

REFRAMING NARRATIVES ON CARE IN THE UK

Quantitative testing survey – technical addendum to research report

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1 QUESTIONNAIRE

Screening section

SQ1a

To start with, how old are you?

Please select one answer

R1	Under 18 [TERMINATE]
R2	18 – 24
R3	25 – 34
R4	35 – 44
R5	45 – 54
R6	55 – 64
R7	65+

[SINGLE CODE]

SQ1b

And do you identify as...

Please select one answer

R1	Male
R2	Female
R3	Non binary
R4	Prefer not to say
R5	Prefer a different answer

[SINGLE CODE]

SQ2

Which of the following best describes your ethnicity?

R1	White – English, Scottish, Welsh, Irish, Other British, Any other white background
R2	Mixed – White & Black Caribbean, White & Black African, White & Asian, Any other mixed background
R3	Asian or Asian British, Indian, Pakistani, Bangladeshi, Chinese, Any other Asian background
R4	Black or Black British Caribbean, African Any other black background
R5	Any other, write in

[SINGLE CODE]

SQ3

Which of the following best describes the occupation of the Chief Income Earner in your household? The Chief Income Earner is the person in your household with the largest income. If they are not in paid employment but have been out of work for less than 6 months, please answer for their most recent occupation.

If they are retired please answer for their occupation before they retired.

R1	Higher managerial/professional/administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)	A
R2	Intermediate managerial/ professional/ administrative (e.g. Newly qualified doctor (under 3 years), Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	B
R3	Supervisory or clerical/junior managerial/professional/administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, nurse etc.)	C1
R4	Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, AA patrolman, etc.)	C2
R5	Semi-skilled or unskilled manual work (e.g. Manual workers, all apprentices to the skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant etc.)	D
R6	Unemployed for 6 months or more	E
R7	Long-term sick/disabled	E
R8	Prefer not to answer	

[SINGLE CODE]

SQ4

Where in the UK do you live?

	Cymru Wales
	East Midlands
	East of England
	Greater London
	North East and Cumbria
	North West
	Northern Ireland
	Scotland
	South East
	South West
	West Midlands
	Yorkshire and the Humber

[SINGLE CODE]

Q1a

Now we'd like you to think about the issues facing the UK today.

Please select the top 5 issues that you think should be the highest priorities for politicians over the next few years.

Select 5 in order of how important you think they are for politicians to prioritise

R1	Health and the issues facing the NHS
R2	Immigration and asylum
R3	Crime
R4	The economy and the cost of living crisis
R5	Tax
R6	Pensions
R7	Education
R8	Family life
R9	Housing
R10	The environment and climate change
R11	Britain leaving the EU
R12	Transport
R13	Defense and Terrorism
R14	Welfare Benefits
R15	Care for our children, disabled people and the elderly

[RANDOMISE ORDER – RANKING – TOP 5 BOXES LABELLED – MOST IMPT, 2ND MOST IMPT, 3RD MOST IMPT, 4TH MOST IMPT, 5TH MOST IMPT]

MAIN SECTION (internal description)

ALLOCATE SAMPLE TO CONTROL GROUP OR CELLS 1-3 – ALL 4 GROUPS TO BE MATCHED ON AGE/GENDER/SOCIO ECONOMIC GROUP/NATION/ETHNIC MINORITY PROPORTION

Control cell – SKIP to PQ2

On screen text for cells 1-3: Thank you for your responses so far. For the rest of this survey we'd like your opinions on different ways of talking about the role carers play in the UK. Here is a definition of what we mean when we talk about carers.

Carers can be paid or unpaid. Unpaid care work includes childcare, and caring for children or adults with additional support needs due to disabilities, illnesses or old age, as well as household work like cooking and cleaning. Paid care work is caring for people or doing domestic work for pay – as social care and childcare workers do, for example.

SHOW THE PREMISE

Every day across the UK the work of paid and unpaid carers helps hold society together – it's the invisible network of support, empathy and care for the people who need it most that supports our social and economic foundations
--

Q1

Here is a statement about carers in the UK.

Thinking carefully about it, how much do you agree or disagree with it?

R1	Disagree strongly
R2	Disagree a little
R3	Neither
R4	Agree a little
R5	Agree strongly

[SINGLE CODE]

SHOW SAME STATEMENT AGAIN

Q2

Still thinking carefully, how much does this statement encourage you to change the way you think about carers?

Insert slider scale 1-7 labelled extremely to not at all

Q3

How does the statement change your thoughts about carers, if at all?

Select as many as apply

R1	Makes me appreciate the work that carers do more
R2	Makes me think more about the impact on society of the work of carers
R3	Makes me think more about carers being underappreciated
R4	The statement doesn't change my views
R5	My views change in another way (write in)

[MULTICODE]

EVIDENCE (internal descriptor)

On screen text: We have another statement for you to look at now.

Evidence
In the UK, around 15 million people provide unpaid care and paid care – that's over 1 in 5 people – they help our children grow and learn, support disabled people's independence, ensure our elderly relatives live fulfilling lives, and keep our homes running

Q4

Thinking carefully about it, how much do you agree or disagree with this statement?

R1	Disagree strongly
R2	Disagree a little
R3	Neither
R4	Agree a little
R5	Agree strongly

[SINGLE CODE]

SHOW SAME STATEMENT AGAIN

Q5

Still thinking carefully, how much does this statement encourage you to change the way you think about carers?

Insert slider scale 1-7 labelled extremely to not at all

Q6

How does the statement change your thoughts about carers, if at all?

Select as many as apply

R1	Makes me think how many carers there are
R2	Makes me think more about the different kinds of carers
R3	Makes me appreciate carers' contribution more
R4	The statement doesn't change my views
R5	My views change in another way (write in)

[MULTICODE]

IMPACT (internal descriptor)

On screen text: We'd now like you to think about how we could talk about the impact of not supporting our carers.

ALLOCATE RESPONDENT TO 1 OF 3 GROUPS – MATCHED ON AGE/GENDER/SEG

R1	<p style="text-align: center;">Impact 1 (Provision)</p> <p>Without greater support and investment for carers there will be serious consequences for society:</p> <p>The NHS will struggle to cope even more than it already does, causing more people to suffer and further unnecessary deaths – properly funded social care is key to tackling this escalating problem.</p> <p>But many carers are already under pressure, undervalued and struggle financially, so without greater investment for both paid and unpaid carers the future and wellbeing of our loved ones is at risk.</p>
R2	<p style="text-align: center;">Impact 2 (Economic)</p> <p>Without greater support and investment for carers there will be serious economic consequences for carers:</p> <p>On average, 600 people a day have to leave employment to do unpaid care for their older and disabled relatives due to lack of workplace support.</p> <p>Without access to universal childcare many parents who want to return to work are simply unable to do so or have to take on low-paid jobs so they can care for their children.</p> <p>This can have a serious impact on carers' income and many are pulled into poverty.</p>

R3	<p>Impact 3 (Those who receive care)</p> <p>Without greater support and investment for carers there will be serious consequences for those who need care most in society:</p> <p>Our experience of old age would be significantly less positive – missing human connection and lacking the physical and emotional nourishment needed to live a fulfilling life.</p> <p>Disabled people would find it more difficult to live rewarding, independent lives, and those with serious illnesses would struggle to live with the dignity they deserve.</p>
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Q7

Thinking carefully about it, how much do you agree or disagree with this statement?

R1	Disagree strongly
R2	Disagree a little
R3	Neither
R4	Agree a little
R5	Agree strongly

[SINGLE CODE]

SHOW SAME STATEMENT AGAIN

Q8

Still thinking carefully, how much does this statement encourage you to change the way you think about carers?

Insert slider scale 1-7 labelled extremely to not at all

Q9

How does the statement change your thoughts about carers, if at all?

Select as many as apply

R1	Makes me think more about the impact carers have on society
R2	Makes me think more about the different kinds of carers
R3	Makes me appreciate their work more
R4	Makes me think more about the consequences of not supporting carers
R5	The statement doesn't change my views
R6	My views change in another way (write in)

[MULTICODE]

SHOW SAME STATEMENT AGAIN

Q10

Still thinking carefully, how much would this statement encourage *other people* to change the way they think about carers?

Insert slider scale 1-7 labelled *extremely to not at all*

SHOW SAME STATEMENT AGAIN

Q11

How much does this statement make you feel something needs to be done about it as a priority?

R1	Doesn't make me feel something needs to be done at all
R2	
R3	Neither
R4	
R5	Makes me feel strongly something needs to be done

[SINGLE CODE]

SHOW COMPLETE NARRATIVE 1, 2 OR 3

Narrative 1

Premise

Every day across the UK the work of paid and unpaid carers helps hold society together – it's the invisible network of support, empathy and care for the people who need it most that supports our social and economic foundations.

Evidence

In the UK, around 15 million people provide unpaid care and paid care – that's over 1 in 5 people – they help our children grow and learn, support disabled people's independence, ensure our elderly relatives live fulfilling lives, and keep our homes running.

Impact 1 (Provision)

Without greater support and investment for carers there will be serious consequences for society:

The NHS will struggle to cope even more than it already does, causing more people to suffer and further unnecessary deaths – properly funded social care is key to tackling this escalating problem.

But many carers are already under pressure, undervalued and struggle financially, so without greater investment for both paid and unpaid carers the future and wellbeing of our loved ones is at risk.

Narrative 2

Premise

Every day across the UK the work of paid and unpaid carers helps hold society together – it's the invisible network of support, empathy and care for the people who need it most that supports our social and economic foundations.

Evidence

In the UK, around 15 million¹ people provide unpaid care and paid care – that's over 1 in 5 people – they help our children grow and learn, support disabled people's independence, ensure our elderly relatives live fulfilling lives, and keep our homes running .

Impact 2 (Economic)

Without greater support and investment for carers there will be serious economic consequences for carers:

On average, 600 people a day have to leave employment to do unpaid care for their older and disabled relatives due to lack of workplace support.

Without access to universal childcare many parents who want to return to work are simply unable to do so or have to take on low-paid jobs so they can care for their children.

This can have a serious impact on carers' income and many are pulled into poverty.

Narrative 3

Premise

Every day across the UK the work of paid and unpaid carers helps hold society together – it's the invisible network of support, empathy and care for the people who need it most that supports our social and economic foundations.

Evidence

In the UK, around 15 million people provide unpaid care and paid care – that's over 1 in 5 people – they help our children grow and learn, support disabled people's independence, ensure our elderly relatives live fulfilling lives, and keep our homes running.

Impact 3 (Those who receive care)

Without greater support and investment for carers there will be serious consequences for those who need care most in society:

Our experience of old age would be significantly less positive – missing human connection and lacking the physical and emotional nourishment needed to live a fulfilling life.

Disabled people would find it more difficult to live rewarding, independent lives, and those with serious illnesses would struggle to live with the dignity they deserve.

SHOW FULL NARRATIVE – 1, 2 OR 3

Q12

Now looking at everything you've read altogether, and thinking carefully about it, how much do you agree or disagree with it?

R1	Disagree strongly
R2	Disagree a little
R3	Neither
R4	Agree a little
R5	Agree strongly

[SINGLE CODE]

SHOW SAME STATEMENT AGAIN

Q13

Still thinking carefully, how much does this statement encourage you to change the way you think about carers?

Insert slider scale 1-7 labelled extremely to not at all

SHOW SAME STATEMENT AGAIN

Q14

Still thinking carefully, how much would this statement encourage other people to change the way they think about carers?

Insert slider scale 1-7 labelled extremely to not at all

Q15

Thinking about how you feel about this statement overall, please explain in as much detail as you can why it makes you feel that way.

[OPEN END]

SHOW FULL NARRATIVE – 1, 2 OR 3

Q16

Still thinking carefully about it, how much does this whole statement make you feel something needs to be done about it as a priority?

R1	Doesn't make me feel something needs to be done at all
R2	
R3	Neither
R4	
R5	Makes me feel strongly something needs to be done

[SINGLE CODE]

Q17

Which, if any, of the following would you personally consider doing to show your support for carers across the UK? *Select all that apply*

R1	Talk to my friends and family about it
R2	Share posts on social media
R3	Sign a petition
R4	Send an email/letter to my MP or another politician
R5	Make it a key issue next time I choose which party to vote for
R6	Take part in a demo
R7	Volunteer my time
R8	Donate money
R9	None of the above
R10	All of the above

[MULTICODE]

ASK ALL – CONTROL CELL INCLUDED

PQ1

Thank you for your answers so far.

Now we'd like you to think again about the issues facing the UK today.

Please select the top 5 issues that you think should be the highest priorities for politicians over the next few years.

Select 5 in order of how important you think they are for politicians to prioritise

R1	Health and the issues facing the NHS
R2	Immigration and asylum
R3	Crime
R4	The economy and the cost of living crisis
R5	Tax
R6	Pensions
R7	Education
R8	Family life
R9	Housing
R10	The environment and climate change

R11	Britain leaving the EU
R12	Transport
R13	Defense and Terrorism
R14	Welfare Benefits
R15	Care for our children, disabled people and the elderly

[RANDOMISE ORDER – RANKING – TOP 5 BOXES LABELLED – MOST IMPT, 2ND MOST IMPT, 3RD MOST IMPT, 4TH MOST IMPT, 5TH MOST IMPT]

PQ2

Which of the following have a responsibility to make sure that all those who are caring (for children, disabled people or the elderly) whether paid or unpaid, are properly supported? Please show who is MOST responsible, second most and third most.

Select all that apply

R1	UK/Scottish/Welsh government
R2	Local councils
R3	Charities
R4	Communities
R5	Employers/businesses
R6	None of these – FIX 2 nd last
R7	Other, write in

[RANDOMISE – RANK MOST, SECOND THIRD]

On screen text: This next question asks about your views on supporting carers. Here’s a reminder of the definition of carers.

Unpaid care work includes childcare, and caring for children or adults with additional support needs due to disabilities, /illnesses or old age, as well as household work like cooking and cleaning. Paid care work is caring for people or doing domestic work for pay – as social care and childcare workers do, for example.

PQ3

Please read each of the statements below carefully. Thinking about care work, how important do you feel it is that:

R1	<i>Social security benefits are increased for people on low incomes who care for the elderly and those who are sick or disabled</i>
R2	<i>Childcare is freely available for anyone who needs it</i>
R3	<i>More support is given in the workplace to parents and unpaid carers juggling paid work and caring responsibilities</i>
R4	<i>Social security benefits are increased for parents who work on very low incomes</i>
R5	<i>Pay and conditions for social care and early years/childcare workers are improved</i>
R6	<i>Social care is adequate and accessible to those who need it the most</i>

Slider scale 1-7 – 1 labelled not important at all, 7 labelled extremely important

[RANDOMISE ORDER OF STATEMENTS - MULTICODE]

Thank you so much – your views are really important to us. Our final few questions are to make sure we’re talking to a good mix of people.

DQ1

Which of the following describes you?

Please select as many as apply

R1	I have children aged 0-15 living with me
R2	I have children aged 16+ living with me and they are mostly dependent on me (e.g. in full-time education, financially dependent)
R3	I have children 0-15 I’m responsible for but they don’t live with me
R4	I have older relatives or other adults with additional needs (e.g. illnesses, conditions or disabilities) in my life
R5	I have children but they no longer live with me / are no longer dependent on me (e.g. they have moved out and are mostly financially independent of me)
R6	None of these

[SINGLE CODE]

DQ2

Do you have any children with additional needs or disabilities living with you?

R1	Yes
R2	No
R3	Prefer not to say

ASK IF R4 at DQ1

DQ3

Which of the following statements best describes the situation of the older relative or other adult with additional support needs?

R1	They live independently and look after themselves
R2	They live independently and look after themselves but I’ve been thinking that they are likely to need more support soon
R3	They live independently but I support them in some ways (shopping, cleaning etc.)
R4	They live independently but have care workers to support them
R5	They live in sheltered housing
R6	They live in a nursing home or hospital
R7	They live with me and I/we care for them in some ways
R8	They live with me and I/we care for them to a significant degree
R8	Other (write in)

NOTE FOR ANALYSIS – RESPONDENTS FALL INTO 3 GROUPS

1. CARING EXPERIENCE – CHILDREN – have children living at home, including disabled children
2. CARING EXPERIENCE – ADULTS – have some formal or informal caring responsibilities for other people – or know that it’s coming down the line (i.e. have older parents who might start to need some support) and have started thinking about it

3. NO CARING EXPERIENCE – no children living at home and don't do any informal or formal care for anyone else

DQ4

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

R1	Yes – go to DQ4b
R2	No – go to DQ5
R3	Don't know – go to DQ5
R4	Prefer not to say – go to DQ5

[SINGLE CODE]

DQ4b

Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

R1	Yes
R2	No
R3	Don't know
R4	Prefer not to say

[SINGLE CODE]

NOTE FOR ANALYSIS: IF YES AT DQ3 a + b INCLUDE IN DISABILITY GROUP

DQ5

Here are two 'groups' of political parties – please let me know which group you tend to feel most drawn towards.

R1	Liberal Democrats, Conservatives
R2	Liberal Democrats, Labour
R3	I don't know – I switch across the two!
R4	I'm not drawn to either of these groups
R5	Prefer not to say

[SINGLE CODE]

DQ6

How would you vote if there were a general election tomorrow?

R1	The Conservative Party
R2	The Labour Party
R3	The Liberal Democrat Party
R4	The Brexit Party
R5	The Green Party
R6	UKIP
R7	SNP
R8	Democratic Union
R9	Sinn Fein
R10	Plaid Cymru
R11	Other
R12	Prefer not to say
R13	I would not vote

[SINGLE CODE]

DQ7

What is the highest educational level that you have achieved to date?

R1	No formal education
R2	Primary school
R3	Secondary school, high school, NVQ levels 1 to 3 etc.
R4	University degree or equivalent professional qualification. NVQ level 4 etc.
R5	Higher university degree, doctorate, MBA, NVQ level 5 etc.
R6	Still in full time education
R7	Don't know
R8	Prefer not to answer

[SINGLE CODE]

DQ8

Do you or any of your close family have paid work as any of the following?

R1	Support worker
R2	Care assistant
R3	Community or outreach worker
R4	Social worker
R5	Childcare worker
R6	Teaching assistant
R7	Teacher
R8	Foster parent
R9	None of these

[MULTICODE]

DQ9

Which of the following have you done in the last 12 months?

Please select all options which apply.

For the purposes of this question "International Development" means any charity working on global issues such as: emergency and disaster relief, poverty and hunger across the world, justice and rights globally, or other global issues.

R1	Support an international development charity through donating money, activism or volunteering
R2	Support a charity through donating money, activism or volunteering whose mission is not international development (e.g. UK poverty, healthcare, animal welfare, disability, or another)
R3	Donate items or buy items from a charity shop
R4	Organised to leave money to a charity in your will
R5	Followed an international development charity on social media
R6	None of these

[MULTICODE]

DQ10**To what extent do you agree with the following statements regarding charities?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Giving to charity is an important reflection of who I am	(1)	(2)	(3)	(4)	(5)
The cause is less important to me if I am supporting a friend or family	(5)	(4)	(3)	(2)	(1)
I prefer to support charities that work with issues that I have experienced first-hand (such as cancer in the family etc)	(5)	(4)	(3)	(2)	(1)
I trust charities	(1)	(2)	(3)	(4)	(5)

DQ11**How concerned are you about the following issue?**

	Not at all concerned	Not concerned	Neither concerned nor unconcerned	Concerned	Very concerned
Inequality around the world	(1)	(2)	(3)	(4)	(5)

DQ12**And our very final question, which religion, if any, are you?**

R1	Christian (including Church of England, Catholic, Protestant and other Christian denominations)
R2	Buddhist
R3	Hindu
R4	Jewish
R5	Muslim
R6	Sikh
R7	Other religion (write in _)
R8	No religion

[SINGLE CODE]

Thank you so much for your participation in this survey. Your views are very valuable to us and we appreciate the time you have taken to share them.

THANK AND CLOSE

2 Final sample: Demographics

	Total	Cell 4 Control	Cell 1 Provision	Cell 2 Economic	Cell 3 Receivers of care
n=	<i>3000</i>	<i>739</i>	<i>764</i>	<i>741</i>	<i>756</i>
18-34	31%	29%	32%	32%	31%
	925	212	243	234	236
35-54	38%	40%	38%	38%	38%
	1150	294	288	282	286
55+	31%	32%	30%	30%	31%
	925	233	233	225	234
Female	51%	50%	50%	51%	51%
	1515	372	382	378	383
Male	49%	49%	49%	49%	49%
	1469	362	376	362	369
BAME	14%	14%	14%	15%	15%
	428	102	106	109	111
ABC1	36%	36%	36%	35%	36%
	1069	263	273	260	273
C2DE	64%	64%	64%	65%	64%
	1931	476	491	481	483

Nations numbers include Scotland and Wales boost (total sample n=3424)					
England (% of total sample)	76%	76%	76%	75%	76%
	2531	618	640	636	637
Scotland (sample includes boost)	12%	12%	12%	12%	12%
	404	100	100	104	100
Wales (sample includes boost)	12%	12%	12%	12%	12%
	406	100	101	105	100

	Total	Cell 4 Control	Cell 1 Provision	Cell 2 Economic	Cell 3 Receivers of care
n=	<i>3000</i>	<i>739</i>	<i>764</i>	<i>741</i>	<i>756</i>
Secondary school, high school, NVQ levels 1 to 3 etc.	55%	53%	55%	57%	54%
	1648	392	422	426	408
University degree or equivalent professional qualification. NVQ level 4 etc.	27%	29%	27%	26%	27%
	810	213	205	190	202
Higher university degree, doctorate, MBA, NVQ level 5 etc.	13%	12%	13%	12%	13%
	376	89	102	87	98
Leans left	37%	35%	36%	39%	38%
	1108	257	274	286	291
Leans right	19%	20%	21%	18%	16%
	564	147	160	133	124

Cares for children with additional needs/disabilities	9%	9%	9%	8%	10%
	264	63	69	57	75
Cares for adults with additional needs/disabilities	8%	7%	9%	9%	8%
	243	50	65	64	64
Lives with children aged 0-15	28%	29%	27%	27%	27%
	826	218	205	201	202