

YouGov Survey Results

Sample Size: 2149
Fieldwork: 12th - 15th August 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

1. Do you have any children in any of the following age bands? (Please tick all that apply)

	Unweighted Base	2149	977	1172	236	278	357	411	867	1240	909	527	328	199	285	517	103	190
Base: All GB adults		2149	1032	1117	258	355	384	400	752	1182	967	529	352	206	275	492	107	187
0 to 4		11%	11%	12%	7%	30%	27%	2%	0%	11%	11%	12%	10%	12%	12%	9%	17%	8%
5 to 8		9%	9%	9%	2%	13%	30%	6%	0%	9%	9%	10%	8%	8%	8%	7%	12%	11%
9 to 11		8%	7%	8%	1%	9%	22%	10%	0%	7%	8%	8%	7%	5%	5%	8%	14%	7%
12 to 14		7%	7%	7%	-	5%	17%	16%	1%	8%	7%	8%	5%	5%	5%	9%	7%	9%
15 to 16		5%	5%	4%	-	1%	10%	11%	2%	4%	5%	5%	5%	2%	3%	6%	4%	7%
17 or older (grown-up children)		41%	36%	45%	-	1%	12%	55%	80%	41%	40%	41%	45%	41%	34%	40%	41%	40%
No - I do not have any children		39%	44%	34%	92%	62%	33%	28%	18%	38%	40%	37%	36%	40%	47%	40%	33%	37%

2. For the following questions please think about your child(ren) aged 5 to 16

Which ONE of the following do you feel you have to sacrifice the MOST due to looking after your child(ren) during the school summer holidays?

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16		433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43
Time with my partner		9%	12%	6%	-	12%	9%	7%	10%	6%	12%	8%	11%	8%	7%	7%	7%	15%
Work		10%	8%	12%	-	8%	11%	13%	3%	11%	10%	10%	6%	10%	7%	10%	18%	15%
Time with friends		4%	6%	3%	17%	4%	5%	3%	3%	3%	6%	5%	7%	6%	5%	4%	-	-
Reading		1%	1%	0%	-	-	1%	1%	-	1%	-	-	2%	-	-	-	2%	2%
Gardening		1%	1%	1%	-	-	1%	2%	3%	0%	2%	-	1%	4%	3%	-	-	2%
Watching TV		2%	0%	3%	16%	-	3%	1%	-	1%	3%	1%	1%	4%	-	-	14%	-
Exercising		3%	1%	4%	-	2%	3%	3%	-	3%	2%	2%	-	9%	10%	2%	-	2%
Sex		3%	4%	2%	-	4%	2%	4%	-	3%	3%	2%	3%	5%	7%	3%	1%	7%
Relaxation time alone		26%	24%	27%	67%	40%	25%	20%	13%	27%	24%	31%	32%	22%	18%	25%	12%	23%
Other		2%	2%	2%	-	7%	2%	2%	-	3%	2%	3%	-	-	2%	6%	-	-
Don't know		1%	2%	1%	-	1%	1%	2%	3%	1%	2%	2%	2%	2%	2%	1%	-	2%
Not applicable - I don't have to sacrifice anything due to looking after my child(ren) in the school summer holidays		33%	33%	34%	-	18%	35%	37%	55%	33%	34%	32%	34%	19%	36%	39%	28%	36%
Not applicable - I don't look after my child(ren) in the school summer holidays		4%	6%	3%	-	4%	4%	5%	10%	8%	1%	5%	-	11%	2%	4%	12%	4%

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

3. In general, when do you think you were happiest with your career? (If you've never had a career or have given up work, please tick the relevant "Not applicable")

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16		433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43
Before having children		18%	13%	22%	17%	19%	14%	25%	7%	23%	11%	18%	13%	19%	26%	15%	13%	23%
After having children		14%	13%	15%	31%	16%	13%	13%	16%	15%	12%	15%	10%	17%	16%	13%	13%	15%
No difference - the same level of happiness before and after having children		49%	67%	33%	51%	37%	52%	49%	67%	50%	48%	44%	56%	42%	54%	54%	55%	43%
Don't know		7%	5%	8%	-	8%	7%	6%	-	4%	9%	7%	8%	2%	-	4%	9%	17%
Not applicable - I've never worked		2%	1%	2%	-	8%	1%	-	-	0%	3%	3%	-	5%	-	-	-	3%
Not applicable - I gave up work for good after I had children/ have not returned to work since having children		11%	1%	20%	-	13%	13%	7%	10%	6%	16%	13%	13%	15%	3%	14%	10%	-

4. Thinking about managing your working life with your child care arrangement(s) in the school summer holidays...

Do you think that the school summer holidays are too long, too short or about the right length? (If you don't work please tick "not applicable")

	Unweighted Base	353	171	182	5	40	164	120	24	214	139	96	51	27	41	79	21	38
Base: All GB parents with children aged 5-16 who work		380	202	178	6	58	180	117	20	216	163	104	57	28	41	83	25	42
The school summer holidays are too long		40%	36%	45%	52%	51%	38%	35%	56%	39%	42%	49%	40%	42%	22%	24%	51%	60%
The school summer holidays are about the right length of time		44%	49%	39%	32%	41%	46%	46%	31%	46%	41%	43%	40%	44%	60%	53%	32%	29%
The school summer holidays are too short		8%	9%	6%	16%	5%	9%	7%	6%	7%	8%	6%	11%	-	9%	15%	-	3%
Don't know		2%	3%	1%	-	-	3%	4%	-	3%	2%	-	8%	-	3%	3%	2%	2%
Not applicable - I don't currently work		6%	3%	8%	-	3%	4%	9%	7%	4%	7%	2%	2%	14%	6%	6%	15%	6%

Total	Gender		Age					Social Grade		Region						
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5. Generally, which ONE of the following BEST describes your strongest feeling for your child(ren) when they go back to school after the summer holidays?

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16	433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43	
Happiness	15%	20%	10%	50%	8%	16%	14%	17%	9%	22%	10%	13%	13%	21%	14%	16%	30%	
Sadness	13%	9%	17%	-	17%	12%	14%	11%	15%	11%	12%	16%	13%	15%	17%	5%	8%	
Relief	21%	15%	26%	34%	21%	19%	24%	9%	21%	21%	27%	17%	28%	8%	14%	36%	21%	
Excitement	17%	21%	14%	-	17%	20%	13%	26%	19%	15%	16%	16%	21%	16%	19%	12%	22%	
Nervousness	14%	14%	14%	16%	12%	15%	12%	16%	16%	12%	15%	17%	11%	13%	13%	15%	11%	
Depression	1%	1%	1%	-	2%	1%	2%	-	1%	1%	2%	1%	-	-	2%	-	-	
Other	6%	7%	5%	-	6%	6%	7%	5%	8%	4%	7%	8%	2%	10%	5%	-	6%	
Don't know	13%	12%	13%	-	18%	11%	13%	16%	11%	14%	12%	12%	12%	17%	16%	16%	2%	

6. To what extent, if at all, are you looking forward to your child(ren) going back to school after the summer holidays?

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16	433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43	
Looking forward to it a lot	22%	22%	22%	67%	37%	22%	14%	19%	19%	26%	31%	20%	11%	23%	15%	25%	23%	
Looking forward to it a little	53%	54%	52%	17%	35%	57%	59%	56%	59%	47%	42%	53%	65%	57%	60%	36%	71%	
Not looking forward to it at all	15%	12%	18%	16%	14%	16%	15%	16%	15%	15%	21%	20%	13%	12%	12%	20%	2%	
Don't know	9%	12%	7%	-	13%	6%	13%	9%	7%	11%	6%	7%	10%	8%	14%	20%	4%	

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7. To what extent do you agree or disagree with the following statement?

I plan to use the start of term (after the summer holidays) as an opportunity to make changes to my lifestyle

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16		433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43
Strongly agree	10%	7%	12%	35%	19%	11%	3%	3%	9%	11%	10%	11%	-	12%	9%	18%	8%	
Agree	26%	22%	30%	65%	35%	24%	24%	10%	29%	22%	27%	24%	24%	34%	25%	28%	18%	
Disagree	39%	44%	34%	-	27%	40%	40%	71%	38%	40%	34%	38%	48%	45%	38%	28%	47%	
Strongly disagree	10%	10%	10%	-	11%	8%	15%	7%	13%	7%	11%	10%	21%	2%	12%	10%	6%	
Don't know	15%	18%	14%	-	9%	18%	17%	9%	11%	20%	17%	17%	7%	8%	16%	16%	21%	

8. Which ONE, if any, of the following are you most looking forward to doing more of when your child(ren) go back to school after the summer holidays?

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16		433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43
More exercise	13%	12%	15%	-	18%	15%	9%	7%	13%	13%	8%	4%	30%	24%	10%	31%	15%	
More cooking	0%	0%	1%	-	-	-	1%	3%	1%	0%	1%	-	-	-	1%	-	-	
More cleaning	6%	2%	10%	-	11%	7%	2%	3%	3%	9%	11%	6%	7%	2%	2%	7%	6%	
More shopping	2%	2%	2%	-	4%	2%	1%	-	3%	1%	4%	3%	-	-	1%	-	-	
More working	9%	6%	11%	33%	10%	9%	7%	3%	7%	11%	6%	6%	11%	8%	15%	6%	7%	
More reading	3%	3%	3%	-	3%	2%	3%	3%	3%	2%	5%	1%	4%	-	-	7%	2%	
Spending more time with friends	4%	3%	4%	-	1%	3%	7%	-	4%	3%	2%	3%	-	5%	9%	-	-	
Spending more time with my partner	9%	14%	4%	67%	8%	9%	7%	9%	8%	10%	9%	9%	6%	11%	12%	-	8%	
More sewing	0%	-	0%	-	-	-	1%	-	0%	-	-	-	-	-	-	-	-	2%
More gardening	3%	2%	4%	-	-	5%	2%	-	2%	5%	2%	-	4%	3%	4%	10%	4%	
Watching more TV	2%	2%	2%	-	2%	2%	1%	-	1%	2%	3%	-	-	-	-	2%	6%	
More sex	4%	7%	2%	-	2%	5%	5%	3%	4%	5%	1%	11%	11%	2%	5%	2%	2%	
Other	7%	6%	7%	-	14%	6%	5%	7%	6%	7%	8%	8%	2%	7%	10%	-	4%	
Don't know	10%	10%	10%	-	9%	11%	9%	6%	12%	8%	9%	7%	4%	17%	8%	20%	10%	
Not applicable - I'm not looking forward to doing more of anything when my child(ren) go back to school	29%	32%	26%	-	18%	23%	40%	56%	34%	23%	31%	41%	21%	23%	24%	14%	35%	

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

9. Thinking about time you take off from work in the school summer holidays to take care of your child(ren)...

Do you generally feel more or less pressured to return to work after the school summer holidays due to the current economic climate? (If you have never taken time off work in the summer holidays to look after your child(ren), please tick the relevant "not applicable")

	Unweighted Base	353	171	182	5	40	164	120	24	214	139	96	51	27	41	79	21	38
Base: All GB parents with children aged 5-16 who work		380	202	178	6	58	180	117	20	216	163	104	57	28	41	83	25	42
Much more pressured	12%	11%	14%	16%	20%	12%	8%	15%	12%	13%	21%	11%	6%	9%	7%	11%	11%	
Slightly more pressure	14%	15%	13%	17%	12%	13%	15%	22%	12%	16%	10%	13%	19%	9%	18%	22%	17%	
Neither more nor less pressured	31%	37%	24%	31%	31%	34%	28%	19%	37%	23%	26%	28%	34%	37%	37%	11%	39%	
Slightly less pressured	0%	-	1%	-	-	1%	-	-	1%	0%	1%	-	-	-	-	2%	2%	
Much less pressured	0%	-	1%	-	-	0%	1%	-	1%	-	-	1%	-	2%	-	-	-	
Don't know	5%	4%	6%	-	7%	4%	5%	8%	5%	5%	3%	4%	12%	-	5%	9%	8%	
Not applicable - I've never taken time off work to look after my child(ren) in the summer holidays	37%	32%	42%	35%	29%	35%	44%	36%	33%	43%	40%	42%	29%	43%	33%	45%	23%	
Not applicable - I've never worked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

10. In terms of balancing career and family, which, if any, of the following do you think are inspirational mums? (Please tick all that apply)

	Unweighted Base	402	175	227	5	52	188	130	27	230	172	114	59	33	43	91	23	39
Base: All GB parents with children aged 5-16		433	206	227	6	73	207	125	22	232	201	123	65	35	42	96	28	43
Samantha Cameron	9%	6%	11%	-	4%	10%	10%	-	8%	9%	3%	12%	7%	12%	9%	13%	14%	
Sarah Brown	6%	4%	8%	-	6%	6%	7%	-	7%	5%	8%	11%	4%	-	4%	11%	2%	
Denise van Outen	4%	3%	5%	-	1%	6%	4%	-	3%	6%	1%	9%	2%	5%	6%	13%	-	
Victoria Beckham	6%	4%	8%	-	5%	7%	6%	-	5%	6%	5%	15%	-	6%	7%	-	-	
Kym Marsh	2%	1%	3%	16%	-	2%	2%	-	0%	3%	1%	3%	3%	-	3%	2%	-	
Angelina Jolie	10%	11%	8%	17%	13%	10%	9%	3%	8%	12%	7%	11%	6%	6%	16%	5%	11%	
Charlotte Church	3%	1%	4%	-	3%	3%	3%	-	1%	5%	-	12%	5%	-	2%	-	-	
Katie Price	2%	2%	2%	-	1%	2%	2%	3%	2%	2%	-	1%	-	-	6%	7%	2%	
Dannii Minogue	6%	5%	7%	17%	4%	7%	4%	4%	3%	9%	2%	14%	2%	2%	7%	16%	2%	
Myleene Klass	9%	8%	10%	-	8%	10%	10%	2%	6%	12%	6%	14%	8%	10%	12%	14%	3%	
Jo Whaley	5%	3%	7%	-	4%	8%	3%	-	5%	5%	3%	5%	2%	3%	8%	19%	-	
Gwyneth Paltrow	2%	2%	2%	-	-	3%	2%	-	1%	4%	-	4%	-	3%	3%	6%	3%	
Sophie Ellis Bextor	4%	5%	3%	17%	3%	3%	5%	-	3%	5%	-	4%	-	10%	5%	11%	3%	
Catherine Zeta Jones	3%	2%	4%	17%	-	3%	5%	-	2%	4%	2%	6%	-	3%	7%	-	-	
Holly Willoughby	10%	7%	12%	16%	10%	12%	7%	-	7%	13%	8%	12%	9%	10%	14%	4%	3%	
Tess Daley	6%	4%	7%	-	4%	7%	7%	-	3%	9%	5%	10%	2%	7%	7%	6%	4%	
Fern Britton	8%	4%	11%	-	4%	8%	9%	7%	7%	9%	5%	11%	10%	9%	4%	18%	8%	
Kate Moss	1%	2%	-	-	-	1%	1%	-	1%	1%	-	-	-	-	4%	-	-	
Elizabeth Hurley	1%	2%	0%	17%	-	1%	1%	-	1%	1%	-	2%	-	-	4%	-	-	
Jamelia	2%	2%	1%	16%	1%	2%	1%	-	2%	1%	1%	3%	-	-	5%	-	-	

	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
Natasha Kaplinsky	2%	3%	1%	-	2%	1%	3%	2%	1%	3%	2%	-	-	2%	5%	5%	1%
Sadie Frost	1%	1%	0%	-	-	0%	1%	-	-	1%	-	-	-	-	2%	-	-
Geri Halliwell	3%	2%	3%	-	1%	4%	2%	3%	1%	4%	-	6%	-	2%	5%	6%	-
Mel B	1%	2%	1%	-	1%	1%	3%	-	0%	3%	-	4%	2%	-	3%	-	-
Emma Bunton	5%	4%	6%	-	2%	7%	6%	-	4%	7%	2%	10%	-	10%	7%	6%	3%
Claudia Winkleman	2%	1%	3%	-	3%	2%	2%	-	2%	2%	3%	-	-	-	5%	2%	-
Lauren Laverne	1%	2%	0%	-	-	1%	1%	-	1%	1%	-	-	2%	-	4%	-	-
Caitlin Moran	1%	1%	1%	-	2%	0%	2%	-	1%	1%	-	-	-	2%	4%	-	-
Amanda Holden	6%	5%	7%	16%	4%	7%	6%	-	4%	8%	2%	10%	3%	-	10%	22%	4%
None of these	37%	30%	43%	-	43%	34%	37%	52%	38%	35%	41%	28%	34%	37%	48%	23%	24%
Don't know	30%	43%	18%	50%	23%	33%	28%	26%	29%	31%	35%	32%	26%	35%	16%	27%	42%