

YouGov / NSPCC Survey Results

Sample Size: 2327 UK adults
Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Please think about any recent (i.e. in the past 3 months) media reports you may have heard or seen regarding abuse of children (i.e. those who are under 18). Which, if any, of the following types of abuse have these news reports made you think **MORE** about than normal? (Please tick all that apply)

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
Sexual abuse of children	63%	60%	66%	54%	58%	61%	63%	71%	65%	62%	62%	66%	63%	63%	62%	67%	58%	75%
Physical (non-sexual) abuse of children	31%	27%	33%	28%	21%	25%	27%	41%	30%	31%	31%	30%	27%	31%	29%	31%	33%	47%
Emotional (non-physical) abuse of children	28%	25%	31%	21%	22%	21%	27%	38%	29%	27%	27%	28%	29%	31%	27%	35%	30%	26%
General neglect of children	40%	37%	42%	32%	30%	32%	38%	52%	38%	42%	41%	39%	40%	38%	37%	42%	44%	38%
None of these – the reports have not affected how much I think about any of these kinds of abuse	21%	24%	18%	19%	22%	27%	22%	18%	22%	20%	21%	20%	19%	17%	23%	19%	28%	13%
Not applicable – I am not aware of any particular news reports regarding abuse of children	6%	6%	6%	13%	10%	4%	7%	2%	5%	8%	6%	4%	7%	9%	7%	6%	4%	1%

The following questions are specifically about child sexual abuse. Please only consider in your answers child sexual abuse, as opposed to other forms of abuse of children, such as physical abuse, emotional abuse, and general neglect.

Thinking about the recent news stories, do you think these news stories have made you **MORE** or **LESS** likely to report your worries that a child was being sexually abused, or have they made no difference?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
The news stories have made it MORE likely that I would report it if I was worried that a child was being sexually abused	42%	39%	45%	32%	33%	39%	44%	50%	40%	45%	44%	47%	38%	36%	41%	34%	42%	50%
The news stories have made it LESS likely that I would report it if I was worried that a child was being sexually abused	2%	3%	1%	3%	5%	1%	1%	0%	2%	1%	3%	2%	0%	5%	1%	2%	-	-
The news stories have made NO DIFFERENCE to how likely I would be to report it if I was worried that a child was being s	45%	47%	44%	46%	46%	49%	43%	45%	49%	41%	42%	42%	49%	47%	45%	57%	51%	37%
Not sure	6%	6%	6%	6%	8%	8%	8%	4%	5%	7%	6%	5%	8%	6%	7%	4%	5%	11%
Not applicable – I am not aware of any particular news reports regarding abuse of children	5%	5%	4%	13%	7%	3%	4%	1%	4%	5%	5%	4%	4%	6%	6%	3%	2%	1%

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Sample Size: 2327 UK adults
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Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Please think about any recent (i.e. in the past 3 months) media reports you may have heard or seen regarding abuse of children (i.e. those who are under 18). Which, if any, of the following types of abuse have these news reports made you think MORE about than normal? (Please tick all that apply)

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
Sexual abuse of children	63%	61%	63%	62%	58%	72%	55%	61%	65%	61%	70%	61%	59%
Physical (non-sexual) abuse of children	31%	26%	34%	27%	27%	42%	30%	24%	33%	25%	37%	36%	25%
Emotional (non-physical) abuse of children	28%	24%	31%	25%	23%	38%	27%	28%	31%	25%	39%	36%	20%
General neglect of children	40%	34%	39%	35%	40%	53%	31%	42%	43%	36%	50%	46%	30%
None of these – the reports have not affected how much I think about any of these kinds of abuse	21%	22%	20%	22%	15%	18%	31%	22%	21%	19%	17%	28%	23%
Not applicable – I am not aware of any particular news reports regarding abuse of children	6%	7%	8%	7%	12%	1%	9%	11%	5%	9%	6%	2%	8%

The following questions are specifically about child sexual abuse. Please only consider in your answers child sexual abuse, as opposed to other forms of abuse of children, such as physical abuse, emotional abuse, and general neglect.

Thinking about the recent news stories, do you think these news stories have made you MORE or LESS likely to report your worries that a child was being sexually abused, or have they made no difference?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
The news stories have made it MORE likely that I would report it if I was worried that a child was being sexually abused	42%	38%	43%	39%	40%	50%	36%	44%	46%	42%	44%	41%	33%
The news stories have made it LESS likely that I would report it if I was worried that a child was being sexually abused	2%	2%	2%	2%	7%	1%	-	-	2%	2%	2%	-	2%
The news stories have made NO DIFFERENCE to how likely I would be to report it if I was worried that a child was being s	45%	48%	42%	47%	38%	44%	51%	43%	44%	40%	47%	47%	50%
Not sure	6%	7%	7%	7%	4%	4%	3%	9%	5%	9%	5%	10%	7%
Not applicable – I am not aware of any particular news reports regarding abuse of children	5%	5%	5%	5%	11%	1%	10%	4%	3%	6%	3%	1%	8%

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Sample Size: 2327 UK adults
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Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Please think about any recent (i.e. in the past 3 months) media reports you may have heard or seen regarding abuse of children (i.e. those who are under 18). Which, if any, of the following types of abuse have these news reports made you think MORE about than normal? (Please tick all that apply)

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
Sexual abuse of children	63%	65%	60%	60%	63%	61%	44%	66%	62%	61%	66%	67%	63%	63%	60%	66%	67%	58%	75%
Physical (non-sexual) abuse of children	31%	32%	28%	25%	30%	27%	27%	30%	29%	33%	25%	33%	27%	31%	26%	35%	31%	33%	47%
Emotional (non-physical) abuse of children	28%	28%	30%	22%	38%	28%	25%	28%	25%	29%	26%	29%	29%	31%	25%	30%	35%	30%	26%
General neglect of children	40%	40%	41%	31%	45%	38%	30%	39%	40%	45%	37%	40%	40%	38%	37%	38%	42%	44%	38%
None of these – the reports have not affected how much I think about any of these kinds of abuse	21%	21%	22%	20%	20%	21%	20%	23%	21%	21%	21%	19%	19%	17%	23%	22%	19%	28%	13%
Not applicable – I am not aware of any particular news reports regarding abuse of children	6%	6%	4%	12%	3%	7%	33%	6%	7%	6%	5%	4%	7%	9%	9%	5%	6%	4%	1%

The following questions are specifically about child sexual abuse. Please only consider in your answers child sexual abuse, as opposed to other forms of abuse of children, such as physical abuse, emotional abuse, and general neglect.

Thinking about the recent news stories, do you think these news stories have made you MORE or LESS likely to report your worries that a child was being sexually abused, or have they made no difference?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
The news stories have made it MORE likely that I would report it if I was worried that a child was being sexually abused	42%	42%	47%	36%	39%	42%	34%	42%	47%	41%	47%	47%	38%	36%	39%	45%	34%	42%	50%
The news stories have made it LESS likely that I would report it if I was worried that a child was being sexually abused	2%	1%	3%	6%	9%	5%	-	4%	1%	4%	3%	1%	0%	5%	1%	-	2%	-	-
The news stories have made NO DIFFERENCE to how likely I would be to report it if I was worried that a child was being s	45%	48%	41%	43%	33%	41%	25%	40%	41%	44%	41%	43%	49%	47%	45%	45%	57%	51%	37%
Not sure	6%	6%	4%	8%	16%	7%	10%	10%	5%	6%	4%	5%	8%	6%	7%	6%	4%	5%	11%
Not applicable – I am not aware of any particular news reports regarding abuse of children	5%	4%	4%	8%	4%	5%	31%	4%	5%	5%	5%	3%	4%	6%	7%	4%	3%	2%	1%

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Sample Size: 2327 UK adults
Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Please think about any recent (i.e. in the past 3 months) media reports you may have heard or seen regarding abuse of children (i.e. those who are under 18). Which, if any, of the following types of abuse have these news reports made you think MORE about than normal? (Please tick all that apply)

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
Sexual abuse of children	63%	64%	69%	65%	64%
Physical (non-sexual) abuse of children	31%	31%	34%	39%	31%
Emotional (non-physical) abuse of children	28%	28%	32%	44%	28%
General neglect of children	40%	38%	40%	46%	36%
None of these – the reports have not affected how much I think about any of these kinds of abuse	21%	20%	19%	18%	22%
Not applicable – I am not aware of any particular news reports regarding abuse of children	6%	6%	5%	9%	5%

The following questions are specifically about child sexual abuse. Please only consider in your answers child sexual abuse, as opposed to other forms of abuse of children, such as physical abuse, emotional abuse, and general neglect.

Thinking about the recent news stories, do you think these news stories have made you MORE or LESS likely to report your worries that a child was being sexually abused, or have they made no difference?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
The news stories have made it MORE likely that I would report it if I was worried that a child was being sexually abused	42%	43%	41%	47%	42%
The news stories have made it LESS likely that I would report it if I was worried that a child was being sexually abused	2%	2%	2%	5%	1%
The news stories have made NO DIFFERENCE to how likely I would be to report it if I was worried that a child was being s	45%	45%	49%	42%	47%
Not sure	6%	5%	6%	4%	6%
Not applicable – I am not aware of any particular news reports regarding abuse of children	5%	4%	2%	2%	3%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Organisations, such as charities and Government, hold data estimating the amount (i.e. the prevalence) of sexual abuse in the UK. The question below contains several possible options, one of which matches an organisation's estimate of the prevalence of sexual abuse of children (i.e. those under 18) today. If you had to guess, which ONE of the following answers BEST describes the proportion of children who you believe are sexually abused in the UK nowadays?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
Around one in four	8%	6%	11%	7%	9%	7%	9%	8%	8%	9%	12%	8%	4%	10%	7%	9%	8%	6%
Around one in six	15%	12%	17%	13%	16%	12%	16%	15%	14%	16%	16%	16%	15%	16%	12%	12%	10%	24%
Around one in nine	12%	12%	12%	13%	16%	9%	11%	11%	12%	12%	11%	14%	15%	11%	11%	14%	9%	15%
Around one in twenty	21%	20%	21%	25%	17%	22%	21%	21%	22%	19%	22%	22%	23%	16%	20%	19%	26%	19%
Around one in one hundred	23%	27%	21%	21%	21%	31%	22%	23%	26%	21%	21%	22%	24%	24%	27%	21%	26%	17%
Don't know	21%	23%	18%	19%	22%	18%	21%	22%	19%	23%	17%	20%	19%	23%	23%	26%	21%	19%

Comparing the present day to your childhood (i.e. the time when you were under 18 years old), do you think that the amount (i.e. the prevalence) of sexual abuse of children in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
I think the amount of child sexual abuse in the UK has INCREASED since my childhood	38%	34%	42%	24%	35%	28%	38%	48%	32%	45%	43%	41%	33%	30%	34%	39%	34%	59%
I think the amount of child sexual abuse in the UK has DECREASED since my childhood	7%	10%	4%	7%	13%	8%	6%	3%	7%	7%	5%	6%	6%	12%	7%	6%	8%	7%
I think the amount of child sexual abuse in the UK has STAYED THE SAME since my childhood	41%	40%	42%	46%	37%	48%	46%	35%	47%	34%	38%	40%	47%	39%	43%	41%	48%	19%
Not sure	15%	16%	13%	23%	15%	16%	10%	14%	14%	15%	15%	13%	14%	19%	16%	14%	9%	15%

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Organisations, such as charities and Government, hold data estimating the amount (i.e. the prevalence) of sexual abuse in the UK. The question below contains several possible options, one of which matches an organisation's estimate of the prevalence of sexual abuse of children (i.e. those under 18) today. If you had to guess, which ONE of the following answers BEST describes the proportion of children who you believe are sexually abused in the UK nowadays?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
Around one in four	8%	7%	12%	8%	4%	8%	13%	13%	8%	6%	15%	12%	6%
Around one in six	15%	15%	12%	14%	16%	15%	9%	20%	15%	13%	17%	10%	14%
Around one in nine	12%	12%	10%	12%	15%	13%	9%	11%	12%	13%	8%	6%	14%
Around one in twenty	21%	21%	22%	21%	27%	20%	22%	16%	20%	18%	20%	29%	23%
Around one in one hundred	23%	25%	27%	26%	21%	22%	19%	15%	24%	21%	21%	20%	25%
Don't know	21%	20%	17%	19%	16%	23%	29%	26%	20%	29%	18%	23%	18%

Comparing the present day to your childhood (i.e. the time when you were under 18 years old), do you think that the amount (i.e. the prevalence) of sexual abuse of children in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
I think the amount of child sexual abuse in the UK has INCREASED since my childhood	38%	32%	39%	33%	24%	49%	45%	50%	42%	36%	40%	41%	29%
I think the amount of child sexual abuse in the UK has DECREASED since my childhood	7%	8%	7%	8%	10%	4%	10%	4%	6%	9%	6%	4%	7%
I think the amount of child sexual abuse in the UK has STAYED THE SAME since my childhood	41%	46%	38%	45%	47%	33%	25%	33%	39%	40%	38%	40%	46%
Not sure	15%	14%	16%	15%	19%	14%	20%	13%	13%	15%	15%	14%	18%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Organisations, such as charities and Government, hold data estimating the amount (i.e. the prevalence) of sexual abuse in the UK. The question below contains several possible options, one of which matches an organisation's estimate of the prevalence of sexual abuse of children (i.e. those under 18) today. If you had to guess, which ONE of the following answers BEST describes the proportion of children who you believe are sexually abused in the UK nowadays?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
Around one in four	8%	7%	11%	11%	12%	11%	7%	18%	9%	12%	6%	9%	4%	10%	6%	7%	9%	8%	6%
Around one in six	15%	14%	18%	13%	13%	16%	2%	15%	16%	18%	18%	14%	15%	16%	10%	16%	12%	10%	24%
Around one in nine	12%	12%	12%	6%	21%	11%	4%	11%	9%	15%	13%	15%	11%	9%	15%	14%	9%	9%	15%
Around one in twenty	21%	21%	20%	24%	17%	21%	9%	21%	22%	23%	24%	20%	23%	16%	20%	20%	19%	26%	19%
Around one in one hundred	23%	24%	20%	24%	23%	22%	9%	20%	23%	19%	20%	23%	24%	24%	28%	25%	21%	26%	17%
Don't know	21%	20%	19%	22%	14%	19%	69%	15%	21%	14%	21%	19%	19%	23%	27%	18%	26%	21%	19%

Comparing the present day to your childhood (i.e. the time when you were under 18 years old), do you think that the amount (i.e. the prevalence) of sexual abuse of children in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
I think the amount of child sexual abuse in the UK has INCREASED since my childhood	38%	37%	39%	40%	38%	39%	37%	54%	43%	38%	35%	46%	33%	30%	32%	39%	39%	34%	59%
I think the amount of child sexual abuse in the UK has DECREASED since my childhood	7%	6%	9%	7%	23%	10%	3%	2%	4%	6%	7%	6%	6%	12%	8%	5%	6%	8%	7%
I think the amount of child sexual abuse in the UK has STAYED THE SAME since my childhood	41%	42%	39%	40%	29%	38%	13%	29%	39%	40%	44%	37%	47%	39%	44%	42%	41%	48%	19%
Not sure	15%	15%	14%	12%	10%	13%	47%	15%	14%	16%	14%	12%	14%	19%	17%	14%	14%	9%	15%

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Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Organisations, such as charities and Government, hold data estimating the amount (i.e. the prevalence) of sexual abuse in the UK. The question below contains several possible options, one of which matches an organisation's estimate of the prevalence of sexual abuse of children (i.e. those under 18) today. If you had to guess, which ONE of the following answers BEST describes the proportion of children who you believe are sexually abused in the UK nowadays?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
Around one in four	8%	8%	8%	8%	7%
Around one in six	15%	14%	15%	21%	14%
Around one in nine	12%	13%	14%	13%	15%
Around one in twenty	21%	21%	21%	16%	22%
Around one in one hundred	23%	23%	29%	23%	25%
Don't know	21%	21%	14%	19%	16%

Comparing the present day to your childhood (i.e. the time when you were under 18 years old), do you think that the amount (i.e. the prevalence) of sexual abuse of children in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
I think the amount of child sexual abuse in the UK has INCREASED since my childhood	38%	37%	26%	39%	30%
I think the amount of child sexual abuse in the UK has DECREASED since my childhood	7%	8%	12%	11%	11%
I think the amount of child sexual abuse in the UK has STAYED THE SAME since my childhood	41%	40%	51%	36%	47%
Not sure	15%	15%	12%	13%	12%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Comparing the present day to our childhood (i.e. the time when you were under 18 years old), do you think that the amount being done by organisations and Government to PREVENT child sexual abuse in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
I think the amount being done to prevent child sexual abuse in the UK has INCREASED since my childhood	63%	60%	66%	47%	54%	74%	68%	65%	67%	58%	60%	70%	55%	63%	59%	62%	72%	70%
I think the amount being done to prevent child sexual abuse in the UK has DECREASED since my childhood	7%	9%	4%	7%	5%	4%	8%	7%	5%	8%	6%	5%	7%	9%	6%	13%	4%	13%
I think the amount being done to prevent child sexual abuse in the UK has STAYED THE SAME since my childhood	16%	15%	17%	22%	20%	10%	13%	15%	15%	17%	17%	14%	19%	13%	18%	13%	14%	8%
Not sure	15%	17%	13%	24%	21%	11%	10%	12%	14%	16%	17%	10%	18%	14%	17%	12%	10%	9%

For the following questions, we would now like you to consider all forms of abuse of children, including sexual, physical and emotional abuse, as well as general neglect. Thinking about the amount (i.e. the prevalence) of abuse of children in the UK over the next 10 years, do you think it will INCREASE, DECREASE or STAY THE SAME in 10 years' time compared to today?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
I think the amount of child abuse in the UK will have INCREASED in 10 years' time	25%	22%	27%	19%	24%	19%	28%	28%	22%	28%	27%	26%	23%	24%	23%	30%	18%	29%
I think the amount of child abuse in the UK will have DECREASED in 10 years' time	20%	24%	16%	26%	21%	18%	17%	18%	19%	20%	18%	17%	19%	25%	18%	23%	27%	15%
I think the amount of child abuse in the UK will have STAYED THE SAME in 10 years' time	34%	35%	33%	33%	32%	39%	34%	33%	39%	28%	33%	36%	31%	29%	37%	33%	37%	30%
Not sure	22%	19%	24%	22%	23%	24%	21%	21%	19%	25%	22%	21%	26%	22%	22%	14%	19%	25%

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Comparing the present day to our childhood (i.e. the time when you were under 18 years old), do you think that the amount being done by organisations and Government to PREVENT child sexual abuse in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
I think the amount being done to prevent child sexual abuse in the UK has INCREASED since my childhood	63%	65%	58%	64%	52%	65%	62%	54%	67%	61%	61%	63%	56%
I think the amount being done to prevent child sexual abuse in the UK has DECREASED since my childhood	7%	5%	9%	6%	9%	7%	10%	9%	7%	7%	10%	6%	5%
I think the amount being done to prevent child sexual abuse in the UK has STAYED THE SAME since my childhood	16%	15%	17%	15%	20%	15%	6%	23%	13%	16%	18%	16%	20%
Not sure	15%	14%	15%	15%	20%	13%	22%	15%	13%	16%	12%	14%	19%

For the following questions, we would now like you to consider all forms of abuse of children, including sexual, physical and emotional abuse, as well as general neglect. Thinking about the amount (i.e. the prevalence) of abuse of children in the UK over the next 10 years, do you think it will INCREASE, DECREASE or STAY THE SAME in 10 years' time compared to today?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
I think the amount of child abuse in the UK will have INCREASED in 10 years' time	25%	23%	29%	24%	20%	26%	34%	26%	24%	29%	29%	21%	22%
I think the amount of child abuse in the UK will have DECREASED in 10 years' time	20%	19%	16%	18%	31%	21%	25%	17%	19%	22%	16%	16%	21%
I think the amount of child abuse in the UK will have STAYED THE SAME in 10 years' time	34%	38%	36%	37%	26%	31%	17%	27%	34%	30%	35%	39%	35%
Not sure	22%	20%	20%	20%	24%	22%	24%	30%	23%	19%	20%	24%	22%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Comparing the present day to our childhood (i.e. the time when you were under 18 years old), do you think that the amount being done by organisations and Government to PREVENT child sexual abuse in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
I think the amount being done to prevent child sexual abuse in the UK has INCREASED since my childhood	63%	64%	59%	69%	55%	62%	34%	66%	60%	58%	70%	70%	55%	63%	57%	63%	62%	72%	70%
I think the amount being done to prevent child sexual abuse in the UK has DECREASED since my childhood	7%	7%	8%	5%	12%	7%	1%	4%	6%	8%	7%	3%	7%	9%	5%	6%	13%	4%	13%
I think the amount being done to prevent child sexual abuse in the UK has STAYED THE SAME since my childhood	16%	16%	18%	12%	22%	17%	13%	16%	18%	16%	10%	18%	19%	13%	19%	18%	13%	14%	8%
Not sure	15%	14%	15%	14%	11%	14%	52%	14%	17%	18%	12%	9%	18%	14%	19%	14%	12%	10%	9%

For the following questions, we would now like you to consider all forms of abuse of children, including sexual, physical and emotional abuse, as well as general neglect. Thinking about the amount (i.e. the prevalence) of abuse of children in the UK over the next 10 years, do you think it will INCREASE, DECREASE or STAY THE SAME in 10 years' time compared to today?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
I think the amount of child abuse in the UK will have INCREASED in 10 years' time	25%	25%	25%	22%	23%	24%	18%	36%	24%	28%	27%	25%	23%	24%	21%	27%	30%	18%	29%
I think the amount of child abuse in the UK will have DECREASED in 10 years' time	20%	19%	22%	18%	25%	21%	11%	19%	18%	17%	16%	18%	19%	25%	18%	17%	23%	27%	15%
I think the amount of child abuse in the UK will have STAYED THE SAME in 10 years' time	34%	35%	34%	28%	34%	32%	14%	29%	34%	33%	33%	39%	31%	29%	36%	39%	33%	37%	30%
Not sure	22%	21%	18%	32%	18%	23%	57%	16%	24%	22%	25%	18%	26%	22%	26%	17%	14%	19%	25%

Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Comparing the present day to our childhood (i.e. the time when you were under 18 years old), do you think that the amount being done by organisations and Government to PREVENT child sexual abuse in the UK has INCREASED, DECREASED, or STAYED THE SAME?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
I think the amount being done to prevent child sexual abuse in the UK has INCREASED since my childhood	63%	63%	73%	61%	68%
I think the amount being done to prevent child sexual abuse in the UK has DECREASED since my childhood	7%	7%	5%	10%	6%
I think the amount being done to prevent child sexual abuse in the UK has STAYED THE SAME since my childhood	16%	16%	14%	18%	14%
Not sure	15%	14%	8%	11%	11%

For the following questions, we would now like you to consider all forms of abuse of children, including sexual, physical and emotional abuse, as well as general neglect. Thinking about the amount (i.e. the prevalence) of abuse of children in the UK over the next 10 years, do you think it will INCREASE, DECREASE or STAY THE SAME in 10 years' time compared to today?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
I think the amount of child abuse in the UK will have INCREASED in 10 years' time	25%	23%	19%	26%	22%
I think the amount of child abuse in the UK will have DECREASED in 10 years' time	20%	21%	31%	32%	30%
I think the amount of child abuse in the UK will have STAYED THE SAME in 10 years' time	34%	34%	37%	24%	31%
Not sure	22%	22%	13%	18%	18%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You mentioned that you think the amount of child abuse in the UK will have INCREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	539	244	295	54	70	60	115	240	276	263	141	97	55	67	116	27	22	14
Base: All UK adults who think child abuse will have increased	576	248	328	54	104	64	124	230	287	289	151	97	50	70	119	34	36	19
Increasing family poverty	38%	29%	45%	32%	36%	27%	40%	43%	39%	38%	42%	24%	32%	39%	43%	39%	43%	56%
Increasing drug and alcohol problems among parents	62%	54%	69%	47%	59%	55%	58%	72%	63%	61%	60%	60%	72%	64%	59%	62%	67%	70%
Increasing mental health problems among parents	33%	27%	37%	18%	40%	35%	29%	34%	35%	31%	29%	40%	41%	28%	34%	25%	35%	26%
Increasing sexualisation of young people	68%	68%	69%	62%	63%	69%	71%	71%	67%	70%	68%	71%	66%	62%	66%	79%	66%	95%
Increasingly violent culture	55%	50%	59%	31%	50%	43%	54%	67%	51%	60%	52%	59%	59%	56%	56%	41%	55%	71%
Online pornography	64%	53%	72%	42%	47%	54%	63%	80%	61%	66%	63%	60%	78%	57%	64%	72%	73%	47%
Breakdown of moral values	64%	65%	63%	51%	48%	53%	62%	78%	67%	61%	62%	68%	50%	65%	62%	73%	67%	76%
Family breakdown	51%	47%	54%	39%	53%	34%	51%	57%	57%	45%	59%	40%	43%	55%	54%	45%	48%	39%
Reduced sense of community	50%	45%	54%	52%	45%	39%	41%	60%	54%	47%	57%	46%	42%	49%	56%	45%	43%	33%
New digital technologies	36%	36%	35%	32%	38%	36%	34%	36%	40%	31%	30%	41%	38%	40%	37%	20%	45%	36%
Cuts in children's services	45%	43%	46%	42%	42%	29%	45%	51%	44%	45%	52%	38%	36%	33%	42%	69%	58%	36%
Other	5%	8%	2%	5%	1%	7%	10%	2%	4%	5%	5%	4%	1%	4%	3%	9%	10%	4%
Don't know	1%	2%	0%	2%	1%	1%	2%	1%	0%	2%	1%	5%	1%	-	-	-	-	-

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

You mentioned that you think the amount of child abuse in the UK will have INCREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	539	249	54	303	26	149	20	41	289	58	63	14	115
Base: All UK adults who think child abuse will have increased	576	277	67	344	25	139	23	45	288	80	67	12	130
Increasing family poverty	38%	39%	37%	39%	31%	33%	55%	48%	33%	50%	53%	54%	35%
Increasing drug and alcohol problems among parents	62%	58%	65%	60%	33%	71%	66%	69%	61%	62%	65%	64%	64%
Increasing mental health problems among parents	33%	30%	40%	32%	13%	37%	34%	39%	34%	29%	42%	41%	26%
Increasing sexualisation of young people	68%	66%	78%	68%	42%	75%	75%	59%	71%	52%	74%	59%	71%
Increasingly violent culture	55%	52%	49%	52%	18%	69%	47%	64%	59%	61%	53%	80%	42%
Online pornography	64%	56%	73%	60%	20%	79%	83%	64%	70%	63%	70%	60%	47%
Breakdown of moral values	64%	63%	54%	61%	23%	78%	73%	55%	69%	51%	69%	69%	57%
Family breakdown	51%	49%	43%	48%	21%	60%	67%	52%	56%	41%	52%	57%	45%
Reduced sense of community	50%	45%	43%	44%	52%	63%	63%	51%	55%	42%	52%	53%	43%
New digital technologies	36%	36%	37%	37%	12%	35%	43%	36%	33%	40%	43%	10%	36%
Cuts in children's services	45%	41%	48%	42%	16%	48%	51%	67%	47%	42%	45%	66%	39%
Other	5%	6%	4%	5%	3%	2%	4%	6%	4%	4%	8%	-	6%
Don't know	1%	0%	-	0%	4%	1%	2%	6%	1%	1%	1%	-	1%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

You mentioned that you think the amount of child abuse in the UK will have INCREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	539	418	55	42	18	115	6	29	62	50	45	52	55	67	65	51	27	22	14
Base: All UK adults who think child abuse will have increased	576	417	85	48	20	154	5	31	66	54	45	52	50	70	67	52	34	36	19
Increasing family poverty	38%	40%	44%	20%	27%	34%	9%	36%	47%	39%	24%	24%	32%	39%	44%	42%	39%	43%	56%
Increasing drug and alcohol problems among parents	62%	65%	69%	42%	43%	57%	30%	52%	62%	62%	45%	73%	72%	64%	58%	59%	62%	67%	70%
Increasing mental health problems among parents	33%	31%	42%	20%	57%	37%	18%	29%	31%	27%	44%	37%	41%	28%	36%	31%	25%	35%	26%
Increasing sexualisation of young people	68%	70%	61%	75%	53%	64%	91%	44%	83%	63%	66%	75%	66%	62%	65%	66%	79%	66%	95%
Increasingly violent culture	55%	59%	52%	32%	54%	46%	38%	42%	61%	47%	52%	66%	59%	56%	52%	60%	41%	55%	71%
Online pornography	64%	66%	62%	55%	45%	58%	36%	63%	69%	56%	54%	65%	78%	57%	60%	69%	72%	73%	47%
Breakdown of moral values	64%	67%	61%	46%	46%	54%	91%	56%	69%	56%	59%	75%	50%	65%	65%	58%	73%	67%	76%
Family breakdown	51%	51%	49%	43%	55%	48%	91%	53%	61%	60%	43%	38%	43%	55%	58%	49%	45%	48%	39%
Reduced sense of community	50%	54%	50%	27%	34%	41%	66%	37%	67%	57%	38%	52%	42%	49%	67%	43%	45%	43%	33%
New digital technologies	36%	33%	51%	31%	32%	42%	73%	25%	33%	28%	38%	44%	38%	40%	38%	35%	20%	45%	36%
Cuts in children's services	45%	46%	48%	29%	59%	43%	-	49%	57%	47%	45%	32%	36%	33%	43%	42%	69%	58%	36%
Other	5%	5%	5%	3%	-	4%	-	7%	4%	6%	2%	6%	1%	4%	-	7%	9%	10%	4%
Don't know	1%	1%	-	3%	-	1%	-	-	2%	1%	6%	3%	1%	-	-	-	-	-	-

Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

You mentioned that you think the amount of child abuse in the UK will have INCREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	539	318	60	43	120
Base: All UK adults who think child abuse will have increased	576	344	54	47	127
Increasing family poverty	38%	38%	39%	46%	34%
Increasing drug and alcohol problems among parents	62%	63%	63%	65%	61%
Increasing mental health problems among parents	33%	29%	37%	31%	30%
Increasing sexualisation of young people	68%	71%	69%	51%	62%
Increasingly violent culture	55%	50%	64%	61%	45%
Online pornography	64%	62%	59%	53%	48%
Breakdown of moral values	64%	61%	59%	70%	51%
Family breakdown	51%	50%	52%	40%	43%
Reduced sense of community	50%	47%	54%	55%	48%
New digital technologies	36%	34%	33%	37%	42%
Cuts in children's services	45%	41%	34%	32%	35%
Other	5%	5%	4%	5%	5%
Don't know	1%	0%	-	-	1%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You mentioned that you think the amount of child abuse in the UK will have DECREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	464	271	193	79	73	59	84	169	271	193	107	72	42	75	99	22	37	10
Base: All UK adults who think child abuse will have decreased	455	267	188	72	91	62	78	153	247	209	100	63	42	71	91	26	53	10
More media coverage of the issues	63%	61%	66%	64%	57%	65%	44%	75%	63%	63%	66%	67%	57%	61%	64%	57%	65%	52%
More people becoming aware of child abuse	73%	72%	74%	72%	67%	77%	62%	80%	75%	70%	77%	83%	70%	65%	73%	58%	69%	86%
More people becoming aware of the risks to children	62%	60%	65%	49%	55%	59%	60%	74%	65%	59%	56%	60%	57%	67%	67%	62%	62%	78%
Child abuse will become more socially unacceptable	49%	50%	48%	32%	45%	41%	51%	62%	55%	42%	56%	45%	40%	49%	50%	74%	35%	55%
More action to reduce abusive behaviours in adults	43%	42%	44%	40%	39%	45%	52%	41%	36%	51%	35%	40%	64%	42%	45%	25%	49%	46%
More action from organisations to protect children	57%	54%	61%	51%	54%	56%	48%	66%	57%	57%	62%	67%	54%	61%	51%	34%	51%	68%
Better training and support for social workers	48%	39%	61%	34%	49%	39%	52%	55%	49%	47%	48%	58%	44%	49%	44%	36%	43%	76%
More support for child protection charities	46%	40%	54%	52%	52%	34%	38%	47%	40%	52%	43%	57%	39%	38%	42%	45%	54%	75%
Parents understanding their children better	23%	21%	26%	8%	22%	26%	19%	30%	21%	25%	17%	14%	39%	24%	18%	36%	25%	46%
It will be easier for children to speak up	57%	54%	61%	27%	51%	45%	62%	76%	62%	50%	47%	55%	50%	58%	58%	50%	73%	94%
People will be more willing to take action	67%	67%	67%	48%	60%	71%	69%	79%	69%	65%	71%	71%	72%	69%	63%	50%	66%	70%
Other	1%	1%	1%	-	2%	1%	3%	-	1%	0%	-	-	-	-	2%	6%	1%	-
Don't know	0%	0%	-	-	-	-	1%	0%	0%	0%	-	1%	-	-	-	-	-	-

Which ONE of the following statements most closely matches your views? Given the resources that you think are realistically available to organisations (i.e. charities, government departments etc.) in the UK in the present day...

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
...MORE should currently be done to prevent child abuse in the UK	71%	65%	77%	63%	65%	67%	72%	77%	67%	75%	72%	71%	65%	69%	69%	75%	76%	78%
...LESS should currently be done to prevent child abuse in the UK	1%	3%	0%	2%	3%	2%	1%	1%	1%	1%	1%	3%	1%	3%	1%	-	1%	-
...about the RIGHT AMOUNT is currently being done to prevent child abuse in the UK	16%	20%	13%	18%	17%	18%	20%	13%	20%	12%	16%	16%	20%	17%	15%	18%	15%	18%
Not sure	11%	13%	10%	17%	15%	13%	7%	9%	11%	11%	10%	10%	14%	11%	15%	7%	8%	4%

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

You mentioned that you think the amount of child abuse in the UK will have DECREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	464	237	37	274	40	112	16	22	234	61	27	15	127
Base: All UK adults who think child abuse will have decreased	455	221	37	257	38	113	17	30	224	61	36	9	124
More media coverage of the issues	63%	60%	72%	61%	71%	71%	54%	45%	69%	63%	68%	48%	53%
More people becoming aware of child abuse	73%	71%	79%	72%	66%	78%	63%	75%	73%	62%	74%	76%	77%
More people becoming aware of the risks to children	62%	57%	79%	60%	50%	68%	73%	66%	62%	52%	68%	71%	64%
Child abuse will become more socially unacceptable	49%	48%	45%	48%	32%	60%	57%	39%	56%	48%	42%	51%	39%
More action to reduce abusive behaviours in adults	43%	40%	53%	42%	38%	42%	46%	60%	41%	41%	61%	37%	43%
More action from organisations to protect children	57%	60%	57%	60%	56%	57%	54%	34%	61%	60%	49%	42%	51%
Better training and support for social workers	48%	44%	67%	47%	44%	53%	26%	53%	50%	54%	47%	45%	42%
More support for child protection charities	46%	41%	45%	42%	59%	45%	53%	57%	40%	48%	56%	35%	51%
Parents understanding their children better	23%	19%	37%	21%	14%	28%	37%	21%	25%	22%	33%	12%	17%
It will be easier for children to speak up	57%	51%	71%	54%	36%	70%	50%	63%	59%	61%	69%	74%	45%
People will be more willing to take action	67%	66%	81%	68%	49%	73%	47%	72%	72%	60%	79%	59%	60%
Other	1%	2%	-	2%	-	-	-	-	1%	1%	-	-	2%
Don't know	0%	0%	-	0%	-	0%	-	-	0%	-	-	-	0%

Which ONE of the following statements most closely matches your views? Given the resources that you think are realistically available to organisations (i.e. charities, government departments etc.) in the UK in the present day...

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
...MORE should currently be done to prevent child abuse in the UK	71%	69%	69%	69%	62%	76%	74%	77%	74%	67%	77%	71%	64%
...LESS should currently be done to prevent child abuse in the UK	1%	1%	3%	2%	3%	2%	1%	-	1%	3%	3%	-	0%
...about the RIGHT AMOUNT is currently being done to prevent child abuse in the UK	16%	18%	13%	18%	26%	14%	11%	11%	15%	15%	13%	13%	22%
Not sure	11%	12%	15%	12%	10%	8%	15%	12%	10%	15%	7%	16%	13%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

You mentioned that you think the amount of child abuse in the UK will have DECREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	464	344	69	37	13	119	1	19	47	41	33	39	42	75	60	39	22	37	10
Base: All UK adults who think child abuse will have decreased	455	316	75	39	22	136	3	17	50	34	26	37	42	71	57	33	26	53	10
More media coverage of the issues	63%	61%	73%	52%	79%	68%	100%	69%	73%	54%	76%	60%	57%	61%	71%	53%	57%	65%	52%
More people becoming aware of child abuse	73%	74%	68%	67%	74%	69%	100%	82%	84%	65%	82%	83%	70%	65%	73%	73%	58%	69%	86%
More people becoming aware of the risks to children	62%	64%	48%	58%	78%	56%	100%	29%	72%	44%	74%	50%	57%	67%	69%	63%	62%	62%	78%
Child abuse will become more socially unacceptable	49%	50%	47%	59%	39%	49%	-	48%	63%	48%	45%	44%	40%	49%	49%	52%	74%	35%	55%
More action to reduce abusive behaviours in adults	43%	42%	38%	41%	72%	44%	100%	20%	43%	31%	49%	33%	64%	42%	53%	31%	25%	49%	46%
More action from organisations to protect children	57%	59%	46%	46%	65%	49%	100%	45%	70%	59%	70%	64%	54%	61%	52%	50%	34%	51%	68%
Better training and support for social workers	48%	50%	37%	42%	77%	45%	-	28%	57%	45%	76%	46%	44%	49%	42%	47%	36%	43%	76%
More support for child protection charities	46%	47%	40%	45%	32%	40%	100%	27%	54%	35%	65%	51%	39%	38%	49%	30%	45%	54%	75%
Parents understanding their children better	23%	24%	24%	14%	16%	20%	-	28%	20%	6%	14%	15%	39%	24%	20%	16%	36%	25%	46%
It will be easier for children to speak up	57%	61%	45%	55%	47%	48%	-	67%	40%	49%	57%	54%	50%	58%	51%	70%	50%	73%	94%
People will be more willing to take action	67%	70%	56%	63%	75%	61%	100%	58%	80%	65%	77%	67%	72%	69%	67%	55%	50%	66%	70%
Other	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%	1%	-
Don't know	0%	0%	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-

Which ONE of the following statements most closely matches your views? Given the resources that you think are realistically available to organisations (i.e. charities, government departments etc.) in the UK in the present day...

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
...MORE should currently be done to prevent child abuse in the UK	71%	70%	78%	72%	68%	75%	42%	77%	70%	73%	68%	74%	65%	69%	64%	77%	75%	76%	78%
...LESS should currently be done to prevent child abuse in the UK	1%	1%	2%	2%	9%	3%	-	2%	1%	1%	4%	2%	1%	3%	2%	0%	-	1%	-
...about the RIGHT AMOUNT is currently being done to prevent child abuse in the UK	16%	18%	12%	16%	10%	13%	12%	10%	18%	17%	18%	15%	20%	17%	17%	12%	18%	15%	18%
Not sure	11%	11%	8%	11%	12%	10%	46%	11%	11%	9%	10%	10%	14%	11%	18%	11%	7%	8%	4%

Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

You mentioned that you think the amount of child abuse in the UK will have DECREASED in 10 years' time... In your opinion, which, if any, of the following do you think are reasons for this? (Please tick all that apply)

Unweighted Base	464	313	88	52	155
Base: All UK adults who think child abuse will have decreased	455	310	89	57	169
More media coverage of the issues	63%	64%	54%	53%	65%
More people becoming aware of child abuse	73%	72%	69%	71%	75%
More people becoming aware of the risks to children	62%	57%	55%	52%	61%
Child abuse will become more socially unacceptable	49%	49%	38%	47%	40%
More action to reduce abusive behaviours in adults	43%	42%	40%	59%	48%
More action from organisations to protect children	57%	56%	45%	48%	57%
Better training and support for social workers	48%	45%	42%	48%	48%
More support for child protection charities	46%	44%	46%	48%	52%
Parents understanding their children better	23%	23%	25%	49%	28%
It will be easier for children to speak up	57%	55%	57%	61%	46%
People will be more willing to take action	67%	64%	63%	60%	66%
Other	1%	1%	2%	-	2%
Don't know	0%	0%	-	-	-

Which ONE of the following statements most closely matches your views? Given the resources that you think are realistically available to organisations (i.e. charities, government departments etc.) in the UK in the present day...

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
...MORE should currently be done to prevent child abuse in the UK	71%	71%	69%	76%	72%
...LESS should currently be done to prevent child abuse in the UK	1%	1%	2%	3%	1%
...about the RIGHT AMOUNT is currently being done to prevent child abuse in the UK	16%	17%	21%	16%	19%
Not sure	11%	11%	8%	5%	8%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following do you think should have particular responsibility to prevent child abuse in the UK? (Please tick all that apply)

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
Central government (e.g. parliament, government departments, national assemblies, etc.)	49%	48%	50%	53%	46%	51%	53%	47%	48%	51%	53%	49%	47%	44%	46%	51%	54%	65%
Local government (e.g. local councils, children's services departments, health authorities, etc.)	64%	59%	68%	63%	65%	66%	61%	65%	64%	63%	69%	61%	59%	59%	66%	57%	67%	67%
Schools	65%	60%	70%	62%	59%	69%	65%	68%	68%	62%	67%	63%	59%	65%	66%	71%	67%	69%
Local communities and neighbourhoods	49%	44%	54%	39%	41%	51%	47%	57%	49%	49%	53%	47%	42%	42%	48%	62%	54%	56%
Parents	77%	73%	81%	63%	67%	79%	82%	84%	80%	74%	80%	75%	76%	72%	77%	80%	78%	81%
Friends, neighbours and families of abusive parents	70%	66%	74%	55%	61%	68%	72%	79%	72%	67%	73%	67%	67%	67%	69%	70%	73%	76%
Charities	30%	24%	35%	36%	31%	31%	30%	27%	32%	28%	30%	31%	28%	28%	31%	27%	31%	42%
Children and young people	27%	26%	29%	20%	22%	30%	29%	30%	29%	26%	28%	29%	23%	25%	26%	31%	28%	37%
None of these	1%	1%	1%	2%	1%	0%	1%	0%	0%	1%	1%	0%	-	1%	1%	1%	1%	-
Not sure	7%	8%	5%	13%	10%	8%	4%	3%	5%	8%	5%	8%	10%	7%	7%	5%	4%	2%

Please continue to think about any recent (i.e. in the past 3 months) media reports you may have heard regarding the abuse of children (including sexual, physical and emotional abuse, as well as neglect).

In light of recent child abuse cases, which, if any, of the following do you think are particularly important things that could be done to tackle abuse? (Please tick all that apply)

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
Setting up a national body to tackle child sexual abuse	33%	30%	35%	30%	31%	31%	34%	35%	28%	39%	36%	35%	30%	25%	33%	27%	34%	32%
Educating children and young people about abuse	61%	55%	67%	48%	57%	59%	63%	67%	63%	59%	63%	61%	58%	58%	63%	63%	55%	62%
Educating parents about abuse	48%	42%	54%	43%	40%	47%	51%	53%	50%	46%	47%	45%	47%	48%	52%	52%	44%	55%
Supporting people with drug, alcohol or mental health problems	33%	28%	38%	33%	30%	31%	33%	35%	32%	34%	36%	34%	36%	32%	32%	25%	28%	38%
Supporting parents with their parenting	40%	35%	45%	31%	37%	44%	43%	42%	43%	37%	43%	43%	37%	41%	40%	32%	34%	43%
Encouraging adults to take more responsibility for reporting suspected abuse	59%	53%	65%	45%	50%	54%	60%	70%	62%	56%	62%	59%	59%	54%	61%	52%	59%	61%
Encouraging children to speak out if they are being abused	74%	67%	81%	55%	65%	73%	77%	84%	75%	73%	73%	77%	69%	72%	73%	80%	77%	83%
Preventing sexually abusive behaviour from developing in young adults	47%	41%	53%	40%	36%	45%	46%	58%	47%	48%	50%	46%	50%	41%	44%	59%	50%	45%
Promoting ways people can get help when they're worried about a child	63%	55%	71%	50%	57%	60%	68%	70%	65%	61%	67%	67%	62%	58%	62%	64%	62%	55%
Protecting children from abuse in clubs and organisations	50%	45%	55%	39%	42%	48%	52%	58%	50%	50%	51%	52%	47%	46%	49%	52%	56%	48%
Tougher sentences for child sex offenders	67%	62%	72%	47%	62%	64%	72%	74%	64%	70%	67%	72%	70%	61%	61%	69%	74%	77%
Providing more support for victims of abuse	59%	50%	66%	51%	48%	56%	62%	66%	61%	56%	58%	59%	56%	56%	60%	65%	58%	61%
None of these	1%	2%	1%	3%	2%	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
Don't know	6%	7%	4%	13%	7%	6%	4%	3%	5%	7%	6%	4%	4%	7%	8%	4%	4%	1%

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following do you think should have particular responsibility to prevent child abuse in the UK? (Please tick all that apply)

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
Central government (e.g. parliament, government departments, national assemblies, etc.)	49%	48%	48%	48%	57%	47%	70%	55%	48%	49%	51%	44%	52%
Local government (e.g. local councils, children's services departments, health authorities, etc.)	64%	63%	65%	63%	57%	64%	79%	68%	65%	60%	71%	64%	61%
Schools	65%	65%	62%	65%	59%	69%	58%	66%	66%	60%	72%	62%	63%
Local communities and neighbourhoods	49%	47%	44%	46%	41%	58%	53%	48%	51%	44%	57%	44%	44%
Parents	77%	77%	70%	76%	61%	84%	76%	76%	80%	75%	82%	83%	69%
Friends, neighbours and families of abusive parents	70%	68%	71%	69%	57%	78%	57%	68%	75%	66%	71%	65%	61%
Charities	30%	31%	26%	30%	40%	27%	29%	33%	29%	26%	32%	25%	34%
Children and young people	27%	28%	23%	27%	24%	28%	33%	25%	28%	26%	34%	20%	24%
None of these	1%	1%	1%	1%	-	0%	3%	-	0%	2%	0%	-	1%
Not sure	7%	7%	10%	7%	12%	3%	3%	8%	6%	7%	2%	8%	10%

Please continue to think about any recent (i.e. in the past 3 months) media reports you may have heard regarding the abuse of children (including sexual, physical and emotional abuse, as well as neglect).

In light of recent child abuse cases, which, if any, of the following do you think are particularly important things that could be done to tackle abuse? (Please tick all that apply)

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
Setting up a national body to tackle child sexual abuse	33%	30%	29%	30%	34%	35%	45%	43%	34%	34%	37%	32%	28%
Educating children and young people about abuse	61%	59%	58%	59%	50%	69%	54%	63%	63%	55%	72%	65%	56%
Educating parents about abuse	48%	46%	49%	47%	38%	53%	52%	49%	49%	41%	61%	46%	44%
Supporting people with drug, alcohol or mental health problems	33%	32%	32%	32%	38%	34%	46%	32%	35%	27%	37%	36%	31%
Supporting parents with their parenting	40%	40%	37%	40%	36%	41%	51%	39%	41%	40%	49%	31%	36%
Encouraging adults to take more responsibility for reporting suspected abuse	59%	54%	60%	55%	42%	71%	64%	67%	63%	52%	69%	64%	50%
Encouraging children to speak out if they are being abused	74%	71%	77%	72%	59%	83%	77%	75%	77%	70%	84%	79%	66%
Preventing sexually abusive behaviour from developing in young adults	47%	42%	51%	44%	37%	56%	64%	53%	51%	43%	53%	45%	41%
Promoting ways people can get help when they're worried about a child	63%	61%	72%	62%	47%	66%	68%	70%	66%	61%	71%	71%	54%
Protecting children from abuse in clubs and organisations	50%	47%	52%	48%	33%	58%	55%	53%	52%	45%	59%	60%	45%
Tougher sentences for child sex offenders	67%	64%	68%	65%	45%	73%	82%	75%	71%	62%	75%	70%	58%
Providing more support for victims of abuse	59%	55%	59%	55%	46%	68%	71%	61%	60%	51%	66%	65%	55%
None of these	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	0%	-	2%
Don't know	6%	6%	6%	6%	10%	2%	4%	9%	4%	8%	4%	6%	8%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which, if any, of the following do you think should have particular responsibility to prevent child abuse in the UK? (Please tick all that apply)

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
Central government (e.g. parliament, government departments, national assemblies, etc.)	49%	48%	55%	55%	39%	53%	24%	54%	52%	53%	48%	51%	47%	44%	46%	45%	51%	54%	65%
Local government (e.g. local councils, children's services departments, health authorities, etc.)	64%	64%	70%	60%	67%	66%	33%	64%	68%	74%	59%	62%	59%	59%	60%	74%	57%	67%	67%
Schools	65%	66%	64%	66%	60%	64%	43%	58%	69%	68%	59%	66%	59%	65%	63%	70%	71%	67%	69%
Local communities and neighbourhoods	49%	49%	49%	51%	41%	49%	36%	41%	56%	54%	49%	44%	42%	42%	48%	48%	62%	54%	56%
Parents	77%	79%	72%	76%	68%	73%	57%	68%	82%	83%	76%	74%	76%	72%	74%	82%	80%	78%	81%
Friends, neighbours and families of abusive parents	70%	72%	65%	70%	58%	66%	52%	61%	75%	75%	65%	69%	67%	67%	65%	75%	70%	73%	76%
Charities	30%	29%	33%	32%	29%	32%	26%	22%	34%	28%	29%	33%	28%	28%	29%	34%	27%	31%	42%
Children and young people	27%	28%	26%	30%	23%	27%	17%	24%	32%	25%	27%	30%	23%	25%	25%	28%	31%	28%	37%
None of these	1%	1%	1%	0%	4%	1%	-	4%	0%	1%	1%	-	-	1%	1%	1%	1%	1%	-
Not sure	7%	6%	9%	6%	3%	7%	39%	11%	5%	3%	8%	9%	10%	7%	9%	3%	5%	4%	2%

Please continue to think about any recent (i.e. in the past 3 months) media reports you may have heard regarding the abuse of children (including sexual, physical and emotional abuse, as well as neglect).

In light of recent child abuse cases, which, if any, of the following do you think are particularly important things that could be done to tackle abuse? (Please tick all that apply)

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
Setting up a national body to tackle child sexual abuse	33%	32%	35%	36%	36%	35%	14%	33%	39%	35%	36%	35%	30%	25%	31%	37%	27%	34%	32%
Educating children and young people about abuse	61%	63%	57%	62%	54%	59%	24%	55%	62%	68%	59%	63%	58%	58%	61%	67%	63%	55%	62%
Educating parents about abuse	48%	49%	50%	49%	40%	48%	24%	49%	42%	53%	50%	41%	47%	48%	49%	57%	52%	44%	55%
Supporting people with drug, alcohol or mental health problems	33%	33%	33%	33%	30%	33%	33%	29%	39%	37%	37%	31%	36%	32%	31%	34%	25%	28%	38%
Supporting parents with their parenting	40%	40%	42%	42%	42%	42%	23%	39%	43%	46%	49%	38%	37%	41%	36%	47%	32%	34%	43%
Encouraging adults to take more responsibility for reporting suspected abuse	59%	62%	54%	56%	53%	54%	33%	54%	66%	61%	53%	65%	59%	54%	58%	66%	52%	59%	61%
Encouraging children to speak out if they are being abused	74%	77%	71%	70%	63%	69%	37%	60%	74%	77%	77%	77%	69%	72%	71%	77%	80%	77%	83%
Preventing sexually abusive behaviour from developing in young adults	47%	49%	44%	44%	33%	43%	39%	49%	52%	49%	46%	46%	50%	41%	46%	43%	59%	50%	45%
Promoting ways people can get help when they're worried about a child	63%	64%	65%	61%	56%	62%	34%	54%	70%	67%	67%	67%	62%	58%	59%	68%	64%	62%	55%
Protecting children from abuse in clubs and organisations	50%	51%	51%	49%	46%	50%	25%	50%	55%	46%	53%	51%	47%	46%	48%	51%	52%	56%	48%
Tougher sentences for child sex offenders	67%	67%	76%	61%	54%	68%	47%	62%	67%	68%	74%	70%	70%	61%	62%	59%	69%	74%	77%
Providing more support for victims of abuse	59%	61%	53%	59%	43%	54%	30%	42%	61%	62%	56%	61%	56%	56%	58%	63%	65%	58%	61%
None of these	1%	1%	1%	1%	1%	1%	8%	1%	1%	0%	1%	2%	2%	1%	2%	-	1%	2%	1%
Don't know	6%	5%	3%	8%	12%	6%	39%	13%	5%	4%	5%	4%	4%	7%	9%	6%	4%	4%	1%

Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which, if any, of the following do you think should have particular responsibility to prevent child abuse in the UK? (Please tick all that apply)

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
Central government (e.g. parliament, government departments, national assemblies, etc.)	49%	51%	49%	48%	62%
Local government (e.g. local councils, children's services departments, health authorities, etc.)	64%	65%	60%	61%	71%
Schools	65%	67%	67%	68%	70%
Local communities and neighbourhoods	49%	50%	52%	51%	53%
Parents	77%	78%	78%	81%	79%
Friends, neighbours and families of abusive parents	70%	70%	72%	72%	70%
Charities	30%	32%	32%	32%	36%
Children and young people	27%	28%	26%	33%	26%
None of these	1%	1%	0%	0%	1%
Not sure	7%	6%	5%	4%	4%

Please continue to think about any recent (i.e. in the past 3 months) media reports you may have heard regarding the abuse of children (including sexual, physical and emotional abuse, as well as neglect).

In light of recent child abuse cases, which, if any, of the following do you think are particularly important things that could be done to tackle abuse? (Please tick all that apply)

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
Setting up a national body to tackle child sexual abuse	33%	34%	27%	37%	36%
Educating children and young people about abuse	61%	62%	68%	66%	63%
Educating parents about abuse	48%	50%	53%	53%	50%
Supporting people with drug, alcohol or mental health problems	33%	35%	35%	38%	36%
Supporting parents with their parenting	40%	41%	43%	45%	43%
Encouraging adults to take more responsibility for reporting suspected abuse	59%	59%	63%	65%	58%
Encouraging children to speak out if they are being abused	74%	75%	76%	74%	76%
Preventing sexually abusive behaviour from developing in young adults	47%	48%	44%	50%	48%
Promoting ways people can get help when they're worried about a child	63%	65%	66%	67%	66%
Protecting children from abuse in clubs and organisations	50%	51%	48%	50%	50%
Tougher sentences for child sex offenders	67%	67%	58%	64%	66%
Providing more support for victims of abuse	59%	59%	58%	61%	61%
None of these	1%	1%	2%	1%	1%
Don't know	6%	5%	5%	6%	5%

Fieldwork: 12th - 14th December 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

If you were worried that a child was being abused, which ONE of the following do you think you would be MOST LIKELY to do?

Unweighted Base	2327	1126	1201	293	354	327	455	898	1346	981	555	368	223	332	542	102	154	51
Base: All UK adults	2327	1119	1208	279	432	335	452	828	1280	1047	556	372	216	289	517	114	198	65
I would contact the Police	39%	47%	31%	33%	34%	40%	38%	43%	36%	42%	36%	42%	43%	29%	42%	40%	40%	37%
I would contact the NSPCC Helpline	15%	10%	19%	10%	11%	11%	15%	20%	16%	13%	15%	13%	12%	18%	13%	19%	16%	21%
I would contact ChildLine	7%	5%	9%	10%	3%	6%	10%	7%	8%	6%	6%	8%	8%	9%	7%	5%	9%	2%
I would contact social services	19%	14%	23%	11%	24%	21%	20%	17%	21%	16%	22%	18%	16%	18%	18%	23%	12%	26%
I would contact friends and family of the child	5%	6%	4%	8%	7%	4%	2%	5%	5%	5%	4%	6%	6%	6%	3%	3%	3%	3%
I would contact the child's school	3%	2%	3%	4%	4%	3%	2%	2%	3%	3%	3%	3%	1%	5%	3%	3%	0%	-
I would do something else	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	-
Nothing, I wouldn't feel able/ wouldn't know how to intervene	2%	2%	2%	3%	1%	3%	3%	2%	2%	2%	1%	2%	3%	2%	2%	4%	3%	8%
Nothing, for another reason	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	-	0%	1%	1%	-	2%	-
Not sure	9%	10%	7%	16%	11%	9%	8%	5%	7%	11%	10%	6%	8%	10%	8%	3%	13%	4%

Fieldwork: 12th - 14th December 2012

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

If you were worried that a child was being abused, which ONE of the following do you think you would be MOST LIKELY to do?

Unweighted Base	2327	1184	226	1410	132	559	64	162	1212	257	211	73	574
Base: All UK adults	2327	1193	232	1425	124	536	68	174	1183	273	228	58	584
I would contact the Police	39%	39%	38%	39%	37%	40%	31%	39%	41%	41%	36%	24%	35%
I would contact the NSPCC Helpline	15%	13%	18%	14%	6%	20%	15%	14%	15%	16%	17%	30%	13%
I would contact ChildLine	7%	7%	6%	7%	13%	6%	8%	4%	7%	6%	6%	4%	8%
I would contact social services	19%	19%	17%	19%	15%	18%	20%	24%	20%	18%	22%	17%	16%
I would contact friends and family of the child	5%	5%	6%	5%	8%	4%	4%	3%	5%	3%	6%	2%	6%
I would contact the child's school	3%	3%	1%	3%	4%	3%	-	4%	3%	0%	3%	1%	3%
I would do something else	2%	2%	2%	2%	2%	1%	-	2%	1%	4%	3%	5%	2%
Nothing, I wouldn't feel able/ wouldn't know how to intervene	2%	3%	1%	2%	4%	2%	-	0%	2%	0%	1%	7%	3%
Nothing, for another reason	1%	0%	1%	0%	0%	0%	1%	3%	0%	0%	-	1%	1%
Not sure	9%	9%	10%	9%	10%	6%	21%	8%	7%	11%	5%	9%	12%

Fieldwork: 12th - 14th December 2012

Total	Children in Household						Government Region											
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

If you were worried that a child was being abused, which ONE of the following do you think you would be MOST LIKELY to do?

Unweighted Base	2327	1741	272	204	74	550	36	92	261	202	177	191	223	332	337	205	102	154	51
Base: All UK adults	2327	1657	335	217	88	640	30	88	272	196	168	205	216	289	325	191	114	198	65
I would contact the Police	39%	41%	38%	33%	19%	34%	27%	41%	38%	32%	38%	46%	43%	29%	41%	43%	40%	40%	37%
I would contact the NSPCC Helpline	15%	15%	18%	9%	10%	14%	6%	13%	13%	20%	11%	15%	12%	18%	15%	10%	19%	16%	21%
I would contact ChildLine	7%	7%	7%	6%	5%	6%	-	2%	5%	9%	10%	7%	8%	9%	6%	7%	5%	9%	2%
I would contact social services	19%	18%	14%	28%	27%	20%	7%	25%	23%	20%	22%	14%	16%	18%	16%	21%	23%	12%	26%
I would contact friends and family of the child	5%	5%	3%	6%	10%	5%	6%	7%	3%	3%	10%	3%	6%	6%	5%	7%	3%	3%	3%
I would contact the child's school	3%	2%	5%	2%	11%	5%	-	1%	2%	5%	1%	5%	1%	5%	3%	2%	3%	0%	-
I would do something else	2%	1%	1%	2%	3%	2%	11%	2%	2%	1%	0%	2%	2%	2%	2%	3%	1%	2%	-
Nothing, I wouldn't feel able/ wouldn't know how to intervene	2%	2%	2%	2%	2%	2%	-	-	1%	2%	1%	2%	3%	2%	2%	2%	4%	3%	8%
Nothing, for another reason	1%	0%	-	1%	2%	0%	4%	-	1%	-	-	-	0%	1%	1%	1%	-	2%	-
Not sure	9%	7%	12%	10%	12%	11%	39%	10%	11%	9%	6%	7%	8%	10%	10%	5%	3%	13%	4%

Fieldwork: 12th - 14th December 2012

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

If you were worried that a child was being abused, which ONE of the following do you think you would be MOST LIKELY to do?

Unweighted Base	2327	1452	319	173	567
Base: All UK adults	2327	1497	285	179	572
I would contact the Police	39%	36%	46%	40%	41%
I would contact the NSPCC Helpline	15%	14%	14%	10%	12%
I would contact ChildLine	7%	7%	7%	2%	6%
I would contact social services	19%	21%	13%	24%	20%
I would contact friends and family of the child	5%	6%	6%	8%	4%
I would contact the child's school	3%	3%	2%	4%	4%
I would do something else	2%	2%	1%	0%	2%
Nothing, I wouldn't feel able/ wouldn't know how to intervene	2%	2%	2%	1%	2%
Nothing, for another reason	1%	0%	1%	0%	0%
Not sure	9%	9%	7%	10%	9%