

J22-010964-01 - The Royal Foundation Annual Perceptions Study - General Public - 21 April-5 May 2022
IPSOS UK - PUBLIC - v2

15 Jun 2022
 Table 1

QA. Which period of a child and young person's life do you think is the most important for shaping their future lives?
 Please select one answer

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Start of pregnancy to 5 years (early childhood)	663	252	409	147	188	328	56	90	81	107	130	154	44	608	44	371	292	298	365	674
		17%bdgioooow	13%	12%	15%g	21%adeghij	11%	14%	13%	16%dg	21%adeghij	22%adeghij	20%dghi	17%o	11%	16%	17%	21%aw	14%	17%
5-11 years (primary school)	816	440	374	226	254	335	77	150	132	122	105	169	61	734	65	477	339	300	516	811
		20%g	23%c	18%	19%g	20%g	22%gk	14%	23%gk	21%g	19%g	17%	25%adegjk	27%adegjk	21%o	16%	21%	21%	20%	20%
11-16 years (secondary school)	688	401	279	228	256	203	111	117	125	132	90	83	30	581	91	437	250	216	472	679
		17%cfju	21%ac	14%	19%fkm	20%afkm	13%	21%afkm	18%fl	20%fkm	15%	12%	13%	17%	23%anqrs	19%u	15%	15%	18%v	17%
16-18 years (further education)	231	143	86	114	61	57	70	43	38	23	27	20	10	183	40	158	73	75	156	228
		6%cfju	7%ac	4%	10%aefjklm	5%l	4%	13%adefhijklm	7%fl	6%fjl	4%	4%	3%	5%	10%anqrs	7%u	4%	5%	6%	6%
18-24 years (young adulthood)	246	155	85	142	68	36	92	50	35	33	21	12	4	187	48	167	79	87	159	246
		6%cfklmu	8%ac	4%	12%aefhijklm	5%flm	2%	17%adefhijklm	7%fklm	6%flm	5%flm	3%l	2%	5%	12%anqrs	7%u	5%	6%	6%	6%
All equally important	1143	420	717	256	381	506	90	165	180	202	201	234	70	1044	79	590	552	397	746	1150
		29%bdgioooot	22%	21%g	30%dg	33%adgh	17%	25%g	29%dg	31%dgh	33%adgh	34%adghi	31%dg	30%o	20%	25%	33%at	28%	29%	29%
Don't know	186	115	69	62	64	59	23	39	33	32	36	17	6	151	24	104	82	56	130	183
		5%cl	6%ac	3%	5%l	5%l	4%	6%l	5%l	5%l	6%flm	2%	3%	4%	6%	4%	5%	4%	5%	5%
Prefer not to say	30	19	7	19	9	3	13	6	3	5	3	-	-	14	4	16	14	8	22	31
		1%flmnn	1%c	2%aefkl	1%l	*	2%aefhijklm	1%fl	1%	1%fl	*	-	-	*	1%	1%	1%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QA. Which period of a child and young person's life do you think is the most important for shaping their future lives?
 Please select one answer

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
Start of pregnancy to 5 years (early childhood)	663	22	68	53	51	42	64	66	103	79	548	38	57	19	488	125	73	21	205	438	50	29	109	103	115	112	129	154	674
5-11 years (primary school)	816	36	101	53	69	67	80	61	112	94	673	36	79	27	609	125	82	17	226	569	54	35	186	128	165	149	160	148	811
11-16 years (secondary school)	688	26	67	50	68	46	71	47	103	117	595	28	38	25	516	78	84	11	182	471	74	51	175	112	124	126	114	130	679
16-18 years (further education)	231	10	31	27	27	12	12	16	24	47	206	11	12	3	156	35	26	3	66	151	28	20	66	56	37	30	36	29	228
18-24 years (young adulthood)	246	12	23	38	22	18	14	16	33	36	211	13	21	-	183	22	23	5	48	174	23	15	59	54	40	44	34	33	246
All equally important	1143	47	127	83	102	91	111	118	150	125	955	50	99	40	832	193	84	32	326	771	48	21	239	200	194	216	191	243	1150
Don't know	186	7	20	20	15	10	21	9	21	34	157	11	17	-	148	14	5	4	36	124	2	1	13	38	36	38	21	26	183
Prefer not to say	30	-	2	6	2	5	1	4	3	3	27	1	2	-	15	4	2	1	3	8	1	1	1	3	4	3	6	2	31

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r - a/s/t - a/u/v/w - a/x/y/z/A/B
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 Table 3

QB. How important, if at all, do you feel the period of early childhood is in shaping a person's future life?
 Please select one answer

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Very important	2651	1160	1477	644	851	1155	254	390	404	447	442	540	174	2382	217	1495	1155	1017	1634	2658
		66%bdghoooo	60%73%ab	54%g	66%dgh	76%adeghij	48%	59%g	65%dg	68%dgh	72%adeghi	78%adeghijk	77%adeghij	68%o	55%	64%	69%t	71%aw	64%	66%
Fairly important	1006	577	419	384	323	299	191	193	162	162	132	123	43	866	115	624	382	330	676	1005
		25%cfim	30%ac	32%aefijklm	25%fl	20%	36%aefhijklm	29%fkim	26%flm	25%fl	22%	19%	19%	26%	29%	27%u	23%	23%	26%v	25%
Not very important	152	86	64	78	51	24	48	30	32	18	13	8	3	109	36	93	59	42	110	149
		4%fkim	4%c	7%aefijklm	4%fkim	2%	9%aefhijklm	5%fkim	5%fjklm	3%l	2%	1%	1%	3%	9%angrs	4%	4%	3%	4%v	4%
Not at all important	50	36	13	34	12	3	16	18	4	8	2	2	-	39	8	38	12	10	40	46
		1%cfkl	2%c	3%aefijklm	1%f	*	3%aefijklm	3%aefiklm	1%	1%fkl	*	*	-	1%	2%	2%u	1%	1%	2%v	1%
Don't know	143	85	53	53	45	46	22	31	23	21	24	17	5	106	19	71	72	38	105	144
		4%c	4%c	4%l	3%	3%	4%	5%l	4%	3%	4%	2%	2%	3%	5%	3%	4%t	3%	4%v	4%
Top 2: Important	3657	1737	1897	1028	1174	1454	445	582	566	608	574	663	217	3248	333	2120	1537	1347	2310	3663
		91%bdghoooo	89%94%ab	86%	92%dgh	95%adeghij	84%	88%g	90%dg	93%dgh	94%dghi	96%adeghijk	97%adeghij	93%aoqrs	84%	91%	91%	94%aw	90%	92%
Bottom 2: Not important	202	122	77	112	63	28	64	48	37	26	15	10	3	148	44	131	71	52	150	195
		5%cfklmv	6%c	9%aefijklm	5%fkim	2%	12%aefhijklm	7%afjklm	6%fkim	4%flm	2%	1%	1%	4%	11%angrs	6%	4%	4%	6%v	5%
NET Difference	3454	1615	1820	916	1112	1427	381	534	530	582	559	653	215	3100	289	1989	1466	1295	2160	3468
		86%	83%	90%	77%	87%	93%	72%	81%	85%	89%	91%	95%	89%	73%	86%	87%	90%	84%	87%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
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 Table 4

QB. How important, if at all, do you feel the period of early childhood is in shaping a person's future life?
 Please select one answer

Base: All UK adults aged 16+

	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE						
	North East (b)	North West (c)	Yorkshire and Humbersides (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total		
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002	
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002	
Very important	2651	106	295	213	228	190	253	239	372	336	2232	129	214	76	1973	424	263	68	754	1792	165	102	585	427	461	492	484	560	2658	
		66% ^{lux}	67%	65%	64%	65%	68%	71% ^j	68%	63%	66%	68%	66%	67%	67%	71% ^{kao}	69%	72%	69%	66%	59%	59%	69% ^{uv}	62%	64%	69% ^x	70% ^{axy}	73% ^{axy}	66%	
Fairly important	1006	42	108	83	101	73	83	81	137	131	839	41	95	30	733	133	91	21	264	690	91	55	207	200	186	164	162	164	1005	
		25% ^B	26%	25%	28%	25%	22%	24%	25%	24%	25%	22%	29% ^g	27%	25%	22%	24%	22%	24%	25%	33% ^{aw}	32%	24%	29% ^{kzAB}	26% ^B	23%	23%	22%	25%	
Not very important	152	4	14	16	11	9	16	9	16	41	136	8	5	4	107	14	11	1	35	108	16	12	34	28	32	24	20	21	149	
		4% ^m	2%	3%	5% ^m	3%	4% ^m	3%	3%	8% ^{abcef}	4% ^m	4% ^m	1%	4%	4%	2%	3%	1%	3%	4%	6%	7% ^{aa}	4%	4%	4%	3%	3%	3%	4%	
Not at all important	50	4	7	6	2	4	5	-	4	13	45	1	4	-	37	6	7	1	9	32	6	3	9	9	12	13	7	2	46	
		1% ^{hB}	2% ^h	2% ^h	1%	1% ^h	1% ^h	-	1%	2% ^{aehi}	1% ^h	*	1% ^h	-	1%	1%	2%	1%	1%	1%	2%	2%	1%	1% ^B	2% ^B	2% ^B	1%	*	1%	
Don't know	143	5	16	11	14	14	16	9	21	15	121	10	8	3	97	18	7	3	30	84	2	1	12	31	24	25	19	17	144	
		4% ^{uw}	3%	4%	3%	4%	5%	4%	3%	4%	3%	4%	5%	3%	3%	3%	2%	4%	3%	3%	1%	1%	1%	4% ^B	3%	4%	3%	2%	4%	
Top 2: Important	3657	148	403	296	329	263	336	320	509	468	3071	170	309	106	2706	558	354	89	1018	2482	256	157	792	627	647	655	646	724	3663	
		91% ^j	92%	92% ^j	90%	92% ^j	91%	90%	95% ^{adgj}	93% ^j	87%	91% ^j	90%	95% ^{adfg}	93% ^{jkl}	92%	94%	93%	94%	93% ^{aa}	92%	91%	91%	93%	90%	91%	91%	94% ^{xy}	95% ^{axyz}	92%
Bottom 2: Not important	202	7	20	23	13	13	22	9	20	54	181	9	9	4	144	20	18	2	44	140	22	15	43	37	44	37	26	23	195	
		5% ^B	4%	5%	7% ^{him}	4%	4%	6% ^m	3%	4%	10% ^{abcef}	5% ^{hm}	5%	3%	5%	2%	5%	2%	4%	4%	8% ^{aa}	9%	5%	5% ^B	6% ^{AB}	5% ^B	4%	4%	5%	
NET Difference	3454	140	383	273	316	250	314	310	489	414	2891	162	300	102	2562	538	336	87	974	2343	233	142	749	591	602	619	620	701	3468	
	86%	88%	87%	83%	89%	86%	84%	92%	89%	77%	86%	86%	92%	90%	87%	90%	89%	92%	89%	87%	83%	82%	88%	85%	84%	86%	90%	92%	87%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/op - a/q/r - a/s/t - a/u/v/w - ax/y/z/AB
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 Table 5

QC. Below is a list of different aspects of adult life. Which of the following, if any, do you personally think are likely to be the MOST affected by a child's development during their early childhood? Please select up to three

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Their future mental health and wellbeing	2209	900	1291	550	753	906	241	309	346	407	359	411	135	1960	208	1230	979	860	1349	2238
	55%bdghw	46%	64%ab	46%	59%adgh	59%adgh	45%	47%	55%dgh	62%adghi	59%dgh	60%adgh	60%dgh	56%	53%	53%	58%at	60%aw	53%	56%
Their ability to make and maintain relationships	2021	850	1158	523	607	892	230	293	312	335	400	156	1813	170	1097	925	791	1231	2028	
	51%bdghoooot	44%	57%ab	44%	47%	58%adeghij	43%	44%	47%	48%	55%adeghij	58%adeghij	69%adefghijkl	52%o	43%	47%	55%at	55%aw	48%	51%
Their future happiness	1595	735	850	425	495	675	184	241	225	270	248	326	102	1411	156	889	706	551	1044	1608
	40%dq	38%	42%b	36%	39%	44%adeghi	35%	37%	36%	41%dg	40%dg	47%adeghijk	45%dghi	40%	39%	38%	42%t	38%	41%	40%
Their future physical health	1225	590	631	349	395	481	138	211	201	194	211	206	64	1097	113	732	493	448	777	1220
	31%g	30%	31%	29%	31%g	31%g	26%	32%g	32%g	30%	34%adg	30%	28%	31%	29%	32%	29%	31%	30%	30%
Their future academic achievement	885	459	424	227	277	381	99	127	146	131	143	189	49	778	85	484	401	345	540	885
	22%d	24%c	21%	19%	22%	25%adeghij	19%	19%	23%d	20%	23%d	27%adeghij	22%	22%	21%	21%	24%t	24%w	21%	22%
Their future job and income	622	367	250	216	187	218	98	118	109	78	87	98	34	532	76	395	226	220	402	616
	16%cj	19%ac	12%	18%aeefjkl	15%	14%	18%efjkl	18%j	17%j	12%	14%	14%	15%	15%	19%n	17%u	13%	15%	16%	15%
Their likelihood of committing crime	548	281	265	212	157	180	106	106	86	72	74	76	29	464	69	344	204	202	346	547
	14%ji	14%	13%	18%aeefjkl	12%	12%	20%aeefijklm	16%efjl	14%	11%	12%	11%	13%	13%	17%anrs	15%u	12%	14%	14%	14%
Their life expectancy (i.e. how long they live)	362	220	140	129	113	120	52	78	63	50	50	55	15	311	44	237	124	169	192	353
	9%cuw	11%ac	7%	11%fj	9%	8%	10%	12%fjklm	10%	8%	8%	8%	7%	9%	11%	10%u	7%	12%aw	8%	9%
Their interest in politics or playing an active role in society	255	154	99	129	77	50	71	58	51	25	16	21	13	207	38	188	67	102	154	247
	6%cfjkl	8%ac	5%	11%aeefijklm	6%fjkl	3%	13%aeefijklm	9%efjkl	8%fjkl	4%	3%	3%	6%k	6%	10%anrs	8%au	4%	7%	6%	6%
None of these	72	43	28	24	23	25	14	11	10	13	11	11	3	62	9	37	36	14	59	72
	2%v	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%v	2%
Don't know	304	162	136	69	115	120	23	46	44	72	56	50	13	265	17	155	149	82	223	309
	8%gooooov	8%	7%	6%	9%dg	8%dg	4%	7%	7%	11%adefghilm	9%dg	7%g	6%	8%o	4%	7%	9%t	6%	9%v	8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
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 Table 6

QC. Below is a list of different aspects of adult life. Which of the following, if any, do you personally think are likely to be the MOST affected by a child's development during their early childhood? Please select up to three

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE						
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
Their future mental health and wellbeing	2209	85	240	168	193	167	185	200	334	289	1861	111	168	68	1623	362	190	58	660	1462	111	71	466	335	392	407	414	456	2238
	55%guvx	53%	55%	51%	54%	58%g	49%	59%dgm	61%adjj	54%	55%g	59%g	52%	60%	55%	61%ao	50%	61%	60%at	54%	40%	41%	55%lv	48%	55%x	57%x	60%ax	60%ax	56%
Their ability to make and maintain relationships	2021	80	210	160	168	161	194	184	298	264	1720	98	144	59	1473	336	165	56	584	1373	123	68	410	322	351	376	361	424	2028
	51%mqv	50%	48%	49%	47%	56%cem	52%m	55%m	54%cem	49%	51%km	52%	44%	52%	50%	56%ao	43%	59%qd	54%	51%	44%	40%	48%v	46%	49%	52%kx	52%kx	55%axy	51%
Their future happiness	1595	71	167	135	139	106	157	125	224	205	1330	74	149	43	1190	256	144	41	422	1107	105	64	352	256	285	289	295	327	1608
	40%	44%	38%	41%	39%	42%	37%	41%	38%	39%	38%	39%	46%acfh	38%	40%	43%	38%	43%	39%	41%	37%	37%	42%	37%	40%	40%	43%kx	43%kx	40%
Their future physical health	1225	51	133	108	107	103	105	111	171	160	1049	52	93	31	914	188	115	28	341	845	77	52	262	203	226	223	206	258	1220
	31%	32%	30%	33%	30%	35%g	28%	33%	31%	30%	31%	28%	28%	27%	31%	32%	30%	30%	31%	31%	27%	30%	31%	29%	32%	31%	30%	34%	30%
Their future academic achievement	885	37	86	81	79	68	99	77	116	116	759	40	64	22	640	151	80	14	244	614	63	36	189	149	159	174	146	172	885
	22%	23%	20%	25%	22%	27%cm	23%	21%	22%	22%	21%	20%	20%	22%	22%	25%	21%	15%	22%	23%	23%	21%	22%	21%	22%	24%	21%	22%	22%
Their future job and income	622	27	79	54	60	31	61	45	86	96	539	23	48	11	467	77	66	13	177	421	52	34	150	129	113	102	105	95	616
	16%fb	17%	18%f	16%f	17%f	11%	16%f	13%	16%f	18%f	16%f	12%	15%	10%	16%	13%	17%	14%	16%	16%	18%	19%	18%	19%azB	16%	14%	15%	12%	15%
Their likelihood of committing crime	548	19	58	35	45	38	50	51	86	88	470	20	47	11	409	76	55	16	157	383	46	30	115	106	97	107	82	95	547
	14%	12%	13%	11%	13%	13%	15%	16%	16%d	14%	11%	14%	10%	14%	13%	14%	16%	14%	14%	16%	17%	14%	15%	14%	14%	15%	12%	12%	14%
Their life expectancy (i.e. how long they live)	362	14	56	33	35	19	24	28	40	63	313	15	29	5	282	40	39	7	89	251	39	24	80	72	85	58	68	39	353
	9%E	8%	13%afgh	10%	10%	7%	7%	8%	7%	12%fgjn	9%	8%	9%	4%	10%p	7%	10%	7%	8%	9%	14%a	14%a	9%	10%B	12%azB	8%B	10%B	5%	9%
Their interest in politics or playing an active role in society	255	9	30	30	27	17	12	21	29	37	211	14	20	10	183	31	44	1	65	173	39	24	60	65	44	34	47	32	247
	6%gB	6%	7%g	9%gi	7%g	6%	3%	6%	5%	7%g	6%g	8%g	6%	9%g	6%	5%	12%ar	1%	6%	6%	14%aw	14%aw	7%	9%ayzB	6%	5%	7%B	4%	6%
None of these	72	3	8	5	8	6	5	8	6	7	56	1	10	5	57	8	6	3	14	52	2	1	20	18	14	10	16	11	72
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	*	3%kil	4%il	2%	1%	2%	3%	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	2%
Don't know	304	11	40	22	28	22	39	24	38	30	253	18	25	8	226	40	17	2	66	193	7	4	33	60	43	58	41	66	309
	8%quvw	7%	9%j	7%	8%	8%	10%j	7%	7%	6%	8%	9%	8%	7%	8%	7%	4%	2%	6%	7%	2%	2%	4%	9%	6%	8%	6%	9%A	8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a-op - a/q - a/t - a/u/v/w - axyz/zA/B
 * small base

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15 Jun 2022
 Table 7

QD.1. To what extent do you agree or disagree with each of the following statements?
The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Strongly agree	568	287	276	210	176	182	88	122	95	81	65	86	30	483	64	360	208	214	354	557
	14%fk	15%	14%	18%aeijkl	14%	12%	17%fjkl	18%aeijkl	15%fk	12%	11%	13%	13%	14%	16%	15%u	12%	15%	14%	14%
Tend to agree	1137	594	538	371	345	421	172	199	190	156	160	194	67	993	124	686	451	357	780	1119
	28%jv	31%c	27%	31%ejk	27%	28%	32%efjk	30%j	30%j	24%	26%	28%	30%	28%	31%	30%	27%	25%	30%v	28%
Neither agree nor disagree	1059	504	547	298	347	414	137	161	156	191	168	188	58	934	99	598	461	357	703	1065
	26%	26%	27%	25%	27%	27%	26%	24%	25%	29%	27%	27%	26%	27%	25%	26%	27%	25%	27%	27%
Tend to disagree	728	323	402	181	226	321	87	94	97	129	128	144	49	654	59	396	332	319	409	741
	18%dhw	17%	20%b	15%	18%	21%adeghi	16%	14%	15%	20%dhi	21%dghi	21%dghi	22%dhi	19%	15%	17%	22%aw	16%	16%	19%
Strongly disagree	203	98	103	52	67	84	16	36	35	32	47	36	1	170	23	122	81	100	103	208
	5%gm	5%	5%	4%lm	5%gm	5%gm	3%lm	5%lm	6%gm	5%lm	8%adegim	5%lm	5%	5%	6%	5%	5%	7%aw	4%	5%
Don't know	308	139	160	81	120	106	31	50	53	67	46	41	20	268	27	159	148	91	216	312
	8%	7%	8%	7%	9%dfgl	7%	6%	8%	9%	10%adfgl	7%	6%	9%	8%	7%	8%	7%	6%	8%v	8%
Top 2: Agree	1704	861	814	580	521	602	260	320	285	237	225	280	97	1476	187	1045	659	571	1134	1676
	43%fiku	45%c	40%	49%aeijkl	41%j	39%	49%aeijkl	46%aeijkl	46%fjk	36%	37%	41%	43%	42%	47%	45%u	39%	40%	44%v	42%
Bottom 2: Disagree	931	421	505	233	293	405	103	130	131	162	174	180	50	824	83	518	413	419	513	949
	23%dgw	22%	25%b	20%	23%	27%adeghi	19%	20%	21%	25%dgh	28%adeghi	26%dghi	22%	24%	21%	22%	25%	29%aw	20%	24%
NET Difference	773	460	309	347	228	197	157	190	153	75	51	100	47	652	105	527	246	152	621	727
	19%	24%	15%	29%	18%	13%	30%	29%	25%	11%	8%	14%	21%	19%	26%	23%	15%	11%	24%	18%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QD.1. To what extent do you agree or disagree with each of the following statements?
The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	TOTAL (a)	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE				
		North East (b)	North West (c)	Yorkshire and Humber (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
Strongly agree	568	18	83	37	46	38	43	40	59	107	473	32	51	12	434	78	102	19	168	373	64	39	176	141	114	96	88	78	557
	14% ^B	11%	19% ^{abde}	11%	13%	13%	11%	12%	11%	20% ^{abde}	14% ⁱ	17% ^{ki}	16% ^{ki}	11%	15%	13%	27% ^a	20%	15%	14%	23% ^a	22% ^a	21% ^a	20% ^{ayzA}	16% ^B	13%	13%	10%	14%
Tend to agree	1137	51	115	98	126	80	105	94	160	132	960	48	87	41	852	141	123	28	278	813	74	37	279	204	202	189	191	232	1119
	28% ^p	32%	26%	30%	35% ^{acfg}	28%	28%	28%	29%	25%	28%	25%	27%	37% ^{kl}	29% ^p	24%	32%	30%	25%	30% ^s	26%	21%	33% ^{av}	29%	28%	26%	28%	30%	28%
Neither agree nor disagree	1059	44	111	101	77	89	95	90	153	134	892	50	82	34	764	171	67	25	283	723	61	39	198	166	193	191	171	228	1065
	26% ^q	27%	25%	31% ^e	22%	31% ^e	25%	27%	28% ^e	25%	26%	27%	25%	30%	26%	29%	18%	26%	26%	27%	22%	23%	23%	24%	27%	27%	25%	30% ^{xA}	27%
Tend to disagree	728	28	64	62	50	53	82	66	120	102	625	28	61	15	527	133	51	12	206	488	51	35	122	88	134	164	148	126	741
	18% ^{qwx}	17%	14%	19%	14%	18%	22% ^{ce}	19%	22% ^{acel}	19%	19% ^{ce}	15%	19%	13%	18%	22% ^{ao}	13%	13%	19%	18%	18%	20%	14%	13%	19% ^x	23% ^{axB}	21% ^{axB}	17% ^x	19%
Strongly disagree	203	6	22	12	21	14	23	12	26	29	165	12	23	3	143	36	25	3	68	128	23	18	36	29	33	34	32	49	208
	5%	4%	5%	4%	6%	5%	4%	4%	5%	5%	5%	6%	7% ^h	3%	5%	6%	6%	3%	6%	5%	8% ^{aw}	10% ^{aw}	4%	4%	5%	5%	5%	6%	5%
Don't know	308	14	45	21	36	16	27	35	32	34	259	19	22	7	227	36	12	7	88	182	7	6	36	66	38	44	62	52	312
	8% ^{quw}	8%	10% ^{ij}	6%	10% ^{ij}	6%	7%	10% ^{ij}	6%	6%	8%	10% ^{ki}	7%	7%	8%	6%	3%	8%	8%	7%	2%	3%	4%	10% ^{yz}	5%	6%	9% ^y	7%	8%
Top 2: Agree	1704	69	199	135	172	118	147	135	219	239	1432	79	138	54	1287	220	224	47	446	1186	138	75	456	346	316	284	279	310	1676
	43% ^p	43%	45%	41%	48% ^{saghi}	41%	39%	40%	40%	44%	42%	42%	42%	48%	44% ^p	37%	59% ^a	50%	41%	44%	49% ^a	44%	54% ^{av}	50% ^{ayzA}	44%	40%	40%	41%	42%
Bottom 2: Disagree	931	34	86	73	71	67	105	78	146	130	790	40	84	18	670	168	75	15	274	616	74	53	158	117	167	198	179	175	949
	23% ^{wx}	21%	19%	22%	20%	23%	28% ^{acen}	23%	27% ^{cen}	24%	23%	21%	26% ^c	16%	23%	28% ^{ao}	20%	16%	25%	23%	26% ^w	30% ^{aw}	19%	17%	23% ^x	28% ^{axB}	26% ^x	23% ^x	24%
NET Difference	773	35	113	61	101	51	42	57	73	109	643	40	55	36	617	51	149	32	172	569	65	23	298	229	149	86	100	135	727
	19%	22%	26%	19%	28%	18%	11%	17%	13%	20%	19%	21%	17%	32%	21%	9%	39%	34%	16%	21%	23%	13%	35%	33%	21%	12%	14%	18%	18%

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - ao/p - a/q/r - a/s/t - au/v/w - ax/yz/A/B
 * small base

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15 Jun 2022
 Table 9

QD.2. To what extent do you agree or disagree with each of the following statements?
The development of children in early childhood should be more of a priority for wider society

Base: All UK adults aged 16+

	Gender			Age									Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Strongly agree	1160	513	636	332	374	454	135	197	190	184	184	206	64	1009	122	695	466	490	670	1164
	29%bw	26%	31%b	28%	29%	30%	25%	30%	30%	28%	30%	30%	28%	29%	31%	30%	28%	34%aw	26%	29%
Tend to agree	1638	800	827	461	492	684	216	245	237	255	267	309	108	1454	152	901	737	574	1064	1641
	41%	41%	41%	39%	38%	45%adehij	41%	37%	38%	39%	44%dehi	45%dehij	48%adehij	42%	38%	39%	44%kat	40%	41%	41%
Neither agree nor disagree	736	395	338	245	263	227	98	147	126	137	93	100	35	643	71	456	280	224	511	724
	18%fkiv	20%c	17%	21%fkl	21%fkl	15%	18%f	22%afklm	20%fkl	21%fkl	15%	14%	15%	18%	18%	20%u	17%	16%	20%v	18%
Tend to disagree	205	105	100	78	49	78	46	31	25	24	28	40	10	174	24	119	86	64	141	207
	5%	5%	5%	7%eij	4%	5%	9%aefhijklm	5%	4%	4%	5%	6%e	5%	5%	6%	5%	5%	4%	6%	5%
Strongly disagree	59	31	28	21	18	20	14	7	9	9	10	1	50	7	32	27	16	43	59	
	1%	2%	1%	2%	1%	1%	3%afm	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%
Don't know	204	101	98	56	84	64	22	34	38	46	33	24	7	172	19	119	85	69	135	207
	5%	5%	5%	5%	7%afglm	4%	4%	5%	6%l	7%adfglm	5%	4%	3%	5%	5%	5%	5%	5%	5%	5%
Top 2: Agree	2798	1313	1462	793	867	1138	351	442	427	439	451	515	172	2463	275	1595	1203	1064	1734	2805
	70%cd	68%	72%b	67%	68%	74%adeghij	66%	67%	68%	67%	74%deghij	75%adeghij	77%adeghij	70%	69%	69%	72%	74%aw	68%	70%
Bottom 2: Disagree	264	137	128	99	67	98	60	38	34	34	37	50	11	224	31	151	114	80	185	266
	7%	7%	6%	8%eij	5%	6%	11%adefhijklm	6%	5%	5%	6%	7%	5%	6%	8%	7%	7%	6%	7%	7%
NET Difference	2533	1176	1334	694	799	1040	291	403	393	406	414	465	161	2238	243	1444	1089	984	1549	2539
	63%	60%	66%	58%	62%	68%	55%	61%	63%	62%	68%	67%	71%	64%	62%	62%	65%	68%	60%	63%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QD.2. To what extent do you agree or disagree with each of the following statements?
The development of children in early childhood should be more of a priority for wider society

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
Strongly agree	1160 29%	44 28%	142 32%dfg	82 25%	98 28%	73 25%	96 26%	102 30%	155 28%	174 32%dfg	966 29%	54 29%	113 35%adfg	27 24%	855 29%	183 31%	140 37%a	37 39%a	348 32%t	771 28%	85 31%	50 29%	302 36%a	208 30%	208 29%	214 30%	206 30%	212 28%	1164 29%
Tend to agree	1638 41%j	76 47%ejm	171 39%	140 42%j	134 38%	130 45%jm	162 43%j	139 41%	252 46%acej	187 35%	1392 41%j	76 40%	118 36%	51 45%	1205 41%	250 42%	135 36%	33 34%	433 40%	1148 42%	99 36%	67 38%	329 39%	261 38%	302 42%	280 39%	288 42%	342 45%xz	1641 41%
Neither agree nor disagree	736 18%	21 13%	74 17%	66 20%	72 20%	62 21%bhi	70 19%	49 15%	85 15%	118 22%kbchi	616 18%	35 19%	61 19%	23 20%	555 19%	95 16%	76 20%	17 18%	185 17%	494 18%	62 22%	33 19%	157 19%	131 19%	133 19%	147 20%A	110 16%	140 18%	724 18%
Tend to disagree	205 5%	11 7%	20 4%	21 6%	20 6%	10 4%	25 7%	17 5%	28 5%	26 5%	179 5%	6 3%	16 5%	4 4%	148 5%	33 6%	11 3%	4 4%	49 4%	142 5%	15 5%	11 6%	33 4%	40 6%	34 5%	40 6%	38 5%	29 4%	207 5%
Strongly disagree	59 1%	2 1%	5 1%	7 2%	7 2%	3 1%	3 1%	5 1%	5 1%	12 2%	50 1%	1 1%	6 2%	2 1%	35 1%	13 2%o	10 3%	2 2%	22 2%	35 1%	12 4%aw	8 4%aw	13 1%	8 1%	10 1%	7 1%	14 2%	9 1%	59 1%
Don't know	204 5%quw	6 4%	27 6%f	14 4%	24 7%fj	9 3%	18 5%	28 8%adfj	25 4%	19 4%	170 5%	16 5%	11 3%	6 5%	149 5%	21 4%	8 2%	2 2%	55 5%	117 4%	6 2%	5 3%	13 1%	47 7%yzB	27 4%	29 4%	37 5%	33 4%	207 5%
Top 2: Agree	2798 70%	120 75%e	313 71%	222 67%	232 65%	203 70%	258 69%	240 71%	407 74%adej	362 67%	2358 70%	130 69%	231 71%	79 69%	2061 70%	433 73%	274 72%	70 74%	781 72%	1919 71%	185 66%	116 67%	631 74%au	469 68%	510 71%	494 69%	493 71%	554 72%	2805 70%
Bottom 2: Disagree	264 7%	13 8%	25 6%	28 9%	27 8%	17 6%	28 7%	20 6%	33 6%	38 7%	229 7%	7 4%	23 7%	6 5%	183 6%	47 8%	21 5%	6 6%	71 6%	176 7%	27 10%w	19 11%aw	46 5%	48 7%	44 6%	48 7%	51 7%	38 5%	266 7%
NET Difference	2533 63%	107 67%	289 66%	193 59%	205 58%	186 64%	230 62%	221 65%	375 68%	323 60%	2129 63%	123 65%	208 64%	73 64%	1878 64%	386 65%	254 67%	64 67%	710 65%	1743 64%	158 56%	98 56%	585 69%	422 61%	467 65%	446 62%	442 64%	516 67%	2539 63%

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/op - a/q - a/t - a/u/v/w - a/xyz/AB
 * small base

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 Table 11

QD.3. To what extent do you agree or disagree with each of the following statements?
There is not enough support for parents, carers and children to help children develop in their early childhood

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Strongly agree	637	271	359	224	216	198	97	126	117	99	87	86	25	547	74	405	232	262	375	637
		16%fm <u>u</u>	14% <u>18%b</u>	19%afk <u>m</u>	17%fl <u>m</u>	13%	18%fl <u>m</u>	19%fk <u>lm</u>	15% <u>19%fk</u> lm	14%	12%	11%		16%	19%	17% <u>u</u>	14%	18% <u>aw</u>	15%	16%
Tend to agree	1290	617	661	422	428	439	187	235	219	209	189	199	51	1128	137	778	512	507	782	1273
		32% <u>fm</u>	32% <u>33%</u>	35%fl <u>m</u>	33%fl <u>m</u>	29%	35%fl <u>m</u>	35%fl <u>m</u>	32% <u>m</u>	31% <u>m</u>	31% <u>m</u>	29%	23%	32%	35%	34% <u>u</u>	30%	35% <u>aw</u>	30%	32%
Neither agree nor disagree	1065	551	512	295	313	457	146	150	146	167	158	220	79	932	102	579	487	324	741	1071
		27% <u>v</u>	28% <u>c</u>	25%	24%	30% <u>adehij</u> k	27%	23%	23%	25%	26%	32% <u>adehij</u> k	35% <u>adehij</u> k	27%	26%	29% <u>t</u>	29% <u>t</u>	23%	29% <u>v</u>	27%
Tend to disagree	505	254	249	123	155	226	53	70	68	88	92	95	40	456	36	286	218	167	338	510
		13% <u>dooooo</u>	13%	10%	12%	15% <u>adeghi</u>	10%	11%	11%	13%	15% <u>dghi</u>	14% <u>dg</u>	18% <u>adeghi</u>	13% <u>o</u>	9%	12%	13%	12%	13%	13%
Strongly disagree	128	70	56	33	47	48	13	20	24	23	23	23	3	108	14	73	55	45	83	128
		3%	4%	3%	3%	4%	2%	3%	4%	4%	4%	3%	1%	3%	3%	3%	3%	3%	3%	3%
Don't know	377	181	190	96	123	158	35	61	53	69	64	67	27	330	33	200	177	131	246	383
		9% <u>g</u>	9%	8%	10% <u>g</u>	10% <u>dg</u>	7%	9%	9%	11% <u>g</u>	10% <u>g</u>	10% <u>g</u>	12% <u>g</u>	9%	8%	9%	11% <u>t</u>	9%	10%	10%
Top 2: Agree	1927	889	1019	645	644	637	285	361	336	306	276	285	76	1676	211	1183	744	770	1157	1910
		48%fl <u>muw</u>	46% <u>50%b</u>	54%afj <u>klm</u>	50%fl <u>m</u>	42% <u>m</u>	54%afj <u>klm</u>	55%afj <u>klm</u>	54%afj <u>klm</u>	47%fl <u>m</u>	45% <u>m</u>	41% <u>m</u>	34%	48%	53% <u>n</u>	51% <u>au</u>	44%	54% <u>aw</u>	45%	48%
Bottom 2: Disagree	633	324	305	156	202	275	66	90	91	111	115	117	42	564	49	359	273	212	421	638
		16% <u>dg</u>	17% <u>15%</u>	13%	16%	18% <u>adgh</u>	12%	14%	15%	17% <u>dg</u>	19% <u>dgh</u>	17% <u>dg</u>	19% <u>dg</u>	16%	12%	15%	16%	15%	16%	16%
NET Difference	1294	565	714	489	442	363	219	271	245	197	161	168	34	1112	161	824	471	558	737	1272
		32%	29%	35%	41%	34%	24%	41%	39%	30%	26%	24%	15%	32%	41%	35%	28%	39%	29%	32%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QD.3. To what extent do you agree or disagree with each of the following statements?
There is not enough support for parents, carers and children to help children develop in their early childhood

Base: All UK adults aged 16+

	TOTAL (a)	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002	
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002	
Strongly agree	637 16%e	19 12%	80 18%e	42 13%	40 11%	39 14%	64 17%e	54 16%	89 16%e	111 21%abde fkm	538 16%e	33 18%e	46 14%	20 18%	465 16%	96 16%	103 27%a	20 21%	205 19%at	403 15%	76 27%aw	51 29%aw	166 20%a	127 18%AB	121 17%	114 16%	97 14%	109 14%	637 16%	
Tend to agree	1290 32%	46 29%	138 31%	107 32%	111 31%	99 34%	127 34%	98 29%	177 32%	174 32%	1078 29%	54 35%	115 37%	42 37%	955 32%	180 30%	132 35%	34 36%	353 32%	883 33%	101 36%	64 37%	310 37%a	208 30%	234 33%	239 34%	232 34%	239 31%	1273 32%	
Neither agree nor disagree	1065 27%av	48 30%	107 24%	97 29%	107 30%	75 26%	94 25%	95 28%	152 28%	133 25%	907 27%	42 22%	90 28%	26 23%	776 26%	168 28%	82 22%	24 26%	259 24%	754 28%a	59 21%	28 16%	207 24%v	189 27%	169 24%	181 25%	200 29%y	214 28%	1071 27%	
Tend to disagree	505 13%ju	24 15%j	55 12%	44 13%	41 14%j	44 14%j	42 12%	74 13%j	49 13%j	419 12%j	27 14%j	40 12%	19 17%j	369 13%	78 13%	35 9%	8 9%	134 13%	348 13%	20 7%	14 8%	104 12%u	78 11%	102 14%	89 12%	76 11%	115 15%xA	510 13%		
Strongly disagree	128 3%	8 5%n	11 3%	11 3%	15 4%	7 2%	13 4%	9 3%	16 3%	21 4%	111 3%	7 4%	9 3%	- -	99 3%	22 4%	14 4%	6 6%	32 3%	88 3%	16 6%a	14 8%aw	27 3%	25 4%	26 4%	23 3%	24 3%	19 2%	128 3%	
Don't know	377 9%cuw	14 9%	49 11%	28 9%	36 10%	29 10%	33 9%	40 12%i	42 8%	49 9%	321 10%	25 13%im	25 8%	6 5%	283 10%	51 8%	14 4%	2 2%	108 10%	230 8%	8 3%	2 1%	33 4%	67 10%	62 9%	72 10%	62 9%	68 9%	383 10%	
Top 2: Agree	1927 48%	66 41%	218 50%	149 45%	151 42%	138 48%	191 51%be	152 45%	266 48%	285 53%abde hk	1616 48%	88 46%	161 49%	62 55%b	1420 48%	276 46%	235 62%a	54 57%	558 51%t	1286 48%	177 63%a	114 66%aw	476 56%a	336 48%	355 50%	353 49%	329 46%	348 46%	1910 48%	
Bottom 2: Disagree	633 16%	32 20%j	66 15%	55 17%	62 17%	48 17%	57 15%	51 15%	89 16%	70 13%	530 16%	34 18%	49 15%	19 17%	468 16%	101 17%	49 13%	14 15%	166 15%	436 16%	36 13%	28 16%	131 15%	103 15%	128 18%	112 16%	100 15%	134 18%	638 16%	
NET Difference	1294 32%	34 21%	152 35%	94 29%	89 25%	90 31%	134 36%	101 30%	177 32%	214 40%	1086 32%	53 28%	112 34%	43 38%	952 32%	175 29%	187 49%	40 42%	392 36%	851 31%	141 50%	86 50%	345 41%	233 33%	227 32%	242 34%	229 33%	214 28%	1272 32%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/op - a/q - a/t - a/u/v/w - a/x/y/z/AB
 * small base

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 Table 13

QD.4. To what extent do you agree or disagree with each of the following statements?
The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Strongly agree	313	172	135	145	119	49	63	82	78	41	26	16	7	270	36	238	75	125	189	304
		8%fkmu	9%c	12%aefklm	9%fjklm	3%	12%afjklm	12%afjklm	6%ft	4%	2%	2%	3%	8%	9%	10%au	4%	9%	7%	8%
Tend to agree	551	307	240	217	186	148	113	104	103	83	58	76	14	439	94	363	188	187	364	543
		14%cfklmu	16%ac	18%aefklm	14%fkml	10%	21%aefhijklm	16%fkml	13%fm	10%	11%lm	6%	6%	13%	24%ancrs	16%au	11%	13%	14%	14%
Neither agree nor disagree	871	428	436	296	278	296	137	159	122	156	121	123	52	757	91	509	362	268	602	861
		22%lv	22%	25%afkl	22%l	19%	26%afkl	24%fl	20%	24%ft	20%	18%	23%	22%	23%	22%	23%	19%	23%w	22%
Tend to disagree	1169	549	615	279	349	541	115	164	155	194	210	242	89	1067	81	635	534	405	764	1180
		29%dghioooo	28%	23%	27%dg	35%adeghij	22%	25%	30%dg	34%adeghi	35%adeghij	40%adeghij	30%o	20%	27%	32%t	28%	28%	30%	29%
Strongly disagree	877	381	494	186	266	425	72	113	125	141	167	205	53	785	72	449	428	386	491	890
		22%bdghtw	20%	16%	21%dg	28%adeghij	14%	17%	20%dg	21%dg	27%adeghij	30%adeghij	23%dgh	22%	18%	19%	25%at	27%aw	19%	22%
Don't know	221	108	107	70	84	68	31	38	43	41	31	27	10	183	22	127	94	65	156	224
		6%	6%	6%	7%fl	4%	6%	6%	7%fl	6%l	5%	4%	4%	5%	5%	5%	6%	5%	6%v	6%
Top 2: Agree	864	478	376	362	305	197	176	186	181	124	84	92	21	709	130	601	263	312	552	847
		22%cfklmu	25%ac	30%aefklm	24%fjklm	13%	33%aefklm	28%afjklm	29%aefklm	19%fkml	14%	13%	9%	20%	33%ancrs	26%au	16%	22%	22%	21%
Bottom 2: Disagree	2046	930	1108	465	615	966	187	278	280	335	377	447	142	1853	153	1084	962	791	1255	2070
		51%bcghioooo	48%	39%	48%dgh	63%adeghij	35%	42%g	45%dg	51%dghi	61%adeghij	65%adeghij	63%adeghij	53%o	39%	47%	57%at	55%aw	49%	52%
NET Difference	-1182	-451	-733	-103	-310	-768	-11	-92	-99	-211	-293	-355	-121	-1144	-24	-483	-699	-479	-702	-1223
		-30%	-23%	-9%	-24%	-50%	-2%	-14%	-16%	-32%	-46%	-51%	-54%	-33%	-6%	-21%	-42%	-33%	-27%	-31%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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 Table 14

QD.4. To what extent do you agree or disagree with each of the following statements?
The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base: All UK adults aged 16+

	TOTAL (a)	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (l)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002	
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002	
Strongly agree	313	10	40	13	30	19	21	20	35	61	250	22	30	11	239	36	71	8	105	193	69	49	97	82	64	49	41	41	304	
	8%dB	6%	9%d	4%	8%d	7%	6%	6%	6%	11%ad	7%dk	11%dghk	9%id	10%id	8%	6%	19%ar	8%	10%t	7%	25%aw	28%aw	11%a	12%azAB	9%AB	7%	6%	5%	8%	
Tend to agree	551	21	50	56	40	36	47	44	73	93	460	25	48	18	397	71	69	17	136	392	49	30	140	118	105	90	74	87	543	
	14%A	13%	11%	17%c	11%	12%	13%	13%	17%acek	14%	13%	15%	16%	13%	12%	18%a	18%	12%	14%	18%	17%	17%a	17%azAB	15%A	13%	11%	11%	14%		
Neither agree nor disagree	871	34	80	87	97	72	81	76	123	109	757	35	60	19	623	129	68	17	219	595	42	27	181	135	169	154	145	160	861	
	22%u	21%	18%	26%cm	27%acj	25%cm	22%	22%	22%	20%	22%c	19%	18%	17%	21%	22%	18%	18%	20%	22%	15%	16%	21%u	19%	24%	21%	21%	21%	22%	
Tend to disagree	1169	50	124	84	111	94	128	106	161	132	991	46	92	40	867	198	84	24	325	802	73	45	212	180	191	225	227	267	1180	
	29%iqw	31%	28%	26%	31%j	32%j	34%djl	31%j	29%	25%	29%j	24%	28%	35%	29%	33%a	22%	25%	30%	30%	26%	26%	25%	26%	27%	31%x	33%xy	35%axy	29%	
Strongly disagree	877	39	116	71	53	59	81	66	133	113	731	45	80	21	656	141	79	24	256	588	42	21	193	130	154	168	169	174	890	
	22%euv	24%e	26%aehk	22%e	15%	21%	22%e	20%	24%e	21%e	22%e	24%e	25%e	18%	22%	24%	21%	26%	23%	22%	15%	12%	23%uv	19%	22%	23%x	24%x	23%	22%	
Don't know	221	7	29	18	26	10	16	26	25	29	185	16	16	4	165	19	8	4	50	136	4	2	24	50	32	32	35	36	224	
	6%pqvw	4%	7%	6%	7%f	3%	4%	8%fi	4%	5%	5%	8%fji	6%	4%	6%p	3%	2%	5%	5%	5%	1%	1%	3%	7%yz	4%	4%	5%	5%	6%	
Top 2: Agree	864	31	90	69	70	55	68	64	108	154	709	47	78	30	636	108	140	25	241	586	118	78	237	200	169	139	115	128	847	
	22%PAB	19%	20%	21%	20%	19%	18%	19%	20%	29%abod	21%	25%	24%	26%	22%	18%	37%a	27%	22%	22%	42%aw	45%aw	28%a	29%ayzA	24%AB	19%	17%	17%	21%	
Bottom 2: Disagree	2046	88	241	155	164	154	209	172	294	245	1722	91	172	61	1523	339	163	48	581	1390	115	66	405	310	345	393	396	441	2070	
	51%quv	55%j	55%dej	47%	46%	53%j	56%dej	51%	53%ej	46%	51%j	48%	53%j	53%	52%	57%ao	43%	51%	53%	51%	41%	38%	48%v	45%	48%	55%xy	57%axy	58%axy	52%	
NET Difference	-182	-57	-151	-86	-94	-99	-140	-108	-185	-91	-1012	-44	-94	-31	-888	-232	-23	-23	-339	-804	3	12	-168	-111	-176	-253	-280	-312	-1223	
	-30%	-36%	-34%	-26%	-27%	-34%	-38%	-32%	-34%	-17%	-30%	-23%	-29%	-27%	-30%	-39%	-6%	-24%	-31%	-30%	1%	7%	-20%	-16%	-25%	-35%	-41%	-41%	-31%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r - a/s/t - a/u/v/w - a/xyz/AB
 * small base

QD. To what extent do you agree or disagree with each of the following statements?

Base: All UK adults aged 16+

	The development of children in early childhood is currently a top priority for wider society	The development of children in early childhood should be more of a priority for wider society	There is not enough support for parents, carers and children to help children develop in their early childhood	The development of children in their early childhood should not be a priority given the other problems facing society in the UK
Unweighted Base	4002	4002	4002	4002
Weighted Gen Pub Base	4002	4002	4002	4002
Strongly agree	568 14%	1160 29%	637 16%	313 8%
Tend to agree	1137 28%	1638 41%	1290 32%	551 14%
Neither agree nor disagree	1059 26%	736 18%	1065 27%	871 22%
Tend to disagree	728 18%	205 5%	505 13%	1169 29%
Strongly disagree	203 5%	59 1%	128 3%	877 22%
Don't know	308 8%	204 5%	377 9%	221 6%
Top 2: Agree	1704 43%	2798 70%	1927 48%	864 22%
Bottom 2: Disagree	931 23%	264 7%	633 16%	2046 51%
NET Difference	773 19%	2533 63%	1294 32%	-1182 -30%

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 Table 16

QE. In the last year, what types of information, support or advice, if any, have you sought for bringing up children? Please select all that apply

Base: All parents of children aged 0-18 and grandparents with children

	Gender			Age									Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	1824	847	966	408	673	743	165	243	365	308	259	354	130	1615	169	1091	733	645	1179	1824
Weighted Gen Pub Base	1844	871	962	460	685	699	154	305	400	286	240	335	124	1629	174	1099	745	649	1196	1824
Child's vaccinations	339	159	177	124	154	60	33	91	102	52	29	27	4	288	42	248	90	158	180	319
		18% fklmuw	18%	27% afklm	22% afklm	9% m	21% fklm	30% aefklm	26% afklm	18% flm	12% m	8%	3%	18%	24% n	23% au	12%	24% aw	15%	17%
Child's education and learning	330	158	171	120	149	61	40	80	99	51	31	24	7	278	44	238	92	139	191	320
		18% fklmu	18%	26% afklm	22% afklm	9%	26% afklm	26% afklm	25% afklm	18% flm	13% m	7%	7%	17%	26% anors	22% au	12%	21% aw	16%	18%
Child's health	318	155	162	129	147	41	42	88	99	48	20	18	3	244	64	236	81	135	183	302
		17% fklmu	18%	28% aefklm	21% afklm	6%	27% afklm	29% aefklm	25% afklm	17% fklm	8% m	5%	2%	15%	37% anors	22% au	11%	21% aw	15%	17%
Child's mental health	303	145	156	117	158	28	37	80	100	59	12	13	3	239	53	236	67	135	168	291
		16% fklmu	17%	25% afklm	23% afklm	4%	24% afklm	26% afklm	25% afklm	21% fklm	5%	4%	2%	15%	31% anors	21% au	9%	21% aw	14%	16%
Child's behaviour	298	122	175	121	140	36	47	74	97	44	15	19	2	245	40	210	88	132	166	289
		16% fklmu	14%	26% aefklm	20% afklm	5%	30% aefklm	24% afklm	24% afklm	15% fklm	6% m	6%	2%	15%	23% anors	19% au	12%	20% aw	14%	16%
Child's nutrition	291	144	144	120	136	35	44	76	103	33	21	13	1	229	56	228	64	129	162	277
		16% fklmu	17%	26% aefklm	20% afklm	5% m	28% aefklm	25% afklm	26% aefklm	11% flm	9% flm	4%	1%	14%	32% anors	21% au	9%	20% aw	14%	15%
Child's sleep	280	126	150	124	122	33	45	79	93	29	18	15	-	221	44	204	76	124	155	265
		15% fklmu	14%	27% aefklm	18% fklm	5% m	29% aefklm	26% aefklm	23% aefklm	10% flm	8% m	4% m	-	14%	25% anors	19% au	10%	19% aw	13%	15%
Child's emotional development	224	109	113	83	115	26	30	53	81	34	16	10	-	181	35	174	50	89	135	215
		12% fklmu	12%	18% afklm	17% afklm	4% m	19% afklm	17% afklm	20% afklm	12% fklm	7% m	3% m	-	11%	20% anors	16% au	7%	14% aw	11%	12%
Child's social development	221	107	109	110	90	21	38	72	58	31	12	8	1	174	42	171	50	89	132	205
		12% fklmu	12%	24% aefklm	13% fklm	3%	25% aefklm	23% aefklm	15% fklm	11% fklm	5% m	2%	1%	11%	24% anors	16% au	7%	14% aw	11%	11%
Child's physical development	211	103	106	95	130	25	31	64	63	28	17	7	1	169	33	157	54	84	127	200
		11% fklmu	12%	21% aefklm	13% fklm	4%	20% aefklm	21% aefklm	16% afklm	10% flm	7% flm	2%	1%	10%	19% anors	14% au	7%	13% aw	11%	11%
Potty/toilet training or staying dry through the night	179	79	99	79	78	22	27	52	60	18	8	12	1	147	24	135	44	84	95	172
		10% fklmu	9%	17% aefklm	11% fklm	3%	17% aefklm	17% aefklm	15% afklm	6% flm	3%	4%	1%	9%	14% n	12% au	6%	13% aw	8%	9%
Breastfeeding/feeding	149	58	90	67	68	13	22	46	51	18	9	4	-	119	25	113	35	81	68	140
		8% fklmuw	7%	15% aefklm	10% fklm	2%	14% afklm	15% aefklm	13% afklm	6% flm	4% m	1%	-	7%	14% anors	10% au	5%	12% aw	6%	8%
Child's brain development	138	75	62	54	74	10	21	33	59	15	5	4	-	111	25	119	19	63	75	130
		7% fklmu	9%	12% afklm	11% afklm	1%	14% afklm	11% fklm	15% afklm	5% flm	2%	1%	-	7%	14% anors	11% au	3%	10% aw	6%	7%
Other	12	5	7	2	3	7	1	1	1	2	2	2	3	9	2	6	6	6	6	12
		1%	1%	*	*	1%	1%	*	*	1%	1%	1%	2% adei	1%	1%	1%	1%	1%	1%	1%
I have not looked for information	834	382	449	59	233	542	19	41	101	131	163	270	109	791	30	350	484	232	602	859
		45% deghiooo	44%	13%	34% dghi	78% adeghijk	12%	13%	25% dgh	46% deghi	68% adeghij	81% adeghijk	88% adefghijk	49% o	17%	32%	65% at	36%	50% av	47%
Don't know	38	18	20	10	14	14	5	5	10	4	9	2	3	35	2	20	18	10	28	37
		2%	2%	2%	2%	2%	3% i	2%	3%	1%	4% i	1%	2%	2%	1%	2%	2%	2%	2%	2%
NET: Social + emotional	337	165	166	146	157	34	52	94	104	53	18	15	1	270	58	262	74	140	197	318
		18% fklmu	19%	32% aefklm	23% afklm	5% m	34% aefklm	31% aefklm	26% afklm	19% fklm	7% m	5% m	1%	17%	33% anors	24% au	10%	22% aw	16%	17%
NET: Seeking any form of advice	972	471	493	391	439	143	131	260	288	150	68	62	12	802	142	730	242	407	566	928
		53% fklmnnnu	54%	85% aefklm	64% afklm	20% m	85% aefklm	85% aefklm	72% aefklm	53% fklm	28% flm	19% m	10%	49%	82% anors	66% au	33%	63% aw	47%	51%

Proportions/Mean: Columns Tested (5% risk level) - abc/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QE. In the last year, what types of information, support or advice, if any, have you sought for bringing up children? Please select all that apply

Base: All parents of children aged 0-18 and grandparents with children

	TOTAL (a)	Region													Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total	
		North East (b)	North West (c)	Yorkshire and Humber (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1824	79	244	132	146	144	164	140	270	232	1551	98	146	29	1394	282	346	88	500	1250	262	161	818	341	317	317	318	378	1824	
Weighted Gen Pub Base	1844	76*	233	160	161	135	181	133	257	236	1571	95*	135	43**	1401	276	379	95*	511	1258	280	173	847	356	317	322	308	381	1824	
Child's vaccinations	339	11	49	29	38	17	26	26	44	51	293	18	22	6	262	44	114	35	100	232	74	47	210	70	61	54	62	59	319	
	18%	15%	21% ^f	18%	24% ^{fg}	13%	15%	20%	17%	22% ^f	19%	19%	17%	13%	19%	16%	30% ^a	36% ^a	20%	18%	26% ^a	27% ^a	25% ^a	20%	19%	17%	20%	15%	17%	
Child's education and learning	330	15	47	28	34	22	21	16	45	54	282	16	26	6	257	36	105	21	97	228	75	46	199	69	70	53	45	53	320	
	18% ^p	19%	20% ^{gh}	18%	21% ^{gh}	16%	12%	12%	18%	23% ^{gh}	18%	17%	20%	14%	18% ^p	13%	28% ^a	22%	19%	18%	27% ^a	26% ^a	24% ^a	19% ^B	22% ^{AB}	17%	15%	14%	18%	
Child's health	318	11	42	25	31	17	26	23	45	51	271	15	24	7	240	39	119	30	103	202	71	39	206	73	69	52	40	46	302	
	17% ^B	14%	18%	16%	19%	13%	14%	17%	18%	21% ^f	17%	16%	18%	17%	17%	31% ^a	32% ^a	20%	16%	25% ^a	23%	24% ^a	21% ^{AB}	22% ^{AB}	16%	13%	12%	17%		
Child's mental health	303	8	38	25	25	20	27	21	44	51	260	16	25	3	234	39	98	20	95	198	90	58	183	71	60	48	51	42	291	
	16% ^B	11%	16%	16%	15%	15%	15%	16%	17%	22% ^b	17%	17%	18%	6%	17%	28% ^a	21%	19%	16%	32% ^{aw}	33% ^{aw}	22% ^a	20% ^B	19% ^B	15%	16% ^B	17%	16%		
Child's behaviour	298	11	41	27	21	22	25	16	39	50	252	12	28	5	230	40	112	27	101	187	68	41	187	60	57	44	53	55	289	
	16%	15%	18%	17%	13%	17%	14%	12%	15%	21% ^h	16%	13%	21%	12%	16%	29% ^a	28% ^a	20%	15%	24% ^a	24% ^a	22% ^a	17%	18%	14%	17%	14%	16%		
Child's nutrition	291	11	45	24	26	16	20	13	41	61	258	10	20	3	230	31	106	37	81	200	65	33	192	68	65	48	40	39	277	
	16% ^B	14%	19% ^{gh}	15%	16%	12%	11%	10%	16%	26% ^{abde}	16% ^h	11%	15%	7%	16% ^p	11%	28% ^a	39% ^{aq}	16%	16%	23% ^a	19%	23% ^a	19% ^{AB}	20% ^{AB}	15%	13%	10%	15%	
Child's sleep	280	12	37	26	23	18	22	15	43	43	239	13	20	7	222	19	106	43	80	186	63	37	181	59	59	42	37	42	265	
	15% ^{pB}	15%	16%	16%	15%	14%	12%	12%	17%	18%	15%	14%	15%	17%	16% ^p	7%	28% ^a	45% ^{aq}	16%	15%	23% ^a	21% ^a	21% ^a	17% ^B	18% ^{AB}	13%	12%	11%	15%	
Child's emotional development	224	8	30	12	19	22	19	14	28	34	184	13	17	10	166	31	76	16	69	146	56	37	141	51	48	34	34	32	215	
	12% ^B	10%	13%	7%	12%	16% ^d	10%	10%	11%	14%	12%	13%	12%	24%	12%	20% ^a	17%	14%	12%	20% ^a	21% ^a	17% ^a	14% ^B	15% ^B	11%	11%	8%	12%		
Child's social development	221	11	30	20	16	18	17	11	28	33	183	10	18	10	159	26	89	21	60	153	49	30	144	50	36	39	25	37	205	
	12%	14%	13%	12%	10%	13%	9%	9%	11%	14%	12%	10%	14%	24%	11%	23% ^a	22% ^a	12%	12%	17% ^a	17%	17% ^a	14% ^A	11%	12%	8%	10%	11%		
Child's physical development	211	8	29	20	10	17	19	7	27	45	182	11	14	4	167	21	86	17	69	131	63	29	121	50	49	36	25	29	200	
	11% ^{ehB}	10%	13% ^{eh}	13%	6%	12%	10%	6%	11%	19% ^{aegh}	12% ^{eh}	11%	10%	10%	12% ^p	8%	23% ^a	18%	13%	10%	22% ^{aw}	17% ^a	14% ^a	14% ^{AB}	16% ^{AB}	11%	8%	8%	11%	
Potty/toilet training or staying dry through the night	179	8	36	19	14	8	11	11	20	21	149	13	15	3	142	19	85	19	56	118	46	27	112	47	39	14	19	37	172	
	10% ^z	10%	15% ^{afgi}	12%	9%	6%	6%	8%	8%	9%	9%	14% ^g	11%	6%	10%	7%	22% ^a	20% ^a	11%	9%	16% ^a	15% ^a	13% ^a	13% ^{zA}	12% ^{zA}	4%	6%	10% ^z	9%	
Breastfeeding/feeding	149	3	15	25	10	2	10	10	25	33	132	5	9	3	120	10	57	30	42	103	36	21	98	39	23	22	19	25	140	
	8% ^{fp}	4%	7% ^f	15% ^{abcoef}	6% ^f	1%	5%	7% ^f	10% ^f	14% ^{abcoef}	8% ^f	5%	6% ^f	6%	9% ^p	4%	15% ^a	32% ^{aq}	8%	8%	13% ^a	12%	9%	11% ^{AB}	7%	7%	6%	7%	8%	
Child's brain development	138	4	19	13	10	6	6	9	13	29	109	8	12	8	102	15	46	19	47	89	36	24	88	38	24	16	20	19	130	
	7%	5%	8%	8%	6%	5%	3%	7%	5%	12% ^{afgik}	7%	9%	9% ^g	16%	7%	12% ^a	20% ^a	9%	7%	13% ^a	14% ^a	10% ^a	11% ^{zB}	8%	5%	6%	5%	7%		
Other	12	-	3	3	1	-	-	1	1	2	11	1	-	-	10	1	2	-	3	9	-	-	8	1	2	2	1	4	12	
	1%	-	1%	2%	1%	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	
I have not looked for information	84	40	94	61	69	71	101	75	125	65	702	42	63	27	611	168	47	14	208	610	36	21	258	131	124	155	160	218	859	
	45% ^{jqru}	53% ^{dj}	41% ^g	38% ^g	43% ^g	53% ^{cdj}	56% ^{aacde}	56% ^{aacde}	49% ^j	28%	45% ^g	44% ^g	47% ^g	62%	44%	61% ^{ao}	12%	15%	4%	48% ^s	13%	12%	30% ^{uv}	37%	39%	48% ^{xy}	52% ^{axy}	57% ^{axyz}	47%	
Don't know	38	-	1	5	7	2	2	4	5	32	2	3	-	-	29	4	7	3	7	19	3	2	11	6	6	8	8	5	37	
	2%	-	1%	3%	4% ^c	1%	4% ^c	1%	2%	2%	2%	3%	3%	-	2%	1%	2%	3%	1%	2%	1%	1%	1%	2%	2%	2%	2%	3%	1%	2%
NET: Social + emotional	337	12	49	25	28	26	25	19	44	55	284	15	24	13	253	39	124	24	96	227	80	50	215	75	65	58	47	50	318	
	18% ^B	16%	21%	16%	17%	19%	14%	14%	17%	23% ^{gh}	18%	16%	18%	31%	18%	33% ^a	26%	19%	18%	29% ^a	29% ^a	25% ^a	21% ^B	21% ^B	18%	15%	13%	17%		
NET: Seeking any form of advice	972	36	137	94	85	62	73	56	128	165	837	50	68	17	760	104	325	78	296	630	241	150	579	219	186	159	140	158	928	
	53% ^{qtpA}	47%	59% ^{fghi}	59% ^{fgh}	53% ^g	46%	40%	42%	50%	70% ^{abcd}	53% ^{gh}	53%	51%	38%	54% ^p	38%	86% ^a	82% ^a	58% ^{at}	50%	86% ^{aw}	86% ^{aw}	68% ^a	62% ^{azAB}	59% ^{ZAB}	49% ^B	45%	42%	51%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a-op - a/q/r - a/s/t - a/u/v/w - a/xyz/AB
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 18

QF. In the last year, where have you sought information, support or advice about children's social or emotional development? Please select all that apply

Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	318	145	168	131	151	36	56	75	94	57	19	16	1	257	53	249	69	134	184	318
Weighted Gen Pub Base	337	165	166	146	157	34*	52*	94*	104*	53*	18**	15**	1**	270	58*	262	74*	140	197	318
NHS website	136	54	78	57	59	20	19	38	43	17	8	11	1	108	26	93	42	55	80	128
	40%	33%	47%b	39%	38%	58%adej	36%	40%	41%	31%	45%	70%	100%	40%	45%	36%	57%at	40%	41%	40%
Family members	127	63	61	52	63	12	21	31	47	16	4	7	1	98	27	102	25	59	68	121
	38%	38%	37%	36%	40%	35%	41%	33%	36%	29%	24%	45%	100%	36%	47%	39%	34%	42%	34%	38%
Child's school	114	62	52	49	55	10	21	28	38	17	8	2	-	94	17	85	29	50	63	111
	34%	38%	31%	34%	35%	29%	40%	30%	36%	32%	46%	12%	-	32%	29%	32%	39%	36%	32%	35%
GPs or other healthcare professionals	106	48	58	46	52	7	19	27	34	18	5	3	-	81	21	86	19	41	65	100
	31%	29%	35%	31%	33%	22%	37%	28%	33%	34%	27%	17%	-	30%	36%	33%	26%	29%	33%	31%
Friends	87	37	49	41	37	10	16	24	24	13	6	4	-	71	15	68	19	39	48	87
	26%	22%	30%	28%	24%	28%	32%	26%	23%	25%	32%	26%	-	26%	25%	26%	26%	28%	24%	27%
Health visitor	83	40	40	48	33	2	8	40	22	10	1	1	-	66	14	65	18	31	52	74
	25%f	24%	24%	33%efg	21%f	5%	15%	43%aefgij	22%f	20%	5%	6%	-	25%	25%	25%	24%	22%	26%	23%
Nursery or childcare professionals	79	38	41	41	30	8	19	22	22	8	4	4	-	62	17	62	17	35	44	79
	23%	23%	25%	28%	19%	23%	37%aeij	23%	21%	16%	23%	25%	-	23%	27%	24%	22%	25%	22%	25%
Parenting apps and websites	78	35	43	25	44	9	16	33	11	11	6	6	-	61	14	60	18	41	37	75
	23%	21%	26%	17%	28%ed	27%	18%	16%	31%dh	22%	20%	37%	-	22%	25%	23%	24%	29%w	19%	24%
Specialist medical professional or therapist	72	46	26	27	40	5	8	27	13	4	1	-	-	58	12	57	15	29	43	65
	22%	28%c	16%	19%	26%	16%	16%	20%	26%	25%	25%	6%	-	21%	21%	22%	21%	21%	22%	20%
Parenting books	64	30	32	30	35	7	15	25	10	4	3	7	-	47	17	47	17	29	35	62
	19%	18%	19%	15%	22%	20%	13%	16%	24%	19%	22%	18%	-	17%	24%	18%	23%	21%	18%	19%
Parenting support group	60	35	23	29	29	2	11	20	8	2	1	-	-	50	6	51	9	36	24	56
	18%	21%	14%	20%	18%	7%	21%	19%	20%	15%	9%	6%	-	18%	11%	19%	12%	26%w	12%	18%
Local Authority staff / Family Information Service	54	33	21	20	31	2	12	9	24	7	1	1	-	43	9	42	12	26	28	51
	16%	20%	12%	14%	20%h	7%	22%h	9%	23%fh	14%	8%	5%	-	16%	16%	16%	16%	18%	14%	16%
Charity organisation	50	28	22	19	30	1	4	15	19	11	1	-	-	43	5	40	11	27	23	46
	15%	17%	13%	13%	19%f	3%	8%	16%	18%f	21%f	5%	-	-	16%	9%	15%	14%	19%	12%	14%
Child's red book	47	23	23	24	22	1	8	16	15	8	1	-	-	38	9	41	6	24	23	44
	14%	14%	14%	16%f	14%	3%	16%	17%f	14%	15%	5%	-	-	14%	16%	16%	8%	17%	12%	14%
Sure start / Children's Centres	40	22	18	16	22	3	9	7	14	8	3	-	-	34	6	32	9	16	24	38
	12%	14%	11%	11%	14%	8%	17%	7%	13%	15%	16%	-	-	12%	10%	12%	12%	12%	12%	12%
Well known personalities on social media	34	18	15	17	16	1	9	9	14	2	1	-	-	25	7	28	6	20	14	33
	10%	11%	9%	12%	10%	2%	17%fj	9%	13%	4%	4%	-	-	9%	13%	11%	8%	14%w	7%	10%
From elsewhere	8	5	2	1	6	1	1	-	4	2	-	1	-	8	3	5	3	2	6	7
	2%	3%	1%	1%	4%	3%	2%	-	4%	4%	-	6%	-	3%	-	2%	4%	1%	3%	2%
None of these	11	7	4	4	3	4	1	3	1	2	1	3	-	10	1	7	4	2	9	11
	3%	4%	2%	3%	2%	11%adei	2%	4%	1%	3%	4%	20%	-	4%	2%	3%	6%	1%	5%	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Informal	170	86	81	73	81	16	29	44	59	22	8	7	1	132	34	135	34	80	90	163
	50%	52%	48%	50%	51%	47%	56%	47%	57%	41%	46%	45%	100%	49%	59%	52%	46%	57%w	46%	51%
NET: Formal	314	153	155	140	144	30	50	90	96	48	17	12	1	252	54	247	67	133	180	295
	93%	93%	93%	96%	92%	89%	96%	90%	93%	90%	96%	80%	100%	93%	93%	94%	90%	95%	92%	93%
NET: Friends and Family	158	79	76	67	75	16	25	42	54	22	8	7	1	124	31	127	31	73	85	152
	47%	48%	46%	46%	47%	47%	47%	45%	52%	41%	46%	45%	100%	46%	54%	48%	42%	52%	43%	48%
NET: Public service / health professional	291	145	142	131	132	28	49	82	91	42	15	12	1	233	51	224	67	121	170	273
	86%	88%	85%	90%j	84%	81%	94%j	87%	87%	78%	86%	75%	100%	86%	88%	85%	90%	87%	86%	86%
NET: Charity / parenting support	166	87	76	65	84	16	23	43	58	26	10	7	-	135	25	132	34	83	83	158
	49%	53%	46%	45%	54%	49%	43%	45%	56%	49%	56%	43%	-	50%	43%	50%	45%	60%w	42%	50%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a'd/e/f/g/h/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base; ** very small base (under 30) ineligible for sig testing

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QF. In the last year, where have you sought information, support or advice about children's social or emotional development? Please select all that apply

Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills

TOTAL (a)	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					
	North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total	
Unweighted Base	318	13	48	22	23	26	22	19	44	53	270	14	25	9	240	39	116	22	91	213	77	49	201	68	62	55	46	48	318
Weighted Gen Pub Base	337	12**	49*	25**	28**	26**	25**	19**	44*	55*	284	15**	24**	13**	253	39*	124	24**	96*	227	80*	50*	215	75*	65*	58*	47*	50*	318
NHS website	136	6	21	10	13	10	11	9	24	14	119	5	7	5	105	13	54	9	44	87	30	15	77	29	27	23	11	30	128
Family members	127	3	16	10	10	10	12	10	18	20	108	5	11	3	95	16	49	8	32	92	22	14	89	32	18	17	20	25	121
Child's school	114	2	21	5	8	5	4	4	20	20	89	9	12	3	86	12	45	9	30	81	34	22	72	23	22	18	17	15	111
GPs or other healthcare professionals	106	5	16	6	12	9	9	5	12	18	92	4	6	5	76	16	42	8	34	68	33	23	67	25	26	20	12	13	100
Friends	87	4	13	7	5	4	5	7	11	16	72	2	11	3	70	8	39	8	30	57	22	11	56	20	18	15	11	14	87
Health visitor	83	-	10	5	7	6	7	10	13	65	5	8	5	8	61	9	47	7	22	56	23	13	51	24	20	14	7	7	74
Nursery or childcare professionals	79	3	17	9	6	7	4	5	8	14	72	2	4	1	62	6	41	7	22	56	21	9	50	18	20	11	11	8	79
Parenting apps and websites	78	5	12	8	6	5	8	4	8	10	66	6	4	2	59	9	31	4	21	55	16	5	49	18	11	11	17	10	75
Specialist medical professional or therapist	72	2	7	6	6	4	4	1	10	19	59	4	4	6	53	4	20	5	26	41	26	17	38	14	12	12	12	10	65
Parenting books	64	3	7	5	7	2	3	3	10	22	54	3	3	3	49	7	26	5	13	49	15	10	38	19	11	7	8	9	62
Parenting support group	60	4	6	3	8	6	3	1	2	13	46	5	6	3	45	7	24	6	14	44	14	7	42	16	9	11	12	4	56
Local Authority staff / Family Information Service	54	1	7	4	7	5	4	2	4	11	44	3	7	-	38	6	21	1	20	33	21	14	31	17	6	4	11	5	51
Charity organisation	50	4	3	5	4	2	3	1	8	11	41	-	6	3	37	5	20	2	18	31	18	14	31	16	6	6	10	5	46
Child's red book	47	1	4	6	8	5	3	4	5	5	40	-	5	2	33	7	27	5	13	33	9	5	34	12	6	13	6	5	44
Sure start / Children's Centres	40	3	4	5	4	1	1	1	4	9	36	2	2	1	31	3	20	1	13	26	14	7	24	11	5	7	8	3	38
Well known personalities on social media	34	2	6	5	4	1	-	2	3	8	30	2	2	-	27	3	18	2	5	27	5	4	27	8	7	8	5	2	33
From elsewhere	8	-	-	1	-	-	-	2	2	5	-	1	2	5	1	2	3	4	4	2	-	4	-	-	-	3	-	5	7
None of these	11	-	2	1	2	1	-	2	-	8	3	1	-	6	5	3	-	1	10	3	3	5	2	2	-	4	1	1	11
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Informal	170	5	26	11	14	10	13	12	22	32	144	7	14	4	132	17	70	12	45	119	32	17	118	42	32	25	23	28	163
NET: Formal	314	12	46	23	26	22	25	15	42	55	266	13	21	13	238	32	117	23	94	206	76	46	199	70	63	53	42	47	295
NET: Friends and Family	158	5	23	10	12	10	13	12	20	29	134	6	14	4	122	17	67	11	43	111	31	16	108	38	30	21	22	28	152
NET: Public service / health professional	291	11	43	21	23	22	21	14	38	51	243	13	21	13	219	29	112	19	87	191	72	45	182	65	58	49	37	44	273

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/ef/gh/ij/k/l/m/n - a/op - a/q - a/r - a/u/v/w - ax/yz/AB
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 19

QF. In the last year, where have you sought information, support or advice about children's social or emotional development? Please select all that apply

Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills

TOTAL (a)	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total
	North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Weighted Gen Pub Base 337	12**	49*	25**	28**	26**	25**	19**	44*	55*	284	15**	24**	13**	253	39*	124	24**	96*	227	80*	50*	215	75*	65*	58*	47*	50*	318	
NET: Charity / parenting support	166	8	18	13	16	11	15	7	17	33	138	10	11	128	18	64	11	43	116	41	22	106	42	26	26	29	22	158	
49%	63%	38%	52%	57%	43%	58%	36%	39%	60%ci	49%	67%	46%	44%	51%	46%	51%	45%	45%	51%	51%	44%	49%	56%	40%	44%	62%y	43%	50%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r - a/s/t - a/u/v/w - a/x/y/z/A/B
 * small base. ** very small base (under 30) ineligible for sig testing

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 Table 20

**QG. I'm now going to show you a list of things some people say are important reasons for investing in early childhood . Which, if any, of the following statements MOST appeal to you? Please select up to two statements:
 Focusing greater attention and investment on helping children develop in early childhood today...**

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
...will mean fewer people have mental health problems in the future	1549	636	901	396	503	650	163	233	233	270	252	302	96	1393	129	873	676	614	935	1563
		39%bdgoooo	33%	44%ab	33%	39%dg	43%adghi	31%	35%	37%g	41%dgh	41%dgh	44%adeghi	43%dg	40%o	38%	40%	43%aw	36%	39%
...will create a happier society in the future	1548	670	866	387	442	719	167	220	210	232	250	349	120	1404	125	848	700	592	956	1569
		39%bdeghiooo	34%	43%ab	32%	34%	47%adeghijk	31%	33%	33%	35%	41%deghij	51%adeghijk	53%adeghijk	40%o	37%	42%at	41%w	37%	39%
...will lead to lower levels of social inequality in the future	767	348	414	207	233	328	94	113	105	128	149	139	40	680	74	448	320	326	441	773
		19%w	18%	20%b	17%	18%	21%dehi	18%	17%	19%	18%	24%adeghijm	20%	19%	19%	19%	19%	23%aw	17%	19%
...will lead to higher levels of academic achievement in the future	628	360	265	230	184	215	108	122	101	83	79	111	25	540	74	377	252	217	412	611
		16%cj	19%ac	13%	19%aefjkm	14%	14%	20%aefjkm	18%aefjkm	16%	13%	13%	16%	15%	19%	16%	15%	15%	16%	15%
...will mean fewer people have physical health problems in the future	606	294	310	162	228	215	86	76	110	118	94	95	26	538	53	357	249	226	379	616
		15%h	15%	15%	14%	18%adfhlm	14%	16%h	12%	18%dfhm	18%dfhlm	15%	14%	15%	13%	15%	15%	16%	15%	15%
...will mean fewer people commit crime in the future	474	256	217	151	137	187	64	86	72	65	68	88	30	405	58	276	199	163	311	473
		12%	13%c	11%	13%	17%	12%	13%	11%	10%	11%	13%	14%	12%	15%	12%	12%	11%	12%	12%
...will lead to higher levels of employment in the future	365	203	161	165	123	77	79	85	79	44	32	29	15	299	52	252	113	137	228	348
		9%fjkl	10%c	8%	14%aefjklm	10%fjkl	5%	15%aefjklm	13%afjklm	7%l	5%	4%	7%	9%	13%angrs	11%au	7%	10%	9%	9%
...will lead to people living longer in the future	224	131	90	106	80	37	50	56	49	31	18	12	7	175	39	160	63	73	150	214
		6%fku	7%c	4%	9%aefjklm	6%fkl	2%	9%aefjklm	8%afjklm	5%ft	3%	2%	3%	5%	10%angrs	7%au	4%	5%	6%	5%
Something else (please specify)	23	13	9	1	8	14	-	1	1	7	6	5	3	21	2	12	11	12	10	24
		1%d	1%	*	1%	1%dg	-	*	*	1%dg	1%dg	1%d	1%dghi	1%	*	1%	1%	1%	*	1%
None of the above	173	96	76	43	65	66	14	29	27	38	31	28	8	151	13	99	75	52	121	174
		4%g	5%	4%	4%	5%g	4%	3%	4%	4%	6%dg	5%g	4%	4%	3%	4%	4%	4%	5%	4%
Don't know	404	215	181	112	146	146	47	65	64	82	68	56	22	347	35	211	193	102	302	406
		10%v	11%c	9%	9%	11%l	10%	9%	10%	10%	13%dfgl	11%	8%	10%	9%	9%	11%t	7%	12%av	10%

Proportions/Means: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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 Table 21

QG. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements:
 Focusing greater attention and investment on helping children develop in early childhood today...

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					
		North East (b)	North West (c)	Yorkshire and Humberside (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
...will mean fewer people have mental health problems in the future	1549 39%ou	67	159	116	127	121	147	131	236	203	1308	81	117	44	1134	260	116	32	469	1041	90	55	299	248	267	265	288	335	1563
...will create a happier society in the future	1548 39%jqux	60	193	124	126	114	143	153	239	172	1324	62	117	44	1144	252	120	38	429	1080	87	54	299	214	267	292	295	342	1569
...will lead to lower levels of social inequality in the future	767 19%	33	81	59	71	58	81	73	90	97	644	37	68	19	552	138	71	24	212	520	56	40	144	116	142	128	140	167	773
...will lead to higher levels of academic achievement in the future	628 16%	18	62	61	72	46	50	55	93	84	542	22	41	24	455	82	77	16	182	423	57	37	158	123	105	124	96	102	611
...will mean fewer people have physical health problems in the future	606 15%ei	32	64	44	37	50	62	51	83	89	513	26	53	14	450	100	60	16	170	418	51	30	151	104	113	111	112	115	616
...will mean fewer people commit crime in the future	474 12%	22	48	38	38	31	47	43	62	70	400	23	44	8	368	65	44	8	135	321	34	20	102	95	87	92	80	80	473
...will lead to higher levels of employment in the future	365 9%pd	13	42	33	37	17	30	24	59	58	313	9	30	12	280	40	60	15	90	259	41	18	102	71	79	61	57	54	348
...will lead to people living longer in the future	224 6%g	10	20	18	21	14	10	12	25	48	180	15	21	8	162	24	47	7	53	155	32	22	71	53	45	30	30	30	214
Something else (please specify)	23 1%	2	3	1	4	-	1	2	3	3	19	1	1	1	17	4	-	-	10	12	-	-	3	5	1	7	4	5	24
None of the above	173 4%si	7	24	12	13	10	20	12	17	23	138	8	25	3	135	24	11	2	30	127	8	5	45	37	41	33	28	21	174
Don't know	404 10%uvwy	11	43	37	44	35	42	34	47	42	336	26	29	13	289	51	26	5	100	247	11	5	56	84	53	74	62	71	406

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/ef/gh/ij/k/l/m/n - a-op - a/q/r - a/s/t - a/u/v/w - a/xyz/AB
 * small base

QH. Which, if any, of the following statements LEAST appeal to you? Please select up to two statements:
 Focusing greater attention and investment on helping children develop in early childhood today...

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
...will lead to people living longer in the future	816 20%gw	366 19%	444 22%b	225 19%	278 22%g	314 21%g	84 16%	141 21%g	122 19%	156 24%adg	121 20%	147 21%g	45 20%	738 21%o	65 17%	495 21%	321 19%	353 25%aw	463 18%	822 21%
...will lead to higher levels of academic achievement in the future	714 18%	314 16%	392 19%b	224 19%	236 18%	255 17%	101 19%	123 19%	120 19%	115 18%	99 16%	115 17%	40 18%	637 18%	71 18%	439 19%u	275 16%	265 18%	449 18%	715 18%
...will lead to lower levels of social inequality in the future	605 15%	329 17%c	274 14%	197 17%	196 15%	212 14%	94 18%fl	104 16%	104 17%	92 14%	90 15%	91 13%	31 14%	510 15%	76 19%anars	370 16%	235 14%	230 16%	375 15%	597 15%
...will lead to higher levels of employment in the future	601 15%	318 16%c	279 14%	208 17%efj	179 14%	213 14%	90 17%j	118 18%fj	95 15%	84 13%	87 14%	97 14%	29 13%	513 15%	74 19%n	369 16%	231 14%	261 18%aw	340 13%	597 15%
...will create a happier society in the future	576 14%	316 16%c	255 13%	183 15%	195 15%	198 13%	88 16%fl	96 14%	111 18%afjlm	84 13%	84 14%	87 12%	27 12%	507 14%	59 15%	364 16%u	212 13%	179 12%	397 15%v	572 14%
...will mean fewer people commit crime in the future	555 14%ej	302 16%c	253 12%	192 16%ej	148 12%	215 14%ej	86 16%ej	105 16%ej	81 13%	67 10%	82 13%	103 15%ej	31 14%	480 14%	65 16%	323 14%	233 14%	213 15%	342 13%	545 14%
...will mean fewer people have mental health problems in the future	554 14%fl	280 14%	271 13%	214 18%aefjkl	171 13%l	169 11%	107 20%aefijklm	107 16%fjkl	95 15%fl	76 12%	72 12%	69 10%	29 13%	467 13%	69 17%n	343 15%	211 13%	192 13%	362 14%	546 14%
...will mean fewer people have physical health problems in the future	457 11%fjk	234 12%	216 11%	199 17%aefijklm	130 10%k	129 8%	103 19%aefhijklm	96 15%aefjkl	77 12%fjk	52 8%	44 7%	62 9%	22 10%	389 11%	53 13%	287 12%u	170 10%	144 10%	313 12%v	449 11%
Something else (please specify)	11 *	4 *	7 *	-	3	8 1%d	-	-	-	3 d	3 d	4 1%d	2 1%dghi	10 *	2 *	4 *	7 *	5 *	7 *	12 *
None of the above	591 15%bdghoooot	238 12%	349 17%ab	93 8%	189 15%dgh	309 20%adeghij	38 7%	56 8%	79 13%dgh	109 17%dghi	119 19%adeghi	142 21%adeghi	47 15%o	532 15%o	42 11%	286 12%	305 18%at	224 16%	367 14%	601 15%
Don't know	540 13%dgv	258 13%	274 14%	126 11%	193 15%dg	221 14%dg	49 9%	77 12%	81 13%g	112 17%adghi	95 15%dg	95 14%dg	31 14%g	472 13%	44 11%	278 12%	262 16%at	148 10%	392 15%av	551 14%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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QH. Which, if any, of the following statements LEAST appeal to you? Please select up to two statements:
 Focusing greater attention and investment on helping children develop in early childhood today...

Base: All UK adults aged 16+

	Region													Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	North East (b)	North West (c)	Yorkshire and Humbers (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
...will lead to people living longer in the future	816	36	87	50	62	68	82	67	144	95	692	34	65	27	600	134	70	17	240	553	64	37	163	125	134	149	161	176	822
	20% ^d	23%	20%	15%	18%	23% ^{dj}	22% ^d	20%	26% ^{acde}	18%	20% ^d	18%	20%	24%	20%	22%	19%	18%	22%	20%	23%	21%	19%	18%	19%	21%	23% ^{xy}	23% ^{xy}	21%
...will lead to higher levels of academic achievement in the future	714	21	77	56	61	57	63	62	105	88	590	28	69	27	534	103	77	22	213	485	52	35	166	114	129	121	128	162	715
	18%	13%	18%	17%	17%	20%	17%	18%	19%	16%	17%	15%	21% ^b	23%	18%	17%	20%	23%	20%	18%	19%	20%	20%	16%	18%	17%	18%	21% ^{axz}	18%
...will lead to lower levels of social inequality in the future	605	28	63	59	49	39	58	67	83	77	522	23	40	21	438	89	66	15	165	411	45	32	141	101	103	113	94	128	597
	15%	17%	14%	18%	14%	14%	16%	20% ^{acef}	15%	14%	15%	12%	12%	18%	15%	15%	17%	16%	15%	15%	16%	19%	17%	15%	14%	16%	14%	17%	15%
...will lead to higher levels of employment in the future	601	21	69	45	48	38	46	48	100	94	509	25	47	20	439	90	60	16	163	418	50	33	123	104	114	104	99	118	597
	15%	13%	16%	14%	14%	13%	12%	14%	18% ^{afg}	18% ^g	15%	13%	14%	18%	15%	15%	16%	17%	15%	15%	18%	19%	14%	15%	16%	14%	14%	15%	15%
...will create a happier society in the future	576	25	68	50	51	32	52	55	68	92	492	22	47	14	438	72	59	16	163	397	51	35	141	108	102	107	102	99	572
	14%	16%	15%	15%	14%	11%	14%	16%	12%	17% ^{fi}	15%	12%	15%	13%	15%	12%	15%	17%	15%	15%	18%	20%	17%	16%	14%	15%	15%	13%	14%
...will mean fewer people commit crime in the future	555	26	67	49	52	35	58	36	69	84	476	20	49	10	412	84	62	15	144	390	44	29	120	112	113	90	94	88	545
	14%	16%	15%	15%	15%	12%	16%	11%	13%	16% ^h	14%	11%	15%	9%	14%	14%	16%	15%	13%	14%	16%	17%	14%	16% ^B	16% ^B	13%	14%	12%	14%
...will mean fewer people have mental health problems in the future	554	18	53	53	58	30	49	46	70	95	471	22	46	15	392	83	67	17	144	390	48	30	148	95	99	89	95	97	546
	14%	11%	12%	16% ^f	16% ^f	10%	13%	14%	13%	18% ^{aci}	14%	12%	14%	13%	13%	14%	18%	18%	13%	14%	17%	18%	17% ^a	14%	14%	12%	14%	13%	14%
...will mean fewer people have physical health problems in the future	457	22	52	46	51	28	26	30	74	66	395	20	33	8	346	55	57	15	132	302	42	29	126	99	88	76	74	67	449
	11% ^{gB}	14% ^g	12% ^g	14% ^g	14% ^{gh}	10%	7%	9%	14% ^{gh}	12% ^g	12% ^g	11%	10%	7%	12%	9%	15%	15%	12%	11%	15%	17%	15% ^a	14% ^{azB}	12% ^B	11%	11%	9%	11%
Something else (please specify)	11	-	-	1	2	-	1	1	3	2	10	1	1	-	6	6	-	1	5	6	-	-	4	2	1	3	3	2	12
	*	-	-	*	1%	-	*	*	*	*	*	1%	*	-	1% ^{ao}	1%	-	1% ^q	*	*	-	-	*	*	*	*	*	*	*
None of the above	591	27	67	43	59	49	61	44	67	69	486	34	50	20	440	102	42	9	148	411	19	7	111	89	106	110	114	128	601
	15% ^{uv}	17%	15%	13%	17%	17%	16%	13%	12%	13%	14%	18% ⁱ	15%	18%	15%	17%	11%	10%	14%	15%	7%	4%	13% ^{uv}	13%	15%	15%	16%	17% ^x	15%
Don't know	540	18	60	44	46	47	57	54	65	60	450	35	44	12	393	75	27	9	132	347	24	12	71	99	91	108	79	90	551
	13% ^{quvw}	11%	14%	13%	13%	16% ^j	15%	16% ^j	12%	11%	13%	18% ^{ijk}	13%	11%	13%	13%	7%	9%	12%	13%	8%	7%	8%	14%	13%	15% ^A	11%	12%	14%

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a-op - a/q-r - a/t - a/u/v/w - a/xyz/zA/B
 * small base

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15 Jun 2022
 Table 24

Q1. I'm now going to show you a list of reasons why some people say it is important to invest in the early years of childhood. Which, if any, of the following statements MOST appeals to you? Please select up to two:
We must invest in early childhood today because...

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
Every child should have a fair opportunity to realise their potential	1980	863	1105	454	591	935	195	258	259	332	349	449	137	1795	145	1062	917	754	1225	1999
		49%bd	44%ghiooo	38%	46%dgh	61%adeghij	37%	39%	41%	51%vdghi	57%adeghij	65%adeghijk	61%adeghij	51%o	37%	46%	55%at	52%w	48%	50%
It will help us to build a happier and healthier society	1247	561	682	347	379	520	162	185	176	204	195	250	76	1114	116	705	542	470	777	1271
	31%	29%	34%b	29%	30%	34%adehi	31%	28%	28%	31%	32%	34%adeghij	34%	32%	29%	30%	32%	33%	30%	32%
We are all responsible for supporting the next generation	1217	573	634	344	410	464	158	186	210	200	177	201	86	1069	122	719	498	423	794	1212
	30%	29%	31%	29%	32%	30%	30%	28%	34%	30%	29%	29%	38%adefghijkl	31%	31%	31%	30%	29%	31%	30%
It will help us all to form stronger and more positive relationships with others	828	397	427	298	253	277	138	160	140	113	103	132	42	718	92	497	331	295	533	818
	21%fjk	20%	21%	25%aeefklm	20%	18%	26%aeefklm	24%efjkl	22%fjk	17%	17%	19%	19%	20%	23%	21%	20%	21%	21%	20%
By acting early it will cost society less in the future	745	383	354	232	253	260	95	137	124	129	115	105	40	639	81	471	274	315	430	741
	19%lu	20%	17%	19%l	20%l	17%	18%	21%l	20%l	19%	19%	15%	18%	18%	20%	20%u	16%	22%aw	17%	19%
The science tells us it is hugely important	331	197	130	143	108	80	66	76	67	41	39	33	8	267	56	219	112	151	180	322
	8%cfmu	10%ac	6%	12%aeefklm	8%flm	5%	12%aeefklm	12%afjklm	11%fjklm	6%	6%	5%	4%	8%	14%anors	9%u	7%	11%aw	7%	8%
Something else	32	17	14	14	12	6	9	4	7	5	4	3	-	28	2	24	8	10	21	32
	1%	1%	1%	1%f	1%	*	2%afm	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%
None of the above	107	68	37	27	42	38	11	16	22	19	21	14	3	87	14	60	47	31	76	105
	3%c	3%c	2%	2%	3%	2%	2%	2%	4%	3%	3%	2%	1%	2%	4%	3%	3%	2%	3%	3%
Don't know	319	167	146	101	116	101	39	62	53	64	53	34	14	270	29	174	145	77	242	319
	8%lv	9%	7%	8%l	9%ll	7%	7%	9%fl	8%l	10%fl	9%l	5%	6%	8%	7%	8%	9%	5%	9%av	8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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Q1. I'm now going to show you a list of reasons why some people say it is important to invest in the early years of childhood. Which, if any, of the following statements MOST appeals to you? Please select up to two:
 We must invest in early childhood today because...

Base: All UK adults aged 16+

	Region														Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE						
	North East (b)	North West (c)	Yorkshire and Humbersides (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	Unweighted Total		
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002	
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002	
Every child should have a fair opportunity to realise their potential	1980	76	212	160	175	148	189	164	295	247	1666	98	161	55	1462	324	157	41	610	1314	126	88	375	301	349	360	373	418	1999	
		49%gwx	47%	46%	49%	49%	51%	50%	49%	54%j	46%	49%	52%	49%	50%	55%ao	41%	43%	56%at	49%	45%	51%	44%	43%	49%xx	50%xx	54%ax	55%axy	50%	
It will help us to build a happier and healthier society	1247	50	137	98	104	101	112	128	179	176	1086	47	88	25	932	197	104	41	329	879	72	46	252	201	226	238	235	233	1271	
	31%	31%	31%	30%	29%	35%lmn	30%	38%adeg	33%klmn	33%kl	32%kl	25%	27%	22%	32%	33%	27%	43%aq	30%	32%	26%	26%	30%	29%	32%	33%	34%kx	30%	32%	
We are all responsible for supporting the next generation	1217	47	141	100	102	88	116	88	168	155	1007	72	98	40	886	186	108	29	359	812	89	51	293	202	218	201	192	268	1212	
	30%	29%	32%	30%	29%	30%	31%	26%	31%	29%	30%	38%aejhk	30%	36%	30%	31%	28%	31%	33%	30%	32%	29%	35%aa	29%	30%	28%	28%	35%axzA	30%	
It will help us all to form stronger and more positive relationships with others	828	37	83	75	85	59	70	71	113	110	702	28	73	25	612	115	106	25	234	556	61	35	219	153	163	146	129	148	818	
	21%	23%	19%	23%l	24%l	20%	19%	21%	21%	20%	21%	15%	22%l	22%	21%	19%	28%a	26%	21%	21%	22%	20%	26%a	22%	23%	20%	19%	19%	20%	
By acting early it will cost society less in the future	745	38	76	61	59	53	72	71	92	107	629	36	62	17	556	109	83	17	179	538	74	42	154	127	124	137	130	150	741	
	19%	24%i	17%	19%	17%	18%	19%	21%	17%	20%	19%	19%	19%	15%	19%	18%	22%	18%	16%	20%es	26%aw	25%	18%	18%	17%	19%	19%	20%	19%	
The science tells us it is hugely important	331	14	39	27	28	16	15	24	45	60	268	14	37	13	239	39	44	9	79	238	31	20	77	61	68	62	46	49	322	
	8%g	9%g	9%g	8%g	8%g	5%	4%	7%	8%g	11%afghk	8%g	7%	11%fjgk	11%g	8%	7%	12%a	9%	7%	9%	11%	12%	9%	9%	9%B	9%	7%	6%	8%	
Something else	32	2	5	2	3	1	-	2	8	4	26	1	4	1	21	5	7	-	9	20	5	3	10	5	11	4	3	2	32	
	1%	1%g	1%g	1%	1%	*	-	1%	1%g	1%	1%	1%	1%g	1%	1%	1%	2%a	-	1%	1%	2%	2%	1%	1%	1%B	1%	1%	*	1%	
None of the above	107	2	15	7	7	7	13	11	14	16	90	4	8	5	84	15	5	-	21	75	4	4	25	19	21	25	21	18	105	
	3%	1%	3%	2%	2%	2%	3%	3%	2%	3%	3%	2%	2%	5%	3%	3%	1%	-	2%	3%	1%	2%	3%	3%	3%	3%	3%	3%	2%	3%
Don't know	319	12	33	26	33	27	38	29	38	31	266	18	25	10	227	42	22	5	69	193	10	4	38	74	42	55	52	52	319	
	8%uwv	8%	7%	8%	9%	9%j	10%j	8%	7%	6%	8%	9%	8%	9%	8%	7%	6%	5%	6%	7%	4%	3%	4%	11%ayAB	6%	8%	8%	8%	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - ao/p - a/q/r - a/s/t - au/v/w - ax/yz/AB
 * small base

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15 Jun 2022
 Table 26

QJ. Which, if any, of the following statements LEAST appeal to you? Please select up to two:
We must invest in early childhood today because...

Base: All UK adults aged 16+

	Gender		Age										Ethnicity		Working status		Education			
	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total	
Unweighted Base	4002	1930	2041	1089	1278	1635	570	519	570	708	671	729	235	3506	397	2350	1652	1431	2571	4002
Weighted Gen Pub Base	4002	1945	2026	1192	1282	1528	532	661	626	656	613	690	225	3502	396	2321	1681	1437	2565	4002
The science tells us it is hugely important	1090	499	586	265	340	485	117	148	157	182	185	226	74	981	91	609	481	406	684	1101
		27% <i>dgh</i>	26% <i>b</i>	22%	26% <i>dg</i>	32% <i>adeghi</i>	22%	22%	25%	28% <i>dgh</i>	30% <i>dghi</i>	33% <i>adeghij</i>	33% <i>deghehi</i>	28% <i>o</i>	23%	26%	29%	28%	27%	28%
By acting early it will cost society less in the future	1032	449	577	326	290	416	158	168	138	152	150	205	62	921	95	575	458	378	654	1037
		26% <i>be</i>	23%	27% <i>ei</i>	23%	27% <i>ej</i>	30% <i>eijk</i>	25%	22%	23%	24%	30% <i>aeijk</i>	27%	24%	25%	27%	26%	26%	25%	26%
We are all responsible for supporting the next generation	699	360	336	235	268	196	116	119	155	114	87	82	27	595	83	461	238	265	434	687
		17% <i>fkilmu</i>	18%	20% <i>fkilm</i>	21% <i>afklm</i>	13%	22% <i>afjklm</i>	18% <i>flm</i>	25% <i>adfjhklm</i>	17% <i>flm</i>	14%	12%	12%	17%	21%	20% <i>au</i>	14%	18%	17%	17%
Every child should have a fair opportunity to realise their potential	634	334	297	234	211	190	97	137	125	86	88	75	27	541	75	418	217	230	404	616
		16% <i>flu</i>	17% <i>c</i>	20% <i>afjklm</i>	16% <i>fl</i>	12%	18% <i>fjlm</i>	21% <i>aeefjklm</i>	20% <i>afjklm</i>	13%	14% <i>l</i>	11%	12%	15%	19%	18% <i>au</i>	13%	16%	16%	15%
It will help us to build a happier and healthier society	557	325	228	238	171	149	113	125	82	89	65	64	20	459	86	358	200	183	374	547
		14% <i>cfklmu</i>	17% <i>ac</i>	20% <i>aeefjklm</i>	13% <i>fl</i>	10%	21% <i>aeefjklm</i>	19% <i>aeefjklm</i>	13% <i>fl</i>	14% <i>fl</i>	11%	9%	9%	13%	22% <i>ancrs</i>	15% <i>u</i>	12%	13%	15%	14%
It will help us all to form stronger and more positive relationships with others	490	278	209	231	132	128	108	123	79	53	63	53	12	400	71	332	158	182	308	477
		12% <i>cfilmu</i>	14% <i>ac</i>	19% <i>aeefjklm</i>	10% <i>m</i>	8%	20% <i>aeefjklm</i>	19% <i>aeefjklm</i>	13% <i>fjlm</i>	8%	10% <i>m</i>	8%	5%	11%	18% <i>ancrs</i>	14% <i>au</i>	9%	13%	12%	12%
Something else	108	48	58	37	32	39	22	15	18	14	16	17	6	89	15	63	45	41	67	110
		3%	2%	3%	3%	3%	4%	2%	3%	2%	3%	2%	2%	3%	4%	3%	3%	3%	3%	3%
None of the above	652	289	357	95	212	345	33	62	88	123	125	168	53	596	45	319	333	254	397	689
		16% <i>dghoooot</i>	15%	8%	17% <i>dgh</i>	23% <i>adeghij</i>	6%	9%	14% <i>gdgh</i>	19% <i>dghi</i>	20% <i>adeghi</i>	24% <i>adeghij</i>	23% <i>adeghi</i>	17% <i>o</i>	11%	14%	20% <i>at</i>	18%	15%	17%
Don't know	468	219	231	117	165	176	45	72	75	90	79	69	29	398	36	241	217	131	327	463
		11% <i>gv</i>	11%	10%	13% <i>dg</i>	12% <i>g</i>	8%	11%	12%	14% <i>dgl</i>	13% <i>g</i>	10%	13%	11%	9%	10%	13% <i>t</i>	9%	13% <i>uv</i>	12%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a'd/e/f/g/h/i/j/k/l/m - a'n/o/q/r/s - a'u - a'v/w
 * small base

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15 Jun 2022
 Table 27

QJ. Which, if any, of the following statements LEAST appeal to you? Please select up to two:
We must invest in early childhood today because...

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Children at school or childcare (0-5)		Disability		Child disability			IMD QUINTILE					Unweighted Total	
		North East (b)	North West (c)	Yorkshire and Humber (d)	West Midlands (e)	East Midlands (f)	East Anglia (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Yes (q)	No (r)	Yes (s)	No (t)	Yes (u)	SEND (v)	No (w)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)		5 - Least deprived (B)
Unweighted Base	4002	169	465	273	332	315	341	357	583	537	3372	203	350	77	2971	619	346	88	1088	2712	262	161	818	683	719	720	715	760	4002
Weighted Gen Pub Base	4002	160	439	330	356	290	374	338	550	537	3374	189	326	113*	2947	595	379	95*	1092	2706	280	173	847	695	714	718	691	765	4002
The science tells us it is hugely important	1090 27%l	42	120	81	103	101	95	94	165	135	936	39	83	31	817	175	89	22	317	750	81	51	220	186	191	194	203	231	1101
By acting early it will cost society less in the future	1032 26%	47	117	86	79	72	90	82	148	133	853	47	96	37	740	175	102	31	321	676	77	42	204	157	193	182	181	218	1037
We are all responsible for supporting the next generation	699 17%	29	66	76	60	54	56	57	101	95	594	36	50	19	521	92	78	21	183	494	54	33	179	127	139	128	102	121	687
Every child should have a fair opportunity to realise their potential	634 16%pA	31	82	59	51	35	52	44	81	102	537	25	53	19	458	72	87	17	174	438	68	47	160	131	119	95	87	107	616
It will help us to build a happier and healthier society	557 14%	21	57	38	45	37	49	46	82	94	470	31	44	13	409	71	80	19	137	392	57	33	160	113	90	100	79	100	547
It will help us all to form stronger and more positive relationships with others	490 12%f	22	51	43	50	22	40	64	81	81	413	22	42	14	361	64	66	15	139	317	63	38	120	92	103	81	74	78	477
Something else	108 3%px	6	8	6	12	6	9	10	18	14	89	5	10	4	79	8	9	2	37	65	7	4	19	8	16	24	17	23	110
None of the above	652 16%quv	26	77	47	56	47	69	59	85	84	551	34	54	13	502	118	39	10	176	450	21	13	122	102	118	133	133	133	669
Don't know	458 11%quvw	12	52	38	42	37	58	44	57	47	388	21	33	16	329	64	25	6	106	287	13	9	56	87	68	83	76	90	463

Proportions/Mean: Columns Tested (5% risk level) - ab/c/d/e/f/g/h/i/j/k/l/m/n - a-op - a/q-r - a/s/t - a/u/v/w - a/xyz/zAB
 * small base

	Page	Table	Title	Base Description	Base
●	1	1	QA. Which period of a child and young person's life do you think is the most important for shaping their future lives? Please select one answer	Base: All UK adults aged 16+	4002
●	2	2	QA. Which period of a child and young person's life do you think is the most important for shaping their future lives? Please select one answer	Base: All UK adults aged 16+	4002
●	3	3	QB. How important, if at all, do you feel the period of early childhood is in shaping a person's future life? Please select one answer	Base: All UK adults aged 16+	4002
●	4	4	QB. How important, if at all, do you feel the period of early childhood is in shaping a person's future life? Please select one answer	Base: All UK adults aged 16+	4002
●	5	5	QC. Below is a list of different aspects of adult life. Which of the following, if any, do you personally think are likely to be the MOST affected by a child's development during their early childhood? Please select up to three	Base: All UK adults aged 16+	4002
●	6	6	QC. Below is a list of different aspects of adult life. Which of the following, if any, do you personally think are likely to be the MOST affected by a child's development during their early childhood? Please select up to three	Base: All UK adults aged 16+	4002
●	7	7	QD.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society	Base: All UK adults aged 16+	4002
●	8	8	QD.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society	Base: All UK adults aged 16+	4002
●	9	9	QD.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society	Base: All UK adults aged 16+	4002

	Page	Table	Title	Base Description	Base
●	10	10	QD.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society	Base: All UK adults aged 16+	4002
●	11	11	QD.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood	Base: All UK adults aged 16+	4002
●	12	12	QD.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood	Base: All UK adults aged 16+	4002
●	13	13	QD.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK	Base: All UK adults aged 16+	4002
●	14	14	QD.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK	Base: All UK adults aged 16+	4002
	15	15	QD. To what extent do you agree or disagree with each of the following statements?	Base: All UK adults aged 16+	4002
●	16	16	QE. In the last year, what types of information, support or advice, if any, have you sought for bringing up children? Please select all that apply	Base: All parents of children aged 0-18 and grandparents with children	1824
●	17	17	QE. In the last year, what types of information, support or advice, if any, have you sought for bringing up children? Please select all that apply	Base: All parents of children aged 0-18 and grandparents with children	1824
●	18	18	QF. In the last year, where have you sought information, support or advice about children's social or emotional development ? Please select all that apply	Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills	318
●	19	19	QF. In the last year, where have you sought information, support or advice about children's social or emotional development ? Please select all that apply	Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills	318

	Page	Table	Title	Base Description	Base
●	20	19	QF. In the last year, where have you sought information, support or advice about children's social or emotional development ? Please select all that apply	Base: All parents of children aged 0-18 / grandparents who sought advice on social and emotional skills	337
●	21	20	QG. I'm now going to show you a list of things some people say are important reasons for investing in early childhood . Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...	Base: All UK adults aged 16+	4002
●	22	21	QG. I'm now going to show you a list of things some people say are important reasons for investing in early childhood . Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...	Base: All UK adults aged 16+	4002
●	23	22	QH. Which, if any, of the following statements LEAST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...	Base: All UK adults aged 16+	4002
●	24	23	QH. Which, if any, of the following statements LEAST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...	Base: All UK adults aged 16+	4002
●	25	24	QI. I'm now going to show you a list of reasons why some people say it is important to invest in the early years of childhood. Which, if any, of the following statements MOST appeals to you? Please select up to two: We must invest in early childhood today because...	Base: All UK adults aged 16+	4002
●	26	25	QI. I'm now going to show you a list of reasons why some people say it is important to invest in the early years of childhood. Which, if any, of the following statements MOST appeals to you? Please select up to two: We must invest in early childhood today because...	Base: All UK adults aged 16+	4002

	Page	Table	Title	Base Description	Base
●	27	26	QJ. Which, if any, of the following statements LEAST appeal to you? Please select up to two: We must invest in early childhood today because...	Base: All UK adults aged 16+	4002
●	28	27	QJ. Which, if any, of the following statements LEAST appeal to you? Please select up to two: We must invest in early childhood today because...	Base: All UK adults aged 16+	4002
