

[illegible]



149	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
149	T049	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
150	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
151	T050	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
152	T049	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
153	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
154	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
155	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
156	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
157	T047	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
158	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
159	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
160	T048	<u>Blackpool COVID - The first pilot is receiving a better value, how much do you agree or disagree with the following statement, we will not be offering a better value</u>	Rate: All respondents
173	T048	<u>Global COVID-19: Do you remember when you saw the video?</u>	Rate: Those who recognized the COVID-19
173	T048	<u>Global COVID-19: Do you remember when you saw the video?</u>	Rate: Those who recognized the COVID-19
174	T047	<u>Global COVID-19: Do you remember when you saw the video?</u>	Rate: Those who recognized the COVID-19
185	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: All Respondents
186	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: All Respondents
187	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: All Respondents
188	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: Those who were aware of the fuel
188	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: Those who were aware of the fuel
188	T048	<u>Blackpool - Is your car's fuel economy good?</u>	Rate: Those who were aware of the fuel















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

Base: All Respondents

			Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition							Perceived source of campaign			
			Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government
Seen publicity		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Total	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Base	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
Hub Awareness	Yes	219	100%	-	45%	17%	32%	25	193	52	166	58	20	161	64	106	33	139
	25%	B	-	D	-	-	61%	GIL*	23%	62%	21%	58%	74%	21%	32%	24%	27%	25%
	632	138	632	494	268	619	28	619	13	604	37	4	595	134	326	85	412	
	72%	-	100%	53%	80%	65%	31%	74%	33%	76%	37%	16%	76%	67%	74%	69%	73%	
	A	-	A	C	C	-	FHJ	*	FHJ	*	FHJ	*	**	FHJ	*	*	*	*
Hub Consideration	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Base <td>879</td> <td>219</td> <td>632</td> <td>258</td> <td>621</td> <td>412</td> <td>42</td> <td>837</td> <td>84</td> <td>795</td> <td>100</td> <td>27</td> <td>779</td> <td>202</td> <td>439</td> <td>123</td> <td>562</td>	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
	Yes	258	53%	22%	100%	-	44%	32	226	67	191	75	25	183	63	144	39	184
	29%	B	-	D	-	-	77%	GIL*	27%	80%	24%	75%	92%	23%	31%	33%	32%	33%
	18-44	621	104	494	-	621	231	10	611	17	604	24	2	596	139	294	84	378
Campaign recognition	71%	47%	78%	-	100%	56%	23%	A	73%	17	76%	25%	8%	77%	69%	67%	68%	67%
	A	-	A	C	C	-	FHJ	*	FHJ	*	FHJ	*	**	FHJ	*	*	*	*
	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Base <td>879</td> <td>219</td> <td>632</td> <td>258</td> <td>621</td> <td>412</td> <td>42</td> <td>837</td> <td>84</td> <td>795</td> <td>100</td> <td>27</td> <td>779</td> <td>202</td> <td>439</td> <td>123</td> <td>562</td>	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
	Intended action	412	134	268	181	231	412	34	377	60	352	70	24	342	131	194	59	253
Perceived source of campaign	47%	61%	42%	70%	37%	100%	81%	45%	71%	44%	70%	92%	65%	44%	48%	45%	*	45%
	B	-	D	-	-	-	GIL*	GIL*	GIL*	GIL*	GIL*	**	NOP	-	-	-	-	-
	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Base <td>879</td> <td>219</td> <td>632</td> <td>258</td> <td>621</td> <td>412</td> <td>42</td> <td>837</td> <td>84</td> <td>795</td> <td>100</td> <td>27</td> <td>779</td> <td>202</td> <td>439</td> <td>123</td> <td>562</td>	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
	Recognised video ad	42	25	13	32	10	34	42	27	16	42	27	-	18	7	21	4%	21
	5%	12%	2%	13%	2%	8%	100%	13%	-	32%	2%	42%	100%	-	9%	6%	4%	4%
	B	193	619	226	611	377	-	837	58	779	58	-	779	184	424	116	541	
	Did not recognise video ad	837	193	619	226	611	377	-	837	58	779	58	-	779	184	424	116	541
	95%	88%	98%	87%	98%	92%	-	100%	68%	98%	58%	-	100%	91%	97%	94%	96%	96%
	A	-	A	C	C	-	FHJ	*	FHJ	F*	FHJ	*	**	FHJ	M	*	*	M
	Recognised OOH ads	84	52	28	67	17	60	27	58	84	-	84	27	-	18	48	15	63
	10%	24%	4%	26%	3%	15%	63%	7%	100%	-	84%	100%	-	9%	11%	12%	11%	11%
	B	166	604	191	604	352	16	779	-	795	16	-	779	184	391	108	499	
	Did not recognise OOH ads	795	166	604	191	604	352	16	779	-	795	16	-	779	184	391	108	499
	90%	76%	96%	97%	85%	97%	37%	93%	100%	100%	16%	-	100%	91%	89%	88%	89%	89%
	A	-	A	C	C	-	HJ*	-	FHJ	-	FHJ	*	**	FHJ	*	*	*	*
	Recognised any ad	100	58	37	75	24	70	42	58	84	16	100	27	-	26	52	15	67
	11%	27%	6%	29%	4%	17%	100%	7%	100%	2%	100%	100%	-	13%	12%	12%	12%	12%
	B	20	4	25	2	24	27	-	27	-	27	27	-	9	10	7	17	
Recognised the video ad and OOH ads	27	20	4	25	2	24	27	-	27	-	27	27	-	9	10	7	17	
3%	9%	1%	10%	*	6%	63%	-	32%	-	27%	100%	-	5%	2%	6%	3%	3%	
B	161	595	183	596	342	-	779	-	779	-	-	-	779	176	387	108	495	
Did not recognise any ads	779	161	595	183	596	342	-	779	-	779	-	-	779	176	387	108	495	
89%	73%	94%	71%	96%	83%	-	93%	-	98%	-	-	-	779	176	387	108	495	
A	-	A	C	C	-	FHJ	*	FHJ	-	FHJ	*	**	FHJ	*	*	*	*	
Seen source of campaign	Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
	Base <td>879</td> <td>219</td> <td>632</td> <td>258</td> <td>621</td> <td>412</td> <td>42</td> <td>837</td> <td>84</td> <td>795</td> <td>100</td> <td>27</td> <td>779</td> <td>202</td> <td>439</td> <td>123</td> <td>562</td>	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
	Private fostering agency	202	64	134	63	139	131	18	184	18	184	26	9	176	202	-	-	-
	23%	29%	21%	24%	22%	32%	42%	22%	21%	23%	26%	35%	23%	100%	-	-	-	
	B	-	-	-	-	-	GHL*	*	*	*	*	**	NOP	-	-	-	-	
	Local authority (i.e. the council)	439	106	326	144	294	194	14	424	48	391	52	10	387	-	439	-	439
	50%	48%	56%	47%	49%	47%	34%	51%	57%	49%	52%	39%	50%	-	100%	-	78%	
D	-	-	-	-	-	F*	-	F*	-	F*	+	+	MOP	*	*	MO	*	
Perceived source of campaign	Government	123	33	85	39	84	59	7	116	15	108	15	7	108	-	-	123	123
	14%	15%	14%	15%	13%	14%	16%	14%	18%	14%	15%	26%	14%	-	-	100%	22%	
	MNP*	-	-	-	-	-	*	*	*	*	*	**	*	-	-	100%	12%	
	MN	562	139	412	184	378	253	21	541	63	499	67	17	495	-	439	123	562
Net: Local authority or Government	64%	63%	65%	71%	61%	61%	50%	65%	75%	63%	67%	65%	64%	-	100%	100%	100%	100%
M	-	-	-	-	-	-	*	*	FI*	*	*	**	*	-	M	M*	M	M

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Summary Table

Base: All respondents

	To what extent do you agree or disagree with the following statements? Please select one per statement.				
	Foster children tend to have complex needs	I think being a foster carer would be difficult	I think being a foster carer would be rewarding	Being a foster carer would take a lot of time and commitment	Foster carers can positively shape the life of a child or young person
Unweighted Base	879	879	879	879	879
Base	879	879	879	879	879
Strongly agree	123	201	346	426	513
	14%	23%	39%	49%	58%
Agree	405	455	402	377	306
	46%	52%	46%	43%	35%
Disagree	188	113	41	20	12
	21%	13%	5%	2%	1%
Strongly disagree	27	19	11	14	8
	3%	2%	1%	2%	1%
Don't know	137	91	79	41	39
	16%	10%	9%	5%	4%
Agree (NET)	528	656	748	803	820
	60%	75%	85%	91%	93%
Disagree (NET)	215	132	52	35	20
	24%	15%	6%	4%	2%

01/03/2024- 16/03/2024

[illegible]

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience				Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
	Total	35 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	d	
Unweighted Base	879	266	560	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	497	276	252	234	310	42	79	
Base	879	266	560	420	140	319	496	262	216	110	120	429	482	278	555	80	216	295	584	23	31	810	459	411	497	276	252	234	310	42	79	
Strongly agree	123	46	70	53	16	53	68	34	34	12	18	59	67	54	69	15	32	37	86	10	10	302	72	10	66	44	26	42	7	13		
	14%	17%	14%	15%	12%	14%	12%	10%	18%	12%	10%	13%	14%	14%	12%	19%	14%	13%	14%	20%	37%	10%	10%	14%	13%	16%	10%	14%	20%	3%	16%	
Agree	405	174	228	160	68	177	235	167	90	46	54	233	236	169	244	25	120	115	260	18	13	514	221	182	222	144	134	162	144	10	36	
	46%	48%	47%	48%	51%	45%	48%	45%	48%	49%	48%	45%	48%	45%	44%	42%	53%	46%	46%	45%	44%	13	43%	43%	48%	48%	54%	50%	48%	54%	53%	
Disagree	188	84	112	81	31	76	105	80	45	13	21	107	104	76	124	10	42	51	136	4	6	178	103	85	115	45	67	84	75	6	11	
	21%	23%	23%	23%	23%	19%	22%	21%	24%	14%	19%	23%	21%	20%	23%	16%	18%	20%	22%	11%	18%	22%	23%	20%	23%	15%	27%	26%	25%	23%	15%	
Strongly disagree	27	14	14	9	5	12	14	13	5	3	6	12	18	9	20	1	6	14	12	-	-	27	13	13	20	5	10	10	1	6		
	3%	4%	3%	3%	4%	3%	3%	3%	2%	3%	5%	3%	4%	2%	3%	6%	2%	3%	4%	6%	7%	-	3%	3%	4%	2%	1%	3%	2%	3%	4%	
Don't know	137	48	61	47	14	76	70	47	15	22	14	63	65	69	92	9	26	34	103	5	1	127	42	91	45	62	19	25	27	-	4	
	16%	13%	13%	13%	10%	19%	16%	13%	8%	22%	12%	18%	13%	18%	17%	15%	12%	13%	16%	14%	5%	16%	9%	22%	10%	22%	8%	8%	9%	-	5%	
Agree (NET)	528	219	297	213	84	230	288	234	124	60	71	272	303	223	313	40	152	152	376	26	24	476	293	231	288	188	160	204	186	26	51	
	60%	60%	61%	61%	63%	58%	59%	63%	65%	61%	64%	57%	62%	59%	57%	60%	67%	60%	60%	74%	77%	59%	63%	55%	62%	63%	64%	63%	62%	74%	71%	
Disagree (NET)	215	97	126	90	36	88	119	93	49	16	27	119	122	85	144	11	47	66	149	4	6	205	116	97	135	50	69	94	85	9	17	
	24%	27%	20%	20%	27%	22%	24%	25%	20%	16%	24%	25%	22%	20%	26%	18%	21%	26%	24%	11%	18%	25%	22%	22%	17%	20%	20%	20%	20%	24%	9%	24%

01930204-104930204
-Column Headers: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z, a, c,d Minimum Base: 30 ("), Small Base: 10 (") Column Footnotes: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z, a, c,d Minimum Base: 30 ("), Small Base: 10 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster children tend to have complex needs

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ads	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	123	34	87	40	83	63	12	111	11	111	15	8	108	34	58	17	76	
	14%	16%	14%	15%	13%	15%	27% GIL*	13%	14%	14%	15%	31% **	14%	17%	13%	14%	13%	
Agree	405	119	278	129	276	197	21	384	42	363	49	14	355	102	209	57	267	
	46%	55% B	44%	50%	44%	48%	49% *	46%	50%	46%	49% *	51% **	46%	50%	48%	47% *	47%	
Disagree	188	42	139	58	129	106	5	183	24	164	27	2	161	43	105	23	128	
	21%	19%	22%	23%	21%	26%	13% *	22%	29%	21%	27% *	9% **	21%	22%	24%	19% *	23%	
Strongly disagree	27	6	21	6	20	15	1	26	2	25	2	1	25	7	12	3	15	
	3%	3%	3%	2%	3%	4%	1% *	3%	2% *	3%	2% *	2% **	3%	4%	3%	2% *	3%	
Don't know	137	17	108	25	112	31	4	133	5	132	7	2	130	15	54	22	76	
	16%	8%	17% A	10%	18% C	8%	9% *	16% HJ	6% *	17% HJ	7% *	7% **	17% HJ	8%	12% M*	18%	13%	
Agree (NET)	528	154	364	169	359	260	32	495	53	474	64	22	464	135	267	75	342	
	60%	70% B	58%	65%	58%	63%	77% GIL*	59%	63%	60%	64%	82% **	60%	67%	61%	61%	61%	
Disagree (NET)	215	48	159	65	150	121	6	209	26	189	29	3	186	51	118	26	143	
	24%	22%	25%	25%	24%	29%	14% *	25%	31% *	24%	29% *	11% **	24%	25%	27%	21% *	26%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(Factorial) Q15- To what extent do you agree or disagree with the following statements? - I think being a foster carer would be difficult.

[illegible]

05/09/2024 16:03:02

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering		
	Total	35 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae
Unweighted Base	879	366	560	420	140	319	496	282	216	110	120	429	492	378	555	79	216	205	584	23	30	810	459	411	407	276	252	234	310	42	79
Base	879	366	560	420	140	319	496	282	216	110	120	429	492	378	555	80	216	205	584	23	31	809	459	411	408	276	252	234	310	42	79
Strongly agree	281	71	120	88	32	81	104	95	52	29	32	88	112	87	125	17	50	62	139	6	9	186	97	102	94	86	53	24	60	6	21
	23%	19%	23%	23%	24%	24%	21%	23%	25%	28%	30%	28%	23%	23%	23%	22%	24%	23%	24%	17%	20%	23%	27%	24%	20%	29%	21%	23%	20%	17%	20%
Agree	458	159	289	195	65	196	273	176	99	41	45	268	257	196	290	31	115	135	300	15	15	404	251	302	254	100	147	167	180	16	32
	52%	53%	52%	48%	48%	50%	50%	47%	52%	42%	41%	57%	52%	52%	53%	50%	51%	42%	50%	42%	50%	53%	48%	54%	50%	59%	58%	60%	47%	43%	
							G								*	*		*	*	**	**		25	202	254	100	147	167	180	16	32
Disagree	113	59	54	29	25	59	53	56	24	15	22	50	67	40	69	5	24	33	79	7	6	97	68	46	76	21	33	43	39	11	14
	13%	16%	11%	8%	8%	19%	13%	15%	13%	15%	20%	11%	14%	11%	13%	8%	11%	13%	15%	21%	19%	12%	15%	11%	16%	7%	13%	13%	13%	6	31%
						9C																14	15	4	11	7	5	6	10	3	3
Strongly disagree	39	8	11	2	6	8	12	3	3	2	4	11	10	9	13	-	7	13	5	-	-	14	15	4	11	7	5	6	10	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	4%	2%	2%	2%	2%	-	3%	3%	2%	10%	-	2%	3%	1%	2%	2%	2%	4%	4%	2%	4%
Don't know	91	26	30	28	11	51	48	36	11	12	8	57	44	45	51	5	30	15	76	2	1	87	22	65	34	35	10	13	9	1	1
	10%	7%	8%	8%	8%	13%	10%	9%	6%	12%	7%	12%	9%	12%	9%	8%	13%	6%	12%	5%	3%	11%	5%	16%	7%	12%	4%	4%	3%	3%	2%
						9C							H					Q		**	**										
Agree (NET)	656	270	379	283	96	277	377	270	151	71	77	357	369	283	415	50	165	196	409	21	24	610	348	304	347	236	200	261	240	23	53
	75%	74%	72%	81%	72%	70%	78%	72%	80%	72%	69%	75%	75%	76%	84%	72%	78%	72%	74%	59%	78%	76%	72%	74%	79%	80%	81%	80%	65%	65%	75%
Disagree (NET)	132	68	67	40	28	65	61	68	27	6	26	62	77	49	82	5	31	40	92	12	6	111	85	51	87	39	38	50	11	17	17
	15%	15%	14%	12%	12%	21%	13%	18%	14%	5%	24%	13%	16%	15%	8%	14%	16%	15%	15%	30%	12%	14%	12%	12%	10%	15%	15%	17%	3%	3%	24%

GLS03004-104930004

- Column Headers: Columns Total(SN) A, B,C,D,E, F,G, H,I,J,K, L,M,N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, c, d Minimum Base: 30 ("), Small Base: 100 (") Column Properties: Columns Total(SN) A, B,C,D,E, F,G, H,I,J,K, L,M,N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, c, d Minimum Base: 30 ("), Small Base: 100 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I think being a foster carer would be difficult

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	201	52	143	50	151	86	12	189	20	180	23	10	178	46	109	29	137	
	23%	24%	23%	19%	24%	21%	29%	23%	24%	23%	23%	37%	23%	23%	25%	23%	24%	
Agree	455	117	329	135	320	227	18	436	44	411	50	12	404	115	225	65	290	
	52%	53%	52%	52%	52%	55%	44%	52%	52%	52%	50%	46%	52%	57%	51%	53%	52%	
Disagree	113	25	83	48	65	68	9	104	9	103	15	3	98	31	53	15	68	
	13%	12%	13%	18%	10%	17%	20%	12%	11%	13%	15%	12%	13%	16%	12%	12%	12%	
Strongly disagree	19	12	6	14	6	10	2	17	3	16	4	1	16	1	15	1	16	
	2%	6%	1%	5%	1%	3%	5%	2%	4%	2%	4%	5%	2%	1%	3%	1%	3%	
Don't know	91	12	71	13	79	20	1	90	7	84	8	-	83	9	38	12	50	
	10%	6%	11%	5%	13%	5%	2%	11%	8%	11%	8%	-	11%	4%	9%	10%	9%	
Agree (NET)	656	169	472	184	471	313	31	625	65	591	73	22	582	160	333	94	427	
	75%	77%	75%	71%	76%	76%	73%	75%	77%	74%	73%	83%	75%	80%	76%	77%	76%	
Disagree (NET)	132	38	89	61	71	79	11	121	13	120	19	5	114	33	67	17	84	
	15%	17%	14%	24%	11%	19%	25%	15%	15%	15%	19%	17%	15%	16%	15%	14%	15%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

09/09/2024 16:03:02

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering			
	Total	35 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	
Unweighted Base	879	346	560	420	140	319	496	362	216	110	120	429	482	278	555	79	216	295	584	33	30	810	459	411	467	276	252	234	310	42	79	
Base	879	266	560	413	349	150	498	324	189	112	449	319	549	80	218	213	618	33	21	383	431	318	448	308	142	244	148	246	11	41		
Strongly agree	346	163	234	152	62	132	187	167	83	35	42	185	213	130	207	28	64	117	229	15	18	311	209	136	254	82	106	151	149	19	41	
39%	45%	42%	44%	43%	46%	33%	38%	43%	44%	38%	38%	39%	43%	39%	43%	47%	42%	30%	43%	50%	50%	38%	40%	48%	32%	7%	54%	21%	43%	5%	23%	
			F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	
Agree	482	166	449	235	195	60	187	241	152	80	55	49	219	216	185	275	27	88	113	289	18	9	314	202	187	188	341	123	151	130	13	26
46%	46%	44%	44%	44%	48%	43%	47%	50%	41%	42%	55%	44%	46%	48%	50%	45%	39%	45%	45%	46%	52%	29%	46%	43%	47%	42%	47%	49%	47%	44%	39%	33%
			I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
Disagree	41	14	26	21	6	14	25	14	9	2	10	19	27	10	18	7	18	8	32	2	3	36	17	24	9	31	9	10	10	3	3	
5%	4%	5%	6%	4%	4%	5%	4%	5%	4%	5%	2%	9%	4%	6%	3%	3%	1%	8%	3%	5%	5%	10%	4%	6%	2%	10%	3%	3%	3%	3%	6%	4%
			O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR
Strongly disagree	11	1	3	2	1	8	4	5	1	-	1	6	5	5	3	1	6	2	9	-	-	11	3	7	-	9	2	1	2	-	-	-
1%	+	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	+	1%	3%	1%	3%	-	-	1%	2%	-	1%	+	1%	+	1%	-	-	-
			AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG
Don't know	79	21	25	20	5	51	30	35	15	7	9	45	29	48	47	8	21	11	68	-	1	76	21	55	7	56	9	8	1	1	1	
9%	8%	5%	8%	4%	4%	14%	8%	9%	8%	7%	8%	10%	6%	13%	9%	6%	9%	4%	11%	-	2%	9%	5%	13%	2%	19%	3%	3%	3%	2%	2%	2%
			BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH
Agree (NET)	748	328	430	307	123	319	418	319	163	90	404	430	315	481	57	181	220	528	33	27	685	411	333	452	204	220	302	279	32	67		
85%	90%	89%	88%	91%	81%	88%	89%	85%	80%	91%	82%	85%	88%	94%	88%	92%	90%	85%	92%	92%	88%	85%	91%	97%	68%	92%	92%	92%	92%	92%	94%	
			CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK
Disagree (NET)	52	15	30	23	7	22	29	19	10	2	11	26	32	15	20	1	24	41	5	2	3	47	31	9	40	11	12	11	2	3		
6%	4%	6%	7%	5%	5%	6%	6%	5%	5%	2%	10%	5%	6%	4%	4%	2%	11%	6%	7%	5%	10%	6%	7%	2%	12%	4%	4%	4%	4%	4%	4%	
			DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

Q16Q3Q8Q4-16Q3Q8Q4
- Column Percent - Columns Totaled(%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z, &, 0/1 Minimum Base: 30(1%) Small Base: 10(1%) Column Proportions - Columns Totaled(DN) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z, &, 0/1 Minimum Base: 30(1%) Small Base: 10(1%) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - I think being a foster carer would be rewarding

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
Base	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	346 39%	99 45%	238 38%	138 53%	208 34%	219 53%	21 49%	325 39%	42 50%	304 38%	48 48%	15 56%	298 38%	90 45%	183 42%	50 41%	232 41%	
Agree	402 46%	103 47%	295 47%	105 41%	298 48%	174 42%	16 37%	387 46%	35 42%	367 46%	44 44%	7 28%	359 46%	99 49%	199 45%	55 45%	254 45%	
Disagree	41 5%	4 2%	33 5%	9 4%	31 5%	10 2%	4 9%	37 4%	4 4%	37 5%	5 5%	3 10%	36 5%	9 4%	17 4%	8 6%	25 4%	
Strongly disagree	11 1%	3 2%	6 1%	2 1%	9 1%	- -	- -	11 1%	- -	11 1%	- -	- -	11 1%	1 1%	4 1%	1 1%	5 1%	
Don't know	79 9%	9 4%	60 A	4 2%	75 C	9 2%	2 5%	77 9%	3 4%	76 10%	4 4%	1 5%	75 10%	2 1%	36 8%	9 8%	45 8%	
Agree (NET)	748 85%	202 92%	533 84%	243 94%	506 82%	393 95%	36 86%	712 85%	78 92%	671 84%	91 92%	22 84%	657 84%	189 94%	381 87%	105 85%	486 87%	
Disagree (NET)	52 6%	7 3%	39 6%	12 4%	40 6%	10 2%	4 9%	48 6%	4 4%	48 6%	5 5%	3 10%	47 6%	10 5%	21 5%	8 7%	30 5%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

09/09/2024 16:03:02

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering		
	Total	35 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE
Unweighted Base	879	346	560	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	33	30	810	459	411	467	276	252	234	310	42	79	
Base	879	266	510	370	130	244	410	214	189	109	113	476	496	277	545	80	216	303	618	11	11	695	411	410	469	276	252	234	310	41	71	
Strongly agree	436	182	232	174	58	194	222	199	100	48	51	228	246	177	265	27	114	109	318	11	18	396	227	11	196	162	145	145	12	31		
	49%	50%	48%	50%	43%	43%	49%	46%	53%	49%	45%	48%	50%	47%	47%	48%	40%	50%	43%	51%	32%	60%	49%	43%	52%	50%	49%	49%	35%	44%		
Agree	377	164	224	150	64	163	233	139	76	45	47	268	213	164	242	26	82	122	255	20	7	348	183	183	218	156	111	151	140	16	25	
	43%	45%	43%	46%	48%	47%	48%	43%	40%	46%	42%	44%	43%	44%	44%	43%	48%	48%	48%	57%	23%	43%	43%	44%	47%	39%	45%	47%	47%	46%	49%	
Disagree	20	5	14	9	5	6	7	11	4	1	8	6	8	7	11	-	6	6	15	3	4	16	10	11	12	6	4	3	9	4	4	
	2%	1%	3%	3%	3%	2%	3%	1%	3%	2%	1%	7%	1%	2%	2%	-	3%	2%	2%	12%	2%	3%	2%	3%	2%	2%	1%	1%	3%	11%	6%	
Strongly disagree	14	3	9	5	3	6	5	8	4	-	3	6	8	6	6	3	4	10	3	1	10	10	3	8	7	1	4	3	2	1	1	
	2%	1%	2%	2%	2%	1%	2%	3%	2%	-	2%	1%	1%	2%	1%	2%	1%	9%	1%	2%	2%	3%	2%	1%	2%	2%	1%	1%	7%	2%	4%	
Don't know	41	10	16	12	4	25	19	17	5	4	4	26	17	22	24	5	11	11	30	-	-	39	11	28	9	15	4	3	1	-	-	
	5%	3%	3%	3%	3%	6%	4%	5%	3%	4%	3%	6%	4%	6%	4%	2%	5%	4%	5%	++	2%	5%	2%	7%	2%	5%	2%	1%	*	1%	-	
Agree (NET)	883	346	446	324	122	357	455	337	176	93	98	437	458	341	508	53	205	230	573	31	26	744	420	379	440	272	240	313	285	28	66	
	91%	95%	92%	92%	91%	91%	94%	90%	93%	95%	87%	92%	92%	90%	92%	99%	91%	92%	91%	90%	94%	92%	93%	90%	94%	91%	97%	97%	95%	81%	92%	
Disagree (NET)	35	8	22	15	8	12	12	19	8	1	15	15	15	16	6	9	10	25	4	4	25	20	13	19	12	4	7	12	6	6	6	
	4%	2%	5%	4%	6%	3%	2%	5%	4%	1%	3%	3%	4%	3%	3%	4%	4%	4%	4%	++	3%	4%	3%	4%	4%	4%	2%	2%	4%	4%	4%	

01/03/2024-10/03/2024
- Column Headers: Columns Titled(SN): A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, b, c, d Minimum Base: 30 ("), Small Base: 10 ("), Column Footnotes: Columns Titled(SN): A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, b, c, d Minimum Base: 30 ("), Small Base: 10 ("), Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Being a foster carer would take a lot of time and commitment

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	426	110	306	124	302	202	15	411	42	385	46	11	380	108	220	62	282	
	49%	50%	48%	48%	49%	49%	36%	49%	49%	48%	46%	40%	49%	54%	50%	51%	50%	
Agree	377	99	272	115	261	187	21	356	35	342	43	13	334	86	195	47	243	
	43%	45%	43%	45%	42%	45%	50%	43%	41%	43%	43%	48%	43%	43%	45%	38%	43%	
Disagree	20	3	14	9	11	10	1	19	4	17	4	1	16	3	9	4	12	
	2%	1%	2%	3%	2%	2%	3%	2%	4%	2%	4%	2%	2%	1%	2%	3%	2%	
Strongly disagree	14	4	10	9	5	9	3	11	2	12	3	2	11	3	4	5	9	
	2%	2%	2%	3% D	1%	2%	8% GIL*	1%	2%	2%	3%	8% **	1%	1%	1%	4% *	2%	
Don't know	41	3	30	-	41	4	1	40	2	39	3	-	38	2	11	5	16	
	5%	1%	5%	* C	7%	1%	3%	5%	2%	5%	3%	2%	5%	1%	2%	4% *	3%	
Agree (NET)	803	209	578	240	563	389	36	767	77	727	89	24	714	194	415	109	524	
	91%	96%	91%	93%	91%	94%	86%	92%	91%	91%	89%	88% **	92%	96% O	95%	89% +	93%	
Disagree (NET)	35	7	24	18	17	19	5	30	6	29	8	3	27	5	13	9	21	
	4%	3%	4%	7% D	3%	5%	11% GIL*	4%	7%	4%	8%	10% **	3%	3%	3%	7% *	4%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

09/09/2024 16:03:02

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering			
	Total	35 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	
Unweighted Base	879	366	560	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	33	30	810	459	411	497	276	252	234	310	42	79	
Base	879	266	415	350	154	324	480	274	159	113	475	405	277	543	80	210	243	618	33	31	688	431	410	449	250	248	323	249	11	51		
Strongly agree	513	235	336	232	84	197	287	219	121	50	62	280	305	205	321	37	130	280	364	15	17	480	280	220	321	144	177	228	189	15	51	
58%		64%	60%	60%	63%	59%	59%	59%	64%	51%	52%	62%	62%	54%	59%	63%	58%	58%	43%	50%	59%	64%	53%	7%	71%	70%	64%	44%	71%			
Agree	306	116	140	96	42	166	114	125	56	43	40	186	163	142	130	19	79	86	220	18	22	277	247	159	129	125	65	91	99	16	36	
35%		32%	29%	28%	31%	42%	30%	33%	30%	43%	36%	35%	33%	38%	35%	32%	35%	34%	35%	47%	32%	34%	33%	38%	28%	42%	26%	28%	33%	43%	23%	
Disagree	13	4	9	7	2	3	3	8	4	1	1	5	3	4	1	5	3	9	1	3	8	5	7	6	4	2	7	4	4	4		
1%		1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	11%	1%	1%	1%	2%	1%	2%	1%	2%	1%	7%	5%	
Strongly disagree	8	2	5	3	1	4	4	4	2	-	3	3	4	5	7	-	1	4	4	4	1	-	7	4	4	4	4	1	2	3	-	
		1%	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	
Don't know	39	6	15	10	5	24	18	18	6	4	2	24	14	23	22	3	11	10	29	2	-	35	6	29	8	21	1	1	-	2	1	
4%		2%	3%	3%	4%	6%	4%	5%	3%	4%	2%	5%	3%	6%	4%	3%	5%	4%	5%	3%	-	4%	1%	7%	2%	7%	-	-	-	5%	1%	
Agree (NET)	830	351	456	331	126	363	460	344	177	93	102	446	467	347	516	57	209	235	585	31	27	758	436	379	450	289	242	318	288	30	67	
		96%	94%	94%	94%	92%	93%	92%	94%	94%	94%	94%	95%	92%	94%	95%	94%	94%	93%	90%	88%	94%	93%	90%	90%	90%	98%	98%	97%	87%	94%	
Disagree (NET)	20	7	13	10	3	7	12	6	6	1	8	5	8	11	-	1	6	7	14	2	-	15	9	11	9	10	5	4	10	3	4	
		2%	3%	3%	2%	2%	1%	3%	3%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	1%	3%	8%	5%	

01930004-194930004
- Column Headers: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, b, c, d Minimum Base: 30 (1%); Small Base: 100 (1%) Column Footnotes: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, a, b, c, d Minimum Base: 30 (1%); Small Base: 100 (1%) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(FosteringAtts) Q015 - To what extent do you agree or disagree with the following statements? - Foster carers can positively shape the life of a child or young person

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	513	154	349	172	342	285	19	495	52	461	58	12	455	136	263	69	333	
	58%	70%	55%	66%	55%	69%	44%	59%	62%	58%	58%	47%	58%	67%	60%	56%	59%	
Agree	306	58	241	74	232	112	21	286	29	278	37	12	269	60	163	42	206	
	35%	27%	38%	29%	37%	27%	49%	34%	34%	35%	37%	46%	35%	30%	37%	34%	37%	
Disagree	12	1	9	7	5	7	2	10	2	10	3	1	9	3	3	5	7	
	1%	1%	1%	3%	1%	2%	5%	1%	2%	1%	3%	4%	1%	2%	1%	4%	1%	
Strongly disagree	8	3	4	2	6	3	1	7	1	7	1	1	7	2	1	1	2	
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	*	
Don't know	39	2	29	3	36	5	-	39	1	38	1	-	38	1	8	6	14	
	4%	1%	5%	1%	6%	1%	-	5%	1%	5%	1%	-	5%	*	2%	5%	3%	
Agree (NET)	820	212	590	246	574	397	39	780	81	739	95	25	724	196	427	112	539	
	93%	97%	93%	95%	92%	96%	93%	93%	96%	93%	95%	92%	93%	97%	97%	91%	96%	
Disagree (NET)	20	4	13	9	11	10	3	18	3	17	4	2	17	5	4	5	9	
	2%	2%	2%	4%	2%	2%	7%	2%	3%	2%	4%	8%	2%	2%	1%	4%	2%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

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

Base: All respondents

Thinking about becoming a foster carer, how much do you agree or disagree with the following statements... Please select one per statement.										
	I Would Have Concerns About The Other Children In The Household	I Would Not Feel Confident Looking After Children	I Would Have Concerns About Foster Children Having Behavioural Issues Or Traumatic Pasts	I Worry That I Would Become Attached To The Foster Child, Only For Them To Leave	There Is A Lack Of Support For Foster Carers Once A Child Is Placed With Them	I Could Not Afford To Become A Foster Carer	I Would Struggle To Foster And Work Full Time	I Am Too Old To Foster	I Don't Have Enough Free Space In My Home To Foster A Child	I Worry That I Would Be Placed With A Child Who Spoke A Different Language
Unweighted Base	295	358	879	879	879	879	879	879	879	879
Base	211	326	879	879	879	879	879	879	879	879
Strongly agree	54	58	157	148	66	129	215	145	202	47
	21%	18%	18%	17%	7%	15%	24%	17%	23%	5%
Agree	89	118	429	407	171	258	298	226	289	180
	35%	36%	49%	46%	19%	29%	34%	26%	33%	21%
Disagree	68	88	176	146	208	266	164	263	250	395
	27%	27%	20%	17%	24%	30%	19%	30%	28%	45%
Strongly disagree	20	36	41	52	43	69	80	166	83	120
	8%	11%	5%	6%	5%	8%	9%	19%	9%	14%
Don't know	20	26	76	126	392	157	123	79	55	137
	8%	8%	9%	14%	45%	18%	14%	9%	6%	16%
Agree (NET)	143	175	586	555	236	387	512	372	491	227
	57%	54%	67%	63%	27%	44%	58%	42%	56%	26%
Disagree (NET)	88	124	217	198	251	335	244	429	332	515
	35%	38%	25%	23%	29%	38%	28%	49%	38%	59%

01/03/2024- 16/03/2024

07268

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

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types	Preference for fostering			
	Total	35 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D	
Unweighted Base	205	93	232	171	61	63	185	107	67	46	50	132	118	177	238	5	48	205	-	17	12	12	264	163	129	204	59	88	118	109	21	23
Base	251	77	196	132	54	65	147	102	92	19	39	173	92	166	198	5	64	251	-	17	12	10	233	140	109	169	54	78	93	93	16	11
Strongly agree	54	18	41	30	11	13	40	14	10	12	9	23	25	29	42	1	9	54	-	8	14	14	46	34	54	36	14	14	21	23	4	6
	21%	23%	22%	23%	20%	19%	27%	14%	19%	21%	24%	19%	26%	19%	21%	28%	21%	21%	-	46%	5%	20%	24%	18%	21%	26%	18%	22%	19%	24%	28%	21%
Agree	89	24	71	46	26	31	50	39	18	13	15	43	28	41	71	-	18	89	-	7	3	79	58	59	59	18	29	36	33	6	8	
	35%	31%	36%	33%	48%	27%	34%	38%	35%	34%	40%	35%	29%	35%	36%	-	42%	35%	-	42%	31%	35%	38%	36%	35%	33%	37%	38%	35%	41%	28%	
Disagree	68	18	49	41	6	20	38	30	14	8		38	23	45	54	1	11	68	-	11	3	65	40	28	52	14	28	31	29	13		
	27%	24%	26%	31%	14%	30%	26%	29%	27%	21%	22%	31%	24%	29%	27%	12%	25%	27%	-	4%	34%	29%	29%	26%	31%	29%	3%	3%	30%	14%	42%	
Strongly disagree	26	12	10	6	5	9	9	11	6	3	5	6	13	7	15	2	2	26	-	1	2	16	12	7	13	2	5	3	8	3		
	8%	13%	6%	4%	8%	14%	6%	11%	11%	12%	8%	12%	12%	4%	8%	54%	5%	4%	-	9%	23%	7%	9%	7%	8%	4%	6%	3%	9%	18%	8%	
Don't know	30	5	14	9	5	6	10	9	4	2	1	14	8	13	16	1	3	20	-	-	1	18	3	15	8	5	3	4	2	-	1	
	8%	6%	8%	7%	9%	9%	7%	9%	7%	5%	3%	11%	8%	8%	15%	8%	10%	8%	-	-	7%	8%	2%	14%	5%	11%	4%	4%	2%	-	2%	
Agree (NET)	143	42	113	76	37	30	89	53	28	25	25	66	53	89	113	1	27	143	-	15	3	125	84	59	95	32	42	57	56	11	15	
	57%	54%	61%	58%	68%	46%	61%	52%	53%	65%	64%	54%	55%	58%	57%	18%	63%	57%	-	88%	36%	56%	60%	54%	56%	50%	55%	60%	59%	68%	47%	
Disagree (NET)	88	30	59	47	12	29	47	40	21	11	43	36	52	69	3	13	88	-	2	5	81	53	35	66	36	33	34	37	5	16		
	35%	30%	32%	33%	40%	40%	32%	39%	40%	29%	34%	30%	37%	34%	35%	63%	30%	35%	-	12%	57%	36%	38%	32%	33%	30%	42%	36%	30%	12%	51%	

Q19/Q20/4-19/Q30/20/4

-Column Headers: Columns Total(S%), B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,A,B,C,D

Minimum Base: 30 ("), Small Base: 18 ("), Column Proportions: Columns Total(S%), B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,A,B,C,D

Minimum Base: 30 ("), Small Base: 18 ("), Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about the other children in the household

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

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	295	97	187	95	200	172	18	277	32	263	39	11	256	94	124	36	160	
	251	75	166	79	172	144	14	237	24	227	30	9	222	77	110	30	140	
Strongly agree	54	22	30	17	36	27	6	47	8	46	10	4	44	17	23	7	29	
	21%	29%	18%	22%	21%	18%	46%	20%	32%	20%	34%	47%	20%	23%	21%	22%	21%	
	*	*	*	*	*	*	**	**	**	**	**	**	**	**	**	**	**	
Agree	89	21	63	31	58	55	2	87	6	83	7	1	82	25	43	12	55	
	35%	29%	38%	39%	34%	39%	16%	37%	24%	37%	25%	10%	37%	33%	39%	41%	39%	
	*	*	*	*	*	*	**	**	**	**	*	**	*	*	*	**	*	
Disagree	68	22	46	22	46	44	4	64	5	63	6	3	62	23	33	7	40	
	27%	29%	28%	28%	27%	31%	29%	27%	20%	28%	21%	30%	28%	31%	30%	23%	28%	
	*	*	*	*	*	*	**	**	**	**	**	**	**	**	**	**	**	
Strongly disagree	20	5	15	5	15	14	1	19	3	17	3	1	17	8	7	2	9	
	8%	6%	9%	6%	9%	9%	4%	8%	13%	7%	11%	6%	7%	11%	7%	6%	7%	
	*	*	*	*	*	*	**	**	**	**	*	**	*	*	*	**	*	
Don't know	20	5	12	4	16	4	1	20	2	18	2	1	18	2	5	2	7	
	8%	7%	7%	5%	10%	3%	5%	8%	10%	8%	8%	8%	8%	3%	4%	8%	5%	
	*	*	*	*	*	*	**	**	**	**	*	**	*	*	**	**	*	
Agree (NET)	143	43	94	48	94	82	9	134	14	129	18	5	125	43	65	19	84	
	57%	58%	56%	61%	55%	57%	63%	56%	14	56%	59%	57%	56%	56%	59%	62%	60%	
	*	*	*	*	*	*	**	**	**	**	**	**	*	*	*	**	*	
Disagree (NET)	88	26	61	27	61	57	5	84	8	80	10	3	79	32	40	9	49	
	35%	35%	37%	34%	36%	40%	33%	35%	33%	35%	32%	36%	35%	41%	36%	29%	35%	
	*	*	*	*	*	*	**	**	**	**	*	**	*	*	*	**	*	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(Barber) Q224 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would not feel confident looking after children.

[illegible]

09/09/2024 16:03:02

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q24- Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would not feel confident looking after children

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

		Target	Working status					Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
	Total	50 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad
Unweighted Base	338	157	253	203	52	105	169	175	112	48	48	146	223	129	162	62	119	-	358	13	10	331	175	179	184	127	103	128	137	16	25	
Base	338	137	215	168	60	113	150	150	93	33	65	146	205	113	163	52	117	-	328	14	13	288	156	166	155	127	93	113	122	14	10	
Strongly agree	58	21	34	26	8	24	32	26	15	9	8	25	39	19	25	7	21	-	58	1	2	55	19	22%	10	46	14	23	20	3	3	
	18%	13%	16%	13%	16%	22%	21%	16%	17%	27%	18%	18%	20%	15%	17%	13%	18%	-	18%	8%	17%	18%	22%	7%	38%	10%	17%	21%	18%	8%	++	
Agree	118	48	78	61	17	30	64	49	40	14	9	53	64	52	45	18	50	-	118	4	1	111	48	67	48	40	35	39	38	5	8	
	35%	33%	36%	37%	36%	30%	42%	31%	43%	36%	21%	37%	35%	42%	32%	35%	43%	-	118	28%	13%	37%	31%	40%	32%	38%	38%	35%	32%	39%	++	
Disagree	88	46	64	49	15	24	35	49	26	13	14	35	61	23	46	17	23	-	88	3	2	83	50	38	62	55	28	31	38	2	12	
	27%	34%	30%	30%	23%	23%	31%	28%	26%	35%	29%	24%	31%	19%	32%	33%	20%	-	27%	24%	16%	28%	32%	23%	40%	12%	30%	28%	31%	24%	++	
Strongly disagree	36	14	24	20	5	12	12	23	7	1	6	21	21	14	19	6	10	-	36	5	5	24	26	9	30	5	10	14	19	3	6	
	11%	10%	11%	12%	9%	10%	8%	14%	7%	3%	13%	14%	11%	12%	12%	8%	10%	-	11%	30%	47%	8%	10%	5%	19%	4%	10%	10%	10%	21%	++	
Don't know	26	9	14	10	4	13	13	13	5	1	8	10	10	15	8	4	13	-	26	-	1	25	12	13	4	6	4	6	-	1	++	
	8%	6%	7%	6%	9%	11%	7%	8%	5%	4%	18%	7%	5%	12%	6%	7%	11%	-	8%	-	8%	8%	8%	8%	2%	10%	7%	4%	5%	++	++	
Agree (NET)	175	69	112	86	26	63	96	74	56	22	18	78	103	71	70	25	72	-	175	5	3	166	68	106	60	94	40	61	59	8	11	
	54%	50%	52%	52%	52%	57%	47%	47%	60%	58%	39%	54%	57%	57%	40%	48%	61%	-	54%	37%	20%	56%	44%	64%	39%	34%	53%	56%	48%	57%	17%	
Disagree (NET)	124	60	88	69	19	35	48	72	31	1	20	56	82	38	65	23	33	-	124	9	7	107	76	47	92	59	37	45	57	6	18	
	38%	44%	42%	42%	39%	32%	31%	40%	33%	38%	43%	39%	42%	31%	45%	40%	28%	-	38%	63%	63%	36%	48%	28%	55%	13%	40%	43%	47%	43%	60%	

01/03/2024-10/03/2024

-Column Headers: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30(1%) Small Base: 18(1%) Column Properties: Columns Total(%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30(1%) Small Base: 18(1%) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

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

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

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	358	87	258	105	253	182	17	341	42	316	50	9	308	88	172	51	223	
	326	73	239	95	230	156	17	309	35	290	44	8	282	73	161	49	209	
Strongly agree	58 18%	11 16% *	45 19%	13 13% *	45 19%	14 9%	2 14% **	55 18%	4 13% *	53 18%	6 13% *	1 15% **	52 18%	11 15% *	32 20%	8 16% *	39 19%	
Agree	118 36%	21 29% *	91 38%	29 31% *	88 38%	52 33%	6 33% **	112 36%	11 31% *	107 37%	13 29% *	4 47% **	105 37%	25 35% *	57 36%	18 36% *	75 36%	
	88 27%	24 33% *	62 26%	27 28% *	61 27%	58 37%	3 17% **	85 28%	10 29%	78 27%	12 28% *	1 9% **	76 27%	26 35% *	40 25%	14 29% *	54 26%	
Disagree	36 11%	11 16% *	24 10%	21 22% D*	15 7%	29 18%	5 27% **	31 10%	7 20% *	29 10%	9 21% L*	2 29% **	27 9%	9 12% *	17 11%	7 15% *	24 12%	
	26 8%	5 7% *	18 8%	6 6% *	21 9%	3 2%	2 10% **	25 8%	2 7%	24 8%	4 9% *	- - **	22 8%	3 3% *	15 9%	2 4% *	17 8%	
Don't know	175 54%	33 45% *	135 57%	42 44% *	133 58% C	66 42%	8 46% **	168 54%	15 44% *	160 55%	18 42% *	5 62% **	157 56%	36 50% *	89 55%	25 52% *	114 55%	
	124 38%	36 49% *	86 36%	47 50% D*	76 33%	87 55%	7 44% **	116 38%	17 49% *	107 37%	22 49% *	3 38% **	102 36%	34 47% *	57 35%	22 44% *	78 37%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q24 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about foster children having behavioural issues or traumatic pasts

Base: All respondents

	Total	Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience			Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types	Preference for fostering	
		35 or LGBTQ+ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad
Unweighted Base	879	266	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Base	879	266	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Strongly agree	187	55	86	65	21	71	94	63	34	25	21	77	92	65	103	9	35	58	99	8	3	147	81	76	57	81	39	54	43	6	8
	18%	13%	18%	19%	16%	18%	19%	17%	18%	20%	19%	18%	19%	17%	19%	14%	16%	13%	10%	22%	10%	12%	18%	18%	12%	27%	16%	17%	14%	16%	11%
Agree	429	197	237	167	69	162	260	157	92	41	47	247	246	172	267	29	116	111	318	9	10	468	264	222	221	153	123	162	126	16	31
	49%	54%	49%	48%	52%	49%	54%	42%	49%	41%	42%	52%	51%	46%	49%	46%	51%	44%	51%	24%	33%	50%	43%	53%	47%	51%	50%	50%	46%	45%	43%
Disagree	176	73	100	74	26	76	6	88	49	15	28	85	94	82	117	14	41	56	120	16	12	149	112	64	134	25	59	82	84	5	28
	20%	20%	21%	21%	20%	19%	18%	23%	26%	15%	25%	18%	19%	22%	21%	22%	18%	22%	19%	46%	38%	18%	25%	19%	29%	8%	24%	25%	28%	4	29%
Strongly disagree	41	16	24	20	5	16	17	21	6	5	5	23	22	18	21	3	11	11	30	3	2	34	32	7	28	12	14	15	21	5	3
	5%	4%	5%	4%	3%	4%	4%	6%	3%	5%	5%	4%	4%	5%	4%	5%	5%	4%	5%	8%	8%	4%	7%	2%	6%	4%	6%	5%	7%	13%	4%
Don't know	76	23	38	25	13	38	20	45	8	13	11	43	34	40	41	6	23	16	60	-	3	71	23	51	28	29	13	10	13	-	2
	9%	6%	8%	7%	9%	10%	6%	12%	4%	13%	10%	9%	7%	11%	7%	10%	6%	10%	-	10%	9%	9%	12%	6%	10%	5%	3%	4%	-	-	3%
Agree (NET)	586	252	323	232	91	263	354	220	126	66	68	324	341	237	370	37	151	168	418	16	13	554	285	298	278	234	163	216	179	21	38
	67%	69%	67%	66%	68%	67%	73%	59%	60%	67%	61%	68%	69%	63%	67%	62%	67%	67%	67%	46%	44%	69%	63%	73%	59%	78%	66%	67%	60%	61%	54%
Disagree (NET)	217	89	124	92	31	93	153	109	55	20	33	108	116	99	139	17	52	67	150	19	14	182	144	71	162	37	73	97	106	14	31
	25%	24%	20%	27%	23%	22%	21%	29%	29%	20%	29%	23%	24%	26%	25%	28%	23%	27%	24%	54%	46%	23%	32%	17%	35%	12%	24%	30%	35%	39%	42%

01/03/2024-10/03/2024
- Column Headers: Columns Totals(SN) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 100 (") Column Footnotes: Columns Totals(SN) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 100 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would have concerns about foster children having behavioural issues or traumatic pasts

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ads	Did not recognise video ads	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	157	39	116	39	118	54	5	152	15	142	16	4	141	34	86	19	105	
	18%	18%	18%	15%	19%	13%	12%	18%	18%	16%	16%	16%	18%	17%	20%	16%	19%	
Agree	429	109	311	116	313	195	19	410	38	390	46	12	383	88	230	58	288	
	49%	50%	49%	45%	50%	47%	45%	49%	46%	49%	46%	44%	49%	44%	53%	47%	51%	
Disagree	176	54	116	69	107	124	11	165	20	156	22	9	154	57	78	26	105	
	20%	24%	18%	27%	17%	30%	27%	20%	24%	20%	22%	34%	20%	28%	18%	21%	19%	
Strongly disagree	41	11	29	6	23	3	14	37	6	34	8	1	32	13	16	7	22	
	5%	5%	5%	5%	4%	6%	8%	4%	8%	4%	9%	5%	4%	6%	4%	5%	4%	
Don't know	76	6	60	20	56	16	3	73	4	72	7	-	69	10	28	13	41	
	9%	3%	10%	8%	9%	4%	8%	9%	5%	9%	7%	-	9%	5%	6%	11%	7%	
Agree (NET)	586	148	427	155	431	249	24	562	54	532	62	16	524	122	316	77	393	
	67%	68%	68%	60%	69%	61%	57%	67%	64%	67%	62%	61%	67%	60%	72%	63%	70%	
Disagree (NET)	217	65	144	83	134	147	15	202	27	190	31	10	186	70	94	33	127	
	25%	30%	23%	32%	22%	36%	35%	24%	32%	24%	31%	39%	24%	35%	21%	27%	23%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q24 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I worry that I would become attached to the foster child, only for them to leave

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering			
	Total	35 or LGBTQ+ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	
Unweighted Base	879	266	560	420	140	319	496	382	216	110	120	429	492	378	555	79	216	205	584	33	30	810	459	411	467	276	252	234	310	42	79	
Base	879	266	560	420	140	319	496	382	216	110	120	429	492	378	555	81	216	213	618	33	31	811	451	410	469	280	249	233	310	42	78	
Strongly agree	148	69	94	60	34	54	82	64	37	21	21	68	94	54	101	11	31	58	90	5	8	134	83	65	91	40	36	53	60	8	18	
	17%	19%	19%	17%	25%	14%	17%	17%	20%	21%	19%	14%	19%	14%	18%	19%	14%	23%	14%	16%	20%	17%	19%	19%	19%	12%	14%	16%	20%	22%	25%	
Agree	467	169	231	163	68	176	221	176	84	46	40	224	224	177	254	13	103	110	288	14	10	380	207	188	238	123	114	171	145	15	32	
	46%	46%	49%	46%	51%	43%	46%	47%	44%	49%	44%	47%	46%	47%	46%	56%	45%	47%	46%	36%	34%	47%	46%	47%	51%	41%	46%	53%	46%	42%	45%	
Disagree	146	67	76	60	16	69	85	59	43	13	19	71	85	60	89	6	46	34	112	8	7	129	82	64	78	52	55	62	58	6	13	
	17%	18%	16%	17%	12%	18%	18%	16%	23%	14%	17%	15%	17%	16%	16%	20%	13%	18%	27%	22%	22%	18%	18%	15%	17%	17%	22%	19%	19%	7	18%	
Strongly disagree	52	17	26	22	4	27	28	24	10	4	6	31	27	24	28	2	19	10	43	5	2	45	32	18	23	29	16	12	18	3	4	
	6%	5%	5%	4%	3%	7%	6%	6%	5%	4%	5%	4%	6%	5%	6%	3%	8%	7%	13%	8%	6%	7%	10%	9%	10%	6%	4%	6%	9%	4%	6%	
Don't know	126	41	57	46	12	68	60	51	15	10	16	81	63	62	76	8	27	31	95	2	3	119	47	34	38	56	28	25	17	-	5	
	14%	11%	12%	13%	9%	17%	14%	14%	8%	12%	14%	17%	13%	16%	14%	13%	12%	12%	15%	5%	10%	15%	11%	18%	8%	19%	11%	8%	6%	-	7%	
Agree (NET)	595	238	325	223	102	230	304	240	121	69	71	292	318	231	355	45	133	177	378	19	18	514	290	263	329	164	150	224	205	23	50	
	67%	65%	64%	64%	76%	58%	63%	64%	64%	70%	63%	62%	65%	61%	65%	75%	59%	70%	60%	55%	40%	64%	64%	63%	70%	55%	60%	69%	69%	62%	68%	
Disagree (NET)	198	85	102	82	20	96	113	83	53	18	25	101	111	84	117	7	65	43	155	14	9	174	114	82	101	101	74	76	12	17	6	
	23%	23%	21%	22%	15%	24%	23%	22%	28%	18%	22%	23%	23%	22%	21%	12%	29%	17%	25%	40%	30%	22%	22%	20%	22%	27%	28%	23%	23%	25%	33%	24%

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-Column Headers: Columns Totals(%) A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, aa, ab, ac, ad Minimum Base: 30 ("), Small Base: 100 (") Column Proportions: Columns Totals(%) A, B,C,D,E, F,G, H,I,J,K, L,M, N,O,P, Q,R, S,T,U, V,W, X,Y, Z, aa, ab, ac, ad Minimum Base: 30 ("), Small Base: 100 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I worry that I would become attached to the foster child, only for them to leave

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
Base	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	148	42	101	55	93	83	12	135	18	130	21	9	127	35	74	27	101	
	17%	19%	16%	21%	15%	20%	29% GL*	16%	21%	16%	21%	34%	16%	18%	17%	22%	18%	
Agree	407	100	300	118	289	205	15	393	33	374	40	7	367	98	212	50	262	
	46%	46%	48%	46%	47%	50%	34%	47%	39%	47%	41%	27%	47%	49%	48%	40%	47%	
							*	*	*	*	*	**	*	*	*	*	*	
Disagree	146	46	98	47	98	73	11	135	18	128	21	8	125	39	66	24	89	
	17%	21%	15%	18%	16%	18%	27%	16%	22%	16%	21%	31%	16%	19%	15%	19%	16%	
							*	*	*	*	*	**	*	*	*	*	*	
Strongly disagree	52	13	38	15	37	19	1	51	5	47	5	1	47	13	26	7	33	
	6%	6%	6%	6%	6%	5%	3%	6%	6%	6%	5%	5%	6%	6%	6%	6%	6%	
							*	*	*	*	*	**	*	*	*	*	*	
Don't know	126	17	95	23	103	33	2	124	10	116	12	1	114	17	61	16	76	
	14%	8%	15%	9%	17%	8%	6%	15%	12%	15%	12%	3%	15%	8%	14%	13%	14%	
			A	C			*	*	*	*	*	**	*	*	*	*	*	
Agree (NET)	555	143	401	173	382	288	27	528	51	504	61	16	493	133	286	76	363	
	63%	65%	64%	67%	62%	70%	64%	63%	60%	63%	62%	61%	63%	66%	65%	62%	65%	
							*	*	*	*	*	**	*	*	*	*	*	
Disagree (NET)	198	59	136	63	136	91	13	185	23	175	26	10	172	52	92	31	123	
	23%	27%	22%	24%	22%	22%	30%	22%	28%	22%	27%	36%	22%	26%	21%	25%	22%	
							*	*	*	*	*	**	*	*	*	*	*	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

09/09/2024 16:03:02

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering		
	Total	35 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad
Unweighted Base	879	266	560	420	140	319	496	362	216	110	120	429	482	278	555	79	216	205	584	33	30	810	459	411	407	276	252	234	310	42	79
Base	879	266	560	420	140	319	496	362	216	110	120	429	482	278	555	79	216	205	584	33	30	810	459	411	407	276	252	234	310	42	79
Strongly agree	86	28	43	29	14	23	31	33	15	8	13	30	37	28	35	8	22	28	38	8	4	52	45	21	38	25	15	16	36	11	15
	7%	8%	8%	7%	4%	10%	6%	6%	6%	3%	11%	6%	8%	7%	6%	1%	10%	11%	6%	22%	13%	6%	20%	10%	9%	6%	12%	17%	10%	10%	21%
Agree	171	76	104	72	32	67	92	75	44	24	24	85	100	67	105	19	39	48	122	16	9	145	105	99	101	52	57	69	87	13	17
	19%	21%	21%	21%	24%	17%	19%	20%	23%	17%	22%	18%	20%	18%	19%	31%	17%	19%	19%	45%	30%	18%	22%	16%	22%	17%	23%	21%	29%	36%	24%
Disagree	208	91	116	78	38	92	111	93	40	20	19	120	113	89	138	5	57	57	151	16	11	191	138	68	136	50	62	98	83	7	19
	24%	23%	24%	22%	28%	23%	23%	25%	21%	20%	17%	27%	23%	24%	25%	10	20%	23%	24%	14%	14%	24%	31%	16%	29%	17%	25%	30%	28%	4	27%
Strongly disagree	43	20	23	15	8	20	22	21	10	5	7	20	28	15	22	1	16	12	31	2	1	41	24	18	23	16	21	16	16	3	4
	5%	5%	5%	4%	6%	5%	4%	6%	5%	3%	6%	4%	6%	4%	4%	2%	7%	5%	9%	2%	5%	3%	4%	5%	5%	6%	8%	5%	5%	3%	6%
Don't know	392	148	200	157	43	192	230	151	79	49	50	211	212	178	248	22	103	106	286	5	5	379	144	244	170	156	94	125	76	3	17
	45%	41%	41%	43%	32%	49%	47%	40%	42%	50%	45%	44%	43%	47%	45%	36%	46%	15%	46%	15%	17%	47%	32%	58%	36%	52%	38%	39%	26%	10%	22%
Agree (NET)	236	104	146	101	45	90	123	108	59	24	37	115	136	95	140	26	61	76	160	23	13	197	145	90	139	77	72	85	122	23	32
	27%	29%	30%	29%	34%	23%	25%	29%	31%	24%	33%	24%	28%	25%	26%	44%	27%	30%	29%	62%	44%	24%	32%	21%	30%	26%	29%	26%	42%	67%	45%
Disagree (NET)	251	111	139	92	46	112	132	115	50	25	25	149	142	104	160	12	62	69	181	6	12	232	162	86	158	66	83	114	99	8	23
	29%	33%	30%	28%	34%	28%	27%	31%	27%	25%	22%	31%	29%	28%	29%	20%	27%	28%	29%	18%	20%	29%	30%	20%	34%	22%	33%	35%	23%	12%	32%

G1930204-19430204
-Column Headers: Columns Totalled (%) A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad Minimum Base: 30 (*) Small Base: 100 (*) Column Population: Columns Totalled (%) A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad Minimum Base: 30 (*) Small Base: 100 (*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - There is a lack of support for foster carers once a child is placed with them

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ads	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	66 7%	22 10%	42 7%	39 15%	26 4%	40 10%	14 33% D	52 6%	16 19% GIL*	50 6%	21 21% GIL*	8 31% **	45 6%	17 8%	30 7%	15 12% *	45 8%	
Agree	171 19%	50 23%	118 19%	59 23% D	111 18%	95 23%	14 34% GIL*	156 19%	21 25% *	149 19%	27 27% *	8 32% **	144 18%	42 21%	86 20%	22 18% *	108 19%	
Disagree	208 24%	57 26%	144 23%	78 30% D	129 21%	122 30%	5 12% *	202 24%	28 33% F*	180 23%	28 28% *	5 20% **	180 23%	61 30%	108 25%	25 21% *	133 24%	
Strongly disagree	43 5%	15 7%	28 4%	17 6% D	27 4%	14 3%	2 4% *	42 5%	4 5% *	39 5%	4 4% *	2 6% **	39 5%	7 3%	20 5%	9 7% *	29 5%	
Don't know	392 45%	76 35%	299 47% A	65 25% C	327 53%	141 34%	7 17% +	385 46% FHJ	16 19% *	376 47% FHJ	20 20% *	3 11% **	372 48% FHJ	76 38%	195 44%	52 42% +	246 44%	
Agree (NET)	236 27%	72 33%	160 25%	99 38% D	137 22%	135 33%	28 67% GHIL*	208 25%	37 44% GIL*	199 25%	48 48% GIL*	17 63% **	188 24%	58 29%	116 26%	37 30% *	153 27%	
Disagree (NET)	251 29%	71 33%	173 27%	95 37% D	156 25%	136 33%	7 16% *	244 29%	31 37% F*	219 28%	31 32% *	7 26% **	219 28%	67 33%	128 29%	35 28% *	162 29%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

01/09/2024 16:52:02

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q24 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I could not afford to become a foster carer

Base: All respondents

	Total	Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
		30 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D
Unweighted Base	879	366	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Base	879	266	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Strongly agree	129	42	72	55	17	57	127	71	33	16	22	58	62	67	66	11	48	36	93	7	4	116	63	67	53	60	26	30	41	7	13
Agree	258	95	169	129	40	80	132	109	50	26	37	124	137	117	147	25	73	89	189	11	11	236	114	142	142	67	71	107	95	14	20
Disagree	266	140	127	90	47	129	170	95	55	25	33	154	173	90	203	30	107	189	199	7	7	247	164	162	174	71	93	115	109	4	27
Strongly disagree	89	32	40	30	10	29	43	24	17	3	6	41	41	28	37	6	23	17	52	10	4	55	50	38	38	31	22	27	28	6	5
Don't know	157	56	66	47	20	90	83	65	24	18	14	98	78	76	96	8	39	42	114	14	11	153	62	91	61	52	36	24	24	1	6
Agree (NET)	387	137	241	184	57	146	190	190	93	52	60	182	199	184	214	36	122	124	263	18	15	352	177	209	195	147	97	137	136	21	33
Disagree (NET)	335	172	177	120	58	158	223	119	72	29	38	195	214	118	230	16	65	84	251	17	15	303	213	120	211	331	115	143	137	13	32

GL930204-104930204
-Column Headers: Columns Total(SN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z, and Net
Minimum Base: 30 ("), Small Base: 100 (")
Column Properties: Columns Total(SN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z, and Net
Minimum Base: 30 ("), Small Base: 100 (")
Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I could not afford to become a foster carer

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ads	Did not recognise video ads	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	129	24	101	41	89	52	12	117	16	114	19	8	110	29	56	28	85	
	15%	11%	16%	16%	14%	13%	29% GIL*	14%	19%	14%	19%	32%	14%	15%	13%	23%	15%	
Agree	258	57	190	65	193	133	15	243	22	236	30	8	228	56	133	37	169	
	29%	26%	30%	25%	31%	32%	36% *	29%	27%	30%	30%	29%	29%	28%	30%	30%	30%	
Disagree	266	77	185	108	158	150	8	258	30	236	31	7	235	72	146	27	173	
	30%	35%	29%	42% D	26%	37%	19%	31%	36%	30%	31%	26%	30%	36% O	33% O	22%	31%	
Strongly disagree	69	27	42	20	49	34	4	65	10	59	11	2	58	22	34	7	41	
	8%	12% B	7%	8%	8%	8%	10% *	8%	11% *	7%	11% *	9% **	7%	11%	8%	6% *	7%	
Don't know	157	33	114	24	132	43	3	154	7	150	8	1	148	22	70	23	93	
	18%	15%	18%	9%	21% C	10%	6% *	18% HJ	8% *	19% HJ	8% *	4% **	19% HJ	11%	16%	19% *	17%	
Agree (NET)	387	81	291	106	281	185	27	360	38	349	49	16	338	85	189	65	254	
	44%	37%	46% A	41% A	45% A	45% A	65% GIL*	43% A	45% A	44% A	49% A	61% **	43% A	42% A	43% A	53% *	45% A	
Disagree (NET)	335	104	227	128	207	184	12	323	40	296	43	9	293	94	180	34	214	
	38%	48% B	36%	50% D	33%	45%	29% *	39%	47% *	37%	43% *	35% **	38%	47% O	41% O	28% *	38%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Columns: Columns: Name(35): aR,LSGDF,GNSSXXX,NR,NQ,R,AT,VZ,WS,VZack,ctv,vh,vp,vl,vr,mtcs,pq,rs,rv,rvr Minimum: Name(35):, Initial: Name(35): Columns: Properties: Columns: Name(35): aR,LSGDF,GNSSXXX,NR,NQ,R,AT,VZ,WS,VZack,ctv,vh,vp,vl,vr,mtcs,pq,rs,rv,rvr Minimum: Name(35):, Initial: Name(35):
 (*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q24 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would struggle to foster and work full time

Base: All respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering			
	Total	35 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	ae
Unweighted Base	879	266	560	420	140	319	496	364	216	110	120	429	492	378	555	70	216	295	584	33	30	810	459	411	497	276	252	234	310	42	79	
Base	879	266	560	420	140	319	496	364	216	110	120	429	492	378	555	70	216	295	584	33	30	810	459	411	497	276	252	234	310	42	79	
Strongly agree	215	81	148	122	25	67	125	87	57	32	32	93	119	96	135	15	54	77	138	13	3	399	117	97	98	93	69	79	75	8	14	
	24%	30%	26%	29%	19%	21%	26%	23%	26%	29%	26%	21%	24%	25%	24%	21%	24%	21%	22%	56%	11%	23%	20%	21%	21%	22%	27%	25%	24%	22%	19%	
Agree	398	119	211	150	61	87	167	123	76	35	35	151	161	131	171	28	87	88	210	9	15	273	147	148	187	24	86	114	112	16	23	
	34%	33%	43%	43%	45%	22%	34%	33%	40%	33%	31%	32%	33%	35%	31%	47%	39%	35%	33%	26%	48%	34%	33%	36%	40%	25%	35%	33%	38%	47%	32%	
Disagree	164	81	70	48	31	94	94	68	24	20	16	104	104	58	112	36	40	124	10	5	148	96	66	96	48	55	74	70	6	21		
	19%	22%	14%	11%	23%	24%	19%	18%	13%	20%	14%	22%	21%	15%	20%	16%	16%	20%	28%	18%	18%	21%	16%	21%	16%	22%	23%	5	18%	36%		
Strongly disagree	80	35	36	8	6	64	49	31	13	8	12	45	47	33	56	3	17	19	61	1	5	74	38	41	39	37	17	30	20	2	6	
	9%	10%	7%	2%	6%	16%	10%	8%	7%	8%	11%	9%	10%	9%	10%	4%	8%	6%	10%	4%	16%	9%	8%	10%	8%	12%	7%	8%	7%	4%	8%	
Don't know	123	48	40	30	10	63	51	65	19	5	16	81	60	59	74	8	32	27	96	2	2	115	53	67	47	40	22	26	20	2	7	
	14%	13%	8%	9%	7%	21%	11%	17%	10%	5%	14%	17%	12%	16%	14%	14%	14%	15%	5%	8%	14%	12%	16%	10%	16%	9%	8%	7%	6%	10%		
Agree (NET)	512	199	359	272	86	154	292	209	133	66	67	245	280	227	306	43	141	165	347	22	18	472	264	246	286	146	155	193	188	24	37	
	58%	55%	74%	70%	64%	39%	60%	56%	70%	67%	60%	51%	57%	60%	56%	72%	63%	66%	55%	62%	59%	58%	59%	61%	55%	62%	60%	63%	69%	54%	52%	
Disagree (NET)	244	117	86	48	38	157	142	100	6	37	28	149	151	91	169	8	53	59	185	11	10	221	134	107	135	85	72	104	90	9	27	
	28%	32%	18%	14%	27%	40%	29%	27%	20%	23%	23%	31%	31%	24%	31%	14%	23%	29%	33%	33%	27%	30%	23%	29%	28%	29%	32%	30%	30%	4%	28%	

GL930204-104930204
-Column Headers: Columns Total(S%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af Minimum Base: 30 ("), Small Base: 10 (") Column Properties: Columns Total(S%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af Minimum Base: 30 ("), Small Base: 10 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I would struggle to foster and work full time

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	215	56	151	64	151	97	13	202	26	189	28	10	186	53	109	29	138	
	24%	26%	24%	25%	24%	23%	30%	24%	31%	24%	28%	38%	24%	26%	25%	24%	25%	
Agree	298	73	220	89	209	176	18	280	36	262	44	10	254	81	139	48	187	
	34%	33%	35%	34%	34%	43%	42%	33%	43%	33%	44%	36%	33%	40%	32%	39%	33%	
Disagree	164	40	117	57	106	82	4	160	15	148	15	4	148	38	89	18	107	
	19%	18%	19%	22%	17%	20%	9%	19%	18%	19%	15%	14%	19%	19%	20%	15%	19%	
Strongly disagree	80	23	57	24	56	24	4	76	5	75	6	3	74	11	47	14	61	
	9%	10%	9%	9%	9%	6%	10%	9%	6%	9%	6%	12%	9%	5%	11%	11%	11%	
Don't know	123	26	87	24	99	33	4	119	3	120	6	-	117	18	55	14	69	
	14%	12%	14%	9%	16%	8%	9%	14%	3%	15%	6%	-	15%	9%	12%	11%	12%	
Agree (NET)	512	130	371	153	360	273	30	482	62	451	72	20	440	134	247	78	325	
	58%	59%	59%	59%	58%	66%	72%	58%	73%	57%	72%	74%	56%	66%	56%	63%	58%	
Disagree (NET)	244	63	174	81	162	106	8	236	20	223	21	7	222	49	136	32	168	
	28%	29%	28%	32%	26%	26%	19%	28%	24%	28%	21%	26%	29%	24%	31%	26%	30%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(Barber) Q224 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I am too old to foster

[illegible]

09/09/2024 16:03:02

Base: All respondents

	Total	Target	Working status					Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience			Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
		30 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad		
Unweighted Base	879	366	640	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	497	276	252	234	310	42	79		
Base	879	266	516	316	124	416	616	316	216	116	126	429	479	278	555	79	216	295	584	23	30	810	459	411	497	276	252	234	310	42	79		
Strongly agree	145	63	42	24	18	104	89	55	21	7	16	102	96	49	89	1	41	18	127	11	6	129	68	74	44	86	34	50	35	5	8		
	17%	9%	7%	13%	13%	20%	18%	15%	11%	1%	7%	14%	17%	20%	16%	1%	18%	7%	20%	23%	20%	13%	16%	9%	20%	14%	13%	17%	12%	1%	1%		
Agree	228	96	51	52	39	135	142	81	37	22	23	143	126	96	130	5	58	57	169	8	6	211	118	107	111	64	68	87	82	10	25		
	26%	20%	19%	13%	29%	38%	29%	22%	19%	22%	20%	30%	26%	26%	27%	8%	26%	23%	27%	24%	19%	26%	23%	24%	28%	27%	27%	28%	27%	2%	21%		
Disagree	263	118	186	138	80	161	147	109	68	33	41	144	115	168	144	24	66	100	163	8	15	237	147	114	178	57	87	109	99	12	28		
	30%	32%	38%	33%	20%	20%	30%	29%	36%	33%	37%	33%	29%	30%	31%	31%	46%	26%	34%	26%	24%	50%	29%	33%	27%	38%	19%	35%	34%	33%	4	40%	
Strongly disagree	166	60	123	89	25	43	63	100	54	25	25	62	86	80	98	29	38	53	112	8	3	156	94	72	111	47	50	64	8	17			
	19%	17%	22%	20%	18%	11%	13%	27%	25%	22%	17%	17%	18%	40%	17%	18%	21%	38%	22%	8%	10%	27%	17%	24%	19%	20%	20%	22%	24%	1	24%		
Don't know	79	27	44	37	6	35	45	28	9	12	7	48	39	36	43	2	24	22	57	+	+	75	24	50	23	26	11	12	17	+	3		
	9%	7%	9%	11%	5%	9%	9%	8%	5%	13%	6%	10%	8%	10%	8%	3%	10%	9%	9%	+	+	9%	5%	12%	5%	9%	4%	4%	6%	+	4%		
Agree (NET)	372	159	132	76	56	239	232	136	58	28	39	245	221	146	230	5	99	76	296	19	12	340	186	185	155	169	101	137	117	15	23		
	42%	44%	27%	22%	42%	61%	48%	36%	31%	29%	35%	52%	45%	39%	44%	9%	44%	30%	47%	55%	39%	42%	41%	44%	33%	56%	41%	42%	39%	4	32%		
Disagree (NET)	429	178	309	237	72	120	182	209	122	58	66	182	230	195	266	52	104	153	275	16	18	393	241	185	289	104	137	174	164	20	45		
	49%	66%	60%	53%	30%	43%	56%	56%	63%	59%	38%	47%	52%	48%	58%	46%	61%	44%	46%	59%	59%	49%	53%	62%	44%	53%	54%	53%	58%	58%	64%		
		E	DE	E	E	E	F	F	E	E*	E	E*	E	E	DE*	E	E	E	E	++	++	E	W	Y	Y	Y	Y	Y	+	+	+		

01/03/2024-10/03/2024

-Column Headers: Columns Total(SN), A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 10 ("), Column Proportions: Columns Total(SN), A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 10 ("), Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

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

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition							Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ads	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539
Base	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562
Strongly agree	145 17%	29 13%	114 18%	38 15%	107 17%	40 10%	7 17%	138 17%	13 15%	133 17%	14 14%	23 6%	132 17%	19 9%	91 21%	20 16%	111 20%
							*		*		*	**			M	*	M
Agree	226 26%	50 23%	169 27%	69 27%	157 25%	98 24%	10 24%	216 26%	20 24%	206 26%	21 21%	9 35%	205 26%	38 19%	126 29%	36 29%	162 29%
							*		*		*	**			M	*	M
Disagree	263 30%	76 35%	179 28%	83 32%	180 29%	159 39%	12 30%	250 30%	27 32%	236 30%	35 36%	4 16%	227 29%	81 40%	120 27%	36 29%	156 28%
							*		*		*	**			NP	*	
Strongly disagree	166 19%	54 25%	107 17%	56 22%	109 18%	100 24%	8 19%	158 19%	20 24%	146 18%	24 24%	5 17%	142 18%	54 27%	70 16%	20 16%	90 16%
							*		*		*	**			NP	*	
Don't know	79 9%	9 4%	63 10%	12 5%	67 11%	16 4%	4 9%	75 9%	4 5%	75 9%	6 6%	2 8%	73 9%	10 5%	31 7%	11 9%	42 8%
							*		*		*	**			*	*	*
Agree (NET)	372 42%	79 36%	283 45%	107 42%	264 43%	137 33%	18 42%	354 42%	33 39%	339 43%	35 35%	15 58%	337 43%	57 28%	217 50%	56 45%	273 49%
							*		*		*	**			M	M*	M
Disagree (NET)	429 49%	130 60%	286 45%	139 54%	290 47%	258 63%	21 49%	408 49%	47 56%	381 48%	59 59%	9 34%	369 47%	135 67%	190 43%	56 45%	246 44%
							*		*		IL*	**		NOP		*	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(Barber) Q284 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I don't have enough free space in my home to foster a child

[illegible][illegible]

Base: All respondents

	Total	Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience			Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
		30 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions about foster care eligibility	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad	
Unweighted Base	879	366	560	420	140	319	496	282	216	110	120	429	482	278	555	70	216	295	584	23	30	810	459	411	497	276	252	234	310	42	79	
Base	879	266	560	420	140	319	496	282	216	110	120	429	482	278	555	70	216	295	584	23	30	810	459	411	497	276	252	234	310	42	79	
Strongly agree	282	38	135	86	29	86	94	105	43	35	37	92	57	144	121	10	59	69	133	7	4	190	103	98	87	58	24	54	5	7		
	23%	14%	24%	20%	22%	27%	19%	36%	20%	33%	33%	21%	12%	51%	22%	14%	28%	24%	23%	32%	13%	24%	23%	23%	20%	23%	10%	18%	1%	1%		
Agree	289	93	163	119	44	126	148	134	71	36	26	153	125	162	183	31	69	97	192	15	10	263	144	144	160	91	86	63	105	17	25	
	33%	35%	29%	28%	33%	32%	30%	30%	33%	33%	32%	32%	25%	43%	33%	52%	31%	36%	31%	43%	33%	33%	34%	30%	34%	29%	35%	49%	4%	36%		
Disagree	258	167	133	90	43	117	169	78	52	20	26	152	210	10	163	11	60	195	15	9	9	230	144	103	154	70	117	108	11	25		
	29%	46%	27%	26%	32%	30%	35%	21%	28%	21%	23%	32%	43%	35%	30%	11%	27%	22%	31%	27%	31%	29%	32%	23%	33%	23%	36%	36%	3%	32%	35%	
Strongly disagree	83	49	46	34	12	37	54	27	15	4	13	49	70	11	48	3	25	14	69	3	6	74	44	37	46	33	23	33	27	3	11	
	9%	17%	9%	10%	9%	9%	11%	7%	8%	4%	11%	10%	14%	3%	9%	5%	11%	5%	10%	9%	10%	9%	10%	9%	11%	11%	9%	10%	4%	4%	5%	
Don't know	55	17	28	22	5	28	29	7	7	10	29	29	28	25	31	5	13	16	40	-	3	50	15	36	21	58	5	6	3	-	3	
	6%	5%	6%	6%	4%	7%	4%	8%	4%	7%	9%	6%	6%	7%	6%	8%	6%	6%	6%	-	3%	6%	3%	9%	4%	6%	2%	2%	1%	-	4%	
Agree (NET)	491	131	279	205	74	212	242	238	114	67	63	245	182	306	304	41	128	167	325	22	15	463	247	242	247	178	141	167	159	22	33	
	56%	36%	58%	58%	55%	54%	50%	54%	60%	62%	57%	52%	37%	81%	55%	11%	57%	66%	52%	64%	48%	56%	55%	58%	53%	57%	52%	53%	64%	4%	46%	
Disagree (NET)	332	216	178	123	55	154	224	186	68	25	38	200	280	46	213	14	85	69	264	13	15	304	188	141	200	103	102	151	138	12	36	
	38%	39%	33%	30%	41%	39%	46%	38%	30%	25%	34%	42%	57%	12%	39%	23%	38%	42%	36%	40%	38%	42%	42%	34%	47%	43%	47%	45%	36%	50%	5%	

019392004-1949392004
-Column Headers: Columns Totals(SN) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 100 (") Column Proportions: Columns Totals(SN) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,aa,ab,ac,ad Minimum Base: 30 ("), Small Base: 100 (") Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I don't have enough free space in my home to foster a child

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	202	43	151	51	151	74	7	195	11	191	15	3	187	49	101	27	128	
	23%	20%	24%	20%	24%	18%	17%	23%	14%	24%	15%	12%	24%	24%	23%	22%	23%	
Agree	289	75	206	87	202	150	17	272	32	257	36	13	253	63	140	48	188	
	33%	34%	33%	34%	32%	37%	40%	33%	38%	32%	36%	48%	32%	31%	32%	39%	33%	
Disagree	250	69	177	84	165	135	11	239	28	222	32	8	218	66	136	28	164	
	28%	32%	28%	33%	27%	33%	27%	29%	33%	28%	32%	29%	28%	33%	31%	23%	29%	
Strongly disagree	83	25	58	29	54	41	4	79	12	71	13	3	70	13	49	11	60	
	9%	11%	9%	11%	9%	10%	10%	9%	14%	9%	13%	11%	9%	6%	11%	9%	11%	
Don't know	55	6	41	7	48	12	3	52	1	54	4	-	51	10	12	10	22	
	6%	3%	6%	3%	8%	3%	7%	6%	1%	7%	4%	-	7%	5%	3%	8%	4%	
Agree (NET)	491	118	356	138	353	224	24	467	43	448	51	16	440	113	242	75	316	
	56%	54%	56%	53%	57%	54%	57%	56%	51%	56%	51%	60%	56%	56%	55%	61%	56%	
Disagree (NET)	332	94	235	113	219	175	15	317	40	292	45	11	288	79	185	39	223	
	38%	43%	37%	44%	35%	43%	36%	38%	48%	37%	45%	40%	37%	39%	42%	32%	40%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

09/09/2024 16:03:02

Base: All respondents

	Total	Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering	
		30 or LGSTB or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d
Unweighted Base	879	366	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Base	879	266	560	420	140	319	496	282	216	110	120	429	482	278	555	79	216	295	584	23	30	810	459	411	467	276	252	234	310	42	79
Strongly agree	47	24	25	21	4	22	22	25	19	8	5	24	27	20	23	4	14	23	24	6	4	38	27	20	25	31	9	4	22	6	9
	5%	7%	3%	6%	2%	6%	4%	7%	3%	5%	4%	5%	6%	5%	4%	7%	6%	4%	4%	18%	12%	3%	6%	3%	3%	7%	4%	1%	6%	18%	13%
Agree	186	76	103	69	34	77	98	80	44	24	22	86	99	75	120	10	43	53	127	9	9	162	82	97	101	64	55	63	68	12	34
	21%	21%	21%	20%	25%	20%	20%	21%	23%	23%	20%	19%	20%	20%	22%	12%	19%	21%	20%	22%	28%	20%	18%	23%	22%	21%	22%	19%	23%	33%	20%
Disagree	398	177	227	163	64	167	213	171	87	34	56	217	227	164	253	32	92	108	286	10	16	366	224	168	227	115	129	175	138	15	35
	45%	49%	47%	47%	48%	42%	44%	46%	40%	34%	50%	46%	46%	44%	46%	52%	41%	43%	46%	30%	52%	45%	50%	40%	49%	39%	52%	54%	46%	42%	10%
Strongly disagree	138	39	61	45	16	59	34	46	24	11	15	68	64	56	66	6	43	34	86	8	1	111	74	44	71	42	31	54	44	1	11
	14%	11%	13%	13%	12%	15%	13%	12%	12%	12%	14%	14%	12%	15%	12%	39%	13%	14%	24%	2%	14%	17%	13%	13%	14%	12%	17%	13%	13%	4%	15%
Don't know	137	48	68	52	15	68	70	53	23	14	77	73	73	63	88	8	33	32	105	2	2	131	43	91	43	58	25	28	26	1	2
	16%	13%	14%	13%	11%	18%	16%	14%	12%	21%	12%	16%	15%	17%	16%	13%	15%	13%	17%	6%	5%	16%	9%	22%	9%	19%	9%	10%	9%	2%	3%
Agree (NET)	227	100	120	90	38	99	120	105	55	33	26	112	126	95	142	14	58	77	151	14	12	199	110	117	126	85	64	66	90	18	23
	26%	27%	26%	26%	29%	25%	25%	28%	29%	13%	24%	24%	26%	25%	26%	24%	26%	31%	24%	42%	22%	24%	26%	26%	28%	26%	26%	21%	30%	52%	13%
Disagree (NET)	515	245	289	208	81	226	287	217	111	45	71	286	292	220	319	38	135	142	372	19	17	677	299	212	298	157	160	229	182	16	46
	59%	59%	60%	59%	60%	57%	59%	58%	59%	40%	54%	40%	59%	58%	58%	63%	60%	57%	59%	53%	53%	59%	60%	51%	64%	52%	64%	72%	61%	46%	65%
																				++	++										

01932004-19932004
-Column Headers: Columns Totals(S%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,a,b,c,d Minimum Base: 30(*) Small Base: 100(*) Columns Proportions: Columns Totals(S%) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,a,b,c,d Minimum Base: 30(*) Small Base: 100(*) Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(Barriers) Q024 - Thinking about becoming a foster carer, how much do you agree or disagree with the following statements - I worry that I would be placed with a child who spoke a different language

Base: All respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Strongly agree	47 5%	15 7%	32 5%	20 8%	27 4%	24 6%	8 18% GIL*	39 5%	10 12% GIL*	37 5%	11 11% GIL*	6 24% **	36 5%	11 6%	23 5%	9 7%	31 6%	
Agree	180 21%	33 15%	140 22%	57 22%	124 20%	88 21%	10 25% *	170 20%	20 24% *	161 20%	23 23% *	7 26% **	157 20%	40 20%	86 20%	32 26%	118 21%	
	395 45%	116 53% B	268 42% A	128 50% A	267 43% A	216 52% A	18 43% *	376 45% *	38 45% *	356 45% *	45 46% *	11 41% **	349 45% **	106 53% *	207 47% *	49 40% *	256 46% *	
Disagree	120 14%	37 17%	82 13%	35 14%	85 14%	56 14%	3 7% *	117 14% *	12 14% *	108 14% *	13 13% *	2 8% **	107 14% **	32 16% *	60 14% *	16 13% *	76 14% *	
	137 16%	18 8% A	110 17% A	19 7% A	118 19% A	27 7% A	3 6% HJ	134 16% HJ	5 5% *	132 17% HJ	7 7% *	- - **	130 17% HJ	13 6% M	62 14% M	17 14% *	79 14% M	
Don't know	227 26%	48 22%	172 27% A	77 30% A	151 24% A	112 27% A	18 43% GIL*	209 25% *	30 35% *	193 25% *	34 35% *	13 51% **	193 25% **	51 25% *	109 25% *	41 33% *	150 27% *	
	515 59%	153 70% B	350 55% B	163 63% B	352 57% B	272 66% B	21 50% *	493 59% *	50 59% *	464 58% *	58 58% *	13 49% **	456 59% **	138 68% OP	267 61% *	65 53% *	332 59% *	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

(*) Continuity correction applied

(Pub/Vis) You told us that before today, you were aware of Foster With North East. Have you visited the Foster With North East website (www.fosterwithnortheast.org.uk/)?

Base: Those who were aware of the Hub

	Total	Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering					
		30 or LGBTQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes, currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify anything about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority			
Unweighted Base	50	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad			
Base	50	43	10	34	10	34	10	34	14	13	13	39	60	26	61	2	21	38	48	16	9	59	77	7	67	13	26	27	64	21	20			
24	24	20	12	28	12	28	12	28	14	13	11	43	50	24	55	3	21	31	45	15	8	54	72	6	63	12	29	38	65	17	18			
Yes	34	20	32%	27	16	1	7	14	10	6	5	1	12	22	2	15	1	7	9	14	9	6	9	24	-	22	-	7	5	21	62%	10	8	
30%	44	24%	-	32%	37%	9%	20%	30%	45%	30%	20%	43%	30%	30%	9%	28%	43%	25%	30%	30%	56%	66%	18%	33%	-	35%	-	29%	17%	35%	5	44%		
Base	50	43%	67%	62%	91%	72%	67%	70%	49%	57%	90%	72%	60%	68%	71%	57%	61%	62%	69%	39%	32%	82%	68%	100%	62%	100%	71%	83%	62%	29%	29%	56%	++	++
No	14	25	36	27	8	10	31	23	7	9	10	31	33	21	39	2	13	21	34	6	3	44	48	6	38	12	18	23	38	5	10	56%	++	++
Don't know	2	1	1	1	-	1	2	-	1	1	-	-	1	1	-	1	1	1	1	1	1	-	1	-	2	-	-	-	2	-	9%	-	-	
	2%	2%	-	-	++	++	-	-	6%	6%	++	-	1%	3%	-	4%	2%	5%	-	-	-	-	1%	-	2%	-	-	-	2%	-	++	++	++	

894530024-349530024
- Column Headers: Columns Tested (N); A, B/C/D/E, F/G, H/I/J/K, L/M, N/O/P, Q/R, S/T/U, V/W, X/Y, Z/a, b, c/d Minimum Base: 30 (1%); Small Base: 100 (1%); Columns Properties: Columns Tested (N); A, B/C/D/E, F/G, H/I/J/K, L/M, N/O/P, Q/R, S/T/U, V/W, X/Y, Z/a, b, c/d Minimum Base: 30 (1%); Small Base: 100 (1%); Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(HubVisit) You told us that before today, you were aware of Foster With North East. Have you visited the Foster With North East website (www.fosterwithnortheast.org.uk)?

Base: Those who were aware of the Hub

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition							Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Unweighted Base	86	47	36	86	-	73	22	64	35	51	38	10	48	18	48	16	64
Base	80	44	33	80	-	65	20	60	31	49	34	17	46	16	44	15	59
Yes	24 30%	17 38% *	6 18% *	24 30%	-	24 36%	15 77% **	8 14% *	17 56% GIL*	6 13% *	18 54% GIL*	15 86% **	6 12% *	6 39% **	10 23% *	5 37% **	16 27% *
No	54 68%	26 60% *	27 82% *	54 68%	-	40 61%	4 23% **	50 83% HJ*	13 44% *	41 84% HJ*	16 46% *	2 14% **	39 84% HJ*	10 61% **	34 77% *	8 57% **	43 72% *
Don't know	2 2%	1 2% *	- - *	2 2%	-	2 2%	- - **	2 3% *	- - *	2 3% *	- - *	- - **	2 3% *	- - **	- - *	1 5% **	1 1% *

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

[illegible]

Base: All Respondents

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status		Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering		
	Total	35 or LGBTQ+ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Knew a lot / a little	Knew hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d
Unweighted Base	879	266	560	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	33	30	810	459	411	407	276	252	234	310	42	79
Base	879	266	560	420	140	319	496	262	216	110	120	429	482	278	555	79	216	295	584	33	30	810	459	411	407	276	252	234	310	42	79
Recognised video ad	42	26	26	21	5	16	18	24	11	6	9	16	30	12	27	4	10	14	28	8	9	23	33	10	33	5	14	8	30	13	7
	5%	7%	3%	6%	4%	4%	4%	6%	4%	6%	8%	3%	6%	3%	5%	7%	5%	6%	4%	24%	20%	3%	7%	2%	7%	2%	5%	2%	10%	3%	17%
Did not recognise video ad	837	538	439	329	129	278	467	290	178	97	103	409	460	265	521	15	215	277	600	26	22	763	418	411	435	295	235	215	268	22	84
	95%	93%	95%	94%	95%	96%	96%	94%	94%	94%	92%	97%	94%	97%	95%	93%	95%	94%	96%	76%	71%	97%	93%	98%	93%	98%	95%	97%	96%	63%	90%
Recognised OOH ads	84	46	55	42	14	29	38	44	26	10	8	40	59	25	57	6	19	24	60	10	8	66	62	5	63	33	22	49	1	13	
	10%	13%	11%	12%	10%	7%	8%	12%	14%	10%	8%	8%	12%	7%	10%	6%	9%	10%	10%	28%	26%	8%	14%	9%	13%	14%	7%	17%	8%	38%	
Did not recognise OOH ads	795	319	430	309	121	365	447	330	163	88	103	430	432	252	492	54	267	277	568	25	23	742	389	397	403	286	216	302	249	21	56
	90%	87%	89%	88%	90%	97%	92%	88%	86%	90%	92%	92%	89%	93%	90%	91%	90%	90%	90%	72%	74%	89%	89%	95%	87%	95%	87%	92%	87%	62%	98%
Recognised any ad	100	51	66	49	17	33	43	55	27	12	15	45	67	32	66	8	24	30	70	10	11	77	72	28	73	27	39	58	16	15	
	11%	14%	14%	14%	13%	8%	9%	15%	14%	13%	14%	9%	14%	9%	12%	13%	11%	12%	11%	28%	35%	10%	16%	7%	16%	6%	16%	8%	20%	45%	
Recognised the video ad and OOH ads	27	20	15	13	2	12	13	13	10	4	2	11	22	4	10	2	6	9	18	8	6	11	23	4	32	2	7	5	21	10	7
	3%	6%	3%	4%	1%	3%	3%	4%	5%	4%	2%	2%	5%	1%	3%	3%	3%	3%	3%	24%	20%	2%	5%	1%	3%	1%	3%	2%	7%	30%	
Did not recognise any ads	779	313	438	302	117	362	442	319	162	86	97	430	424	245	483	52	202	222	558	25	20	731	379	391	395	283	209	299	240	19	58
	89%	86%	88%	88%	87%	92%	91%	89%	89%	87%	89%	89%	87%	91%	89%	87%	89%	89%	89%	72%	65%	90%	84%	93%	84%	93%	84%	92%	80%	55%	98%

01/03/2024: 10/03/2024
- Column Headers: Columns Total(n) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,a,b,c,d Minimum Base: 30 ("), Small Base: 100 (") Column Footnotes: Columns Total(n) A, B,C,D,E, F,G, H,I,J,K,L,M,N,O,P, Q,R, S,T,U,V,W,X,Y,Z,a,b,c,d Minimum Base: 30 ("), Small Base: 100 (") Continuity correction applied

(Recognition_summary) Recognition summary

Base: All Respondents

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Unweighted Base	879	240	611	262	617	439	46	833	94	785	111	29	768	223	420	119	539	
	879	219	632	258	621	412	42	837	84	795	100	27	779	202	439	123	562	
Recognised video ad	42	25	13	32	10	34	42	-	27	16	42	27	-	18	14	7	21	
	5%	12%	2%	13%	2%	8%	100% GHIJL*	-	32% GIL*	2%	42% GL	100%	-	9% NP	3%	6%	4%	
Did not recognise video ad	837	193	619	226	611	377	-	837	58	779	58	-	779	184	424	116	541	
	95%	88%	98%	87%	98%	92%	-	100% FHIJ	68% F*	98% FHJ	58% F*	-	100% FHIJ	91%	97%	94%	96%	
Recognised OOH ads	84	52	28	67	17	60	27	58	84	-	84	27	-	18	48	15	63	
	10%	24%	4%	26%	3%	15%	63% GIL*	7% IL	100% FGIIL*	-	84% FGIL*	100% **	-	9%	11%	12%	11%	
Did not recognised OOH ads	795	166	604	191	604	352	16	779	-	795	16	-	779	184	391	108	499	
	90%	76%	96%	74%	97%	85%	37% HJ*	93% FHJ	- *	100% FGHJ	16% H*	- **	100% FGHJ	91%	89%	88%	89%	
Recognised any ad	100	58	37	75	24	70	42	58	84	16	100	27	-	26	52	15	67	
	11%	27%	6%	29%	4%	17%	100% GIL*	7% IL	100% GIL*	2% L	100% GIL*	100% **	-	13%	12%	12%	12%	
Recognised the video ad and OOH ads	27	20	4	25	2	24	27	-	27	-	27	27	-	9	10	7	17	
	3%	9%	1%	10%	*	6%	63% GHIJL*	-	32% GIL*	-	27% GIL*	100% **	-	5%	2%	6%	3%	
Did not recognise any ads	779	161	595	183	596	342	-	779	-	779	-	-	779	176	387	108	495	
	89%	73%	94%	71%	96%	83%	-	93% FHJ	- *	98% FGHJ	- *	- **	100% FGHIJ	87%	88%	88%	88%	

01/03/2024- 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Base: Those who recognized the Q-QW ads

Columns Used: Columns Used(3): AR, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mm, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, nn, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qq, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tt, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz

(SocialDOHhere) Q647 - Do you remember where you saw the ads?)

Base: Those who recognised the OOH ads

		Target	Working status				Accommodation status		Time in area				Spare room		Marital status			Child(ren) in household		Foster care experience		Knowledge of foster care		Consider becoming a foster carer		Misconceptions about foster care		Awareness of fostering types		Preference for fostering			
	Total	30 or LGBTIQ or active in local community or give back to local community and spare room	Working (all)	Working full time	Working part time	Not working	Homeowner / shared ownership	Renter	0-5 years	Between 6-10 years	Between 11-20 years	20+ years	Yes	No	Living with a partner	Living with other adults	Living alone	Yes	No	Yes - currently or in the past	Have applied	No	Know a lot / a little	Know hardly anything / nothing	Agree	Disagree	Correctly identify misconceptions about personal eligibility	Correctly identify misconceptions	Aware of long / short / parent and child / fostering for adoption or early permanence	With an independent agency	Local authority		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	aa	ab	ac	ad		
Unearthed Base	54	50	66	51	15	28	44	48	31	14	10	39	63	39	68	7	19	32	62	11	9	9	73	70	24	72	14	35	26	57	16	18	
Base	54	49	55	42	14	29	39	44	25	10	8	50	70	45	72	6	19	34	62	10	8	26	73	22	63	16	33	22	13	15	13	13	
30	30	16	22	17	5	8	10	20	10	4	1	15	19	11	20	3	6	7	23	3	2	26	25	5	22	5	12	12	19	2	26	5	2
Bus stop/on a bus	39%	23%	40%	34%	40%	27%	27%	44%	39%	7%	7%	38%	32%	48%	26%	18%	20%	38%	28%	28%	27%	39%	40%	23%	33%	40%	36%	56%	39%	16%	54%		
Facebook	18	13	22	12	1	2	24%	24%	22%	36%	10%	18%	10%	25%	13%	20%	23%	6	7	12	5	2	12	15	4	16	1	8	5	15	6	4	
	19	13	22%	28%	5%	24%	24%	22%	36%	10%	18%	10%	25%	13%	20%	23%	33%	6	7	12	5	2	12	15	4	16	1	8	5	15	6	4	
My local council	17	10	14	11	3	4	8	10	5	3	3	7	13	5	14	1	3	6	11	3	2	2	11	14	4	14	8	6	13	2	3	3	
	21%	22%	23%	23%	23%	23%	23%	23%	18%	31%	31%	16%	22%	10%	24%	12%	17%	26%	10%	34%	23%	17%	22%	16%	22%	9%	24%	26%	23%	23%	21%	21%	
YouTube	11	8	5	5	-	6	4	7	4	3	1	2	9	2	8	1	2	5	6	3	4	4	9	2	10	-	3	1	9	6	2	2	
	13%	13%	10%	10%	12%	12%	12%	14%	16%	16%	16%	6%	10%	7%	14%	22%	11%	21%	10%	33%	47%	7%	14%	11%	10%	-	10%	6%	18%	43%	13%	13%	
Local events	11	7	9	7	2	2	2	3	2	3	2	3	8	3	9	2	8	3	9	2	3	3	9	2	3	1	9	2	3	2	3	3	
	13%	14%	17%	18%	13%	6%	7%	19%	7%	19%	-	18%	13%	14%	16%	-	11%	14%	13%	13%	11%	13%	12%	14%	-	18%	13%	14%	26%	20%	20%	20%	
Google search	10	9	10	8	2	-	9	1	3	1	1	6	9	2	3	-	6	3	8	4	1	5	8	2	7	2	1	-	7	4	2	2	
	12%	19%	18%	19%	18%	-	23%	3%	12%	5%	10%	14%	15%	7%	6%	8%	16%	11%	13%	4%	16%	8%	12%	11%	10%	10%	4%	2%	14%	3%	13%	13%	
Supermarket	7	7	7	6	1	1	3	4	6	1	1	2	7	-	6	-	2	5	2	1	5	7	-	7	1	3	2	4	3	2	4	3	
	8%	15%	12%	14%	6%	8%	8%	10%	15%	8%	10%	13%	-	-	10%	-	8%	9%	8%	9%	10%	12%	9%	10%	10%	8%	14%	14%	13%	13%	13%	13%	
Instagram	5	3	4	4	1	1	3	3	2	1	-	2	5	1	4	1	1	2	3	2	1	2	4	1	5	2	1	4	2	1	4	3	1
	6%	7%	8%	9%	5%	4%	7%	6%	8%	9%	-	6%	8%	3%	7%	12%	3%	10%	5%	23%	17%	3%	7%	5%	8%	3%	5%	3%	5%	23%	4%	4%	
Elsewhere online	4	3	2	2	-	2	3	1	1	1	1	1	3	1	4	-	-	2	2	1	2	3	1	3	1	3	1	1	4	2	1	1	
	5%	6%	4%	7%	4%	7%	7%	6%	6%	11%	6%	11%	4%	6%	9%	2%	4%	7%	9%	2%	9%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
X (formerly Twitter)	4	2%	7%	10%	-	-	2%	7%	3%	-	-	-	8%	4%	7%	3%	23%	5%	3%	9%	11%	3%	4%	6%	6%	-	6%	4%	1%	4%	17%	-	-
Digital radio station (such as Heart, Capital, Smooth, Absolute Radio etc.)	3	1	3	2	1	-	3	-	1	-	1	1	3	1	2	1	2	1	1	-	2	1	2	2	1	2	2	1	1	-	2	1	2
	4%	1%	6%	4%	9%	-	8%	-	3%	4%	7%	3%	2%	8%	2%	12%	7%	7%	2%	-	25%	2%	8%	3%	8%	-	3%	3%	-	3%	-	13%	
Somewhere else (please specify)	4	-	3	2	1	2	1	4	2	1	2	-	2	3	1	4	-	2	2	-	-	4	2	4	-	1	-	1	-	2	-	-	
	5%	3%	7%	6%	7%	6%	7%	6%	17%	7%	7%	-	15%	7%	6%	7%	6%	7%	6%	7%	6%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
Don't know	10	3	6	5	1	1	4	2	2	2	6	5	4	7	2	6	5	8	-	7	6	10	1	3	2	8	2	5	1	3	1	1	
	12%	6%	10%	11%	7%	14%	17%	4%	9%	-	13%	16%	9%	15%	11%	-	8%	8%	13%	-	-	15%	13%	7%	13%	13%	14%	6%	6%	-	6%	6%	
Social media (NET)	26	17	15	14	1	11	12	14	10	4	2	10	21	5	16	3	7	10	16	7	5	15	20	6	22	1	9	5	19	9	5	5	
	31%	28%	34%	34%	40%	28%	30%	32%	28%	20%	20%	24%	28%	24%	28%	12%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Online (NET)	15	10	10	8	2	11	1	1	3	1	2	6	10	2	5	-	6	4	8	4	1	7	8	4	8	3	1	4	3	1	4	3	3
	14%	22%	18%	19%	18%	7%	28%	3%	12%	12%	25%	14%	17%	9%	9%	8%	16%	14%	14%	4%	16%	10%	14%	17%	12%	27%	8%	5%	18%	30%	17%	17%	
OOH (NET)	41	22	31	25	6	9	14	27	15	5	1	20	28	12	28	3	8	11	30	5	2	32	33	8	31	5	16	13	27	8	8	9	
	48%	49%	57%	60%	46%	32%	37%	60%	59%	44%	13%	50%	44%	60%	50%	38%	42%	45%	50%	54%	42%	49%	53%	34%	49%	40%	40%	40%	61%	54%	58%	59%	

09/03/2024 10:03:2024

- Column Headers: Columns Totalled (N) A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, Minimum Base: 30 (1%); Small Base: 10 (1%); Column Proportions: Columns Totalled (N) A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, Minimum Base: 30 (1%); Small Base: 10 (1%); Continuity correction applied

Foster with North East pilot evaluation - post-campaign tables

(SocialOOHWhere) Q047 - Do you remember where you saw the ad(s)?

Base: Those who recognised the OOH ads

		Seen publicity		Hub Awareness		Hub Consideration	Campaign recognition								Perceived source of campaign			
	Total	Yes	No	Yes	No	Intended action	Recognised video ad	Did not recognise video ad	Recognised OOH ads	Did not recognise OOH ads	Recognised any ad	Recognised the video ad and OOH ads	Did not recognise any ads	Private fostering agency	Local authority (i.e. the council)	Government	Net: Local authority or Government	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Unweighted Base	94	60	30	75	19	68	29	65	94	-	94	29	-	22	50	18	68	
Base	84	52	28	67	17	60	27	58	84	-	84	27	-	18	48	15	63	
Bus stop/on a bus	30	17	13	24	6	21	6	24	30	-	30	6	-	4	22	3	25	
	35%	32%	48%	35%	37%	36%	22%	42%	35%	-	35%	22%	-	25%	47%	20%	40%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Facebook	19	13	5	18	2	18	14	6	19	-	19	14	-	5	10	4	14	
	23%	25%	17%	26%	10%	31%	51%	10%	23%	-	23%	51%	-	28%	22%	25%	23%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
My local council	17	11	6	16	2	14	8	9	17	-	17	8	-	3	11	4	15	
	21%	21%	23%	24%	10%	23%	32%	16%	21%	-	21%	32%	-	15%	24%	24%	24%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
YouTube	11	6	3	10	1	10	9	3	11	-	11	9	-	2	6	2	8	
	13%	11%	9%	15%	5%	17%	32%	4%	13%	-	13%	32%	-	11%	13%	15%	13%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Local events	11	9	2	11	-	11	5	6	11	-	11	5	-	3	5	3	8	
	13%	17%	8%	16%	-	18%	17%	11%	13%	-	13%	17%	-	16%	11%	18%	13%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Google search	10	6	5	7	3	9	5	5	10	-	10	5	-	3	5	2	7	
	12%	11%	16%	10%	19%	16%	21%	8%	12%	-	12%	21%	-	15%	10%	14%	11%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Supermarket	7	5	2	7	1	7	4	4	7	-	7	4	-	4	3	1	3	
	9%	10%	8%	10%	6%	11%	14%	7%	9%	-	9%	14%	-	22%	6%	3%	6%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Instagram	5	5	1	5	1	5	4	2	5	-	5	4	-	2	2	2	3	
	6%	9%	2%	7%	4%	8%	13%	3%	6%	-	6%	13%	-	11%	4%	10%	5%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Elsewhere online	4	3	1	3	1	3	2	2	4	-	4	2	-	1	1	3	3	
	5%	7%	2%	4%	7%	5%	7%	4%	5%	-	5%	7%	-	5%	1%	17%	5%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
X (formerly Twitter)	4	2	2	4	-	3	2	2	4	-	4	2	-	1	1	2	3	
	5%	3%	8%	6%	-	5%	7%	4%	5%	-	5%	7%	-	5%	3%	12%	5%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Digital radio station (such as Heart, Capital, Smooth, Absolute Radio etc.)	3	3	-	2	1	3	1	2	3	-	3	1	-	1	1	1	2	
	4%	6%	-	4%	4%	4%	3%	4%	4%	-	4%	3%	-	6%	1%	9%	3%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Somewhere else (please specify)	4	4	-	4	-	1	-	4	4	-	4	-	-	-	3	-	3	
	5%	8%	-	6%	-	2%	-	7%	5%	-	5%	-	-	-	7%	-	5%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Don't know	10	6	2	7	3	4	-	10	10	-	10	-	-	3	6	-	6	
	12%	11%	9%	10%	16%	6%	-	17%	12%	-	12%	-	-	14%	12%	-	9%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Social media (NET)	26	16	7	24	3	24	18	9	26	-	26	18	-	7	14	5	19	
	31%	31%	27%	35%	15%	40%	67%	15%	31%	-	31%	67%	-	37%	29%	34%	30%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
Online (NET)	12	7	5	8	5	10	5	7	12	-	12	5	-	3	5	3	9	
	14%	13%	19%	11%	27%	17%	21%	12%	14%	-	14%	21%	-	15%	11%	22%	14%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	
OOH (NET)	41	25	15	34	6	32	12	29	41	-	41	12	-	10	25	6	31	
	48%	48%	55%	51%	37%	54%	44%	50%	48%	-	48%	44%	-	54%	51%	42%	49%	
		*	**	*	**		**	*	*		*	**		**	*	**	*	

01/03/2024 - 16/03/2024
- Column Means: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D, E, F/G/H/I/J/K/L, M/N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied