

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

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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	283	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Start of pregnancy to 5 years (early childhood)	260 23%	101 18%	160 29%ab	144 26%	97 20%	19 23%	202 23%	55 26%	219 24%	42 22%	146 26%	115 21%	53 21%	107 26%	61 21%	40 25%	196 23%	37 32%q	267 24%
5-11 years (primary school)	239 21%	142 26%c	97 17%	92 17%	125 26%d	21 25%	196 22%	42 20%	210 23%kj	29 15%	139 24%l	100 18%	61 24%	90 22%	58 20%	30 19%	200 23%	18 15%	218 20%
11-16 years (secondary school)	195 17%	113 20%c	79 14%	103 19%	76 16%	16 19%	149 17%	41 20%	164 18%	30 16%	89 16%	105 19%	42 16%	81 20%	41 14%	31 19%	153 18%	22 19%	194 17%
16-18 years (further education)	66 6%c	47 8%c	19 3%	37 7%	25 5%	4 4%	50 6%	16 8%	62 7%kj	4 2%	28 5%	38 7%	16 6%	27 7%	18 6%	5 3%	54 6%	5 4%	69 6%
18-24 years (young adulthood)	43 4%	25 4%	17 3%	30 5%f	13 3%	-	35 4%	7 3%	40 4%	3 2%	20 4%	23 4%	6 2%	9 2%	18 6%n	10 6%n	27 3%	4 4%	50 4%
All equally important	287 26%	111 20%	175 31%ab	135 24%	129 27%	23 28%	241 27%	43 20%	215 23%	72 38%ai	139 24%	148 27%	71 28%	93 23%	79 28%	44 28%	221 25%	28 24%	297 27%
Don't know	18 2%	12 2%	6 1%	5 1%	12 3%	-	14 2%	4 2%	11 1%	7 4%i	3 1%	15 3%k	5 2%	5 1%	8 3%	1 1%	13 1%	2 1%	14 1%
Prefer not to say	5 *	2 *	3 1%	5 1%	-	-	5 1%	1 *	3 *	3 2%i	4 1%	2 *	2 1%	3 1%	1 *	-	5 1%	-	5 *

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114	874	240	703	411	260	797	248	131	817	262	189	195	160	167	1114
Weighted Parents Base	1114	913	201	635	479	249	812	247	139*	816	238	186	210	181	174	1114
Start of pregnancy to 5 years (early childhood)	260	201	59	173	87	63	191	58	38	192	51	39	54	46	45	267
	23%	22%	30%b	27%h	18%	25%	23%	24%	27%	23%	21%	21%	26%	25%	26%	24%
5-11 years (primary school)	239	205	34	108	131	42	186	39	27	191	57	40	40	43	41	218
	21%	22%	17%	17%	27%ag	17%	23%	16%	19%	23%o	24%	21%	19%	24%	23%	20%
11-16 years (secondary school)	195	173	22	112	83	47	138	64	32	126	44	30	35	31	32	194
	17%c	19%c	11%	18%	17%	19%	17%	26%aq	23%	15%	18%	16%	17%	17%	18%	17%
16-18 years (further education)	66	59	7	32	34	23	41	18	7	45	16	13	15	7	7	69
	6%	6%	4%	5%	7%	9%en	5%	7%	5%	5%	7%	7%	4%	4%	4%	6%
18-24 years (young adulthood)	43	38	5	30	13	11	24	12	8	26	6	11	3	8	4	50
	4%	4%	2%	5%	3%	4%	3%	5%	6%	3%	2%	6%z	1%	5%	2%	4%
All equally important	287	220	68	166	121	60	215	50	21	224	59	51	56	40	45	297
	26%p	24%	34%ab	26%	25%	24%	26%	20%	15%	27%p	25%	28%	27%	22%	26%	27%
Don't know	18	14	4	8	10	-	16	4	4	11	6	*	6	2	1	14
	2%	2%	2%	1%	2%	-	2%	1%	3%	1%	2%	*	3%	1%	1%	1%
Prefer not to say	5	4	2	5	-	3	1	3	3	2	-	1	1	4	-	5
	*	*	1%	1%	-	1%en	*	1%	2%q	*	-	1%	*	2%	-	*

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g'h - a/m'n - a/o/p/q - a/x/y/z/A/B
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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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	283	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Very important	823	399	422	406	355	62	671	146	673	150	442	381	184	316	204	120	638	85	812
	74%	72%	76%	73%	74%	74%	75%	69%	73%	79%	78% ^l	70%	72%	76%	72%	75%	73%	73%	73%
Fairly important	238	129	107	117	101	20	176	57	206	32	105	133	61	85	60	33	192	24	244
	21%	23%	19%	21%	21%	24%	20%	27%	22%	17%	19%	24% ^k	24%	20%	21%	20%	22%	21%	22%
Not very important	26	12	15	13	14	-	22	5	23	3	12	14	4	7	9	6	21	4	32
	2%	2%	3%	2%	3%	-	2%	2%	2%	2%	2%	3%	2%	2%	3%	4%	2%	3%	3%
Not at all important	9	7	2	7	2	-	9	*	9	*	3	6	5	1	3	*	8	1	9
	1%	1%	*	1%	*	-	1%	*	1%	*	1%	1%	2% ⁿ	*	1%	*	1%	1%	1%
Don't know	17	6	11	10	6	1	14	2	12	5	5	12	2	6	9	1	10	3	17
	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%	2%	2%
Top 2: Important	1061	528	529	523	456	82	847	203	880	182	547	514	245	400	263	152	830	109	1056
	95%	95%	95%	95%	95%	98%	95%	97%	95%	95%	96%	94%	96%	97% ^o	93%	95%	95%	95%	95%
Bottom 2: Not important	35	19	16	20	16	-	30	5	32	4	16	20	9	8	12	6	29	5	41
	3%	3%	3%	4%	3%	-	3%	2%	3%	2%	3%	4%	4%	2%	4%	4%	3%	4%	4%
NET Difference	1026	509	513	503	441	82	816	197	848	178	531	495	236	393	251	146	801	104	1015
	92%	92%	92%	91%	92%	98%	92%	94%	92%	94%	94%	91%	92%	95%	88%	91%	92%	89%	91%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
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15 Jun 2022
 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Very important	823															
74%	74%	74%	72%	77%	75%	75%	68%	68%	77% _o	73%	70%	72%	74%	79%	79%	73%
Fairly important	238															
21%	21%	23%	22%	20%	21%	21%	24%	25%	20%	23%	25%	20%	23%	18%	18%	22%
Not very important	26															
2%	3%	1%	2%	1%	3%	15%	4%	5%	14%	5%	5%	7%	3%	4%	3%	32%
Not at all important	9															
1% _c	1%	1%	1%	1%	1%	6%	3% _{aq}	2% _q	*	1%	2%	5%	2%	*	-	9%
Don't know	17															
2%	1%	2%	2%	1%	1%	13%	2%	1%	12%	3%	1%	4%	2%	2%	2%	17%
Top 2: Important	1061															
95%	95%	97%	94%	97%	96%	96%	92%	93%	97% _o	96%	95%	92%	97%	97%	97%	1056%
Bottom 2: Not important	35															
3%	4%	1%	4%	2%	4%	21%	7% _{aq}	6% _q	2%	6%	8%	13%	4%	4%	4%	41%
NET Difference	1026															
92%	91%	96%	90%	95%	92%	93%	85%	87%	95%	94%	90%	86%	95%	95%	95%	1015%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g/h - a/m/n - a/p/q - a/x/y/z/AB
 * small base

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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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	283	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Their future mental health and wellbeing	639	254	382	307	289	43	513	120	518	122	320	319	144	236	162	98	496	72	671
	57%b	46%	69%cab	55%	60%	52%	58%	57%	56%	64%	56%	58%	56%	57%	57%	61%	57%	62%	60%
Their ability to make and maintain relationships	570	258	311	272	257	41	467	97	478	92	302	268	128	220	139	82	439	70	571
	51%	47%	56%b	49%	54%	49%	52%	46%	52%	48%	53%	49%	50%	53%	49%	51%	50%	60%	51%
Their future happiness	454	204	248	222	200	31	373	77	375	79	229	225	103	174	107	69	366	47	464
	41%	37%	45%b	40%	42%	38%	42%	37%	41%	41%	40%	41%	40%	42%	38%	43%	42%	40%	42%
Their future physical health	352	193	159	159	161	32	290	61	300	52	192	160	70	135	91	56	265	42	332
	32%	35%	28%	29%	34%	38%	33%	29%	33%	27%	34%	29%	27%	33%	32%	35%	31%	36%	30%
Their future academic achievement	228	131	97	94	114	21	174	50	192	37	135	93	57	91	57	24	183	23	217
	20%	24%c	17%	17%	24%d	25%	20%	24%	21%	19%	24%i	17%	22%	22%	20%	15%	21%	20%	19%
Their future job and income	193	124	69	109	67	17	153	40	175	18	116	77	48	73	56	17	153	18	180
	17%c	22%c	12%	20%e	14%	21%	17%	19%	19%j	10%	20%i	14%	19%	18%	20%p	10%	18%	15%	16%
Their likelihood of committing crime	163	85	77	85	69	9	113	43	141	22	94	69	34	53	51	24	132	14	161
	15%	15%	14%	15%	14%	11%	13%	21%g	15%	12%	17%	13%	13%	13%	18%	15%	15%	12%	14%
Their interest in politics or playing an active role in society	112	77	34	53	47	13	84	24	98	15	63	49	23	53	20	16	87	9	95
	10%c	14%c	6%	10%	10%	15%	9%	12%	11%	8%	11%	9%	9%	13%o	7%	10%	10%	8%	9%
Their life expectancy (i.e. how long they live)	105	67	38	58	38	9	81	23	95	10	63	42	27	49	21	8	82	9	100
	9%	12%c	7%	10%	8%	11%	9%	11%	10%j	5%	11%	8%	10%	12%p	7%	5%	9%	8%	9%
None of these	16	9	7	9	7	-	11	5	10	6	8	8	4	6	4	2	13	2	18
	1%	2%	1%	None of these	1%	-	1%	2%	1%	3%i	1%	1%	2%	1%	2%	1%	2%	2%	2%
Don't know	39	14	23	17	22	-	35	3	22	17	7	32	7	7	14	10	29	1	36
	3%k	3%	4%	3%	5%	-	4%	2%	2%	9%al	1%	6%k	3%	2%	5%n	6%n	3%	1%	3%

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

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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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	
Unweighted Base	1114														
Weighted Parents Base	1114														
Their future mental health and wellbeing	639 57% ^o	127 63%	369 58%	270 56%	134 54%	481 59%	113 46%	66 47%	501 61% ^o _p	133 56%	106 57%	112 54%	105 58%	113 65%	671 60%
Their ability to make and maintain relationships	570 51%	123 61% ^{ab}	329 52%	241 50%	118 48%	430 53%	117 47%	59 43%	430 53%	122 51%	92 49%	104 50%	96 53%	97 56%	571 51%
Their future happiness	454 41%	85 40%	265 42%	188 39%	95 38%	344 42%	90 36%	51 37%	349 43%	88 37%	85 46%	79 38%	73 40%	83 48%	464 42%
Their future physical health	352 32%	69 31%	203 35%	149 31%	72 29%	266 33%	70 28%	39 28%	270 33%	59 25%	54 29%	80 38% ^x	67 37% ^x	51 29%	332 30%
Their future academic achievement	228 20% ^o	26 22% ^c	111 18%	117 24% ^g	54 22%	163 20%	61 25%	39 28%	157 19%	53 22%	34 18%	49 24%	38 21%	31 18%	217 19%
Their future job and income	193 17%	31 18%	114 18%	79 17%	55 22%	132 16%	41 17%	26 19%	140 17%	51 21%	28 15%	35 17%	30 17%	26 15%	180 16%
Their likelihood of committing crime	163 15%	35 14%	81 13%	82 17%	47 19%	112 14%	42 17%	23 16%	113 14%	40 17%	20 11%	32 15%	28 16%	24 14%	161 14%
Their interest in politics or playing an active role in society	112 10%	12 11%	55 9%	57 12%	25 10%	76 9%	36 15% ^q	28 20% ^{aq}	70 9%	31 13%	17 9%	14 7%	23 13%	15 9%	95 9%
Their life expectancy (i.e. how long they live)	105 9%	9 10% ^c	58 9%	47 10%	18 7%	80 10%	29 12%	16 12%	69 8%	20 13% ^B	24 13% ^B	13 11%	13 7%	9 5%	100 9%
None of these	16 1%	10 3%	9 1%	7 1%	2 1%	14 2%	3 1%	1 1%	13 2%	8 3%	3 2%	3 1%	3 2%	1 *	18 2%
Don't know	39 3%	35 4%	22 3%	17 4%	6 3%	25 3%	5 2%	3 2%	29 4%	9 4%	3 2%	10 5%	4 2%	5 3%	36 3%

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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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	263	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Strongly agree	278 25% ^r	161 29% ^c	117 21%	151 27%	107 22%	19 23%	208 23%	61 29%	232 25%	45 24%	147 26%	130 24%	63 25%	111 27%	62 22%	42 26%	232 27% ^r	16 14%	273 25%
Tend to agree	347 31% ^{kj}	188 34%	158 28%	162 29%	152 32%	33 40%	267 30%	78 37%	303 33% ^j	44 23%	170 30%	177 32%	78 30%	123 30%	95 34%	51 32%	273 31%	29 25%	341 31%
Neither agree nor disagree	220 20% ^h	84 15%	134 24% ^{ab}	112 20%	94 20%	14 17%	195 22% ^h	22 11%	175 19%	44 23%	99 17%	121 22%	57 22%	78 19%	60 21%	25 16%	168 19%	29 25%	235 21%
Tend to disagree	188 17%	83 15%	105 19%	87 16%	91 19%	11 13%	154 17%	34 16%	157 17%	31 16%	111 20% ^l	77 14%	41 16%	76 18%	46 16%	26 16%	140 16%	29 25% ^{aq}	185 17%
Strongly disagree	55 5%	27 5%	26 5%	30 5%	20 4%	5 6%	44 5%	11 5%	46 5%	9 5%	31 5%	24 4%	9 4%	21 5%	15 5%	10 6%	37 4%	11 9% ^q	49 4%
Don't know	27 2%	10 2%	17 3%	12 2%	13 3%	2 2%	23 3%	3 2%	11 1%	16 8% ^{ai}	9 2%	17 3%	9 4%	7 2%	4 2%	6 4%	19 2%	1 1%	31 3%
Top 2: Agree	625 56% ^{cir}	349 63% ^{ac}	274 49%	313 57%	260 54%	52 62%	475 53%	139 66% ^{ag}	535 58% ^j	90 47%	318 56%	307 56%	141 55%	233 56%	158 56%	93 58%	505 58% ^r	45 39%	614 55%
Bottom 2: Disagree	243 22%	110 20%	131 24%	116 21%	111 23%	15 18%	197 22%	45 22%	203 22%	41 21%	142 25% ^l	101 18%	50 19%	96 23%	62 22%	35 22%	177 20%	40 35% ^{aq}	234 21%
NET Difference	382 34%	239 43%	143 26%	196 36%	149 31%	37 44%	278 31%	93 44%	332 36%	49 26%	176 31%	206 38%	91 35%	137 33%	96 34%	58 36%	328 38%	5 4%	380 34%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
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15 Jun 2022
 Table 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Strongly agree	278															
25%	26%	19%	22%	28%	28%	24%	27%	29%	25%	30%	30%	23%	23%	21%	25%	
Tend to agree	347															
31%	31%	32%	32%	30%	31%	32%	28%	32%	32%	30%	37%	27%	30%	32%	31%	
Neither agree nor disagree	220															
20%	19%	24%	21%	18%	19%	19%	18%	16%	19%	18%	17%	21%	20%	24%	21%	
Tend to disagree	188															
17%	17%	16%	17%	17%	13%	18%	18%	21%	17%	15%	12%	21%y	22%y	15%	17%	
Strongly disagree	55															
5%	5%	6%	6%	4%	6%	5%	6%	9%	5%	3%	3%	7%	4%	7%	4%	
Don't know	27															
2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	3%	1%	2%	1%	2%	3%	
Top 2: Agree	625															
56%	57%	50%	54%	58%	59%	56%	55%	52%	57%	60%	67%azAB	49%	53%	53%	55%	
Bottom 2: Disagree	243															
22%	22%	23%	23%	21%	19%	23%	25%	31%q	21%	18%	15%	27%y	26%y	22%	21%	
NET Difference	382															
34%	36%	28%	32%	38%	40%	33%	31%	21%	36%	42%	52%	22%	26%	31%	34%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g-h - a/m/n - a/o/p/q - a/x/y/z/AB
 * 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	263	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Strongly agree	467 42%	228 41%	239 43%	234 42%	195 41%	38 45%	357 40%	107 51%g	379 41%	88 46%	263 46%l	205 37%	96 38%	188 45%	111 39%	73 46%	370 43%	46 39%	467 42%
Tend to agree	409 37%	205 37%	203 36%	190 34%	188 39%	31 37%	335 38%	69 33%	353 38%j	56 29%	221 39%	188 34%	99 39%	152 37%	99 35%	59 37%	313 36%	45 39%	402 36%
Neither agree nor disagree	166 15%k	88 16%	75 13%	94 17%	64 13%	8 10%	136 15%	27 13%	137 15%	29 15%	52 9%	114 21%ak	44 17%	54 13%	51 18%	17 11%	134 15%	17 15%	163 15%
Tend to disagree	39 4%	14 2%	25 5%	21 4%	14 3%	4 4%	32 4%	6 3%	34 4%	5 3%	23 4%	16 3%	7 3%	12 3%	16 6%	5 3%	30 3%	4 3%	46 4%
Strongly disagree	18 2%	12 2%	7 1%	10 2%	7 1%	2 2%	17 2%	1 *	13 1%	6 3%	6 1%	12 2%	6 2%	3 1%	6 2%	3 2%	11 1%	4 3%	19 2%
Don't know	15 1%	7 1%	8 1%	4 1%	10 2%	1 1%	14 2%	1 *	7 1%	7 4%al	3 1%	11 2%	4 2%	5 1%	2 1%	3 2%	11 1%	1 1%	17 2%
Top 2: Agree	876 79%kl	432 78%	442 79%	424 77%	383 80%	69 82%	692 78%	176 84%	732 79%	144 76%	483 85%al	393 72%	195 76%	339 82%o	210 74%	132 83%	683 79%	91 78%	869 78%
Bottom 2: Disagree	58 5%	25 5%	32 6%	31 6%	21 4%	6 7%	49 6%	7 3%	47 5%	10 5%	30 5%	28 5%	12 5%	16 4%	22 8%	8 5%	41 5%	8 7%	65 6%
NET Difference	818 73%	407 74%	410 74%	394 71%	362 76%	63 76%	643 72%	169 81%	685 74%	134 70%	454 80%	365 67%	183 72%	324 78%	188 66%	124 77%	642 74%	83 71%	804 72%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * small base

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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Strongly agree	467															
	42%															
Tend to agree	409															
	37%															
Neither agree nor disagree	166															
	15%															
Tend to disagree	39															
	4%															
Strongly disagree	18															
	2%															
Don't know	15															
	1%															
Top 2: Agree	876															
	79%															
Bottom 2: Disagree	58															
	5%															
NET Difference	818															
	73%															

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g/h - a/m/n - a/p/q - 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	263	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Strongly agree	298 27%	144 26%	154 28%	153 28%	120 25%	25 30%	217 24%	75 36%ag	249 27%	49 26%	161 28%	137 25%	64 25%	125 30%o	62 22%	47 29%	236 27%	29 25%	298 27%
Tend to agree	425 38%	206 37%	215 39%	205 37%	189 39%	31 37%	350 39%	70 34%	357 39%	68 35%	226 40%	199 36%	104 40%	146 35%	125 44%np	50 31%	333 38%	49 42%	422 38%
Neither agree nor disagree	228 20%	123 22%	103 19%	112 20%	95 20%	20 24%	184 21%	42 20%	191 21%	36 19%	103 18%	124 23%	55 21%	91 22%	51 18%	31 20%	177 20%	19 16%	226 20%
Tend to disagree	98 9%	38 7%	60 11%	49 9%	44 9%	5 5%	81 9%	16 8%	80 9%	18 9%	46 8%	52 10%	18 7%	29 7%	30 11%	21 13%	71 8%	14 12%	105 9%
Strongly disagree	44 4% ^c	34 6% ^c	11 2%	23 4%	19 4%	2 2%	40 4%	4 2%	39 4%	6 3%	24 4%	20 4%	12 5%	14 3%	11 4%	7 5%	34 4%	5 5%	41 4%
Don't know	21 2%	8 1%	13 2%	10 2%	11 2%	* 1%	19 2%	2 1%	8 1%	14 7% ^{al}	8 1%	14 2%	4 2%	9 2%	5 2%	3 2%	18 2%	- -	22 2%
Top 2: Agree	723 65%	351 63%	369 66%	358 65%	308 65%	56 68%	568 64%	145 69%	606 66%	117 61%	387 68% ^{kl}	336 61%	168 66%	271 65%	187 66%	97 61%	569 66%	78 67%	720 65%
Bottom 2: Disagree	142 13%	72 13%	71 13%	73 13%	63 13%	6 8%	121 14%	20 9%	119 13%	24 12%	70 12%	73 13%	29 11%	43 10%	41 15%	28 18% ⁿ	105 12%	20 17%	146 13%
NET Difference	581 52%	279 50%	299 54%	286 52%	245 51%	50 60%	447 50%	125 60%	487 53%	93 49%	317 56%	263 48%	139 54%	228 55%	146 51%	69 43%	465 53%	58 50%	574 52%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/kl - a/min/op - a/q/r
 * small base

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 Table 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Strongly agree	298															
	27%															
Tend to agree	425															
	38%															
Neither agree nor disagree	228															
	20%p															
Tend to disagree	98															
	9%															
Strongly disagree	44															
	4%															
Don't know	21															
	2%															
Top 2: Agree	723															
	65%															
Bottom 2: Disagree	142															
	13%															
NET Difference	581															
	52%															

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g'h - a/m'n - a/p/q - a/xyz/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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	263	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Strongly agree	157 14% _r	90 16%	66 12%	81 15%	62 13%	13 16%	124 14%	30 15%	131 14%	26 14%	90 16%	67 12%	31 12%	64 15%	42 15%	20 13%	133 15% _r	6 5%	164 15%
Tend to agree	193 17% _c	122 22% _c	68 12%	103 19%	73 15%	17 20%	146 16%	43 20%	177 19% _j	16 8%	106 19%	86 16%	42 16%	85 20%	41 14%	26 16%	162 19%	13 11%	181 16%
Neither agree nor disagree	178 16%	89 16%	88 16%	99 18%	70 15%	9 11%	143 16%	31 15%	150 16%	28 15%	80 14%	98 18%	46 18%	63 15%	53 19% _p	16 10%	141 16%	18 15%	182 16%
Tend to disagree	283 25%	130 23%	153 27%	120 22%	142 30% _d	21 26%	240 27%	42 20%	226 25%	56 30%	132 23%	151 28%	77 30% _n	86 21%	74 26%	46 29%	210 24%	40 34% _q	279 25%
Strongly disagree	287 26%	120 22%	167 30% _b	141 26%	123 26%	22 27%	223 25%	61 29%	232 25%	55 29%	155 27%	132 24%	55 21%	111 27%	69 24%	51 32% _m	212 24%	38 33%	286 26%
Don't know	17 2%	3 *	14 3% _b	8 1%	8 2%	1 1%	15 2%	2 1%	8 1%	9 5% _{ai}	4 1%	12 2%	6 2%	5 1%	5 2%	1 1%	12 1%	2 1%	22 2%
Top 2: Agree	350 31% _{cir}	212 38% _{ac}	135 24%	184 33%	135 28%	30 36%	270 30%	73 35%	308 33% _j	42 22%	196 35% _{kl}	154 28%	73 29%	148 36%	83 29%	46 29%	294 34% _r	19 16%	345 31%
Bottom 2: Disagree	570 51%	250 45%	320 57% _{ab}	261 47%	264 55% _d	44 52%	464 52%	103 49%	458 50%	111 59% _{il}	287 51%	283 52%	132 51%	198 48%	143 50%	97 61% _n	421 49%	78 67% _{aq}	565 51%
NET Difference	-220 -20%	-38 -7%	-185 -33%	-77 -14%	-129 -27%	-14 -16%	-193 -22%	-30 -14%	-150 -16%	-69 -36%	-90 -16%	-129 -24%	-59 -23%	-50 -12%	-60 -21%	-51 -32%	-127 -15%	-59 -51%	-220 -20%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/ef - a/g/h - a/i/j - a/kl - am/nop - a/q
 * 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Strongly agree	157 14%															
Tend to agree	193 17%															
Neither agree nor disagree	178 16%															
Tend to disagree	283 25%															
Strongly disagree	287 26%mp															
Don't know	17 2%															
Top 2: Agree	350 31%															
Bottom 2: Disagree	570 51%mp															
NET Difference	-220 -20%															

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g-h - a/m/n - a/p/q - a/x/y/z/A/B
 * small base

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

Base: All UK parents of children aged 0-5

	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	1114	1114	1114	1114
Weighted Parents Base	1114	1114	1114	1114
Strongly agree	278 25%	467 42%	298 27%	157 14%
Tend to agree	347 31%	409 37%	425 38%	193 17%
Neither agree nor disagree	220 20%	166 15%	228 20%	178 16%
Tend to disagree	188 17%	39 4%	98 9%	283 25%
Strongly disagree	55 5%	18 2%	44 4%	287 26%
Don't know	27 2%	15 1%	21 2%	17 2%
Top 2: Agree	625 56%	876 79%	723 65%	350 31%
Bottom 2: Disagree	243 22%	58 5%	142 13%	570 51%
NET Difference	382 34%	818 73%	581 52%	-220 -20%

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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 UK parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	263	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
Child's nutrition	393 35%l	204 37%	187 34%	204 37%	168 35%	22 26%	295 33%	93 44%ag	333 36%	59 31%	234 41%l	159 29%	83 32%	162 39%	95 33%	53 33%	312 36%	39 34%	375 34%
Child's vaccinations	383 34%	177 32%	205 37%	197 34%	158 33%	28 34%	319 36%	60 29%	317 34%	66 35%	218 38%l	165 30%	90 34%	150 36%	97 34%	46 29%	286 33%	53 46%aq	382 34%
Child's health	371 33%	186 34%	183 33%	186 34%	158 33%	27 32%	297 33%	69 33%	307 33%	63 33%	197 35%	174 32%	75 29%	152 37%	102 36%	43 27%	288 33%	37 32%	371 33%
Child's education and learning	341 31%	168 30%	174 31%	167 30%	146 31%	28 34%	270 30%	69 33%	282 30%	60 31%	177 31%	165 30%	77 30%	126 31%	86 30%	52 32%	271 31%	29 25%	336 30%
Child's sleep	339 30%	148 27%	189 34%b	179 32%	139 29%	21 26%	247 28%	86 41%ag	279 30%	60 31%	190 33%	149 27%	78 30%	125 30%	88 31%	48 30%	269 31%	25 22%	347 31%
Child's behaviour	336 30%l	143 26%	192 34%b	164 30%	150 31%	22 26%	257 29%	77 37%	266 29%	70 37%l	204 36%al	132 24%	73 29%	137 33%	84 30%	41 26%	281 32%r	24 20%	348 31%
Potty/toilet training or staying dry through the night	274 25%	113 20%	161 29%b	133 24%	123 26%	19 22%	223 25%	49 23%	223 24%	52 27%	150 26%	124 23%	56 22%	102 25%	69 24%	48 30%	214 25%	26 22%	284 25%
Child's emotional development	260 23%	127 23%	132 24%	110 20%	136 28% ^d	14 17%	204 23%	55 26%	215 23%	45 17%	138 24%	122 22%	45 17%	102 25%	65 23%	48 30% ^m	210 24%	18 15%	260 23%
Child's mental health	267 23%	130 23%	126 23%	125 23%	117 25%	15 18%	195 22%	57 27%	222 24%	35 19%	130 23%	127 23%	57 22%	108 26% ^p	67 24%	25 15%	214 25%	20 17%	261 23%
Child's physical development	254 23%	132 24%	121 22%	133 24%	106 22%	15 18%	202 23%	45 22%	213 23%	41 19%	129 23%	124 23%	66 26% ^p	99 24% ^p	64 23%	24 15%	209 24% ^r	17 15%	249 22%
Child's social development	234 21%	113 20%	119 21%	124 22%	97 20%	13 16%	181 20%	50 24%	198 21%	36 19%	127 22%	106 19%	52 20%	84 20%	60 21%	37 23%	176 20%	17 14%	243 22%
Breastfeeding/feeding	211 19%	86 16%	126 23% ^b	111 20%	85 18%	15 19%	164 18%	44 21%	169 18%	43 22%	132 23% ^l	79 15%	49 19%	91 22%	48 17%	24 15%	158 18%	26 23%	228 20%
Child's brain development	170 15%	90 16%	80 14%	85 15%	75 16%	9 11%	121 14%	47 23% ^{ag}	146 16%	24 12%	99 17%	71 13%	39 15%	57 14%	49 17%	25 16%	129 15%	16 14%	167 15%
Other	11 1%	5 1%	5 1%	5 1%	4 1%	2 2%	7 1%	3 2%	10 1%	1 1%	6 1%	4 1%	5 2%	2 1%	2 1%	1 1%	9 1%	1 1%	10 1%
I have not looked for information	138 12%	62 11%	76 14%	53 10%	69 14%	16 19% ^d	119 13%	18 9%	106 11%	33 17% ^l	62 11%	77 14%	43 17% ⁿ	40 10%	35 12%	21 13%	108 12%	15 13%	139 12%
Don't know	24 2% ^k	11 2%	13 2%	16 3%	7 1%	2 2%	19 2%	6 3%	18 2%	7 4%	2 *	22 4% ^k	5 2%	10 2%	8 3%	2 1%	21 2%	1 1%	26 2%
NET: Social + emotional	371 33% ^r	187 34%	183 33%	175 32%	176 37%	21 25%	293 33%	75 36%	312 34%	59 31%	200 35%	171 31%	76 30%	142 34%	94 33%	58 36%	293 34% ^r	27 23%	377 34%
NET: Seeking any form of advice	951 85% ^l	480 87%	468 84%	483 87% ^f	403 84%	65 78%	753 85%	186 89%	800 87% ^j	151 79%	504 89% ^l	447 82%	208 81%	364 88% ^m	241 85%	137 86%	740 85%	100 86%	949 85%

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

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 Table 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 UK parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Child's nutrition	393 35%p	304 33%	89 44%ab	248 39%h	145 30%	81 32%	304 37%	75 30%	32 23%	307 38%p	74 31%	73 39%	78 37%	66 36%	55 32%	375 34%
Child's vaccinations	383 34%	302 33%	81 40%	231 36%	152 32%	87 35%	289 36%	77 31%	40 29%	297 36%	68 29%	59 32%	77 37%	72 40%x	63 36%	382 34%
Child's health	371 33%	299 33%	71 35%	223 35%	148 31%	88 35%	270 33%	46 32%	79 33%	282 35%	76 32%	66 35%	74 35%	60 33%	49 28%	371 33%
Child's education and learning	341 31%	294 32%c	47 23%	191 30%	150 31%	77 31%	258 32%	72 29%	47 34%	258 32%	68 29%	66 35%A	65 31%	43 24%	54 31%	336 30%
Child's sleep	339 30%h	255 28%	84 42%ab	225 35%h	113 24%	73 29%	253 31%	63 26%	33 23%	266 33%	63 26%	60 32%	69 33%	48 27%	52 30%	347 31%
Child's behaviour	336 30%	277 30%	59 29%	198 31%	138 29%	72 29%	251 31%	67 27%	37 27%	257 31%	76 32%	61 33%	61 29%	44 24%	64 37%A	348 31%
Potty/toilet training or staying dry through the night	274 25%	229 25%	45 23%	177 28%h	98 20%	61 25%	205 25%	58 23%	33 24%	206 25%	53 22%	52 28%	44 21%	37 21%	50 28%	284 25%
Child's emotional development	260 23%	216 24%	44 22%	149 23%	111 23%	56 23%	191 24%	69 28%	43 31%q	177 22%	58 24%	55 29%zA	34 16%	34 19%	46 27%z	260 23%
Child's mental health	257 23%B	222 24%	35 18%	120 19%	137 29%g	73 29%n	171 21%	82 33%aq	52 38%aq	167 20%	66 28%B	54 29%B	48 23%B	42 23%B	21 12%	261 23%
Child's physical development	254 23%	209 23%	44 22%	139 22%	115 24%	52 21%	187 23%	62 25%	32 23%	183 22%	63 27%	50 27%	46 22%	36 20%	34 20%	249 22%
Child's social development	234 21%	197 22%	37 18%	131 21%	103 21%	45 18%	178 22%	58 24%	34 25%	164 20%	47 20%	41 22%	39 19%	30 16%	35 20%	243 22%
Breastfeeding/feeding	211 19%	145 16%	66 33%ab	139 22%h	72 15%	45 18%	161 20%	43 18%	20 14%	162 20%	47 20%	31 17%	42 20%	32 18%	30 17%	228 20%
Child's brain development	170 15%	127 14%	43 21%b	102 16%	68 14%	38 15%	131 16%	45 18%	31 22%	121 15%	38 16%	34 18%	30 14%	22 14%	22 13%	167 15%
Other	11 1%	10 1%	1 1%	2 *	8 2%	1 1%	9 1%	2 1%	2 1%	9 1%	1 1%	2 1%	3 1%	2 1%	1 *	10 1%
I have not looked for information	138 12%	106 12%	33 16%	74 12%	65 13%	19 8%	113 14% <i>m</i>	19 8%	11 8%	108 13% <i>o</i>	37 15%	16 9%	20 10%	25 14%	30 17% <i>y</i>	139 12%
Don't know	24 2%	21 2%	4 2%	17 3%	7 2%	3 1%	14 2%	3 1%	1 1%	16 2%	11 4% <i>y</i> AB	*	10 5% <i>y</i> AB	-	1 *	26 2%
NET: Social + emotional	371 33%	313 34%	58 29%	208 33%	163 34%	78 31%	277 34%	89 36%	53 38%	262 32%	79 33%	67 36%	61 29%	52 29%	62 36%	377 34%
NET: Seeking any form of advice	951 85%	787 86%	165 82%	544 86%	407 85%	227 91% <i>a</i> n	686 84%	226 91% <i>a</i> q	127 91%	692 85%	190 80%	169 91% <i>x</i> B	179 86%	156 86%	144 82%	949 85%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/bh - a/m/n - a/p/q - a/x/y/z/AB
 * small base

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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 UK parents of children aged 0-5 who sought advice on social and emotional skills

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)		Rural (r)
Unweighted Base	377	117	258	218	134	25	298	76	300	77	178	199	89	139	87	62	293	29	377
Weighted Parents Base	371	187*	183	215	176	21**	293	75*	312	59*	200	171	76*	142*	94*	58*	293	27**	377
NHS website	166	73	92	81	79	7	122	44	140	26	94	72	38	69	39	21	132	11	171
	45%	39%	50%	46%	45%	32%	42%	58%	45%	45%	47%	42%	49%	49%	41%	35%	45%	32%	45%
Family members	146	66	79	78	64	5	108	38	126	20	85	61	28	54	38	27	117	9	152
	39%	35%	43%	45%	36%	23%	37%	51%	40%	34%	42%	36%	37%	38%	40%	46%	40%	35%	40%
Health visitor	134	66	67	70	54	10	105	27	113	21	61	73	20	46	40	28	99	13	130
	36%	35%	37%	40%	31%	50%	36%	36%	36%	36%	31%	42%k	27%	32%	42%	47%lm	34%	48%	34%
Friends	130	53	77	69	50	11	108	22	108	23	72	59	25	53	30	23	110	8	141
	35%	28%	42%b	40%	29%	53%	37%	29%	34%	39%	36%	34%	32%	37%	32%	39%	38%	28%	37%
GPs or other healthcare professionals	126	59	67	58	56	13	106	19	105	21	69	57	30	43	38	14	97	10	131
	34%	31%	37%	33%	32%	61%	36%	25%	34%	35%	34%	33%	40%	30%	40%	24%	40%	33%	35%
Nursery or childcare professionals	121	58	63	55	56	10	97	23	102	19	69	52	23	48	34	17	99	9	132
	33%	31%	35%	31%	32%	48%	33%	31%	32%	33%	35%	30%	30%	34%	36%	29%	34%	33%	35%
Child's school	118	63	55	51	59	9	95	22	100	18	58	60	27	45	30	16	92	7	119
	32%	34%	30%	29%	33%	41%	32%	30%	32%	31%	29%	35%	36%	32%	32%	27%	31%	25%	32%
Parenting apps and websites	116	50	67	53	60	2	92	23	94	22	70	47	29	44	31	13	98	8	115
	31%	27%	37%	30%	35%	11%	32%	30%	30%	38%	35%	27%	38%	31%	33%	22%	34%	29%	31%
Parenting books	89	40	49	42	44	3	74	14	75	14	53	36	15	37	29	9	76	6	92
	24%	22%	27%	24%	25%	14%	25%	18%	24%	23%	27%	21%	20%	26%	30%	15%	26%	22%	24%
Child's red book	81	37	44	43	33	5	63	18	70	11	33	34	11	22	36	12	62	8	86
	22%	20%	24%	24%	19%	26%	21%	24%	22%	19%	23%	20%	15%	15%	38%am	20%	21%	32%	23%
Specialist medical professional or therapist	75	44	31	32	35	7	61	14	64	11	41	34	7	39	18	11	56	4	67
	20%l	24%	17%	19%	20%	35%	21%	19%	20%	19%	20%	20%	9%	28%l	19%	18%	19%	15%	18%
Parenting support group	69	36	31	33	31	5	57	11	58	11	44	25	8	26	21	14	58	5	72
	19%	20%	17%	19%	18%	23%	19%	14%	19%	18%	15%	12%	11%	19%	22%	24%	20%	20%	19%
Local Authority staff / Family Information Service	55	31	24	14	34	8	49	6	50	5	32	23	5	30	15	6	41	5	60
	15%	17%	13%	8%	19%d	37%	17%	8%	16%	9%	16%	14%	6%	21%l	16%	10%	14%	20%	16%
Charity organisation	50	31	20	20	24	6	37	12	44	6	30	20	10	25	9	7	40	3	44
	14%	16%	11%	12%	14%	31%	13%	16%	14%	10%	15%	12%	12%	17%	10%	12%	14%	11%	12%
Sure start / Children's Centres	50	27	22	27	20	3	44	6	39	11	30	19	9	24	13	4	36	5	52
	13%	15%	12%	16%	11%	13%	15%	8%	12%	18%	15%	11%	12%	17%	14%	7%	12%	18%	14%
Well known personalities on social media	46	28	17	16	26	4	37	8	41	5	33	13	7	23	14	2	39	4	46
	12%	15%	9%	9%	15%	18%	13%	11%	13%	9%	16%l	7%	9%	16%p	15%p	3%	13%	14%	12%
From elsewhere	9	6	2	2	7	-	8	1	7	2	2	7	1	3	-	5	4	2	7
	2%	3%	1%	1%	4%	-	3%	1%	2%	3%	1%	4%	1%	2%	-	8%ao	1%	7%	2%
None of these	6	4	2	2	4	-	2	4	2	4	1	5	4	-	1	1	5	1	4
	2%	2%	1%	1%	2%	-	1%	6%g	1%	7%ai	-	3%	5%l	-	1%	1%	2%	3%	1%
Don't know	*	-	*	*	-	-	-	*	*	-	*	-	-	*	-	-	*	-	1
	*	-	*	*	-	-	-	*	*	-	*	-	-	*	-	-	*	-	*
NET: Informal	226	115	109	110	104	12	177	47	195	31	131	95	44	91	54	37	189	14	224
	61%	62%	59%	63%	59%	58%	60%	63%	62%	53%	65%	56%	58%	64%	58%	63%	65%	52%	59%
NET: Formal	356	179	175	171	164	21	282	70	301	54	195	161	72	139	92	53	282	24	362
	96%	96%	95%	98%	93%	100%	96%	94%	96%	93%	97%	94%	95%	97%	98%	90%	96%	89%	96%
NET: Friends and Family	207	100	106	106	89	12	162	44	177	30	115	92	41	81	49	37	173	12	210
	56%	53%	58%	61%	51%	58%	55%	59%	57%	52%	57%	54%	54%	57%	52%	63%	59%	46%	56%
NET: Public service / health professional	340	172	166	161	159	20	269	69	286	53	186	154	66	134	90	50	269	22	343
	92%	92%	91%	92%	90%	95%	92%	90%	92%	90%	93%	90%	86%	94%	95%	86%	92%	83%	91%
NET: Charity / parenting support	219	106	112	102	102	15	177	40	184	35	130	89	43	87	57	33	183	15	222
	59%	57%	61%	58%	58%	72%	60%	54%	59%	60%	65%l	52%	56%	61%	60%	57%	62%	57%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * 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 UK parents of children aged 0-5 who sought advice on social and emotional skills

TOTAL (a)	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	377	301	76	244	133	98	264	97	56	265	86	71	62	45	61	377
Weighted Parents Base	371	313	58*	208	163	78*	277	89*	53*	262	79*	67*	61*	52*	62*	377
NHS website	166	136	30	102	64	31	127	39	21	114	34	31	29	20	29	171
	45%	44%	51%	49%	40%	41%	46%	43%	40%	44%	43%	46%	48%	39%	47%	45%
Family members	146	124	22	94	53	27	110	26	18	112	34	23	20	20	28	152
	39%	40%	38%	45%h	32%	35%	40%	29%	34%	43%	43%	35%	32%	39%	45%	40%
Health visitor	134	108	26	79	55	17	110	29	16	97	27	21	24	18	20	130
	36% ^m	34%	45%	38%	34%	22%	40% ^m	32%	30%	37%	35%	32%	39%	35%	32%	34%
Friends	130	107	24	88	43	26	104	26	13	104	24	26	24	18	25	141
	35%	34%	41%	42%h	26%	33%	38%	29%	24%	40%	31%	39%	39%	34%	41%	37%
GPs or other healthcare professionals	126	104	22	64	62	27	94	33	23	88	21	19	31	16	20	131
	34%	33%	37%	31%	38%	35%	34%	37%	43%	34%	27%	29%	50% ^{axy}	31%	32%	35%
Nursery or childcare professionals	121	110	11	73	48	25	91	31	19	85	26	26	18	13	24	132
	33% ^c	35% ^c	19%	35%	30%	32%	33%	35%	36%	33%	33%	39%	29%	25%	39%	35%
Child's school	118	110	8	60	58	22	92	38	19	78	24	25	23	11	15	119
	32% ^c	35% ^c	13%	29%	35%	29%	33%	42%	36%	30%	30%	37%	38%	21%	24%	32%
Parenting apps and websites	116	93	23	72	45	18	96	20	11	91	33	20	15	17	18	115
	31%	30%	40%	35%	27%	23%	35%	22%	20%	25%	42%	30%	25%	33%	28%	31%
Parenting books	89	73	16	56	33	18	70	19	11	66	25	18	10	18	11	92
	24%	23%	28%	27%	20%	24%	25%	22%	22%	25%	32%	26%	16%	34%	18%	24%
Child's red book	81	58	23	48	33	16	61	18	11	59	17	16	19	12	7	86
	22%	19%	39% ^{ab}	23%	20%	21%	22%	20%	21%	23%	22%	24%	30% ^B	23%	12%	23%
Specialist medical professional or therapist	75	66	9	32	43	18	51	24	15	47	10	11	12	12	15	67
	20%	21%	16%	15%	26% ^g	24%	18%	27%	28%	18%	13%	17%	19%	23%	24%	18%
Parenting support group	69	54	15	34	34	14	54	13	6	54	20	16	10	7	8	72
	19%	17%	25%	17%	21%	18%	19%	15%	12%	20%	26%	24%	16%	14%	12%	19%
Local Authority staff / Family Information Service	55	48	7	20	35	15	40	18	10	37	9	9	4	15	9	60
	15%	15%	12%	9%	22% ^g	19%	14%	20%	19%	14%	11%	7%	7%	28% ^{axz}	15%	16%
Charity organisation	50	46	4	23	28	13	37	16	9	34	12	11	5	8	9	44
	14%	15%	7%	11%	17%	17%	14%	17%	16%	13%	16%	16%	8%	15%	14%	12%
Sure start / Children's Centres	50	42	8	22	28	11	37	10	4	37	11	11	10	6	3	52
	13%	13%	13%	10%	17%	14%	13%	11%	8%	14%	14%	17%	17%	12%	5%	14%
Well known personalities on social media	46	41	4	19	27	7	39	7	5	37	9	10	7	6	10	46
	12%	13%	7%	9%	16%	9%	14%	8%	10%	14%	12%	15%	11%	12%	16%	12%
From elsewhere	9	5	3	5	4	3	6	2	-	6	-	-	2	1	6	7
	2%	2%	6%	2%	2%	4%	2%	2%	-	2%	-	-	3%	1%	11% ^{axy}	2%
None of these	6	5	1	1	4	-	6	4	1	1	4	-	1	-	-	4
	2%	2%	1%	1%	3%	-	2%	5% ^q	8% ^{aq}	1%	5%	-	2%	-	-	1%
Don't know	*	-	*	*	-	-	-	-	-	*	*	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	*	*	-	-	-	-	*
NET: Informal	226	194	31	136	89	39	177	45	26	173	46	42	35	34	44	224
	61%	62%	54%	65%	55%	50%	64%	50%	50%	66% ^o	59%	63%	58%	66%	71%	59%
NET: Formal	356	300	56	202	154	77	262	84	48	251	73	65	59	52	57	362
	96%	96%	96%	97%	94%	99%	95%	95%	92%	96%	93%	97%	95%	100%	92%	96%
NET: Friends and Family	207	176	31	129	79	37	161	41	23	158	37	39	35	32	37	210
	56%	56%	53%	62% ^h	48%	47%	58%	46%	44%	60% ^o	52%	59%	56%	63%	59%	56%
NET: Public service / health professional	340	288	51	194	146	72	251	80	47	240	69	61	58	48	54	343
	92%	92%	88%	93%	90%	93%	91%	90%	90%	92%	88%	91%	94%	93%	88%	91%
NET: Charity / parenting support	219	182	37	130	88	41	173	44	27	167	54	42	31	36	33	222
	59%	58%	64%	63%	54%	53%	63%	50%	50%	64% ^o	69%	62%	51%	70%	53%	59%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/gh - a/m/n - a/p/q - a/xy/z/AB
 * small base

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15 Jun 2022
 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity		Unweighted Total	
	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)		
Unweighted Base	1114																		
Weighted Parents Base	1114																		
...will create a happier society in the future	449 40%	201 36%	245 44%b	219 40%	201 42%	29 35%	355 40%	91 43%	368 40%	81 42%	250 44%l	199 36%	116 45%	159 38%	115 41%	58 36%	344 40%	58 50%	444 40%
...will mean fewer people have mental health problems in the future	416 37%b	158 29%	255 46%ab	190 34%	194 41%	32 39%	337 38%	75 36%	341 37%	75 39%	229 40%	187 34%	86 34%	159 38%	110 39%	60 38%	317 36%	51 44%	430 39%
...will lead to lower levels of social inequality in the future	216 19%	113 20%	103 18%	121 22%	83 17%	12 14%	176 20%	40 19%	181 20%	35 19%	103 18%	113 21%	53 20%	82 20%	49 17%	34 21%	159 18%	28 24%	209 19%
...will lead to higher levels of academic achievement in the future	186 17%c	118 21%c	67 12%	100 18%	73 15%	14 17%	142 16%	41 19%	161 17%	25 13%	97 17%	90 16%	41 16%	80 19%	45 16%	21 13%	155 18%	14 12%	180 16%
...will mean fewer people have physical health problems in the future	159 14%j	85 15%	75 13%	67 12%	71 15%	21 26%ade	131 15%	25 12%	145 16%j	15 8%	90 16%	69 13%	28 11%	62 15%	38 13%	31 20%m	124 14%	16 14%	159 14%
...will lead to higher levels of employment in the future	158 14%ci	109 20%ac	49 9%	80 14%	68 14%	11 13%	135 15%	22 11%	147 16%j	11 6%	94 17%l	64 12%	28 11%	70 17%	35 12%	25 16%	127 15%	11 10%	137 12%
...will mean fewer people commit crime in the future	138 12%	80 15%	58 10%	60 11%	65 14%	14 16%	100 11%	31 15%	120 13%	18 9%	80 14%	58 11%	31 12%	53 13%	39 14%	15 9%	114 13%	15 13%	137 12%
...will lead to people living longer in the future	92 8%	53 10%	38 7%	54 10%e	28 6%	10 12%	69 8%	22 10%	81 9%	11 6%	44 8%	48 9%	16 6%	32 8%	21 7%	22 14%am	64 7%	8 7%	95 9%
Something else (please specify)	5 *	2 *	3 1%	2 *	3 1%	1 1%	4 *	1 1%	4 2%ai	1 *	3 1%	2 *	2 1%	1 *	1 1%	4 *	- *	- *	5 *
None of the above	29 3%	10 2%	19 3%	15 3%	13 3%	1 1%	25 3%	3 2%	21 2%	8 4%	10 2%	18 3%	9 3%	11 3%	7 2%	2 1%	23 3%	4 3%	33 3%
Don't know	64 6%k	35 6%	30 5%	31 6%	29 6%	4 5%	53 6%	12 6%	42 5%	22 12%al	16 3%	49 9%ak	19 7%kn	14 3%	21 7%kn	10 6%	56 6%	4 3%	62 6%

Proportions/Means: Columns Tested (5% risk level) - abc/c - a'd/ef - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * small base

J22-010964-01 - The Royal Foundation Annual Perceptions Study - PARENTS - 21 April-5 May 2022
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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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114	874	240	703	411	260	797	248	131	817	262	189	195	160	167	1114
Weighted Parents Base	1114	913	201	635	479	249	812	247	139*	816	238	186	210	181	174	1114
...will create a happier society in the future	449	358	90	279	170	87	353	77	43	358	82	76	91	81	71	444
	40% _o	39%	45%	44% _h	35%	35%	43% _m	31%	31%	44% _o	34%	41%	43%	45%	41%	40%
...will mean fewer people have mental health problems in the future	416	342	74	233	183	79	319	76	45	323	76	73	65	66	86	430
	37%	37%	37%	37%	38%	32%	39%	31%	32%	40% _o	32%	39%	31%	36%	50% _{axzA}	39%
...will lead to lower levels of social inequality in the future	216	163	53	131	85	57	152	53	31	158	42	35	26	37	48	209
	19% _z	18%	27% _{ab}	21%	18%	23%	19%	21%	22%	19%	18%	19%	12%	21%	27% _{axz}	19%
...will lead to higher levels of academic achievement in the future	186	161	25	101	85	51	129	41	24	134	41	35	37	36	19	180
	17%	18%	13%	16%	18%	20%	16%	17%	17%	16%	17%	19%	18%	20%	11%	16%
...will mean fewer people have physical health problems in the future	159	131	28	83	76	47	109	46	30	112	43	28	26	24	19	159
	14%	14%	14%	13%	16%	19%	13%	19%	22%	14%	18%	15%	12%	13%	11%	14%
...will lead to higher levels of employment in the future	158	132	26	80	78	34	118	36	17	111	32	32	27	20	32	137
	14%	14%	13%	13%	16%	13%	15%	14%	12%	14%	14%	17%	13%	11%	18%	12%
...will mean fewer people commit crime in the future	138	119	20	70	68	26	104	33	21	99	40	18	25	27	17	137
	12%	13%	10%	11%	14%	10%	13%	13%	15%	12%	17%	10%	12%	15%	10%	12%
...will lead to people living longer in the future	92	78	13	39	52	26	62	30	18	54	17	12	23	12	14	95
	8%	9%	7%	6%	11% _g	10%	8%	12% _q	13% _q	7%	7%	6%	11%	7%	8%	9%
Something else (please specify)	5	3	2	3	2	3	2	1	-	5	2	-	-	3	1	5
	-	-	1%	1%	-	1%	-	-	-	1%	1%	-	-	1%	1%	-
None of the above	29	20	8	23	5	1	24	3	1	24	9	3	9	3	4	33
	3%	2%	4%	4% _h	1%	1%	3%	1%	1%	3%	4%	1%	4%	1%	2%	3%
Don't know	64	57	7	38	27	8	45	11	6	47	19	7	25	5	1	62
	6% _B	6%	4%	6%	6%	3%	6%	5%	4%	6%	8% _B	4%	12% _{ayAB}	3%	-	6%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g/h - a/m/n - a/o/p/q - a/x/y/z/AB
 * small base

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 Table 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)	Unweighted Total
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	283	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
...will lead to higher levels of academic achievement in the future	263 24%j	124 22%	138 25%	128 23%	114 24%	20 24%	216 24%	45 22%	233 25%j	29 15%	146 26%	117 21%	50 19%	106 26%	60 21%	47 29% ^m	211 24%	24 20%	258 23%
...will lead to people living longer in the future	217 19%	106 19%	111 20%	100 18%	102 21%	15 17%	180 20%	36 17%	178 19%	39 20%	118 21%	99 18%	47 18%	76 18%	58 20%	36 23%	171 20%	23 19%	217 19%
...will lead to higher levels of employment in the future	216 19%j	126 23% ^c	90 16%	115 21%	83 17%	18 22%	174 19%	42 20%	193 21%j	23 12%	134 24% ^l	82 15%	47 18%	93 22%	49 17%	27 17%	174 20%	22 19%	200 18%
...will create a happier society in the future	194 17%	97 18%	96 17%	101 18%	80 17%	13 15%	148 17%	44 21%	156 17%	38 20%	94 17%	100 18%	60 23% ^{no}	66 16%	44 15%	24 15%	158 18%	13 11%	196 18%
...will lead to lower levels of social inequality in the future	191 17% ^{cl}	118 21% ^c	73 13%	97 18%	78 16%	16 20%	151 17%	34 16%	172 19% ^j	19 10%	123 22% ^l	68 12%	47 19%	77 19%	49 17%	17 11%	147 17%	22 19%	184 17%
...will mean fewer people have mental health problems in the future	187 17%	80 14%	104 19%	96 17%	73 15%	17 21%	146 16%	39 19%	150 16%	36 19%	88 15%	99 18%	38 15%	76 18%	49 17%	24 15%	138 16%	18 16%	199 18%
...will mean fewer people commit crime in the future	165 15%	98 18% ^c	66 12%	88 16%	66 14%	10 13%	132 15%	29 14%	138 15%	27 14%	87 15%	78 14%	42 16%	68 16%	32 11%	24 15%	125 14%	20 17%	160 14%
...will mean fewer people have physical health problems in the future	143 13%	74 13%	68 12%	80 14%	51 11%	13 15%	109 12%	30 14%	119 13%	23 12%	73 13%	70 13%	32 13%	53 13%	45 16% ^p	12 7%	114 13%	11 10%	146 13%
Something else (please specify)	2 *	-	2 *	2 *	-	* 1%	2 *	-	1 *	1 *	1 *	1 *	* *	1 *	1 *	-	1 *	1 1%	3 *
None of the above	105 9%	41 7%	65 12% ^b	40 7%	58 12% ^d	8 9%	84 9%	20 9%	84 9%	21 11%	52 9%	54 10%	16 6%	38 9%	33 12%	19 12%	75 9%	19 16% ^{aq}	107 10%
Don't know	88 8% ^k	41 7%	47 8%	39 7%	44 9%	6 7%	73 8%	15 7%	60 7%	28 15% ^{al}	21 4%	67 12% ^{ak}	24 9%	25 6%	21 8%	17 11%	72 8%	8 7%	86 8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
...will lead to higher levels of academic achievement in the future	263															
24%	23%	27%	21%	27%	31% ^{an}	22%	26%	23%	22%	27%	21%	25%	27%	23%	25%	23%
...will lead to people living longer in the future	217															
19%	19%	23%	20%	18%	14%	21%	19%	20%	21%	14%	17%	18%	28% ^{kayz}	19%	21%	19%
...will lead to higher levels of employment in the future	216															
19%	19%	22%	18%	21%	20%	19%	21%	18%	21%	21%	16%	19%	19%	19%	20%	18%
...will create a happier society in the future	194															
17%	18%	17%	18%	17%	18%	17%	15%	16%	19%	21%	13%	21%	21%	14%	19%	18%
...will lead to lower levels of social inequality in the future	191															
17%	18%	15%	16%	18%	14%	18%	15%	18%	14%	19%	17%	17%	18%	18%	17%	18%
...will mean fewer people have mental health problems in the future	187															
17%	15%	14%	10%	17%	19%	16%	17%	14%	13%	14%	18%	17%	14%	17%	19%	18%
...will mean fewer people commit crime in the future	165															
15% ^c	14%	9%	15%	15%	17%	14%	17%	14%	15%	13%	15%	16%	13%	14%	16%	14%
...will mean fewer people have physical health problems in the future	143															
13%	13%	14%	14%	11%	14%	12%	12%	13%	9%	15%	18% ^{xA}	9%	13%	13%	14%	13%
Something else (please specify)	2															
*	1	1%	1	1	1	1	-	2	-	1	*	1	1%	-	3	*
None of the above	105															
9% ^p	8%	10%	9%	10%	6%	11%	5%	3%	11% ^{op}	10%	10%	9%	13%	8%	10%	10%
Don't know	88															
8% ^B	8%	8%	8%	7%	5%	8%	8%	9%	7%	11% ^{AB}	6%	12% ^{AB}	5%	2%	8%	8%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g'h - a/m'n - a/o/p/q - a/x/y/z/AB
 * small base

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 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity		Unweighted Total	
	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)	Rural (r)		
Unweighted Base	1114																		
Weighted Parents Base	1114																		
Every child should have a fair opportunity to realise their potential	547 49%	265 48%	278 50%	270 49%	238 50%	39 47%	455 51%h	87 42%	448 49%	99 52%	287 51%	260 48%	123 48%	199 48%	138 49%	87 54%	415 48%	68 58%	532 48%
It will help us to build a happier and healthier society	355 32%	165 30%	190 34%	170 31%	154 32%	31 37%	284 32%	66 31%	291 31%	64 34%	189 33%	166 30%	79 31%	137 33%	90 32%	49 30%	280 32%	37 31%	361 32%
We are all responsible for supporting the next generation	339 30%	152 27%	185 33%	161 29%	151 32%	28 33%	273 31%	61 29%	280 30%	59 31%	158 28%	181 33%	84 33%	129 31%	80 28%	46 29%	249 29%	46 39%q	348 31%
It will help us all to form stronger and more positive relationships with others	292 26%	140 25%	152 27%	161 29%	115 24%	16 20%	224 26%	65 31%	254 27%	39 20%	167 29%l	125 23%	57 22%	116 28%	82 29%	37 23%	240 28%	26 23%	295 26%
By acting early it will cost society less in the future	218 20%j	124 22%c	94 17%	94 17%	107 22%	17 20%	166 19%	49 23%	193 21%j	25 13%	128 23%l	90 17%	45 18%	91 22%	48 17%	35 22%	171 20%	22 19%	207 19%
The science tells us it is hugely important	127 11%cd	88 16%cd	39 7%	61 11%	55 11%	12 14%	102 11%	22 11%	114 12%	14 7%	92 16%ak	36 7%	30 12%	50 12%	28 10%	19 12%	103 12%	9 8%	114 10%
Something else	9 1%	6 1%	3 1%	4 1%	4 1%	1 2%	8 1%	1 *	8 1%	1 1%	6 1%	3 1%	1 1%	5 1%	* 1%	2 1%	7 1%	- 1%	10 1%
None of the above	13 1%	6 1%	7 1%	7 1%	6 1%	- -	10 1%	3 1%	9 1%	4 2%	3 *	10 2%	3 1%	6 2%	3 1%	1 1%	10 1%	2 2%	14 1%
Don't know	48 4%kl	22 4%	25 5%	25 5%	19 4%	3 4%	40 5%	7 3%	32 3%	16 8%al	8 1%	39 7%ak	12 5%	11 3%	15 5%	9 6%	40 5%	3 2%	50 4%

Proportions/Mean: Columns Tested (5% risk level) - abc/- - a'd/ef - a'gh - a'ij - a'kl - a'm/nop - a'q
 * small base

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 Table 25

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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total	
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)		
Unweighted Base	1114															
Weighted Parents Base	1114															
Every child should have a fair opportunity to realise their potential	547 49%	444 51%	310 49%	237 49%	128 51%	399 49%	115 47%	70 50%	404 49%	107 45%	94 51%	93 45%	93 51%	101 58%xz	532 48%	
It will help us to build a happier and healthier society	355 32%	284 31%	70 35%	207 33%	147 33%	147 35%lm	65 29%	285 28%	276 34%	66 28%	64 34%	62 29%	64 36%	59 34%	361 32%	
We are all responsible for supporting the next generation	339 30%	275 30%	64 32%	182 29%	157 33%	157 30%	77 27%	248 26%	257 32%	73 31%	42 23%	68 33%	62 34%y	54 31%	348 31%	
It will help us all to form stronger and more positive relationships with others	292 26%	240 26%	52 26%	178 28%	114 24%	114 27%	65 24%	217 23%	221 27%	52 22%	67 36%axAB	59 28%	45 25%	40 23%	295 26%	
By acting early it will cost society less in the future	218 20%	187 21%	31 15%	127 20%	91 19%	91 19%	53 24%	152 21%	151 19%	53 22%	37 20%	35 17%	30 16%	37 21%	207 19%	
The science tells us it is hugely important	127 11%	110 12%	18 9%	52 8%	75 16%g	75 12%	29 12%	94 15%	96 12%	28 12%	17 9%	31 15%	22 12%	17 10%	114 10%	
Something else	9 1%	9 1%	* *	5 1%	4 1%	6 2%n	3 *	2 1%	5 1%	2 1%	1 1%	1 *	- -	2 1%	10 1%	
None of the above	13 1%	9 1%	4 2%	10 2%	3 1%	3 1%	1 *	11 1%	10 1%	7 3%	3 1%	1 *	- -	3 2%	14 1%	
Don't know	48 4%	40 4%	8 4%	30 5%	18 4%	18 4%	4 2%	33 4%	32 4%	16 4%	5 3%	15 7%B	5 3%	3 2%	50 4%	

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/bh - a/m/n - a/p/q - a/x/y/z/AB
 * small base

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 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 parents of children aged 0-5

	Gender		Age			Ethnicity		Working status		Education		Region				Urbanity		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Working (i)	Not working (j)	Graduates (k)	Non graduates (l)	North England (m)	South England (n)	Midlands (o)	Devolved nations (p)	Urban (q)		Rural (r)
Unweighted Base	1114	348	762	643	375	96	898	204	863	251	504	610	283	412	262	157	857	116	1114
Weighted Parents Base	1114	553	557	553	478	83*	891	210	924	190	568	546	256	414	284	160	869	116*	1114
By acting early it will cost society less in the future	323	147	175	157	143	23	275	45	269	54	173	150	77	120	82	45	242	39	326
	29%	26%	31%	28%	30%	28%	31%h	21%	29%	28%	30%	27%	30%	29%	29%	28%	28%	34%	29%
The science tells us it is hugely important	287	130	157	137	133	17	248	38	237	51	151	136	61	115	75	37	230	38	297
	26%	24%	28%	25%	28%	21%	28%h	18%	26%	27%	25%	24%	24%	28%	26%	23%	26%	33%	27%
Every child should have a fair opportunity to realise their potential	248	138	110	117	110	21	195	48	211	37	133	115	54	96	66	33	189	23	235
	22%	25%	20%	21%	23%	26%	22%	23%	23%	20%	24%	21%	21%	23%	23%	20%	22%	20%	21%
We are all responsible for supporting the next generation	232	121	111	127	83	22	181	47	198	33	132	100	60	91	53	27	184	20	231
	21%	22%	20%	23%	17%	27%	20%	23%	21%	18%	23%	18%	24%	22%	19%	17%	21%	17%	21%
It will help us to build a happier and healthier society	195	109	85	115	68	12	156	36	159	36	88	107	44	79	43	29	156	18	192
	18%	20%	15%	21%e	14%	15%	17%	17%	17%	19%	16%	20%	17%	19%	15%	18%	18%	16%	17%
It will help us all to form stronger and more positive relationships with others	186	110	75	95	77	14	136	45	163	23	112	74	39	76	52	20	151	11	186
	17%	20%c	14%	17%	16%	17%	15%	21%	18%	12%	20%i	14%	15%	18%	18%	12%	17%	10%	17%
Something else	25	7	17	9	12	4	19	5	19	6	14	11	7	12	4	3	18	1	33
	2%	1%	3%	2%	2%	4%	2%	3%	2%	3%	2%	2%	3%	3%	1%	2%	2%	1%	3%
None of the above	122	55	66	48	64	10	95	27	100	23	57	65	24	45	28	26	93	18	119
	11%	10%	12%	9%	13% ^d	12%	11%	13%	11%	12%	10%	12%	9%	11%	10%	16%	11%	15%	11%
Don't know	73	37	36	37	31	5	54	18	50	23	28	45	20	16	24	13	58	6	68
	7%	7%	6%	7%	7%	6%	6%	9%	5%	12% ^{ai}	5%	8%	8% ⁿ	4%	9% ⁿ	8%	7%	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n/o/p - a/q/r
 * 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 parents of children aged 0-5

	Children at school or childcare (0-5)		Age of children		Disability		Child disability			IMD QUINTILE					Unweighted Total
	Yes (b)	No (c)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	1 - Most deprived (x)	2 (y)	3 (z)	4 (A)	5 - Least deprived (B)	
Unweighted Base	1114														
Weighted Parents Base	1114														
By acting early it will cost society less in the future	323 29%														
The science tells us it is hugely important	287 26%														
Every child should have a fair opportunity to realise their potential	248 22% ^c														
We are all responsible for supporting the next generation	232 21%														
It will help us to build a happier and healthier society	195 18%														
It will help us all to form stronger and more positive relationships with others	186 17%														
Something else	25 2%														
None of the above	122 11% ^o														
Don't know	73 7%														

Proportions/Mean: Columns Tested (5% risk level) - ab/c - a/g/h - a/m/n - a/p/q - a/xyz/AB
 * 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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114

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●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
●	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 parents of children aged 0-5	1114
	15	15	QD. To what extent do you agree or disagree with each of the following statements?	Base: All UK parents of children aged 0-5	1114
●	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 UK parents of children aged 0-5	1114
●	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 UK parents of children aged 0-5	1114
●	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 UK parents of children aged 0-5 who sought advice on social and emotional skills	377
●	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 UK parents of children aged 0-5 who sought advice on social and emotional skills	377

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●	20	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 parents of children aged 0-5	1114
●	21	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 parents of children aged 0-5	1114
●	22	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 parents of children aged 0-5	1114
●	23	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 parents of children aged 0-5	1114
●	24	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 parents of children aged 0-5	1114
●	25	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 parents of children aged 0-5	1114
●	26	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 parents of children aged 0-5	1114

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●	27	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 parents of children aged 0-5	1114
