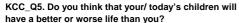
YouGov / 4Children



UK Sample: 20th - 23th December 2013

YouGov	Total	Ge	nder			Age		Social Grade		
What the world thinks:	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
CCC_Q2. Generally, is family life easier or harder today han it was 20 years ago, in your opinion?										
Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
A lot easier	4%	4%	3%	3%	5%	4%	2%	9%	4%	3%
Easier	14%	15%	13%	10%	11%	16%	13%	16%	13%	15%
No change	16%	18%	14%	8%	19%	13%	19%	10%	16%	15%
Harder	37%	32%	42%	40%	27%	42%	40%	40%	36%	39%
A lot harder	19%	19%	18%	23%	23%	15%	19%	14%	16%	22%
Don't know	11%	11%	10%	16%	15%	10%	7%	10%	14%	7%
Net: Easier	17%	20%	16%	14%	16%	20%	15%	26%	17%	17%
Net: Harder	56%	51%	60%	63%	50%	57%	59%	54%	52%	60%
Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
Schools	51%	47%	53%	42%	45%	54%	52%	52%	57%	45%
Job Centres	4%	3%	4%	5%	2%	5%	4%	3%	3%	5%
GPs Heavitale	29% 26%	28% 20%	30% 31%	22% 24%	26% 26%	23% 25%	36% 27%	53% 32%	31% 26%	28% 26%
Hospitals Childcare	30%	27%	33%	15%	31%	30%	34%	25%	34%	26%
Local councils	9%	13%	6%	21%	4%	10%	7%	18%	9%	9%
	3 /0	1370	0 /0	2170		22%	21%	16%	15%	
	19%	20%	18%	10%	13%					22%
None of these	19%	20%	18%	10% 15%	13%					
None of these Don't know	19% 13%	20% 15%	18% 11%	10% 15%	13% 19%	10%	11%	12%	11%	
None of these Don't know CC_Q4. Do you feel that your neighbourhood is a good										
None of these Don't know CC_Q4. Do you feel that your neighbourhood is a good										
None of these Don't know CCC_Q4. Do you feel that your neighbourhood is a good ne for children to grow up in?	13%	15%	11%	15%	19%	10%	11%	12%	11%	22% 14% 255 287
None of these Don't know CCC_Q4. Do you feel that your neighbourhood is a good ne for children to grow up in? Unweighted base	13% 556	250	306	15% 25	19%	10%	11%	12% 33	301	14% 255
None of these Don't know CCC_Q4. Do you feel that your neighbourhood is a good ne for children to grow up in? Unweighted base Base: All UK parents of children aged 18 and under	13% 556 578	250 256	306 322	15% 25 28	99 136	10% 197 206	11% 202 170	33 38	301 291	14% 255 287

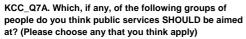


e a better or worse life than you?										
Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
Better	25%	29%	21%	26%	22%	27%	23%	29%	24%	25%
Same	25%	23%	26%	24%	25%	22%	27%	28%	26%	23%
Worse	35%	34%	36%	38%	36%	35%	37%	30%	32%	39%
Don't know	15%	13%	17%	12%	16%	17%	13%	13%	18%	12%



KCC_Q6. Which ONE, if any, of the following living costs are you most concerned about not being able to pay for/ struggling to pay for in 2014? (If you are not concerned about being able to pay/ struggling to pay for any living costs in 2014 or if you do not have any living costs, please tick the relevant 'Not applicable' option)

-										
Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
Energy bills (e.g. gas/ electricity)	22%	22%	22%	21%	17%	19%	27%	42%	16%	29%
Childcare fees	3%	3%	3%	8%	5%	4%	2%	-	4%	3%
Food shopping	21%	14%	26%	10%	31%	23%	14%	7%	21%	20%
Train fares/ commuting costs	4%	4%	4%	16%	7%	4%	2%	-	2%	7%
Petrol costs	11%	13%	9%	13%	10%	12%	10%	10%	13%	9%
Rent/ mortgage	16%	17%	15%	4%	17%	19%	16%	4%	18%	14%
Other	3%	3%	3%	-	1%	2%	4%	11%	3%	2%
Don't know	4%	2%	6%	-	5%	5%	5%	-	3%	6%
Not applicable - I am not concerned about meeting any costs in 2014	14%	21%	9%	12%	7%	13%	20%	23%	19%	9%
Not applicable - I don't have any living costs	1%	1%	2%	18%	1%	-	1%	3%	1%	2%
Net: Concerned about meeting any costs	80%	77%	83%	70%	87%	82%	74%	74%	77%	83%

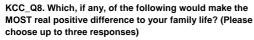




Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
Families	60%	58%	62%	35%	46%	68%	68%	52%	64%	56%
Single people	26%	25%	27%	31%	26%	29%	20%	36%	27%	25%
Retired people	46%	45%	48%	20%	31%	50%	57%	55%	47%	46%
Young people	41%	41%	40%	33%	33%	45%	42%	43%	45%	37%
Poor people	56%	61%	52%	41%	41%	58%	65%	69%	56%	56%
Rich people	9%	7%	10%	3%	8%	10%	10%	5%	10%	8%
People like me	36%	34%	37%	38%	29%	36%	41%	35%	38%	33%
Immigrants	11%	13%	10%	9%	10%	12%	11%	16%	14%	8%
Disabled people	57%	58%	56%	34%	39%	62%	66%	70%	59%	54%
Businesses people	11%	10%	12%	13%	9%	12%	13%	3%	12%	10%
Welfare recipients	31%	35%	27%	30%	21%	32%	35%	46%	33%	29%
Someone else	3%	2%	4%	-	7%	2%	2%	-	3%	3%
Don't know	13%	13%	13%	14%	23%	13%	7%	8%	12%	14%

KCC_Q7B. You said that you thought public services should be aimed at families... Which of the following comes closest to your view?

Unweighted base	360	156	204	11	56	134	142	17	199	161
Base: All UK parents of children aged 18 and under who think public services should be aimed at families	348	148	200	10	62	140	116	20	186	161
Public services are not currently providing a good enough service for families and need to be dramatically changed	44%	48%	41%	35%	42%	42%	46%	65%	38%	51%
Public services are not currently providing a good enough service for families but need only minor changes	41%	39%	42%	38%	39%	45%	38%	30%	48%	32%
Public services are currently providing a good enough service for families and do not need any changes	6%	5%	7%	18%	13%	4%	4%	5%	6%	6%
None of these	2%	3%	2%	-	4%	1%	4%	-	3%	2%
Don't know	7%	6%	7%	9%	3%	8%	8%	-	5%	9%





Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under with children under 18 years of age	578	256	322	28	136	206	170	38	291	287
More family friendly policies in the workplace (e.g. flexible working hours etc.)	29%	27%	31%	30%	26%	30%	33%	17%	34%	25%
More parks/ open spaces for children to play in	27%	28%	26%	32%	26%	25%	28%	34%	27%	27%
More affordable, flexible or accessible childcare	24%	17%	29%	20%	27%	29%	14%	28%	31%	17%
Better housing (e.g. more space, better quality housing etc.)	27%	27%	27%	36%	34%	23%	23%	34%	26%	27%
Lower speed limits in residential areas	16%	17%	15%	13%	11%	13%	22%	28%	16%	16%
Better support from local public services (e.g. children's centres, GP practices etc.)	28%	34%	22%	26%	31%	26%	27%	28%	28%	27%
None of these	10%	10%	10%	5%	4%	6%	19%	17%	8%	12%
Don't know	10%	10%	10%	14%	8%	12%	7%	10%	7%	12%

KCC_Q9. If a member of your family (e.g. partner, child, sibling, parent etc.) had any of the following issues, please tick which, if any, you think you would know where to go for help for (e.g. information, support etc.)?

Unweighted base	556	250	306	25	99	197	202	33	301	255
Base: All UK parents of children aged 18 and under	578	256	322	28	136	206	170	38	291	287
Debt problems	45%	42%	46%	29%	38%	47%	49%	45%	45%	44%
Alcohol/ drug issues (e.g. addictions)	36%	35%	38%	15%	33%	35%	43%	45%	37%	36%
Domestic abuse	35%	32%	37%	14%	34%	33%	40%	36%	35%	35%
A child's behavioural issues	35%	33%	37%	24%	32%	37%	36%	37%	41%	29%
Mental health issues	44%	39%	47%	25%	43%	44%	46%	48%	44%	43%
Housing issues (e.g. affording rent etc.)	40%	41%	39%	39%	31%	40%	46%	47%	39%	41%
None of these	18%	21%	16%	2%	17%	17%	21%	35%	18%	19%
Don't know	15%	17%	14%	27%	20%	17%	10%	2%	18%	12%

Cell Contents (Column Percentage)