

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

Which ONE, if any, of the following celebrity families do you think BEST represents the "modern family"?

	Unweighted base	2071	979	1092	241	293	338	410	789
Base: All GB adults	2071	994	1077	248	328	370	400	725	
The Beckhams	20%	19%		16%	24%	15%	20%	24%	
The Kardashians	2%	1%	3%	3%	3%	1%	2%	1%	
Demi Moore and Bruce Willis	2%	1%	2%	3%	1%	2%	3%	0%	
The Jolie-Pitts (i.e. Brad Pitt and Angelina Jolie)	7%	5%	9%	11%	7%	9%	5%	6%	
The Pinkett-Smiths (i.e. Will Smith and Jada Pinkett)	4%	5%	3%	9%	7%	5%	2%	1%	
Elton John and David Furnish	3%	2%	4%	6%	4%	2%	3%	2%	
The Jaggers	0%	0%	0%	-	1%	0%	-	1%	
The Olivers (i.e. Jamie and Jools Oliver)	16%	14%	18%	9%	18%	19%	14%	17%	
None of these	33%	39%	28%	27%	26%	33%	40%	35%	
Don't know	13%	14%	13%	18%	10%	13%	13%	13%	

Which, if any, of the following living people would you class as your close family members? (Please select all that apply)

	Unweighted base	2071	979	1092	241	293	338	410	789
Base: All GB adults	2071	994	1077	248	328	370	400	725	
My biological parent(s)	57%	58%	56%	83%	78%	72%	64%	27%	
My adopted/ step parent(s)	6%	6%	6%	7%	12%	6%	7%	2%	
My spouse/ partner	62%	61%	64%	31%	63%	66%	71%	66%	
My sibling(s)	62%	60%	63%	74%	66%	61%	63%	54%	
My cousin(s)	22%	22%	23%	26%	18%	19%	24%	24%	
My uncle(s)/ aunt(s)	24%	24%	24%	28%	30%	21%	32%	18%	
My grandparent(s)	26%	27%	25%	51%	41%	26%	23%	13%	
My parent(s) in-law	21%	20%	22%	10%	29%	30%	28%	12%	
My step child(ren)	6%	5%	6%	-	4%	4%	10%	8%	
My half-sibling(s)	6%	6%	6%	15%	8%	6%	4%	3%	
My step sibling(s)	2%	2%	2%	4%	3%	1%	2%	1%	
My child(ren)	54%	47%	61%	8%	37%	50%	60%	76%	
My friend(s)	19%	14%	25%	18%	21%	17%	21%	20%	
My neighbour(s)	2%	2%	2%	2%	1%	2%	3%	2%	
My colleague(s)	1%	1%	1%	1%	1%	2%	-	1%	
My pet(s)	22%	18%	26%	23%	20%	25%	24%	21%	
None of these	3%	3%	2%	4%	0%	5%	2%	3%	

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

Which ONE, if any, of the following would you say is currently your top priority for your family?

	Unweighted base	2071	979	1092	241	293	338	410	789
Base: All GB adults	2071	994	1077	248	328	370	400	725	
Having a trusted support network of friends and family	8%	8%	9%	7%	8%	4%	12%	9%	
Face-to-face time spent together	9%	7%	10%	9%	8%	12%	9%	7%	
Providing long-term foundations for my family's future	8%	10%	6%	5%	11%	13%	7%	6%	
Their health	26%	27%	26%	19%	24%	28%	27%	28%	
Their happiness	35%	30%	40%	38%	34%	31%	31%	39%	
Having the best and latest products and goods	0%	0%	0%	1%	1%	0%	-	0%	
Having enough money	6%	8%	5%	8%	8%	8%	8%	4%	
None of these	2%	2%	1%	1%	1%	1%	2%	2%	
Don't know	4%	6%	2%	10%	5%	3%	4%	2%	
Not applicable - I do not consider myself to have a family	2%	2%	1%	3%	1%	1%	1%	3%	

Which, if any, of the following are your favourite activities to do together with your family? (Please select all that apply)

	Unweighted base	2071	979	1092	241	293	338	410	789
Base: All GB adults	2071	994	1077	248	328	370	400	725	
Eating meals together at a table	65%	59%	70%	59%	65%	65%	68%	65%	
Participating in physical activities (e.g. sports, walks, swimming etc.)	24%	22%	25%	21%	33%	27%	27%	17%	
Celebrating special events (e.g. birthdays, Christmas etc.)	67%	61%	73%	65%	64%	65%	73%	68%	
Going on a family holiday	43%	38%	47%	45%	38%	51%	49%	37%	
Watching TV	40%	35%	44%	53%	53%	46%	45%	23%	
Going shopping	27%	17%	35%	29%	30%	28%	27%	23%	
Cooking and baking	21%	16%	25%	21%	29%	26%	18%	16%	
Playing inside (e.g. board games, arts and crafts, reading together etc.)	30%	24%	36%	40%	34%	38%	27%	23%	
Watching a sports event live (e.g. going to a football match, rugby game etc.)	19%	23%	15%	22%	20%	21%	21%	15%	
None of these	8%	9%	7%	5%	7%	8%	7%	9%	
Not applicable - I do not consider myself to have a family	2%	2%	1%	3%	1%	1%	1%	3%	

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

Which, if any, of the following animals do you/ does your family own as a pet? (Please select all that apply)

Unweighted base	2071	979	1092	241	293	338	410	789
Base: All GB adults	2071	994	1077	248	328	370	400	725
Cat	30%	24%	35%	26%	30%	29%	35%	29%
Dog	31%	29%	34%	30%	33%	27%	33%	32%
Fish	10%	9%	12%	10%	15%	10%	10%	9%
Rabbit	4%	3%	5%	7%	7%	3%	5%	2%
Gerbil	1%	0%	1%	0%	1%	1%	0%	1%
Guinea pig	3%	2%	3%	3%	3%	2%	4%	1%
Rat	0%	1%	0%	-	2%	0%	0%	0%
Horse	1%	1%	2%	1%	2%	1%	1%	2%
Other	6%	4%	7%	9%	5%	5%	7%	5%
Not applicable - I/ we do not have any pets	42%	49%	35%	43%	36%	43%	38%	46%

And which, if any, of the following pets would you consider to be an important family member? (Please select all that apply)

Unweighted base	1195	518	677	140	185	194	252	424
Base: All GB adults who have/ whose family have a pet	1205	509	696	142	210	211	249	393
Cat	41%	34%	45%	37%	38%	42%	44%	41%
Dog	49%	49%	49%	48%	46%	43%	50%	54%
Fish	3%	3%	3%	3%	4%	5%	3%	3%
Rabbit	4%	3%	4%	4%	6%	3%	5%	1%
Gerbil	0%	0%	0%	-	1%	1%	0%	-
Guinea pig	2%	2%	1%	3%	2%	1%	2%	0%
Rat	0%	0%	0%	-	0%	0%	0%	-
Horse	2%	2%	1%	1%	3%	1%	1%	3%
Other	4%	3%	5%	10%	3%	4%	5%	3%
Not applicable - I do not consider any family pets to be an important family member	16%	19%	13%	15%	19%	14%	14%	16%