

YouGov/4Children Survey Results

Sample Size: 2028

Fieldwork: 25th - 27th May 2011

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

Do you think that in present circumstances, today's families go on more, less or about the same amount of days out together than families did 20 years ago?

Unweighted Base	2028	944	1084	210	273	305	350	890	1193	835	485	286	161	257	495	109	235
Base: All GB adults	2028	973	1055	243	348	353	374	710	1115	913	499	333	195	260	464	101	176
More days out together	12%	12%	11%	6%	10%	14%	11%	14%	13%	10%	11%	14%	13%	10%	12%	11%	12%
About the same amount of days out together	16%	17%	15%	15%	15%	19%	14%	17%	18%	14%	19%	11%	17%	16%	15%	22%	16%
Less days out together	62%	60%	64%	64%	65%	58%	68%	60%	59%	66%	62%	64%	61%	62%	63%	57%	63%
Don't know	10%	10%	9%	15%	11%	10%	7%	9%	10%	9%	8%	10%	10%	12%	10%	10%	9%