



Total	Gender		Age					Social Grade	
	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	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
A lot easier	4%	5%	3%	2%	5%	3%	4%	6%	4%	4%
Easier	16%	17%	16%	15%	10%	14%	16%	21%	16%	16%
No change	15%	17%	13%	16%	17%	14%	15%	14%	15%	15%
Harder	37%	34%	40%	31%	31%	42%	36%	40%	38%	36%
A lot harder	15%	15%	15%	9%	15%	16%	20%	15%	14%	17%
Don't know	13%	13%	13%	28%	22%	12%	9%	5%	12%	13%
Net: Easier	20%	22%	19%	16%	15%	16%	20%	26%	21%	20%
Net: Harder	52%	49%	55%	39%	45%	58%	56%	55%	52%	52%

**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	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Schools	45%	42%	47%	48%	44%	49%	43%	43%	47%	42%
Job Centres	2%	3%	2%	4%	3%	3%	3%	1%	2%	3%
GPs	33%	34%	31%	32%	24%	25%	30%	42%	33%	33%
Hospitals	28%	27%	29%	24%	24%	25%	27%	33%	26%	31%
Childcare	28%	26%	30%	30%	26%	30%	29%	27%	28%	27%
Local councils	8%	10%	7%	9%	6%	10%	8%	9%	8%	8%
None of these	20%	22%	18%	19%	17%	20%	24%	19%	20%	20%
Don't know	20%	19%	22%	21%	24%	19%	19%	20%	20%	21%

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

Unweighted base	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Yes, I do	67%	66%	69%	54%	62%	63%	69%	76%	70%	65%
No, I don't	20%	23%	18%	31%	22%	24%	21%	14%	18%	24%
Don't know	12%	11%	13%	15%	16%	14%	10%	10%	13%	12%

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

<b>Unweighted base</b>	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Better	23%	27%	19%	25%	19%	23%	24%	24%	22%	25%
Same	22%	20%	24%	29%	24%	22%	22%	19%	22%	22%
Worse	40%	37%	42%	21%	34%	38%	40%	49%	42%	37%
Don't know	15%	15%	15%	24%	22%	17%	14%	9%	14%	17%

**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>	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Energy bills (e.g. gas/ electricity)	22%	22%	23%	13%	15%	19%	24%	29%	19%	26%
Childcare fees	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%
Food shopping	12%	9%	14%	5%	15%	18%	12%	9%	11%	12%
Train fares/ commuting costs	4%	4%	4%	6%	8%	4%	3%	1%	4%	4%
Petrol costs	9%	10%	8%	11%	10%	10%	10%	7%	9%	10%
Rent/ mortgage	13%	12%	13%	22%	15%	18%	16%	5%	12%	13%
Other	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%
Don't know	4%	3%	4%	3%	4%	4%	4%	3%	2%	5%
Not applicable - I am not concerned about meeting any costs in 2014	30%	32%	27%	21%	22%	22%	25%	42%	37%	20%
Not applicable - I don't have any living costs	4%	4%	4%	15%	8%	1%	1%	1%	2%	6%
Net: Concerned about meeting any costs	63%	60%	65%	60%	67%	73%	69%	54%	58%	68%

**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>	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Families	56%	55%	58%	47%	54%	62%	61%	56%	56%	56%
Single people	28%	27%	28%	35%	35%	34%	25%	21%	29%	26%
Retired people	60%	61%	59%	47%	44%	56%	61%	73%	62%	57%
Young people	44%	43%	45%	49%	46%	45%	46%	41%	45%	43%
Poor people	62%	65%	60%	54%	56%	60%	66%	66%	64%	61%
Rich people	10%	11%	9%	17%	12%	13%	10%	6%	10%	10%
People like me	34%	35%	33%	34%	38%	40%	38%	27%	34%	34%
Immigrants	13%	14%	13%	22%	17%	16%	12%	9%	15%	11%
Disabled people	68%	68%	67%	54%	51%	64%	70%	80%	71%	63%
Businesses people	14%	16%	13%	21%	17%	16%	14%	10%	15%	13%
Welfare recipients	34%	36%	32%	33%	31%	37%	38%	31%	34%	33%
Someone else	4%	5%	4%	7%	7%	4%	3%	3%	4%	4%
Don't know	12%	11%	13%	21%	19%	14%	9%	6%	9%	15%

**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>	1275	606	669	118	165	227	339	426	733	542
<b>Base: All UK adults who think public services should be aimed at families</b>	1251	584	667	125	198	223	266	439	688	563
Public services are not currently providing a good enough service for families and need to be dramatically changed	34%	37%	32%	17%	34%	34%	40%	36%	30%	39%
Public services are not currently providing a good enough service for families but need only minor changes	38%	37%	40%	38%	38%	42%	34%	40%	43%	33%
Public services are currently providing a good enough service for families and do not need any changes	10%	10%	10%	19%	9%	6%	10%	11%	12%	9%
None of these	3%	4%	2%	3%	3%	3%	4%	2%	3%	2%
Don't know	14%	12%	16%	23%	16%	16%	12%	12%	12%	17%

**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)**

<b>Unweighted base</b>	556	250	306	25	99	197	202	33	301	255
<b>Base: All UK adults 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.)?**

<b>Unweighted base</b>	2221	1088	1133	233	289	363	554	782	1276	945
<b>Base: All UK adults</b>	2221	1068	1153	266	367	357	439	791	1222	999
Debt problems	47%	45%	48%	28%	37%	52%	52%	53%	49%	44%
Alcohol/ drug issues (e.g. addictions)	43%	41%	44%	36%	33%	40%	47%	49%	45%	40%
Domestic abuse	39%	36%	41%	32%	32%	40%	40%	42%	41%	36%
A child's behavioural issues	31%	28%	33%	25%	26%	33%	34%	33%	34%	28%
Mental health issues	46%	41%	50%	37%	41%	48%	49%	49%	49%	42%
Housing issues (e.g. affording rent etc.)	40%	41%	40%	25%	28%	45%	49%	44%	41%	40%
None of these	18%	21%	16%	22%	19%	14%	19%	19%	18%	19%
Don't know	15%	16%	15%	20%	21%	17%	12%	12%	15%	16%

Cell Contents (Column Percentage)