METHODOLOGY AND SAMPLE
Methodology and Sample

Sample
1000 online interviews gathered through Netsonda Panel.

Target
Individuals of both genders with ages between 26-64 years with children that have 17 years or less, with residence in Continental Portugal.

Collection Period
The data collection took place between 24th of May and 18th of June 2018.

Margin of Error
This sample size is relative to a Margin of Error of +/- 3.1%, for a 95% confidence interval.

Concept Glossary

**Average** – The arithmetic mean is the value that can replace all the values of the variable. That is, is the value that the variable would assume if it were constant. It therefore represents the value if there were only one individual on the sample;

**Moda** – It is the value that occurs most often in a distribution;

**Base** – It is part of the collected sample that is represented in the chart or table

**T2B (Top 2 Box)** – The sum of the 2 highest values of the scale;

**T3B (Top 3 Box)** – The sum of the 3 highest values of the scale;

**B2B (Bottom 2 Box)** – The sum of the 2 lowest values of the scale;

**B3B (Bottom 3 Box)** – The sum of the 3 lowest values of the scale;

**Statistical Tests x2** – The qui-square test verifies if there are statistical differences between the groups under analysis, at a significance level of 95% (the darker shade indicates the higher value in relation to the lighter shade);

**Statistical Tests t-student** – Hypothesis test for means, which verifies whether a given difference found between measures of two groups is statistically significant at a level of 95% (This indicates that the groups under analysis have different "opinions").
SAMPLE OUTLINE
SAMPLE OUTLINE

GENDER

48% Male
52% Female

AGE

55-64 YEARS 9%
26-35 YEARS 21%
46-55 YEARS 26%
36-45 YEARS 44%

REGION

GREAT LISBON AREA 35%
GREAT PORTO AREA 13%
NORTHERN COAST 14%
CENTRAL COAST 20%
NORTHERN INTERIOR 9%
SOUTH 9%

SCHOLARITY

University 50%
Secondary education 42%
Basic education - 3rd Cycle 7%
Basic education - 2nd Cycle 1%

MARITAL STATUS

AS A COUPLE
Quota 50%
SINGLE/DIVORCED

The following targets were defined:

BASE: Interviews Total (n=1000)
PARENTING DATA
Respondents who live as a couple have more children and also have, on average, younger children, compared with those who do not live as a couple or are divorced.

**NUMBER OF CHILDREN 17 YEARS OLD OR LESS**

<table>
<thead>
<tr>
<th></th>
<th>As a couple</th>
<th>Do not live as a couple / Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Children</td>
<td>58%</td>
<td>67%</td>
</tr>
<tr>
<td>2 Children or more</td>
<td>41%</td>
<td>32%</td>
</tr>
</tbody>
</table>

**YOUNGER CHILD MIDDLE AGE**

<table>
<thead>
<tr>
<th></th>
<th>As a couple</th>
<th>Do not live as a couple / Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.4 Years</td>
<td>9.2 Years</td>
</tr>
</tbody>
</table>

Reading: 41% of couples have 2 or more children, statistically superior to those who do not live in as a couple or are divorced (32%).

BASE: As a couple (n=500); Do not live as a couple/Divorced (n=500)
Both targets consider that after the separation of the parents, the children should stay mainly with both parents, in turn. This fact is more evident for those who live as a couple (78% vs 59% do not live as a couple / are divorced).

<table>
<thead>
<tr>
<th>Avarage</th>
<th>With both</th>
<th>With the mother</th>
<th>With the father</th>
</tr>
</thead>
<tbody>
<tr>
<td>68,6%</td>
<td>81%</td>
<td>17%</td>
<td>0,8%</td>
</tr>
<tr>
<td>73%</td>
<td>21%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>78%</td>
<td>22%</td>
<td>52%</td>
<td>1%</td>
</tr>
</tbody>
</table>

There are no statistical differences between genders.

**BASE:** As a couple (n=500); Do not live as a couple/Divorced (n=500)
Most of the sample says that follow-up in education and childcare should be followed, in a balanced way, by both parents.

### CARE OF PARENTS REGARDING THE CHILDREN …

(T2B Values)

<table>
<thead>
<tr>
<th>Statement</th>
<th>As a couple</th>
<th>Not as a couple/Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td>The child need equal care from both parents</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>Both parents should keep up with the education of the child</td>
<td>98%</td>
<td>96%</td>
</tr>
<tr>
<td>The child is harmed when the father does not participate in the care of the child</td>
<td>92%</td>
<td>91%</td>
</tr>
<tr>
<td>It is up to the mother to take care of the child</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>It is up to the father to impose respect on the education of children.</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Scale:**
1 – Disagree/ Totally disagree  
4 - Totally agree

**BASE:** As a couple (n=500); Do not live as a couple/Divorced (n=500)
FOR THOSE WHO DO NOT LIVE IN A COUPLE…

...ARE YOU UNABLE TO BE WITH YOUR CHILDREN?

YES 2%

NO

LEVEL OF PARENTAL AND RESIDENCIAL INVOLVEMENT

- The child lives with me and sleeps every fortnight: 22%
- Child of the present partner: 13%
- Never stays with one of the parents: 12%
- Child of another partner: 3%
- In joint custody: 17%
- Never stays with one of the parents: 9%
- Child of another relationship: 14%
- The child does not live with me but sleeps in my house fortnightly at the weekend: 4%
- Never stays with one of the parents: 12%
- Lives with both parents: 1%
- Stays with one parent rarely: 1%
- Stays with one parent on vacation: 6%
- Lives with a parent abroad: 3%
- Others: 3%
- Doesn’t know/Doesn’t reply: 2%

Of those who do not live as a couple, only 2% say that they are not allowed to be with their children and about 20% say that the children have a type of joint custody with the father/mother.
69% that the children should stay with both parents in joint physical custody after the divorce or separation;

20% of the children of divorced / separated parents currently live in joint physical custody with both parents;

61% of women and 79% of men understand that the child living in joint physical custody with both is the best option after divorce / separation;

More than 90% agree that the father and the mother should keep up on the education and child care equally;
ABOUT NETSONDA

In activity since 2000, we already worked with more than 200 clients in 25 countries.

In 2009, we integrated the Groupe FullSix and in 2015 the Havas Group.

Also in 2015, we acquired Consumer Channel, thus reinforcing our offer of qualitative market studies.
A Equipa

Tiago Cabral
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Andreia Amor
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Credenciais
Full service. Full research.