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

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



pregnancy to 5 years is most important

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

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



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

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

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



of parents say they feel judged by others



say this has taken an emotional toll on them

THE COVID-19 **PANDEMIC HAS** DRAMATICALLY INCREASED **PARENTAL LONELINESS**

38% Before the

After the COVID-19 first lockdown pandemic in the UK

63%

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

13%

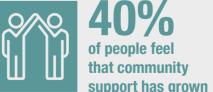
or always.

5%

Most deprived Least deprived

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

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



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

Experienced increased community support



Most deprived

Least deprived

Data is taken from a number of studies: the 5 Big Questions, (435,141 UK responses, January 2020),

nationally representative face-to-face survey (3,733 adults, Dec 2019 - Jan 2020) and an online survey (1,000 parents of 0-5s, October 2020).

