

October - December 2024
PUBLIC
Small Act of Kindness - December

Q6 - How useful, or not, did you find the information in the Purple Pages Information Pack included in your gift bag? - base 496

Very useful	Somewhat useful	Neither Useful nor not useful	Not Very Useful	Not At All Useful	Don't know	Prefer not to say	No response
267	175	18	6	2	10	5	13
54%	35%	4%	1%	0%	2%	1%	3%

Q8 - Some organisations and charities produce printed information for their customers or the people they deal with, and others do not. How important or not do you think it is that organisations and charities produce printed information for their customers or people they deal with? - base 496

Very Important	Fairly Important	Not very Important	Not at all important	Don't know	No response
394	79	6	1	5	11
79%	16%	1%	0%	1%	2%

Q11 - How often, if at all, do you feel isolated? - base 496

All the time	Most of the time	Some of the time	Never	Don't know	PNS	No response
11	54	252	148	16	6	9
2%	11%	51%	30%	3%	1%	2%

Q12 - How true is this statement to you – “the TV is my main source of company” - base 496

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No response
132	189	83	71	21
27%	38%	17%	14%	4%

Q14 - In which of the following areas has the increase in cost of living affected you? - base 496

Food	Heating	Other Areas	No response
316	376	92	54
64%	76%	19%	11%

Q16 - Are you worried about the changes as to who receives the Winter Fuel Payment? - base 496

Yes	No	No response
359	118	19
72%	24%	4%

Q17 - What impact, if any, do you expect this might have on you? - base 496

Large Negative Impact	Some Negative Impact	Some Positive Impact	Large Positive Impact	No Impact	No response
73	210	56	12	117	28
15%	42%	11%	2%	24%	6%

Coded text responses

Q3 How did receiving this gift make you feel? - base 496

I felt happy / pleased / delighted / it cheered me up	I was amazed / so surprised / it was unexpected	I felt thought of / as if someone cared / loved me	I felt grateful / thankful / it was much appreciated	I felt good / great	Someone was kind enough to give me / bring me a gift / it was a nice gesture	I felt appreciated / valued / not forgotten	It contained lots of practical / helpful / useful things	I felt so lucky / blessed / special / spoilt	It made me feel warm / comfortable	I felt emotional / I cried with happiness	I felt overwhelmed by the gesture / generosity	I felt socially connected / less alone / part of the community	It contained lots of snacks / treats / goodies	Humble / slightly embarrassed	I felt guilty / undeserving / others would be more needy than me	It felt like Xmas
43%	25%	20%	19%	12%	9%	8%	5%	4%	4%	3%	2%	2%	2%	2%	1%	0%

Q4 What did you find useful or not about this gift? - base 496

Everything / all of it / several items	The warm clothing - blanket / throw / fleece	The information pack / leaflets / pamphlets / books / booklets	The food items / porridge / soup / biscuits / snacks / chocolates / treats etc.	The warm clothing - socks / slippers	The warm clothing - gloves	The drinks / tea / coffee / hot chocolate	The warm clothing - hat / scarf	Almost everything / most items are useful / some were passed on to others who would find them useful	The warm clothing - (unspecified)	The activity items / games / puzzles etc.	The pen / pencils	The gifts	The cup / mug / teapot	The hand gel / sanitiser / toiletries	The face mask
45%	19%	16%	14%	11%	10%	9%	8%	8%	4%	4%	3%	2%	1%	0%	0%