YouGov / 4Children

UK Sample : 20th - 23th December 2013

What the world thinks	Total	tal Gender					Age					
	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	2221	1088	1133	233	289	363	554	782	1276	945		
Base: All UK adults	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%		
	0004	1000	1100					-	1070			
ick all that apply)												
Unweighted base	2221	1088	1133	233	289	363	554	782	1276	945		
Base: All UK adults	2221	1068	1153	266	367	357	439	791	1222	999		
Base: All UK adults Schools	2221 45%	1068 42%	1153 47%	266 48%	367 44%	357 49%	439 43%	791 43%	1222 47%	999 42%		
Base: All UK adults Schools Job Centres	2221 45% 2%	1068 42% 3%	1153 47% 2%	266 48% 4%	367 44% 3%	357 49% 3%	439 43% 3%	791 43% 1%	1222 47% 2%	999 42% 3%		
Base: All UK adults Schools Job Centres GPs	2221 45% 2% 33%	1068 42% 3% 34%	1153 47% 2% 31%	266 48% 4% 32%	367 44% 3% 24%	357 49% 3% 25%	439 43% 3% 30%	791 43% 1% 42%	1222 47% 2% 33%	999 42% 3% 33%		
Base: All UK adults Schools Job Centres GPs Hospitals	2221 45% 2% 33% 28%	1068 42% 3% 34% 27%	1153 47% 2% 31% 29%	266 48% 4% 32% 24%	367 44% 3% 24% 24%	357 49% 3% 25% 25%	439 43% 3% 30% 27%	791 43% 1% 42% 33%	1222 47% 2% 33% 26%	999 42% 3% 33% 31%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare	2221 45% 2% 33% 28% 28%	1068 42% 3% 34% 27% 26%	1153 47% 2% 31% 29% 30%	266 48% 4% 32% 24% 30%	367 44% 3% 24% 24% 26%	357 49% 3% 25% 25% 30%	439 43% 3% 30% 27% 29%	791 43% 1% 42% 33% 27%	1222 47% 2% 33% 26% 28%	999 42% 3% 33% 31% 27%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils	2221 45% 2% 33% 28% 28% 8%	1068 42% 3% 34% 27% 26% 10%	1153 47% 2% 31% 29% 30% 7%	266 48% 4% 32% 24% 30% 9%	367 44% 3% 24% 24% 26% 6%	357 49% 3% 25% 25% 30% 10%	439 43% 3% 30% 27% 29% 8%	791 43% 1% 42% 33% 27% 9%	1222 47% 2% 33% 26% 28% 8%	999 42% 3% 33% 31% 27% 8%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these	2221 45% 2% 33% 28% 28% 28% 8% 20%	1068 42% 3% 34% 27% 26% 10% 22%	1153 47% 2% 31% 29% 30% 7% 18%	266 48% 4% 32% 24% 30% 9% 19%	367 44% 3% 24% 26% 6% 17%	357 49% 3% 25% 25% 30% 10% 20%	439 43% 3% 30% 27% 29% 8% 24%	791 43% 1% 42% 33% 27% 9% 19%	1222 47% 2% 33% 26% 28% 8% 20%	999 42% 3% 33% 31% 27% 8% 20%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know	2221 45% 2% 33% 28% 28% 8%	1068 42% 3% 34% 27% 26% 10%	1153 47% 2% 31% 29% 30% 7%	266 48% 4% 32% 24% 30% 9%	367 44% 3% 24% 24% 26% 6%	357 49% 3% 25% 25% 30% 10%	439 43% 3% 30% 27% 29% 8%	791 43% 1% 42% 33% 27% 9%	1222 47% 2% 33% 26% 28% 8%	999 42% 3% 33% 31% 27% 8% 20%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know KCC_Q4. Do you feel that your neighbourhood is a good	2221 45% 2% 33% 28% 28% 28% 8% 20%	1068 42% 3% 34% 27% 26% 10% 22%	1153 47% 2% 31% 29% 30% 7% 18%	266 48% 4% 32% 24% 30% 9% 19%	367 44% 3% 24% 26% 6% 17%	357 49% 3% 25% 25% 30% 10% 20%	439 43% 3% 30% 27% 29% 8% 24%	791 43% 1% 42% 33% 27% 9% 19%	1222 47% 2% 33% 26% 28% 8% 20%	999 42% 3% 33% 31% 27% 8% 20%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know CC_Q4. Do you feel that your neighbourhood is a good	2221 45% 2% 33% 28% 28% 28% 8% 20%	1068 42% 3% 34% 27% 26% 10% 22%	1153 47% 2% 31% 29% 30% 7% 18%	266 48% 4% 32% 24% 30% 9% 19%	367 44% 3% 24% 26% 6% 17%	357 49% 3% 25% 25% 30% 10% 20%	439 43% 3% 30% 27% 29% 8% 24%	791 43% 1% 42% 33% 27% 9% 19%	1222 47% 2% 33% 26% 28% 8% 20%	999 42% 3% 33% 31% 27% 8% 20% 21%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know CCC_Q4. Do you feel that your neighbourhood is a good one for children to grow up in?	2221 45% 2% 33% 28% 28% 8% 20% 20%	1068 42% 3% 27% 26% 10% 22% 19%	1153 47% 2% 31% 29% 30% 7% 18% 22%	266 48% 4% 32% 24% 30% 9% 19% 21%	367 44% 3% 24% 26% 6% 17% 24%	357 49% 3% 25% 25% 30% 10% 20% 19%	439 43% 3% 27% 29% 8% 24% 19%	791 43% 1% 42% 33% 27% 9% 19% 20%	1222 47% 2% 33% 26% 28% 8% 20% 20%	999 42% 3% 33% 31% 27% 8% 20% 21%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know KCC_Q4. Do you feel that your neighbourhood is a good one for children to grow up in?	2221 45% 2% 33% 28% 28% 8% 20% 20% 20%	1068 42% 3% 27% 26% 10% 22% 19%	1153 47% 2% 31% 29% 30% 7% 18% 22%	266 48% 4% 32% 24% 30% 9% 19% 21% 233	367 44% 3% 24% 26% 6% 17% 24%	357 49% 3% 25% 25% 30% 10% 20% 19%	439 43% 3% 27% 29% 8% 24% 19%	791 43% 1% 42% 33% 27% 9% 19% 20%	1222 47% 2% 33% 26% 28% 8% 20% 20%	999 42% 3% 33% 31% 27% 8% 20% 21%		
Base: All UK adults Schools Job Centres GPs Hospitals Childcare Local councils None of these Don't know KCC_Q4. Do you feel that your neighbourhood is a good one for children to grow up in? Unweighted base Base: All UK adults	2221 45% 2% 33% 28% 28% 8% 20% 20% 20% 20% 2221	1068 42% 3% 27% 26% 10% 22% 19% 1088 1088	1153 47% 2% 31% 29% 30% 7% 18% 22% 1133 1153	266 48% 4% 32% 24% 30% 9% 19% 21% 21% 233 266	367 44% 3% 24% 26% 6% 17% 24% 289 367	357 49% 3% 25% 30% 10% 20% 19% 363 357	439 43% 3% 27% 29% 8% 24% 19% 554 439	791 43% 1% 42% 33% 27% 9% 19% 20% 782 782 791	1222 47% 2% 33% 26% 28% 8% 20% 20% 1276 1222	999 42% 3% 33% 31% 27% 8% 20% 21% 945 999		



KCC_Q5. Do you think that your/ today's children will have a better or worse life than you?

Unweighted base	2221	1088	1133	233	289	363	554	782	1276	945
Base: All UK adults	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)

Unweighted been	2221	1088	1133	233	289	363	554	782	1276	945
Unweighted base		1000					554			
Base: All UK adults	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)

	2221	1088	1133	233	289	363	554	782	1276	945
Base: All UK adults	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%
CC_Q7B. You said that you thought public services	.270	1170	1070	2170	1070	1170	070	070	070	1070
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view?										
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view? Unweighted base	1275	606	669	118	165	227	339	426	733	542
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view?										
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view? Unweighted base Base: All UK adults who think public services should be	1275	606	669	118	165	227	339	426	733	542 563
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view? Unweighted base Base: All UK adults who think public services should be aimed at families Public services are not currently providing a good enough	1275 1251	606 584	669 667	118 125	165 198	227 223	339 266	426 439	733 688	542 563 39%
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view? Unweighted base Base: All UK adults who think public services should be aimed at families Public services are not currently providing a good enough service for families and need to be dramatically changed Public services are not currently providing a good enough	1275 1251 34% 38% 10%	606 584 37%	669 667 32% 40% 10%	118 125 17% 38% 19%	165 198 34% 38% 9%	227 223 34% 42% 6%	339 266 40% 34% 10%	426 439 36% 40% 11%	733 688 30% 43% 12%	542 563 39% 33% 9%
CC_Q7B. You said that you thought public services hould be aimed at families Which of the following omes closest to your view? Unweighted base Base: All UK adults who think public services should be aimed at families Public services are not currently providing a good enough service for families and need to be dramatically changed Public services are not currently providing a good enough service for families but need only minor changes Public services are currently providing a good enough	1275 1251 34% 38%	606 584 37% 37%	669 667 32% 40%	118 125 17% 38%	165 198 34% 38%	227 223 34% 42%	339 266 40% 34%	426 439 36% 40%	733 688 30% 43%	542 563 39% 33%



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
Base: All UK adults 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	2221	1088	1133	233	289	363	554	782	1276	945
Base: All UK adults	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)

