

UK Sample : 20th - 23th December 2013



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

KCC\_Q2. Generally, is family life easier or harder today than 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%

KCC\_Q3. Which, if any, of the following public services do you think are family friendly in the way they work? (Please tick all that apply)

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	29%	28%	30%	22%	26%	23%	36%	53%	31%	28%
Hospitals	26%	20%	31%	24%	26%	25%	27%	32%	26%	26%
Childcare	30%	27%	33%	15%	31%	30%	34%	25%	34%	26%
Local councils	9%	13%	6%	21%	4%	10%	7%	18%	9%	9%
None of these	19%	20%	18%	10%	13%	22%	21%	16%	15%	22%
Don't know	13%	15%	11%	15%	19%	10%	11%	12%	11%	14%

KCC\_Q4. Do you feel that your neighbourhood is a good one for children to grow up in?

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
Yes, I do	63%	62%	64%	21%	61%	66%	68%	62%	69%	57%
No, I don't	27%	30%	24%	60%	25%	24%	24%	35%	20%	34%
Don't know	10%	8%	11%	19%	13%	9%	8%	3%	10%	9%

**KCC\_Q5. Do you think that your/ today's children will have a better or worse life than you?**

<b>Unweighted base</b>	556	250	306	25	99	197	202	33	301	255
<b>Base: All UK parents of children aged 18 and under</b>	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)**

<b>Unweighted base</b>	556	250	306	25	99	197	202	33	301	255
<b>Base: All UK parents of children aged 18 and under</b>	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%

**KCC\_Q7A. Which, if any, of the following groups of people do you think public services SHOULD be aimed at? (Please choose any that you think apply)**

<b>Unweighted base</b>	556	250	306	25	99	197	202	33	301	255
<b>Base: All UK parents of children aged 18 and under</b>	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?**

<b>Unweighted base</b>	360	156	204	11	56	134	142	17	199	161
<b>Base: All UK parents of children aged 18 and under who think public services should be aimed at families</b>	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%

**KCC\_Q8. Which, if any, of the following would make the MOST real positive difference to your family life? (Please choose up to three responses)**

	Unweighted base	556	250	306	25	99	197	202	33	301	255
<b>Base: All UK parents of children aged 18 and under with children under 18 years of age</b>		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
<b>Base: All UK parents of children aged 18 and under</b>		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)