

Forestry Commission England
Survey results: The Cost of Entertaining



Cost of Entertainment

1. During the average month, how many times do you take your children to the cinema or theatre?

Choice	%
0	35.00% 700
1	36.75% 735
2	14.10% 282
3	7.95% 159
4	4.55% 91
5	1.00% 20
6	0.40% 8
7	0.05% 1
8+	0.20% 4
Average	1.16

2. During the average month, how many times do you take your children swimming?

Choice	%
0	24.45% 489
1	18.15% 363
2	16.40% 328
3	13.55% 271
4	21.10% 422
5	2.95% 59
6	1.00% 20
7	0.05% 1
8+	2.35% 47
Average	2.16

3. During the average month, how many trips do you take to local attractions such as the zoo, local farm, museum etc?

Choice	%
0	20.25% 405
1	39.15% 783
2	18.50% 370
3	9.60% 192
4	8.45% 169
5	2.65% 53
6	0.85% 17
7	0.15% 3
8+	0.40% 8
Average	1.61

4. During the average month, how much do you spend on sports clubs (swimming, football, cricket, gym, trampolining etc.) for your children, in pounds?

Choice	%
0	22.05% 441
1 - 10	13.65% 273
11 - 20	14.80% 296
21-30	15.00% 300
31-40	11.80% 236
41-50	9.10% 182
51-60	3.90% 78
61-70	2.85% 57
71-80	2.05% 41
81-90	0.55% 11
91-100	1.55% 31
101+	2.70% 54
Average	25.46

5. During the average month, how much do you spend on toys for your children, in pounds?

Choice	%
0	9.90% 198
	27.55%

1 - 10	551
11 - 20	23.20% 464
21-30	14.65% 293
31-40	10.05% 201
41-50	7.75% 155
51-60	3.50% 70
61-70	1.60% 32
71-80	0.55% 11
81-90	0.40% 8
91-100	0.30% 6
101+	0.55% 11
Average	20.53

6. During the average month, how much do you spend on books for your children, in pounds?

Choice	%
0	10.95% 219
1 - 10	40.75% 815
11 - 20	19.00% 380
21-30	11.95% 239
31-40	6.90% 138
41-50	5.15% 103
51-60	2.60% 52
61-70	1.30% 26
71-80	0.50% 10
81-90	0.30% 6
91-100	0.15% 3
101+	0.45% 9
Average	16.55

7. During the average month, how much do you spend on computer games and accessories for your children, in pounds?

Choice	%
0	43.50% 870
	17.00%

1 - 10	340
11 - 20	11.05% 221
21-30	10.35% 207
31-40	8.00% 160
41-50	4.80% 96
51-60	2.65% 53
61-70	1.45% 29
71-80	0.40% 8
81-90	0.35% 7
91-100	0.15% 3
101+	0.30% 6
Average	13.78

8. How many times a year do you take your children to special attractions such as Legoland, Alton Towers, Chessington World of Adventures etc?

Choice	%
0	19.95% 399
1	26.50% 530
2	23.85% 477
3	11.65% 233
4	9.55% 191
5	4.30% 86
6	2.10% 42
7	0.90% 18
8	0.45% 9
9	0.05% 1
10+	0.70% 14
Average	1.99

9. How many times a year do you take your kids on holiday?

Choice	%
0	9.20% 184
1	43.50% 870
	28.30%

2	566
3	13.45% 269
4	4.05% 81
5+	1.50% 30
Average	1.64

10. On average, how much do you think the entire holiday costs, in pounds?

Choice	%
1-500	10.24% 186
501-1000	27.59% 501
1001-1500	22.63% 411
1501-2000	19.00% 345
2001-2500	10.02% 182
2501-3000	4.74% 86
3001+	5.78% 105
Average	1,377.59

11. How many times a month do you take your children out to fast food places / restaurants / pubs as a special treat?

Choice	%
0	13.85% 277
1	28.25% 565
2	26.55% 531
3	14.15% 283
4	11.45% 229
5	2.60% 52
6	1.55% 31
7	0.50% 10
8+	1.10% 22
Average	2.04

12. On each occasion, how much would you spend on food and drinks, in pounds?

Choice	%
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1 - 25	31.40% 541
26-50	39.76% 685
51-75	20.55% 354
76-100	6.96% 120
101+	1.33% 23
Average	39.61

13. How many times a month do you buy your children a takeaway as a special treat?

Choice	%
0	30.90% 618
1	27.55% 551
2	19.70% 394
3	9.35% 187
4	8.80% 176
5	2.50% 50
6	0.75% 15
7	0.15% 3
8+	0.30% 6
Average	1.51

14. On each occasion, how much would you spend on the takeaway in pounds?

Choice	%
1 - 25	48.19% 666
26-50	26.99% 373
51-75	17.87% 247
76-100	5.86% 81
101+	1.09% 15
Average	34.03

15. How many times a month do you treat your children to a DVD?

Choice	%
	39.25%

0	785
1	27.85% 557
2	13.65% 273
3	10.15% 203
4	5.50% 110
5	2.15% 43
6	0.45% 9
7	0.35% 7
8+	0.65% 13
Average	1.29

16. How many times a year do you hold parties for your little ones and their friends?

Choice	%
0	22.85% 457
1	36.70% 734
2	24.70% 494
3	11.40% 228
4	2.75% 55
5+	1.60% 32
Average	1.39

17. On each occasion, how much do you estimate you spend on each of these parties in pounds?

Choice	%
1 - 25	5.77% 89
26-50	29.75% 459
51-75	29.23% 451
76-100	18.60% 287
101+	16.66% 257
Average	63.66

18. How many times a month do you have your children's friends round to stay / play?

Choice	%
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0	19.75% 395
1	19.35% 387
2	21.50% 430
3	10.00% 200
4	12.50% 250
5	5.55% 111
6	3.45% 69
7	1.25% 25
8	1.45% 29
9	0.10% 2
10+	5.10% 102
Average	2.63

19. On each occasion, how much more money would you spend on food and drink, in pounds?

Choice	%
0	6.79% 109
1 - 5	25.73% 413
6 - 10	33.02% 530
11 - 15	22.12% 355
16-20	7.85% 126
21+	4.49% 72
Average	8.64

20. Do you find your spend more on keeping the children entertained over bank holiday weekends?

Choice	%
Yes	50.75% 1015
No	49.25% 985

21. Do you dread the financial cost of the school summer holidays?

Choice	%
Yes	47.45% 949

No	52.55% 1051
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22. How much more money do you think you spend each week during the summer holidays, in per cent?

Choice	%
0	10.45% 209
10	18.55% 371
20	23.55% 471
30	16.80% 336
40	9.90% 198
50	12.10% 242
60	2.70% 54
70	1.50% 30
80	0.95% 19
90	0.20% 4
100	3.30% 66
Average	28.53

23. How much more money do you think you spend each week during the summer holidays, in pounds?

Choice	%
0-10	13.10% 262
11 - 20	13.95% 279
21-30	17.70% 354
31-40	13.65% 273
41-50	14.30% 286
51-75	9.40% 188
76-100	8.25% 165
101-125	5.05% 101
126-150	1.40% 28
151-175	0.90% 18
176-200	0.55% 11
201-250	0.70% 14
	1.05%

251+	21
Average	46.22

24. Do you wish you had time to do more with the children at weekends, on bank holidays and during school holidays?

Choice	%
Yes	58.10% 1162
No	41.90% 838

25. Do you feel guilty for not having as much time as you would like with the children?

Choice	%
Yes	77.97% 906
No	22.03% 256

26. Which of the following factors prevent you from doing more to entertain your children?

Choice	%
Hectic workloads	37.75% 755
You often have to work from home	15.70% 314
You're simply too busy	32.30% 646
You don't have the money	39.55% 791
Lack of time	25.90% 518
None of the above	14.25% 285

27. Which of the following factors prevent you from doing more to entertain your children?

Choice	%
Hectic workloads	29.25% 585
You often have to work from home	14.70% 294
You're simply too busy	31.10% 622
You don't have the money	37.75% 755
Lack of time	24.90% 498
None of the above	15.70% 314

28. Do you find it difficult thinking of ways to keep your children entertained?

Choice	%
Yes	44.80% 896
No	55.20% 1104

29. Do you feel your child gets to explore the outdoors enough?

Choice	%
Yes	58.50% 1170
No	41.50% 830

30. Would you consider spending a day with your family exploring a local nature reserve, parks or forest?

Choice	%
Yes	78.75% 1575
No	21.25% 425

31. How many times would you expect to take your child to a local nature reserve, park or forest over the course of the summer holiday?

Choice	%
0	6.15% 123
1	18.20% 364
2	29.50% 590
3	19.90% 398
4	9.20% 184
5	3.95% 79
6+	13.10% 262
Average	2.72

Cost of Entertainment - Broken Down by Gender

Gender breakdown summary

Gender	%	Responses
Female	65.60%	1312
Male	34.40%	688

1. During the average month, how many times do you take your children to the cinema or theatre?

	Female	Male
0	35.90% 471	33.28% 229
1	37.04% 486	36.19% 249
2	12.65% 166	16.86% 116
3	7.85% 103	8.14% 56
4	4.80% 63	4.07% 28
5	1.07% 14	0.87% 6
6	0.46% 6	0.29% 2
7	0% 0	0.15% 1
8+	0.23% 3	0.15% 1
Average	1.15	1.19

2. During the average month, how many times do you take your children swimming?

	Female	Male
0	23.93% 314	25.44% 175
1	17.91% 235	18.60% 128
	16.31%	16.57%

2	214	114
	13.57%	13.52%
3	178	93
	22.10%	19.19%
4	290	132
	2.90%	3.05%
5	38	21
	0.76%	1.45%
6	10	10
	0.08%	0%
7	1	0
	2.44%	2.18%
8+	32	15
Average	2.19	2.1

3. During the average month, how many trips do you take to local attractions such as the zoo, local farm, museum etc?

	Female	Male
0	18.60%	23.40%
	244	161
1	39.63%	38.23%
	520	263
2	18.98%	17.59%
	249	121
3	9.15%	10.47%
	120	72
4	9.45%	6.54%
	124	45
5	2.59%	2.76%
	34	19
6	0.91%	0.73%
	12	5
7	0.08%	0.29%
	1	2
8+	0.61%	0%
	8	0
Average	1.67	1.51

4. During the average month, how much do you spend on sports clubs (swimming, football, cricket, gym, trampolining etc.) for your children, in pounds?

	Female	Male
0	22.10%	21.95%
	290	151
1 - 10	14.63%	11.77%
	192	81
11 - 20	14.33%	15.70%
	188	108
21-30	14.86%	15.26%
	195	105
31-40	11.66%	12.06%
	153	83
41-50	8.92%	9.45%
	117	65

51-60	3.81% 50	4.07% 28
61-70	2.82% 37	2.91% 20
71-80	2.21% 29	1.74% 12
81-90	0.53% 7	0.58% 4
91-100	1.60% 21	1.45% 10
101+	2.52% 33	3.05% 21
Average	25.17	26

5. During the average month, how much do you spend on toys for your children, in pounds?

	Female	Male
0	8.31% 109	12.94% 89
1 - 10	30.03% 394	22.82% 157
11 - 20	23.93% 314	21.80% 150
21-30	14.10% 185	15.70% 108
31-40	10.67% 140	8.87% 61
41-50	6.71% 88	9.74% 67
51-60	2.97% 39	4.51% 31
61-70	1.60% 21	1.60% 11
71-80	0.46% 6	0.73% 5
81-90	0.30% 4	0.58% 4
91-100	0.38% 5	0.15% 1
101+	0.53% 7	0.58% 4
Average	20	21.54

6. During the average month, how much do you spend on books for your children, in pounds?

	Female	Male
0	10.52% 138	11.77% 81
1 - 10	42.99% 564	36.48% 251
11 - 20	19.36% 254	18.31% 126
	10.59%	14.53%

21-30	139	100
	6.63%	7.41%
31-40	87	51
	4.88%	5.67%
41-50	64	39
	2.59%	2.62%
51-60	34	18
	0.91%	2.03%
61-70	12	14
	0.46%	0.58%
71-80	6	4
	0.30%	0.29%
81-90	4	2
	0.15%	0.15%
91-100	2	1
	0.61%	0.15%
101+	8	1
Average	16.04	17.52

7. During the average month, how much do you spend on computer games and accessories for your children, in pounds?

	Female	Male
0	48.32% 634	34.30% 236
1 - 10	15.85% 208	19.19% 132
11 - 20	10.59% 139	11.92% 82
21-30	8.84% 116	13.23% 91
31-40	7.32% 96	9.30% 64
41-50	4.42% 58	5.52% 38
51-60	2.21% 29	3.49% 24
61-70	1.52% 20	1.31% 9
71-80	0.23% 3	0.73% 5
81-90	0.30% 4	0.44% 3
91-100	0.15% 2	0.15% 1
101+	0.23% 3	0.44% 3
Average	12.41	16.38

8. How many times a year do you take your children to special attractions such as Legoland, Alton Towers, Chessington World of Adventures etc?

	Female	Male
0	18.60% 244	22.53% 155

1	29.12% 382	21.51% 148
2	24.39% 320	22.82% 157
3	10.59% 139	13.66% 94
4	9.07% 119	10.47% 72
5	3.96% 52	4.94% 34
6	2.29% 30	1.74% 12
7	0.76% 10	1.16% 8
8	0.53% 7	0.29% 2
9	0% 0	0.15% 1
10+	0.69% 9	0.73% 5
Average	1.96	2.04

9. How many times a year do you take your kids on holiday?

	Female	Male
0	8.08% 106	11.34% 78
1	46.49% 610	37.79% 260
2	28.20% 370	28.49% 196
3	12.35% 162	15.55% 107
4	3.73% 49	4.65% 32
5+	1.14% 15	2.18% 15
Average	1.61	1.71

10. On average, how much do you think the entire holiday costs, in pounds?

	Female	Male
1-500	11.77% 142	7.21% 44
501-1000	28.94% 349	24.92% 152
1001-1500	22.80% 275	22.30% 136
1501-2000	16.92% 204	23.11% 141
2001-2500	9.12% 110	11.80% 72
	4.56%	5.08%

2501-3000	55	31
	5.89%	5.57%
3001+	71	34
Average	1,335.31	1,461.18

11. How many times a month do you take your children out to fast food places / restaurants / pubs as a special treat?

	Female	Male
0	12.20% 160	17.01% 117
1	28.96% 380	26.89% 185
2	27.74% 364	24.27% 167
3	12.96% 170	16.42% 113
4	11.97% 157	10.47% 72
5	2.97% 39	1.89% 13
6	1.75% 23	1.16% 8
7	0.46% 6	0.58% 4
8+	0.99% 13	1.31% 9
Average	2.08	1.98

12. On each occasion, how much would you spend on food and drinks, in pounds?

	Female	Male
1 - 25	33.68% 388	26.80% 153
26-50	38.89% 448	41.51% 237
51-75	19.88% 229	21.89% 125
76-100	6.25% 72	8.41% 48
101+	1.30% 15	1.40% 8
Average	38.49	41.86

13. How many times a month do you buy your children a takeaway as a special treat?

	Female	Male
0	31.40% 412	29.94% 206
	28.28%	26.16%

1	371	180
2	19.21% 252	20.64% 142
3	8.92% 117	10.17% 70
4	8.61% 113	9.16% 63
5	2.59% 34	2.33% 16
6	0.61% 8	1.02% 7
7	0.08% 1	0.29% 2
8+	0.30% 4	0.29% 2
Average	1.47	1.57

14. On each occasion, how much would you spend on the takeaway in pounds?

	Female	Male
1 - 25	52.67% 474	39.83% 192
26-50	24.56% 221	31.54% 152
51-75	16.22% 146	20.95% 101
76-100	5.89% 53	5.81% 28
101+	0.67% 6	1.87% 9
Average	32.25	37.36

15. How many times a month do you treat your children to a DVD?

	Female	Male
0	41.16% 540	35.61% 245
1	28.35% 372	26.89% 185
2	12.04% 158	16.72% 115
3	8.92% 117	12.50% 86
4	6.10% 80	4.36% 30
5	2.13% 28	2.18% 15
6	0.30% 4	0.73% 5
7	0.46% 6	0.15% 1
8+	0.53% 7	0.87% 6

Average	1.24	1.39
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16. How many times a year do you hold parties for your little ones and their friends?

	Female	Male
0	22.87% 300	22.82% 157
1	38.03% 499	34.16% 235
2	24.16% 317	25.73% 177
3	11.05% 145	12.06% 83
4	2.44% 32	3.34% 23
5+	1.45% 19	1.89% 13
Average	1.37	1.45

17. On each occasion, how much do you estimate you spend on each of these parties in pounds?

	Female	Male
1 - 25	5.93% 60	5.46% 29
26-50	26.98% 273	35.03% 186
51-75	28.95% 293	29.76% 158
76-100	19.27% 195	17.33% 92
101+	18.87% 191	12.43% 66
Average	65.28	60.57

18. How many times a month do you have your children's friends round to stay / play?

	Female	Male
0	19.66% 258	19.91% 137
1	19.05% 250	19.91% 137
2	20.96% 275	22.53% 155
3	9.45% 124	11.05% 76
4	13.26% 174	11.05% 76
5	5.95% 78	4.80% 33

6	3.81% 50	2.76% 19
7	1.30% 17	1.16% 8
8	1.30% 17	1.74% 12
9	0.15% 2	0% 0
10+	5.11% 67	5.09% 35
Average	2.67	2.56

19. On each occasion, how much more money would you spend on food and drink, in pounds?

	Female	Male
0	6.36% 67	7.62% 42
1 - 5	24.67% 260	27.77% 153
6 - 10	34.54% 364	30.13% 166
11 - 15	23.43% 247	19.60% 108
16-20	6.74% 71	9.98% 55
21+	4.27% 45	4.90% 27
Average	8.66	8.62

20. Do you find your spend more on keeping the children entertained over bank holiday weekends?

	Female	Male
Yes	50.84% 667	50.58% 348
No	49.16% 645	49.42% 340

21. Do you dread the financial cost of the school summer holidays?

	Female	Male
Yes	50.30% 660	42.01% 289
No	49.70% 652	57.99% 399

22. How much more money do you think you spend each week during the summer holidays, in per cent?

	Female	Male
0	10.21% 134	10.90% 75
10	15.93% 209	23.55% 162
20	23.48% 308	23.69% 163
30	16.62% 218	17.15% 118
40	10.90% 143	7.99% 55
50	13.95% 183	8.58% 59
60	2.74% 36	2.62% 18
70	1.37% 18	1.74% 12
80	0.99% 13	0.87% 6
90	0.23% 3	0.15% 1
100	3.58% 47	2.76% 19
Average	29.79	26.1

23. How much more money do you think you spend each week during the summer holidays, in pounds?

	Female	Male
0-10	13.26% 174	12.79% 88
11 - 20	12.80% 168	16.13% 111
21-30	19.05% 250	15.12% 104
31-40	13.87% 182	13.23% 91
41-50	13.80% 181	15.26% 105
51-75	9.83% 129	8.58% 59
76-100	8.31% 109	8.14% 56
101-125	4.95% 65	5.23% 36
126-150	1.30% 17	1.60% 11
151-175	0.76% 10	1.16% 8
176-200	0.46% 6	0.73% 5
201-250	0.69% 9	0.73% 5
251+	0.91% 12	1.31% 9
Average	45.54	47.5

24. Do you wish you had time to do more with the children at weekends, on bank holidays and during school holidays?

	Female	Male
Yes	58.61% 769	57.12% 393
No	41.39% 543	42.88% 295

25. Do you feel guilty for not having as much time as you would like with the children?

	Female	Male
Yes	81.14% 624	71.76% 282
No	18.86% 145	28.24% 111

26. Which of the following factors prevent you from doing more to entertain your children?

	Female	Male
Hectic workloads	34.91% 458	43.17% 297
You often have to work from home	13.80% 181	19.33% 133
You're simply too busy	32.47% 426	31.98% 220
You don't have the money	44.82% 588	29.51% 203
Lack of time	27.06% 355	23.69% 163
None of the above	14.79% 194	13.23% 91

27. Which of the following factors prevent you from doing more to entertain your children?

	Female	Male
Hectic workloads	26.37% 346	34.74% 239
You often have to work from home	13.87% 182	16.28% 112
You're simply too busy	29.50% 387	34.16% 235
You don't have the money	42.38% 556	28.92% 199
Lack of time	25.46% 334	23.84% 164

None of the above	16.69% 219	13.81% 95
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28. Do you find it difficult thinking of ways to keep your children entertained?

	Female	Male
Yes	47.71% 626	39.24% 270
No	52.29% 686	60.76% 418

29. Do you feel your child gets to explore the outdoors enough?

	Female	Male
Yes	59.53% 781	56.54% 389
No	40.47% 531	43.46% 299

30. Would you consider spending a day with your family exploring a local nature reserve, parks or forest?

	Female	Male
Yes	81.33% 1067	73.84% 508
No	18.67% 245	26.16% 180

31. How many times would you expect to take your child to a local nature reserve, park or forest over the course of the summer holiday?

	Female	Male
0	3.96% 52	10.32% 71
1	17.15% 225	20.20% 139
2	27.21% 357	33.87% 233
3	21.80% 286	16.28% 112
4	10.06% 132	7.56% 52
5	4.34% 57	3.20% 22
6+	15.47% 203	8.58% 59
Average	2.92	2.34

Cost of Entertainment - Broken Down by Region

Region breakdown summary

Region	%	Responses
East Anglia	4.95%	99
East Midlands	2.75%	55
London	24.35%	487
North East	5.35%	107
North West	11.50%	230
Northern Ireland	1.95%	39
Scotland	7.30%	146
South East	8.15%	163
South West	8.10%	162
Wales	4.65%	93
West Midlands	11.30%	226
Yorkshire and the Humber	9.65%	193

1. During the average month, how many times do you take your children to the cinema or theatre?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	42.42% 42	40% 22	29.36% 143	33.64% 36	41.30% 95	41.03% 16	36.99% 54	41.10% 67	38.89% 63	34.41% 32	24.34% 55	38.86% 75
1	37.37% 37	38.18% 21	33.06% 161	41.12% 44	36.96% 85	41.03% 16	43.15% 63	39.88% 65	41.36% 67	32.26% 30	32.30% 73	37.82% 73
2	12.12% 12	12.73% 7	17.25% 84	12.15% 13	10% 23	15.38% 6	10.27% 15	9.82% 16	14.20% 23	23.66% 22	14.16% 32	15.03% 29
3	6.06% 6	7.27% 4	11.91% 58	5.61% 6	6.09% 14	2.56% 1	4.79% 7	6.13% 10	4.32% 7	3.23% 3	14.60% 33	5.18% 10
4	1.01% 1	0% 0	5.54% 27	6.54% 7	4.78% 11	0% 0	3.42% 5	2.45% 4	1.23% 2	4.30% 4	11.50% 26	2.07% 4
5	1.01% 1	1.82% 1	1.44% 7	0% 0	0.87% 2	0% 0	0.68% 1	0.61% 1	0% 0	0% 0	3.10% 7	0% 0
6	0% 0	0% 0	1.03% 5	0% 0	0% 0	0% 0	0.68% 1	0% 0	0% 0	1.08% 1	0% 0	0.52% 1
7	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.08% 1	0% 0	0% 0
8+	0% 0	0% 0	0.41% 2	0.93% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.52% 1
Average	0.89	0.95	1.42	1.16	0.99	0.79	0.99	0.91	0.88	1.2	1.66	0.99

2. During the average month, how many times do you take your children swimming?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	28.28% 28	25.45% 14	23.41% 114	25.23% 27	24.35% 56	38.46% 15	25.34% 37	28.83% 47	26.54% 43	17.20% 16	19.03% 43	25.39% 49
1	22.22% 22	18.18% 10	17.66% 86	15.89% 17	18.70% 43	10.26% 4	19.18% 28	20.86% 34	19.75% 32	17.20% 16	14.60% 33	19.69% 38
2	20.20% 20	18.18% 10	18.48% 90	11.21% 12	8.26% 19	23.08% 9	8.90% 13	20.86% 34	20.37% 33	20.43% 19	16.37% 37	16.58% 32
3	7.07% 7	9.09% 5	16.43% 80	11.21% 12	15.65% 36	5.13% 2	15.07% 22	7.36% 12	8.02% 13	15.05% 14	18.14% 41	13.99% 27
4	18.18% 18	21.82% 12	18.28% 89	23.36% 25	27.39% 63	17.95% 7	24.66% 36	18.40% 30	20.99% 34	20.43% 19	24.34% 55	17.62% 34
5	2.02% 2	1.82% 1	3.49% 17	3.74% 4	3.04% 7	5.13% 2	2.05% 3	1.23% 2	3.70% 6	3.23% 3	3.54% 8	2.07% 4
6	0% 0	0% 0	0.82% 4	2.80% 3	0.87% 2	0% 0	0.68% 1	0.61% 1	0% 0	2.15% 2	1.77% 4	1.55% 3
7	0% 0	0% 0	0.21% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
8+	2.02% 2	5.45% 3	1.23% 6	6.54% 7	1.74% 4	0% 0	4.11% 6	1.84% 3	0.62% 1	4.30% 4	2.21% 5	3.11% 6
Average	1.83	2.22	2.11	2.53	2.26	1.69	2.28	1.83	1.92	2.48	2.45	2.1

3. During the average month, how many trips do you take to local attractions such as the zoo, local farm, museum etc?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	22.22% 22	21.82% 12	19.71% 96	18.69% 20	20.43% 47	25.64% 10	20.55% 30	22.70% 37	23.46% 38	21.51% 20	17.26% 39	17.62% 34
1	47.47% 47	47.27% 26	35.11% 171	32.71% 35	43.04% 99	56.41% 22	43.15% 63	37.42% 61	41.98% 68	40.86% 38	31.86% 72	41.97% 81
2	18.18% 18	18.18% 10	19.92% 97	25.23% 27	14.78% 34	7.69% 3	16.44% 24	22.70% 37	17.28% 28	18.28% 17	18.14% 41	17.62% 34
3	7.07% 7	9.09% 5	10.68% 52	6.54% 7	11.74% 27	5.13% 2	12.33% 18	8.59% 14	8.64% 14	4.30% 4	11.95% 27	7.77% 15
4	5.05% 5	1.82% 1	9.24% 45	10.28% 11	7.83% 18	2.56% 1	6.85% 10	4.91% 8	5.56% 9	8.60% 8	17.26% 39	7.25% 14
5	0% 0	1.82% 1	3.90% 19	2.80% 3	1.74% 4	2.56% 1	0.68% 1	1.84% 3	1.85% 3	3.23% 3	3.10% 7	4.15% 8
6	0% 0	0% 0	0.82% 4	1.87% 2	0% 0	0% 0	0% 0	1.23% 2	1.23% 2	1.08% 1	0.44% 1	2.59% 5
7	0% 0	0% 0	0% 0	0.93% 1	0% 0	0% 0	0% 0	0.61% 1	0% 0	1.08% 1	0% 0	0% 0
8+	0% 0	0% 0	0.62% 3	0.93% 1	0.43% 1	0% 0	0% 0	0% 0	0% 0	1.08% 1	0% 0	1.04% 2
Average	1.25	1.27	1.73	1.83	1.51	1.1	1.44	1.49	1.41	1.63	1.91	1.74

4. During the average month, how much do you spend on sports clubs (swimming, football, cricket, gym, trampolining etc.) for your children, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	18.18% 18	14.55% 8	19.92% 97	17.76% 19	25.22% 58	20.51% 8	21.92% 32	26.38% 43	26.54% 43	31.18% 29	18.58% 42	22.80% 44
1 - 10	14.14% 14	27.27% 15	11.91% 58	16.82% 18	12.61% 29	23.08% 9	8.90% 13	17.79% 29	14.81% 24	8.60% 8	12.39% 28	14.51% 28
11 - 20	19.19% 19	23.64% 13	16.02% 78	12.15% 13	18.26% 42	15.38% 6	15.75% 23	8.59% 14	14.20% 23	12.90% 12	11.50% 26	13.99% 27
21-30	17.17% 17	7.27% 4	15.81% 77	14.02% 15	12.61% 29	12.82% 5	20.55% 30	14.72% 24	14.81% 24	10.75% 10	15.49% 35	15.54% 30
31-40	12.12% 12	9.09% 5	13.14% 64	12.15% 13	10% 23	10.26% 4	10.96% 16	6.75% 11	9.26% 15	13.98% 13	14.16% 32	14.51% 28
41-50	9.09% 9	7.27% 4	9.45% 46	8.41% 9	10.43% 24	12.82% 5	7.53% 11	7.36% 12	5.56% 9	6.45% 6	17.26% 39	4.15% 8
51-60	1.01% 1	1.82% 1	2.67% 13	4.67% 5	3.04% 7	0% 0	6.85% 10	6.13% 10	4.32% 7	7.53% 7	3.10% 7	5.18% 10
61-70	2.02% 2	1.82% 1	2.87% 14	2.80% 3	2.17% 5	2.56% 1	2.74% 4	5.52% 9	2.47% 4	2.15% 2	2.65% 6	3.11% 6
71-80	1.01% 1	0% 0	3.29% 16	1.87% 2	0.87% 2	0% 0	1.37% 2	2.45% 4	3.70% 6	2.15% 2	1.33% 3	1.55% 3
81-90	0% 0	1.82% 1	0.41% 2	0.93% 1	0% 0	0% 0	0% 0	1.23% 2	1.85% 3	1.08% 1	0% 0	0.52% 1
91-100	2.02% 2	1.82% 1	1.23% 6	2.80% 3	0.43% 1	2.56% 1	2.05% 3	2.45% 4	1.23% 2	1.08% 1	1.33% 3	2.07% 4
101+	4.04% 4	3.64% 2	3.29% 16	5.61% 6	4.35% 10	0% 0	1.37% 2	0.61% 1	1.23% 2	2.15% 2	2.21% 5	2.07% 4
Average	25.23	22.72	26.82	29.5	23.61	20.53	25.47	24.7	23.43	24.44	27.25	24.57

5. During the average month, how much do you spend on toys for your children, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	13.13% 13	3.64% 2	9.65% 47	3.74% 4	8.26% 19	17.95% 7	7.53% 11	12.88% 21	16.67% 27	13.98% 13	6.64% 15	9.84% 19
1 - 10	29.29% 29	43.64% 24	23.82% 116	28.97% 31	28.70% 66	35.90% 14	28.77% 42	33.13% 54	28.40% 46	29.03% 27	21.24% 48	27.98% 54
11 - 20	23.23% 23	32.73% 18	19.92% 97	24.30% 26	25.22% 58	15.38% 6	28.08% 41	24.54% 40	23.46% 38	19.35% 18	20.80% 47	26.94% 52
21-30	16.16% 16	7.27% 4	18.07% 88	14.95% 16	15.22% 35	10.26% 4	17.12% 25	10.43% 17	12.96% 21	13.98% 13	13.72% 31	11.92% 23
31-40	8.08% 8	3.64% 2	11.70% 57	7.48% 8	10.43% 24	12.82% 5	6.16% 9	9.82% 16	6.79% 11	5.38% 5	16.81% 38	9.33% 18
41-50	2.02% 2	5.45% 3	8.21% 40	7.48% 8	7.39% 17	7.69% 3	6.85% 10	4.29% 7	6.17% 10	11.83% 11	13.27% 30	7.25% 14
51-60	4.04% 4	3.64% 2	4.11% 20	6.54% 7	3.48% 8	0% 0	4.11% 6	2.45% 4	3.70% 6	2.15% 2	2.65% 6	2.59% 5

61-70	2.02% 2	0% 0	1.85% 9	1.87% 2	0.87% 2	0% 0	0.68% 1	1.23% 2	1.23% 2	2.15% 2	2.65% 6	2.07% 4
71-80	0% 0	0% 0	1.23% 6	0% 0	0.43% 1	0% 0	0% 0	0% 0	0% 0	1.08% 1	0.88% 2	0.52% 1
81-90	1.01% 1	0% 0	0.41% 2	0.93% 1	0% 0	0% 0	0.68% 1	1.23% 2	0% 0	0% 0	0.44% 1	0% 0
91-100	1.01% 1	0% 0	0.21% 1	1.87% 2	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.44% 1	0.52% 1
101+	0% 0	0% 0	0.82% 4	1.87% 2	0% 0	0% 0	0% 0	0% 0	0.62% 1	1.08% 1	0.44% 1	1.04% 2
Average	18.52	15.12	22.69	24.56	19.26	15.03	18.92	16.94	17.21	19.95	25.03	20.09

6. During the average month, how much do you spend on books for your children, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	14.14% 14	9.09% 5	9.45% 46	5.61% 6	9.57% 22	12.82% 5	8.90% 13	14.11% 23	14.81% 24	16.13% 15	11.50% 26	10.36% 20
1 - 10	36.36% 36	54.55% 30	32.24% 157	41.12% 44	45.22% 104	53.85% 21	45.89% 67	44.17% 72	49.38% 80	40.86% 38	34.51% 78	45.60% 88
11 - 20	16.16% 16	14.55% 8	20.33% 99	22.43% 24	19.13% 44	23.08% 9	23.29% 34	20.25% 33	17.90% 29	15.05% 14	12.39% 28	21.76% 42
21-30	18.18% 18	12.73% 7	13.35% 65	10.28% 11	11.30% 26	5.13% 2	11.64% 17	9.82% 16	8.64% 14	16.13% 15	11.95% 27	10.88% 21
31-40	8.08% 8	1.82% 1	9.03% 44	6.54% 7	7.39% 17	0% 0	4.79% 7	4.29% 7	4.32% 7	3.23% 3	13.27% 30	3.63% 7
41-50	4.04% 4	3.64% 2	6.78% 33	5.61% 6	5.22% 12	2.56% 1	1.37% 2	4.91% 8	1.85% 3	3.23% 3	8.41% 19	5.18% 10
51-60	2.02% 2	1.82% 1	4.11% 20	1.87% 2	1.74% 4	0% 0	2.74% 4	2.45% 4	1.85% 3	4.30% 4	2.65% 6	1.04% 2
61-70	0% 0	1.82% 1	2.67% 13	4.67% 5	0% 0	0% 0	1.37% 2	0% 0	0% 0	0% 0	2.21% 5	0% 0
71-80	0% 0	0% 0	1.03% 5	0% 0	0.43% 1	0% 0	0% 0	0% 0	0.62% 1	0% 0	0.88% 2	0.52% 1
81-90	0% 0	0% 0	0.21% 1	0% 0	0% 0	2.56% 1	0% 0	0% 0	0% 0	0% 0	1.33% 3	0.52% 1
91-100	0% 0	0% 0	0.21% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.44% 1	0.52% 1
101+	1.01% 1	0% 0	0.62% 3	1.87% 2	0% 0	0% 0	0% 0	0% 0	0.62% 1	1.08% 1	0.44% 1	0% 0
Average	15.99	13	20.41	19.22	14.63	11.21	13.85	13.19	12.19	14.78	21	14.2

7. During the average month, how much do you spend on computer games and accessories for your children, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	42.42% 42	49.09% 27	36.76% 179	37.38% 40	43.48% 100	58.97% 23	50% 73	55.83% 91	50.62% 82	49.46% 46	35.84% 81	44.56% 86
	17.17%	23.64%	17.25%	16.82%	16.09%	20.51%	13.70%	13.50%	17.90%	12.90%	13.72%	25.39%

1 - 10	17	13	84	18	37	8	20	22	29	12	31	49
11 - 20	12.12% 12	14.55% 8	12.11% 59	14.02% 15	10% 23	10.26% 4	10.27% 15	10.43% 17	11.73% 19	6.45% 6	10.18% 23	10.36% 20
21-30	15.15% 15	5.45% 3	12.53% 61	6.54% 7	10.43% 24	2.56% 1	10.96% 16	9.20% 15	9.26% 15	11.83% 11	8.41% 19	10.36% 20
31-40	3.03% 3	1.82% 1	9.24% 45	9.35% 10	11.74% 27	5.13% 2	6.16% 9	6.13% 10	6.17% 10	9.68% 9	14.16% 32	1.04% 2
41-50	5.05% 5	3.64% 2	4.52% 22	6.54% 7	3.04% 7	0% 0	4.11% 6	3.07% 5	1.85% 3	5.38% 5	10.62% 24	5.18% 10
51-60	5.05% 5	1.82% 1	3.49% 17	2.80% 3	2.17% 5	2.56% 1	3.42% 5	1.23% 2	0.62% 1	2.15% 2	3.54% 8	1.55% 3
61-70	0% 0	0% 0	2.46% 12	0.93% 1	1.74% 4	0% 0	1.37% 2	0.61% 1	1.23% 2	0% 0	3.10% 7	0% 0
71-80	0% 0	0% 0	0.82% 4	2.80% 3	0.43% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
81-90	0% 0	0% 0	0.21% 1	0.93% 1	0.43% 1	0% 0	0% 0	0% 0	0% 0	1.08% 1	0.44% 1	1.04% 2
91-100	0% 0	0% 0	0% 0	0% 0	0.43% 1	0% 0	0% 0	0% 0	0% 0	1.08% 1	0% 0	0.52% 1
101+	0% 0	0% 0	0.62% 3	1.87% 2	0% 0	0% 0	0% 0	0% 0	0.62% 1	0% 0	0% 0	0% 0
Average	12.86	8.25	16.33	18.03	14.11	6.62	12	9.36	9.97	13.75	18.71	10.61

8. How many times a year do you take your children to special attractions such as Legoland, Alton Towers, Chessington World of Adventures etc?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	24.24% 24	25.45% 14	14.99% 73	16.82% 18	14.35% 33	38.46% 15	34.93% 51	19.63% 32	31.48% 51	24.73% 23	10.62% 24	21.24% 41
1	25.25% 25	18.18% 10	26.08% 127	29.91% 32	28.26% 65	38.46% 15	30.14% 44	27.61% 45	21.60% 35	25.81% 24	26.99% 61	24.35% 47
2	23.23% 23	27.27% 15	25.87% 126	24.30% 26	24.78% 57	15.38% 6	23.97% 35	21.47% 35	25.93% 42	20.43% 19	19.91% 45	24.87% 48
3	12.12% 12	18.18% 10	13.35% 65	8.41% 9	11.30% 26	7.69% 3	4.11% 6	13.50% 22	8.02% 13	9.68% 9	12.39% 28	15.54% 30
4	9.09% 9	5.45% 3	8.62% 42	6.54% 7	12.17% 28	0% 0	2.05% 3	9.82% 16	8.02% 13	15.05% 14	17.70% 40	8.29% 16
5	4.04% 4	3.64% 2	5.13% 25	7.48% 8	4.35% 10	0% 0	2.74% 4	4.29% 7	0.62% 1	2.15% 2	7.52% 17	3.11% 6
6	2.02% 2	1.82% 1	2.87% 14	2.80% 3	3.04% 7	0% 0	0.68% 1	1.84% 3	1.23% 2	1.08% 1	2.65% 6	1.04% 2
7	0% 0	0% 0	1.64% 8	0.93% 1	0.43% 1	0% 0	1.37% 2	1.23% 2	0.62% 1	1.08% 1	0.88% 2	0% 0
8	0% 0	0% 0	0.21% 1	0.93% 1	0.87% 2	0% 0	0% 0	0% 0	0.62% 1	0% 0	0.88% 2	1.04% 2
9	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.44% 1	0% 0
10+	0% 0	0% 0	1.23% 6	1.87% 2	0.43% 1	0% 0	0% 0	0.61% 1	1.85% 3	0% 0	0% 0	0.52% 1
Average	1.77	1.78	2.21	2.17	2.15	0.92	1.26	1.98	1.68	1.81	2.46	1.89

9. How many times a year do you take your kids on holiday?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	16.16% 16	10.91% 6	8.01% 39	7.48% 8	6.96% 16	12.82% 5	8.90% 13	13.50% 22	16.67% 27	9.68% 9	6.19% 14	4.66% 9
1	38.38% 38	47.27% 26	39.63% 193	48.60% 52	45.22% 104	64.10% 25	49.32% 72	44.79% 73	43.83% 71	48.39% 45	36.73% 83	45.60% 88
2	26.26% 26	30.91% 17	29.36% 143	23.36% 25	30% 69	15.38% 6	26.71% 39	30.67% 50	24.07% 39	25.81% 24	28.32% 64	33.16% 64
3	16.16% 16	10.91% 6	14.17% 69	14.02% 15	12.17% 28	5.13% 2	12.33% 18	8.59% 14	12.35% 20	8.60% 8	24.34% 55	9.33% 18
4	2.02% 2	0% 0	7.19% 35	3.74% 4	5.22% 12	0% 0	0.68% 1	1.23% 2	1.23% 2	6.45% 6	2.65% 6	5.70% 11
5+	1.01% 1	0% 0	1.64% 8	2.80% 3	0.43% 1	2.56% 1	2.05% 3	1.23% 2	1.85% 3	1.08% 1	1.77% 4	1.55% 3
Average	1.53	1.42	1.78	1.66	1.65	1.23	1.53	1.43	1.43	1.57	1.86	1.7

10. On average, how much do you think the entire holiday costs, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
1-500	7.23% 6	8.16% 4	8.26% 37	6.06% 6	11.68% 25	8.82% 3	9.02% 12	10.64% 15	17.04% 23	15.48% 13	8.49% 18	13.04% 24
501-1000	36.14% 30	42.86% 21	21.65% 97	29.29% 29	23.83% 51	29.41% 10	27.07% 36	32.62% 46	32.59% 44	25% 21	28.77% 61	29.89% 55
1001-1500	22.89% 19	12.24% 6	25% 112	17.17% 17	22.90% 49	23.53% 8	21.80% 29	20.57% 29	22.96% 31	17.86% 15	28.77% 61	19.02% 35
1501-2000	15.66% 13	14.29% 7	20.31% 91	22.22% 22	21.03% 45	17.65% 6	21.05% 28	18.44% 26	12.59% 17	16.67% 14	20.28% 43	17.93% 33
2001-2500	4.82% 4	12.24% 6	12.72% 57	12.12% 12	10.75% 23	11.76% 4	9.77% 13	9.93% 14	4.44% 6	11.90% 10	7.55% 16	9.24% 17
2501-3000	2.41% 2	4.08% 2	6.25% 28	4.04% 4	5.14% 11	2.94% 1	4.51% 6	4.96% 7	2.96% 4	8.33% 7	2.83% 6	4.35% 8
3001+	10.84% 9	6.12% 3	5.80% 26	9.09% 9	4.67% 10	5.88% 2	6.77% 9	2.84% 4	7.41% 10	4.76% 4	3.30% 7	6.52% 12
Average	1,349.95	1,316.86	1,483.79	1,495.49	1,386.04	1,368.18	1,414.07	1,296.61	1,198.69	1,381.48	1,298.87	1,332.05

11. How many times a month do you take your children out to fast food places / restaurants / pubs as a special treat?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	20.20% 20	16.36% 9	11.09% 54	12.15% 13	13.91% 32	25.64% 10	14.38% 21	16.56% 27	20.37% 33	13.98% 13	9.29% 21	12.44% 24
	32.32%	25.45%	27.72%	28.04%	29.13%	30.77%	26.03%	34.36%	29.63%	23.66%	23.89%	29.53%

1	32	14	135	30	67	12	38	56	48	22	54	57
2	25.25% 25	38.18% 21	23.82% 116	28.04% 30	27.39% 63	23.08% 9	30.82% 45	23.31% 38	28.40% 46	33.33% 31	23.45% 53	27.98% 54
3	12.12% 12	7.27% 4	19.10% 93	13.08% 14	12.61% 29	7.69% 3	14.38% 21	10.43% 17	10.49% 17	10.75% 10	16.37% 37	13.47% 26
4	8.08% 8	7.27% 4	10.88% 53	11.21% 12	12.61% 29	7.69% 3	10.27% 15	11.66% 19	8.02% 13	11.83% 11	18.58% 42	10.36% 20
5	1.01% 1	1.82% 1	3.90% 19	0.93% 1	2.17% 5	0% 0	2.05% 3	1.84% 3	1.23% 2	3.23% 3	4.87% 11	1.55% 3
6	1.01% 1	1.82% 1	1.03% 5	3.74% 4	1.74% 4	2.56% 1	0% 0	1.23% 2	1.23% 2	1.08% 1	1.77% 4	3.11% 6
7	0% 0	0% 0	0.82% 4	0.93% 1	0% 0	0% 0	0.68% 1	0.61% 1	0% 0	0% 0	0.88% 2	0.52% 1
8+	0% 0	1.82% 1	1.64% 8	1.87% 2	0.43% 1	2.56% 1	1.37% 2	0% 0	0.62% 1	2.15% 2	0.88% 2	1.04% 2
Average	1.63	1.87	2.21	2.17	1.97	1.67	1.98	1.8	1.69	2.1	2.42	2.06

12. On each occasion, how much would you spend on food and drinks, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
1 - 25	25.32% 20	45.65% 21	24.48% 106	29.79% 28	35.35% 70	48.28% 14	33.60% 42	36.03% 49	40.31% 52	30% 24	25.37% 52	37.28% 63
26-50	43.04% 34	39.13% 18	39.03% 169	44.68% 42	37.37% 74	37.93% 11	45.60% 57	38.24% 52	38.76% 50	46.25% 37	38.05% 78	37.28% 63
51-75	22.78% 18	13.04% 6	21.71% 94	15.96% 15	23.23% 46	10.34% 3	15.20% 19	19.85% 27	13.95% 18	17.50% 14	30.73% 63	18.34% 31
76-100	5.06% 4	2.17% 1	12.47% 54	6.38% 6	3.54% 7	3.45% 1	5.60% 7	5.15% 7	5.43% 7	6.25% 5	5.37% 11	5.92% 10
101+	3.80% 3	0% 0	2.31% 10	3.19% 3	0.51% 1	0% 0	0% 0	0.74% 1	1.55% 2	0% 0	0.49% 1	1.18% 2
Average	42.29	30.93	45	39.74	37.06	30.24	36.2	36.99	35.1	38	42.33	36.97

13. How many times a month do you buy your children a takeaway as a special treat?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	36.36% 36	43.64% 24	26.69% 130	28.97% 31	32.17% 74	38.46% 15	30.14% 44	36.81% 60	37.04% 60	29.03% 27	21.68% 49	35.23% 68
1	31.31% 31	32.73% 18	25.26% 123	30.84% 33	26.96% 62	33.33% 13	30.82% 45	26.38% 43	33.33% 54	29.03% 27	25.66% 58	22.80% 44
2	16.16% 16	14.55% 8	20.94% 102	17.76% 19	22.17% 51	12.82% 5	21.23% 31	19.63% 32	17.28% 28	24.73% 23	15.93% 36	22.28% 43
3	8.08% 8	3.64% 2	13.76% 67	5.61% 6	6.96% 16	2.56% 1	5.48% 8	9.20% 15	6.79% 11	10.75% 10	11.06% 25	9.33% 18
4	5.05% 5	3.64% 2	9.24% 45	7.48% 8	9.13% 21	10.26% 4	10.27% 15	7.36% 12	4.32% 7	4.30% 4	16.37% 37	8.29% 16
5	3.03% 3	0% 0	2.67% 13	5.61% 6	1.74% 4	0% 0	2.05% 3	0.61% 1	0.62% 1	1.08% 1	7.08% 16	1.04% 2

6	0%	1.82%	0.82%	1.87%	0.87%	2.56%	0%	0%	0%	1.08%	1.77%	0%
	0	1	4	2	2	1	0	0	0	1	4	0
7	0%	0%	0%	0.93%	0%	0%	0%	0%	0%	0%	0.44%	0.52%
	0	0	0	1	0	0	0	0	0	0	1	1
8+	0%	0%	0.62%	0.93%	0%	0%	0%	0%	0.62%	0%	0%	0.52%
	0	0	3	1	0	0	0	0	1	0	0	1
Average	1.23	0.98	1.69	1.66	1.43	1.23	1.41	1.26	1.14	1.4	2.05	1.41

14. On each occasion, how much would you spend on the takeaway in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
1 - 25	39.68%	48.39%	37.82%	57.89%	55.77%	75%	53.92%	54.37%	58.82%	54.55%	35.59%	57.60%
	25	15	135	44	87	18	55	56	60	36	63	72
26-50	38.10%	41.94%	28.29%	18.42%	19.87%	16.67%	31.37%	31.07%	27.45%	25.76%	25.99%	24.80%
	24	13	101	14	31	4	32	32	28	17	46	31
51-75	15.87%	6.45%	21.85%	14.47%	18.59%	4.17%	11.76%	11.65%	9.80%	16.67%	32.20%	11.20%
	10	2	78	11	29	1	12	12	10	11	57	14
76-100	3.17%	3.23%	10.08%	6.58%	5.13%	4.17%	2.94%	1.94%	2.94%	3.03%	6.21%	5.60%
	2	1	36	5	8	1	3	2	3	2	11	7
101+	3.17%	0%	1.96%	2.63%	0.64%	0%	0%	0.97%	0.98%	0%	0%	0.80%
	2	0	7	2	1	0	0	1	1	0	0	1
Average	35.63	29.13	40.29	32.09	31.67	22.38	28.93	28.9	27.83	30.05	40.26	29.7

15. How many times a month do you treat your children to a DVD?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	42.42%	50.91%	38.60%	30.84%	40.43%	46.15%	37.67%	40.49%	40.74%	36.56%	33.19%	45.08%
	42	28	188	33	93	18	55	66	66	34	75	87
1	26.26%	27.27%	24.44%	31.78%	29.13%	28.21%	30.14%	29.45%	35.19%	35.48%	25.22%	23.83%
	26	15	119	34	67	11	44	48	57	33	57	46
2	14.14%	12.73%	15.20%	20.56%	11.30%	7.69%	13.70%	12.27%	15.43%	17.20%	7.08%	15.54%
	14	7	74	22	26	3	20	20	25	16	16	30
3	12.12%	7.27%	10.88%	8.41%	8.70%	10.26%	11.64%	11.66%	5.56%	8.60%	13.27%	9.33%
	12	4	53	9	20	4	17	19	9	8	30	18
4	2.02%	1.82%	5.75%	4.67%	6.52%	7.69%	2.74%	4.29%	1.23%	2.15%	14.16%	4.66%
	2	1	28	5	15	3	4	7	2	2	32	9
5	2.02%	0%	3.29%	2.80%	1.30%	0%	1.37%	1.84%	0.62%	0%	4.87%	1.04%
	2	0	16	3	3	0	2	3	1	0	11	2
6	1.01%	0%	0.21%	0%	1.30%	0%	1.37%	0%	0%	0%	0.88%	0%
	1	0	1	0	3	0	2	0	0	0	2	0
7	0%	0%	1.03%	0.93%	0%	0%	0%	0%	0%	0%	0%	0.52%
	0	0	5	1	0	0	0	0	0	0	0	1
8+	0%	0%	0.62%	0%	1.30%	0%	1.37%	0%	1.23%	0%	1.33%	0%
	0	0	3	0	3	0	2	0	2	0	3	0
Average	1.15	0.82	1.4	1.37	1.29	1.05	1.29	1.15	1.01	1.04	1.76	1.1

16. How many times a year do you hold parties for your little ones and their friends?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	21.21% 21	23.64% 13	19.10% 93	18.69% 20	27.39% 63	35.90% 14	29.45% 43	22.70% 37	26.54% 43	17.20% 16	19.03% 43	26.42% 51
1	37.37% 37	47.27% 26	35.32% 172	33.64% 36	37.83% 87	28.21% 11	39.73% 58	44.79% 73	37.04% 60	39.78% 37	31.42% 71	34.20% 66
2	29.29% 29	25.45% 14	26.08% 127	26.17% 28	20% 46	23.08% 9	20.55% 30	22.70% 37	24.07% 39	25.81% 24	28.76% 65	23.83% 46
3	9.09% 9	1.82% 1	13.14% 64	14.02% 15	11.30% 26	10.26% 4	7.53% 11	7.36% 12	8.02% 13	10.75% 10	18.58% 42	10.88% 21
4	3.03% 3	0% 0	4.72% 23	1.87% 2	2.61% 6	2.56% 1	2.05% 3	1.84% 3	1.85% 3	5.38% 5	0.88% 2	2.07% 4
5+	0% 0	1.82% 1	1.64% 8	5.61% 6	0.87% 2	0% 0	0.68% 1	0.61% 1	2.47% 4	1.08% 1	1.33% 3	2.59% 5
Average	1.35	1.13	1.54	1.64	1.27	1.15	1.15	1.23	1.29	1.51	1.55	1.36

17. On each occasion, how much do you estimate you spend on each of these parties in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
1 - 25	1.28% 1	4.76% 2	6.60% 26	8.05% 7	5.39% 9	8% 2	2.91% 3	4.76% 6	7.56% 9	9.09% 7	6.01% 11	4.23% 6
26-50	32.05% 25	28.57% 12	27.16% 107	27.59% 24	29.34% 49	24% 6	34.95% 36	27.78% 35	36.97% 44	23.38% 18	31.69% 58	31.69% 45
51-75	28.21% 22	30.95% 13	29.95% 118	32.18% 28	26.95% 45	24% 6	21.36% 22	25.40% 32	25.21% 30	31.17% 24	40.98% 75	25.35% 36
76-100	20.51% 16	19.05% 8	19.80% 78	10.34% 9	18.56% 31	28% 7	26.21% 27	24.60% 31	13.45% 16	14.29% 11	12.57% 23	21.13% 30
101+	17.95% 14	16.67% 7	16.50% 65	21.84% 19	19.76% 33	16% 4	14.56% 15	17.46% 22	16.81% 20	22.08% 17	8.74% 16	17.61% 25
Average	66.29	64.57	64.13	62.97	65.12	66.08	64.89	66.46	59.72	64.57	58.54	64.94

18. How many times a month do you have your children's friends round to stay / play?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	16.16% 16	18.18% 10	16.02% 78	19.63% 21	18.26% 42	35.90% 14	22.60% 33	20.25% 33	24.69% 40	23.66% 22	20.80% 47	20.21% 39
1	16.16% 16	30.91% 17	20.12% 98	16.82% 18	16.09% 37	30.77% 12	22.60% 33	22.09% 36	24.07% 39	15.05% 14	16.81% 38	15.03% 29
2	26.26% 26	25.45% 14	21.77% 106	24.30% 26	20% 46	7.69% 3	17.12% 25	25.77% 42	19.14% 31	25.81% 24	19.47% 44	22.28% 43
	11.11%	5.45%	12.94%	11.21%	9.57%	2.56%	8.22%	8.59%	8.64%	6.45%	9.29%	10.88%

3	11	3	63	12	22	1	12	14	14	6	21	21
4	14.14% 14	5.45% 3	10.88% 53	8.41% 9	15.22% 35	7.69% 3	11.64% 17	11.04% 18	12.96% 21	13.98% 13	16.81% 38	13.47% 26
5	4.04% 4	10.91% 6	6.98% 34	6.54% 7	4.35% 10	0% 0	2.74% 4	4.91% 8	2.47% 4	2.15% 2	9.29% 21	5.70% 11
6	1.01% 1	0% 0	4.52% 22	2.80% 3	5.22% 12	7.69% 3	2.74% 4	1.23% 2	4.32% 7	5.38% 5	1.77% 4	3.11% 6
7	1.01% 1	0% 0	1.44% 7	0.93% 1	0.43% 1	0% 0	2.05% 3	1.23% 2	0% 0	0% 0	3.10% 7	1.55% 3
8	2.02% 2	0% 0	1.03% 5	2.80% 3	2.17% 5	0% 0	2.74% 4	1.84% 3	0.62% 1	2.15% 2	0.44% 1	1.55% 3
9	0% 0	0% 0	0.21% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.52% 1
10+	8.08% 8	3.64% 2	4.11% 20	6.54% 7	8.70% 20	7.69% 3	7.53% 11	3.07% 5	3.09% 5	5.38% 5	2.21% 5	5.70% 11
Average	2.89	2.11	2.69	2.77	3.06	2.08	2.7	2.29	2.14	2.56	2.55	2.78

19. On each occasion, how much more money would you spend on food and drink, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	8.43% 7	11.11% 5	3.67% 15	4.65% 4	7.45% 14	20% 5	7.96% 9	9.23% 12	10.66% 13	7.04% 5	4.47% 8	7.79% 12
1 - 5	31.33% 26	22.22% 10	22.74% 93	19.77% 17	28.72% 54	28% 7	28.32% 32	30.77% 40	36.07% 44	23.94% 17	19.55% 35	24.68% 38
6 - 10	33.73% 28	37.78% 17	33.01% 135	36.05% 31	34.57% 65	32% 8	30.97% 35	30.77% 40	29.51% 36	22.54% 16	40.78% 73	29.87% 46
11 - 15	13.25% 11	15.56% 7	25.18% 103	24.42% 21	18.62% 35	0% 0	17.70% 20	17.69% 23	19.67% 24	32.39% 23	29.05% 52	23.38% 36
16-20	8.43% 7	6.67% 3	10.76% 44	10.47% 9	5.32% 10	12% 3	8.85% 10	6.15% 8	2.46% 3	8.45% 6	5.03% 9	9.09% 14
21+	4.82% 4	6.67% 3	4.65% 19	4.65% 4	5.32% 10	8% 2	6.19% 7	5.38% 7	1.64% 2	5.63% 4	1.12% 2	5.19% 8
Average	7.89	8.31	9.51	9.51	8.12	7.24	8.52	7.92	6.79	9.44	8.77	8.9

20. Do you find your spend more on keeping the children entertained over bank holiday weekends?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	55.56% 55	45.45% 25	49.08% 239	55.14% 59	54.35% 125	56.41% 22	55.48% 81	48.47% 79	51.23% 83	56.99% 53	41.15% 93	52.33% 101
No	44.44% 44	54.55% 30	50.92% 248	44.86% 48	45.65% 105	43.59% 17	44.52% 65	51.53% 84	48.77% 79	43.01% 40	58.85% 133	47.67% 92

21. Do you dread the financial cost of the school summer holidays?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	41.41% 41	40% 22	48.46% 236	50.47% 54	51.30% 118	61.54% 24	47.26% 69	49.08% 80	48.15% 78	51.61% 48	37.61% 85	48.70% 94
No	58.59% 58	60% 33	51.54% 251	49.53% 53	48.70% 112	38.46% 15	52.74% 77	50.92% 83	51.85% 84	48.39% 45	62.39% 141	51.30% 99

22. How much more money do you think you spend each week during the summer holidays, in per cent?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	8.08% 8	16.36% 9	8.62% 42	7.48% 8	5.65% 13	23.08% 9	13.70% 20	11.66% 19	18.52% 30	8.60% 8	7.96% 18	12.95% 25
10	21.21% 21	14.55% 8	18.07% 88	18.69% 20	18.70% 43	10.26% 4	15.07% 22	18.40% 30	21.60% 35	18.28% 17	19.47% 44	20.21% 39
20	26.26% 26	29.09% 16	24.44% 119	23.36% 25	23.91% 55	15.38% 6	22.60% 33	26.99% 44	22.22% 36	26.88% 25	19.03% 43	22.28% 43
30	18.18% 18	18.18% 10	17.66% 86	16.82% 18	17.83% 41	23.08% 9	16.44% 24	14.11% 23	14.20% 23	17.20% 16	18.58% 42	13.47% 26
40	8.08% 8	5.45% 3	9.45% 46	8.41% 9	10.43% 24	7.69% 3	7.53% 11	12.88% 21	6.79% 11	8.60% 8	14.60% 33	10.88% 21
50	10.10% 10	10.91% 6	11.29% 55	13.08% 14	15.22% 35	12.82% 5	13.70% 20	12.27% 20	7.41% 12	8.60% 8	11.50% 26	16.06% 31
60	4.04% 4	3.64% 2	3.08% 15	6.54% 7	3.04% 7	5.13% 2	4.11% 6	0.61% 1	0.62% 1	1.08% 1	2.65% 6	1.04% 2
70	1.01% 1	0% 0	2.05% 10	0% 0	1.30% 3	0% 0	0.68% 1	1.84% 3	1.23% 2	4.30% 4	2.21% 5	0.52% 1
80	1.01% 1	0% 0	1.03% 5	2.80% 3	0.87% 2	0% 0	0% 0	0% 0	1.85% 3	2.15% 2	0.88% 2	0.52% 1
90	0% 0	0% 0	0.21% 1	0% 0	0.43% 1	0% 0	0% 0	0% 0	0% 0	1.08% 1	0% 0	0.52% 1
100	2.02% 2	1.82% 1	4.11% 20	2.80% 3	2.61% 6	2.56% 1	6.16% 9	1.23% 2	5.56% 9	3.23% 3	3.10% 7	1.55% 3
Average	27.07	24.36	29.82	30.47	30.22	26.15	29.93	25.64	25.56	29.68	29.87	26.32

23. How much more money do you think you spend each week during the summer holidays, in pounds?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0-10	14.14% 14	20% 11	9.03% 44	12.15% 13	10% 23	20.51% 8	15.75% 23	14.72% 24	21.60% 35	12.90% 12	11.95% 27	14.51% 28
11 - 20	17.17% 17	5.45% 3	15.40% 75	14.02% 15	12.17% 28	12.82% 5	12.33% 18	13.50% 22	15.43% 25	19.35% 18	11.95% 27	13.47% 26
21-30	25.25% 25	25.45% 14	16.43% 80	18.69% 20	20% 46	10.26% 4	21.23% 31	12.88% 21	19.14% 31	11.83% 11	15.49% 35	18.65% 36
31-40	4.04% 4	18.18% 10	13.76% 67	12.15% 13	16.09% 37	15.38% 6	10.96% 16	17.79% 29	11.11% 18	11.83% 11	15.49% 35	13.99% 27
	15.15%	7.27%	14.78%	10.28%	14.78%	25.64%	15.75%	14.72%	9.88%	16.13%	15.93%	13.47%

41-50	15	4	72	11	34	10	23	24	16	15	36	26
	8.08%	5.45%	9.24%	8.41%	10.87%	5.13%	7.53%	11.04%	4.94%	6.45%	14.16%	10.88%
51-75	8	3	45	9	25	2	11	18	8	6	32	21
	7.07%	7.27%	8.21%	12.15%	7.83%	2.56%	7.53%	6.13%	10.49%	9.68%	7.52%	9.33%
76-100	7	4	40	13	18	1	11	10	17	9	17	18
	2.02%	5.45%	6.57%	7.48%	5.22%	5.13%	2.74%	5.52%	3.70%	8.60%	3.98%	3.11%
101-125	2	3	32	8	12	2	4	9	6	8	9	6
	2.02%	1.82%	1.44%	0.93%	1.30%	0%	2.05%	1.23%	1.85%	2.15%	1.33%	0.52%
126-150	2	1	7	1	3	0	3	2	3	2	3	1
	2.02%	1.82%	1.85%	0.93%	0.43%	0%	0%	1.23%	0%	0%	0.44%	0.52%
151-175	2	1	9	1	1	0	0	2	0	0	1	1
	1.01%	0%	0.41%	0.93%	0.43%	0%	2.05%	0%	0.62%	0%	0.88%	0%
176-200	1	0	2	1	1	0	3	0	1	0	2	0
	0%	0%	1.03%	1.87%	0%	0%	1.37%	0.61%	0%	1.08%	0.44%	1.04%
201-250	0	0	5	2	0	0	2	1	0	1	1	2
	2.02%	1.82%	1.85%	0%	0.87%	2.56%	0.68%	0.61%	1.23%	0%	0.44%	0.52%
251+	2	1	9	0	2	1	1	1	2	0	1	1
Average	44.78	44.14	51.83	49.76	45.06	40.47	45.15	44.34	40.14	45.89	45.51	42.44

24. Do you wish you had time to do more with the children at weekends, on bank holidays and during school holidays?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	58.59%	54.55%	56.06%	57.01%	63.91%	66.67%	61.64%	57.67%	58.02%	62.37%	46.90%	64.77%
	58	30	273	61	147	26	90	94	94	58	106	125
No	41.41%	45.45%	43.94%	42.99%	36.09%	33.33%	38.36%	42.33%	41.98%	37.63%	53.10%	35.23%
	41	25	214	46	83	13	56	69	68	35	120	68

25. Do you feel guilty for not having as much time as you would like with the children?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	62.07%	76.67%	79.49%	80.33%	79.59%	76.92%	73.33%	79.79%	80.85%	75.86%	74.53%	83.20%
	36	23	217	49	117	20	66	75	76	44	79	104
No	37.93%	23.33%	20.51%	19.67%	20.41%	23.08%	26.67%	20.21%	19.15%	24.14%	25.47%	16.80%
	22	7	56	12	30	6	24	19	18	14	27	21

26. Which of the following factors prevent you from doing more to entertain your children?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Hectic workloads	28.28%	40%	41.07%	40.19%	38.70%	25.64%	35.62%	33.13%	40.12%	46.24%	32.74%	38.86%
	28	22	200	43	89	10	52	54	65	43	74	75
You often have to work from home	18.18%	9.09%	19.10%	17.76%	12.61%	23.08%	11.64%	15.34%	14.20%	17.20%	16.81%	11.40%
	18	5	93	19	29	9	17	25	23	16	38	22
	25.25%	27.27%	34.50%	22.43%	29.57%	30.77%	34.93%	31.90%	28.40%	34.41%	38.50%	34.20%

You're simply too busy	25	15	168	24	68	12	51	52	46	32	87	66
You don't have the money	38.38% 38	32.73% 18	35.73% 174	47.66% 51	46.52% 107	43.59% 17	36.30% 53	42.94% 70	41.98% 68	36.56% 34	33.63% 76	44.04% 85
Lack of time	28.28% 28	36.36% 20	25.87% 126	23.36% 25	24.35% 56	23.08% 9	26.71% 39	25.77% 42	23.46% 38	24.73% 23	22.57% 51	31.61% 61
None of the above	20.20% 20	20% 11	12.32% 60	14.02% 15	13.04% 30	15.38% 6	19.18% 28	16.56% 27	14.20% 23	12.90% 12	13.27% 30	11.92% 23

27. Which of the following factors prevent you from doing more to entertain your children?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Hectic workloads	23.23% 23	23.64% 13	31.01% 151	31.78% 34	33.91% 78	33.33% 13	28.77% 42	23.31% 38	32.10% 52	34.41% 32	25.22% 57	26.94% 52
You often have to work from home	15.15% 15	10.91% 6	18.89% 92	17.76% 19	7.83% 18	10.26% 4	10.96% 16	13.50% 22	14.20% 23	13.98% 13	16.81% 38	14.51% 28
You're simply too busy	36.36% 36	18.18% 10	32.85% 160	23.36% 25	27.39% 63	38.46% 15	30.14% 44	33.74% 55	26.54% 43	34.41% 32	34.07% 77	32.12% 62
You don't have the money	34.34% 34	34.55% 19	35.11% 171	43.93% 47	46.09% 106	38.46% 15	30.82% 45	40.49% 66	40.12% 65	36.56% 34	33.63% 76	39.90% 77
Lack of time	25.25% 25	21.82% 12	23.61% 115	29.91% 32	25.22% 58	17.95% 7	23.29% 34	28.22% 46	25.31% 41	29.03% 27	21.68% 49	26.94% 52
None of the above	20.20% 20	23.64% 13	14.99% 73	14.95% 16	12.17% 28	15.38% 6	21.92% 32	17.79% 29	15.43% 25	16.13% 15	13.72% 31	13.47% 26

28. Do you find it difficult thinking of ways to keep your children entertained?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	37.37% 37	40% 22	44.56% 217	45.79% 49	47.39% 109	56.41% 22	47.95% 70	45.40% 74	41.36% 67	43.01% 40	38.94% 88	52.33% 101
No	62.63% 62	60% 33	55.44% 270	54.21% 58	52.61% 121	43.59% 17	52.05% 76	54.60% 89	58.64% 95	56.99% 53	61.06% 138	47.67% 92

29. Do you feel your child gets to explore the outdoors enough?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	63.64% 63	56.36% 31	53.18% 259	70.09% 75	60.43% 139	69.23% 27	57.53% 84	63.80% 104	57.41% 93	63.44% 59	47.79% 108	66.32% 128
No	36.36% 36	43.64% 24	46.82% 228	29.91% 32	39.57% 91	30.77% 12	42.47% 62	36.20% 59	42.59% 69	36.56% 34	52.21% 118	33.68% 65

30. Would you consider spending a day with your family exploring a local nature reserve, parks or forest?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	82.83% 82	72.73% 40	74.54% 363	84.11% 90	81.74% 188	82.05% 32	86.99% 127	79.75% 130	80.25% 130	80.65% 75	65.04% 147	88.60% 171
No	17.17% 17	27.27% 15	25.46% 124	15.89% 17	18.26% 42	17.95% 7	13.01% 19	20.25% 33	19.75% 32	19.35% 18	34.96% 79	11.40% 22

31. How many times would you expect to take your child to a local nature reserve, park or forest over the course of the summer holiday?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	6.06% 6	10.91% 6	4.31% 21	6.54% 7	6.52% 15	7.69% 3	5.48% 8	9.82% 16	11.11% 18	6.45% 6	3.98% 9	4.15% 8
1	17.17% 17	21.82% 12	22.18% 108	17.76% 19	14.78% 34	12.82% 5	17.81% 26	17.79% 29	19.14% 31	15.05% 14	15.49% 35	17.62% 34
2	17.17% 17	16.36% 9	33.68% 164	27.10% 29	30.43% 70	28.21% 11	31.51% 46	24.54% 40	23.46% 38	31.18% 29	32.74% 74	32.64% 63
3	17.17% 17	14.55% 8	20.12% 98	21.50% 23	19.57% 45	12.82% 5	18.49% 27	20.86% 34	12.96% 21	15.05% 14	30.97% 70	18.65% 36
4	14.14% 14	14.55% 8	7.39% 36	5.61% 6	10.43% 24	15.38% 6	10.27% 15	6.13% 10	11.73% 19	9.68% 9	6.64% 15	11.40% 22
5	8.08% 8	9.09% 5	2.87% 14	2.80% 3	3.91% 9	0% 0	4.11% 6	5.52% 9	5.56% 9	4.30% 4	3.10% 7	2.59% 5
6+	20.20% 20	12.73% 7	9.45% 46	18.69% 20	14.35% 33	23.08% 9	12.33% 18	15.34% 25	16.05% 26	18.28% 17	7.08% 16	12.95% 25
Average	3.21	2.78	2.51	2.85	2.82	3.08	2.72	2.74	2.76	2.92	2.58	2.75

Cost of Entertainment - Broken Down by Age

Age Range breakdown summary

Age Range	%	Responses
18-24	11.40%	228
25-34	41.45%	829
35-44	31.65%	633
45-54	10.25%	205
55+	5.25%	105

1. During the average month, how many times do you take your children to the cinema or theatre?

	18-24	25-34	35-44	45-54	55+
0	25.44% 58	38% 315	36.02% 228	32.20% 66	31.43% 33
1	33.77% 77	28.95% 240	41.86% 265	48.78% 100	50.48% 53
2	21.93% 50	15.32% 127	10.90% 69	13.17% 27	8.57% 9
3	13.60% 31	9.05% 75	6.79% 43	2.93% 6	3.81% 4
4	3.51% 8	6.63% 55	3.32% 21	1.46% 3	3.81% 4
5	0.44% 1	1.57% 13	0.63% 4	0% 0	1.90% 2
6	0.88% 2	0.24% 2	0.47% 3	0.49% 1	0% 0
7	0.44% 1	0% 0	0% 0	0% 0	0% 0
8+	0% 0	0.24% 2	0% 0	0.98% 2	0% 0
Average	1.43	1.24	1.03	1	1.04

2. During the average month, how many times do you take your children swimming?

	18-24	25-34	35-44	45-54	55+
0	21.49% 49	22.07% 183	26.70% 169	29.76% 61	25.71% 27
1	20.61% 47	18.09% 150	18.33% 116	19.02% 39	10.48% 11
2	23.25% 53	16.89% 140	14.22% 90	13.17% 27	17.14% 18
3	15.79% 36	17.13% 142	9.79% 62	9.27% 19	11.43% 12
4	10.96% 25	21.23% 176	24.17% 153	22.44% 46	20.95% 22
5	4.39% 10	2.65% 22	2.69% 17	2.44% 5	4.76% 5
6	1.75% 4	0.60% 5	0.95% 6	0.98% 2	2.86% 3
7	0.44% 1	0% 0	0% 0	0% 0	0% 0
8+	1.32% 3	1.33% 11	3.16% 20	2.93% 6	6.67% 7
Average	2.04	2.16	2.17	2.04	2.57

3. During the average month, how many trips do you take to local attractions such as the zoo, local farm, museum etc?

	18-24	25-34	35-44	45-54	55+
0	18.86% 43	15.44% 128	22.59% 143	31.22% 64	25.71% 27
1	32.89% 75	36.07% 299	43.29% 274	42.93% 88	44.76% 47
2	21.05% 48	20.27% 168	17.06% 108	14.63% 30	15.24% 16
3	10.96% 25	12.91% 107	6.79% 43	4.39% 9	7.62% 8
4	10.96% 25	10.25% 85	7.42% 47	3.90% 8	3.81% 4
5	3.07% 7	3.26% 27	2.21% 14	1.95% 4	0.95% 1
6	1.75% 4	1.33% 11	0.16% 1	0% 0	0.95% 1
7	0.44% 1	0% 0	0% 0	0.98% 2	0% 0
8+	0% 0	0.48% 4	0.47% 3	0% 0	0.95% 1
Average	1.81	1.84	1.43	1.18	1.31

4. During the average month, how much do you spend on sports clubs (swimming, football, cricket, gym, trampolining etc.) for your children, in pounds?

	18-24	25-34	35-44	45-54	55+
0	22.37% 51	23.04% 191	21.80% 138	21.95% 45	15.24% 16
1 - 10	12.28% 28	15.56% 129	12.16% 77	12.20% 25	13.33% 14
11 - 20	14.91% 34	14.35% 119	13.59% 86	16.59% 34	21.90% 23
21-30	8.77% 20	17.13% 142	15.17% 96	12.68% 26	15.24% 16
31-40	15.79% 36	11.10% 92	11.53% 73	12.68% 26	8.57% 9
41-50	8.33% 19	8.08% 67	9.48% 60	10.73% 22	13.33% 14
51-60	6.58% 15	3.26% 27	3.63% 23	3.90% 8	4.76% 5
61-70	3.07% 7	2.77% 23	3% 19	3.41% 7	0.95% 1
71-80	2.63% 6	1.81% 15	2.69% 17	0% 0	2.86% 3
81-90	0.88% 2	0.48% 4	0.47% 3	0.98% 2	0% 0
91-100	2.63% 6	1.09% 9	1.74% 11	1.95% 4	0.95% 1
101+	1.75% 4	1.33% 11	4.74% 30	2.93% 6	2.86% 3
Average	27.3	22.85	27.91	25.92	26.34

5. During the average month, how much do you spend on toys for your children, in pounds?

	18-24	25-34	35-44	45-54	55+
0	9.21% 21	5.67% 47	11.69% 74	18.05% 37	18.10% 19
1 - 10	15.79% 36	25.81% 214	30.81% 195	34.63% 71	33.33% 35
11 - 20	21.05% 48	22.80% 189	25.12% 159	21.46% 44	22.86% 24

21-30	17.54% 40	17.25% 143	11.22% 71	12.68% 26	12.38% 13
31-40	13.60% 31	12.79% 106	8.53% 54	3.41% 7	2.86% 3
41-50	10.96% 25	7.84% 65	7.74% 49	6.34% 13	2.86% 3
51-60	5.26% 12	3.98% 33	3% 19	1.95% 4	1.90% 2
61-70	3.95% 9	2.17% 18	0.63% 4	0% 0	0.95% 1
71-80	0% 0	0.72% 6	0.32% 2	0.49% 1	1.90% 2
81-90	0.44% 1	0.36% 3	0.47% 3	0% 0	0.95% 1
91-100	0.88% 2	0.24% 2	0.16% 1	0.49% 1	0% 0
101+	1.32% 3	0.36% 3	0.32% 2	0.49% 1	1.90% 2
Average	26.47	22.54	18.19	14.97	16.7

6. During the average month, how much do you spend on books for your children, in pounds?

	18-24	25-34	35-44	45-54	55+
0	10.96% 25	8.69% 72	11.69% 74	17.07% 35	12.38% 13
1 - 10	24.12% 55	39.32% 326	47.08% 298	49.27% 101	33.33% 35
11 - 20	20.61% 47	19.18% 159	17.85% 113	17.07% 35	24.76% 26
21-30	16.67% 38	13.87% 115	8.37% 53	8.29% 17	15.24% 16
31-40	10.53% 24	8.20% 68	6.64% 42	1.95% 4	0% 0
41-50	7.02% 16	5.43% 45	4.74% 30	3.41% 7	4.76% 5
51-60	3.95% 9	2.90% 24	1.90% 12	1.46% 3	3.81% 4
61-70	2.19% 5	1.21% 10	0.63% 4	1.46% 3	3.81% 4
71-80	0.88% 2	0.72% 6	0.16% 1	0% 0	0.95% 1
81-90	0.88% 2	0.24% 2	0.32% 2	0% 0	0% 0
91-100	0.88% 2	0% 0	0.16% 1	0% 0	0% 0
101+	1.32% 3	0.24% 2	0.47% 3	0% 0	0.95% 1
Average	22.91	17.45	14.49	11.49	18.01

7. During the average month, how much do you spend on computer games and accessories for your children, in pounds?

	18-24	25-34	35-44	45-54	55+
0	29.82% 68	44.63% 370	46.92% 297	47.32% 97	36.19% 38
1 - 10	12.72% 29	14.96% 124	19.75% 125	20.49% 42	19.05% 20
11 - 20	17.54% 40	10.01% 83	10.43% 66	8.78% 18	13.33% 14
21-30	11.40% 26	12.06% 100	8.06% 51	6.34% 13	16.19% 17
31-40	12.28% 28	7.12% 59	7.42% 47	8.78% 18	7.62% 8
41-50	7.46% 17	5.55% 46	3.95% 25	2.44% 5	2.86% 3
51-60	4.39% 10	2.29% 19	2.37% 15	3.90% 8	0.95% 1

61-70	1.75% 4	2.41% 20	0.47% 3	0.98% 2	0% 0
71-80	0.88% 2	0.36% 3	0.16% 1	0% 0	1.90% 2
81-90	0.44% 1	0.24% 2	0.32% 2	0.49% 1	0.95% 1
91-100	0.88% 2	0% 0	0% 0	0.49% 1	0% 0
101+	0.44% 1	0.36% 3	0.16% 1	0% 0	0.95% 1
Average	19.98	14.2	11.36	12.02	14.99

8. How many times a year do you take your children to special attractions such as Legoland, Alton Towers, Chessington World of Adventures etc?

	18-24	25-34	35-44	45-54	55+
0	13.16% 30	18.46% 153	22.12% 140	25.37% 52	22.86% 24
1	25% 57	24.25% 201	27.49% 174	32.20% 66	30.48% 32
2	21.49% 49	24.97% 207	23.70% 150	22.93% 47	22.86% 24
3	15.35% 35	12.06% 100	10.43% 66	10.24% 21	10.48% 11
4	13.60% 31	10.49% 87	9.32% 59	2.93% 6	7.62% 8
5	5.26% 12	5.07% 42	3.95% 25	2.93% 6	0.95% 1
6	2.19% 5	2.90% 24	0.79% 5	2.44% 5	2.86% 3
7	1.75% 4	0.97% 8	0.79% 5	0.49% 1	0% 0
8	0.88% 2	0.36% 3	0.47% 3	0% 0	0.95% 1
9	0.44% 1	0% 0	0% 0	0% 0	0% 0
10+	0.88% 2	0.48% 4	0.95% 6	0.49% 1	0.95% 1
Average	2.4	2.1	1.87	1.58	1.77

9. How many times a year do you take your kids on holiday?

	18-24	25-34	35-44	45-54	55+
0	12.72% 29	9.65% 80	8.21% 52	6.83% 14	8.57% 9
1	42.54% 97	42.58% 353	44.39% 281	46.83% 96	40.95% 43
2	26.32% 60	25.09% 208	31.44% 199	32.68% 67	30.48% 32
3	14.91% 34	16.28% 135	10.74% 68	7.32% 15	16.19% 17
4	3.07% 7	4.83% 40	3.63% 23	4.39% 9	1.90% 2
5+	0.44% 1	1.57% 13	1.58% 10	1.95% 4	1.90% 2
Average	1.54	1.69	1.62	1.61	1.68

10. On average, how much do you think the entire holiday costs, in pounds?

	18-24	25-34	35-44	45-54	55+
1-500	10.05% 20	10.81% 81	10.67% 62	7.33% 14	9.38% 9
	23.62%	29.91%	27.19%	27.75%	19.79%

501-1000	47	224	158	53	19
	29.15%	22.16%	19.10%	24.61%	30.21%
1001-1500	58	166	111	47	29
	20.60%	21.76%	16.87%	16.75%	11.46%
1501-2000	41	163	98	32	11
	7.04%	9.35%	12.56%	6.81%	12.50%
2001-2500	14	70	73	13	12
	5.53%	3.60%	4.99%	6.28%	7.29%
2501-3000	11	27	29	12	7
	4.02%	2.40%	8.61%	10.47%	9.38%
3001+	8	18	50	20	9
Average	1,358.56	1,291.23	1,443.31	1,467.83	1,513.57

11. How many times a month do you take your children out to fast food places / restaurants / pubs as a special treat?

	18-24	25-34	35-44	45-54	55+
0	10.96% 25	11.82% 98	14.85% 94	17.56% 36	22.86% 24
1	24.12% 55	26.30% 218	29.23% 185	35.12% 72	33.33% 35
2	26.32% 60	24.97% 207	31.12% 197	21.95% 45	20.95% 22
3	17.54% 40	17.49% 145	10.90% 69	9.76% 20	8.57% 9
4	14.91% 34	13.27% 110	9.32% 59	10.24% 21	4.76% 5
5	1.32% 3	3.50% 29	1.90% 12	2.93% 6	1.90% 2
6	0.44% 1	1.69% 14	1.42% 9	1.46% 3	3.81% 4
7	1.32% 3	0.24% 2	0.63% 4	0% 0	0.95% 1
8+	3.07% 7	0.72% 6	0.63% 4	0.98% 2	2.86% 3
Average	2.32	2.17	1.89	1.8	1.82

12. On each occasion, how much would you spend on food and drinks, in pounds?

	18-24	25-34	35-44	45-54	55+
1 - 25	20.69% 42	29.82% 218	36.18% 195	34.91% 59	33.33% 27
26-50	42.36% 86	38.30% 280	40.26% 217	42.60% 72	37.04% 30
51-75	25.62% 52	22.71% 166	16.51% 89	19.53% 33	17.28% 14
76-100	8.87% 18	8.48% 62	5.19% 28	2.96% 5	8.64% 7
101+	2.46% 5	0.68% 5	1.86% 10	0% 0	3.70% 3
Average	45.22	40.89	36.85	35.63	40.64

13. How many times a month do you buy your children a takeaway as a special treat?

	18-24	25-34	35-44	45-54	55+
0	23.68% 54	31.12% 258	32.23% 204	29.27% 60	40% 42
1	25.44% 58	24.49% 203	30.65% 194	35.61% 73	21.90% 23
2	23.68% 54	19.18% 159	18.48% 117	19.51% 40	22.86% 24
3	10.09% 23	11.34% 94	7.90% 50	7.32% 15	4.76% 5

4	11.84% 27	8.69% 72	8.69% 55	7.32% 15	6.67% 7
5	3.51% 8	3.50% 29	1.58% 10	0.98% 2	0.95% 1
6	0.88% 2	1.09% 9	0.47% 3	0% 0	0.95% 1
7	0.88% 2	0% 0	0% 0	0% 0	0.95% 1
8+	0% 0	0.60% 5	0% 0	0% 0	0.95% 1
Average	1.79	1.6	1.37	1.31	1.33

14. On each occasion, how much would you spend on the takeaway in pounds?

	18-24	25-34	35-44	45-54	55+
1 - 25	35.06% 61	42.91% 245	56.41% 242	57.93% 84	53.97% 34
26-50	35.63% 62	23.99% 137	26.57% 114	28.28% 41	30.16% 19
51-75	18.97% 33	23.82% 136	12.59% 54	11.72% 17	11.11% 7
76-100	8.62% 15	8.23% 47	3.73% 16	1.38% 2	1.59% 1
101+	1.72% 3	1.05% 6	0.70% 3	0.69% 1	3.17% 2
Average	39.37	38.01	29.35	27.57	30.08

15. How many times a month do you treat your children to a DVD?

	18-24	25-34	35-44	45-54	55+
0	23.25% 53	34.74% 288	47.71% 302	46.34% 95	44.76% 47
1	28.95% 66	26.54% 220	26.86% 170	35.12% 72	27.62% 29
2	21.49% 49	15.08% 125	10.43% 66	9.76% 20	12.38% 13
3	14.91% 34	11.70% 97	8.53% 54	5.37% 11	6.67% 7
4	4.82% 11	7.48% 62	4.90% 31	1.46% 3	2.86% 3
5	2.63% 6	3.26% 27	0.79% 5	0.49% 1	3.81% 4
6	1.75% 4	0.12% 1	0.32% 2	0.98% 2	0% 0
7	0.88% 2	0.48% 4	0.16% 1	0% 0	0% 0
8+	1.32% 3	0.60% 5	0.32% 2	0.49% 1	1.90% 2
Average	1.76	1.47	1.02	0.89	1.18

16. How many times a year do you hold parties for your little ones and their friends?

	18-24	25-34	35-44	45-54	55+
0	17.54% 40	21.71% 180	25.28% 160	25.37% 52	23.81% 25
1	29.39% 67	35.22% 292	39.49% 250	42.93% 88	35.24% 37
2	33.77% 77	24.25% 201	22.27% 141	22.93% 47	26.67% 28
3	13.16% 30	14.23% 118	9.64% 61	4.88% 10	8.57% 9
	3.51%	3.26%	2.21%	1.95%	1.90%

4	8	27	14	4	2
5+	2.63%	1.33%	1.11%	1.95%	3.81%
Average	1.64	1.46	1.27	1.21	1.41

17. On each occasion, how much do you estimate you spend on each of these parties in pounds?

	18-24	25-34	35-44	45-54	55+
1 - 25	7.98% 15	4.93% 32	6.34% 30	1.96% 3	11.25% 9
26-50	33.51% 63	31.12% 202	27.48% 130	26.80% 41	28.75% 23
51-75	32.98% 62	32.51% 211	24.10% 114	30.07% 46	22.50% 18
76-100	14.36% 27	19.26% 125	18.82% 89	20.26% 31	18.75% 15
101+	11.17% 21	12.17% 79	23.26% 110	20.92% 32	18.75% 15
Average	58.47	62.19	66.5	68.33	62

18. How many times a month do you have your children's friends round to stay / play?

	18-24	25-34	35-44	45-54	55+
0	18.42% 42	22.20% 184	18.48% 117	16.59% 34	17.14% 18
1	13.16% 30	18.70% 155	22.75% 144	21.46% 44	13.33% 14
2	24.56% 56	21.71% 180	20.70% 131	22.44% 46	16.19% 17
3	13.16% 30	10.62% 88	9.79% 62	5.85% 12	7.62% 8
4	11.40% 26	13.63% 113	10.74% 68	13.66% 28	14.29% 15
5	6.58% 15	5.91% 49	4.58% 29	3.41% 7	10.48% 11
6	6.58% 15	2.41% 20	3.48% 22	4.88% 10	1.90% 2
7	1.32% 3	1.33% 11	1.11% 7	0% 0	3.81% 4
8	0.44% 1	1.21% 10	1.90% 12	0.98% 2	3.81% 4
9	0.88% 2	0% 0	0% 0	0% 0	0% 0
10+	3.51% 8	2.29% 19	6.48% 41	10.73% 22	11.43% 12
Average	2.75	2.34	2.68	3	3.61

19. On each occasion, how much more money would you spend on food and drink, in pounds?

	18-24	25-34	35-44	45-54	55+
0	4.30% 8	4.96% 32	9.50% 49	8.77% 15	5.75% 5
1 - 5	18.82% 35	24.03% 155	29.84% 154	25.73% 44	28.74% 25
6 - 10	39.25% 73	34.42% 222	32.36% 167	25.73% 44	27.59% 24
11 - 15	25.81% 48	24.50% 158	17.83% 92	22.22% 38	21.84% 19
16-20	10.22% 19	8.37% 54	5.81% 30	8.77% 15	9.20% 8
21+	1.61% 3	3.72% 24	4.65% 24	8.77% 15	6.90% 6

Average	9.24	8.95	7.83	9.14	9.01
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20. Do you find you spend more on keeping the children entertained over bank holiday weekends?

	18-24	25-34	35-44	45-54	55+
Yes	53.95% 123	48.73% 404	51.50% 326	52.68% 108	51.43% 54
No	46.05% 105	51.27% 425	48.50% 307	47.32% 97	48.57% 51

21. Do you dread the financial cost of the school summer holidays?

	18-24	25-34	35-44	45-54	55+
Yes	48.68% 111	45.48% 377	49.45% 313	53.66% 110	36.19% 38
No	51.32% 117	54.52% 452	50.55% 320	46.34% 95	63.81% 67

22. How much more money do you think you spend each week during the summer holidays, in per cent?

	18-24	25-34	35-44	45-54	55+
0	11.84% 27	12.55% 104	7.42% 47	8.78% 18	12.38% 13
10	19.74% 45	15.92% 132	20.38% 129	21.95% 45	19.05% 20
20	19.30% 44	23.52% 195	24.96% 158	21.95% 45	27.62% 29
30	16.23% 37	17.85% 148	15.32% 97	20% 41	12.38% 13
40	13.16% 30	11.70% 97	9.16% 58	4.88% 10	2.86% 3
50	10.09% 23	11.34% 94	13.59% 86	14.15% 29	9.52% 10
60	4.39% 10	2.77% 23	2.05% 13	2.93% 6	1.90% 2
70	1.32% 3	1.45% 12	1.74% 11	1.46% 3	0.95% 1
80	0.44% 1	0.72% 6	1.26% 8	0% 0	3.81% 4
90	0.44% 1	0.12% 1	0.32% 2	0% 0	0% 0
100	3.07% 7	2.05% 17	3.79% 24	3.90% 8	9.52% 10
Average	28.38	27.42	29.62	28.29	31.43

23. How much more money do you think you spend each week during the summer holidays, in pounds?

	18-24	25-34	35-44	45-54	55+
0-10	14.91% 34	14.35% 119	11.22% 71	10.24% 21	16.19% 17
11 - 20	11.84% 27	12.30% 102	14.85% 94	18.05% 37	18.10% 19
21-30	14.47% 33	19.06% 158	18.17% 115	14.63% 30	17.14% 18
31-40	13.16% 30	14.48% 120	13.74% 87	9.76% 20	15.24% 16
41-50	10.09% 23	13.63% 113	16.11% 102	18.05% 37	10.48% 11
Average	12.28%	9.05%	9.95%	8.29%	4.76%

51-75	28	75	63	17	5
76-100	12.28% 28	7.60% 63	7.11% 45	10.24% 21	7.62% 8
101-125	6.14% 14	5.07% 42	4.27% 27	6.83% 14	3.81% 4
126-150	1.75% 4	1.45% 12	1.74% 11	0.49% 1	0% 0
151-175	0.88% 2	0.97% 8	1.11% 7	0% 0	0.95% 1
176-200	1.32% 3	0.36% 3	0.32% 2	0.98% 2	0.95% 1
201-250	0% 0	0.72% 6	1.11% 7	0.49% 1	0% 0
251+	0.88% 2	0.97% 8	0.32% 2	1.95% 4	4.76% 5
Average	49.54	45.24	45.13	49.18	47.47

24. Do you wish you had time to do more with the children at weekends, on bank holidays and during school holidays?

	18-24	25-34	35-44	45-54	55+
Yes	57.89% 132	57.30% 475	60.98% 386	57.56% 118	48.57% 51
No	42.11% 96	42.70% 354	39.02% 247	42.44% 87	51.43% 54

25. Do you feel guilty for not having as much time as you would like with the children?

	18-24	25-34	35-44	45-54	55+
Yes	81.82% 108	79.79% 379	77.20% 298	68.64% 81	78.43% 40
No	18.18% 24	20.21% 96	22.80% 88	31.36% 37	21.57% 11

26. Which of the following factors prevent you from doing more to entertain your children?

	18-24	25-34	35-44	45-54	55+
Hectic workloads	39.91% 91	40.05% 332	37.76% 239	30.73% 63	28.57% 30
You often have to work from home	21.05% 48	14.48% 120	16.11% 102	13.17% 27	16.19% 17
You're simply too busy	38.16% 87	32.93% 273	31.44% 199	28.29% 58	27.62% 29
You don't have the money	34.65% 79	39.32% 326	41.55% 263	41.95% 86	35.24% 37
Lack of time	21.49% 49	25.81% 214	27.80% 176	27.80% 57	20.95% 22
None of the above	8.77% 20	11.94% 99	14.38% 91	22.44% 46	27.62% 29

27. Which of the following factors prevent you from doing more to entertain your children?

	18-24	25-34	35-44	45-54	55+
Hectic workloads	31.58% 72	29.92% 248	29.07% 184	25.85% 53	26.67% 28
You often have to work from home	21.49% 49	14.35% 119	14.53% 92	10.24% 21	12.38% 13
You're simply too busy	35.96% 82	29.79% 247	30.65% 194	33.17% 68	29.52% 31
	31.14%	37.52%	40.92%	40%	30.48%

You don't have the money	71	311	259	82	32
Lack of time	21.93% 50	23.40% 194	28.28% 179	25.37% 52	21.90% 23
None of the above	10.96% 25	14.11% 117	15.01% 95	23.41% 48	27.62% 29

28. Do you find it difficult thinking of ways to keep your children entertained?

	18-24	25-34	35-44	45-54	55+
Yes	45.18% 103	43.91% 364	46.29% 293	47.32% 97	37.14% 39
No	54.82% 125	56.09% 465	53.71% 340	52.68% 108	62.86% 66

29. Do you feel your child gets to explore the outdoors enough?

	18-24	25-34	35-44	45-54	55+
Yes	61.40% 140	54.64% 453	62.88% 398	55.12% 113	62.86% 66
No	38.60% 88	45.36% 376	37.12% 235	44.88% 92	37.14% 39

30. Would you consider spending a day with your family exploring a local nature reserve, parks or forest?

	18-24	25-34	35-44	45-54	55+
Yes	66.67% 152	74.31% 616	85.31% 540	87.80% 180	82.86% 87
No	33.33% 76	25.69% 213	14.69% 93	12.20% 25	17.14% 18

31. How many times would you expect to take your child to a local nature reserve, park or forest over the course of the summer holiday?

	18-24	25-34	35-44	45-54	55+
0	7.02% 16	5.91% 49	4.42% 28	10.73% 22	7.62% 8
1	23.25% 53	16.41% 136	17.38% 110	21.95% 45	19.05% 20
2	29.39% 67	31.97% 265	27.33% 173	28.78% 59	24.76% 26
3	21.05% 48	21.83% 181	21.01% 133	9.27% 19	16.19% 17
4	7.89% 18	9.65% 80	8.21% 52	10.73% 22	11.43% 12
5	2.63% 6	3.50% 29	4.74% 30	3.90% 8	5.71% 6
6+	8.77% 20	10.74% 89	16.90% 107	14.63% 30	15.24% 16
Average	2.43	2.66	2.93	2.58	2.83

Cost of Entertaining - Broken Down by City

Nearest City breakdown summary

Nearest City	%	Responses
Aberdeen	1.65%	33
Aberystwyth	0.05%	1
Belfast	1.95%	39
Birmingham	8.05%	161
Brighton and Hove	2.00%	40
Bristol	3.30%	66
Cambridge	2.65%	53
Cardiff	2.65%	53
Chelmsford	1.15%	23
Coventry	1.55%	31
Edinburgh	2.40%	48
Glasgow	3.25%	65
Gloucester	0.65%	13
Leeds	4.45%	89
Leicester	2.75%	55
Liverpool	2.75%	55
London	24.35%	487
Manchester	8.75%	175
Newcastle	5.35%	107
Norwich	2.30%	46
Oxford	1.90%	38
Plymouth	3.00%	60
Portsmouth	1.55%	31
Sheffield	3.35%	77
Southampton	2.70%	54
Swansea	1.30%	26
Wolverhampton	1.00%	20
Worcester	0.70%	14
Wrexham	0.65%	13
York	1.35%	27

1. During the average month, how many times do you take your children to the cinema or theatre?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	54.55%	0%	41.03%	19.88%	27.50%	40.91%	45.28%	24.53%	47.83%	35.48%	31.25%	32.31%	38.46%	29.21%	40%	40%	29.36%	41.71%	33.64%	39.13%
1	33.33%	100%	41.03%	28.57%	47.50%	45.45%	33.96%	35.85%	39.13%	48.39%	47.92%	44.62%	30.77%	43.82%	38.18%	47.27%	33.06%	33.71%	41.12%	41.30%
2	0%	0%	15.38%	16.15%	12.50%	9.09%	15.09%	33.96%	4.35%	3.23%	14.58%	12.31%	23.08%	20.22%	12.73%	7.27%	17.25%	10.86%	12.15%	8.70%
3	3.03%	0%	2.56%	15.53%	10%	4.55%	5.66%	3.77%	0%	12.90%	2.08%	7.69%	7.69%	5.62%	7.27%	3.64%	11.91%	6.86%	5.61%	6.52%
4	9.09%	0%	0%	15.53%	2.50%	0%	1.89%	8.70%	0%	2.08%	1.54%	0%	1.12%	0%	1.82%	5.54%	5.71%	6.54%	2.17%	1
5	0%	0%	0%	4.35%	0%	0%	0%	0%	0%	0%	1.54%	0%	0%	1.82%	0%	1.44%	1.14%	0%	0%	2.17%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	2.08%	0%	0%	0%	0%	0%	1.03%	0%	0%	0%	0%
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
8+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.41%	0%	0.93%	0%
Average	0.79	1	0.79	1.91	1.13	0.77	0.81	1.23	0.83	0.94	1.04	1.06	1	1.06	0.95	0.8	1.42	1.05	1.16	0.98
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	36.84%	33.33%	51.61%	49.35%	48.15%	38.46%	45%	21.43%	69.23%	40.74%										
1	47.37%	20	38.71%	29.87%	29.63%	23.08%	35%	35.71%	30.77%	40.74%										
2	10.53%	21.67%	3.23%	11.69%	11.11%	15.38%	5%	28.57%	0%	7.41%										
3	2.63%	5%	3.23%	3.90%	7.41%	3.85%	10%	14.29%	0%	7.41%										
4	2.63%	0%	3.23%	2.60%	1.85%	11.54%	5%	0%	0%	3.70%										
5	0%	0%	0%	0%	1.85%	1	0%	0%	0%	0%										

6	0%	0%	0%	1.30%	0%	3.85%	0%	0%	0%	0%
7	0%	0%	0%	0%	0%	3.85%	0%	0%	0%	0%
8+	0%	0%	0%	1.30%	0%	0%	0%	0%	0%	0%
Average	0.87	0.98	0.68	0.94	0.91	1.62	0.95	1.36	0.31	0.93

2. During the average month, how many times do you take your children swimming?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	39.39%	0%	38.46%	16.15%	25%	27.27%	30.19%	13.21%	43.48%	29.03%	18.75%	23.08%	23.08%	17.98%	25.45%	27.27%	23.41%	23.43%	25.23%	26.09%
1	18.18%	0%	10.26%	11.18%	20%	16.67%	24.53%	18.87%	26.09%	22.58%	20.83%	18.46%	0%	17.98%	18.18%	23.64%	17.66%	17.14%	15.89%	19.57%
2	6.06%	0%	23.08%	16.15%	22.50%	22.73%	18.87%	16.98%	17.39%	19.35%	8.33%	10.77%	15.38%	20.22%	18.18%	7.27%	18.48%	8.57%	11.21%	21.74%
3	9.09%	0%	5.13%	22.36%	7.50%	12.12%	3.77%	20.75%	0%	6.45%	12.50%	20%	7.69%	20.22%	9.09%	16.36%	16.43%	15.43%	11.21%	10.87%
4	15.15%	100%	17.95%	26.71%	25%	15.15%	16.98%	20.75%	8.70%	16.13%	31.25%	24.62%	46.15%	16.85%	21.82%	21.82%	18.28%	29.14%	23.36%	19.57%
5	3.03%	0%	5.13%	4.35%	0%	4.55%	1.89%	3.77%	4.35%	3.23%	2.08%	1.54%	7.69%	3.37%	1.82%	1.82%	3.49%	3.43%	3.74%	2.17%
6	0%	0%	0%	2.48%	0%	0%	0%	1.89%	0%	0%	2.08%	0%	1.12%	0%	0%	0.82%	1.14%	2.80%	0%	0%
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.21%	0%	0%	0%	0%
8+	9.09%	0%	0%	0.62%	0%	1.52%	3.77%	3.77%	0%	3.23%	4.17%	1.54%	0%	2.25%	5.45%	1.82%	1.23%	1.71%	6.54%	0%
Average	2.06	4	1.69	2.59	1.88	1.94	1.81	2.58	1.17	1.87	2.56	2.18	2.77	2.28	2.22	1.98	2.11	2.35	2.53	1.85
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	26.32%	20%	35.48%	35.06%	29.63%	11.54%	35%	7.14%	46.15%	22.22%										
1	23.68%	25%	19.35%	19.48%	20.37%	19.23%	15%	35.71%	7.69%	25.93%										
2	21.05%	20%	22.58%	15.58%	18.52%	26.92%	10%	21.43%	23.08%	7.41%										
3	5.26%	6.67%	3.23%	7.79%	11.11%	7.69%	10%	7.14%	7.69%	11.11%										
4	18.42%	26.67%	16.13%	16.88%	14.81%	23.08%	20%	21.43%	7.69%	22.22%										
5	0%	1.67%	3.23%	1.30%	1.85%	0%	0%	0%	7.69%	0%										
6	2.63%	0%	0%	2.60%	0%	3.85%	0%	0%	0%	0%										
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%										
8+	2.63%	0%	0%	1.30%	3.70%	7.69%	10%	7.14%	0%	11.11%										
Average	1.92	2	1.55	1.74	1.89	2.73	2.25	2.43	1.46	2.32										

3. During the average month, how many trips do you take to local attractions such as the zoo, local farm, museum etc?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	18.18%	0%	25.64%	16.77%	21.21%	21.21%	32.08%	18.87%	34.78%	19.35%	20.83%	21.54%	30.77%	17.98%	21.82%	21.82%	19.71%	20%	18.69%	10.87%
1	48.48%	0%	56.41%	25.47%	35%	39.39%	37.74%	49.06%	47.83%	58.06%	35.42%	46.15%	38.46%	44.94%	47.27%	43.64%	35.11%	42.86%	32.71%	58.70%
2	18.18%	100%	7.69%	18.63%	22.50%	16.67%	18.87%	16.98%	8.70%	12.90%	20.83%	12.31%	15.38%	20.22%	18.18%	16.36%	19.92%	14.29%	25.23%	17.39%
3	15.15%	0%	5.13%	13.04%	10%	15.15%	5.66%	1.89%	0%	0%	8.33%	13.85%	0%	5.62%	9.09%	12.73%	10.68%	11.43%	6.54%	8.70%
4	0%	0%	2.56%	22.36%	7.50%	6.06%	5.66%	7.55%	4.35%	3.23%	12.50%	6.15%	7.69%	4.49%	1.82%	3.64%	9.24%	9.14%	10.28%	4.35%
5	0%	0%	2.56%	3.11%	2.50%	0%	0%	5.66%	0%	6.45%	2.08%	0%	7.69%	4.49%	1.82%	1.82%	3.90%	1.71%	2.80%	0%
6	0%	0%	0%	0.62%	0%	1.52%	0%	0%	4.35%	0%	0%	0%	0%	2.25%	0%	0%	0.82%	0%	1.87%	0%
7	0%	0%	0%	0%	2.50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.93%	0%
8+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.62%	0.57%	0.93%	0%
Average	1.3	2	1.1	2.11	1.7	1.52	1.15	1.47	1.09	1.29	1.63	1.37	1.38	1.56	1.27	1.38	1.73	1.55	1.83	1.37
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	26.32%	20%	29.03%	19.48%	18.52%	30.77%	20%	14.29%	15.38%	11.11%										
1	48.48%	0%	56.41%	25.47%	35%	39.39%	37.74%	49.06%	47.83%	58.06%										
2	18.18%	100%	7.69%	18.63%	22.50%	16.67%	18.87%	16.98%	8.70%	12.90%										
3	15.15%	0%	5.13%	13.04%	10%	15.15%	5.66%	1.89%	0%	0%										
4	0%	0%	2.56%	22.36%	7.50%	6.06%	5.66%	7.55%	4.35%	3.23%										
5	0%	0%	2.56%	3.11%	2.50%	0%	0%	5.66%	0%	6.45%										
6	0%	0%	0%	0.62%	0%	1.52%	0%	0%	4.35%	0%										
7	0%	0%	0%	0%	2.50%	0%	0%	0%	0%	0%										
8+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%										
Average	1.3	2	1.1	2.11	1.7	1.52	1.15	1.47	1.09	1.29										

1	39.47% 15	43.33% 26	41.94% 13	37.66% 29	35.19% 19	26.92% 7	40% 8	35.71% 5	38.46% 5	44.44% 12
2	21.05% 6	21.67% 13	16.13% 5	15.58% 12	27.78% 15	19.23% 5	20% 4	21.43% 3	15.38% 2	14.81% 4
3	5.26% 2	6.67% 4	3.23% 1	10.39% 8	12.96% 7	11.54% 7	10% 2	28.57% 0	0% 0	7.41% 3
4	5.26% 2	5% 3	6.45% 2	9.09% 7	9.09% 1	1.85% 1	10% 2	0% 0	23.08% 3	11.11% 3
5	0% 0	3.33% 2	3.23% 1	2.60% 2	1.85% 1	0% 0	0% 0	0% 0	0% 0	7.41% 2
6	2.63% 1	0% 0	0% 0	2.60% 2	1.85% 1	0% 0	0% 0	0% 0	7.69% 2	3.70% 1
7	0% 0	0% 0	0% 0	0% 0	0% 0	3.85% 1	0% 0	0% 0	0% 0	0% 0
8+	0% 0	0% 0	0% 0	2.60% 2	0% 0	3.85% 1	0% 0	0% 0	0% 0	0% 0
Average	1.34	1.43	1.26	1.86	1.57	1.73	1.5	1.64	2.08	2

4. During the average month, how much do you spend on sports clubs (swimming, football, cricket, gym, trampolining etc.) for your children, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	36.36% 12	100% 1	20.51% 1	15.53% 1	20% 1	27.27% 1	22.64% 1	26.42% 1	26.09% 1	25.81% 1	20.83% 1	15.38% 1	30.77% 1	19.10% 1	14.55% 1	29.09% 1	19.92% 1	24% 1	17.76% 1	13.04% 1
1 - 10	12.12% 4	0% 0	23.08% 9	10.56% 17	25% 10	18.18% 12	21.74% 6	11.32% 6	21.31% 5	12.90% 4	12.90% 1	2.08% 8	0% 0	11.24% 10	27.27% 15	18.18% 10	11.91% 58	10.86% 19	16.82% 18	17.39% 8
11 - 20	15.15% 5	0% 0	15.38% 6	10.56% 17	5% 2	6.06% 4	18.87% 10	7.55% 4	13.04% 3	12.90% 4	20.83% 10	12.31% 8	23.08% 3	12.36% 11	23.64% 13	16.36% 9	16.02% 78	18.86% 33	12.15% 13	19.57% 9
21-30	9.09% 3	0% 0	13.82% 5	14.91% 24	17.50% 7	13.64% 9	18.87% 10	7.55% 4	4.35% 3	12.90% 4	16.67% 8	29.23% 19	15.38% 2	15.73% 14	7.27% 4	21.82% 12	15.81% 77	9.71% 17	14.02% 15	15.22% 7
31-40	6.06% 2	0% 0	10.26% 4	16.15% 26	5% 2	13.64% 9	15.09% 8	15.09% 8	8.70% 5	12.90% 4	10.42% 5	13.85% 9	7.69% 18	20.22% 5	9.09% 3	5.45% 3	13.14% 64	11.43% 20	12.15% 13	8.70% 4
41-50	9.09% 3	0% 0	12.82% 5	22.36% 36	7.50% 3	6.06% 4	7.55% 4	9.43% 5	0% 0	9.68% 3	14.58% 7	1.54% 1	7.69% 1	2.25% 2	7.27% 4	3.64% 2	9.45% 46	12.57% 22	8.41% 9	10.87% 5
51-60	9.09% 3	0% 0	0% 0	1.86% 3	5% 2	6.06% 4	0% 0	11.32% 6	4.35% 1	9.68% 3	6.25% 3	6.15% 4	0% 0	7.87% 7	1.82% 1	3.64% 2	2.67% 13	2.86% 5	4.67% 5	2.17% 1
61-70	0% 0	0% 0	2.56% 1	2.48% 4	10% 4	3.03% 2	0% 0	1.89% 1	4.35% 1	3.23% 1	0% 0	6.15% 4	0% 0	4.49% 4	1.82% 1	0% 0	2.87% 14	2.86% 5	2.80% 3	4.35% 2
71-80	0% 0	0% 0	0% 0	1.24% 2	5% 2	1.52% 1	0% 0	3.77% 2	13.04% 8	0% 0	2.08% 1	1.54% 1	7.69% 1	1.12% 0	0% 0	3.29% 16	1.14% 6	1.87% 2	1.87% 2	0% 0
81-90	0% 0	0% 0	0% 0	0% 0	0% 0	1.52% 1	0% 0	1.89% 1	0% 0	0% 0	0% 0	0% 0	7.69% 1	1.12% 1	1.82% 1	0.41% 0	0% 2	0% 0	0.93% 1	2.17% 1
91-100	0% 0	0% 0	2.56% 1	1.86% 3	0% 0	3.03% 2	1.89% 1	1.89% 1	0% 0	0% 0	6.25% 3	0% 0	0% 0	2.25% 2	1.82% 1	0% 0	1.23% 6	0.57% 1	2.80% 3	2.17% 1
101+	3.03% 1	0% 0	0% 0	2.48% 4	0% 0	0% 0	3.77% 2	1.89% 1	4.35% 3	0% 0	0% 0	1.54% 1	0% 0	2.25% 2	3.64% 2	1.82% 1	3.29% 16	5.14% 9	5.61% 6	4.35% 2
Average	19.73	0	20.53	29.81	24.9	23.7	22.76	29.06	26.91	22.47	28.94	25.82	26.12	28.28	22.72	16.55	26.82	25.83	29.5	28.07

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	26.32% 10	25% 15	35.48% 11	24.68% 19	25.93% 14	34.62% 9	35% 7	14.29% 1	38.46% 5	29.63% 8
1 - 10	15.79% 6	11.67% 7	12.90% 4	19.48% 15	16.67% 9	3.85% 1	10% 2	35.71% 5	7.69% 1	11.11% 3
11 - 20	5.26% 2	21.67% 13	9.68% 3	16.88% 13	12.96% 7	19.23% 5	15% 3	14.29% 2	23.08% 3	11.11% 3
21-30	10.53% 4	20% 12	16.13% 5	14.29% 11	14.81% 8	15.38% 4	25% 5	14.29% 2	15.38% 2	18.52% 5
31-40	0% 0	5% 3	12.90% 4	9.09% 7	9.26% 5	15.38% 4	5% 1	7.14% 1	7.69% 1	11.11% 3
41-50	13.16% 5	6.67% 4	3.23% 1	6.49% 5	5.56% 3	3.85% 1	0% 0	0% 0	0% 0	3.70% 1
51-60	13.16% 5	3.33% 2	0% 0	1.30% 1	5.56% 3	3.85% 1	0% 0	7.14% 1	0% 0	7.41% 2
61-70	5.26% 2	1.67% 1	6.45% 2	2.60% 2	1.85% 1	0% 0	0% 0	7.14% 1	7.69% 1	0% 0
71-80	5.26% 2	1.67% 1	0% 0	2.60% 2	0% 0	0% 0	5% 1	0% 0	0% 0	0% 0
81-90	2.63% 1	1.67% 1	0% 0	0% 0	1.85% 1	0% 0	0% 0	0% 0	0% 0	0% 0
91-100	2.63% 1	0% 0	3.23% 1	1.30% 1	3.70% 2	0% 0	0% 0	0% 0	0% 0	3.70% 1
101+	0% 0	1.67% 1	0% 0	1.30% 1	1.85% 1	3.85% 1	0% 0	0% 0	0% 0	3.70% 1
Average	29.84	21.22	19.68	20.45	23.81	20.35	19.85	19	15.69	24.07

5. During the average month, how much do you spend on toys for your children, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
	9.09%	0%	17.95%	7.45%	7.50%	13.64%	11.32%	9.43%	21.74%	9.68%	6.25%	7.69%	23.08%	8.99%	3.64%	10.91%	9.85%	7.43%	3.74%	15.22%

0	3	0	7	12	3	9	6	5	5	3	3	5	3	8	2	6	47	13	4	7
1-10	36.36% 12	100% 1	35.90% 14	14.29% 23	35% 14	24.24% 16	30.19% 16	32.08% 17	30.43% 11	38.71% 12	22.92% 11	29.23% 19	23.08% 3	24.72% 22	43.64% 24	27.27% 15	23.82% 116	29.14% 51	28.97% 31	28.26% 13
11-20	33.33% 11	0% 0	15.38% 6	21.12% 23	32.50% 13	22.73% 15	26.42% 16	15.09% 9	30.43% 11	25.81% 12	25% 10	27.69% 18	23.08% 5	24.72% 22	32.73% 19	20% 8	19.92% 87	26.86% 17	24.30% 26	19.57% 9
21-30	15.15% 5	0% 0	10.26% 4	14.29% 23	7.50% 3	16.67% 11	18.98% 9	18.98% 9	4.35% 1	6.45% 2	18.75% 9	16.92% 11	15.38% 11	12.36% 4	7.27% 8	14.55% 8	18.07% 88	15.43% 27	14.95% 16	15.22% 7
31-40	0% 0	0% 0	12.82% 5	21.74% 35	5% 2	10.61% 7	3.77% 2	7.55% 4	0% 0	3.23% 1	8.33% 4	7.69% 5	0% 0	16.85% 15	3.64% 2	5.45% 3	11.70% 57	12% 21	7.48% 8	13.04% 6
41-50	6.06% 2	0% 0	7.69% 3	14.29% 23	2.50% 1	9.09% 6	1.89% 1	15.09% 8	4.35% 1	12.90% 3	12.50% 6	3.08% 2	0% 0	4.49% 4	5.45% 3	14.55% 8	8.21% 20	5.14% 9	7.48% 8	2.17% 1
51-60	0% 0	0% 0	0% 0	1.24% 5	2.50% 2	3.03% 0	5.66% 1	1.89% 1	4.35% 1	3.23% 0	6.25% 1	4.62% 1	7.69% 1	3.37% 1	3.64% 0	5.45% 0	4.11% 9	2.86% 2	6.54% 2	2.17% 1
61-70	0% 0	0% 0	0% 0	3.11% 5	5% 2	0% 0	1.89% 1	1.89% 1	4.35% 1	0% 0	0% 0	1.54% 1	7.69% 1	1.12% 1	0% 0	0% 0	1.85% 9	1.14% 2	1.87% 2	2.17% 1
71-80	0% 0	0% 0	0% 0	1.24% 2	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.82% 1	1.23% 6	0% 0	0% 0	0% 0
81-90	0% 0	0% 0	0% 0	0.62% 1	2.50% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.54% 1	0% 0	0% 0	0% 0	0% 0	0.41% 2	0% 0	0.93% 1	0% 0
91-100	0% 0	0% 0	0% 0	0.62% 1	0% 0	0% 0	1.89% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.12% 1	0% 0	0% 0	0.21% 1	0% 0	1.87% 1	0% 0
101+	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	2.25% 2	0% 0	0% 0	0.82% 4	0% 0	1.87% 2	0% 0
Average	13.79	5.5	15.03	26.7	18.59	18.69	18.46	20.26	14.74	16.58	22.03	19.23	18.08	22.32	15.12	21.26	22.69	18.63	24.56	18.58

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	13.16% 5	16.67% 10	12.90% 4	12.99% 10	16.67% 9	15.38% 4	0% 0	0% 0	30.77% 4	3.70% 1
1-10	23.68% 9	33.33% 20	41.94% 13	27.27% 21	33.33% 18	11.54% 3	35% 7	42.86% 6	46.15% 6	40.74% 11
11-20	34.21% 13	21.67% 13	6.45% 2	24.68% 19	22.22% 12	26.92% 7	10% 2	21.43% 3	23.08% 3	40.74% 11
21-30	13.16% 5	11.67% 7	16.13% 5	12.99% 10	7.41% 4	15.38% 2	10% 2	28.57% 2	0% 0	7.41% 1
31-40	13.16% 5	6.67% 4	12.90% 4	3.90% 3	9.26% 5	3.85% 1	10% 2	0% 0	0% 0	0% 0
41-50	2.63% 1	5% 3	0% 0	11.69% 9	9.26% 5	11.54% 3	15% 3	0% 0	0% 0	3.70% 1
51-60	0% 0	3.33% 1	9.68% 3	1.30% 0	0% 0	3.85% 2	10% 1	7.14% 1	0% 0	3.70% 1
61-70	0% 0	0% 0	0% 0	3.90% 3	0% 0	3.85% 1	5% 1	0% 0	0% 0	0% 0
71-80	0% 0	0% 0	0% 0	1.30% 1	0% 0	3.85% 1	0% 0	0% 0	0% 0	0% 0
81-90	0% 0	0% 0	0% 0	0% 0	1.85% 1	0% 0	0% 0	0% 0	0% 0	0% 0
91-100	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
101+	0% 0	1.67% 1	0% 0	0% 0	0% 0	3.85% 1	5% 1	0% 0	0% 0	0% 0
Average	15.83	16.34	17.37	19.59	16.25	26.79	30.28	16.93	6.12	14.19

6. During the average month, how much do you spend on books for your children, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	9.09% 3	0% 0	12.82% 5	11.18% 18	10% 4	15.15% 10	15.09% 8	15.09% 8	17.39% 4	9.68% 3	8.33% 4	9.23% 6	23.08% 3	8.99% 8	9.09% 5	7.27% 4	9.45% 4	10.29% 18	5.61% 6	13.04% 6
1-10	54.55% 9	0% 0	53.85% 21	27.95% 45	45% 18	40.91% 27	41.51% 22	41.51% 22	65.22% 15	61.29% 19	37.50% 19	47.69% 31	38.46% 5	35.96% 32	54.55% 30	49.09% 27	32.24% 157	44% 77	41.12% 44	30.43% 14
11-20	24.24% 8	100% 1	23.08% 9	10.56% 17	25% 10	18.18% 12	15.09% 8	11.32% 6	8.70% 2	12.90% 4	25% 12	21.54% 14	23.08% 3	29.21% 26	14.55% 8	18.18% 10	20.33% 99	19.43% 34	22.43% 24	17.39% 8
21-30	6.06% 2	0% 0	5.13% 2	13.66% 22	10% 4	15.15% 10	15.09% 8	20.75% 11	0% 0	16.67% 8	10.77% 7	7.69% 1	16.85% 15	12.73% 7	10.91% 6	13.35% 65	11.43% 20	10.28% 11	21.74% 10	
31-40	3.03% 1	0% 0	0% 0	17.39% 28	5% 2	7.58% 5	5.66% 3	5.66% 3	0% 0	3.23% 1	6.25% 3	4.62% 3	0% 0	4.49% 4	1.82% 3	9.03% 3	8% 44	6.54% 14	10.87% 7	5% 5
41-50	3.03% 1	0% 0	2.56% 1	11.18% 18	0% 0	1.52% 1	3.77% 2	3.77% 2	8.70% 2	3.23% 1	2.08% 1	0% 0	0% 0	3.37% 2	3.64% 2	7.27% 4	6.78% 33	4.57% 1	5.61% 5	4.35% 2
51-60	0% 0	0% 0	0% 0	2.48% 4	5% 2	1.52% 1	1.89% 1	1.89% 1	0% 0	3.23% 1	2.08% 1	4.62% 3	7.69% 1	0% 0	1.82% 1	1.82% 1	4.11% 3	1.71% 3	1.87% 2	2.17% 1
61-70	0% 0	0% 0	0% 0	2.48% 4	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	2.08% 1	1.54% 1	0% 0	0% 0	1.82% 1	0% 0	2.67% 13	0% 0	4.67% 5	0% 0
71-80	0% 0	0% 0	0% 0	0.62% 1	0% 0	0% 0	0% 0	0% 0	0% 0	3.23% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.03% 5	0.57% 1	0% 0	0% 0
81-90	0% 0	0% 0	2.56% 1	1.86% 3	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.21% 1	0% 0	0% 0	0% 0
91-100	0% 0	0% 0	0% 0	0.62% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.12% 1	0% 0	0% 0	0.21% 1	0% 0	0% 0	0% 0
101+	0% 0	0% 0	0% 0	0% 0	0% 0	1.89% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0.62% 3	0% 0	1.87% 2	0% 0
Average	10.76	15.5	11.21	23.58	13.45	13.15	15.15	14.1	8.89	13.03	15.88	13.92	11.92	15.01	13	14.55	20.41	14.65	19.22	16.96

101+	0	1	0	0	0	0	0	0	0	0
Average	5.86	10.21	8.87	10.21	11.44	17.75	14.03	14.64	3.58	9.19

8. How many times a year do you take your children to special attractions such as Legoland, Alton Towers, Chessington World of Adventures etc?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	39.39%	0%	38.46%	9.94%	20%	31.82%	24.53%	26.42%	39.13%	19.35%	33.33%	33.85%	38.46%	23.60%	25.45%	16.36%	14.99%	13.71%	16.82%	23.91%
1	30.30%	100%	38.46%	20.50%	25%	21.21%	24.53%	16.98%	21.74%	35.48%	31.25%	29.23%	7.69%	21.35%	18.18%	21.82%	26.08%	30.29%	29.91%	26.09%
2	27.27%	0%	15.38%	17.39%	22.50%	19.70%	24.53%	18.87%	26.09%	29.03%	22.92%	23.08%	38.46%	22.47%	27.27%	34.55%	25.87%	21.71%	24.30%	21.74%
3	0%	0%	7.69%	14.91%	17.50%	12.12%	18.87%	13.21%	4.35%	0%	4.17%	6.15%	0%	19.10%	18.18%	10.91%	13.35%	11.43%	8.41%	4.35%
4	0%	0%	0%	20.50%	2.50%	12.12%	5.66%	22.64%	8.70%	12.90%	2.08%	3.08%	0%	10.11%	5.45%	7.27%	8.62%	13.71%	6.54%	13.04%
5	0%	0%	0%	9.94%	0%	0%	0%	1.89%	0%	0%	4.17%	3.08%	0%	2.25%	3.64%	5.45%	5.13%	4%	7.48%	8.70%
6	0%	0%	0%	3.73%	2.50%	3.03%	1.89%	0%	0%	0%	0%	1.54%	0%	0%	1.82%	3.64%	2.87%	2.86%	2.80%	2.17%
7	3.03%	0%	0%	1.24%	5%	0%	0%	0%	0%	0%	2.08%	0%	7.69%	0%	0%	0%	1.64%	0.57%	0.93%	0%
8	0%	0%	0%	1.24%	0%	0%	0%	0%	0%	0%	0%	0%	7.69%	0%	0%	0%	0.21%	1.14%	0.93%	0%
9	0%	0%	0%	0.62%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1.12%	0%	0%	1.23%	0.57%	1.87%	0%
Average	1.06	1	0.92	2.78	2.08	1.64	1.64	1.94	1.22	1.61	1.33	1.31	2	1.87	1.78	2.02	2.21	2.19	2.17	1.91

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	15.79%	26.67%	16.13%	20.78%	24.07%	15.38%	7.14%	38.46%	14.81%	4
1	36.84%	25%	25.81%	22.08%	24.07%	34.62%	50%	38.46%	40.74%	4
2	26.32%	30%	25.81%	27.27%	14.81%	30.77%	25%	21.43%	7.69%	25.93%
3	13.16%	6.67%	6.45%	12.99%	14.81%	0%	5%	21.43%	15.38%	11.11%
4	5.26%	5%	19.35%	7.79%	12.96%	7.69%	15%	0%	0%	3.70%
5	0%	1.67%	6.45%	5.19%	5.56%	3.85%	0%	0%	0%	0%
6	2.63%	0%	0%	1.30%	1.85%	3.85%	0%	0%	0%	3.70%
7	0%	0%	0%	0%	0%	1	0%	0%	0%	0%
8	0%	0%	0%	2.60%	0%	0%	0%	0%	0%	0%
9	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10+	0%	5%	0%	0%	1.85%	0%	0%	0%	0%	0%
Average	1.66	1.83	2.06	2.01	2.07	1.96	1.75	1.57	1	1.63

9. How many times a year do you take your kids on holiday?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	12.12%	0%	12.82%	3.73%	7.50%	18.18%	18.87%	3.77%	26.09%	9.68%	8.33%	7.69%	15.38%	4.49%	10.91%	3.64%	8.01%	8%	7.48%	13.04%
1	48.48%	100%	61.00%	31.06%	42.50%	37.88%	35.85%	52.83%	55.52%	61.29%	43.75%	53.85%	61.54%	43.82%	58.18%	47.27%	58.18%	39.63%	41.14%	48.60%
2	12.12%	0%	15.38%	31.68%	30.30%	30.30%	26.42%	26.42%	4.35%	16.13%	37.50%	26.15%	7.69%	35.96%	30.91%	25.45%	29.36%	31.43%	23.36%	26.09%
3	21.21%	0%	5.13%	29.19%	12.50%	12.12%	15.09%	7.55%	13.04%	9.68%	6.25%	12.31%	7.69%	10.91%	10.91%	14.17%	12.57%	14.02%	17.39%	
4	3.03%	0%	0%	3.11%	2.50%	0%	1.89%	7.55%	0%	0%	0%	0%	7.69%	7.87%	0%	1.82%	7.19%	6.29%	3.74%	
5+	3.03%	0%	2.56%	1.24%	5%	1.52%	1.88%	1.89%	0%	3.23%	4.17%	0%	0%	0%	0%	0%	1.64%	0.57%	2.80%	
Average	1.64	1	1.23	2.01	1.75	1.42	1.51	1.68	1.04	1.39	1.58	1.43	1.31	1.71	1.42	1.49	1.78	1.7	1.66	1.54

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	7.89%	11.67%	16.13%	6.49%	20.37%	19.23%	20%	7.14%	15.38%	0%
1	50%	41.67%	58.06%	46.75%	35.19%	34.62%	40%	42.86%	53.85%	48.15%
2	39.47%	28.33%	19.35%	28.57%	31.48%	26.92%	25%	21.43%	23.08%	37.04%

2	15	17	6	22	17	7	5	3	3	10
	0%	13.33%	6.45%	10.39%	12.96%	15.38%	10%	21.43%	0%	11.11%
3	0	8	2	8	7	4	2	3	0	3
	2.63%	1.67%	0%	5.19%	0%	3.85%	0%	7.14%	7.69%	0%
4	1	0	0	0	0	0	0	0	0	0
	0%	3.33%	0%	2.60%	0%	0%	5%	0%	0%	3.70%
5+	0	2	0	2	0	0	1	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Average	1.39	1.62	1.16	1.69	1.37	1.5	1.45	1.79	1.31	1.74

10. On average, how much do you think the entire holiday costs, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
1-500	3.45%	100%	8.82%	4.52%	5.41%	14.81%	4.65%	13.73%	23.53%	25%	11.36%	10%	18.18%	9.41%	8.16%	13.21%	8.26%	11.18%	6.06%	10%
	1	1	3	7	2	8	2	7	4	7	5	6	2	8	4	7	3	18	6	4
501-1000	27.59%	0%	29.41%	27.10%	35.14%	40.74%	39.53%	23.53%	32.14%	32.14%	27.27%	26.67%	27.27%	31.76%	42.86%	22.64%	21.65%	24.22%	29.29%	32.50%
	8	0	10	42	13	22	17	12	4	9	12	16	3	27	21	12	37	39	29	13
1001-1500	20.69%	0%	23.53%	29.68%	10.81%	31.48%	23.26%	19.61%	0%	25%	13.64%	28.33%	0%	20%	12.24%	26.42%	25%	21.74%	17.17%	22.50%
	6	0	8	46	4	17	10	10	7	7	6	17	0	17	6	14	112	35	17	9
1501-2000	24.14%	0%	17.65%	21.94%	21.62%	5.56%	16.28%	15.69%	29.41%	14.29%	27.27%	15	18.18%	16.47%	12.24%	18.87%	20.31%	21.74%	22.22%	15%
	7	0	6	34	8	3	7	5	4	4	12	9	2	14	7	10	91	35	22	6
2001-2500	3.45%	0%	11.76%	8.39%	13.51%	3.70%	0%	15.69%	11.76%	3.57%	6.82%	15%	9.09%	8.24%	12.24%	9.43%	12.72%	11.18%	12.12%	10%
	1	0	4	13	5	2	0	8	2	1	3	9	1	7	6	5	57	18	12	4
2501-3000	6.90%	0%	2.94%	3.87%	5.41%	1.85%	2.33%	7.84%	0%	0%	6.82%	1.67%	9.09%	4.71%	5.66%	6.25%	4.97%	4.04%	2.50%	0
	2	0	1	6	2	1	4	0	0	0	3	1	1	3	2	28	8	4	1	0
3001+	13.79%	0%	5.88%	4.52%	8.11%	1.85%	13.95%	3.92%	11.76%	0%	6.82%	3.33%	18.18%	9.41%	6.12%	3.77%	5.80%	4.97%	9.09%	7.50%
	4	0	2	7	3	1	6	2	2	0	3	2	2	8	3	2	26	8	9	3
Average	1,578.16	250.5	1,368.18	1,400.52	1,487.03	1,023.66	1,366.85	1,417.19	1,368.21	946.93	1,426.67	1,325.52	1,568.77	1,397.61	1,316.86	1,344.86	1,483.79	1,399.59	1,495.49	1,331.79
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
1-500	5.71%	16.98%	15.38%	16.28%	13.89%	4.76%	6.25%	23.08%	36.36%	22.22%										
	2	9	4	10	7	1	3	4	6	6										
501-1000	40%	28.30%	19.23%	29.17%	32.56%	28.57%	37.50%	30.77%	27.27%	25.93%										
	14	15	5	21	14	6	6	4	3	7										
1001-1500	28.57%	26.42%	26.92%	16.67%	18.60%	23.81%	25%	30.77%	0%	22.22%										
	10	14	12	8	14	6	4	0	0	8										
1501-2000	11.43%	13.21%	15.38%	22.22%	23.26%	23.81%	31.25%	0%	9.09%	11.11%										
	4	7	4	16	10	5	5	0	0	3										
2001-2500	8.57%	1.89%	11.54%	8.33%	6.98%	4.76%	0%	15.38%	9.09%	14.81%										
	3	1	3	6	3	1	0	2	1	4										
2501-3000	5.71%	3.77%	7.69%	5.56%	2.33%	9.52%	0%	0%	9.09%	0%										
	2	2	2	4	1	2	0	0	1	0										
3001+	0%	9.43%	3.85%	4.17%	0%	4.76%	0%	0%	9.09%	3.70%										
	0	3	1	5	0	1	0	0	3	0										
Average	1,221.93	1,245.83	1,375.52	1,316.49	1,145.85	1,452.90	1,156.75	1,019.73	1,182.36	1,167.19										

11. How many times a month do you take your children out to fast food places / restaurants / pubs as a special treat?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	18.18%	100%	25.64%	7.45%	17.50%	19.70%	24.53%	11.32%	30.43%	19.35%	18.75%	9.23%	30.77%	11.24%	16.36%	16.36%	11.09%	13.14%	12.15%	15.22%
	6	1	10	12	7	13	6	6	7	6	9	6	4	10	9	9	54	23	13	7
1	30.30%	0%	30.77%	19.88%	30%	28.79%	30.19%	22.64%	34.78%	45.16%	22.92%	26.15%	23.08%	30.34%	25.45%	23.64%	27.72%	30.86%	28.04%	34.78%
	10	0	12	31	12	19	16	8	14	11	17	17	3	27	14	13	135	54	30	16
2	30.30%	0%	23.08%	21.12%	27.50%	23.79%	24.53%	13.04%	19.35%	27.08%	33.85%	30.77%	29.21%	38.18%	30.91%	23.82%	26.29%	28.04%	26.09%	0
	10	0	9	34	11	19	21	3	6	13	22	4	26	21	116	46	30	46	30	12
3	6.06%	0%	7.69%	19.88%	5%	12.12%	9.43%	9.43%	13.04%	9.68%	14.58%	18.46%	7.69%	14.61%	7.27%	18.18%	19.10%	10.86%	13.08%	15.22%
	2	0	3	32	2	8	5	5	3	3	7	12	1	13	4	10	93	19	14	7
4	9.09%	0%	7.69%	21.74%	15%	9.09%	7.55%	13.21%	4.35%	3.23%	12.50%	9.23%	0%	8.99%	7.27%	9.09%	10.88%	13.71%	11.21%	8.70%
	3	0	3	35	6	6	4	7	1	1	6	6	0	8	4	5	53	24	12	4
5	3.03%	0%	0%	4.97%	0%	0%	1.89%	3.77%	4.35%	3.23%	2.08%	1.54%	0%	2.25%	1.82%	1.82%	3.90%	2.29%	0.93%	0%
	1	0	0	8	0	0	1	2	1	1	1	1	0	2	1	1	19	4	1	0
6	0%	0%	2.56%	2.48%	5%	1.52%	1.89%	0%	0%	0%	0%	7.69%	2.25%	1.82%	0%	1.03%	2.29%	3.74%	0%	0
	0	0	1	4	2	0	0	0	0	0	0	0	1	1	0	4	4	0	0	0
7	0%	0%	0%	1.24%	0%	0%	0%	0%	0%	0%	0%	1.54%	0%	0%	0%	0%	0.82%	0%	0.93%	0%
	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	4	0	1	0
8+	3.03%	0%	2.56%	1.24%	0%	0%	0%	0%	0%	2.08%	0%	0%	1.12%	1.82%	0%	1.64%	0.57%	1.87%	0%	0
	1	0	1	2	0	0	0	0	0	1	0	0	1	1	0	8	1	2	0	0
Average	1.85	0	1.67	2.67	1.9	1.68	1.58	2.02	1.39	1.42	1.98	2.05	1.54	2.02	1.87	1.85	2.21	2.01	2.17	1.67
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	10.53%	15%	19.35%	12.99%	18.52%	11.54%	5%	14.29%	23.08%	14.81%										
	4	9	6	10	6	3	1	2	3	4										
1	31.58%	30%	38.71%	27.27%	37.04%	23.08%	20%	28.57%	30.77%	33.33%										
	12	18	12	21	20	6	4	4	4	20										
2	31.58%	33.33%	22.58%	25.97%	14.81%	23.08%	20%	35.71%	30.77%	29.83%										
	12	20	7	20	8	6	8	5	4	8										
3	18.42%	8.33%	3.23%	14.29%	15.38%	5%	7.14%	7.69%	7.69%	7.41%										
	7	5	1	11	7	4	1	1	1	2										
Average	7.89%	10%	9.68%	11.69%	12.96%	11.54%	25%	7.14%	7.69%	11.11%										

4	3	6	3	9	7	3	5	1	1	3
0%	0%	1.67%	6.45%	1.30%	1.85%	3.85%	5%	7.14%	0%	0%
5	0	1	2	1	1	1	1	0	0	0
0%	0%	0%	5.19%	0%	3.85%	0%	0%	0%	0%	0%
6	0	0	0	4	0	0	0	0	0	0
0%	0%	0%	1.30%	1.85%	0%	0%	0%	0%	0%	0%
7	0	0	0	1	1	0	0	0	0	0
0%	1.67%	0%	0%	0%	7.69%	0%	0%	0%	3.70%	1
0	0	0	0	0	2	0	0	0	0	1
8+	1.82	1.83	1.85	2.16	1.8	2.85	2.4	1.86	1.46	1.89
Average										

12. On each occasion, how much would you spend on food and drinks, in pounds?

	Aberdeen	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich	Oxford
1 - 25	25.93%	48.28%	21.48%	30.30%	41.51%	25%	25%	36%	35.90%	35.59%	11.11%	34.18%	45.65%	32.61%	24.48%	36.18%	29.79%	25.64%	47.06%	
7	14	32	10	22	10	10	13	9	14	21	27	15	21	15	106	55	28	10	16	
26-50	55.56%	37.93%	35.57%	39.39%	33.96%	42.50%	48.94%	43.59%	42.37%	48%	44.44%	40.51%	39.13%	45.65%	39.03%	34.87%	44.68%	43.59%	32.35%	
15	11	53	13	18	17	23	9	12	17	25	4	32	18	21	169	53	42	17	11	
51-75	11.11%	10.34%	35.57%	21.21%	20.75%	22.50%	19.15%	6.25%	15.38%	16.95%	22.22%	18.99%	13.04%	17.39%	21.71%	25%	15.96%	23.08%	11.76%	
3	3	53	7	11	9	9	1	3	6	10	2	15	6	8	94	38	15	9	4	
76-100	7.41%	3.45%	6.71%	6.06%	3.77%	7.50%	4.26%	12.50%	4%	5.13%	11.11%	5.06%	2.17%	4.35%	12.47%	3.29%	6.38%	2.56%	8.82%	
2	1	10	2	2	3	2	2	1	2	3	1	4	1	2	54	5	6	1	3	
101+	0%	0%	0.67%	3.03%	0%	2.50%	0%	0%	0%	0%	11.11%	1.27%	0%	0%	2.31%	0.66%	3.19%	5.13%	0%	
0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	10	1	3	2	0	
Average	38	30.24	45.3	40.67	34.7	42.7	38	39.56	34	35.44	35.88	53.33	37.53	30.93	36.37	45	37.26	39.74	41.87	33.59

	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
1 - 25	49.02%	36%	37.31%	31.82%	21.74%	42.11%	25%	60%	47.83%
25	9	3	22	14	5	8	3	6	11
26-50	37.25%	32%	38.81%	45.45%	47.83%	47.37%	30%	30%	21.74%
19	8	26	20	11	9	4	3	3	5
51-75	7.84%	28%	14.93%	20.45%	17.39%	41.67%	10%	10%	26.09%
4	7	10	9	4	2	5	1	1	6
76-100	3.92%	4%	7.46%	2.27%	13.04%	0%	0%	0%	4.35%
1	1	1	1	0	0	0	0	0	3
101+	1.96%	0%	1.49%	0%	0%	0%	0%	0%	0%
1	0	1	0	0	0	0	0	0	0
Average	30.9	38	37.07	36.3	43.43	30.11	42.17	25.5	34.74

13. How many times a month do you buy your children a takeaway as a special treat?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	39.39%	100%	38.46%	16.15%	27.50%	40.91%	37.74%	33.96%	34.78%	48.39%	31.25%	24.62%	53.85%	34.83%	43.64%	30.91%	26.69%	32.57%	28.97%	34.78%
13	1	1	15	26	11	27	20	18	8	15	15	16	7	31	24	17	130	57	31	16
1	36.36%	0%	33.33%	22.98%	27.50%	22.73%	32.08%	28.30%	43.48%	29.03%	29.17%	29.23%	15.38%	24.72%	32.73%	21.82%	25.26%	28.57%	30.84%	30.43%
12	0	0	13	37	11	15	17	15	10	9	14	19	2	22	18	12	123	50	33	14
2	9.09%	0%	12.82%	16.15%	30%	21.21%	16.99%	18.87%	17.39%	9.68%	16.67%	30.77%	15.38%	22.47%	14.55%	27.27%	20.94%	20.57%	17.76%	15.22%
3	3.03%	0%	2.56%	13.04%	5%	9.09%	7.55%	11.32%	0%	3.23%	12.50%	1.54%	7.69%	8.99%	3.64%	7.27%	13.76%	6.86%	5.61%	8.70%
1	0	1	21	2	6	4	6	0	0	1	6	1	1	8	2	4	67	12	6	4
4	12.12%	0%	10.26%	19.88%	7.50%	6.06%	1.89%	5.66%	0%	6.45%	10.42%	9.23%	7.69%	6.74%	3.64%	12.73%	9.24%	8%	7.48%	8.70%
4	4	0	4	32	3	4	1	3	0	2	5	6	1	6	2	7	45	14	8	4
5	0%	0%	0%	9.32%	2.50%	0%	3.77%	1.89%	4.35%	0%	0%	4.62%	0%	1.12%	0%	0%	2.67%	2.29%	5.61%	2.17%
0	0	0	15	1	0	2	1	0	0	0	0	3	0	0	0	13	4	4	1	
6	0%	0%	2.56%	2.48%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1.82%	0%	0.82%	1.14%	1.87%	0%
0	0	1	4	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	0
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	3.23%	0%	0%	0%	0%	0%	0%	0%	0%	0.93%	0%
0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
8+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1.12%	0%	0%	0.62%	0%	0.93%	0%
0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3	0	1	0
Average	1.12	0	1.23	2.35	1.45	1.17	1.15	1.32	1	1.06	1.42	1.55	1	1.38	0.98	1.49	1.69	1.41	1.66	1.33

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	39.47%	30%	32.26%	36.36%	44.44%	23.08%	20%	28.57%	15.38%	33.33%
15	18	10	28	24	6	10	4	28	4	9
1	23.68%	45%	32.26%	20.78%	24.07%	26.92%	30%	42.86%	38.46%	22.22%
9	27	10	16	13	7	6	6	5	6	6
2	26.32%	13.33%	12.90%	23.38%	11.11%	26.92%	25%	14.29%	46.15%	18.52%
10	8	4	4	18	6	7	5	2	6	5
3	5.26%	6.67%	6.45%	6.49%	16.67%	15.38%	5%	14.29%	0%	18.52%
2	4	4	2	5	9	4	1	2	0	5
4	5.26%	3.33%	16.13%	10.39%	3.70%	3.85%	15%	0%	0%	7.41%
2	8	2	8	2	1	4	0	0	0	1
5	0%	0%	0%	1.30%	0%	0%	5%	0%	0%	0%
0	0	0	0	1	0	0	1	0	0	0
6	0%	0%	0%	0%	0%	3.85%	0%	0%	0%	0%
0	0	0	0	0	0	1	0	0	0	0

7	0	0	0	1	0	0	0	0	0	0	0
8+	0%	1.67%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Average	1.13	1.18	1.42	1.44	1.11	1.65	1.8	1.14	1.31	1.44	

14. On each occasion, how much would you spend on the takeaway in pounds?

	Aberdeen	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich	Oxford
1 - 25	65% 13	75% 18	31.85% 43	51.72% 15	51.28% 20	39.36% 13	45.71% 16	80% 9	50% 8	45.45% 15	55.10% 27	50% 3	53.45% 31	48.39% 15	57.89% 22	37.82% 135	55.08% 65	57.89% 44	40% 12	65.22% 15
26-50	25% 5	16.67% 4	22.96% 31	34.48% 10	35.90% 14	42.42% 14	31.43% 11	26.67% 4	37.50% 6	33.33% 11	32.65% 16	16.67% 1	34.48% 20	41.94% 13	21.05% 8	28.29% 101	19.49% 23	18.42% 14	33.33% 10	26.09% 6
51-75	5% 1	4.17% 1	37.78% 51	6.90% 2	12.82% 5	15.15% 2	20% 7	6.67% 1	12.50% 2	18.18% 7	10.20% 5	16.67% 6	10.34% 2	6.45% 2	15.79% 78	21.85% 101	19.49% 23	14.47% 11	16.67% 5	4.35% 1
76-100	5% 1	4.17% 1	7.41% 10	3.45% 1	0% 0	3.03% 1	2.86% 1	6.67% 1	0% 0	3.03% 1	2.04% 1	16.67% 1	1.72% 1	3.23% 2	5.26% 2	10.06% 36	5.08% 6	6.58% 5	3.33% 1	4.35% 1
101+	0% 0	0% 0	0% 0	3.45% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.96% 7	0.85% 1	2.63% 2	6.67% 2	0% 0
Average	25.5	22.38	43.19	30.69	28.38	33.45	33	28	28.63	32.7	27.8	38	28.09	29.13	30.11	40.29	32.18	32.09	38.03	24.96
	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York											
1 - 25	66.67% 28	66.67% 14	61.22% 30	40% 12	50% 10	56.25% 9	30% 3	90.91% 10	61.11% 11											
26-50	21.43% 9	19.05% 4	18.37% 9	40% 12	30% 6	25% 4	50% 5	0% 0	11.11% 2											
51-75	7.14% 3	14.29% 5	10.20% 5	20% 6	15% 3	12.50% 5	20% 2	9.09% 3	16.67% 2											
76-100	2.38% 1	0% 0	8.16% 4	0% 0	5% 1	6.25% 1	0% 0	0% 0	11.11% 2											
101+	2.38% 1	0% 0	2.04% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0											
Average	25.81	24.3	30.61	33	31.75	30.19	35.5	17.55	32.44											

15. How many times a month do you treat your children to a DVD?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	48.48% 16	0% 0	46.15% 15	31.68% 11	32.50% 12	36.36% 13	45.28% 16	30.19% 11	69.57% 24	41.94% 15	37.50% 13	32.31% 21	46.15% 6	46.07% 41	50.91% 28	34.55% 19	38.60% 188	42.29% 74	30.84% 33	39.13% 18
1	24.24% 8	100% 1	28.21% 11	19.88% 7	30% 12	36.36% 13	26.42% 14	39.62% 14	17.39% 6	35.48% 13	31.25% 12	32.31% 21	30.77% 18	20.22% 8	27.27% 15	40% 22	24.44% 119	25.71% 45	31.78% 34	26.09% 12
2	9.09% 3	0% 0	7.69% 3	6.21% 2	15% 6	19.70% 7	13.21% 7	20.75% 11	4.35% 1	9.68% 3	14.58% 7	15.38% 10	0% 0	17.98% 16	12.73% 7	5.45% 3	15.20% 74	13.14% 23	20.56% 22	15.22% 7
3	9.09% 3	0% 0	10.26% 4	14.91% 5	17.50% 7	6.06% 4	11.32% 6	7.55% 4	4.35% 1	6.45% 2	12.50% 6	12.31% 8	7.69% 1	8.99% 8	7.27% 4	12.73% 7	10.88% 53	7.43% 13	8.41% 9	13.04% 6
4	6.06% 2	0% 0	7.69% 3	18.63% 7	2.50% 1	0% 0	1.89% 1	1.89% 1	0% 0	6.45% 2	0% 0	3.08% 2	15.38% 9	5.62% 5	1.82% 1	7.27% 4	5.75% 28	6.29% 11	4.67% 5	2.17% 1
5	0% 0	0% 0	0% 0	0.62% 1	0% 0	0% 0	1.89% 1	0% 0	0% 0	0% 0	4.17% 2	0% 0	0% 0	1.12% 1	0% 0	0% 0	0.21% 1	1.71% 3	0% 0	4.35% 2
6	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.03% 5	0% 0	0.93% 1
7	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
8+	3.03% 1	0% 0	0% 0	1.86% 3	0% 0	1.52% 1	0% 0	0% 0	0% 0	0% 0	0% 0	1.54% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0.62% 3	1.71% 3	0% 0
Average	1.18	1	1.05	2.01	1.35	1.06	1.06	1.11	0.61	1	1.19	1.43	1.15	1.11	0.82	1.18	1.4	1.32	1.37	1.26
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	31.58% 12	33.33% 20	48.39% 15	42.86% 15	48.15% 26	34.62% 9	35% 7	28.57% 4	69.23% 5	48.15% 13										
1	47.37% 18	41.67% 25	19.35% 6	28.57% 22	22.22% 12	26.92% 7	35% 7	50% 7	30.77% 4	22.22% 6										
2	7.89% 3	18.33% 11	12.90% 4	12.99% 10	12.99% 7	19.23% 5	15% 3	0% 0	0% 0	14.81% 4										
3	10.53% 4	5% 3	9.68% 3	10.39% 8	9.26% 4	15.38% 5	21.43% 3	0% 0	0% 0	7.41% 3										
4	2.63% 1	0% 0	6.45% 2	2.60% 2	5.56% 3	3.85% 1	0% 0	0% 0	0% 0	7.41% 2										
5	0% 0	0% 0	3.23% 1	1.30% 1	1.85% 1	0% 0	5% 1	0% 0	0% 0	0% 0										
6	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	5% 1	0% 0	0% 0	0% 0										
7	0% 0	0% 0	0% 0	1.30% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0										
8+	0% 0	1.67% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0										
Average	1.05	1.07	1.16	1.12	1.07	1.27	1.35	1.14	0.31	1.04										

16. How many times a year do you hold parties for your little ones and their friends?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	48.48% 16	0% 0	35.90% 14	14.29% 23	22.50% 9	22.73% 15	16.98% 9	16.98% 9	34.78% 8	35.48% 11	27.08% 13	21.54% 14	38.46% 5	30.34% 27	23.64% 13	20% 11	19.10% 93	29.71% 52	18.69% 20	26.09% 12
1	24.24% 8	100% 1	23.21% 11	28.57% 46	47.50% 19	33.33% 26	41.51% 22	43.40% 23	39.13% 11	35.48% 19	39.58% 19	47.69% 31	23.08% 3	31.46% 28	47.27% 26	41.82% 23	35.32% 172	36.57% 64	33.64% 36	32.61% 15
2	15.15% 5	0% 0	23.08% 9	33.54% 54	20% 8	27.27% 18	30.19% 16	28.30% 15	13.04% 3	16.13% 5	25% 12	20% 13	15.38% 2	23.60% 14	25.45% 14	27.27% 15	26.08% 127	17.71% 31	26.17% 28	28.26% 13
3	9.09% 3	0% 0	10.26% 4	21.12% 34	10% 4	7.58% 5	9.43% 5	11.32% 6	8.70% 2	12.90% 4	8.33% 4	6.15% 4	15.38% 2	8.99% 8	1.82% 1	5.45% 3	13.14% 64	13.14% 23	14.02% 15	8.70% 4
4	3.03% 1	0% 0	2.56% 1	1.24% 1	0% 0	1.52% 1	1.89% 1	0% 0	4.35% 1	0% 0	0% 0	3.08% 2	0% 0	1.12% 1	0% 0	3.64% 2	4.72% 23	2.29% 4	1.87% 2	4.35% 2
5+	0% 0	0% 0	0% 0	1.24% 2	0% 0	1.52% 1	0% 0	0% 0	0% 0	0% 0	0% 0	1.54% 1	7.69% 4	4.49% 1	1.82% 1	1.82% 1	1.64% 8	0.57% 1	5.61% 6	0% 0
Average	0.94	1	1.15	1.7	1.18	1.3	1.38	1.34	1.09	1.06	1.15	1.26	1.38	1.33	1.13	1.36	1.54	1.23	1.64	1.33
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	21.05% 8	25% 15	22.58% 7	23.38% 18	24.07% 13	11.54% 3	25% 5	28.57% 4	30.77% 4	22.22% 6										
1	36.84% 14	36.67% 22	48.39% 15	38.96% 30	46.30% 25	26.92% 7	40% 8	42.86% 6	46.15% 6	29.63% 8										
2	23.68% 9	26.67% 16	19.35% 6	24.68% 19	25.93% 14	30.77% 8	20% 4	14.29% 2	7.69% 1	22.22% 6										
3	10.53% 4	6.67% 3	9.68% 3	9.09% 7	1.85% 1	11.54% 3	15% 1	7.14% 1	7.69% 1	22.22% 3										
4	5.26% 2	1.67% 1	0% 0	3.90% 3	1.85% 1	15.38% 4	0% 0	0% 0	7.69% 1	0% 0										
5+	2.63% 1	3.33% 2	0% 0	0% 0	0% 0	3.85% 1	0% 0	7.14% 1	0% 0	3.70% 1										
Average	1.5	1.33	1.16	1.31	1.11	2.04	1.25	1.29	1.15	1.59										

17. On each occasion, how much do you estimate you spend on each of these parties in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
1 - 25	0% 0	100% 1	8% 2	5.07% 7	0% 0	3.92% 2	2.27% 1	4.55% 2	13.33% 2	15% 3	2.86% 1	3.92% 2	12.50% 2	6.45% 2	4.76% 2	4.55% 2	6.60% 26	5.69% 7	8.05% 7	0% 0
26-50	29.41% 5	0% 0	24% 6	27.54% 38	12.90% 4	37.25% 19	22.73% 10	25% 11	20% 3	45% 9	34.29% 12	37.25% 12	12.50% 23	37.10% 12	28.57% 12	29.55% 13	27.16% 107	29.27% 36	27.59% 24	44.12% 15
51-75	23.53% 4	0% 0	24% 6	48.55% 67	16.13% 5	35.29% 18	29.55% 13	34.09% 15	20% 3	10% 2	20% 7	21.57% 11	37.50% 3	20.97% 13	30.95% 13	22.73% 10	29.95% 118	28.46% 35	32.18% 28	26.47% 9
76-100	23.53% 4	0% 0	28% 7	11.59% 16	32.26% 10	11.76% 6	25% 11	15.91% 7	20% 3	20% 4	31.43% 11	23.53% 12	37.50% 3	22.58% 14	19.05% 8	25% 11	19.90% 78	16.26% 20	10.34% 9	14.71% 5
101+	23.53% 4	0% 0	16% 4	7.25% 10	38.71% 12	11.76% 6	20.45% 9	20.45% 9	26.67% 4	10% 2	11.43% 4	13.73% 7	0% 0	12.90% 8	16.67% 7	18.18% 8	16.50% 65	20.33% 25	21.84% 19	14.71% 5
Average	70.47	13	66.08	59.23	82.55	59.14	70.2	66.23	66.47	53.05	65.2	62.82	63	61.05	64.57	66.5	64.13	64.63	62.97	61.24
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
1 - 25	10% 3	8.89% 4	0% 0	1.69% 1	7.32% 3	8.70% 2	0% 0	10% 1	22.22% 2	4.76% 1										
26-50	26.67% 8	46.67% 21	33.33% 8	25.42% 15	36.59% 15	13.04% 3	33.33% 5	60% 6	44.44% 4	33.33% 7										
51-75	36.67% 11	13.33% 6	25% 6	27.12% 16	24.39% 10	39.13% 9	33.33% 5	10% 1	0% 0	33.33% 7										
76-100	16.67% 5	8.89% 4	25% 6	20.34% 12	24.39% 10	17.39% 6	6.67% 3	20% 1	0% 0	19.05% 8										
101+	10% 3	22.22% 10	16.67% 4	25.42% 15	7.32% 3	21.74% 8	26.67% 4	0% 0	33.33% 3	9.52% 2										
Average	59.3	57.56	67.25	70.54	59.07	68	66.47	48	53.44	60.67										

18. How many times a month do you have your children's friends round to stay / play?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	30.30% 10	0% 0	35.90% 14	15.53% 25	20% 8	25.76% 17	16.98% 9	18.87% 10	34.78% 8	38.71% 12	22.92% 11	18.46% 12	38.46% 5	12.36% 11	18.18% 10	20% 11	16.02% 78	17.71% 31	19.63% 21	15.22% 7
1	24.24% 8	100% 1	30.77% 12	14.91% 24	27.50% 11	25.76% 12	15.09% 8	11.32% 6	13.04% 6	19.35% 11	22.92% 11	21.54% 14	7.69% 1	15.73% 14	30.91% 17	18.18% 10	20.12% 98	15.43% 27	16.82% 18	17.39% 8
2	6.06% 2	0% 0	7.69% 3	17.39% 28	17.50% 7	19.70% 13	15.09% 8	33.96% 18	21.74% 5	29.03% 9	16.67% 8	23.08% 15	23.08% 3	28.09% 25	25.45% 14	18.18% 10	21.77% 106	20.57% 36	24.30% 26	39.13% 18
3	6.06% 2	0% 0	2.56% 1	11.18% 18	17.50% 7	12.12% 8	16.98% 9	3.77% 2	8.70% 2	3.23% 1	8.33% 4	9.23% 6	0% 0	14.61% 13	5.45% 3	7.27% 4	12.94% 63	10.29% 18	11.21% 12	4.35% 2
4	3.03% 1	0% 0	7.69% 3	20.50% 33	12.50% 5	10.61% 7	15.09% 8	18.87% 10	17.39% 4	6.45% 2	10.42% 5	16.92% 11	15.38% 2	16.85% 15	5.45% 3	14.55% 8	10.88% 53	15.43% 27	8.41% 9	13.04% 6

5	0	0	0	11.80%	2.50%	0	3.77%	0	0	0	8.33%	0	0	5.62%	10.91%	0	6.98%	5.71%	6.54%	4.35%
	2	0	7.69%	1.24%	0	4.56%	1.89%	3.77%	0	3.23%	2.08%	1.54%	15.38%	2.25%	0	5.45%	4.52%	5.14%	2.80%	0
6	6.06%	0	0	4.35%	0	0	0	0	0	0	0	1.54%	0	1.12%	0	1.44%	0.57%	0.93%	2.17%	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	3.03%	0	0	0.62%	0	0	3.77%	3.77%	0	0	2.08%	3.08%	0	1.12%	0	7.27%	1.03%	0.57%	2.80%	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10+	15.15%	0	7.69%	2.48%	2.50%	1.52%	11.32%	5.66%	4.35%	0	6.25%	4.62%	0	2.25%	3.64%	9.09%	4.11%	8.57%	6.54%	4.35%
Average	3.21	1	2.08	2.92	2.03	1.86	3.3	2.75	1.96	1.32	2.56	2.54	2.08	2.64	2.11	3.16	2.69	3.03	2.77	2.41
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	15.79%	16.67%	25.81%	28.57%	20.37%	30.77%	35%	21.43%	30.77%	22.22%										
	6	10	8	22	11	8	7	4	5	6										
1	23.68%	30%	12.90%	12.99%	22.22%	15.38%	20%	28.57%	23.08%	18.52%										
	9	18	4	10	12	4	4	4	3	5										
2	28.95%	16.67%	25.81%	19.48%	29.63%	23.08%	15%	28.57%	0%	11.11%										
	11	10	8	15	16	6	3	4	0	3										
3	13.16%	6.67%	6.45%	7.79%	0	7.69%	0	14.29%	15.38%	7.41%										
	5	4	3	6	0	2	0	2	2	2										
4	10.53%	13.33%	12.90%	7.79%	9.26%	7.69%	10%	7.14%	7.69%	18.52%										
	4	8	4	5	5	4	2	1	2	6										
5	5.26%	6.67%	3.23%	6.49%	7.41%	7.69%	10%	0%	0%	3.70%										
	2	4	1	5	4	2	2	0	0	1										
6	2.63%	3.33%	0%	5.19%	1.85%	7.69%	5%	0%	7.69%	0%										
	1	2	0	4	1	2	1	0	1	0										
7	0%	0%	3.23%	1.30%	1.85%	0%	0%	0%	0%	3.70%										
	0	0	1	1	1	0	0	0	0	1										
8	0%	1.67%	6.45%	1.30%	1.85%	0%	0%	0%	0%	3.70%										
	0	1	3	1	1	0	0	0	0	1										
9	0%	0%	0%	1.30%	0%	0%	0%	0%	0%	0%										
	0	0	0	1	0	0	0	0	0	0										
10+	0%	5%	3.23%	7.79%	5.56%	0%	5%	0%	15.38%	11.11%										
	0	3	1	6	3	0	1	0	2	3										
Average	2.05	2.53	2.58	2.79	2.5	2	2.2	1.57	3	3.22										

19. On each occasion, how much more money would you spend on food and drink, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	8.70%	0	20%	3.68%	15.63%	10.20%	9.09%	4.65%	20%	10.53%	5.41%	9.43%	25%	11.54%	11.11%	4.55%	3.67%	8.33%	4.65%	7.69%
	2	0	5	5	5	5	4	2	3	2	2	2	9	9	2	5	12	12	12	3
1 - 5	30.43%	100%	28%	16.18%	25%	26.57%	36.36%	20.93%	46.67%	26.32%	29.33%	26.42%	12.50%	16.67%	22.22%	34.09%	22.74%	27.08%	19.77%	25.64%
	7	1	7	22	8	14	16	9	7	5	11	14	13	10	15	93	39	39	17	10
6 - 10	30.43%	0	32%	39.71%	28.13%	38.78%	31.82%	23.26%	13.33%	42.11%	37.84%	26.42%	25%	34.62%	37.78%	34.09%	33.01%	34.72%	36.05%	35.90%
	7	0	8	54	9	19	14	10	2	8	14	14	2	27	17	15	135	50	31	14
11 - 15	21.74%	0	0%	34.56%	18.75%	18.37%	13.64%	32.56%	20%	21.05%	13.51%	18.87%	25%	24.36%	15.56%	13.64%	25.18%	20.14%	24.42%	12.82%
	5	0	0	47	6	9	6	14	3	4	5	10	2	19	7	6	103	29	21	5
16-20	0%	0%	12%	5.15%	0%	4.08%	4.55%	0%	0%	0%	8.11%	13.21%	12.50%	8.97%	6.67%	4.55%	10.76%	5.56%	10.47%	12.82%
	0	0	3	7	0	2	2	5	0	0	3	7	1	7	3	2	44	8	9	5
21+	8.70%	0%	8%	0.74%	12.50%	0%	4.55%	6.98%	0%	0%	5.41%	5.66%	0	3.85%	6.67%	9.09%	4.65%	4.17%	4.65%	5.13%
	2	0	2	1	4	0	0	3	0	2	3	3	0	3	3	4	19	6	4	2
Average	8	3	7.24	9.24	8.06	7.08	7.18	10.28	5.07	6.89	8.27	8.92	7.88	8.86	8.31	8.25	9.51	8.08	9.51	8.69
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	9.38%	6%	0%	3.64%	9.30%	11.11%	7.69%	0%	11.11%	4.76%										
	3	3	0	2	4	2	1	0	1	1										
1 - 5	25%	44%	43.48%	30.91%	32.56%	16.67%	23.08%	45.45%	44.44%	38.10%										
	8	22	10	17	14	3	3	5	4	8										
6 - 10	37.50%	26%	26.09%	27.27%	30.23%	22.22%	53.85%	36.36%	22.22%	19.05%										
	12	13	6	15	13	4	13	4	7	13										
11 - 15	15.63%	20%	17.39%	20%	18.60%	44.44%	0%	9.09%	11.11%	28.57%										
	5	10	4	11	8	8	0	1	1	6										
16-20	9.38%	0%	13.04%	10.91%	4.65%	0%	7.69%	0.909%	11.11%	4.76%										
	3	0	3	6	2	0	1	1	1	1										
21+	3.13%	4%	0%	7.27%	4.65%	5.56%	7.69%	0%	0%	4.76%										
	1	2	0	4	2	1	0	0	0	1										
Average	8.13	6.84	8	9.2	7.63	9.22	8	7.09	6.56	8.24										

20. Do you find your spend more on keeping the children entertained over bank holiday weekends?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	51.52%	0	56.41%	37.89%	47.50%	60.61%	58.49%	66.04%	52.17%	48.39%	50%	61.54%	53.85%	56.18%	45.45%	49.09%	49.08%	56%	55.14%	52.17%
	17	0	22	61	19	40	31	35	12	15	24	40	7	25	27	239	98	98	59	24
No	48.48%	100%	43.59%	62.11%	52.50%	39.39%	41.51%	33.96%	47.83%	51.61%	50%	38.46%	46.15%	43.82%	54.55%	50.91%	50.92%	44%	44.86%	47.83%
	16	1	17	100	21	26	22	18	11	16	24	25	6	39	30	28	248	77	48	22

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
Yes	55.26% 21	40% 24	58.06% 18	48.05% 37	38.89% 21	46.15% 12	60% 12	35.71% 5	46.15% 6	51.85% 14
No	44.74% 17	60% 36	41.94% 13	51.95% 40	61.11% 33	53.85% 14	40% 8	64.29% 9	53.85% 7	48.15% 13

21. Do you dread the financial cost of the school summer holidays?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	36.36% 12	0% 0	61.54% 24	32.92% 53	50% 20	51.52% 34	41.51% 22	56.60% 30	39.13% 9	45.16% 14	43.75% 21	55.38% 36	53.85% 48	53.93% 48	40% 22	52.73% 29	48.46% 236	50.86% 89	50.47% 54	41.30% 19
No	63.64% 21	100% 1	38.46% 15	67.08% 108	50% 20	48.48% 32	58.49% 31	43.40% 23	60.87% 14	54.84% 17	56.25% 27	44.62% 29	46.15% 6	46.07% 33	60% 33	47.27% 26	51.54% 251	49.14% 86	49.53% 53	58.70% 27

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
Yes	68.42% 26	46.67% 28	45.16% 14	44.16% 34	37.04% 20	46.15% 12	60% 12	42.86% 6	46.15% 6	44.44% 12
No	31.58% 12	53.33% 32	54.84% 17	55.84% 43	62.96% 34	53.85% 14	40% 8	57.14% 8	53.85% 7	55.56% 15

22. How much more money do you think you spend each week during the summer holidays, in per cent?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	15.15% 5	0% 0	23.08% 9	6.21% 10	17.50% 7	18.18% 12	9.43% 5	9.43% 5	26.09% 6	19.35% 6	12.50% 6	13.85% 9	15.38% 2	8.99% 8	16.36% 1	1.82% 1	8.62% 12	6.86% 12	7.48% 8	6.52% 3
10	21.21% 7	0% 0	10.26% 4	14.91% 24	15% 6	22.73% 15	18.87% 10	22.64% 12	13.04% 3	32.26% 6	12.50% 6	13.85% 9	23.08% 3	16.85% 15	14.55% 8	18.18% 10	18.07% 88	18.86% 33	18.69% 20	23.91% 11
20	24.24% 8	100% 1	15.38% 6	18.63% 30	30% 12	22.73% 15	22.64% 12	20.75% 11	17.39% 4	19.35% 6	20.83% 10	23.08% 15	15.38% 2	19.10% 17	29.09% 16	32.73% 18	24.44% 119	21.14% 37	23.36% 25	30.43% 14
30	12.12% 4	0% 0	23.08% 9	19.25% 31	5% 2	16.67% 10	22.64% 12	16.98% 8	13.04% 3	9.68% 7	16.67% 10	18.46% 12	7.69% 1	16.85% 15	18.18% 10	18.18% 10	17.66% 86	17.71% 31	16.82% 18	13.04% 6
40	3.03% 1	0% 0	7.69% 3	18.63% 30	12.50% 5	4.55% 3	9.43% 5	9.43% 5	17.39% 4	6.45% 2	4.17% 2	12.31% 8	0% 0	16.85% 15	5.45% 3	12.73% 7	9.45% 46	9.71% 17	8.41% 9	6.52% 3
50	6.06% 2	0% 0	12.82% 5	13.04% 21	17.50% 7	1.52% 1	7.55% 4	13.21% 7	8.70% 2	18.75% 2	13.85% 9	30.77% 4	17.98% 16	10.91% 6	14.55% 8	11.29% 55	15.43% 27	13.08% 14	13.04% 6	13.04% 6
60	3.03% 1	0% 0	5.13% 2	3.11% 5	2.50% 1	0% 0	7.55% 4	0% 0	0% 0	0% 0	6.25% 3	3.08% 2	7.69% 1	1.12% 1	3.64% 2	0% 0	3.08% 15	4% 7	6.54% 7	0% 0
70	3.03% 1	0% 0	0% 0	3.11% 5	0% 0	3.03% 2	0% 0	1.89% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	2.05% 10	1.71% 3	0% 0	2.17% 1
80	0% 0	0% 0	0% 0	1.24% 2	0% 0	1.52% 1	1.89% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.03% 5	1.14% 2	2.80% 3	0% 0
90	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.82% 1	0.21% 1	0% 0	0% 0	0% 0
100	12.12% 4	0% 0	2.56% 1	1.86% 3	0% 0	9.09% 6	12% 7	5.66% 3	4.35% 1	6.45% 2	8.33% 4	1.54% 1	0% 0	2.25% 2	1.82% 1	0% 0	4.11% 20	3.43% 6	2.80% 3	4.35% 2
Average	30.91	20	26.15	31.86	24.25	26.82	26.79	28.87	24.35	22.26	33.54	26.77	27.69	29.21	24.36	27.82	29.82	30.97	30.47	27.39

	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York
0	0% 0	16.67% 10	9.68% 3	19.48% 15	16.67% 9	7.69% 2	10% 2	0% 0	7.69% 1	7.41% 2
10	18.42% 7	23.33% 14	16.13% 5	22.08% 17	22.22% 12	7.69% 2	25% 5	35.71% 5	23.08% 3	25.93% 2
20	31.58% 12	25% 15	25.81% 8	23.38% 18	22.22% 12	23.08% 6	15% 3	28.57% 4	53.85% 7	29.63% 8
30	18.42% 7	13.33% 8	19.35% 6	11.69% 9	14.81% 8	23.08% 6	25% 5	21.43% 3	7.69% 1	7.41% 2
40	7.89% 3	6.67% 4	16.13% 5	6.49% 5	14.81% 8	11.54% 3	5% 1	0% 0	0% 0	3.70% 1
50	21.05% 8	8.33% 5	6.45% 2	14.29% 11	5.56% 3	0% 0	10% 2	7.14% 1	7.69% 1	14.81% 4
60	0% 0	0% 0	0% 0	1.30% 1	0% 0	0% 0	3.85% 1	0% 0	0% 0	0% 0
70	0% 0	0% 0	6.45% 2	1.30% 1	1.85% 1	11.54% 3	0% 0	0% 0	0% 0	0% 0
80	0% 0	3.33% 2	0% 0	0% 0	0% 0	7.69% 2	0% 0	0% 0	0% 0	3.70% 1
90	0% 0	0% 0	0% 0	0% 0	0% 0	3.85% 1	0% 0	0% 0	0% 0	3.70% 1
100	2.63% 1	3.33% 2	0% 0	0% 0	1.85% 1	0% 0	5% 1	7.14% 1	0% 0	3.70% 1
Average	30	24.17	26.77	21.82	22.96	36.92	28	26.43	19.23	29.63

23. How much more money do you think you spend each week during the summer holidays, in pounds?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0-10	15.15% 5	0% 0	20.51% 8	8.70% 14	12.50% 5	21.21% 14	13.21% 7	11.32% 6	34.78% 8	25.81% 10	16.67% 8	15.38% 10	15.38% 2	10.11% 9	20% 11	1.82% 1	9.03% 44	12.57% 22	12.15% 13	15.22% 7
11 - 20	24.24% 8	100% 1	12.82% 5	12.42% 20	20% 8	9.09% 6	13.21% 7	18.87% 10	13.04% 3	3.23% 1	8.33% 4	9.23% 6	15.38% 2	12.36% 11	5.45% 3	18.18% 10	15.40% 75	10.29% 18	14.02% 15	21.74% 10
21-30	12.12% 4	0% 0	10.26% 4	11.80% 19	12.50% 5	22.73% 15	32.08% 17	11.32% 6	8.70% 10	32.26% 10	20.83% 10	26.15% 17	23.08% 3	16.85% 15	25.45% 14	25.45% 14	16.43% 80	18.29% 32	18.69% 20	17.39% 8
31-40	15.15% 5	0% 0	15.38% 6	17.38% 28	15% 6	12.12% 8	12.12% 2	15.09% 8	13.04% 5	12.90% 6	12.50% 5	7.69% 5	15.38% 2	19.10% 17	16.18% 10	18.18% 10	13.76% 67	15.43% 27	12.15% 13	4.35% 2
41-50	15.15% 5	0% 0	25.64% 10	18.01% 29	15% 6	12.12% 8	20.75% 11	15.09% 8	8.70% 2	9.68% 3	16.67% 8	15.38% 10	15.38% 2	13.48% 12	7.27% 4	14.55% 8	14.78% 72	14.86% 26	10.28% 11	8.70% 4
51-75	3.03% 1	0% 0	5.13% 2	14.91% 24	7.50% 3	7.58% 5	5.66% 3	9.43% 5	6.45% 2	12.50% 2	6.25% 3	6.15% 4	0% 0	13.48% 12	5.45% 3	7.27% 4	9.24% 45	12% 21	8.41% 9	10.87% 5
76-100	12.12% 4	0% 0	2.56% 1	6.83% 11	5% 2	9.09% 6	5.66% 3	9.43% 5	4.35% 1	9.68% 3	6.25% 3	6.15% 4	0% 0	8.99% 6	7.27% 4	10.91% 6	8.21% 40	6.86% 12	12.15% 13	8.70% 4
101-125	0% 0	0% 0	5.13% 2	4.97% 8	10% 4	3.03% 2	0% 0	9.43% 5	8.70% 0	0% 0	0% 0	6.15% 4	0% 0	2.25% 2	5.45% 3	3.64% 2	6.57% 32	5.71% 10	7.48% 32	4.35% 2
126-150	0% 0	0% 0	0% 0	1.86% 3	0% 0	1.52% 1	3.77% 2	0% 0	0% 0	0% 0	0% 0	4.62% 3	7.69% 1	1.12% 1	1.82% 1	0% 0	1.44% 7	1.71% 3	0.93% 1	0% 0
151-175	0% 0	0% 0	0% 0	0.62% 1	2.50% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.82% 1	0% 0	1.85% 9	0.57% 1	0.93% 1	4.35% 2
176-200	0% 0	0% 0	0% 0	1.24% 2	0% 0	1.52% 1	0% 0	0% 0	0% 0	0% 0	6.25% 3	0% 0	0% 0	0% 0	0% 0	0% 0	0.41% 2	0.57% 1	0.93% 1	2.17% 1
201-250	3.03% 1	0% 0	0% 0	0.62% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.54% 1	0% 0	1.12% 1	0% 0	0% 0	1.03% 5	0% 0	1.87% 2	0% 0
251+	0% 0	0% 0	2.56% 1	0.62% 1	0% 0	0% 0	1.89% 1	0% 0	0% 0	0% 0	0% 0	1.54% 1	7.69% 1	1.12% 1	1.82% 1	0% 0	1.85% 9	1.14% 2	0% 0	2.17% 1
Average	39.29	15.5	40.47	49.64	43.56	39.22	40.16	43.51	33.7	31.58	44.58	48.55	51.42	45.48	44.14	40.76	51.83	46.41	49.76	50.11
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0-10	5.26% 2	18.33% 11	16.13% 5	19.48% 15	22.22% 12	11.54% 3	15% 3	14.29% 2	23.08% 3	14.81% 4										
11 - 20	13.16% 5	23.33% 14	9.68% 3	12.99% 10	11.11% 6	11.54% 3	10% 2	28.57% 4	30.77% 4	18.52% 5										
21-30	10.53% 4	18.33% 11	16.13% 5	22.08% 17	12.96% 7	15.38% 4	15% 3	21.43% 3	7.69% 1	14.81% 4										
31-40	18.42% 7	8.33% 5	16.13% 5	11.69% 9	20.37% 11	3.85% 1	10% 2	7.14% 1	15.38% 2	3.70% 1										
41-50	15.79% 6	6.67% 4	16.13% 5	11.69% 9	12.96% 7	15% 3	7.14% 1	15.38% 2	15.38% 2	18.52% 5										
51-75	23.68% 9	1.67% 1	12.90% 4	10.39% 8	3.70% 2	3.85% 1	20% 4	14.29% 2	0% 0	3.70% 1										
76-100	5.26% 2	16.67% 10	6.45% 2	10.39% 8	7.41% 2	11.54% 3	10% 2	7.14% 1	7.69% 1	7.41% 1										
101-125	5.26% 2	3.33% 2	3.23% 1	1.30% 1	3.70% 2	11.54% 3	5% 1	0% 0	0% 0	11.11% 3										
126-150	2.63% 1	1.67% 1	0% 0	0% 0	1.85% 1	7.69% 2	0% 0	0% 0	0% 0	0% 0										
151-175	0% 0	0% 0	0% 0	0% 0	1.85% 1	0% 0	0% 0	0% 0	0% 0	3.70% 1										
176-200	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0										
201-250	0% 0	0% 0	0% 0	0% 0	1.85% 1	3.85% 1	0% 0	0% 0	0% 0	3.70% 1										
251+	0% 0	1.67% 1	3.23% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0										
Average	47.84	41.17	45.03	35.24	42.06	61.31	43.55	31.68	27.12	52.93										

24. Do you wish you had time to do more with the children at weekends, on bank holidays and during school holidays?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	57.58% 19	100% 1	66.67% 26	42.86% 69	60% 24	69.70% 46	58.49% 31	62.26% 33	43.48% 10	61.29% 28	58.33% 19	66.15% 43	69.23% 9	68.54% 30	54.55% 34	61.82% 34	56.06% 273	64.57% 113	57.01% 61	58.70% 27
No	42.42% 14	0% 0	33.33% 13	57.14% 92	40% 16	30.30% 20	41.51% 22	37.74% 20	56.52% 13	38.71% 12	41.67% 20	33.85% 22	30.77% 4	31.46% 28	45.45% 25	38.18% 21	43.94% 214	35.43% 62	42.99% 46	41.30% 19
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	71.05% 27	48.33% 29	61.29% 19	59.74% 46	44.44% 24	61.54% 16	50% 10	57.14% 8	61.54% 8	66.67% 18										
No	28.95% 11	51.67% 31	38.71% 12	40.26% 31	55.56% 30	38.46% 10	50% 10	42.86% 6	38.46% 5	33.33% 9										

25. Do you feel guilty for not having as much time as you would like with the children?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
	68.42%	0%	76.92%	68.12%	87.50%	89.13%	54.84%	81.82%	50%	84.21%	75%	74.42%	55.56%	88.52%	76.67%	82.35%	79.49%	78.76%	80.33%	70.37%

Yes	13	0	20	47	21	41	17	27	5	16	21	32	5	54	23	28	217	89	49	19
	31.58%	100%	23.08%	31.88%	12.50%	10.87%	45.16%	18.18%	50%	15.79%	25%	25.58%	44.44%	11.48%	23.33%	17.65%	20.51%	21.24%	19.67%	29.63%
No	6	1	6	22	3	5	14	6	5	3	7	11	4	7	7	6	56	24	12	8
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	66.67%	86.21%	89.47%	82.61%	79.17%	62.50%	90%	87.50%	87.50%	66.67%										
	18	25	17	38	19	10	9	7	12	12										
No	33.33%	13.79%	10.53%	17.39%	20.83%	37.50%	10%	12.50%	12.50%	33.33%										
	9	4	2	8	5	6	1	1	6	6										

26. Which of the following factors prevent you from doing more to entertain your children?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich	
Hectic workloads	27.27%	0%	25.64%	29.81%	35%	46.97%	28.30%	58.49%	13.04%	41.94%	29.17%	44.62%	38.46%	40.45%	40%	34.55%	41.07%	41.07%	40%	40.19%	28.26%
	9	0	10	48	14	31	15	31	3	13	14	29	5	36	22	19	200	70	43	13	
You often have to work from home	6.06%	0%	23.08%	16.77%	7.50%	18.18%	18.87%	13.04%	16.13%	14.58%	12.31%	0%	12.36%	9.09%	5	10	19.10%	10.86%	17.76%	17.39%	
	2	0	9	27	3	12	10	3	7	8	8	0	11	5	10	93	19	19	8	8	
You're simply too busy	30.30%	0%	30.77%	38.51%	42.50%	30.30%	33.96%	32.08%	21.74%	29.03%	43.75%	30.77%	34.83%	27.27%	27.27%	34.50%	30.29%	22.43%	15.22%	15.22%	
	12	0	12	62	17	20	18	17	5	12	21	20	31	15	15	168	53	24	7	7	
You don't have the money	27.27%	100%	43.59%	34.78%	42.50%	40.91%	37.74%	32.08%	47.83%	32.26%	41.67%	36.92%	30.77%	46.07%	32.73%	43.64%	35.73%	47.43%	47.66%	39.13%	
	9	1	17	56	17	27	20	17	20	20	20	24	4	18	24	174	83	51	18	18	
Lack of time	15.15%	100%	23.08%	21.74%	32.50%	31.82%	26.42%	26.42%	8.70%	25.81%	39.58%	23.08%	23.08%	29.21%	36.36%	25.45%	25.87%	24%	23.36%	30.43%	
	5	1	9	35	13	21	14	14	2	8	19	3	3	26	20	14	126	42	25	14	
None of the above	33.33%	0%	15.38%	12.42%	17.50%	9.09%	13.21%	9.43%	17.39%	16.13%	12.50%	16.92%	15.38%	10.11%	20%	16.36%	12.32%	12%	14.02%	28.26%	
	11	0	6	20	7	6	7	5	4	5	6	11	2	9	11	9	60	21	15	13	
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York											
Hectic workloads	34.21%	43.33%	32.26%	36.36%	31.48%	34.62%	25%	57.14%	23.08%	40.74%											
	13	26	10	28	17	9	5	8	3	11											
You often have to work from home	21.05%	13.33%	12.90%	11.69%	18.52%	15.38%	25%	7.14%	15.38%	7.41%											
	8	8	4	9	10	4	5	2	4	2											
You're simply too busy	28.95%	28.33%	35.48%	32.47%	24.07%	26.92%	40%	57.14%	61.54%	37.04%											
	11	17	11	25	13	7	8	8	8	10											
You don't have the money	50%	43.33%	45.16%	42.86%	37.04%	38.46%	25%	35.71%	46.15%	40.74%											
	19	26	14	33	20	10	5	5	6	11											
Lack of time	34.21%	20%	16.13%	36.36%	20.37%	15.38%	20%	28.57%	30.77%	25.93%											
	13	12	5	28	11	4	4	4	7	7											
None of the above	13.16%	18.33%	12.90%	14.29%	20.37%	15.38%	20%	7.14%	23.08%	11.11%											
	5	11	4	11	11	4	4	1	3	3											

27. Which of the following factors prevent you from doing more to entertain your children?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Hectic workloads	18.18%	0%	33.33%	22.98%	22.50%	36.36%	24.53%	47.17%	13.04%	32.26%	29.17%	33.85%	38.46%	29.21%	23.64%	30.91%	31.01%	34.86%	31.78%	21.74%
	6	0	13	37	9	24	13	25	3	10	14	22	5	26	13	17	151	61	34	7
You often have to work from home	12.12%	0%	10.26%	16.77%	10%	18.18%	15.09%	20.75%	8.70%	9.68%	10.42%	10.77%	0%	15.73%	10.91%	7.27%	18.89%	8%	17.76%	15.22%
	4	0	4	27	4	12	9	11	2	3	5	0	14	6	4	92	14	19	7	7
You're simply too busy	21.21%	0%	38.46%	33.54%	40%	34.85%	49.06%	45.28%	17.39%	32.26%	45.83%	23.08%	26.87%	18.18%	27.27%	32.85%	27.43%	23.36%	21.74%	21.74%
	7	0	15	54	16	23	26	24	4	10	22	15	3	10	15	160	48	25	10	10
You don't have the money	30.30%	100%	38.46%	32.30%	45%	34.85%	30.19%	33.96%	47.83%	35.48%	25%	35.38%	30.77%	43.82%	34.55%	47.27%	35.11%	45.71%	43.93%	39.13%
	10	1	15	52	18	23	16	18	11	11	12	23	4	39	19	26	171	80	47	18
Lack of time	12.12%	0%	17.95%	23.60%	37.50%	28.7%	26.42%	30.19%	26.09%	19.35%	33.33%	21.54%	23.08%	21.35%	21.82%	25.45%	23.61%	25.14%	29.91%	23.91%
	4	0	7	38	15	19	14	16	6	6	16	14	3	19	12	14	115	44	32	11
None of the above	39.39%	0%	15.38%	12.42%	17.50%	13.64%	15.09%	11.32%	17.39%	22.58%	12.50%	20%	15.38%	12.36%	23.64%	16.36%	14.99%	10.86%	14.95%	26.09%
	13	0	6	20	7	9	8	7	4	7	6	13	2	11	13	9	73	19	16	12
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Hectic workloads	21.05%	33.33%	38.71%	22.08%	16.67%	19.23%	10%	57.14%	15.38%	33.33%										
	8	12	12	9	5	17	2	8	2	9										
You often have to work from home	13.16%	15%	12.90%	11.69%	18.52%	15.38%	25%	7.14%	15.38%	7.41%										
	5	9	4	9	10	4	5	1	0	2										
You're simply too busy	39.47%	21.67%	35.48%	35.06%	24.07%	11.54%	35%	42.86%	38.46%	40.74%										
	15	13	11	27	13	3	7	6	5	11										
You don't have the money	42.11%	45%	36.48%	37.66%	38.89%	34.62%	40%	35.71%	46.15%	33.33%										
	16	27	11	29	21	9	8	5	6	9										
Lack of time	36.84%	21.67%	19.35%	36.36%	20.37%	26.92%	5%	28.57%	30.77%	18.52%										
	14	13	6	28	11	7	4	4	7	11										
None of the above	10.53%	16.67%	19.35%	14.29%	22.22%	19.23%	15%	7.14%	30.77%	14.81%										
	4	10	6	11	12	5	3	1	4	4										

28. Do you find it difficult thinking of ways to keep your children entertained?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
	42.42%	0%	56.41%	36.02%	55%	43.94%	41.51%	33.96%	52.17%	45.16%	45.83%	52.31%	46.15%	53.93%	40%	45.45%	44.56%	48%	45.79%	32.61%

