

STATE OF THE NATION:

UNDERSTANDING PUBLIC ATTITUDES TO THE EARLY YEARS 5 KEY INSIGHTS

PEOPLE OVERWHELMINGLY BELIEVE THAT A CHILD'S FUTURE IS NOT PRE-DETERMINED AT BIRTH

1.

Yet worryingly, just one in four recognise the specific importance of the first five years of a child's life.



of people believe that nurture is essential to lifelong outcomes



24% say start of pregnancy to 5 years is most important

THE REALITY OF LIFE MAKES IT HARD FOR PARENTS TO PRIORITISE THEIR WELLBEING

2.

Parents recognise the importance of good mental health, but struggle to find time for themselves.



90% of people see parental mental health and wellbeing as being critical to a child's development



10% took time to look after their own wellbeing

Only 10% of parents mentioned taking the time to look after their own wellbeing when asked how they had prepared for the arrival of their baby.

FEELING JUDGED BY OTHERS CAN MAKE A BAD SITUATION WORSE

3.

7 out of every 10 parents feel judged by others. Among these parents, almost half feel this negatively impacts their mental health.



70% of parents say they feel judged by others



48% say this has taken an emotional toll on them

THE COVID-19 PANDEMIC HAS DRAMATICALLY INCREASED PARENTAL LONELINESS

4.

38% Before the COVID-19 pandemic

63% After the first lockdown in the UK

The pandemic has pushed parental loneliness up from 38% to 63%.

This increase in loneliness for parents is more apparent in the most deprived areas; these parents are more than twice as likely as those living in the least deprived areas to say they feel lonely often or always.

13%

Most deprived

5%

Least deprived

IN THE FACE OF ADVERSITY, SUPPORT FROM LOCAL COMMUNITIES HAS SUBSTANTIALLY INCREASED FOR MANY - BUT NOT FOR ALL

5.

Across the UK, communities have united powerfully to meet the challenge of unprecedented times.



40% of people feel that community support has grown

Parents in the most deprived areas are less likely to have experienced increased community support than those elsewhere.

Experienced increased community support

33%

Most deprived

52%

Least deprived