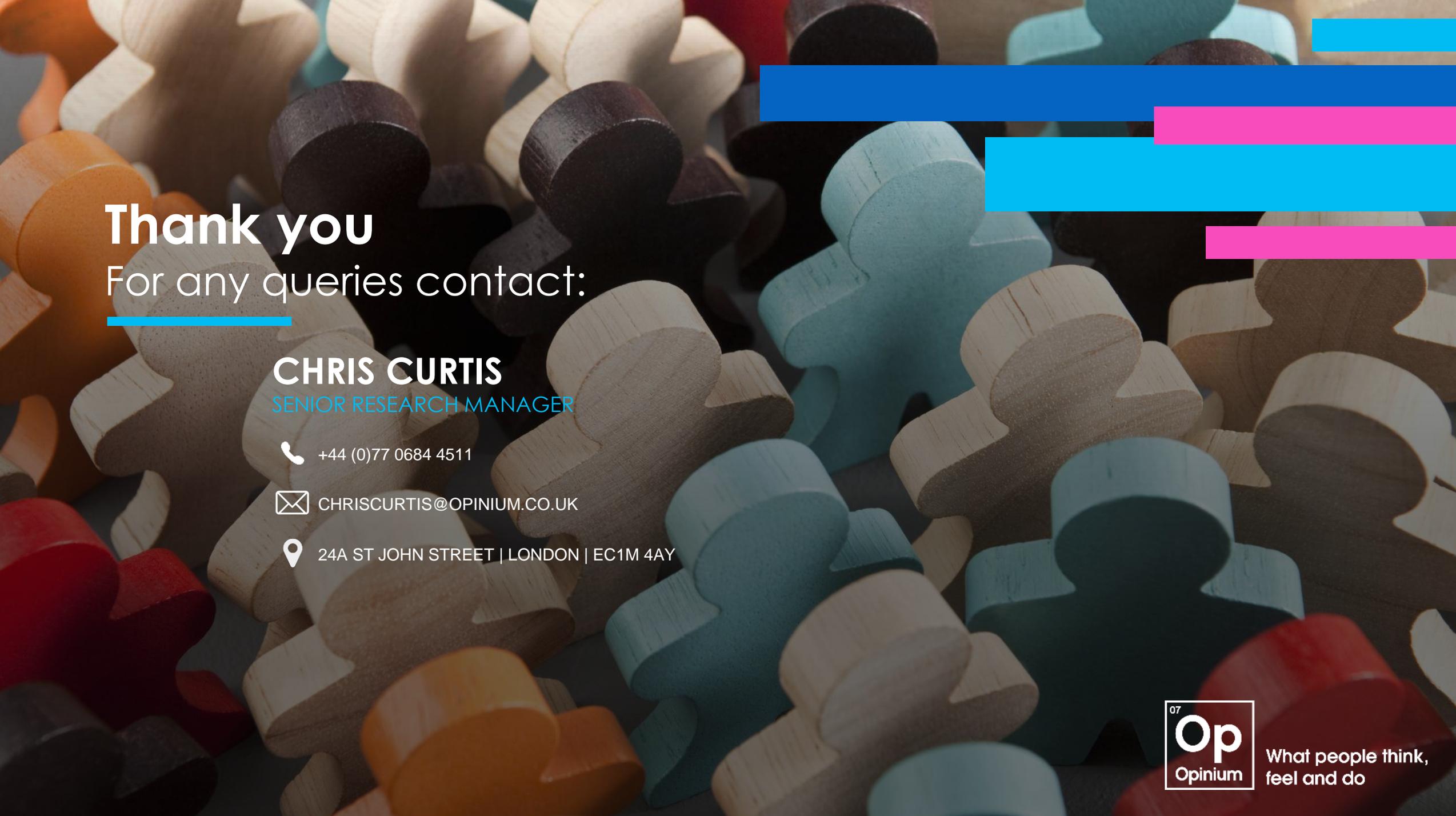
# Older people think groups are more important but younger people want to hear more

Older people are much more likely to think they are important to the local community. Over eight in ten (81%) of over 65s think they are, compared to 68% of those under 34. However those in younger age group (53%) are more likely than those in the older age group (38%) to want more information.

Views on community groups by age



Full question wording: "How important, if at all, is it to you that you feel part of your local community?"; "And to what extent, if at all, has the impact of coronavirus changed this? ". Sample: 7009 UK Adults. Fieldwork: 27<sup>th</sup> November – 8<sup>th</sup> December 2020.



# Thank you

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