Private Fostering Awareness Survey

06/07/2015
Prepared on behalf of the British Association for Adoption and Fostering

BAAF
ADOPTION & FOSTERING

Private Fostering Awareness Survey
Methodology

Fieldwork Dates

29th June – 2nd July 2015

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in the United Kingdom

Sample Size

3,142

Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office for National Statistics 2011 Census data and the results of the 2015 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 3,142 it is 95% certain that the ‘true’ value will fall within the range of 1.7% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.
Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don’t know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.
For further information please contact.
Katy Owen
0203 142 7642
katy.owen@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we’ll call you right back with the appropriate person.

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### Table 1

**Q1. Normal weightings**

If you have not heard of the term private fostering, please select 'have not heard of private fostering at the bottom'.

#### Base: All Respondents

<table>
<thead>
<tr>
<th>Total</th>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
<th>Unweighted Total</th>
<th>Weighted Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-34</td>
<td>35-54</td>
<td>55+</td>
<td>AB</td>
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<tr>
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<td>1614</td>
<td>906</td>
<td>1191</td>
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<tr>
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<td>1777</td>
<td>866</td>
<td>1177</td>
<td>1270</td>
<td>846</td>
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<tr>
<td>295</td>
<td>243</td>
<td>282</td>
<td>172</td>
<td>192</td>
<td>161</td>
<td>171</td>
</tr>
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<td>16.7%</td>
<td>15.9%</td>
<td>17.5%</td>
<td>16.0%</td>
<td>17.3%</td>
<td>14.3%</td>
<td>29.1%</td>
</tr>
</tbody>
</table>

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