

YouGov / 4Children Survey Results

Sample Size: 2099 GB Adults

Fieldwork: 8th - 9th September 2014

2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Female Age breakdown				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Fe-male	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Female 18-24	Female 25-39	Female 40-59	Female 60+	
Weighted Sample	2099	X	X	X	X	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	124	267	363	327
Unweighted Sample	2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	117	261	423	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which four or five, if any, of the following issues, do you think should be at the centre of political parties manifestos for the general election? (Please tick up to five options)

The economy	67	76	67	80	58	69	69	73	71	63	61	65	69	68	72	60	66	67	64	68	69	46	56	65	79
Immigration	62	80	52	37	93	81	57	52	60	65	47	51	64	77	58	68	56	67	67	62	44	54	63	66	62
Healthcare	61	60	68	61	54	58	67	67	58	63	49	57	61	67	64	56	57	62	56	62	68	24	28	41	28
Education	41	38	47	54	27	37	46	46	38	44	49	42	42	35	45	36	40	42	33	43	50	18	16	27	43
Crime	33	37	32	28	47	39	31	28	33	32	22	31	37	34	29	38	32	29	36	37	23	28	27	22	21
Europe	33	49	19	29	64	50	21	29	39	28	28	23	33	45	35	31	30	36	33	35	23	24	22	22	21
Housing	30	23	38	40	20	22	36	37	31	30	26	35	30	28	32	28	46	32	22	27	32	47	48	45	38
Tax	28	32	32	27	28	32	31	27	34	24	30	30	29	26	30	26	32	28	32	24	31	51	59	65	68
The environment	22	13	24	37	10	12	22	34	23	22	29	23	22	20	25	19	21	24	22	21	21	23	38	29	28
Help and support for children and families	21	12	27	24	12	12	27	26	18	24	22	27	22	14	20	22	19	18	20	22	34	10	7	16	17
Bedroom tax	13	4	19	10	10	6	18	15	14	13	9	9	15	17	11	16	14	9	13	15	25	4	5	6	10
Cancer care	11	9	11	9	15	11	11	8	10	11	11	8	10	14	9	13	11	10	11	12	10	14	7	10	14
Afghanistan	5	7	4	6	8	6	5	5	4	7	4	4	5	8	5	6	4	6	8	3	5	2	2	1	1
Badger culling	3	2	5	3	2	4	4	3	2	4	1	2	4	4	3	4	1	5	3	3	1	3	3	5	6
Cigarette Packaging	1	1	1	2	1	0	1	1	1	1	1	2	1	0	1	1	1	0	1	2	2	26	34	24	16
None of these	1	0	0	0	1	1	0	1	1	1	0	2	1	0	1	1	0	0	1	2	1	0	2	0	1
Don't know	4	1	1	0	1	2	3	1	2	5	11	6	2	1	3	5	4	4	5	3	2	14	7	3	2

Generally speaking, do you think that political parties should do more, less or are doing enough for children and families in Great Britain?

They should do more	49	29	64	41	43	31	64	50	46	52	55	52	51	41	46	53	50	44	49	49	63	62	56	52	43
They are currently doing enough	32	54	23	41	34	49	23	33	34	30	17	25	32	44	35	28	29	35	32	32	23	11	21	31	43
They should do less	6	9	3	10	11	9	3	6	9	4	5	5	6	8	7	5	6	7	6	6	5	3	3	5	6
Don't know	13	8	10	8	12	10	11	11	12	14	23	19	10	7	13	14	15	13	13	13	9	25	20	12	8

Sample Size: 2099 GB Adults
Fieldwork: 8th - 9th September 2014

Weighted Sample
Unweighted Sample

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Female Age breakdown			
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Female 18-24	Female 25-39	Female 40-59	Female 60+
2099	X	X	X	X	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	124	267	363	327
2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	117	261	423	301
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about children and families, in which one of the following policy areas would you most like to see greater commitment from political parties?

More support for families who are struggling with daily life	28	19	36	28	21	19	36	29	26	31	39	26	28	26	26	32	31	26	26	30	36	5	9	5	5
Better joined-up local services	23	35	17	26	28	34	15	30	23	23	8	13	27	35	27	19	17	28	21	25	16	23	27	18	16
More affordable and high-quality childcare	20	21	24	22	18	18	23	17	19	20	21	30	16	15	21	18	25	20	19	16	24	9	10	11	7
More places for young people to go with friends	9	10	8	9	12	12	8	8	9	9	6	9	11	9	8	10	7	9	10	11	6	43	29	28	29
Increased investment for children from birth to starting school	7	6	9	7	5	5	9	7	8	6	5	10	8	4	7	6	8	5	10	6	9	5	11	30	33
Don't know	12	9	7	9	16	12	9	8	14	10	20	13	10	11	11	14	11	12	15	12	9	15	13	7	9

Thinking about children and young people today, would you say that overall their future will be better or worse than your own, or do you think it will stay about the same?

A lot better	4	6	4	8	4	6	4	3	6	3	4	3	5	5	4	4	5	4	3	4	6	1	2	5	3
A little better	14	19	15	23	11	17	14	12	16	12	13	15	13	14	13	14	15	15	11	14	18	12	13	11	10
TOTAL BETTER	18	25	19	31	15	23	18	15	22	15	17	18	18	19	17	18	20	19	14	18	24	13	15	16	13
Will stay about the same	22	27	22	23	15	23	19	24	24	20	24	28	20	18	26	17	20	23	20	25	18	21	24	17	19
A little worse	30	29	28	30	30	28	29	35	27	32	29	27	31	32	30	30	28	30	31	29	30	32	29	33	34
A lot worse	19	11	22	10	34	17	23	19	18	20	7	13	22	25	17	21	18	18	21	18	17	9	13	23	26
TOTAL WORSE	49	40	50	40	64	45	52	54	45	52	36	40	53	57	47	51	46	48	52	47	47	41	42	56	60
Don't know	11	7	10	6	7	9	11	7	9	13	24	15	8	6	9	13	14	9	14	10	11	25	19	10	7

Generally speaking, do you think family life is easier or harder today than it was 30 years ago, or do you think it has stayed about the same?

A lot easier	11	16	8	17	12	15	8	9	12	10	7	6	12	16	11	10	10	11	10	12	12	5	6	12	12
A little easier	18	20	20	23	20	20	19	20	20	17	22	17	18	18	18	19	17	19	19	17	21	23	17	15	17
TOTAL EASIER	29	36	28	40	32	35	27	29	32	27	29	23	30	34	29	29	27	30	29	29	33	28	23	27	29
Has stayed about the same	15	20	15	17	9	16	15	13	16	13	10	21	15	12	17	12	16	13	14	18	13	10	18	13	12
A little harder	28	26	31	28	30	27	31	31	26	30	25	24	30	31	29	27	28	30	26	27	28	24	25	33	34
A lot harder	18	12	19	10	25	15	20	19	17	19	11	17	19	20	17	20	18	18	20	16	18	11	16	21	21
TOTAL HARDER	46	38	50	38	55	42	51	50	43	49	36	41	49	51	46	47	46	48	46	43	46	35	41	54	55
Don't know	10	5	8	5	5	7	7	7	8	11	25	15	6	3	8	12	11	8	10	10	8	27	18	6	4

Sample Size: 2099 GB Adults
Fieldwork: 8th - 9th September 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Female Age breakdown			
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Female 18-24	Female 25-39	Female 40-59	Female 60+
Weighted Sample	2099	X	X	X	X	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	124	267	363	327
Unweighted Sample	2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	117	261	423	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last 10 years, would you say overall that the quality of your family life has got better or worse, or do you think there has been no difference?

A lot better	7	13	4	11	3	9	5	7	7	7	5	5	7	8	8	6	6	7	5	7	10	6	5	7	8
A little better	23	30	22	27	23	27	24	24	26	21	21	23	21	28	27	19	20	26	20	25	25	23	21	20	23
TOTAL BETTER	30	43	26	38	26	36	29	31	33	28	26	28	28	36	35	25	26	33	25	32	35	29	26	27	31
Will be no difference	26	31	26	27	22	29	25	27	26	26	23	28	25	27	27	25	25	27	26	28	20	18	26	24	32
A little worse	25	18	29	21	30	21	29	26	24	26	22	23	30	24	22	29	26	24	29	23	25	23	23	31	24
A lot worse	10	5	13	5	16	8	13	10	10	11	9	8	13	11	9	12	11	11	10	11	11	11	9	13	10
TOTAL WORSE	35	23	42	26	46	29	42	36	34	37	31	31	43	35	31	41	37	35	39	34	36	34	32	44	34
Don't know	8	4	5	8	5	6	5	6	7	8	20	13	4	3	7	10	11	6	10	6	9	20	15	5	3

Thinking about young people, would you say being a teenager today is more or less challenging than it was for previous generations, or do you think there is no difference?

A lot more challenging	26	19	29	18	31	21	30	26	22	29	21	22	25	32	24	28	26	24	25	28	32	21	26	30	34
A little more challenging	40	44	42	41	36	42	40	41	38	42	39	39	43	38	42	37	40	42	45	36	32	42	42	44	39
TOTAL MORE CHALLENGING	66	63	71	59	67	63	70	67	60	71	60	61	68	70	66	65	66	66	70	64	64	63	68	74	73
No difference	18	21	16	31	14	19	16	20	19	16	17	19	16	18	18	17	16	18	14	19	19	19	17	13	16
A little less challenging	7	8	7	5	8	8	6	6	9	5	5	8	9	5	8	6	6	7	6	8	8	4	5	6	5
A lot less challenging	4	5	2	3	9	4	3	3	5	2	2	2	4	5	3	4	2	4	3	4	4	0	1	4	3
TOTAL LESS CHALLENGING	11	13	9	8	17	12	9	9	14	7	7	10	13	10	11	10	8	11	9	12	12	4	6	10	8
Don't know	6	4	4	2	2	5	4	4	6	6	16	9	3	3	5	8	9	5	7	6	4	14	10	3	3

Sample Size: 2099 GB Adults
Fieldwork: 8th - 9th September 2014

Weighted Sample
Unweighted Sample

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Female Age breakdown			
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Female 18-24	Female 25-39	Female 40-59	Female 60+	
2099	X	X	X	X	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	124	267	363	327	
e 2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	117	261	423	301	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Which, if any, of the following words describe how you currently feel about your own life? (Please tick all that apply)

Happy	40	52	36	45	34	46	39	41	37	42	31	39	35	50	44	33	36	43	38	39	38	30	42	37	51
Optimistic	32	42	29	43	26	37	29	32	33	32	39	35	27	33	36	27	35	34	30	30	34	37	36	26	32
Just about coping	27	18	33	24	31	22	29	30	27	26	27	29	30	20	22	32	26	25	30	28	24	27	28	29	22
Adequate	26	30	25	30	32	29	27	28	25	28	20	25	26	30	28	24	28	30	24	26	19	26	26	28	29
Tolerable	19	17	20	25	20	17	20	23	19	19	16	16	20	22	17	21	21	22	18	16	16	13	17	20	23
Struggling	18	7	23	13	22	13	22	16	17	19	20	17	22	13	14	23	22	15	19	17	22	18	19	23	13
Successful	15	22	12	17	15	19	13	14	17	13	13	17	11	17	20	8	14	15	15	14	16	12	16	10	14
Thriving	11	14	9	17	9	14	9	10	11	10	11	7	9	15	13	8	11	11	10	10	12	7	7	10	14
Flourishing	10	13	10	15	6	11	10	9	10	9	14	8	8	12	12	7	11	8	9	10	14	14	8	7	10
Unhappy	10	6	11	6	12	8	12	9	10	10	12	12	11	7	9	12	15	9	11	9	10	10	13	10	9
Pessimistic	10	6	13	10	13	9	10	12	12	9	14	9	10	10	9	12	11	11	11	8	11	11	9	8	9
Deteriorating	10	5	12	12	12	9	12	10	12	9	10	8	12	11	8	13	11	9	11	12	10	9	7	9	10
Unsuccessful	8	4	10	4	8	6	9	7	10	6	14	10	9	3	6	11	11	7	7	8	8	13	8	7	1
Hopeless	5	2	6	2	6	3	6	5	5	6	11	6	6	2	5	6	4	5	5	6	6	8	7	6	3
None of these	2	1	2	0	2	2	2	1	2	2	0	3	2	2	2	3	1	2	2	4	1	1	3	3	1
Don't know	3	3	2	1	0	3	3	1	3	3	10	5	2	0	3	4	5	2	5	3	3	10	6	2	1

If a member of your family (e.g. partner, child, sibling, parent etc.) had any of the following issues, do you know which services you could access for help or who to contact?

Debt problems

Yes, I would definitely know	28	29	31	27	29	28	34	30	29	27	11	21	33	35	28	28	23	27	29	30	34	9	24	31	34
Yes, I think I would know	48	54	44	54	49	52	42	53	47	48	43	48	48	49	50	45	46	52	44	47	46	47	43	51	49
TOTAL YES	76	83	75	81	78	80	76	83	76	75	54	69	81	84	78	73	69	79	73	77	80	56	67	82	83
No, I think I wouldn't know	13	9	15	14	10	11	13	11	13	14	23	17	12	8	15	11	19	12	14	11	14	24	18	13	8
No, I definitely wouldn't know	4	5	4	4	4	4	4	3	4	4	11	5	3	3	3	6	5	3	4	6	3	11	5	3	3
TOTAL NO	17	14	19	18	14	15	17	14	17	18	34	22	15	11	18	17	24	15	18	17	17	35	23	16	11
Don't know	7	4	6	1	9	6	6	3	8	6	12	9	4	6	5	10	6	6	9	7	3	9	10	2	6

Alcohol/drug issues (e.g. addictions)

Yes, I would definitely know	25	25	28	21	23	24	31	24	25	25	19	20	28	29	24	26	27	23	24	26	32	15	22	25	30
Yes, I think I would know	47	52	46	53	52	48	45	51	46	49	46	48	48	47	50	45	47	49	45	47	48	53	45	52	47
TOTAL YES	72	77	74	74	75	72	76	75	71	74	65	68	76	76	74	71	74	72	69	73	80	68	67	77	77
No, I think I wouldn't know	16	14	15	20	15	16	14	18	15	16	19	17	14	15	16	15	16	16	16	15	14	23	17	15	14
No, I definitely wouldn't know	5	6	5	3	4	5	4	4	6	4	5	7	5	3	4	6	4	6	5	6	3	0	7	6	3
TOTAL NO	21	20	20	23	19	21	18	22	21	20	24	24	19	18	20	21	20	22	21	21	17	23	24	21	17
Don't know	7	4	6	2	7	6	6	3	7	6	11	9	5	6	5	9	7	6	9	7	3	9	10	3	6

Sample Size: 2099 GB Adults
Fieldwork: 8th - 9th September 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Female Age breakdown			
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Female 18-24	Female 25-39	Female 40-59	Female 60+
Weighted Sample	2099	X	X	X	X	631	500	440	1018	1081	250	531	718	600	1196	903	269	682	449	516	183	124	267	363	327
Unweighted Sample	2099	468	632	133	249	591	537	447	997	1102	212	497	835	555	1345	754	328	596	386	494	295	117	261	423	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mental health issues																									
Yes, I would definitely know	29	26	30	30	28	26	34	30	26	31	23	23	32	32	27	30	31	24	27	32	34	20	27	33	36
Yes, I think I would know	46	50	46	51	45	47	45	51	45	47	38	45	46	50	48	43	42	50	42	45	48	50	42	47	50
TOTAL YES	75	76	76	81	73	73	79	81	71	78	61	68	78	82	75	73	73	74	69	77	82	70	69	80	86
No, I think I wouldn't know	15	15	14	14	16	16	13	13	16	13	20	19	13	10	16	13	15	14	18	13	12	21	18	13	7
No, I definitely wouldn't know	4	4	4	3	4	4	4	3	5	4	6	5	4	3	3	5	3	5	5	4	3	0	6	4	3
TOTAL NO	19	19	18	17	20	20	17	16	21	17	26	24	17	13	19	18	18	19	23	17	15	21	24	17	10
Don't know	6	5	5	1	6	6	5	3	8	5	13	8	5	5	5	8	8	7	8	5	4	10	8	3	4
A child's behavioural issues																									
Yes, I would definitely know	18	19	20	14	18	20	23	16	16	20	9	14	21	22	16	21	21	16	16	20	22	7	17	21	27
Yes, I think I would know	37	39	34	35	40	38	35	41	34	41	32	34	38	42	38	36	36	39	36	35	42	42	33	41	47
TOTAL YES	55	58	54	49	58	58	58	57	50	61	41	48	59	64	54	57	57	55	52	55	64	49	50	62	74
No, I think I wouldn't know	26	24	30	37	23	24	27	28	28	24	33	30	26	20	28	24	27	25	30	26	21	36	30	25	14
No, I definitely wouldn't know	8	8	7	6	10	8	6	7	10	6	10	10	6	6	9	7	8	8	6	7	8	6	8	6	3
TOTAL NO	34	32	37	43	33	32	33	35	38	30	43	40	32	26	37	31	35	33	36	33	29	42	38	31	17
Don't know	11	11	9	8	10	11	9	8	13	9	16	12	9	10	10	13	9	12	12	12	7	9	12	7	9