

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 1

**Q1. Thinking about the support available to children in your local community specifically, which of the following statements best describes how concerned you are?**

Absolutes/col percents

Base : All respondents

	Gender			Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Northern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No answer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
I am very concerned about children in my local community	274	130	144	47	62	51	52	25	36	61	76	61	76	29	12	37	28	20	18	13	17	44	24	20	10	57	105	82	173	3	12	3	113	160	1
	13%	13%	13%	19%	18%	13%	14%	8%	8%	11%	12%	14%	16%	16%	13%	15%	16%	11%	12%	9%	17%	9%	10%	18%	16%	13%	16%	13%	5%	7%	17%	19%	11%	11%	
I am concerned about children in my local community	451	216	235	57	99	99	76	51	70	124	138	91	99	35	17	44	37	54	38	28	27	66	52	36	18	94	188	103	300	13	32	2	174	276	1
	21%	21%	22%	22%	29%	25%	21%	16%	16%	22%	22%	20%	20%	19%	19%	18%	21%	28%	24%	26%	14%	26%	19%	19%	31%	26%	23%	21%	22%	20%	19%	12%	29%	18%	13%
I am fairly concerned about children in my local community	623	294	329	76	81	113	111	108	134	166	188	133	137	51	33	73	54	52	45	29	50	73	95	54	13	100	238	126	410	23	57	6	194	427	2
	29%	28%	30%	30%	24%	28%	31%	34%	30%	29%	31%	30%	28%	28%	37%	30%	31%	27%	29%	28%	26%	29%	34%	29%	24%	28%	29%	25%	30%	33%	33%	42%	32%	28%	19%
I am not at all concerned about children in local community	576	303	272	43	68	103	99	112	151	179	161	121	115	59	23	69	52	43	39	30	71	49	69	57	15	88	211	133	374	19	50	-	104	471	-
	27%	29%	25%	17%	20%	26%	28%	35%	34%	31%	26%	27%	24%	32%	25%	28%	29%	22%	25%	28%	37%	19%	25%	31%	26%	24%	25%	26%	28%	27%	29%	-	17%	31%	-
Don't know	193	93	100	30	29	36	22	22	54	42	51	40	60	10	5	22	6	23	17	6	25	22	35	19	1	20	85	59	98	10	21	5	18	170	5
	9%	9%	9%	12%	8%	9%	6%	7%	12%	7%	8%	9%	12%	6%	6%	9%	3%	12%	11%	5%	13%	9%	13%	10%	2%	5%	10%	12%	7%	15%	12%	30%	3%	11%	57%

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 2

**Q2. To what extent would you be interested in contributing towards practical items that would directly help children in your local community (e.g. a washing machine for a project for disabled children or play equipment or football kit for young carers)?**

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		Marital Status					Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/Co-habit-ing	Wid-owed	Sepa-rated/Div-orced	No ans-wer	Yes	No	No an-swer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
Very interested	(4) 227	88	139	43	61	42	29	25	28	56	71	45	55	31	10	26	20	11	8	19	17	40	26	12	7	48	91	61	135	7	19	4	105	120	2
	11%	8%	13%	17%	18%	10%	8%	8%	6%	10%	12%	10%	11%	17%	11%	11%	11%	6%	5%	18%	9%	16%	9%	6%	12%	13%	11%	12%	10%	10%	11%	25%	17%	8%	23%
Fairly interested	(3) 955	452	503	134	168	199	151	129	174	271	263	205	216	82	39	109	69	93	75	49	79	122	109	94	35	174	378	225	621	27	72	10	306	647	2
	45%	44%	47%	53%	50%	50%	42%	41%	39%	47%	43%	46%	44%	45%	43%	44%	39%	48%	48%	47%	41%	48%	40%	50%	61%	49%	46%	45%	46%	40%	42%	66%	51%	43%	25%
Not very interested	(2) 626	337	289	58	77	99	118	112	161	168	189	126	142	55	31	76	63	56	50	21	60	61	90	52	10	97	233	135	418	23	50	-	136	486	3
	30%	32%	27%	23%	23%	25%	33%	35%	36%	29%	31%	28%	29%	30%	34%	31%	35%	29%	32%	20%	31%	24%	33%	28%	18%	27%	28%	27%	31%	33%	29%	-	23%	32%	37%
Not at all interested	(1) 308	160	148	18	33	62	61	51	82	76	90	68	74	16	11	35	26	32	23	16	35	30	50	29	6	40	125	83	182	12	31	1	56	251	1
	15%	15%	14%	7%	10%	15%	17%	16%	18%	13%	15%	15%	15%	9%	12%	14%	14%	17%	15%	16%	19%	12%	18%	15%	10%	11%	15%	16%	13%	17%	18%	9%	9%	17%	15%
Mean	2.52	2.45	2.59	2.79	2.76	2.55	2.41	2.40	2.33	2.54	2.51	2.51	2.52	2.70	2.53	2.52	2.47	2.43	2.44	2.67	2.40	2.68	2.41	2.48	2.74	2.64	2.53	2.53	2.52	2.44	2.46	3.07	2.76	2.42	2.56
Standard deviation	0.87	0.85	0.88	0.81	0.86	0.88	0.86	0.85	0.85	0.84	0.88	0.87	0.88	0.85	0.85	0.87	0.87	0.84	0.80	0.95	0.89	0.88	0.89	0.83	0.79	0.85	0.88	0.91	0.85	0.90	0.92	0.80	0.85	0.86	1.06
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.06	0.06	0.09	0.07	0.06	0.05	0.06	0.07	0.05	0.03	0.04	0.02	0.10	0.07	0.23	0.03	0.02	0.35

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 3

**Q3. Thinking about how involved you are in your local community, which of the following statements best describes your level of involvement?**

Absolutes/col percents

Base : All respondents

	Gender			Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Northern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No answer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
I am a very active member of my local community (e.g. local councillor or volunteer in a community group etc)	175	91	84	26	23	20	20	27	60	74	61	12	28	22	5	28	11	12	17	7	17	13	19	19	5	39	63	41	120	5	9	-	41	134	-
	8%	9%	8%	10%	7%	5%	5%	8%	13%	13%	10%	3%	6%	12%	5%	12%	6%	6%	11%	7%	9%	5%	7%	10%	9%	11%	8%	8%	9%	7%	5%	-	7%	9%	-
I am a fairly active member of my community (e.g. get involved in local activities, fundraising or campaigning locally etc)	494	231	263	73	72	80	83	74	112	178	142	84	90	40	15	58	39	38	35	19	50	74	55	52	18	92	186	114	325	18	36	2	170	321	4
	23%	22%	24%	29%	21%	20%	23%	23%	25%	31%	23%	19%	19%	22%	17%	24%	22%	20%	22%	18%	26%	29%	20%	28%	32%	26%	22%	23%	24%	27%	21%	11%	28%	21%	39%
I am not involved at all in my local community	1447	715	732	155	244	301	257	216	273	319	411	349	368	122	71	159	127	142	105	80	124	167	201	116	33	228	578	349	911	45	127	14	392	1049	6
	68%	69%	68%	61%	72%	75%	71%	68%	61%	56%	67%	78%	76%	66%	78%	65%	72%	74%	67%	75%	65%	66%	73%	62%	59%	63%	70%	69%	67%	66%	74%	89%	65%	70%	61%

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 4

## Q4. Which of the following best describes you?

Absolutes/col percents

Base : All respondents concerned about children in local community

	Gender			Age						Social grade				Region										Employment Sector		Marital Status				Children Under 18					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Northern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No an-swer	Yes	No	No an-swer
Unweighted Base	1340	629	711	122	227	268	257	209	257	484	367	178	306	101	67	156	109	116	99	70	89	179	166	107	81	242	478	268	910	42	110	10	477	858	5
Weighted Base	1347	640	707	180	242	263	239	185	240	350	402	284	312	115	63	154	120	127	100	70	94	183	171	109	41	251	531	311	884	40	102	11	480	863	4
I am concerned about children in my local area and I know of ways I can help them	156	81	75	21	36	19	26	22	32	57	45	25	28	23	7	20	7	8	10	11	9	29	10	13	8	45	49	28	108	6	12	2	62	94	-
	12%	13%	11%	12%	15%	7%	11%	12%	13%	16%	11%	9%	9%	20%	11%	13%	6%	6%	10%	16%	10%	16%	6%	12%	18%	18%	9%	9%	12%	14%	12%	22%	13%	11%	-
I am concerned about children in my local area, but I don't know how to help	460	193	267	98	88	92	67	51	63	102	148	96	114	34	17	64	50	48	19	28	35	66	52	33	14	82	184	136	275	6	35	7	165	290	4
	34%	30%	38%	55%	36%	35%	28%	28%	26%	29%	37%	34%	37%	30%	27%	42%	41%	38%	19%	39%	37%	36%	31%	30%	35%	33%	35%	44%	31%	16%	35%	63%	34%	34%	90%
I am concerned about children in my local area, but I don't have the time or resources to help them	580	295	285	58	101	131	120	73	97	145	165	130	140	53	30	56	47	55	59	24	37	77	84	42	17	106	252	132	386	18	43	2	216	364	*
	43%	46%	40%	32%	42%	50%	50%	40%	40%	41%	41%	46%	45%	46%	47%	36%	39%	43%	59%	34%	39%	42%	49%	38%	41%	42%	48%	42%	44%	46%	42%	15%	45%	42%	10%
None of these	152	72	80	2	17	21	25	38	48	46	43	33	30	5	9	14	16	16	12	8	13	11	24	22	3	18	45	17	115	10	11	-	36	115	-
	11%	11%	11%	1%	7%	8%	11%	21%	20%	13%	11%	12%	10%	4%	15%	9%	13%	13%	12%	11%	14%	6%	14%	20%	6%	7%	9%	5%	13%	24%	11%	-	8%	13%	-

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 5

**Q5. Thinking about donating money to help children in your local area, to what extent do you agree or disagree with each of the following statements? Summary**

Absolutes/col percents

Base : All respondents

		I would prefer giving money to children in my local community than children's charities in general	It would be useful to have more information about how to help children in my area	I would like to know specifically what my donations go towards	I prefer donating money when I have a choice of what it is I am donating to
Unweighted Base		2116	2116	2116	2116
Weighted Base		2116	2116	2116	2116
Strongly agree	(4)	231 11%	313 15%	780 37%	898 42%
Agree	(3)	796 38%	1175 56%	1046 49%	996 47%
Disagree	(2)	523 25%	173 8%	59 3%	46 2%
Disagree strongly	(1)	129 6%	77 4%	32 2%	25 1%
No opinion		437 21%	377 18%	198 9%	151 7%
Mean		2.67	2.99	3.34	3.41
Standard deviation		0.81	0.68	0.62	0.60
Standard error		0.02	0.02	0.01	0.01

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 6

**Q5. Thinking about donating money to help children in your local area, to what extent do you agree or disagree with each of the following statements?**  
**I would prefer giving money to children in my local community than children's charities in general**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade						Region										Employment Sector		Marital Status				Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/Co-habit-ing	Wid-owed	Sepa-rated/Div-orced	No ans-wer	Yes	No	No an-swer	
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9	
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9	
Strongly agree	(4)	231	110	121	35	43	52	28	25	48	58	78	44	50	27	12	27	19	27	14	6	21	23	23	25	6	36	91	52	164	5	9	*	84	146	1
		11%	11%	11%	14%	13%	13%	8%	8%	11%	10%	13%	10%	10%	15%	13%	11%	14%	9%	6%	11%	9%	8%	13%	11%	10%	11%	10%	12%	8%	5%	2%	14%	10%	6%	
Agree	(3)	796	417	379	83	124	134	148	115	193	227	224	169	176	70	34	109	68	65	54	50	59	87	97	83	20	142	302	152	538	31	72	3	249	547	*
		38%	40%	35%	37%	33%	37%	41%	36%	43%	40%	37%	38%	36%	38%	38%	44%	38%	34%	35%	47%	31%	34%	35%	45%	35%	40%	37%	30%	40%	45%	42%	20%	41%	36%	4%
Disagree	(2)	523	245	279	84	77	107	82	92	82	151	162	108	103	45	24	53	43	46	42	28	47	79	67	31	17	91	201	158	319	11	32	4	133	387	3
		25%	24%	26%	33%	23%	27%	23%	29%	18%	26%	24%	21%	24%	26%	22%	24%	24%	27%	27%	25%	31%	24%	17%	30%	25%	24%	31%	23%	16%	19%	25%	22%	22%	26%	37%
Disagree strongly	(1)	129	67	62	15	27	26	16	26	19	31	33	29	36	6	3	12	11	14	6	2	17	17	23	14	5	22	62	38	76	7	8	-	26	102	1
		6%	6%	6%	6%	8%	7%	4%	8%	4%	5%	5%	7%	7%	3%	3%	5%	6%	7%	4%	2%	9%	7%	8%	7%	8%	6%	7%	8%	6%	10%	5%	-	4%	7%	13%
No opinion		437	198	238	37	68	83	86	59	103	104	116	94	121	36	18	45	37	42	40	19	46	47	64	33	9	68	171	104	259	14	51	8	111	322	4
		21%	19%	22%	14%	20%	21%	24%	19%	23%	18%	19%	21%	25%	20%	20%	18%	21%	22%	26%	18%	24%	19%	23%	18%	15%	19%	21%	21%	19%	20%	30%	53%	18%	21%	40%
Mean		2.67	2.68	2.66	2.64	2.68	2.66	2.69	2.54	2.79	2.67	2.70	2.65	2.66	2.80	2.76	2.75	2.67	2.69	2.67	2.69	2.58	2.56	2.57	2.77	2.57	2.66	2.64	2.55	2.72	2.63	2.67	2.49	2.80	2.62	2.07
Standard deviation		0.81	0.80	0.81	0.83	0.86	0.85	0.73	0.80	0.75	0.78	0.81	0.81	0.84	0.78	0.77	0.76	0.81	0.87	0.75	0.65	0.88	0.80	0.83	0.83	0.84	0.79	0.83	0.84	0.80	0.84	0.71	0.61	0.78	0.81	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.07	0.07	0.07	0.08	0.06	0.06	0.07	0.09	0.05	0.03	0.04	0.02	0.11	0.06	0.27	0.04	0.02	0.41	

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 7

**Q5. Thinking about donating money to help children in your local area, to what extent do you agree or disagree with each of the following statements?**  
**It would be useful to have more information about how to help children in my area**

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ed/Co-habit-ing	Wid-owed	Sepa-rated/Div-orced	No an-swer	Yes	No	No an-swer		
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9		
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9		
Strongly agree	(4)	313	129	184	42	64	70	47	41	50	81	83	72	77	30	12	40	24	26	21	19	27	53	24	29	8	49	120	71	205	10	23	4	119	190	5	
		15%	12%	17%	17%	19%	17%	13%	13%	11%	14%	13%	16%	16%	13%	16%	14%	13%	13%	18%	14%	21%	9%	15%	14%	14%	14%	15%	15%	13%	26%	20%	13%	50%			
Agree	(3)	1175	570	605	146	192	223	185	168	261	328	349	242	256	106	51	142	96	103	87	63	101	141	148	99	39	202	454	254	766	37	109	9	363	811	1	
		56%	55%	56%	57%	55%	51%	53%	59%	57%	57%	55%	53%	57%	57%	58%	54%	53%	55%	59%	53%	55%	54%	53%	69%	56%	55%	50%	56%	54%	64%	60%	60%	60%	54%	11%	
Disagree	(2)	173	103	70	21	28	29	31	31	33	62	53	23	34	18	5	21	13	19	17	5	19	13	28	14	1	32	71	53	108	8	4	-	29	144	-	
		8%	10%	7%	8%	8%	7%	9%	10%	8%	11%	9%	5%	7%	10%	6%	8%	7%	10%	11%	5%	10%	5%	10%	8%	1%	9%	9%	11%	8%	11%	2%	-	5%	10%	-	
Disagree strongly	(1)	77	45	33	9	16	17	15	12	7	19	21	20	18	4	6	5	8	9	4	3	14	7	11	6	1	18	42	26	44	-	8	-	12	65	-	
		4%	4%	3%	4%	5%	4%	4%	2%	3%	3%	4%	4%	2%	7%	2%	4%	5%	3%	3%	7%	3%	4%	3%	2%	5%	5%	5%	3%	-	4%	-	2%	4%	-		
No opinion		377	190	187	36	39	63	82	65	93	81	108	87	101	27	16	37	37	36	28	16	29	40	65	39	8	58	140	100	234	14	28	2	80	294	4	
		18%	18%	17%	14%	11%	16%	23%	21%	21%	14%	18%	20%	21%	15%	18%	15%	21%	19%	18%	15%	16%	24%	21%	14%	16%	17%	20%	17%	20%	16%	14%	13%	20%	39%		
Mean		2.99	2.93	3.05	3.01	3.01	3.02	2.95	2.95	3.00	2.96	2.98	3.03	3.02	3.03	2.91	3.05	2.97	2.92	2.97	3.08	2.87	3.12	2.88	3.02	3.10	2.94	2.95	2.92	3.01	3.04	3.03	3.31	3.13	2.93	3.81	
Standard deviation		0.68	0.69	0.66	0.68	0.73	0.70	0.71	0.69	0.57	0.67	0.66	0.70	0.69	0.63	0.76	0.62	0.69	0.72	0.65	0.64	0.79	0.65	0.66	0.67	0.53	0.71	0.72	0.75	0.66	0.58	0.63	0.48	0.60	0.70	0.43	
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.08	0.04	0.06	0.06	0.06	0.07	0.07	0.04	0.05	0.05	0.04	0.03	0.04	0.02	0.08	0.05	0.15	0.03	0.02	0.18			

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 8

**Q5. Thinking about donating money to help children in your local area, to what extent do you agree or disagree with each of the following statements?**  
**I would like to know specifically what my donations go towards**

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/Co-habit-ing	Wid-owed	Sepa-rated/Div-orced	No ans-wer	Yes	No	No an-swer	
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9	
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9	
Strongly agree	(4) 780	380	400	108	125	134	133	116	164	209	213	188	171	65	37	102	64	66	58	42	68	100	92	65	23	126	294	186	498	26	67	4	230	545	6	
		37%	37%	37%	43%	37%	33%	37%	36%	37%	37%	35%	42%	35%	35%	41%	41%	36%	35%	37%	40%	36%	39%	33%	35%	40%	35%	36%	37%	37%	38%	39%	24%	38%	36%	61%
Agree	(3) 1046	496	550	117	172	203	170	156	228	294	318	195	240	92	43	118	80	95	79	54	92	126	139	99	29	180	408	228	690	33	86	10	306	738	2	
		49%	48%	51%	46%	51%	50%	47%	49%	51%	51%	52%	44%	49%	50%	47%	48%	45%	49%	51%	51%	49%	50%	51%	53%	50%	50%	49%	45%	51%	48%	50%	62%	51%	49%	19%
Disagree	(2) 59	30	30	7	10	16	9	8	9	21	24	5	9	9	4	5	11	6	-	*	5	7	9	2	2	20	19	16	42	-	1	-	21	39	-	
		3%	3%	3%	3%	4%	3%	2%	4%	4%	1%	2%	5%	5%	2%	6%	3%	-	*	2%	3%	3%	1%	3%	6%	2%	3%	3%	-	*	-	3%	3%	-		
Disagree strongly	(1) 32	17	15	5	5	4	4	7	8	3	9	12	7	2	-	2	3	7	2	1	3	1	9	3	-	5	18	9	15	4	4	-	4	28	-	
		2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	3%	1%	1%	-	1%	2%	3%	1%	1%	2%	*	3%	2%	-	1%	2%	2%	1%	6%	2%	-	1%	2%	-	
No opinion	198	114	84	17	25	45	43	32	36	44	50	45	59	17	7	18	20	19	18	9	22	20	27	17	3	27	88	65	110	6	15	2	42	154	2	
		9%	11%	8%	7%	8%	11%	12%	10%	8%	8%	8%	10%	12%	9%	7%	7%	12%	10%	12%	8%	12%	8%	10%	9%	6%	8%	11%	13%	8%	8%	9%	14%	7%	10%	20%
Mean	3.34	3.34	3.34	3.38	3.34	3.31	3.37	3.33	3.34	3.34	3.30	3.40	3.35	3.32	3.39	3.40	3.29	3.28	3.39	3.41	3.34	3.39	3.27	3.33	3.40	3.29	3.32	3.35	3.34	3.29	3.37	3.28	3.36	3.33	3.76	
Standard deviation	0.62	0.63	0.61	0.65	0.62	0.61	0.61	0.65	0.62	0.59	0.63	0.67	0.61	0.62	0.59	0.60	0.68	0.70	0.55	0.55	0.63	0.57	0.69	0.60	0.56	0.65	0.65	0.65	0.61	0.78	0.63	0.47	0.59	0.64	0.46	
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.04	0.03	0.02	0.03	0.04	0.03	0.05	0.06	0.04	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.03	0.02	0.10	0.05	0.15	0.02	0.02	0.17	



**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 9

**Q5. Thinking about donating money to help children in your local area, to what extent do you agree or disagree with each of the following statements?**  
**I prefer donating money when I have a choice of what it is I am donating to**

Absolutes/col percents

Base : All respondents

	Gender			Age							Social grade				Region											Employment Sector		Marital Status				Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/Co-habit-ing	Wid-owed	Sepa-rated/Div-orced	No an-swer	Yes	No	No an-swer	
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9	
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9	
Strongly agree	(4)	898	434	465	97	126	156	148	160	213	237	252	203	207	75	47	97	76	72	72	50	84	100	118	83	24	138	329	193	591	33	73	9	243	650	6
		42%	42%	43%	38%	37%	39%	41%	50%	48%	41%	46%	43%	41%	51%	39%	43%	37%	46%	47%	44%	40%	43%	45%	41%	38%	40%	38%	44%	48%	43%	57%	40%	43%	61%	
Agree	(3)	996	472	524	127	173	193	170	132	201	289	294	191	220	86	36	125	87	100	67	48	87	124	123	85	29	178	398	242	632	28	89	4	298	696	2
		47%	45%	49%	50%	51%	48%	47%	41%	45%	51%	48%	43%	45%	47%	40%	51%	49%	52%	43%	45%	46%	49%	45%	46%	50%	50%	48%	48%	47%	40%	52%	24%	49%	46%	19%
Disagree	(2)	46	30	15	11	13	10	8	3	1	12	19	7	9	5	4	3	5	6	1	3	10	3	2	2	14	19	13	32	1	-	1	22	24	-	
		2%	3%	1%	4%	4%	3%	2%	1%	*	2%	3%	1%	2%	3%	4%	1%	3%	3%	1%	2%	2%	4%	1%	1%	3%	4%	2%	3%	2%	1%	-	5%	4%	2%	
Disagree strongly	(1)	25	17	8	4	*	6	2	6	6	3	11	9	1	1	-	2	1	4	1	1	2	-	7	4	1	5	15	6	12	4	3	-	4	20	-
		1%	2%	1%	2%	*	2%	1%	2%	*	2%	2%	*	*	-	1%	*	2%	1%	1%	1%	-	3%	2%	1%	1%	2%	1%	1%	6%	2%	-	1%	1%	-	
No opinion		151	84	68	15	26	36	32	17	26	31	37	34	50	17	4	19	10	12	15	4	14	20	23	12	2	24	65	50	89	3	7	2	36	113	2
		7%	8%	6%	6%	8%	9%	9%	5%	6%	5%	6%	8%	10%	9%	5%	8%	5%	6%	10%	4%	7%	8%	8%	6%	4%	7%	8%	10%	7%	5%	4%	14%	6%	8%	20%
Mean		3.41	3.39	3.43	3.33	3.36	3.41	3.48	3.48	3.41	3.36	3.43	3.45	3.41	3.49	3.39	3.41	3.33	3.49	3.44	3.43	3.38	3.40	3.42	3.37	3.34	3.37	3.37	3.42	3.37	3.41	3.61	3.38	3.42	3.76	
Standard deviation		0.60	0.64	0.57	0.64	0.57	0.62	0.58	0.63	0.58	0.56	0.64	0.65	0.55	0.58	0.59	0.57	0.58	0.64	0.57	0.61	0.60	0.57	0.66	0.64	0.61	0.63	0.63	0.61	0.59	0.80	0.58	0.62	0.60	0.61	0.46
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.05	0.06	0.04	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.04	0.02	0.03	0.02	0.10	0.04	0.19	0.03	0.02	0.17	

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 10

**Q6. Generally speaking, do you think that quality of life has got better, worse or stayed the same for children in your local community in the last... Summary**

Absolutes/col percents

**Base : All respondents**

	<u>6 months</u>	<u>12 months</u>	<u>18 months</u>	<u>Five years</u>
Unweighted Base	2116	2116	2116	2116
Weighted Base	2116	2116	2116	2116
Better	141 7%	147 7%	197 9%	412 19%
Worse	450 21%	489 23%	523 25%	612 29%
Stayed the same	1098 52%	1053 50%	938 44%	561 26%
Don't know	427 20%	427 20%	458 22%	532 25%

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 11

**Q6. Generally speaking, do you think that quality of life has got better, worse or stayed the same for children in your local community in the last... 6 months**

Absolutes/col percents

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		Marital Status					Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No answer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
Better	141	79	61	24	39	16	20	14	28	49	40	25	27	23	4	26	9	8	5	3	12	26	9	5	35	48	37	91	3	9	-	48	92	1	
	7%	8%	6%	10%	12%	4%	6%	4%	6%	9%	6%	6%	6%	13%	4%	11%	5%	4%	3%	3%	6%	10%	3%	5%	10%	6%	7%	7%	4%	5%	-	8%	6%	7%	
Worse	450	228	222	69	74	115	82	50	58	110	130	91	119	36	19	53	48	32	34	20	27	74	61	36	10	92	194	128	276	11	29	6	171	277	2
	21%	22%	21%	27%	22%	29%	23%	16%	13%	19%	21%	20%	24%	20%	21%	22%	27%	16%	22%	19%	14%	29%	22%	20%	17%	26%	24%	25%	20%	16%	17%	37%	28%	18%	17%
Stayed the same	1098	547	552	119	144	209	185	185	256	319	291	239	249	98	54	132	95	106	79	68	104	92	136	99	36	169	413	226	761	32	76	3	326	770	3
	52%	53%	51%	47%	43%	52%	51%	58%	58%	56%	47%	54%	51%	53%	59%	54%	53%	55%	50%	64%	55%	36%	49%	53%	62%	47%	50%	45%	56%	46%	44%	21%	54%	51%	31%
Don't know	427	183	244	41	81	61	73	68	103	93	152	89	92	27	14	35	26	46	39	14	47	61	69	42	7	63	171	112	228	23	57	6	58	365	4
	20%	18%	23%	16%	24%	15%	20%	21%	23%	16%	25%	20%	19%	15%	15%	14%	14%	24%	25%	14%	25%	24%	25%	22%	12%	18%	21%	22%	17%	34%	33%	42%	10%	24%	45%

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 12

**Q6. Generally speaking, do you think that quality of life has got better, worse or stayed the same for children in your local community in the last... 12 months**

Absolutes/col percents

Base : All respondents

	Gender			Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No answer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
Better	147	85	62	22	30	27	20	24	24	48	43	28	29	16	2	27	12	10	7	3	12	27	11	17	3	33	54	38	94	1	14	-	50	96	1
	7%	8%	6%	8%	9%	7%	6%	7%	5%	8%	7%	6%	6%	9%	2%	11%	7%	5%	3%	6%	11%	4%	9%	5%	9%	7%	7%	7%	2%	8%	-	8%	6%	7%	
Worse	489	249	240	80	90	116	85	55	62	112	148	91	139	43	19	54	57	36	36	26	34	70	67	35	11	98	208	145	293	13	32	6	187	301	2
	23%	24%	22%	32%	27%	29%	24%	17%	14%	20%	24%	21%	28%	24%	21%	22%	32%	19%	23%	24%	18%	27%	24%	19%	19%	27%	25%	29%	22%	19%	18%	40%	31%	20%	17%
Stayed the same	1053	519	534	111	138	195	183	171	255	319	275	234	225	97	54	126	82	100	75	63	97	96	130	96	37	165	394	208	739	32	71	3	307	743	3
	50%	50%	50%	44%	41%	48%	51%	54%	57%	56%	45%	53%	46%	53%	59%	51%	46%	52%	48%	59%	51%	38%	47%	52%	66%	46%	48%	41%	55%	46%	41%	18%	51%	49%	31%
Don't know	427	184	243	41	80	63	71	67	104	93	149	91	94	27	16	39	26	46	38	14	47	61	67	39	6	64	171	113	230	23	55	6	59	364	4
	20%	18%	22%	16%	24%	16%	20%	21%	23%	16%	24%	20%	19%	15%	18%	16%	15%	24%	24%	14%	25%	24%	24%	21%	11%	18%	21%	22%	17%	34%	32%	42%	10%	24%	45%

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 13

**Q6. Generally speaking, do you think that quality of life has got better, worse or stayed the same for children in your local community in the last... 18 months**

Absolutes/col percents

Base : All respondents

	Gender			Age							Social grade				Region											Employment Sector		Marital Status					Children Under 18		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No an-swer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
Better	197	113	84	27	29	41	26	31	42	67	59	35	36	14	7	35	19	14	13	6	18	32	13	17	7	39	73	46	129	1	19	1	60	137	1
	9%	11%	8%	11%	9%	10%	7%	10%	9%	12%	10%	8%	7%	8%	8%	14%	11%	7%	9%	6%	9%	13%	5%	9%	12%	11%	9%	9%	10%	2%	11%	8%	10%	9%	7%
Worse	523	271	252	86	103	113	91	61	70	121	157	105	140	51	23	55	54	51	30	27	33	82	65	39	13	104	234	154	315	11	38	5	181	339	3
	25%	26%	23%	34%	30%	28%	25%	19%	16%	21%	26%	24%	29%	28%	25%	23%	30%	27%	19%	26%	17%	32%	24%	21%	24%	29%	28%	31%	23%	16%	22%	35%	30%	23%	29%
Stayed the same	938	454	484	92	123	182	164	155	220	284	242	199	212	87	48	115	73	72	76	57	88	76	127	90	29	145	341	188	654	33	60	2	290	646	2
	44%	44%	45%	36%	36%	45%	46%	49%	49%	50%	40%	45%	44%	47%	53%	47%	41%	37%	49%	54%	46%	30%	46%	48%	51%	40%	41%	37%	48%	49%	35%	15%	48%	43%	18%
Don't know	458	199	259	48	83	66	78	71	113	99	155	105	99	32	13	40	31	55	38	16	52	64	70	40	8	71	179	116	258	23	55	6	73	381	4
	22%	19%	24%	19%	24%	16%	22%	22%	25%	17%	25%	24%	20%	17%	14%	16%	18%	29%	24%	15%	27%	25%	25%	22%	13%	20%	22%	23%	19%	33%	42%	12%	25%	45%	

**Local Community Survey**  
**ONLINE Fieldwork : 28th - 31st January 2011**

Table 14

**Q6. Generally speaking, do you think that quality of life has got better, worse or stayed the same for children in your local community in the last... Five years**

Absolutes/col percents

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		Marital Status				Children Under 18					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Nor-thern Ire-land	Pub-lic	Pri-vate	Sin-gle	Marr-ied/ Co-habit-ing	Wid-owed	Sepa-rated /Div-orced	No ans-wer	Yes	No	No an-swer
Unweighted Base	2116	1034	1082	170	317	405	394	358	472	793	571	276	470	168	98	242	166	190	159	106	163	252	271	186	115	347	746	447	1394	73	190	12	602	1505	9
Weighted Base	2116	1037	1079	254	338	402	360	318	445	571	614	444	487	184	91	245	178	193	157	106	190	254	275	186	57	359	826	504	1356	69	172	16	603	1504	9
Better	412	235	177	51	63	85	59	63	91	149	123	76	63	41	17	56	35	29	38	22	39	46	34	38	17	92	144	96	276	8	28	3	128	282	2
	19%	23%	16%	20%	19%	21%	16%	20%	21%	26%	20%	17%	13%	22%	19%	23%	20%	15%	24%	20%	20%	18%	12%	20%	29%	26%	17%	19%	20%	12%	16%	20%	21%	19%	20%
Worse	612	306	306	80	103	128	120	87	94	146	168	138	160	55	31	74	59	58	32	32	38	79	89	49	17	116	253	159	384	16	50	2	200	410	2
	29%	30%	28%	32%	30%	32%	33%	27%	21%	26%	27%	31%	33%	30%	34%	30%	33%	30%	20%	30%	20%	31%	32%	26%	29%	32%	31%	32%	28%	24%	29%	16%	33%	27%	22%
Stayed the same	561	271	289	58	72	108	97	85	140	159	149	120	132	52	23	63	44	44	46	31	61	55	74	53	15	73	214	116	388	18	37	2	178	383	-
	26%	26%	27%	23%	21%	27%	27%	27%	31%	28%	24%	27%	27%	28%	25%	26%	25%	23%	29%	29%	32%	22%	27%	28%	26%	20%	26%	23%	29%	26%	21%	15%	30%	25%	-
Don't know	532	224	308	65	100	81	84	82	120	117	174	110	131	37	20	52	40	62	41	21	54	74	78	46	8	78	215	133	308	27	58	8	97	429	5
	25%	22%	29%	26%	30%	20%	23%	26%	27%	20%	28%	25%	27%	20%	22%	21%	22%	32%	26%	20%	28%	29%	28%	25%	15%	22%	26%	26%	23%	39%	33%	49%	16%	29%	58%