

YouGov / The Canal and River Trust

Sample Size - 2241 GB Adults

Fieldwork : 26th - 27th March 2014

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

To what extent do you agree or disagree with the following statement? "It would be a good idea for a charity to campaign for people to have more quality time with their friends and/ or family"

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	17%	17%	18%	20%	21%	19%	18%	14%	16%	19%
Tend to agree	29%	31%	27%	31%	35%	27%	27%	27%	30%	28%
Neither agree nor disagree	36%	35%	37%	30%	29%	38%	36%	40%	34%	38%
Tend to disagree	12%	12%	12%	14%	10%	12%	11%	13%	14%	9%
Strongly disagree	6%	6%	6%	4%	6%	5%	8%	6%	7%	5%

For the following questions, by "quality time" we mean time solely devoted to certain people and activities that you enjoy and/ or make you happy.

In an average week, would you generally like to spend more or less quality time with your friends and/ or family, or would you spend the same amount of quality time with them as you do now? (Please tick the option that best applies for each row)

Friends

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults	2241	1076	1165	269	358	429	400	784	1232	1009
I'd like to spend a lot more quality time with them	27%	28%	27%	41%	37%	31%	27%	17%	29%	26%
I'd like to spend a little more quality time with them	33%	31%	35%	34%	35%	35%	34%	31%	34%	32%
I'd spend the same amount of quality time with them	33%	33%	33%	19%	22%	30%	32%	45%	33%	34%
I'd like to spend a little less quality time with them	2%	3%	2%	4%	1%	2%	3%	2%	1%	3%
I'd like to spend a lot less quality time with them	4%	5%	4%	3%	5%	2%	4%	5%	3%	6%

Family

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults	2241	1076	1165	269	358	429	400	784	1232	1009
I'd like to spend a lot more quality time with them	46%	41%	51%	39%	55%	51%	50%	40%	46%	47%
I'd like to spend a little more quality time with them	25%	26%	23%	31%	23%	24%	19%	27%	26%	24%
I'd spend the same amount of quality time with them	26%	29%	24%	25%	18%	22%	28%	31%	26%	26%
I'd like to spend a little less quality time with them	2%	2%	1%	3%	2%	1%	2%	1%	1%	2%
I'd like to spend a lot less quality time with them	1%	2%	1%	3%	1%	2%	2%	1%	1%	2%

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Fieldwork : 26th - 27th March 2014

Region						
North	Midlands	East	London	South	Wales	Scotland

To what extent do you agree or disagree with the following statement? "It would be a good idea for a charity to campaign for people to have more quality time with their friends and/ or family"

	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults	551	368	215	287	513	112	195
Strongly agree	22%	15%	19%	14%	16%	18%	16%
Tend to agree	28%	29%	29%	33%	28%	27%	27%
Neither agree nor disagree	33%	39%	35%	31%	36%	41%	40%
Tend to disagree	10%	13%	11%	12%	14%	11%	10%
Strongly disagree	6%	5%	5%	9%	6%	3%	7%

For the following questions, by "quality time" we mean time solely devoted to certain people and activities that you enjoy and/ or make you happy.

In an average week, would you generally like to spend more or less quality time with your friends and/ or family, or would you spend the same amount of quality time with them as you do now? (Please tick the option that best applies for each row)

Friends

	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults	551	368	215	287	513	112	195
I'd like to spend a lot more quality time with them	26%	24%	23%	38%	25%	30%	31%
I'd like to spend a little more quality time with them	33%	32%	36%	33%	35%	28%	30%
I'd spend the same amount of quality time with them	33%	39%	36%	25%	33%	34%	31%
I'd like to spend a little less quality time with them	2%	2%	2%	2%	3%	3%	2%
I'd like to spend a lot less quality time with them	5%	4%	3%	2%	4%	6%	6%

Family

	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults	551	368	215	287	513	112	195
I'd like to spend a lot more quality time with them	45%	46%	52%	45%	44%	52%	45%
I'd like to spend a little more quality time with them	25%	23%	24%	23%	30%	21%	22%
I'd spend the same amount of quality time with them	28%	28%	22%	29%	23%	25%	27%
I'd like to spend a little less quality time with them	2%	0%	2%	1%	2%	1%	4%
I'd like to spend a lot less quality time with them	1%	3%	0%	2%	1%	1%	2%

YouGov / The Canal and River Trust
Sample Size - 2241 GB Adults

Fieldwork : 26th - 27th March 2014

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

To what extent do you agree or disagree with the following statement? "It would be a good idea for a charity to campaign for people to have more quality time with their friends and/ or family"

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	14%	27%	20%	9%	20%	19%	14%	17%	14%	18%	16%
Tend to agree	32%	25%	30%	26%	31%	29%	33%	28%	29%	27%	27%
Neither agree nor disagree	36%	34%	31%	43%	35%	35%	31%	38%	33%	41%	40%
Tend to disagree	12%	9%	11%	14%	12%	11%	12%	14%	15%	11%	10%
Strongly disagree	7%	4%	9%	7%	3%	5%	9%	4%	9%	3%	7%

For the following questions, by "quality time" we mean time solely devoted to certain people and activities that you enjoy and/ or make you happy.

In an average week, would you generally like to spend more or less quality time with your friends and/ or family, or would you spend the same amount of quality time with them as you do now? (Please tick the option that best applies for each row)

Friends

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults	119	258	174	174	193	215	287	322	192	112	195
I'd like to spend a lot more quality time with them	33%	24%	25%	18%	29%	23%	38%	21%	30%	30%	31%
I'd like to spend a little more quality time with them	26%	36%	35%	36%	28%	36%	33%	36%	34%	28%	30%
I'd spend the same amount of quality time with them	35%	33%	32%	39%	39%	36%	25%	34%	31%	34%	31%
I'd like to spend a little less quality time with them	1%	2%	4%	2%	3%	2%	2%	4%	2%	3%	2%
I'd like to spend a lot less quality time with them	5%	5%	4%	5%	2%	3%	2%	5%	2%	6%	6%

Family

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults	119	258	174	174	193	215	287	322	192	112	195
I'd like to spend a lot more quality time with them	47%	43%	47%	42%	50%	52%	45%	43%	46%	52%	45%
I'd like to spend a little more quality time with them	20%	26%	26%	23%	22%	24%	23%	31%	27%	21%	22%
I'd spend the same amount of quality time with them	32%	27%	25%	32%	24%	22%	29%	23%	24%	25%	27%
I'd like to spend a little less quality time with them	1%	2%	1%	-	0%	2%	1%	2%	2%	1%	4%
I'd like to spend a lot less quality time with them	-	1%	1%	3%	3%	0%	2%	1%	2%	1%	2%

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Working status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

To what extent do you agree or disagree with the following statement? "It would be a good idea for a charity to campaign for people to have more quality time with their friends and/ or family"

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	18%	20%	18%	12%	11%	31%	23%	17%	17%	17%	15%	16%
Tend to agree	30%	24%	29%	38%	30%	18%	25%	28%	26%	38%	30%	26%
Neither agree nor disagree	33%	37%	34%	37%	40%	37%	40%	38%	38%	31%	36%	36%
Tend to disagree	12%	13%	12%	12%	11%	10%	8%	11%	12%	10%	14%	15%
Strongly disagree	7%	6%	6%	1%	7%	5%	4%	6%	7%	4%	5%	7%

For the following questions, by "quality time" we mean time solely devoted to certain people and activities that you enjoy and/ or make you happy.

In an average week, would you generally like to spend more or less quality time with your friends and/ or family, or would you spend the same amount of quality time with them as you do now? (Please tick the option that best applies for each row)

Friends

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults	1202	243	1445	112	426	97	162	964	238	148	52	483
I'd like to spend a lot more quality time with them	32%	23%	31%	34%	13%	32%	27%	23%	32%	23%	6%	33%
I'd like to spend a little more quality time with them	34%	37%	34%	39%	29%	29%	31%	32%	29%	35%	28%	38%
I'd spend the same amount of quality time with them	29%	27%	29%	19%	52%	31%	34%	39%	34%	35%	58%	24%
I'd like to spend a little less quality time with them	2%	3%	2%	4%	1%	1%	6%	2%	2%	3%	7%	2%
I'd like to spend a lot less quality time with them	3%	10%	4%	4%	5%	7%	2%	5%	3%	4%	1%	3%

Family

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults	1202	243	1445	112	426	97	162	964	238	148	52	483
I'd like to spend a lot more quality time with them	52%	47%	51%	42%	32%	34%	48%	50%	47%	50%	25%	37%
I'd like to spend a little more quality time with them	23%	25%	23%	31%	29%	24%	29%	24%	27%	20%	40%	27%
I'd spend the same amount of quality time with them	23%	24%	23%	24%	37%	33%	24%	25%	24%	28%	35%	31%
I'd like to spend a little less quality time with them	1%	2%	1%	3%	1%	8%	2%	1%	0%	1%	-	3%
I'd like to spend a lot less quality time with them	1%	2%	2%	-	1%	2%	3%	1%	2%	1%	-	3%

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Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

To what extent do you agree or disagree with the following statement? "It would be a good idea for a charity to campaign for people to have more quality time with their friends and/ or family"

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	16%	17%	23%	18%	20%	30%	19%	18%	25%	18%
Tend to agree	28%	29%	32%	45%	32%	26%	29%	29%	35%	33%
Neither agree nor disagree	38%	40%	26%	25%	33%	30%	35%	28%	25%	31%
Tend to disagree	13%	8%	15%	6%	11%	8%	12%	15%	10%	12%
Strongly disagree	6%	5%	5%	6%	5%	7%	5%	10%	5%	5%

For the following questions, by "quality time" we mean time solely devoted to certain people and activities that you enjoy and/ or make you happy.

In an average week, would you generally like to spend more or less quality time with your friends and/ or family, or would you spend the same amount of quality time with them as you do now? (Please tick the option that best applies for each row)

Friends

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults	1539	289	246	62	596	106	1484	268	130	523
I'd like to spend a lot more quality time with them	27%	31%	25%	29%	28%	27%	30%	34%	29%	37%
I'd like to spend a little more quality time with them	32%	35%	41%	35%	38%	29%	34%	37%	31%	34%
I'd spend the same amount of quality time with them	35%	28%	26%	26%	27%	35%	30%	26%	30%	23%
I'd like to spend a little less quality time with them	2%	2%	4%	3%	3%	5%	2%	1%	2%	2%
I'd like to spend a lot less quality time with them	4%	4%	4%	7%	4%	3%	4%	3%	9%	4%

Family

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults	1539	289	246	62	596	106	1484	268	130	523
I'd like to spend a lot more quality time with them	42%	55%	65%	54%	59%	37%	49%	46%	49%	49%
I'd like to spend a little more quality time with them	27%	22%	17%	20%	20%	24%	25%	28%	19%	26%
I'd spend the same amount of quality time with them	29%	22%	15%	24%	19%	28%	24%	24%	24%	21%
I'd like to spend a little less quality time with them	2%	1%	1%	-	1%	3%	2%	2%	4%	2%
I'd like to spend a lot less quality time with them	1%	1%	2%	2%	2%	8%	1%	1%	4%	2%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In general, how much, if at all, do you think that each of the following limits the amount of quality time you are able to spend with your friends and/ or family? (Please tick one option on each row)

Work (e.g. working long hours/ unsociable hours, having more than one job etc.)

Unweighted base	1437	700	737	99	257	365	404	312	871	566
Base: All GB Adults online	1440	710	730	133	294	371	326	316	856	584
A lot	40%	43%	37%	37%	43%	44%	41%	34%	40%	41%
A little	34%	31%	38%	38%	36%	34%	34%	32%	38%	30%
Not very much	13%	13%	13%	19%	9%	11%	13%	16%	11%	16%
Not at all	10%	9%	10%	2%	9%	7%	10%	17%	9%	10%
Don't know	3%	3%	2%	5%	3%	4%	2%	1%	2%	4%

Domestic chores (e.g. cooking, grocery shopping, cleaning, laundry, general maintenance and personal or household admin)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	13%	10%	17%	8%	12%	16%	20%	11%	14%	12%
A little	37%	36%	38%	31%	43%	44%	40%	31%	40%	34%
Not very much	29%	31%	27%	33%	26%	26%	24%	33%	27%	32%
Not at all	17%	19%	16%	21%	14%	11%	14%	22%	17%	17%
Don't know	3%	4%	2%	8%	5%	3%	1%	2%	2%	5%

Caring for other people (e.g. looking after children or elderly parents)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	10%	8%	11%	8%	10%	8%	14%	9%	10%	9%
A little	19%	16%	22%	10%	19%	21%	22%	20%	19%	19%
Not very much	20%	20%	20%	19%	19%	21%	20%	21%	20%	21%
Not at all	47%	50%	44%	56%	45%	44%	43%	48%	48%	45%
Don't know	4%	5%	4%	7%	7%	6%	2%	2%	3%	6%

Region						
North	Midlands	East	London	South	Wales	Scotland

In general, how much, if at all, do you think that each of the following limits the amount of quality time you are able to spend with your friends and/ or family? (Please tick one option on each row)

Work (e.g. working long hours/ unsociable hours, having more than one job etc.)

Unweighted base	351	215	105	164	302	98	202
Base: All GB Adults online	348	246	124	190	338	70	124
A lot	39%	42%	45%	40%	38%	43%	42%
A little	34%	34%	30%	37%	36%	35%	31%
Not very much	15%	14%	7%	12%	15%	5%	12%
Not at all	9%	9%	14%	11%	7%	16%	10%
Don't know	3%	2%	4%	1%	3%	1%	5%

Domestic chores (e.g. cooking, grocery shopping, cleaning, laundry, general maintenance and personal or household admin)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	16%	11%	10%	11%	13%	19%	15%
A little	38%	40%	34%	39%	34%	35%	37%
Not very much	26%	26%	30%	30%	34%	27%	29%
Not at all	16%	21%	23%	17%	16%	17%	15%
Don't know	4%	3%	2%	3%	3%	1%	4%

Caring for other people (e.g. looking after children or elderly parents)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	10%	10%	11%	5%	11%	8%	9%
A little	20%	15%	16%	17%	23%	21%	19%
Not very much	21%	16%	22%	25%	21%	17%	19%
Not at all	42%	56%	45%	49%	43%	51%	47%
Don't know	7%	2%	5%	4%	3%	2%	6%

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

In general, how much, if at all, do you think that each of the following limits the amount of quality time you are able to spend with your friends and/ or family? (Please tick one option on each row)

Work (e.g. working long hours/ unsociable hours, having more than one job etc.)

Unweighted base	82	150	119	105	110	105	164	186	116	98	202
Base: All GB Adults online	81	159	108	114	131	124	190	211	127	70	124
A lot	37%	37%	43%	51%	34%	45%	40%	39%	36%	43%	42%
A little	38%	30%	37%	27%	39%	30%	37%	34%	40%	35%	31%
Not very much	11%	19%	12%	14%	13%	7%	12%	15%	16%	5%	12%
Not at all	11%	11%	6%	6%	10%	14%	11%	8%	7%	16%	10%
Don't know	3%	3%	2%	1%	3%	4%	1%	4%	2%	1%	5%

Domestic chores (e.g. cooking, grocery shopping, cleaning, laundry, general maintenance and personal or household admin)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	8%	21%	14%	10%	11%	10%	11%	12%	16%	19%	15%
A little	41%	32%	46%	37%	42%	34%	39%	35%	34%	35%	37%
Not very much	28%	26%	24%	32%	21%	30%	30%	33%	35%	27%	29%
Not at all	17%	17%	13%	18%	23%	23%	17%	17%	14%	17%	15%
Don't know	6%	4%	3%	3%	3%	2%	3%	4%	1%	1%	4%

Caring for other people (e.g. looking after children or elderly parents)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	6%	12%	11%	9%	11%	11%	5%	12%	8%	8%	9%
A little	25%	20%	16%	16%	14%	16%	17%	25%	19%	21%	19%
Not very much	18%	19%	26%	15%	17%	22%	25%	20%	23%	17%	19%
Not at all	42%	43%	42%	56%	56%	45%	49%	40%	48%	51%	47%
Don't know	10%	6%	5%	3%	2%	5%	4%	4%	2%	2%	6%

Working status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

In general, how much, if at all, do you think that each of the following limits the amount of quality time you are able to spend with your friends and/ or family? (Please tick one option on each row)

Work (e.g. working long hours/ unsociable hours, having more than one job etc.)

Unweighted base	1203	234	1437	-	-	-	-	611	189	98	16	297
Base: All GB Adults online	1200	240	1440	-	-	-	-	595	195	90	18	313
A lot	44%	20%	40%	-	-	-	-	41%	36%	28%	51%	39%
A little	34%	36%	34%	-	-	-	-	33%	40%	44%	15%	37%
Not very much	11%	23%	13%	-	-	-	-	14%	14%	14%	18%	11%
Not at all	8%	18%	10%	-	-	-	-	10%	8%	12%	16%	9%
Don't know	3%	2%	3%	-	-	-	-	3%	2%	2%	-	3%

Domestic chores (e.g. cooking, grocery shopping, cleaning, laundry, general maintenance and personal or household admin)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	15%	19%	15%	4%	8%	15%	15%	17%	12%	10%	7%	10%
A little	44%	34%	42%	31%	26%	29%	30%	35%	43%	38%	36%	35%
Not very much	25%	26%	26%	42%	36%	29%	32%	30%	22%	30%	39%	30%
Not at all	14%	18%	15%	15%	28%	15%	18%	16%	21%	20%	18%	18%
Don't know	3%	2%	3%	9%	1%	12%	6%	2%	2%	2%	-	7%

Caring for other people (e.g. looking after children or elderly parents)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	9%	11%	9%	6%	10%	6%	18%	11%	10%	7%	7%	6%
A little	18%	23%	19%	8%	18%	27%	24%	23%	13%	24%	27%	14%
Not very much	22%	19%	21%	18%	21%	17%	16%	21%	19%	20%	15%	18%
Not at all	47%	44%	47%	59%	49%	39%	37%	43%	55%	45%	49%	53%
Don't know	5%	3%	4%	8%	2%	10%	5%	3%	2%	3%	2%	8%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

In general, how much, if at all, do you think that each of the following limits the amount of quality time you are able to spend with your friends and/ or family? (Please tick one option on each row)

Work (e.g. working long hours/ unsociable hours, having more than one job etc.)

Unweighted base	923	216	189	48	453	61	962	231	87	386
Base: All GB Adults online	914	232	191	47	471	55	991	220	78	385
A lot	40%	38%	49%	33%	42%	40%	42%	41%	44%	38%
A little	35%	36%	30%	39%	34%	31%	34%	39%	31%	39%
Not very much	13%	14%	13%	14%	14%	11%	13%	13%	18%	13%
Not at all	11%	9%	5%	10%	7%	5%	8%	6%	7%	9%
Don't know	2%	3%	3%	4%	3%	13%	3%	1%	1%	2%

Domestic chores (e.g. cooking, grocery shopping, cleaning, laundry, general maintenance and personal or household admin)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	11%	20%	23%	18%	21%	6%	13%	15%	17%	11%
A little	35%	43%	41%	39%	42%	37%	40%	40%	37%	44%
Not very much	30%	24%	27%	21%	25%	32%	28%	29%	32%	29%
Not at all	21%	9%	8%	19%	9%	14%	17%	14%	13%	13%
Don't know	3%	4%	1%	4%	3%	11%	3%	1%	2%	3%

Caring for other people (e.g. looking after children or elderly parents)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	8%	16%	13%	10%	14%	14%	10%	6%	6%	9%
A little	15%	28%	33%	27%	30%	19%	18%	17%	27%	15%
Not very much	19%	26%	22%	29%	25%	20%	21%	20%	17%	20%
Not at all	55%	25%	30%	31%	28%	32%	47%	53%	45%	51%
Don't know	4%	5%	2%	3%	4%	15%	4%	4%	5%	5%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Technology (e.g. smart phones, social media, 24-hour access to work emails, gaming etc.)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	6%	6%	5%	8%	5%	7%	6%	4%	6%	5%
A little	21%	22%	20%	21%	23%	26%	26%	15%	21%	21%
Not very much	31%	33%	29%	35%	36%	31%	29%	27%	31%	31%
Not at all	38%	34%	41%	28%	29%	32%	35%	50%	39%	36%
Don't know	5%	5%	4%	9%	6%	5%	4%	4%	4%	7%

Wanting to spend time on my own or on my own hobbies

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	9%	11%	7%	9%	9%	8%	12%	8%	9%	9%
A little	38%	39%	36%	44%	42%	37%	37%	35%	41%	35%
Not very much	28%	28%	29%	26%	28%	29%	26%	30%	28%	28%
Not at all	21%	17%	24%	12%	15%	20%	24%	25%	20%	22%
Don't know	4%	5%	3%	8%	6%	6%	2%	2%	2%	6%

Spending time keeping fit (e.g. gym, taking part in sports etc.)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	3%	4%	3%	7%	8%	2%	3%	2%	4%	3%
A little	15%	16%	13%	19%	20%	17%	16%	9%	17%	12%
Not very much	26%	27%	25%	30%	31%	30%	23%	22%	27%	24%
Not at all	51%	47%	55%	37%	36%	44%	55%	65%	49%	54%
Don't know	5%	5%	4%	8%	6%	7%	3%	3%	3%	6%

Living too far away from friends and family

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	31%	27%	34%	43%	32%	25%	30%	29%	33%	28%
A little	29%	30%	28%	21%	25%	35%	30%	29%	29%	29%
Not very much	16%	18%	14%	11%	18%	18%	16%	15%	16%	16%
Not at all	21%	22%	21%	20%	18%	19%	22%	24%	20%	24%
Don't know	3%	4%	2%	5%	6%	4%	2%	2%	2%	4%

Region						
North	Midlands	East	London	South	Wales	Scotland

Technology (e.g. smart phones, social media, 24-hour access to work emails, gaming etc.)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	8%	6%	2%	9%	3%	6%	5%
A little	19%	21%	20%	21%	23%	24%	23%
Not very much	30%	31%	25%	32%	33%	32%	30%
Not at all	36%	39%	48%	35%	38%	33%	36%
Don't know	7%	3%	5%	4%	4%	6%	6%

Wanting to spend time on my own or on my own hobbies

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	11%	8%	7%	13%	8%	5%	8%
A little	37%	44%	28%	40%	37%	39%	38%
Not very much	23%	28%	36%	25%	34%	23%	30%
Not at all	23%	17%	26%	19%	19%	31%	18%
Don't know	6%	4%	2%	3%	3%	3%	7%

Spending time keeping fit (e.g. gym, taking part in sports etc.)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	5%	3%	3%	5%	2%	-	4%
A little	12%	15%	17%	19%	14%	12%	16%
Not very much	24%	26%	21%	27%	31%	20%	28%
Not at all	52%	54%	54%	45%	49%	63%	48%
Don't know	8%	3%	4%	5%	3%	4%	4%

Living too far away from friends and family

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	27%	27%	34%	35%	33%	29%	32%
A little	31%	30%	31%	26%	29%	19%	28%
Not very much	17%	15%	14%	15%	15%	20%	17%
Not at all	20%	25%	18%	20%	20%	31%	20%
Don't know	5%	2%	4%	5%	2%	1%	4%

Government Region

North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
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Technology (e.g. smart phones, social media, 24-hour access to work emails, gaming etc.)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	3%	10%	8%	4%	7%	2%	9%	1%	5%	6%	5%
A little	22%	20%	16%	19%	23%	20%	21%	27%	16%	24%	23%
Not very much	29%	25%	40%	37%	26%	25%	32%	29%	39%	32%	30%
Not at all	38%	38%	33%	36%	41%	48%	35%	38%	38%	33%	36%
Don't know	8%	8%	4%	3%	3%	5%	4%	5%	2%	6%	6%

Wanting to spend time on my own or on my own hobbies

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	6%	15%	8%	8%	8%	7%	13%	8%	6%	5%	8%
A little	38%	34%	41%	42%	46%	28%	40%	37%	38%	39%	38%
Not very much	22%	24%	23%	27%	28%	36%	25%	34%	33%	23%	30%
Not at all	29%	23%	21%	19%	15%	26%	19%	17%	22%	31%	18%
Don't know	6%	5%	7%	4%	3%	2%	3%	3%	1%	3%	7%

Spending time keeping fit (e.g. gym, taking part in sports etc.)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	7%	6%	3%	1%	4%	3%	5%	3%	1%	-	4%
A little	13%	9%	16%	15%	15%	17%	19%	15%	13%	12%	16%
Not very much	18%	27%	22%	23%	28%	21%	27%	35%	26%	20%	28%
Not at all	56%	50%	52%	60%	49%	54%	45%	43%	59%	63%	48%
Don't know	6%	8%	8%	1%	4%	4%	5%	5%	2%	4%	4%

Living too far away from friends and family

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	21%	31%	25%	29%	26%	34%	35%	33%	34%	29%	32%
A little	32%	27%	36%	35%	26%	31%	26%	31%	27%	19%	28%
Not very much	15%	17%	19%	15%	16%	14%	15%	13%	19%	20%	17%
Not at all	26%	20%	17%	19%	31%	18%	20%	21%	19%	31%	20%
Don't know	6%	6%	3%	2%	1%	4%	5%	2%	2%	1%	4%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Technology (e.g. smart phones, social media, 24-hour access to work emails, gaming etc.)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	6%	7%	6%	4%	3%	3%	9%	5%	4%	6%	4%	6%
A little	22%	19%	21%	29%	14%	33%	25%	20%	20%	19%	26%	24%
Not very much	33%	32%	33%	29%	24%	29%	31%	31%	37%	25%	35%	28%
Not at all	35%	37%	35%	28%	55%	26%	27%	39%	38%	47%	34%	35%
Don't know	4%	5%	4%	10%	4%	8%	9%	5%	2%	3%	2%	7%

Wanting to spend time on my own or on my own hobbies

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	9%	9%	9%	13%	7%	10%	9%	7%	11%	14%	6%	11%
A little	40%	39%	40%	38%	35%	42%	27%	34%	42%	37%	42%	47%
Not very much	30%	24%	29%	30%	27%	28%	24%	30%	27%	26%	29%	24%
Not at all	17%	26%	19%	12%	30%	11%	29%	25%	17%	20%	21%	11%
Don't know	4%	3%	3%	7%	1%	9%	11%	3%	3%	3%	2%	7%

Spending time keeping fit (e.g. gym, taking part in sports etc.)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	3%	2%	3%	9%	3%	7%	1%	3%	4%	1%	4%	4%
A little	18%	11%	17%	15%	10%	12%	8%	13%	19%	9%	19%	20%
Not very much	29%	34%	30%	24%	19%	19%	19%	25%	26%	26%	22%	27%
Not at all	45%	49%	46%	44%	66%	54%	62%	55%	47%	57%	54%	42%
Don't know	5%	3%	4%	9%	3%	8%	9%	4%	5%	6%	1%	7%

Living too far away from friends and family

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	30%	28%	29%	56%	32%	22%	26%	27%	29%	34%	28%	33%
A little	30%	31%	30%	18%	27%	35%	27%	32%	31%	28%	28%	28%
Not very much	17%	12%	16%	6%	17%	15%	19%	17%	18%	11%	9%	16%
Not at all	21%	26%	22%	14%	22%	20%	23%	22%	19%	27%	34%	17%
Don't know	3%	3%	3%	6%	1%	7%	5%	3%	2%	1%	2%	6%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

Technology (e.g. smart phones, social media, 24-hour access to work emails, gaming etc.)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	5%	3%	8%	11%	6%	14%	6%	5%	12%	6%
A little	19%	23%	33%	22%	27%	19%	22%	25%	23%	26%
Not very much	30%	34%	34%	36%	34%	31%	32%	30%	37%	34%
Not at all	42%	35%	22%	27%	29%	23%	35%	39%	27%	30%
Don't know	5%	5%	4%	4%	4%	13%	5%	2%	1%	4%

Wanting to spend time on my own or on my own hobbies

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	9%	7%	9%	8%	8%	11%	8%	12%	18%	10%
A little	39%	37%	30%	40%	34%	41%	39%	47%	38%	42%
Not very much	28%	35%	30%	28%	32%	16%	29%	30%	26%	25%
Not at all	21%	16%	26%	21%	21%	18%	20%	10%	15%	19%
Don't know	3%	5%	4%	3%	4%	14%	4%	1%	3%	4%

Spending time keeping fit (e.g. gym, taking part in sports etc.)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	3%	1%	6%	5%	3%	5%	4%	4%	5%	3%
A little	14%	17%	13%	21%	16%	18%	16%	24%	14%	17%
Not very much	25%	31%	33%	20%	31%	22%	27%	26%	24%	29%
Not at all	54%	44%	43%	50%	44%	41%	49%	44%	51%	45%
Don't know	4%	7%	6%	4%	6%	14%	4%	2%	6%	6%

Living too far away from friends and family

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	32%	27%	28%	25%	27%	28%	33%	41%	25%	34%
A little	29%	29%	35%	22%	31%	19%	28%	30%	31%	31%
Not very much	15%	16%	19%	23%	18%	19%	15%	14%	12%	13%
Not at all	21%	24%	17%	25%	21%	23%	21%	12%	28%	17%
Don't know	3%	4%	2%	6%	3%	11%	3%	2%	4%	5%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Not getting round to organising something with them

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	13%	13%	13%	13%	16%	14%	15%	9%	13%	13%
A little	45%	45%	45%	48%	45%	46%	44%	43%	45%	45%
Not very much	24%	23%	24%	25%	24%	24%	21%	24%	24%	23%
Not at all	15%	14%	15%	5%	10%	11%	17%	21%	16%	13%
Don't know	4%	5%	3%	9%	5%	4%	3%	3%	3%	6%

Generally always feeling too busy

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	22%	20%	24%	24%	29%	26%	30%	13%	25%	20%
A little	40%	40%	39%	43%	46%	45%	38%	34%	42%	37%
Not very much	20%	21%	18%	18%	13%	14%	20%	26%	17%	22%
Not at all	15%	15%	15%	9%	7%	10%	10%	26%	14%	16%
Don't know	3%	3%	3%	7%	5%	4%	2%	1%	2%	5%

Lack of money

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	22%	20%	24%	28%	26%	23%	26%	16%	18%	27%
A little	31%	30%	31%	34%	35%	34%	30%	26%	31%	30%
Not very much	23%	25%	22%	23%	20%	25%	23%	23%	27%	19%
Not at all	21%	21%	21%	8%	15%	14%	20%	33%	22%	20%
Don't know	3%	4%	2%	7%	4%	4%	2%	1%	2%	5%

Region						
North	Midlands	East	London	South	Wales	Scotland

Not getting round to organising something with them

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	13%	8%	15%	14%	12%	17%	16%
A little	43%	46%	42%	42%	48%	48%	42%
Not very much	25%	26%	22%	27%	22%	17%	21%
Not at all	13%	16%	18%	14%	15%	13%	15%
Don't know	5%	4%	3%	3%	3%	5%	6%

Generally always feeling too busy

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	21%	23%	27%	22%	20%	27%	25%
A little	40%	38%	31%	45%	43%	32%	38%
Not very much	19%	22%	17%	18%	20%	23%	20%
Not at all	15%	14%	22%	13%	14%	16%	13%
Don't know	4%	3%	3%	3%	3%	2%	4%

Lack of money

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
A lot	23%	18%	29%	23%	20%	25%	24%
A little	31%	31%	25%	34%	31%	29%	28%
Not very much	20%	24%	21%	25%	26%	22%	23%
Not at all	21%	24%	22%	17%	21%	23%	21%
Don't know	4%	3%	2%	2%	3%	1%	4%

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Not getting round to organising something with them

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	7%	16%	13%	11%	5%	15%	14%	13%	11%	17%	16%
A little	54%	41%	40%	42%	50%	42%	42%	50%	45%	48%	42%
Not very much	20%	23%	32%	24%	27%	22%	27%	19%	27%	17%	21%
Not at all	13%	13%	12%	16%	15%	18%	14%	14%	15%	13%	15%
Don't know	6%	8%	2%	5%	3%	3%	3%	3%	2%	5%	6%

Generally always feeling too busy

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	18%	20%	24%	17%	28%	27%	22%	21%	19%	27%	25%
A little	36%	40%	44%	41%	36%	31%	45%	39%	50%	32%	38%
Not very much	23%	20%	16%	24%	19%	17%	18%	23%	14%	23%	20%
Not at all	18%	16%	14%	14%	14%	22%	13%	14%	15%	16%	13%
Don't know	5%	5%	2%	3%	2%	3%	3%	4%	2%	2%	4%

Lack of money

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	18%	27%	22%	17%	19%	29%	23%	18%	22%	25%	24%
A little	37%	30%	29%	27%	34%	25%	34%	29%	35%	29%	28%
Not very much	19%	16%	27%	29%	20%	21%	25%	29%	20%	22%	23%
Not at all	20%	22%	21%	25%	23%	22%	17%	21%	20%	23%	21%
Don't know	6%	5%	1%	2%	3%	2%	2%	3%	2%	1%	4%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Not getting round to organising something with them

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	15%	18%	15%	13%	5%	16%	8%	11%	12%	9%	6%	14%
A little	46%	47%	46%	54%	40%	41%	44%	45%	40%	42%	37%	49%
Not very much	24%	24%	24%	17%	26%	22%	24%	23%	31%	28%	24%	22%
Not at all	12%	9%	12%	9%	27%	11%	16%	16%	14%	19%	31%	8%
Don't know	4%	3%	4%	7%	2%	11%	8%	4%	3%	2%	2%	7%

Generally always feeling too busy

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	28%	23%	27%	21%	7%	20%	20%	21%	27%	14%	21%	24%
A little	45%	40%	44%	46%	27%	40%	26%	38%	39%	39%	35%	45%
Not very much	15%	16%	15%	14%	32%	29%	21%	22%	18%	24%	25%	14%
Not at all	8%	19%	10%	11%	32%	6%	25%	18%	13%	21%	19%	11%
Don't know	3%	2%	3%	8%	1%	5%	8%	2%	3%	2%	-	7%

Lack of money

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	22%	20%	21%	33%	13%	36%	42%	19%	21%	20%	32%	28%
A little	32%	30%	32%	37%	25%	29%	31%	29%	31%	31%	27%	32%
Not very much	25%	28%	25%	16%	23%	19%	12%	25%	29%	19%	15%	20%
Not at all	19%	21%	19%	7%	38%	13%	11%	26%	17%	27%	23%	15%
Don't know	3%	2%	3%	7%	1%	4%	5%	2%	2%	1%	3%	5%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

Not getting round to organising something with them

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	12%	10%	18%	8%	13%	22%	14%	17%	15%	13%
A little	45%	44%	48%	36%	45%	41%	47%	43%	48%	50%
Not very much	23%	29%	21%	31%	26%	16%	24%	27%	20%	24%
Not at all	16%	13%	9%	19%	12%	10%	12%	11%	15%	10%
Don't know	4%	5%	4%	6%	5%	11%	4%	2%	1%	4%

Generally always feeling too busy

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	20%	27%	29%	26%	28%	26%	25%	29%	24%	24%
A little	38%	42%	52%	52%	47%	28%	41%	48%	45%	47%
Not very much	21%	19%	11%	14%	15%	20%	19%	15%	17%	15%
Not at all	19%	8%	4%	5%	6%	14%	13%	7%	12%	10%
Don't know	3%	4%	3%	3%	3%	11%	3%	2%	2%	4%

Lack of money

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	20%	28%	24%	21%	26%	33%	25%	19%	29%	25%
A little	30%	30%	42%	38%	36%	17%	33%	33%	28%	34%
Not very much	24%	21%	21%	30%	22%	18%	22%	24%	24%	22%
Not at all	24%	17%	11%	9%	14%	20%	18%	23%	16%	16%
Don't know	2%	4%	2%	2%	3%	12%	3%	1%	2%	3%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Ill health

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
A lot	7%	7%	8%	9%	7%	5%	7%	9%	5%	10%
A little	13%	12%	14%	12%	12%	9%	12%	16%	12%	14%
Not very much	19%	19%	18%	19%	15%	19%	19%	20%	19%	18%
Not at all	57%	58%	57%	53%	60%	64%	59%	53%	61%	53%
Don't know	3%	4%	3%	7%	5%	4%	2%	2%	2%	5%

In general, to what extent, if at all, do you agree or disagree that each of the following are good situations/ activities for people to spend quality time with friends and/ or family? (Please tick one option on each row)

At home relaxing just talking to each other

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	43%	35%	50%	48%	40%	42%	47%	41%	44%	41%
Tend to agree	45%	50%	41%	39%	46%	44%	42%	50%	46%	44%
Neither agree nor disagree	11%	14%	7%	11%	13%	12%	9%	9%	9%	13%
Tend to disagree	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Strongly disagree	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%

At home watching the television/ playing computer games together etc.

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	10%	10%	9%	22%	12%	10%	9%	5%	9%	11%
Tend to agree	37%	36%	37%	41%	45%	39%	38%	30%	37%	36%
Neither agree nor disagree	31%	32%	31%	24%	30%	33%	32%	33%	29%	34%
Tend to disagree	18%	16%	20%	10%	10%	16%	17%	27%	21%	15%
Strongly disagree	4%	5%	3%	4%	3%	3%	4%	6%	4%	4%

Region						
North	Midlands	East	London	South	Wales	Scotland

Ill health

	Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online		551	368	215	287	513	112	195
A lot	8%	5%	8%	5%	8%	11%	9%	
A little	13%	12%	15%	14%	11%	14%	15%	
Not very much	18%	17%	17%	18%	20%	13%	25%	
Not at all	55%	64%	58%	59%	58%	59%	46%	
Don't know	5%	2%	2%	3%	4%	3%	5%	

In general, to what extent, if at all, do you agree or disagree that each of the following are good situations/ activities for people to spend quality time with friends and/ or family? (Please tick one option on each row)

At home relaxing just talking to each other

	Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online		551	368	215	287	513	112	195
Strongly agree	44%	43%	46%	41%	41%	41%	43%	
Tend to agree	43%	46%	49%	46%	47%	51%	41%	
Neither agree nor disagree	12%	10%	4%	11%	11%	8%	15%	
Tend to disagree	0%	2%	-	2%	1%	-	0%	
Strongly disagree	1%	0%	0%	0%	0%	0%	1%	

At home watching the television/ playing computer games together etc.

	Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online		551	368	215	287	513	112	195
Strongly agree	13%	9%	9%	8%	7%	12%	11%	
Tend to agree	34%	35%	35%	38%	41%	43%	35%	
Neither agree nor disagree	31%	35%	35%	28%	29%	26%	31%	
Tend to disagree	18%	18%	18%	20%	18%	16%	18%	
Strongly disagree	4%	4%	4%	6%	5%	2%	5%	

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Ill health

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
A lot	2%	13%	7%	4%	6%	8%	5%	8%	7%	11%	9%
A little	13%	13%	13%	11%	13%	15%	14%	10%	13%	14%	15%
Not very much	17%	19%	18%	17%	16%	17%	18%	18%	22%	13%	25%
Not at all	62%	50%	60%	65%	62%	58%	59%	59%	56%	59%	46%
Don't know	6%	6%	2%	2%	3%	2%	3%	5%	2%	3%	5%

In general, to what extent, if at all, do you agree or disagree that each of the following are good situations/ activities for people to spend quality time with friends and/ or family? (Please tick one option on each row)

At home relaxing just talking to each other

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	44%	46%	42%	37%	47%	46%	41%	41%	43%	41%	43%
Tend to agree	38%	43%	46%	50%	42%	49%	46%	47%	46%	51%	41%
Neither agree nor disagree	17%	10%	11%	12%	7%	4%	11%	11%	11%	8%	15%
Tend to disagree	0%	1%	-	-	3%	-	2%	1%	0%	-	0%
Strongly disagree	1%	0%	1%	-	0%	0%	0%	0%	-	0%	1%

At home watching the television/ playing computer games together etc.

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	16%	14%	10%	5%	12%	9%	8%	6%	9%	12%	11%
Tend to agree	30%	35%	35%	34%	35%	35%	38%	40%	42%	43%	35%
Neither agree nor disagree	29%	30%	34%	37%	34%	35%	28%	31%	25%	26%	31%
Tend to disagree	23%	17%	17%	21%	15%	18%	20%	20%	15%	16%	18%
Strongly disagree	2%	4%	4%	4%	4%	4%	6%	3%	8%	2%	5%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Ill health

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
A lot	5%	4%	5%	14%	12%	5%	19%	7%	6%	9%	12%	8%
A little	9%	13%	10%	6%	20%	25%	19%	12%	9%	19%	32%	13%
Not very much	17%	27%	19%	24%	17%	20%	16%	19%	22%	20%	20%	16%
Not at all	66%	53%	64%	48%	49%	44%	39%	59%	60%	50%	35%	56%
Don't know	3%	2%	3%	8%	2%	6%	6%	3%	2%	1%	-	7%

In general, to what extent, if at all, do you agree or disagree that each of the following are good situations/ activities for people to spend quality time with friends and/ or family? (Please tick one option on each row)

At home relaxing just talking to each other

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	43%	47%	44%	45%	39%	46%	41%	41%	42%	37%	54%	45%
Tend to agree	46%	38%	44%	42%	51%	38%	45%	47%	44%	51%	37%	41%
Neither agree nor disagree	10%	13%	10%	12%	9%	16%	11%	11%	13%	9%	6%	13%
Tend to disagree	1%	2%	1%	1%	0%	-	1%	1%	1%	2%	3%	0%
Strongly disagree	0%	-	0%	-	0%	1%	2%	1%	-	0%	-	1%

At home watching the television/ playing computer games together etc.

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	10%	9%	10%	21%	4%	15%	14%	7%	9%	6%	7%	15%
Tend to agree	41%	31%	39%	38%	30%	44%	30%	30%	45%	39%	34%	41%
Neither agree nor disagree	31%	32%	31%	31%	30%	30%	36%	33%	29%	31%	35%	30%
Tend to disagree	16%	19%	16%	10%	31%	7%	16%	24%	12%	19%	22%	12%
Strongly disagree	3%	9%	4%	-	6%	4%	3%	6%	5%	4%	2%	2%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

Ill health

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
A lot	8%	8%	6%	1%	6%	8%	8%	6%	10%	6%
A little	14%	11%	8%	16%	10%	18%	11%	11%	17%	12%
Not very much	18%	21%	15%	37%	20%	12%	19%	18%	18%	18%
Not at all	57%	56%	66%	44%	59%	52%	58%	63%	54%	60%
Don't know	3%	4%	5%	3%	4%	11%	4%	1%	1%	4%

In general, to what extent, if at all, do you agree or disagree that each of the following are good situations/ activities for people to spend quality time with friends and/ or family? (Please tick one option on each row)

At home relaxing just talking to each other

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	43%	41%	43%	46%	42%	42%	44%	49%	46%	46%
Tend to agree	47%	44%	45%	36%	44%	37%	45%	45%	43%	46%
Neither agree nor disagree	10%	12%	10%	11%	11%	18%	9%	6%	9%	9%
Tend to disagree	0%	2%	2%	5%	2%	2%	1%	-	1%	0%
Strongly disagree	0%	0%	-	2%	0%	1%	0%	-	1%	0%

At home watching the television/ playing computer games together etc.

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	10%	7%	11%	13%	9%	15%	10%	8%	19%	13%
Tend to agree	36%	43%	35%	47%	40%	31%	39%	39%	39%	46%
Neither agree nor disagree	30%	33%	33%	28%	32%	37%	30%	30%	27%	26%
Tend to disagree	20%	14%	16%	10%	14%	13%	17%	19%	11%	12%
Strongly disagree	5%	3%	5%	3%	3%	4%	4%	4%	5%	2%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Out Shopping

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	12%	7%	16%	23%	14%	13%	11%	6%	9%	15%
Tend to agree	39%	33%	44%	43%	40%	38%	41%	36%	42%	35%
Neither agree nor disagree	31%	34%	27%	20%	27%	33%	28%	36%	29%	32%
Tend to disagree	15%	19%	11%	9%	15%	12%	16%	18%	17%	13%
Strongly disagree	4%	6%	2%	5%	4%	4%	5%	3%	3%	5%

Whilst playing sport/ keeping fit/ swimming or at a gym

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	10%	12%	8%	19%	12%	12%	7%	6%	9%	11%
Tend to agree	32%	32%	33%	35%	49%	33%	31%	24%	35%	30%
Neither agree nor disagree	32%	34%	31%	27%	24%	32%	38%	36%	30%	35%
Tend to disagree	20%	17%	22%	16%	12%	18%	19%	26%	20%	20%
Strongly disagree	5%	6%	5%	3%	2%	5%	5%	8%	6%	5%

Whilst watching live sports together (including professional, amateur or local teams)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	13%	15%	10%	21%	14%	17%	12%	6%	12%	14%
Tend to agree	36%	39%	34%	39%	43%	36%	41%	30%	39%	33%
Neither agree nor disagree	28%	27%	29%	23%	27%	26%	27%	32%	26%	30%
Tend to disagree	17%	15%	20%	13%	13%	15%	16%	23%	17%	18%
Strongly disagree	6%	5%	7%	4%	3%	5%	4%	9%	6%	5%

Region						
North	Midlands	East	London	South	Wales	Scotland

Out Shopping

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	15%	10%	11%	13%	10%	10%	10%
Tend to agree	37%	39%	40%	41%	37%	47%	38%
Neither agree nor disagree	31%	31%	28%	27%	33%	25%	33%
Tend to disagree	12%	16%	16%	17%	15%	16%	17%
Strongly disagree	4%	4%	5%	3%	5%	2%	3%

Whilst playing sport/ keeping fit/ swimming or at a gym

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	10%	10%	14%	10%	8%	9%	11%
Tend to agree	29%	30%	31%	34%	35%	37%	35%
Neither agree nor disagree	34%	37%	32%	27%	32%	26%	32%
Tend to disagree	21%	18%	18%	24%	20%	20%	16%
Strongly disagree	6%	5%	5%	5%	5%	8%	6%

Whilst watching live sports together (including professional, amateur or local teams)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	13%	16%	8%	15%	11%	11%	12%
Tend to agree	34%	32%	42%	33%	43%	33%	32%
Neither agree nor disagree	30%	28%	29%	27%	24%	27%	35%
Tend to disagree	17%	20%	14%	19%	17%	18%	15%
Strongly disagree	6%	4%	7%	5%	6%	11%	6%

Government Region

North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
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Out Shopping

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	21%	14%	12%	7%	12%	11%	13%	8%	14%	10%	10%
Tend to agree	35%	39%	37%	43%	35%	40%	41%	35%	42%	47%	38%
Neither agree nor disagree	31%	30%	32%	30%	32%	28%	27%	36%	27%	25%	33%
Tend to disagree	10%	11%	16%	15%	17%	16%	17%	16%	14%	16%	17%
Strongly disagree	2%	6%	3%	4%	5%	5%	3%	5%	3%	2%	3%

Whilst playing sport/ keeping fit/ swimming or at a gym

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	10%	11%	8%	7%	12%	14%	10%	8%	9%	9%	11%
Tend to agree	37%	27%	27%	33%	28%	31%	34%	36%	33%	37%	35%
Neither agree nor disagree	31%	33%	38%	34%	40%	32%	27%	32%	31%	26%	32%
Tend to disagree	19%	20%	22%	23%	14%	18%	24%	19%	22%	20%	16%
Strongly disagree	2%	9%	5%	3%	6%	5%	5%	4%	5%	8%	6%

Whilst watching live sports together (including professional, amateur or local teams)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	15%	15%	9%	13%	18%	8%	15%	10%	12%	11%	12%
Tend to agree	33%	33%	36%	36%	28%	42%	33%	44%	40%	33%	32%
Neither agree nor disagree	27%	28%	34%	24%	32%	29%	27%	25%	23%	27%	35%
Tend to disagree	22%	16%	15%	25%	16%	14%	19%	17%	17%	18%	15%
Strongly disagree	3%	8%	6%	3%	5%	7%	5%	4%	8%	11%	6%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Out Shopping

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	11%	11%	11%	25%	7%	14%	22%	9%	9%	11%	19%	14%
Tend to agree	40%	37%	39%	45%	37%	36%	38%	36%	43%	42%	21%	43%
Neither agree nor disagree	30%	33%	31%	16%	34%	34%	29%	33%	31%	30%	53%	27%
Tend to disagree	15%	15%	15%	11%	19%	9%	8%	18%	13%	14%	5%	13%
Strongly disagree	4%	3%	4%	2%	3%	8%	4%	4%	4%	3%	2%	3%

Whilst playing sport/ keeping fit/ swimming or at a gym

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	11%	12%	11%	21%	6%	9%	6%	9%	6%	7%	7%	10%
Tend to agree	36%	30%	35%	37%	24%	31%	27%	29%	39%	24%	23%	38%
Neither agree nor disagree	31%	29%	31%	26%	36%	39%	38%	34%	30%	33%	26%	33%
Tend to disagree	17%	24%	18%	14%	26%	17%	25%	21%	20%	26%	39%	15%
Strongly disagree	5%	5%	5%	1%	8%	5%	4%	7%	4%	10%	5%	3%

Whilst watching live sports together (including professional, amateur or local teams)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	14%	11%	14%	22%	7%	19%	9%	10%	12%	7%	5%	17%
Tend to agree	40%	36%	39%	45%	28%	28%	28%	35%	44%	24%	27%	36%
Neither agree nor disagree	27%	26%	26%	22%	31%	34%	34%	29%	25%	39%	23%	27%
Tend to disagree	15%	17%	15%	9%	26%	17%	21%	20%	14%	20%	37%	15%
Strongly disagree	5%	10%	6%	2%	8%	3%	8%	6%	4%	10%	8%	6%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

Out Shopping

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	11%	13%	14%	4%	13%	22%	14%	12%	23%	17%
Tend to agree	40%	38%	35%	51%	38%	31%	42%	35%	35%	46%
Neither agree nor disagree	30%	33%	33%	26%	32%	31%	28%	24%	28%	23%
Tend to disagree	16%	13%	15%	14%	14%	9%	13%	23%	12%	12%
Strongly disagree	4%	4%	3%	6%	4%	6%	4%	5%	3%	2%

Whilst playing sport/ keeping fit/ swimming or at a gym

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	8%	10%	16%	20%	14%	16%	11%	12%	19%	13%
Tend to agree	33%	35%	31%	35%	33%	26%	35%	40%	34%	40%
Neither agree nor disagree	32%	37%	31%	25%	33%	35%	30%	25%	20%	25%
Tend to disagree	21%	15%	19%	16%	17%	15%	19%	17%	20%	17%
Strongly disagree	6%	3%	3%	4%	3%	8%	6%	5%	7%	6%

Whilst watching live sports together (including professional, amateur or local teams)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	12%	11%	17%	12%	14%	13%	13%	14%	21%	18%
Tend to agree	35%	41%	39%	48%	41%	31%	37%	43%	32%	43%
Neither agree nor disagree	29%	25%	25%	27%	25%	34%	26%	19%	30%	21%
Tend to disagree	18%	18%	16%	8%	16%	13%	18%	19%	11%	14%
Strongly disagree	6%	6%	4%	4%	5%	9%	6%	5%	6%	4%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

At the theatre, cinema or other arts events

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	16%	13%	18%	28%	13%	17%	17%	12%	15%	17%
Tend to agree	46%	44%	48%	42%	52%	45%	49%	44%	51%	40%
Neither agree nor disagree	27%	30%	25%	20%	28%	28%	24%	31%	24%	31%
Tend to disagree	9%	10%	8%	9%	6%	8%	7%	12%	8%	10%
Strongly disagree	2%	3%	1%	1%	1%	3%	2%	2%	2%	2%

Anywhere outdoors in the fresh air

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	34%	30%	37%	38%	39%	39%	35%	27%	33%	35%
Tend to agree	49%	52%	46%	46%	46%	46%	48%	52%	52%	45%
Neither agree nor disagree	15%	16%	14%	14%	14%	12%	15%	17%	13%	17%
Tend to disagree	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%
Strongly disagree	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%

Anywhere outdoors by water (e.g. the seaside, canals, rivers, lakes)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	29%	26%	33%	35%	33%	33%	29%	23%	29%	30%
Tend to agree	48%	49%	47%	43%	49%	46%	46%	52%	49%	46%
Neither agree nor disagree	18%	20%	16%	18%	14%	16%	19%	19%	17%	19%
Tend to disagree	4%	3%	4%	2%	2%	3%	6%	4%	3%	4%
Strongly disagree	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%

Going out to eat or drink (e.g. pub, café, coffee shop, restaurant etc.)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	42%	40%	45%	49%	43%	46%	41%	38%	43%	41%
Tend to agree	44%	44%	44%	34%	43%	41%	47%	48%	46%	42%
Neither agree nor disagree	11%	13%	10%	14%	13%	10%	10%	11%	10%	14%
Tend to disagree	2%	2%	1%	2%	1%	2%	1%	2%	1%	3%
Strongly disagree	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%

Region						
North	Midlands	East	London	South	Wales	Scotland

At the theatre, cinema or other arts events

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	18%	15%	16%	22%	11%	14%	15%
Tend to agree	43%	44%	50%	45%	50%	47%	46%
Neither agree nor disagree	27%	32%	21%	24%	28%	25%	30%
Tend to disagree	11%	8%	11%	7%	9%	10%	6%
Strongly disagree	2%	1%	3%	2%	2%	3%	3%

Anywhere outdoors in the fresh air

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	35%	34%	36%	36%	34%	29%	32%
Tend to agree	45%	50%	51%	45%	54%	53%	44%
Neither agree nor disagree	18%	14%	13%	16%	11%	15%	20%
Tend to disagree	2%	2%	-	2%	2%	2%	4%
Strongly disagree	1%	0%	0%	1%	0%	1%	1%

Anywhere outdoors by water (e.g. the seaside, canals, rivers, lakes)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	32%	28%	32%	31%	27%	32%	24%
Tend to agree	44%	51%	45%	47%	53%	54%	44%
Neither agree nor disagree	17%	19%	16%	17%	17%	11%	27%
Tend to disagree	3%	2%	7%	4%	3%	3%	5%
Strongly disagree	3%	1%	1%	1%	0%	1%	1%

Going out to eat or drink (e.g. pub, café, coffee shop, restaurant etc.)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	43%	41%	43%	45%	43%	44%	38%
Tend to agree	43%	44%	50%	42%	44%	45%	42%
Neither agree nor disagree	11%	13%	7%	12%	11%	7%	16%
Tend to disagree	2%	1%	-	2%	2%	4%	3%
Strongly disagree	1%	0%	1%	0%	1%	-	1%

Government Region

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
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At the theatre, cinema or other arts events

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	18%	21%	13%	15%	15%	16%	22%	9%	15%	14%	15%
Tend to agree	42%	41%	46%	42%	46%	50%	45%	52%	46%	47%	46%
Neither agree nor disagree	26%	28%	26%	29%	33%	21%	24%	29%	28%	25%	30%
Tend to disagree	12%	7%	14%	12%	5%	11%	7%	9%	10%	10%	6%
Strongly disagree	1%	3%	1%	2%	1%	3%	2%	2%	2%	3%	3%

Anywhere outdoors in the fresh air

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	38%	33%	35%	32%	35%	36%	36%	33%	35%	29%	32%
Tend to agree	39%	46%	46%	47%	52%	51%	45%	52%	56%	53%	44%
Neither agree nor disagree	21%	17%	17%	19%	10%	13%	16%	12%	8%	15%	20%
Tend to disagree	0%	3%	2%	2%	2%	-	2%	3%	-	2%	4%
Strongly disagree	1%	1%	-	-	0%	0%	1%	0%	-	1%	1%

Anywhere outdoors by water (e.g. the seaside, canals, rivers, lakes)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	37%	30%	33%	25%	32%	32%	31%	26%	27%	32%	24%
Tend to agree	38%	46%	46%	51%	50%	45%	47%	53%	52%	54%	44%
Neither agree nor disagree	23%	15%	16%	21%	16%	16%	17%	17%	18%	11%	27%
Tend to disagree	1%	5%	2%	2%	1%	7%	4%	4%	3%	3%	5%
Strongly disagree	1%	4%	3%	0%	1%	1%	1%	0%	-	1%	1%

Going out to eat or drink (e.g. pub, café, coffee shop, restaurant etc.)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	46%	46%	37%	43%	39%	43%	45%	45%	39%	44%	38%
Tend to agree	38%	41%	50%	43%	45%	50%	42%	41%	48%	45%	42%
Neither agree nor disagree	12%	11%	12%	12%	15%	7%	12%	11%	11%	7%	16%
Tend to disagree	4%	1%	1%	1%	1%	-	2%	3%	1%	4%	3%
Strongly disagree	0%	1%	-	0%	-	1%	0%	0%	1%	-	1%

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

At the theatre, cinema or other arts events

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	15%	20%	16%	31%	10%	20%	16%	12%	14%	13%	27%	22%
Tend to agree	49%	46%	49%	47%	43%	32%	39%	45%	49%	46%	33%	45%
Neither agree nor disagree	26%	27%	26%	16%	31%	30%	34%	29%	28%	30%	19%	25%
Tend to disagree	8%	5%	7%	6%	14%	15%	8%	12%	7%	8%	18%	6%
Strongly disagree	2%	2%	2%	-	2%	3%	3%	2%	3%	3%	3%	1%

Anywhere outdoors in the fresh air

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	36%	33%	36%	40%	26%	38%	37%	34%	28%	25%	23%	38%
Tend to agree	49%	49%	49%	40%	53%	45%	45%	48%	56%	53%	45%	45%
Neither agree nor disagree	13%	18%	14%	18%	17%	16%	14%	15%	15%	20%	20%	15%
Tend to disagree	2%	0%	1%	2%	4%	1%	3%	2%	1%	1%	11%	1%
Strongly disagree	1%	1%	1%	-	-	1%	1%	0%	-	1%	-	1%

Anywhere outdoors by water (e.g. the seaside, canals, rivers, lakes)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	31%	28%	30%	35%	22%	35%	31%	30%	21%	24%	17%	36%
Tend to agree	49%	48%	49%	44%	50%	41%	39%	47%	59%	47%	47%	44%
Neither agree nor disagree	16%	19%	16%	19%	22%	14%	22%	18%	16%	21%	24%	17%
Tend to disagree	3%	4%	3%	2%	5%	6%	6%	4%	4%	5%	9%	3%
Strongly disagree	1%	2%	1%	-	1%	4%	2%	1%	1%	3%	3%	1%

Going out to eat or drink (e.g. pub, café, coffee shop, restaurant etc.)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	44%	42%	44%	50%	38%	42%	36%	39%	46%	34%	47%	45%
Tend to agree	42%	46%	43%	39%	49%	41%	45%	47%	39%	48%	38%	42%
Neither agree nor disagree	11%	11%	11%	11%	11%	16%	15%	11%	14%	13%	8%	12%
Tend to disagree	2%	1%	2%	1%	2%	1%	3%	2%	1%	3%	6%	1%
Strongly disagree	0%	-	0%	-	1%	1%	1%	1%	-	1%	1%	0%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

At the theatre, cinema or other arts events

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	16%	15%	19%	9%	16%	12%	17%	20%	23%	22%
Tend to agree	46%	46%	47%	63%	48%	41%	49%	48%	41%	52%
Neither agree nor disagree	27%	28%	24%	17%	25%	38%	25%	21%	24%	20%
Tend to disagree	9%	10%	9%	10%	9%	6%	8%	8%	11%	5%
Strongly disagree	2%	2%	1%	2%	2%	3%	2%	2%	1%	1%

Anywhere outdoors in the fresh air

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	33%	32%	43%	41%	38%	37%	37%	45%	44%	42%
Tend to agree	50%	52%	43%	45%	48%	41%	47%	43%	36%	44%
Neither agree nor disagree	15%	14%	12%	12%	13%	20%	14%	10%	17%	13%
Tend to disagree	2%	1%	2%	-	1%	1%	2%	2%	3%	1%
Strongly disagree	0%	1%	-	2%	1%	1%	0%	0%	1%	0%

Anywhere outdoors by water (e.g. the seaside, canals, rivers, lakes)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	27%	33%	37%	30%	34%	29%	32%	38%	38%	35%
Tend to agree	51%	46%	40%	42%	43%	39%	48%	44%	30%	48%
Neither agree nor disagree	18%	15%	18%	21%	17%	23%	16%	14%	24%	13%
Tend to disagree	3%	6%	5%	-	5%	7%	3%	3%	4%	3%
Strongly disagree	1%	1%	0%	7%	1%	3%	1%	1%	5%	2%

Going out to eat or drink (e.g. pub, café, coffee shop, restaurant etc.)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	42%	40%	47%	44%	43%	41%	45%	56%	50%	49%
Tend to agree	46%	42%	41%	33%	40%	33%	43%	36%	33%	42%
Neither agree nor disagree	10%	16%	10%	22%	14%	17%	10%	7%	13%	8%
Tend to disagree	2%	1%	2%	-	1%	8%	1%	-	4%	0%
Strongly disagree	0%	1%	0%	2%	1%	1%	0%	-	-	-

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

At the playground or local park

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	16%	11%	20%	16%	22%	20%	14%	11%	14%	17%
Tend to agree	42%	40%	43%	44%	44%	44%	43%	38%	43%	40%
Neither agree nor disagree	28%	33%	24%	27%	25%	24%	27%	33%	27%	30%
Tend to disagree	11%	11%	10%	10%	7%	8%	11%	14%	12%	9%
Strongly disagree	3%	4%	3%	3%	2%	3%	5%	4%	4%	3%

At an attraction (e.g. amusement parks, stately homes etc.)

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	17%	15%	20%	27%	22%	23%	17%	9%	16%	19%
Tend to agree	47%	48%	47%	47%	53%	48%	49%	44%	52%	42%
Neither agree nor disagree	25%	27%	23%	19%	18%	21%	24%	32%	23%	27%
Tend to disagree	8%	8%	9%	6%	4%	6%	8%	12%	7%	9%
Strongly disagree	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general, I think people today have less quality time overall than their parents did, either to spend with friends and family or for themselves

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	27%	26%	28%	29%	27%	29%	27%	25%	26%	28%
Tend to agree	46%	45%	48%	48%	49%	43%	48%	46%	48%	45%
Neither agree nor disagree	17%	20%	15%	15%	20%	20%	15%	17%	17%	18%
Tend to disagree	8%	8%	8%	7%	4%	7%	9%	10%	8%	8%
Strongly disagree	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%

When they grow up, I think today's children will have less quality time overall than their parents, either to spend with friends and family or for themselves

Unweighted base	2241	1066	1175	216	312	421	491	801	1260	981
Base: All GB Adults online	2241	1076	1165	269	358	429	400	784	1232	1009
Strongly agree	23%	22%	24%	24%	24%	23%	24%	22%	22%	24%
Tend to agree	45%	44%	45%	45%	47%	42%	40%	47%	46%	43%
Neither agree nor disagree	25%	26%	24%	27%	25%	29%	27%	21%	25%	25%
Tend to disagree	6%	7%	6%	3%	4%	7%	7%	8%	6%	6%
Strongly disagree	1%	1%	1%	1%	0%	0%	2%	2%	1%	1%

Region						
North	Midlands	East	London	South	Wales	Scotland

At the playground or local park

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	17%	17%	20%	15%	11%	23%	14%
Tend to agree	38%	40%	46%	38%	49%	37%	40%
Neither agree nor disagree	29%	30%	22%	33%	27%	25%	32%
Tend to disagree	12%	11%	9%	11%	10%	11%	10%
Strongly disagree	4%	2%	4%	4%	3%	3%	3%

At an attraction (e.g. amusement parks, stately homes etc.)

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	17%	19%	24%	18%	16%	17%	13%
Tend to agree	46%	50%	48%	48%	49%	46%	40%
Neither agree nor disagree	27%	23%	19%	22%	25%	22%	32%
Tend to disagree	8%	7%	8%	10%	7%	10%	12%
Strongly disagree	3%	1%	2%	2%	2%	5%	3%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general, I think people today have less quality time overall than their parents did, either to spend with friends and family or for themselves

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	26%	28%	36%	26%	23%	28%	31%
Tend to agree	48%	45%	41%	48%	50%	42%	39%
Neither agree nor disagree	16%	19%	16%	16%	19%	16%	17%
Tend to disagree	8%	6%	6%	9%	8%	13%	10%
Strongly disagree	2%	1%	1%	2%	0%	0%	3%

When they grow up, I think today's children will have less quality time overall than their parents, either to spend with friends and family or for themselves

Unweighted base	548	328	189	248	463	157	308
Base: All GB Adults online	551	368	215	287	513	112	195
Strongly agree	22%	22%	32%	24%	19%	28%	25%
Tend to agree	44%	45%	43%	42%	51%	38%	37%
Neither agree nor disagree	26%	25%	21%	27%	23%	27%	28%
Tend to disagree	6%	6%	4%	7%	6%	7%	9%
Strongly disagree	2%	1%	1%	0%	0%	-	2%

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

At the playground or local park

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	16%	20%	14%	14%	19%	20%	15%	12%	11%	23%	14%
Tend to agree	36%	37%	43%	37%	44%	46%	38%	47%	52%	37%	40%
Neither agree nor disagree	32%	29%	26%	38%	22%	22%	33%	28%	25%	25%	32%
Tend to disagree	14%	10%	14%	9%	13%	9%	11%	11%	9%	11%	10%
Strongly disagree	2%	6%	4%	3%	2%	4%	4%	3%	3%	3%	3%

At an attraction (e.g. amusement parks, stately homes etc.)

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	16%	18%	14%	14%	23%	24%	18%	16%	16%	17%	13%
Tend to agree	58%	40%	47%	46%	54%	48%	48%	51%	47%	46%	40%
Neither agree nor disagree	18%	31%	27%	28%	18%	19%	22%	24%	27%	22%	32%
Tend to disagree	7%	8%	8%	10%	4%	8%	10%	7%	8%	10%	12%
Strongly disagree	1%	3%	4%	1%	1%	2%	2%	2%	2%	5%	3%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general, I think people today have less quality time overall than their parents did, either to spend with friends and family or for themselves

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	20%	32%	22%	25%	31%	36%	26%	21%	25%	28%	31%
Tend to agree	54%	46%	48%	53%	39%	41%	48%	49%	52%	42%	39%
Neither agree nor disagree	13%	16%	18%	16%	22%	16%	16%	22%	13%	16%	17%
Tend to disagree	9%	6%	10%	5%	7%	6%	9%	7%	9%	13%	10%
Strongly disagree	4%	-	2%	2%	1%	1%	2%	0%	0%	0%	3%

When they grow up, I think today's children will have less quality time overall than their parents, either to spend with friends and family or for themselves

Unweighted base	119	244	185	161	167	189	248	284	179	157	308
Base: All GB Adults online	119	258	174	174	193	215	287	322	192	112	195
Strongly agree	17%	25%	21%	19%	25%	32%	24%	18%	21%	28%	25%
Tend to agree	49%	42%	45%	55%	37%	43%	42%	51%	51%	38%	37%
Neither agree nor disagree	25%	27%	24%	20%	30%	21%	27%	24%	21%	27%	28%
Tend to disagree	6%	5%	7%	5%	8%	4%	7%	6%	7%	7%	9%
Strongly disagree	3%	1%	3%	1%	1%	1%	0%	0%	0%	-	2%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

At the playground or local park

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	16%	18%	17%	20%	10%	12%	23%	16%	12%	11%	21%	17%
Tend to agree	43%	43%	43%	40%	37%	42%	43%	42%	47%	43%	29%	37%
Neither agree nor disagree	27%	26%	26%	30%	35%	32%	25%	28%	29%	30%	15%	32%
Tend to disagree	11%	12%	11%	6%	13%	7%	6%	11%	9%	13%	31%	11%
Strongly disagree	3%	1%	3%	3%	5%	7%	4%	4%	3%	2%	4%	4%

At an attraction (e.g. amusement parks, stately homes etc.)

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	20%	17%	20%	20%	7%	19%	21%	15%	18%	11%	19%	21%
Tend to agree	50%	52%	50%	58%	40%	47%	37%	46%	51%	44%	48%	48%
Neither agree nor disagree	22%	22%	22%	17%	35%	25%	29%	26%	24%	29%	26%	24%
Tend to disagree	7%	8%	7%	5%	14%	6%	10%	9%	6%	15%	7%	6%
Strongly disagree	2%	0%	2%	-	5%	4%	4%	4%	1%	1%	-	1%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general, I think people today have less quality time overall than their parents did, either to spend with friends and family or for themselves

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	27%	26%	26%	24%	25%	33%	36%	26%	25%	26%	20%	28%
Tend to agree	47%	50%	48%	47%	47%	38%	37%	47%	48%	48%	59%	44%
Neither agree nor disagree	18%	12%	17%	16%	17%	19%	19%	16%	21%	20%	11%	20%
Tend to disagree	7%	11%	8%	11%	8%	8%	7%	9%	6%	5%	8%	8%
Strongly disagree	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	2%	1%

When they grow up, I think today's children will have less quality time overall than their parents, either to spend with friends and family or for themselves

Unweighted base	1205	237	1442	106	452	85	156	994	235	168	51	458
Base: All GB Adults online	1202	243	1445	112	426	97	162	964	238	148	52	483
Strongly agree	23%	19%	23%	20%	22%	24%	30%	22%	24%	21%	24%	21%
Tend to agree	44%	49%	45%	46%	48%	36%	37%	46%	44%	46%	55%	44%
Neither agree nor disagree	26%	23%	26%	24%	21%	32%	26%	24%	28%	28%	17%	29%
Tend to disagree	6%	7%	6%	9%	7%	7%	5%	8%	4%	4%	4%	5%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%

Children in Household						Social Media (monthly or more)			
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

At the playground or local park

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	13%	17%	30%	25%	23%	17%	17%	16%	20%	18%
Tend to agree	38%	60%	44%	45%	52%	35%	44%	39%	37%	44%
Neither agree nor disagree	32%	16%	17%	22%	17%	37%	26%	27%	30%	26%
Tend to disagree	12%	6%	8%	6%	7%	8%	9%	12%	8%	9%
Strongly disagree	4%	2%	2%	2%	2%	3%	3%	6%	6%	3%

At an attraction (e.g. amusement parks, stately homes etc.)

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	14%	23%	29%	15%	25%	23%	19%	22%	24%	21%
Tend to agree	48%	50%	46%	49%	48%	39%	50%	50%	44%	53%
Neither agree nor disagree	27%	19%	17%	22%	18%	28%	22%	19%	22%	17%
Tend to disagree	9%	7%	6%	7%	6%	9%	7%	7%	6%	6%
Strongly disagree	3%	1%	2%	7%	2%	2%	2%	2%	4%	2%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general, I think people today have less quality time overall than their parents did, either to spend with friends and family or for themselves

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	27%	24%	29%	26%	26%	36%	28%	27%	30%	26%
Tend to agree	46%	44%	51%	57%	48%	38%	48%	51%	48%	47%
Neither agree nor disagree	17%	24%	15%	12%	19%	17%	16%	14%	14%	18%
Tend to disagree	9%	8%	5%	4%	6%	7%	8%	7%	7%	9%
Strongly disagree	1%	1%	-	1%	1%	3%	1%	1%	1%	1%

When they grow up, I think today's children will have less quality time overall than their parents, either to spend with friends and family or for themselves

Unweighted base	1571	267	232	62	561	109	1442	282	137	516
Base: All GB Adults online	1539	289	246	62	596	106	1484	268	130	523
Strongly agree	23%	18%	24%	26%	21%	37%	24%	23%	34%	25%
Tend to agree	45%	46%	47%	42%	46%	31%	44%	45%	36%	41%
Neither agree nor disagree	24%	30%	23%	27%	27%	27%	25%	24%	22%	28%
Tend to disagree	7%	5%	7%	4%	6%	4%	6%	8%	6%	6%
Strongly disagree	1%	1%	-	1%	0%	1%	1%	1%	1%	1%