Understanding attitudes, motivations and barriers to adoption and fostering
Appendix One: Details of priority audience groups

	Group	Size of this group	Certain/Very likely to consider adopting (total sample average 4.4%)	Certain/Very likely to consider fostering (total sample average 3.8%)	Descriptor
1	1_1_2_2_1_4_10	121 *Estimated size of audience group based on 2011 Census data of adults aged 20-64 in England* = 775,000* **applies to all population figures listed*	22 = 18.4% *143,000*	18 = 15.2% *118,000*	<u>Descriptor</u> 1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation 1 = Adopted a child OR Know someone who has OR Were adopted a child OR Have a brother/sister/relative/friend that were adopted OR Currently a foster carer OR Formerly a foster carer 2 = 25-44 yr olds 2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual 1 = Actively practicing a religion 4 = Any of higher managerial, intermediate managerial or skilled manual 10 = England <u>Top ranked barriers (A)</u> 1. Fear that you wouldn't be accepted by the child you adopt 2. How it might affect relationships with children that you may already have 3. The level of scrutiny from social services <u>Top ranked motivators (A)</u> 1. Making the process of applying to adopt a child simpler 2. Clearer information about how the application process works 3. A clearer understanding of what adoption agencies are looking for from potential adoptive parents

| 2 | 1_1_2_1_4_10 | 134 | 28 = 20.7% | 23 = 17.4% | Descriptor |
| | | 857,000 | 177,000 | 149,000 | |

Descriptor
1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
1 = Adopted a child OR Know someone who has OR Were adopted a child OR Have a brother/sister/relative/friend that were adopted OR Currently a foster carer OR Formerly a foster carer
2 = 25-44 yr olds
X = Excluding relationship status
1 = Actively practicing a religion
4 = Any of higher managerial, intermediate managerial or skilled manual
10 = England

Top ranked barriers (A)
1. Fear that you wouldn't be accepted by the child you adopt
2. How it might affect relationships with children that you may already have
3. The level of scrutiny from social services

Top ranked motivators (A)
1. Making the process of applying to adopt a child simpler
2. Clearer information about how the application process works
3. A clearer understanding of what adoption agencies are looking for from potential adoptive parents

Top ranked barriers (F)
1. Fear that you wouldn't be accepted by the child that you foster
   {nb. this indexed lower than the national average, but remained the highest rated barrier by this audience segment}
2. How it might affect relationships with children that you may already have
3. Fear of not being approved to become a foster carer by the fostering agency

Top ranked motivators (F)
1. Making the process of applying to be a foster carer simpler
2. A clearer understanding of what fostering services are looking for from potential foster carers
3. Better financial support

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3	1_2_1_2_1_4_10	57	4 = 7.3%	9 = 16.4%	Descriptor
					1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
		364,000	27,000	60,000	2 = Not adopted a child OR know someone who has OR were adopted as a child OR have a brother/sister/relative/friend that were adopted OR currently a foster carer OR formerly a foster carer
					1 = 25-34 yr olds
					2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual
					1 = Actively practicing a religion
					4 = Any of higher managerial, intermediate managerial or skilled manual
					10 = England
					Top ranked barriers (F)
					1. Fear that you wouldn't be accepted by the child that you foster
					2. Worries about the experience of fostering itself
					3. Whether I have time to be a foster carer
					Top ranked motivators (F)
					1. Making the process of applying to be a foster carer simpler
					2. A clearer understanding of what fostering services are looking for from potential foster carers
					3. Better financial support

4	1_1_2_1_4_10	111	18 = 15.8%	18 = 16%	Descriptor
		709,000	112,000	113,000	1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation

Descriptor
1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
X = Excluding AoF experience
1 = 25-34 yr olds
2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual
1 = Actively practicing a religion
4 = Any of higher managerial, intermediate managerial or skilled manual
10 = England

Top ranked barriers (A)
1. How it might affect relationships with children that you may already have
2. Worries about the process of being approved as a suitable adoptive parent
3. The level of scrutiny from social services

Top ranked motivators (A)
1. Clearer information about how the application process works
2. A clearer understanding of what adoption agencies are looking for from potential adoptive parents
3. Better financial support

Top ranked barriers (F)
1. How it might affect relationships with children that you may already have
2. Worries about the experience of fostering itself
3. Whether I have time to be a foster carer

Top ranked motivators (F)
1. Making the process of applying to be a foster carer simpler
2. A clearer understanding of what fostering services are looking for from potential foster carers
3. Better financial support

5	1_1_1_2_1_4_10	54	13 = 25%	8 = 15.6%	Descriptor

		345,000	86,000	54,000	1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
					1 = Adopted a child OR Know someone who has OR Were adopted a child OR Have a brother/sister/relative/friend that were adopted OR Currently a foster carer OR Formerly a foster carer
					1 = 25-34 yr olds
					2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual
					1 = Actively practicing a religion
					4 = Any of higher managerial, intermediate managerial or skilled manual
					10 = England
					
					Top ranked barriers (A)
					  1. Fear that you wouldn't be accepted by the child you adopt
					  2. How it might affect relationships with children that you may already have
					  3. Worries about the process of being approved as a suitable adoptive parent
					
					Top ranked motivators (A)
					  1. Making the process of applying to adopt a child simpler
					  2. Clearer information about how the application process works
					  3. A clearer understanding of what adoption agencies are looking for from potential adoptive parents

6	1_1_2_2_1_3_10	44	9 = 19.9%	8 = 17.2%	Descriptor
					1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
		282,000	*56,000*	*48,000*	1 = Adopted a child OR Know someone who has OR Were adopted a child OR Have a brother/sister/relative/friend that were adopted OR Currently a foster carer OR Formerly a foster carer
					2 = 25-44 yr olds
					2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual
					1 = Actively practicing a religion
					3 = Skilled manual
					10 = England

Within the descriptor cell:

Top ranked barriers (A)
1. Fear that you wouldn't be accepted by the child you adopt
2. How it might affect relationships with children that you may already have
3. The level of scrutiny from social services

Top ranked motivators (A)
1. Clearer information about how the application process works
2. A clearer understanding of what adoption agencies are looking for from potential adoptive parents
3. Better financial support

Top ranked barriers (F)
1. How it might affect relationships with children that you may already have
2. Concerns about confidentiality e.g. the fostered child's family wanting to make contact
3. Whether I have time to be a foster carer

Top ranked motivators (F)
1. A clearer understanding of what fostering services are looking for from potential foster carers
2. Better financial support
3. Clearer information about what kind of children need foster care

7	1_1_2_2_1_4_3	40	9 = 22.2%	8 = 18.8%	Descriptor
		256,000	57,000	48,000	1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation

Descriptor

1 = Done voluntary work OR Active in local community OR Currently work for a not for profit organisation
1 = Adopted a child OR Know someone who has OR Were adopted a child OR Have a brother/sister/relative/friend that were adopted OR Currently a foster carer OR Formerly a foster carer
2 = 25-44 yr olds
2 = **Not** Civil partnership AND/OR Non-married but in an enduring relationship AND/OR Gay/Lesbian/Bisexual
1 = Actively practicing a religion
4 = Any of higher managerial, intermediate managerial or skilled manual
3 = London

Top ranked barriers (A)
1. Fear that you wouldn't be accepted by the child you adopt
2. How it might affect relationships with children that you may already have
3. The level of scrutiny from social services

Top ranked motivators (A)
1. Making the process of applying to adopt a child simpler
2. A clearer understanding of what adoption agencies are looking for from potential adoptive parents
3. Better financial support

Top ranked barriers (F)
1. Fear that you won't be accepted by the child that you foster
2. How it might affect relationships with children that you already have
3. Concerns about confidentiality e.g. the fostered child's family wanting to make contact

Top ranked motivators (F)
1. A clearer understanding of what fostering services are looking for from potential foster carers
2. Better financial support
3. Clearer information about what kind of children need foster care