

Page number	Table name	Table title	Base
1	T1	BANNER	Base: All Respondents
2	T2	BANNER	Base: All Respondents
53	TG62	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Summary Table	Base: All respondents
54	T63	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster Children Tend To Have Complex Needs.	Base: All respondents
55	T64	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster Children Tend To Have Complex Needs.	Base: All respondents
56	T65	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I Think Being A Foster Carer Would Be Difficult.	Base: All respondents
57	T66	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I Think Being A Foster Carer Would Be Difficult.	Base: All respondents
58	T67	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I Think Being A Foster Carer Would Be Rewarding.	Base: All respondents
59	T68	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I Think Being A Foster Carer Would Be Rewarding.	Base: All respondents
60	T69	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Being A Foster Carer Would Take A Lot Of Time And Commitment.	Base: All respondents
61	T70	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Being A Foster Carer Would Take A Lot Of Time And Commitment.	Base: All respondents
62	T71	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster Carers Can Positively Shape The Life Of A Child Or Young Person.	Base: All respondents
63	T72	(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster Carers Can Positively Shape The Life Of A Child Or Young Person.	Base: All respondents
102	TG141	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements?	Base: All respondents
103	T142	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about the other children in the household	Base: Those who currently have a child/children living in their household
104	T143	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about the other children in the household	Base: Those who currently have a child/children living in their household
105	T144	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would not feel confident looking after children	Base: Those who do not have children or their children are not currently living in their household
106	T145	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would not feel confident looking after children	Base: Those who do not have children or their children are not currently living in their household
107	T146	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about other family members not accepting the foster child	Base: All respondents
108	T147	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about other family members not accepting the foster child	Base: All respondents
109	T148	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about foster children having behavioural issues or traumatic pasts	Base: All respondents
110	T149	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about foster children having behavioural issues or traumatic pasts	Base: All respondents
111	T150	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I worry that I would become attached to the foster child, only for them to leave	Base: All respondents
112	T151	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I worry that I would become attached to the foster child, only for them to leave	Base: All respondents
113	T152	(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - There is a lack of support for foster carers once a child is placed with them	Base: All respondents



Page number	Table name	Table title	Base
114	T153	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - There is a lack of support for foster carers once a child is placed with them	Base: All respondents
115	T154	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I could not afford to become a foster carer	Base: All respondents
116	T155	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I could not afford to become a foster carer	Base: All respondents
117	T156	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would struggle to foster and work full time	Base: All respondents
118	T157	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would struggle to foster and work full time	Base: All respondents
119	T158	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I am too old to foster	Base: All respondents
120	T159	/Barriers/ Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I am too old to foster	Base: All respondents







[illegible]

(*) - Column Properties: Column Filled (Wt) A/R, GDSY, GWXZKLMNPGVQIR, R/TU/V, RSTY/ZSW, GRNTGASVZS, WYH, J/L, U/V Minimum Mass: 20 (**), Small Mass: 200
Rate: 100 (*) Continuity correction applied

Base: All respondents

	To what extent do you agree or disagree with the following statements? Please select one per statement.				
	Foster children tend to have complex needs	I think being a foster carer would be difficult	I think being a foster carer would be rewarding	Being a foster carer would take a lot of time and commitment	Foster carers can positively shape the life of a child or young person
Unweighted Base	861	861	861	861	861
Base	861	861	861	861	861
Strongly agree	107	211	313	402	493
	12%	24%	36%	47%	56%
Agree	396	466	411	389	319
	46%	54%	48%	45%	37%
Disagree	189	63	33	22	13
	22%	7%	4%	3%	2%
Strongly disagree	18	23	15	10	7
	2%	3%	2%	1%	1%
Don't know	151	98	90	39	40
	18%	11%	10%	4%	5%
Agree (NET)	503	677	724	791	801
	58%	79%	84%	92%	93%
Disagree (NET)	207	87	48	31	20
	24%	10%	6%	4%	2%

22/09/2023- 02/10/2023

[illegible]

22/06/2023 - 02/10/2023

- Column Means: Column Tested (3%): A/R, C/G/Y/P, G/H/V/X/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/a/b, c/d/e/f/g/h/i/j/k, m/n/o, p/q, r/s, t/u/v Maximum Base: 30 (**), Small Base: 100 (*)

- Column Projections: Column Tested (3%): A/R, C/G/Y/P, G/H/V/X/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/a/b, c/d/e/f/g/h/i/j/k, m/n/o, p/q, r/s, t/u/v Maximum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - pre-campaign tables

(FosteringAkte) Q015 - To what extent do you agree or disagree with the following statements? - Foster Children Tend To Have Complex Needs

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during		
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign
Unweighted Base		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g
861	520	390	124	341	509	329	173	112	112	461	482	373	533	45	228	300	561	11	24	822	200	463	439	317	188	637	216	649	245	321	270	482	379	
Base	961	609	543	113	493	693	344	172	95	109	493	504	393	574	79	237	303	559	12	22	824	219	474	424	320	193	654	212	653	218	303	455	366	
Strongly agree	107	57	41	15	50	60	46	31	12	13	52	59	46	66	8	27	35	72	3	5	98	56	50	54	45	19	84	31	76	38	38	42	59	48
	12%	9%	7%	1%	10%	9%	14%	18%	1%	1%	11%	12%	13%	1%	12%	13%	13%	13%	0%	0%	12%	9%	7%	7%	4%	3%	13%	5%	11%	6%	5%	10%	12%	13%
Agree	394	226	170	56	170	226	158	97	44	49	226	231	164	295	32	115	117	278	8	6	378	192	203	204	157	91	292	96	301	118	159	134	232	184
	46%	40%	35%	47%	42%	40%	46%	49%	47%	45%	47%	48%	44%	45%	4%	51%	45%	47%	64%	42%	46%	51%	42%	48%	48%	53%	45%	47%	46%	52%	52%	53%	43%	50%
Disagree	189	101	71	30	89	111	72	30	17	30	111	108	80	133	19	44	60	130	1	3	185	86	103	105	59	42	140	47	142	54	80	61	122	87
	22%	17%	13%	27%	22%	23%	21%	18%	18%	19%	23%	22%	22%	23%	19%	19%	23%	22%	1%	0%	23%	17%	17%	23%	18%	21%	23%	22%	24%	20%	24%	20%	24%	18%
Strongly disagree	18	8	6	2	10	6	11	7	3	1	7	6	12	10	1	7	10	1	-	2	15	9	9	11	5	6	11	5	13	5	7	5	8	8
	2%	1%	1%	2%	2%	1%	3%	4%	3%	1%	1%	1%	3%	2%	1%	3%	2%	1%	-	0%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%
Don't know	151	68	51	16	83	87	57	27	18	16	87	81	67	92	10	34	43	108	-	2	149	32	115	50	63	13	126	21	138	22	24	17	92	59
	18%	11%	9%	1%	17%	13%	17%	16%	19%	14%	18%	17%	18%	17%	14%	15%	17%	18%	-	0%	18%	8%	14%	12%	19%	8%	14%	11%	19%	10%	8%	7%	16%	10%
Agree (NET)	503	283	212	71	220	287	203	108	54	62	277	280	210	301	40	143	152	351	11	15	476	248	252	258	197	101	376	146	346	197	176	271	252	232
	58%	51%	47%	17%	55%	58%	59%	62%	59%	57%	58%	60%	57%	57%	58%	63%	58%	59%	89%	68%	58%	60%	53%	61%	64%	58%	63%	57%	64%	64%	68%	68%	55%	63%
Disagree (NET)	207	109	77	32	98	117	84	38	20	31	118	113	92	133	20	50	67	140	1	5	200	95	111	116	64	48	152	52	155	59	87	66	132	75
	24%	18%	13%	27%	20%	17%	24%	22%	22%	24%	23%	22%	22%	25%	4%	22%	26%	23%	0%	0%	24%	20%	23%	24%	20%	23%	24%	22%	24%	20%	28%	26%	27%	21%

22/09/2023 - 02/10/2023

Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

22/06/2023 - 02/10/2023

- Column Means: Column Tested (3%): A/R, C/G/Y/P, G/H/V/X/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/a/b, c/d/e/f/g/h/i/j/k, m/n/o, p/q, r/s, t/u/v Maximum Base: 30 (**), Small Base: 100 (*)

- Column Projections: Column Tested (3%): A/R, C/G/Y/P, G/H/V/X/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/a/b, c/d/e/f/g/h/i/j/k, m/n/o, p/q, r/s, t/u/v Maximum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during	
	Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g
Unweighted Base	861	520	390	124	341	509	329	172	112	112	461	482	373	532	45	228	300	561	11	24	822	200	663	439	317	188	637	216	645	245	321	270	482	379
Base	861	500	363	113	493	493	344	172	95	100	493	506	393	523	70	237	302	559	12	22	824	219	679	424	320	193	656	212	633	218	300	455	366	
Strongly agree	211	124	91	33	87	125	83	48	22	21	119	108	100	133	26	56	63	148	2	5	202	85	125	81	113	42	162	41	369	51	79	85	116	95
	24%	27%	27%	30%	22%	25%	24%	28%	27%	19%	25%	23%	27%	23%	38%	24%	24%	20%	++	++	24%	25%	19%	34%	24%	25%	20%	20%	22%	20%	20%	23%	20%	
Agree	466	251	193	59	215	368	185	93	54	67	251	272	194	386	20	126	146	322	9	11	446	203	261	237	177	96	356	131	355	133	187	146	258	
	54%	55%	56%	49%	54%	55%	54%	54%	57%	62%	52%	56%	53%	54%	41%	55%	55%	54%	++	++	55%	54%	55%	56%	54%	56%	55%	55%	54%	59%	61%	56%	52%	57%
Disagree	63	28	21	7	35	40	22	6	9	7	42	43	20	43	1	18	22	42	-	-	57	38	25	48	14	19	42	22	41	19	17	30	41	23
	7%	6%	6%	6%	9%	8%	7%	4%	9%	6%	9%	5%	8%	6%	1%	8%	7%	8%	-	-	7%	19%	9%	11%	4%	11%	6%	11%	6%	8%	6%	12%	8%	6%
Strongly disagrees	23	8	6	1	16	6	16	9	4	2	9	8	15	10	6	5	8	15	-	-	23	17	7	18	3	4	16	7	17	8	5	9	18	5
	3%	2%	2%	1%	4%	1%	5%	5%	4%	2%	2%	4%	2%	13%	2%	3%	3%	3%	-	-	3%	4%	1%	4%	1%	2%	2%	3%	3%	1%	3%	4%	1%	
Don't know	96	49	31	18	48	52	38	16	6	12	61	53	40	62	6	23	26	72	-	-	96	33	60	38	23	10	77	20	78	16	19	11	62	36
	11%	11%	9%	16%	12%	11%	11%	9%	6%	11%	13%	11%	11%	12%	8%	10%	16%	12%	++	++	7%	12%	9%	13%	9%	6%	12%	10%	12%	7%	4%	4%	13%	10%
Agree (NET)	677	375	283	92	302	393	267	140	76	89	371	380	294	410	55	182	307	430	11	16	646	288	386	319	200	138	518	153	526	184	266	208	374	302
	79%	81%	83%	77%	75%	80%	78%	82%	80%	81%	77%	78%	80%	78%	79%	80%	78%	78%	96%	97%	79%	77%	81%	75%	88%	81%	79%	76%	80%	81%	87%	82%	76%	83%
Disagree (NET)	87	36	27	9	51	46	38	15	12	9	50	51	35	53	9	23	29	57	-	-	80	54	31	67	17	22	58	29	57	27	39	59	28	
	10%	8%	8%	7%	13%	11%	11%	8%	13%	8%	13%	11%	10%	10%	13%	11%	11%	10%	++	++	10%	14%	7%	10%	9%	13%	9%	14%	9%	12%	7%	15%	12%	8%

22/09/2023- 02/10/2023
Column Headers: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Base: All respondents

22/06/2023 - 02/10/2023

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Base: All respondents

	Working status					Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during			
	Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know fairly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	
Unweighted Base	861	520	390	124	341	509	329	172	112	112	461	482	373	532	45	228	300	561	11	24	822	260	643	439	317	188	637	216	649	245	321	270	482	379	
Base	861	500	343	113	493	493	344	172	95	100	493	506	393	523	70	237	302	509	12	22	824	270	624	424	320	170	616	212	633	218	300	455	346		
Strongly agree	313	184	140	44	130	180	128	57	35	37	185	201	132	132	199	27	73	116	198	5	10	266	170	141	70	104	235	92	221	104	131	104	171	142	
	36%	40%	41%	37%	32%	37%	37%	37%	34%	38%	42%	42%	30%	38%	39%	32%	44%	33%	45%	49%	36%	40%	40%	50%	22%	43%	36%	40%	34%	40%	43%	40%	35%	39%	
Agree	411	218	160	59	192	236	150	87	52	55	215	221	185	251	26	118	130	291	6	11	392	172	238	187	147	95	308	10	311	112	153	130	232	178	
	48%	47%	47%	50%	48%	48%	46%	51%	55%	51%	45%	46%	50%	48%	37%	52%	46%	49%	49%	50%	48%	48%	50%	44%	51%	50%	47%	50%	47%	49%	50%	52%	47%	49%	
Disagree	33	13	11	2	19	23	8	9	2	4	18	17	16	17	5	9	5	27	1	-	32	7	24	5	21	4	26	4	29	3	4	12	25	7	
	4%	3%	3%	2%	5%	5%	2%	5%	2%	4%	4%	3%	4%	3%	4%	3%	4%	2%	5%	2%	-	4%	2%	1%	6%	2%	4%	2%	4%	2%	4%	1%	3%	5%	2%
Strongly disagrees	15	7	6	1	8	5	9	4	-	4	5	6	9	6	-	3	3	12	-	-	15	8	7	1	2	13	1	14	1	4	4	4	8	5	
	2%	1%	2%	1%	2%	1%	3%	3%	-	1%	1%	2%	1%	1%	8%	1%	1%	2%	-	-	2%	1%	1%	4%	1%	2%	1%	2%	1%	1%	2%	2%	1%		
Don't know	90	38	26	12	11	47	39	16	6	7	18	39	48	53	6	24	19	71	-	-	89	19	68	17	53	9	72	5	84	8	14	9	56	33	
	10%	8%	8%	10%	17%	10%	11%	8%	6%	6%	12%	8%	13%	10%	9%	11%	7%	12%	-	-	11%	1%	14%	4%	16%	5%	11%	3%	17%	3%	5%	3%	11%	9%	
Agree (NET)	724	402	290	103	322	415	287	144	87	93	400	423	207	400	53	191	235	488	11	21	688	342	480	400	243	155	643	182	532	217	285	234	404	320	
	84%	87%	88%	87%	80%	85%	83%	83%	92%	86%	83%	87%	80%	86%	70%	84%	90%	82%	94%	98%	83%	91%	79%	94%	72%	93%	83%	93%	93%	93%	90%	81%	88%		
Disagree (NET)	46	20	17	3	28	29	18	13	2	9	24	22	25	23	10	12	8	40	1	-	47	15	31	6	35	6	39	4	43	3	8	16	35	12	
	6%	4%	5%	3%	7%	6%	5%	8%	2%	8%	5%	5%	7%	4%	15%	5%	5%	7%	6%	-	6%	4%	6%	1%	11%	3%	4%	2%	7%	2%	4%	7%	3%		

22/09/2023- 02/10/2023
Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

22/06/2023-02/08/2023

- Column Means: Columns Tested (3%): A/R, C/D/V/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/AA/BB/CC/DD/EE/FF/HH/II/JJ/KK/LL/NN/PP/RR/SS/TT/XX/YY/ZZ
 - Column Proportions: Columns Tested (3%): A/R, C/D/V/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/AA/BB/CC/DD/EE/FF/HH/II/JJ/KK/LL/NN/PP/RR/SS/TT/XX/YY/ZZ
 * Base: 100 (*) Continuity correction applied

Base: All respondents

	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during				
	Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / following for adoption or early permanence	Pre-campaign	During campaign	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	
Unweighted Base	861	520	390	124	341	509	329	172	112	112	461	482	373	532	45	228	300	561	11	24	822	200	663	439	317	188	637	216	649	245	321	270	482	379	
Base	951	561	343	113	255	493	344	172	95	100	493	504	393	523	70	237	312	559	12	22	824	219	619	424	320	193	632	218	653	218	300	455	346		
Strongly agree	402	212	158	54	190	233	159	81	40	49	232	226	173	243	35	108	120	273	4	11	386	176	225	185	132	97	290	102	300	120	163	115	220	182	
	47%	40%	46%	48%	47%	47%	46%	47%	42%	49%	48%	47%	47%	46%	40%	50%	47%	48%	46%	30%	51%	47%	47%	44%	52%	52%	44%	51%	45%	52%	53%	53%	44%	44%	50%
Agree	389	214	157	56	176	227	148	73	46	56	214	226	161	345	26	101	115	274	8	9	371	168	218	206	138	61	316	81	306	103	137	129	224	165	
	45%	46%	46%	47%	44%	46%	43%	49%	51%	44%	47%	44%	47%	47%	37%	44%	44%	46%	64%	43%	45%	45%	46%	49%	42%	38%	48%	41%	46%	45%	45%	50%	45%	45%	
Disagree	22	12	9	2	10	10	12	4	2	3	13	13	8	15	2	4	7	14	-	1	20	14	7	14	4	5	14	8	13	3	5	8	18	4	
	3%	1%	3%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	2%	3%	2%	2%	4%	2%	3%	1%	3%	2%	4%	2%	1%	2%	3%	4%	1%	
Strongly disagree	10	5	5	-	4	2	7	4	1	1	4	5	5	2	4	3	-	9	-	1	9	2	3	4	5	3	6	4	5	2	2	4	8	2	
	1%	1%	2%	-	1%	2%	2%	2%	1%	1%	1%	1%	1%	2	6%	1%	*	2%	-	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3	2%	
Don't know	39	17	11	6	22	19	17	10	6	1	19	13	23	21	2	11	10	29	-	-	39	10	25	15	10	4	28	4	35	1	1	3	31	8	
	4%	4%	3%	5%	5%	4%	5%	6%	6%	1%	4%	3%	4%	4%	5%	4%	5%	12	++	++	5%	3%	5%	4%	3%	2%	4%	2%	5%	+	+	1%	4%	2%	
Agree (NET)	791	426	315	111	365	460	307	155	86	105	446	453	334	488	60	209	244	547	12	17	756	345	443	391	310	158	606	185	606	222	300	244	444	347	
	92%	93%	92%	93%	91%	94%	89%	90%	91%	95%	92%	93%	90%	93%	87%	92%	93%	91%	100%	94%	92%	92%	93%	92%	94%	93%	93%	92%	98%	97%	94%	94%	90%	95%	
Disagree (NET)	31	17	15	2	14	12	19	8	3	3	17	18	13	17	7	8	23	-	1	29	20	10	18	9	9	20	13	18	5	7	12	21	10		
	4%	4%	4%	2%	4%	2%	4%	5%	3%	4%	4%	4%	3%	3%	100%	3%	4%	4%	++	6%	4%	5%	4%	3%	5%	3%	4%	4%	3%	2%	5%	4%	4%	3%	

22/09/2023- 02/10/2023
Column Headers: SF, G/N/S/U, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/N/S/U, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

Notes: (*) - Column Properties: Columns Tested (No): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/ab, c/d/e/f/g/h/i/j/k, m/n, o/p, q/r, s/t/u/v. Minimum Bias: 20 (**), Small Bias: 100 (**). Continuity correction applied.

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during		
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know fairly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions or early experience	Aware of being / about / parent and child / following for adoption or early permanence	Pre-campaign
Unweighted Base	Base	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g
861	520	390	124	341	509	329	172	112	112	461	482	373	512	45	228	300	561	11	24	822	200	663	439	317	188	637	216	645	245	321	270	482	379	
Base	961	600	343	113	493	493	344	172	95	100	493	492	373	512	70	237	302	559	12	22	824	219	678	424	320	170	654	212	653	218	310	455	366	
Strongly agree	483	262	198	64	240	268	176	99	52	53	278	301	181	307	36	119	159	324	5	15	461	233	248	270	169	107	359	121	362	149	203	153	259	223
56%	57%	58%	54%	55%	61%	51%	57%	55%	49%	58%	62%	49%	58%	51%	52%	61%	54%	44%	71%	56%	63%	62%	52%	64%	67%	55%	60%	55%	60%	60%	59%	52%	61%	
Agree	318	163	120	43	156	130	136	56	36	43	176	145	152	190	26	89	91	228	7	5	305	125	193	133	141	58	251	34	245	79	90	93	193	128
37%	35%	35%	36%	39%	35%	40%	33%	38%	45%	37%	34%	41%	36%	37%	39%	35%	38%	56%	24%	37%	33%	40%	31%	43%	34%	38%	34%	37%	35%	32%	36%	39%	34%	
Disagree	13	7	6	1	6	5	8	2	-	5	6	6	7	7	2	4	9	4	9	-	1	12	7	4	5	4	-	9	3	10	-	2	10	7
2%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	2%	1%	4%	2%	2%	1%	1%	5%	1%	1%	2%	1%	1%	-	1%	2%	1%	1%	-	1%	4%	1%
Strongly disagree	7	4	2	2	3	1	6	2	1	-	3	2	4	3	2	2	1	5	-	-	7	6	1	4	3	2	4	-	3	-	3	-	3	3
1%	1%	1%	*	2%	1%	*	2%	1%	1%	*	1%	*	1%	1%	2%	1%	1%	1%	-	-	1%	2%	*	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%
Don't know	40	23	15	8	17	18	18	14	5	1	18	10	25	19	4	14	7	33	-	-	40	4	32	12	13	3	30	2	38	-	1	3	33	7
5%	5%	4%	7%	4%	4%	5%	4%	1%	1%	1%	4%	2%	7%	4%	6%	3%	5%	1%	++	++	5%	1%	7%	3%	4%	2%	5%	1%	6%	-	+	1%	7%	
Agree (NET)	801	425	318	107	376	468	312	155	88	102	454	466	333	407	61	208	340	552	12	20	766	158	442	403	310	165	610	194	407	228	302	246	442	340
93%	92%	93%	90%	94%	95%	96%	91%	90%	94%	94%	96%	96%	90%	95%	88%	92%	95%	92%	100%	95%	93%	95%	92%	95%	94%	93%	96%	92%	100%	98%	98%	95%	91%	96%
Disagree (NET)	20	11	8	4	8	6	14	4	1	5	10	8	11	10	4	5	6	14	-	1	18	13	5	9	6	2	14	6	14	-	5	10	10	9
2%	2%	2%	3%	2%	1%	4%	2%	1%	1%	5%	2%	2%	3%	2%	6%	2%	2%	2%	++	++	2%	1%	2%	2%	1%	2%	2%	2%	2%	-	2%	4%	2%	3%

22/09/2023- 02/10/2023
Column Headers: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - pre-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements

Base: All respondents

	Thinking about becoming a foster carer, how much do you agree or disagree with the following statements... Please select one per statement.								
	I Would Have Concerns About The Other Children In The Household	I Would Not Feel Confident Looking After Children	I Would Have Concerns About Other Family Members Not Accepting The Foster Child	I Would Have Concerns About Foster Children Having Behavioural Issues Or Traumatic Pasts	I Worry That I Would Become Attached To The Foster Child, Only For Them To Leave	There Is A Lack Of Support For Foster Carers Once A Child Is Placed With Them	I Could Not Afford To Become A Foster Carer	I Would Struggle To Foster And Work Full Time	I Am Too Old To Foster
Unweighted Base	360	321	861	861	861	861	861	861	861
Base	262	324	861	861	861	861	861	861	861
Strongly agree	40	64	44	136	122	43	130	214	155
	15%	20%	5%	16%	14%	5%	15%	25%	18%
Agree	105	103	177	456	410	187	265	310	185
	40%	32%	21%	53%	48%	22%	31%	36%	22%
Disagree	70	90	325	156	146	183	242	131	249
	27%	28%	38%	18%	17%	21%	28%	15%	29%
Strongly disagree	20	32	171	25	34	35	46	73	171
	8%	10%	20%	3%	4%	4%	5%	9%	20%
Don't know	28	35	145	88	149	413	178	133	100
	11%	11%	17%	10%	17%	48%	21%	15%	12%
Agree (NET)	144	167	221	592	532	229	395	523	341
	55%	52%	26%	69%	62%	27%	46%	61%	40%
Disagree (NET)	90	122	495	181	180	219	289	204	420
	34%	38%	58%	21%	21%	25%	34%	24%	49%

22/09/2023- 02/10/2023

[illegible]

22/06/2023- 02/10/2023

Base: Those who currently have a child/children living in their household

	Total	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during			
		Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know fairly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign	
Unweighted Base	300	223	162	61	77	104	102	55	56	43	145	122	177	220	6	59	300	-	5	13	279	146	150	194	69	79	205	81	209	95	115	109	164	136	
Base	263	182	133	54	69	93	91	47	46	32	116	100	153	200	6	51	263	-	5	11	243	119	133	165	61	76	195	76	199	86	106	100	148	116	
Strongly agree	40	28	19	9	11	27	13	9	6	5	20	15	25	32	-	7	40	-	1	13	37	24	16	29	8	13	26	12	28	13	18	24	21	18	
	15%	16%	15%	17%	14%	16%	14%	20%	+	13%	15%	14%	16%	16%	++	13%	15%	-	20%	10%	12%	19%	12%	17%	11%	12%	14%	12%	17%	11%	20%	10%	14%	10%	
Agree	155	73	50	24	31	62	40	16	18	21	50	40	64	74	3	37	105	-	1	5	90	46	58	63	32	25	75	30	74	33	34	35	59	46	
	49%	40%	39%	44%	39%	37%	44%	34%	34%	40%	65%	36%	37%	42%	37%	60%	52%	-	17%	45%	41%	36%	44%	37%	52%	42%	40%	40%	42%	37%	40%	40%	40%	40%	
Disagree	79	50	39	11	20	47	23	13	10	4	42	30	40	55	1	12	70	-	2	3	64	38	31	46	10	14	51	25	45	21	24	25	41	29	
	27%	27%	30%	20%	29%	28%	25%	27%	14%	30%	28%	28%	26%	28%	20%	27%	27%	-	30%	11%	24%	26%	30%	24%	28%	23%	31%	24%	27%	20%	20%	28%	23%	23%	
Strongly disagree	30	13	8	5	7	17	3	2	1	15	12	8	19	1	1	20	-	-	2	18	9	11	13	5	6	14	4	16	8	10	7	11	9		
	8%	7%	6%	9%	9%	10%	3%	4%	3%	4%	11%	11%	6%	9%	12%	1%	8%	-	++	++	++	7%	7%	8%	8%	10%	8%	10%	5%	8%	11%	8%	8%	8%	
Don't know	28	18	12	6	10	14	12	7	8	1	12	11	16	20	-	5	28	-	1	-	25	9	16	16	6	2	20	4	23	5	7	5	16	12	
	11%	10%	9%	10%	13%	8%	11%	13%	10%	2%	9%	10%	10%	10%	-	9%	11%	-	10%	-	10%	7%	12%	10%	10%	9%	11%	4%	13%	7%	6%	10%	11%	10%	
Agree (NET)	144	102	69	33	42	89	53	25	23	24	69	55	89	106	3	34	144	-	++	++	6	136	70	73	92	40	39	100	40	102	46	53	48	64	
	55%	56%	54%	61%	53%	53%	58%	53%	53%	80%	50%	51%	58%	53%	60%	66%	55%	-	40%	55%	56%	55%	56%	55%	66%	55%	54%	54%	56%	55%	59%	56%	57%	54%	56%
Disagree (NET)	90	62	47	16	28	64	26	15	13	6	16	41	48	74	2	13	90	-	2	5	82	48	42	59	15	20	65	27	34	32	32	52	38		
	34%	34%	37%	29%	34%	30%	28%	32%	20%	14%	42%	38%	33%	37%	40%	22%	34%	-	30%	45%	34%	37%	32%	35%	35%	32%	35%	30%	32%	34%	37%	37%	35%	33%	33%

22/09/2023- 02/10/2023
Column Headers: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - pre-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would not feel confident looking after children

Base: Those who do not have children or their children are not currently living in their household

	Total	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during			
		Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew fairly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	
Unweighted Base	321	215	179	36	106	149	158	82	35	36	166	195	121	128	56	128	-	221	3	3	314	122	185	148	136	56	249	67	254	91	115	94	174	147	
Base	324	189	162	37	126	133	170	69	39	35	165	195	122	124	61	130	-	218	6	3	315	119	182	145	141	53	254	64	255	95	115	103	160	144	
Strongly agree	64	38	32	6	26	30	31	18	3	13	30	38	26	21	9	33	-	64	-	-	64	15	49	11	51	15	48	4	60	14	18	10	35	29	
	20%	19%	20%	17%	21%	22%	18%	21%	17%	18%	20%	20%	20%	17%	14%	25%	-	20%	++	++	-	20%	12%	26%	8%	36%	28%	19%	4%	27%	17%	16%	10%	20%	
Agree	183	62	47	15	41	49	48	36	13	12	51	63	38	37	21	42	-	103	-	-	103	36	47	49	45	36	82	25	78	36	43	41	54	40	
	32%	31%	29%	42%	33%	35%	28%	31%	44%	32%	31%	33%	30%	30%	34%	32%	-	32%	++	++	-	33%	28%	34%	32%	39%	32%	39%	30%	37%	37%	42%	30%	34%	
Disagree	90	64	55	8	26	35	52	21	10	7	51	52	36	44	16	29	-	90	3	2	85	44	45	56	24	13	74	21	68	34	35	33	48	42	
	28%	32%	34%	23%	21%	25%	31%	23%	33%	19%	38%	28%	28%	35%	25%	22%	-	28%	43%	46%	27%	34%	24%	38%	17%	24%	20%	33%	20%	40%	31%	32%	27%	29%	
Strongly disagree	32	19	15	3	13	14	17	9	3	3	18	19	13	13	8	12	-	32	-	32	3	1	30	21	11	20	7	4	26	9	8	14	9	18	14
	10%	9%	9%	8%	11%	10%	10%	10%	9%	7%	11%	10%	10%	13%	12%	9%	-	10%	37%	21%	9%	10%	16%	8%	14%	5%	8%	10%	9%	12%	9%	10%	10%	10%	
Don't know	36	16	12	3	20	10	22	12	1	3	18	17	16	10	9	15	-	35	-	-	33	12	19	9	13	5	24	5	30	3	4	7	26	10	
	11%	8%	8%	9%	16%	8%	13%	14%	2%	8%	10%	9%	12%	8%	14%	11%	-	11%	++	++	17%	11%	10%	6%	9%	10%	9%	4%	17%	4%	7%	14%	7%		
Agree (NET)	187	100	79	21	67	79	79	44	17	21	81	100	65	58	30	75	-	167	-	-	167	51	116	60	96	31	130	29	138	40	61	51	89	78	
	52%	51%	49%	59%	53%	57%	46%	51%	56%	67%	48%	53%	50%	47%	48%	57%	-	52%	++	++	-	53%	40%	41%	69%	58%	51%	49%	50%	47%	51%	51%	49%	54%	
Disagree (NET)	122	82	71	12	39	49	69	30	13	10	69	71	48	57	23	40	-	122	4	2	115	64	57	76	31	17	100	30	91	42	49	41	65	56	
	38%	42%	44%	32%	31%	36%	41%	30%	42%	42%	38%	38%	38%	40%	38%	32%	-	38%	100%	66%	36%	30%	29%	42%	22%	30%	36%	47%	47%	43%	43%	43%	36%	39%	

22/09/2023 - 02/10/2023
Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**) - Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**) - Small Base: 100 (*) Continuity correction applied

22/06/2023 - 02/06/2023

- Column Means: Columns Tested (µm): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/aa, ab/cd/ef/g/h/i/j/k/l, m/n/o, p/q, r/s, t/u/v Minimum Batch: 30 (**), Small Batch: 30 (**)
 - Column Proportions: Columns Tested (µm): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/aa, ab/cd/ef/g/h/i/j/k/l, m/n/o, p/q, r/s, t/u/v Minimum Batch: 30 (**), Small Batch: 30 (**)
 - Column (*) Continuity correction applied

Base: All respondents

	Total	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during	
		Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	Pre-campaign	During campaign
Unweighted Base	861	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g
Base	951	520	390	124	341	509	329	172	112	112	461	462	373	532	65	228	300	561	11	24	822	200	663	439	317	188	637	216	645	245	321	270	462	379
Strongly agree	44	26	18	8	18	23	21	14	5	6	39	17	27	28	4	11	22	22	1	2	41	25	19	22	20	33	10	34	10	13	24	20	20	
Agree	177	98	72	26	79	109	65	41	19	24	88	97	80	111	13	52	58	118	3	6	168	72	105	89	71	30	141	56	121	57	58	35	112	65
Disagree	325	183	143	40	142	198	122	51	36	33	205	201	122	214	24	72	101	224	7	4	313	156	168	185	112	79	239	72	253	104	138	101	169	156
Strongly disagree	171	94	66	28	76	87	78	34	18	23	87	71	58	94	12	58	43	127	-	+	162	73	96	92	58	36	128	46	125	41	74	50	180	71
Don't know	145	59	41	16	86	34	57	31	17	16	78	73	70	77	19	34	37	108	2	1	140	49	90	35	68	15	113	19	126	16	28	21	91	54
Agree (NET)	221	124	89	34	97	131	86	56	24	34	107	113	107	139	14	64	81	140	4	6	209	97	123	112	81	40	134	66	135	68	68	88	137	84
Disagree (NET)	495	277	209	68	218	285	200	86	54	58	298	298	192	310	36	130	144	352	7	12	475	229	264	277	171	115	366	118	144	144	212	151	268	227
	58%	60%	61%	58%	54%	58%	58%	50%	57%	62%	62%	62%	62%	59%	52%	57%	59%	60%	++	++	59%	61%	61%	62%	62%	60%	60%	58%	62%	60%	60%	58%	62%	62%

22/09/2023 - 02/10/2023

Column Headers: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (***), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (***), Small Base: 100 (*) Continuity correction applied

22/06/2023 - 02/08/2023

- Column Means: Columns Tested (°C): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/AA, <G>H<I>J<K>L<M>N<O>P<Q>R<S>T<U>V Maximum Base: 30 (**), Small Base: 100 (*)
- Column Proportions: Columns Tested (°C): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/AA, <G>H<I>J<K>L<M>N<O>P<Q>R<S>T<U>V Maximum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during			
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew fairly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign
Unweighted Base	861	520	390	124	341	509	329	172	112	112	461	482	373	533	45	228	300	561	11	24	822	200	663	439	317	188	637	216	649	245	321	270	482	379	
Base	961	600	543	113	493	693	344	172	95	100	493	504	369	573	70	237	392	559	12	22	824	219	678	474	320	193	654	232	693	218	300	495	366	606	
Strongly agree	136	73	55	18	63	81	52	29	15	21	71	73	60	71	14	45	43	92	2	2	132	58	78	53	76	27	105	26	110	32	51	39	74	61	
	16%	16%	16%	16%	16%	17%	15%	17%	19%	15%	16%	13% <td>21%</td> <td>20%</td> <td>17%</td> <td>13%</td> <td>13%</td> <td>10%</td> <td>9%</td> <td>16%</td> <td>15%</td> <td>16%</td> <td>12%</td> <td>21%</td> <td>19%</td> <td>16%</td> <td>13%</td> <td>17%</td> <td>14%</td> <td>17%</td> <td>15%</td> <td>15%</td> <td>17%</td>	21%	20%	17%	13%	13%	10%	9%	16%	15%	16%	12%	21%	19%	16%	13%	17%	14%	17%	15%	15%	17%		
Agree	456	248	185	63	208	285	157	86	46	50	265	268	187	292	27	127	130	327	3	6	444	102	262	200	179	106 <td>336<td>106<td>350<td>138<td>168<td>133<td>247</td><td>209</td></td></td></td></td></td></td>	336 <td>106<td>350<td>138<td>168<td>133<td>247</td><td>209</td></td></td></td></td></td>	106 <td>350<td>138<td>168<td>133<td>247</td><td>209</td></td></td></td></td>	350 <td>138<td>168<td>133<td>247</td><td>209</td></td></td></td>	138 <td>168<td>133<td>247</td><td>209</td></td></td>	168 <td>133<td>247</td><td>209</td></td>	133 <td>247</td> <td>209</td>	247	209	
	53%	54%	54%	53%	52%	58%	46%	50%	49%	54%	55%	55%	51%	55%	39%	52%	53%	53%	++	++	54%	51%	55%	52%	54%	62%	51% <td>53%<td>53%<td>61%<td>55%</td><td>52%</td><td>50%</td><td>57%</td></td></td></td>	53% <td>53%<td>61%<td>55%</td><td>52%</td><td>50%</td><td>57%</td></td></td>	53% <td>61%<td>55%</td><td>52%</td><td>50%</td><td>57%</td></td>	61% <td>55%</td> <td>52%</td> <td>50%</td> <td>57%</td>	55%	52%	50%	57%	
Disagree	156	78	58	20	79	69	84	34	17	21	85	79	75	89	15	47	48	109	5	9	143	85	72	103	48	29	120	52	105	42	69	64	102	55	
	18%	17%	17%	18%	20%	14%	25%	19%	19%	18%	16%	20%	20%	17%	21%	21%	18%	18%	41%	40%	17%	23%	15%	24%	14%	17%	18%	20%	18%	19%	23%	20%	21%	15%	
Strongly disagree	35	22	17	4	3	9	16	4	5	4	12	19	6	15	5	4	10	15	2	2	31	17	9	22	1	3	22	8	17 <td>8</td> <td>6</td> <td>15</td> <td>12</td> <td>13</td>	8	6	15	12	13	
	3%	5%	5%	4%	1%	2%	5%	3%	3%	2%	4%	2%	3%	3%	8%	4%	4%	3%	++	++	2%	9%	2%	5%	1%	2%	3%	4%	3%	2%	6%	2%	4%	4%	
Don't know	88	40	27	13	48	46	35	19	12 <td>4</td> <td>49</td> <td>44</td> <td>41</td> <td>59</td> <td>8</td> <td>14</td> <td>22</td> <td>66</td> <td>1</td> <td>-</td> <td>85</td> <td>24</td> <td>58</td> <td>26</td> <td>26</td> <td>5</td> <td>71</td> <td>10</td> <td>78</td> <td>7</td> <td>13</td> <td>8</td> <td>61</td> <td>27</td>	4	49	44	41	59	8	14	22	66	1	-	85	24	58	26	26	5	71	10	78	7	13	8	61	27	
	10%	8%	8%	11%	12% <td>9%</td> <td>10%</td> <td>11%</td> <td>13%</td> <td>4%</td> <td>10%</td> <td>9%</td> <td>11%</td> <td>11%</td> <td>6%</td> <td>8%</td> <td>11%</td> <td>8%</td> <td>++</td> <td>++</td> <td>10%</td> <td>4%</td> <td>12%</td> <td>6%</td> <td>8%</td> <td>11%</td> <td>9%</td> <td>11%</td> <td>9%</td> <td>12%</td> <td>9%</td> <td>4%</td> <td>3%</td> <td>12%</td> <td>7%</td>	9%	10%	11%	13%	4%	10%	9%	11%	11%	6%	8%	11%	8%	++	++	10%	4%	12%	6%	8%	11%	9%	11%	9%	12%	9%	4%	3%	12%	7%
Agree (NET)	992	592	521	230	82	773	366	209	115	61	80	336	342	247	362	42	163	480	4	11	576 <td>248<td>640<td>371</td><td>273</td><td>255</td><td>133</td><td>441<td>132</td><td>460</td><td>170</td><td>219</td><td>170</td><td>321</td><td>271</td></td></td></td>	248 <td>640<td>371</td><td>273</td><td>255</td><td>133</td><td>441<td>132</td><td>460</td><td>170</td><td>219</td><td>170</td><td>321</td><td>271</td></td></td>	640 <td>371</td> <td>273</td> <td>255</td> <td>133</td> <td>441<td>132</td><td>460</td><td>170</td><td>219</td><td>170</td><td>321</td><td>271</td></td>	371	273	255	133	441 <td>132</td> <td>460</td> <td>170</td> <td>219</td> <td>170</td> <td>321</td> <td>271</td>	132	460	170	219	170	321	271
	69%	70%	70%	69%	68%	73%	61%	67%	64%	73%	71%	67%	69%	69%	60%	72%	70%	68%	++	++	70%	66%	71%	64%	78%	78%	67%	66%	70%	73%	66%	65%	65%	74%	74%
Disagree (NET)	181	99	75	24	82	78	100	38	21	25	97	98	81	104	20	51 <td>58</td> <td>124<td>7</td><td>11</td><td>164</td><td>102</td><td>79</td><td>125</td><td>48</td><td>32</td><td>142</td><td>60</td><td>122</td><td>50</td><td>76</td><td>79</td><td>113</td><td>68</td></td>	58	124 <td>7</td> <td>11</td> <td>164</td> <td>102</td> <td>79</td> <td>125</td> <td>48</td> <td>32</td> <td>142</td> <td>60</td> <td>122</td> <td>50</td> <td>76</td> <td>79</td> <td>113</td> <td>68</td>	7	11	164	102	79	125	48	32	142	60	122	50	76	79	113	68	
	21%	22%	22%	20%	20%	14%	23%	22%	23%	24%	22%	23%	23%	20%	29%	22%	23%	23%	++	++	20%	23%	17%	20%	15%	19%	22%	20%	18%	22%	20%	20%	23%	19%	19%

22/09/2023 - 02/10/2023
Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

22/06/2023- 02/10/2023

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during			
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign	During campaign
Unweighted Base	861	520	390	124	341	509	229	172	112	112	461	482	272	532	45	228	300	561	11	24	822	200	663	439	317	188	637	216	645	245	321	270	482	379	
Base	901	560	363	113	493	693	346	172	95	100	493	506	302	523	70	237	302	509	12	22	824	210	619	424	320	193	656	212	633	218	300	455	366		
Strongly agree	122	73	51	22	49	72	47	21	17	13	70	64	57	80	13	28	50	72	1	5	115	54	67	73	35	27	92	32	90	27	54	45	73	49	
	14%	16%	15%	18%	12%	15%	14%	12%	18%	12%	14%	13%	16%	15%	19%	12%	16%	12%	4%	24%	14%	14%	14%	17%	11%	16%	14%	14%	16%	14%	12%	15%	17%	15%	12%
Agree	410	218	160	58	192	223	176	75	42	60	233	232	176	252	32	117	0	282	2	13	395	186	224	200	142	82	316	113	208	130	165	133	234	177	
	48%	47%	47%	49%	48%	49%	51%	64%	44%	55%	48%	48%	48%	48%	48%	51%	49%	47%	2	21%	60%	48%	49%	54%	42%	48%	48%	56%	45%	57%	54%	52%	43%	48%	
Disagree	146	84	71	11	62	94	50	26	13	17	90	90	55	87	9	41	34	112	5	1	139	73	72	71	63	42	101	38	108	38	58	53	74	71	
	17%	16%	21%	9%	15%	14%	15%	13%	17%	15%	18%	15%	15%	16%	15%	18%	13%	19%	40%	7%	17%	16%	17%	17%	19%	22%	15%	19%	15%	17%	19%	20%	15%	19%	
Strongly disagree	34	23	14	7	11	19	16	7	3	5	19	24	10	21	6	5	10	24	2	2	30	15	19	12	20	5	28	7	28	7	12	10	18	16	
	4%	5%	4%	7%	3%	4%	5%	4%	3%	5%	4%	5%	3%	4%	9%	2%	4%	4%	14%	9%	4%	4%	4%	3%	6%	3%	4%	5	4%	3%	4%	4%	4%		
Don't know	149	62	42	20	87	84	55	42	20	14	70	74	71	87	9	37	40	109	2	-	146	48	96	36	69	35	117	13	136	25	26	18	96	53	
	17%	12%	12%	17%	22%	17%	16%	24%	21%	13%	15%	15%	19%	17%	14%	16%	15%	18%	13%	-	18%	17%	20%	9%	21%	8%	18%	4%	21%	11%	8%	7%	16%	15%	
Agree (NET)	532	291	211	80	261	295	223	87	59	71	303	296	233	331	45	145	178	354	3	18	510	239	29	303	177	108	402	146	388	157	212	176	307	225	
	62%	63%	62%	67%	60%	60%	65%	63%	67%	63%	61%	63%	63%	63%	64%	64%	68%	59%	27%	84%	62%	64%	61%	72%	54%	64%	62%	72%	59%	69%	69%	62%	62%		
Disagree (NET)	180	107	88	19	73	112	65	34	15	22	109	115	65	107	15	46	44	136	7	3	169	88	91	84	83	47	120	44	135	46	70	63	92	87	
	21%	21%	26%	16%	18%	17%	15%	20%	16%	22%	19%	18%	18%	20%	22%	20%	17%	23%	60%	14%	21%	22%	20%	20%	20%	28%	20%	22%	21%	20%	23%	24%	19%	24%	

22/09/2023 - 02/10/2023
Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

22/06/2023-02/08/2023

- Column Means: Columns Tested (3%): A/R, C/D/V/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R, P/P/P/P, A/R, O/R, U/V/W Maximum Rows: 30 (**), Small Rows: 100 (*)

- Column Proportions: Columns Tested (3%): A/R, C/D/V/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R, P/P/P/P, A/R, O/R, U/V/W Maximum Rows: 30 (**), Small Rows: 100 (*) Continuity correction applied

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during		
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being a short / parent and child / fostering for adoption or early permanence	Pre-campaign	During campaign
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	
Unweighted Base		861	520	390	124	341	509	229	172	112	461	462	373	533	45	228	300	561	11	24	822	260	643	439	317	188	637	216	649	245	321	270	462	379	
Base		951	569	343	113	255	491	244	172	95	109	293	264	193	523	79	237	392	609	12	22	824	319	479	424	320	170	654	212	653	218	303	455	366	
Strongly agree		43	27	19	9	15	24	19	6	8	7	21	30	13	28	5	30	22	21	2	6	36	27	16	25	17	9	30	15	28	4	11	22	27	16
		5%	4%	5%	7%	4%	5%	4%	4%	9%	6%	4%	4%	4%	5%	7%	4%	4%	8%	3%	20%	20%	4%	7%	3%	6%	5%	5%	5%	7%	4%	2%	3%	9%	
Agree		187	105	84	21	81	104	79	52	14	32	96	107	80	101	15	65	56	131	6	7	173	96	91	115	58	43	138	56	130	54	78	88	107	79
		22%	23%	25%	18%	20%	21%	23%	30%	17%	30%	18%	22%	22%	19%	22%	29%	21%	22%	++	++	21%	26%	19%	27%	18%	25%	21%	28%	24%	24%	25%	34%	22%	22%
Disagree		183	96	63	33	88	101	81	28	19	21	115	107	74	117	14	42	54	129	2	7	174	107	75	112	61	49	128	51	130	64	84	72	111	73
		21%	21%	18%	27%	22%	21%	23%	10%	19%	24%	22%	20%	19%	21%	23%	20%	19%	21%	++	++	21%	29%	16%	27%	18%	20%	20%	20%	20%	27%	20%	22%	20%	
Strongly disagree		36	21	15	6	15	30	13	7	1	3	23	22	14	23	2	8	13	22	+	+	+	34	20	15	21	11	24	11	24	16	17	9	14	21
		4%	4%	4%	5%	4%	4%	4%	4%	1%	3%	5%	4%	4%	4%	4%	5%	4%	+	++	++	+	5%	3%	5%	3%	7%	4%	6%	4%	6%	6%	3%	6%	
Don't know		413	211	161	50	202	242	152	79	49	45	237	219	188	256	33	102	117	296	2	2	407	125	281	149	182	58	334	66	347	90	67	236	177	
		48%	46%	47%	42%	50%	49%	44%	40%	52%	42%	49%	45%	51%	49%	48%	45%	45%	49%	++	++	49%	33%	50%	35%	51%	34%	51%	33%	51%	40%	38%	48%	48%	
Agree (NET)		228	133	103	30	97	127	98	58	25	39	107	136	93	129	20	75	78	152	9	12	209	123	120	140	75	52	148	58	80	101	134	134	95	
		27%	26%	30%	25%	24%	26%	28%	34%	36%	36%	22%	28%	25%	25%	29%	33%	30%	25%	34%	54%	25%	33%	33%	22%	30%	26%	35%	24%	25%	29%	43%	27%	26%	
Disagree (NET)		219	116	78	38	102	122	94	35	20	24	139	129	88	140	16	51	67	151	2	8	208	127	90	134	72	61	152	64	154	79	101	125	94	
		26%	25%	23%	32%	30%	26%	25%	20%	22%	22%	29%	27%	24%	27%	23%	22%	26%	25%	++	++	25%	34%	19%	32%	22%	30%	23%	32%	23%	35%	33%	31%	25%	26%

22/09/2023 - 02/10/2023

Column Headers: SF, G/N/S/L, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**) Small Base: 100 (*) Column Proportions: Columns Tested (5%): A/B/C/D, E/F, G/N/S/L, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**) Small Base: 100 (*) Continuity correction applied

[illegible]

22/06/2023- 02/10/2023

Base: All respondents

		Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during		
		Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / looking for adoption or early permanence	Pre-campaign
Unweighted Base	Base	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g
861	520	390	124	341	509	329	172	112	112	461	482	373	532	61	245	300	561	11	24	822	200	663	439	317	188	637	216	645	245	321	270	482	379	
961	600	463	123	493	693	346	172	95	100	493	506	393	573	70	237	302	559	12	22	824	210	676	474	320	193	656	222	692	218	300	455	366		
130	70	57	13	60	57	69	31	14	21	64	58	71	72	19	34	44	85	1	6	125	50	80	66	55	25	101	26	104	26	41	37	77	53	
13%	15%	12%	1%	11%	15%	12%	20%	18%	14%	19%	12%	12%	18%	14%	27%	12%	17%	14%	6%	6%	15%	13%	17%	15%	17%	14%	16%	13%	10%	11%	13%	14%	15%	
265	157	120	37	108	126	131	65	29	42	129	135	130	141	30	90	90	176	3	4	258	112	152	148	92	55	201	30	186	82	90	90	153	112	
34%	30%	26%	31%	27%	26%	38%	38%	30%	39%	27%	28%	33%	27%	68%	39%	34%	29%	22%	21%	31%	30%	32%	35%	28%	32%	31%	39%	28%	36%	29%	35%	31%		
242	122	89	33	121	175	64	36	28	29	150	142	77	165	5	65	67	175	5	8	229	123	118	132	96	52	183	61	181	76	108	86	137	106	
28%	20%	19%	26%	24%	25%	30%	19%	21%	29%	27%	31%	24%	21%	31%	7%	29%	26%	29%	44%	39%	28%	28%	23%	31%	29%	31%	28%	30%	27%	34%	33%	37%	28%	29%
	46	23	18	4	23	29	16	6	4	2	33	32	14	36	3	6	13	33	--	3	43	30	16	26	17	16	31	10	36	11	24	16	24	22
5%	5%	5%	4%	6%	5%	5%	5%	3%	6%	2%	7%	7%	4%	7%	5%	2%	5%	6%	--	--	13%	5%	8%	3%	6%	5%	9%	5%	5%	5%	8%	6%	5%	6%
178	88	57	31	89	104	63	35	19	15	106	96	77	112	12	42	47	131	3	2	169	60	112	52	68	23	138	25	152	32	44	30	105	72	
21%	15%	12%	25%	22%	21%	18%	20%	14%	22%	22%	22%	21%	21%	17%	19%	18%	22%	20%	19%	21%	16%	17%	17%	21%	14%	21%	17%	14%	14%	17%	21%	20%		
395	227	177	8	168	183	200	96	42	61	193	193	201	213	40	115	135	260	3	8	383	162	232	214	148	90	382	105	286	108	132	127	228	165	
46%	40%	32%	42%	42%	37%	58%	56%	45%	58%	40%	40%	53%	41%	71%	59%	51%	43%	28%	39%	46%	43%	48%	51%	45%	47%	46%	52%	44%	48%	43%	49%	46%	45%	
	289	145	107	37	144	204	80	41	33	31	184	195	91	201	9	71	80	208	5	11	272	153	135	158	113	88	214	72	217	87	132	102	161	128
34%	25%	23%	31%	31%	30%	42%	23%	24%	32%	29%	36%	40%	25%	30%	12%	31%	33%	46%	51%	32%	41%	38%	37%	34%	40%	33%	36%	33%	32%	43%	39%	32%	32%	

22/09/2023 - 02/10/2023
Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

22/06/2023- 02/10/2023

Base: All respondents

	Working status					Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during	
	Total	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / fostering for adoption or early permanence	Pre-campaign	During campaign
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	
Unweighted Base	861	520	390	124	341	509	329	173	112	112	461	482	373	533	65	228	300	561	11	24	822	200	663	439	317	188	637	216	649	245	321	270	482	379
Base	961	600	543	113	493	693	344	172	95	100	493	504	393	573	70	237	302	559	12	27	824	219	674	474	320	193	654	232	693	218	310	455	366	
Strongly agree	214	141	116	25	73	135	75	46	26	29	111	122	91	130	34	56	72	142	3	1	209	84	126	92	102	42	166	137	177	57	82	66	110	104
	25%	31%	34%	21%	18%	28%	23%	27%	28%	27%	22%	25%	24%	34%	34%	23%	28%	34%	26%	6%	2%	25%	23%	27%	27%	31%	23%	25%	18%	23%	27%	20%	22%	20%
	310	208	152	55	102	159	140	71	31	42	166	157	151	381	26	92	111	198	3	10	296	141	168	172	97	68	220	96	214	99	123	184	126	
Agree	368	248	152	45	102	159	140	71	31	42	166	157	151	381	26	92	111	198	3	10	296	141	168	172	97	68	220	96	214	99	123	184	126	
	45%	40%	35%	32%	32%	41%	41%	33%	38%	34%	32%	34%	32%	41%	34%	38%	40%	43%	33%	28%	48%	36%	38%	35%	41%	33%	40%	35%	48%	32%	39%	40%	44%	37%
	131	65	30	15	85	89	38	12	13	19	86	91	40	88	4	32	32	99	4	6	121	68	61	84	38	31	96	36	95	37	59	47	79	52
Disagree	15%	10%	9%	17%	21%	18%	11%	7%	14%	18%	13%	17%	16%	13%	17%	14%	16%	16%	33%	15%	18%	13%	20%	12%	18%	15%	14%	16%	19%	18%	16%	14%	14%	
	73	20	16	3	54	41	30	15	10	7	42	45	28	52	5	12	20	54	2	7	71	32	42	33	32	15	56	13	61	16	21	13	40	34
Strongly disagree	9%	4%	5%	3%	13%	8%	9%	8%	11%	7%	9%	8%	10%	7%	9%	7%	9%	9%	4%	8%	9%	8%	9%	8%	10%	9%	9%	8%	9%	8%	7%	5%	8%	9%
	133	47	26	20	87	65	60	29	13	11	77	69	59	75	10	36	27	107	1	3	128	51	78	43	47	14	107	20	113	30	23	63	50	
Don't know	15%	10%	8%	17%	21%	17%	17%	14%	10%	14%	16%	14%	14%	16%	14%	16%	16%	18%	8%	11%	15%	14%	16%	16%	10%	8%	16%	10%	17%	13%	8%	8%	17%	14%
	523	348	268	80	175	295	215	117	58	71	277	270	242	310	60	148	184	340	6	12	505	325	297	264	211	111	340	133	381	146	204	176	294	230
Agree (NET)	61%	36%	29%	67%	44%	60%	63%	68%	61%	66%	57%	58%	66%	59%	72%	65%	70%	57%	55%	54%	61%	60%	62%	62%	64%	65%	60%	66%	59%	64%	66%	69%	59%	63%
	204	65	46	19	139	131	68	26	23	24	128	136	68	141	9	44	52	153	4	7	192	100	103	141	71	46	152	49	155	52	80	60	118	86
Disagree (NET)	34%	14%	14%	10%	27%	22%	25%	23%	20%	24%	28%	28%	18%	27%	14%	19%	25%	23%	34%	22%	27%	22%	28%	23%	27%	23%	24%	24%	24%	23%	20%	23%	24%	24%

22/09/2023- 02/10/2023

Column Headers: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Tested (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

22/09/2023 - 02/10/2023

* Column Means: Column Tested (5%): A/W, C/D/S/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/aa, ab/ac/ad/ag/ah/ai/aj/ak/al/am/an/ao/ap/aq/ar/as/at/av Minimum Base: 30 (**), Small Base: 100 (*)

* Column Projections: Column Tested (5%): A/W, C/D/S/P, G/H/I/J/K/L/M/N/O/P/Q/R, S/T/U/V, W/X/Y/Z/aa, ab/ac/ad/ag/ah/ai/aj/ak/al/am/an/ao/ap/aq/ar/as/at/av Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - pre-campaign tables
(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I am too old to foster

Base: All respondents

	Total	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Seen publicity		Hub Awareness		Misconceptions about foster care		Awareness of fostering types		Completes pre-campaign and during		
		Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Yes	No	Yes	No	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of being / about / parent and child / fostering for adoption or early permanence	Pre-campaign	During campaign
Unweighted Base	861	520	390	124	341	509	229	172	112	112	461	482	273	532	45	228	300	561	11	24	822	200	663	439	317	188	637	216	645	245	221	270	482	379
Base	961	600	443	123	495	693	344	172	95	100	493	504	309	573	70	237	302	559	12	22	824	210	670	424	320	190	654	216	652	216	210	270	475	366
Strongly agree	155	29	17	12	126	123	33	12	10	12	121	99	57	112	1	30	21	134	2	2	151	50	105	41	99	25	126	23	133	28	47	25	96	59
	18%	6%	5%	10%	31%	25%	9%	7%	11%	11%	25%	20%	13%	25%	2%	8%	4%	22%	13%	10%	18%	13%	10%	30%	12%	19%	11%	20%	12%	12%	10%	10%	10%	10%
Agree	185	90	52	38	185	127	52	31	23	22	100	113	32	117	6	48	47	138	2	6	124	76	104	80	78	37	142	48	137	48	63	67	112	75
	22%	20%	15%	32%	24%	26%	17%	18%	24%	20%	23%	20%	22%	12%	6	21%	18%	23%	20%	43%	21%	21%	22%	19%	24%	22%	22%	24%	21%	21%	21%	20%	23%	20%
Disagree	249	168	135	33	81	127	115	48	30	43	129	132	117	144	23	77	100	140	6	5	238	126	122	157	70	85	178	80	169	76	104	95	142	107
	29%	31%	40%	28%	20%	24%	34%	20%	31%	40%	27%	27%	27%	32%	31%	34%	43%	27%	40%	23%	24%	20%	37%	21%	38%	27%	40%	20%	33%	34%	30%	20%	29%	29%
Strongly disagree	171	0	0	19	52	67	8	52	22	21	75	90	76	100	27	43	60	131	0	0	167	9	86	115	48	85	133	37	134	58	75	62	74	97
	20%	20%	20%	16%	13%	14%	8	30%	24%	20%	16%	19%	21%	39%	38%	19%	23%	19%	0	0	17%	4	20%	18%	27%	14%	35	20%	25%	24%	15%	15%	15%	15%
Don't know	100	54	37	16	48	48	43	29	9	10	48	50	45	53	11	30	24	76	2	2	94	36	60	30	35	9	75	14	88	17	18	12	70	29
	12%	12%	11%	14%	12%	10%	13%	17%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Agree (NET)	341	120	60	50	223	240	90	48	33	34	230	212	120	229	9	78	68	272	4	11	325	130	200	122	177	63	248	71	270	77	110	92	200	132
	40%	26%	20%	42%	55%	51%	26%	25%	35%	31%	48%	44%	35%	44%	14%	34%	26%	45%	35%	53%	39%	35%	44%	29%	54%	37%	41%	35%	41%	35%	35%	35%	42%	36%
Disagree (NET)	420	287	235	60	180	234	107	64	40	50	222	196	242	301	50	120	160	251	6	9	405	210	200	272	117	99	311	117	303	134	179	156	216	204
	49%	47%	49%	44%	33%	39%	43%	43%	50%	52%	42%	46%	53%	46%	52%	45%	45%	45%	40%	40%	40%	40%	44%	36%	50%	40%	48%	40%	50%	50%	50%	40%	44%	44%

22/09/2023- 02/10/2023
Column Means: Column Total (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Column Total (5%): A/B/C/D, E/F, G/H/I/J, K/L, M/N/O, P/Q, R/S/T, U/V, W/X, Y/Z, a/b, c/d, e, f/g Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied