

Table Names	Table Filters
0001 Q1. Which, if any, of the following apply to you? I am the parent/legal guardian of a...	All GB adults aged 18-75
0002 Q2. Are you the sole or co-parent/legal guardian for the child(ren) who live with you?	All GB adults aged 18-75 who have a child that lives with them
0003 Q3. Thinking about the future, have you planned to delay, or have you decided against having another/a child(ren) in the future, or not?	All GB adults aged 18-50
0004 Q4_summary. Which, if any, of the following best describes why you have planned to delay having another/a child(ren) in the future?	All GB adults aged 18-50 who have decided against / delay having children
0005 Q4. Which, if any, of the following best describes why you have planned to delay / decided against having another/a child(ren) in the future?	All GB adults aged 18-50 who have decided against / delay having children
0006 Q4A_summary. Which ONE of the following is your MAIN reason for planning to delay / deciding against having another/a child(ren) in the future?	All GB adults aged 18-50 who have specified why they have planned to delay / decided against having children
0007 Q4A. Which ONE of the following is your MAIN reason for planning to delay / deciding against having another/a child(ren) in the future?	All GB adults aged 18-50 who have specified why they have planned to delay / decided against having children
0008 Q6. Do you think the total fertility rate in the UK today is higher, lower or about the same as it was 15 years ago?	All GB adults aged 18-75
0009 Q7_1. On balance, do you think a higher total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?	All GB adults aged 18-75 who think the total fertility rate is higher
0010 Q7_2. On balance, do you think a lower total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?	All GB adults aged 18-75 who think the total fertility rate is lower
0011 Q7_Summary. On balance, do you think a higher / lower total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?	All GB adults aged 18-75 who think the total fertility rate is higher or lower
0012 Q17. Overall, how easy or difficult, if either, do you think it is to be a parent in the UK today?	All GB adults aged 18-75
0013 Q14. Overall, do you think it is easier or more difficult, if either, to be a parent in the UK today than it was 20 years ago?	All GB adults aged 18-75
0014 Q15. In your opinion, which of the following, if any, would most likely lead to people in the UK having more children?	All GB adults aged 18-75
0015 Q16. Which party, if any, do you trust most to have the best policies to support parents and families across the UK?	All GB adults aged 18-75

24-089497-26 - 27th - 30th of June 2025

PUBLIC
Population decline
GB 18-75

Q1. Which, if any, of the following apply to you? I am the parent/legal guardian of a...

All GB adults aged 18-75

	Gender			Age			Region					Employment status				Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675	
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	392	592	513	519	332	1814	637	342	155	319	236	851	726	
...child(ren) under 18yrs who lives at home with me	616 28%	294 28%	318 29%	231 35% F	358 45% DF	27 4%	150 29%	142 25%	139 28%	113 37% HKL	26 25% *	47 25%	523 36% N	92 13%	387 32% P	229 24%	298 38% R	318 23%	54 14%	116 20% S	174 34% ST	253 49% STU	156 47% X	452 25%	227 36% Zb	77 23%	42 27%	82 26%	69 29%	276 32% e	180 25%	
...child(ren) under 18yrs who does not live at home with me and whose upbringing I contribute to	54 2%	40 4% C	14 1%	20 3% F	30 4% F	3 0%	13 3%	15 3%	13 3%	6 2%	- - *	7 4%	42 3%	11 2%	24 2%	29 3%	14 2%	40 3%	7 2%	22 4%	11 2%	12 2%	8 2%	45 3%	13 2%	7 2%	4 3%	7 2%	7 3%	19 2%	17 2%	
...child(ren) under 18yrs who does not live at home with me and whose upbringing I do not contribute to	18 1%	12 1%	5 1%	9 1%	6 1% D	3 0%	3 1%	6 1%	3 1%	3 1%	- - *	3 2%	15 1%	3 0%	11 1%	7 1%	6 1%	12 1%	5 1%	9 2% v	2 0%	1 0%	3 1%	14 1%	6 1%	3 1%	1 0%	4 1%	4 2%	5 1%	6 1%	
...child(ren) aged 18yrs or over who lives at home with me	234 11%	92 9%	141 13% B	10 1%	98 12% D	126 17% DE	60 12%	61 11%	54 11%	33 11%	7 7% *	19 10%	168 11%	66 9%	117 10%	117 12%	50 6% Q	184 13% Q	29 7%	67 11%	66 13% S	62 12% S	18 5% W	216 12% W	72 11%	34 10%	11 7%	39 12%	30 13%	85 10%	103 14% d	
...child(ren) aged 18yrs or over who does not live at home with me, and whose upbringing I contribute to	92 4%	50 5%	41 4%	5 1%	30 4% D	57 8% DE	29 6%	24 4%	20 4%	9 3%	5 5% *	5 3%	59 4%	33 5%	44 4%	48 5%	23 3%	69 5% Q	15 4%	28 5%	27 5%	16 3%	4 1%	88 5% W	21 3%	19 6%	5 3%	20 6%	7 3%	34 4%	44 6%	
...child(ren) aged 18yrs or over who does not live at home with me, and whose upbringing I do not contribute to	320 15%	137 13%	183 17% B	4 1%	52 7% D	265 36% DE	89 17%	77 13%	75 15%	38 12%	9 9% *	33 18%	166 11%	154 22% M	153 13%	167 18% O	75 10% Q	245 18% Q	58 15%	114 19% UV	68 13%	57 11%	13 4%	305 17% W	88 14%	77 22% Yc	36 23% Yc	55 17%	26 11%	136 16%	147 20% d	
None of these	980 45%	496 47%	471 43%	385 59% EF	287 36% E	307 42% E	207 41%	278 49% G	218 45%	128 42%	62 60% GHIL*	85 45%	596 41%	384 55% M	557 46%	422 45%	341 44%	639 46%	242 62% TUV	279 47% UV	204 40% V	162 31%	146 44%	826 46%	254 40%	144 42%	69 45%	139 44%	110 47%	347 41%	299 41%	
Prefer not to say	10 0%	6 1%	2 0%	2 0%	3 0%	4 1%	3 1%	2 0%	2 0%	2 1%	- - *	1 1%	7 0%	3 0%	3 0%	7 1%	2 0%	7 1%	- - -	2 0%	2 0%	1 0%	- - -	7 0%	2 0%	- - -	- - -	1 0%	1 0%	1 0%	1 0%	

NET: All with child(ren) U18	671 31%	338 32%	329 30%	256 39% F	382 49% DF	33 5%	161 31%	159 28%	149 31%	120 39% GHIK	26 25% *	56 30%	569 39% N	102 15%	413 34% P	259 27%	314 41% R	357 26%	65 17%	139 23% S	183 36% ST	264 51% STU	166 50% X	496 27% Zab	243 38% Zab	86 25%	44 28%	90 28%	77 32%	299 35% e	194 27%
NET: All with child(ren) aged 18 or over	571 26%	251 24%	317 29% B	19 3%	157 20% D	396 54% DE	155 30%	145 25%	133 27%	68 22%	19 18% *	52 28%	343 23% M	228 32% M	277 23% O	294 31% O	138 18% Q	433 31% Q	93 24%	193 33% SV	138 27% V	110 21%	31 9%	537 30% W	156 25% Yc	120 35% Yc	47 30%	96 30%	57 24%	227 27%	257 35% d
NET: All with child(ren) who live at home with them	803 37%	366 34%	433 40% B	236 36% F	422 54% DF	145 20%	200 39%	194 34%	181 37%	138 45% HKL	30 29% *	60 32%	654 45% N	149 21%	482 40% P	321 34%	335 43% R	468 34%	79 20%	167 28% S	230 45% ST	302 58% STU	164 49% X	631 35% Zab	288 45% Zab	103 30%	49 32%	116 36%	92 39% Z	347 41%	261 36%
NET: All with child(ren) who live at home with them or contribute to their upbringing	901 42%	433 41%	463 43%	258 39% F	456 58% DF	188 26%	226 44%	223 39%	200 41%	149 48% HKL	33 32% *	70 38%	722 49% N	180 26%	530 43%	371 39%	364 47% R	537 39%	94 24%	199 34% S	257 50% ST	320 52% STU	174 49% X	719 40% Zab	312 36%	123 35%	54 41%	130 41%	100 42%	388 46%	297 41%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H/I/J,K/L,M,N/O,P,Q,R,S,T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I/J,K/L,M,N/O,P,Q,R,S,T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q2. Are you the sole or co-parent/legal guardian for the child(ren) who live with you?

All GB adults aged 18-75 who have a child that lives with them

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	807	375	427	257	419	131	199	202	178	145	30	53	652	155	513	294	456	351	77	157	218	330	183	617	315	109	50	101	86	360	246	
Weighted base	803	366	433	236	422	145	200	194	181	138	30	60	654	149	482	321	335	468	79	167	230	302	164	631	288	103	49	116	92	347	261	
I am the sole parent/legal guardian for at least one child who lives with me	330 41%	146 40%	179 41%	127 54% EF	158 37%	45 31%	87 44%	65 33%	72 40%	76 55% HIL	13 43% **	18 29% *	282 43% N	48 32%	204 42%	126 39%	151 45%	179 38%	51 64% TUV*	75 45%	88 38%	112 37%	83 50% X	245 39%	114 39%	49 47% c*	23 48% *	52 45% *	30 32% *	135 39%	103 40%	
I am the co-parent/legal guardian for at least one child who lives with me	482 60%	220 60%	262 61%	116 49%	270 64% D	96 66% D	111 56%	128 66% J	113 63% J	65 47%	18 61% **	45 75% GI*	386 59%	95 64%	286 59%	196 61%	186 55%	296 63% Q	29 37% *	94 56% S	142 62% S	197 65% S	83 51%	393 62% W	176 61%	55 54% *	26 54% *	65 56% *	64 69% Z*	217 62%	160 61%	
Prefer not to say	9 1%	3 1%	6 1%	1 1%	3 1%	5 3%	3 2%	3 1%	3 2%	* 0%	- - **	- - *	4 1%	5 4% M	4 1%	5 2%	2 1%	7 1%	2 2% V*	1 1%	4 2% V	- - V	2 1%	7 1%	1 0%	1 1% *	- - *	2 2% *	1 1% *	1 0%	1 0%	

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Population decline
GB 18-75

Q3. Thinking about the future, have you planned to delay, or have you decided against having another/a child(ren) in the future, or not?

All GB adults aged 18-50

		Gender			Age		Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-50	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA	LIBERAL DEMOCRA	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	
Unweighted base	1281	618	650	682	599	294	337	259	243	55	93	971	310	791	490	737	544	217	267	300	418	339	929	437	145	80	139	149	505	277	
Weighted base	1244	611	620	653	591	285	317	267	211	58	107	960	284	739	505	541	703	209	286	297	372	304	929	400	137	75	154	146	481	282	
No, I have not planned to delay or decided against having a/another child(ren) in the future	402 32%	214 35%	186 30%	214 33%	188 32%	96 34%	83 26%	90 34%	74 35% G	18 31% *	41 39% G*	327 34% M	75 26%	240 32%	162 32%	182 34%	220 31%	74 36% S	71 25%	90 30%	137 37% S	101 33%	298 32%	131 33%	55 40% a	27 36% *	41 27%	47 32%	161 33%	88 31%	
Yes, I have planned to delay having a/another child(ren)	159 13%	86 14%	72 12%	126 19% E	33 6%	29 10%	43 13%	34 13%	35 16%	5 9% *	14 13% *	140 15% M	19 7%	107 15% O	51 10%	91 17% Q	67 10%	16 8%	34 12%	44 15% R	61 16% R	63 21% W	93 10%	59 15%	20 15%	10 14% *	21 13%	21 14%	65 13%	29 10%	
Yes, I have decided against having a/another child(ren)	393 32%	161 26%	229 37% B	126 19%	268 45% D	86 30%	111 35% I	95 36% I	47 22%	23 40% I*	32 30% *	294 31%	100 35%	222 30%	171 34%	165 30%	229 33%	53 25%	114 40% RU	94 32%	111 30%	57 19%	337 36% V	124 31%	40 30%	28 37% *	53 34%	47 32%	164 34%	113 40%	
Not sure – I am undecided whether I will delay/decide against having a/another child(ren) in the future	227 18%	120 20%	105 17%	154 24% E	73 12%	58 20%	60 19%	42 16%	42 20%	10 17% *	16 15% *	165 17%	62 22%	141 19%	87 17%	86 16%	141 20%	46 22% U	57 20%	62 21% U	51 14%	67 22%	159 17%	69 17%	20 14%	10 13% *	34 22%	27 19%	79 16%	41 15%	
Don't know	63 5%	31 5%	28 5%	33 5%	29 5%	16 6%	20 6% H	6 2%	14 7% H	2 3% *	5 5% *	34 4%	28 10% L	29 4%	33 7% N	17 3%	45 6% P	20 10% STU	10 4%	8 3%	12 3%	15 5%	43 5%	16 4%	1 1%	- - *	6 4%	4 3%	12 3%	12 4%	
NET: All delay or decide against	552 44%	246 40%	301 49% B	252 38%	301 51% D	115 40%	154 49% I	129 48% I	81 38%	28 49% *	45 42% *	433 45%	119 42%	329 45%	223 44%	256 47%	296 42%	69 33%	148 52% R	138 46% R	172 46% R	120 40%	430 46%	184 46%	61 44%	38 51% *	73 47%	68 46%	229 48%	141 50%	

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		OK answers (%)	Not OK answers (%)	OK answers (%)	Not OK answers (%)	OK answers (%)	Not OK answers (%)
		Refer	Decided	Refer	Decided	Refer	Decided
Unrestrained base		394	391	392	392		
Unrestrained base		394	391	402	410		
Unrestrained base		394	391	402	410		
N37: Financial		132	212	244	244		
		132	212	244	244		
Concerns about the amount of cost of care		70	127	186	186		
		70	127	186	186		
The cost of using the equipment (e.g. bed, bath, telephone assistance, etc.)		89	165	218	218		
		89	165	218	218		
Cost of childcare		60	103	162	162		
		60	103	162	162		
Cost of obtaining home care services		42	51	93	93		
		42	51	93	93		
My child will grow up to be worse off than me		24	62	86	86		
		24	62	86	86		
Cost of education		40	20	30	30		
		40	20	30	30		
N37: Time/Commitments		136	169	205	205		
		136	169	205	205		
Would be too busy to be a parent		49	49	67	67		
		49	49	67	67		
Have no responsibilities other than taking care of my child		40	73	114	114		
		40	73	114	114		
Want to focus on other things		25	74	99	99		
		25	74	99	99		
I wouldn't have enough time to dedicate to my child		25	53	78	78		
		25	53	78	78		
I have other commitments/unable to dedicate time to children		20	35	55	55		
		20	35	55	55		
N37: Personal		96	131	168	168		
		96	131	168	168		
Focuses more on mother's mental health		19	49	68	68		
		19	49	68	68		
Relationship with partner is too weak/weak for children		21	7	28	28		
		21	7	28	28		
I feel downcast at the thought of having a child		20	126	216	216		
		20	126	216	216		
Have a friend's suitable partner to be a parent		18	50	68	68		
		18	50	68	68		
One partner death would be a real challenge		17	246	264	264		
		17	246	264	264		
One partner is too ill/diseased		16	109	125	125		
		16	109	125	125		
One partner is unable to have children		1	23	27	27		
		1	23	27	27		
N37: Resources		62	131	213	213		
		62	131	213	213		
Concerns about accessibility of adequate healthcare for child		39	41	80	80		
		39	41	80	80		
Concerns about accessibility of suitable housing		26	45	71	71		
		26	45	71	71		
Impact of children on environment/Climate change-related		23	29	52	52		
		23	29	52	52		
Impact of climate change-related working on children's future		19	30	50	50		
		19	30	50	50		
Concerns about accessibility of adequate education for child		19	39	58	58		
		19	39	58	58		
Concerns about adequate financial resources		16	34	50	50		
		16	34	50	50		
The world is too dangerous today		13	72	85	85		
		13	72	85	85		
Other/Not		1	34	35	35		
		1	34	35	35		
Don't know		1	7	8	8		
		1	7	8	8		

Population decline
GB 18-75

All GB adults aged 18-50 who have decided against / delay having children

(Main Effects (N) = 4,000; 2,000 (N) = 1,000; 500 (N) = 250; 100 (N) = 50; Minimum Base: 33%) (Small Base: 33%)

[illegible]

24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q1A_summary: Which ONE of the following is your MAIN reason for planning to delay / deciding against having another/a child(ren) in the future?

All GB adults aged 18-75 who have specified why they have planned to delay / decided against having children

	Q1A_summary: Which ONE of the following is your MAIN reason for planning to delay / deciding against having another/a child(ren) in the future?		
	Delay	Decided against	Delay or decided against
	GB	GB	GB
	168	303	560
Unweighted base			
Weighted base	158	365	544
NET- Financial	72	137	139
	45%	37%	25%
	nc		
Concerns about the second cost of home	35	18	45
	17%	5%	8%
	nc		
The cost of raising children up to e.g. food, clothes, education, activities, etc.)	30	28	44
	15%	8%	8%
	nc		
Cost of childcare	13	6	19
	8%	2%	4%
	nc		
Cost of developing/maintaining current home/moving house	5	1	9
	3%	0%	2%
	nc		
My child would grow up to be worse off than I am	5	7	12
	3%	2%	2%
Cost of antenatal care	1	*	1
	0%	0%	0%
NET- Time/Commitments	35	53	85
	22%	15%	15%
	nc		
Want to focus on my career	33	14	27
	20%	4%	5%
	nc		
I want my resources focused on other things/activities/other	33	22	35
	20%	6%	6%
Want to focus on other things	2	8	11
	2%	2%	2%
I wouldn't have enough time to dedicate to the child	2	3	5
	1%	1%	1%
I have other commitments/unable to dedicate time to children	2	4	6
	1%	1%	1%
NET- Personal	30	208	218
	19%	58%	40%
	nc		
If my partner didn't want to have another child(ren)	8	99	108
	5%	26%	20%
	nc		
haven't found a suitable partner to have children with	6	9	16
	4%	2%	2%
Relationship with partner is too early/not made for children	6	1	8
	4%	0%	1%
	nc		
Concerns about my/my partner's health	4	20	24
	2%	5%	4%
I feel daunted at the thought of having another child(ren)	2	19	22
	2%	5%	4%
If my partner is unable to have children	2	12	13
	1%	3%	2%
If my partner is too old/has issues	1	46	47
	1%	12%	9%
	nc		
NET- Resources	14	17	31
	9%	5%	6%
Impact of climate change/global warming on children's future	4	6	11
	2%	2%	2%
Concerns about accessibility of adequate healthcare for child	1	4	7
	1%	1%	1%
Concerns about accessibility of suitable housing	1	2	5
	1%	1%	1%
Concerns about adequate healthcare during pregnancy	1	2	2
	1%	0%	0%
Impact of children on environment/climate change/global	1	3	4
	1%	1%	1%
Concerns about accessibility of adequate education for child	1	1	1
	0%	0%	0%
The world is too dangerous today	1	17	22
	1%	4%	4%
Other (specify)	1	28	29
	1%	7%	5%
		nc	
Don't know	2	8	10
	1%	2%	2%

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24-GB8487-26 - 27th - 30th of June 2025

Population decline
GB 18-75

Q16. Which ONE of the following is your MAIN reason for planning to delay / deciding against having another(s) child(ren) in the future?

All GB adults aged 18-50 who have specified why they have planned to delay / decided against having children

	Gender		Age		Region										Employment status		Social grade		Education		Income		Ethnicity		Election 2024										Referendum 2016					
					NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		NOT WORKING		WORKING		A1C1		C2DE		IS		ETHNIC GROUPS		WHITE		BLACK		ASIAN		OTHER		REMAIN		LEAVE	
	Total	MAN	WOMAN	18-34	35-50	NORTH	SOUTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NOT WORKING	WORKING	A1C1	C2DE	IS	IS	A1C1	C2DE	IS	IS	A1C1	C2DE	IS	IS	A1C1	C2DE	IS	IS	A1C1	C2DE	IS	IS	A1C1	C2DE	IS	IS		
Unweighted base	140	101	102	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
Weighted base	140	101	102	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
NET: Personal	238	87	149	81	157	55	59	58	31	16	18	179	59	141	67	103	135	33	58	42	76	29	42	196	85	32	22	21	29	99	71	23	29	99	71	23	29	99	71	
(If my partner don't want to have a further child)	109	38	70	42	66	28	21	21	10	5	9	79	20	88	40	40	59	14	25	20	36	31	87	42	11	11	6	13	49	27	10	27	10	27	10	27	10	27		
(If my partner is too old/f too close)	47	14	33	1	46	11	13	13	7	1	3	39	9	39	23	10	28	6	5	16	18	4	43	14	10	3	8	5	22	18	8	10	13	18	8	10	13	18		
Concerns about my/our partner's health	24	14	9	15	4	6	5	5	2	2	1	11	9	13	11	6	18	8	10	5	2	23	9	3	3	3	9	9	7	4	4	4	4	4	4	4	4	4		
I feel daunted at the thought of having a further child(ren)	22	7	16	14	9	3	5	7	2	1	5	17	6	11	12	11	11	2	9	3	8	4	18	5	1	4	3	3	7	8	7	8	7	8	7	8	7	8		
Haven't found a suitable partner to have children with	16	2	14	8	7	2	5	3	2	-	2	14	2	13	2	10	6	4	6	4	1	5	11	5	2	1	1	2	4	4	4	4	4	4	4	4	4	4		
My partner is unable to have children	13	7	6	2	12	4	3	3	2	1	-	8	6	7	1	12	2	6	1	4	1	12	6	3	-	2	1	3	5	3	5	3	5	3	5	3	5	3		
Relationship with partner is too early/not ready for children	8	5	3	6	2	1	2	1	1	-	7	1	5	2	8	-	2	1	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3		
NET: Financial	100	64	101	76	18	26	31	31	10	18	18	101	31	88	41	11	10	4	11	10	26	12	42	46	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	
Problems about the amount of time	41	18	31	19	17	5	14	11	6	-	16	16	10	17	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11		
The cost of raising children (e.g. food, clothing, education, etc.)	44	22	21	22	22	9	15	9	4	1	5	23	11	30	18	19	24	6	13	13	10	16	28	11	2	2	7	10	22	13	13	13	13	13	13	13	13	13		
Cost of childcare	19	10	9	12	7	5	2	6	3	-	3	19	-	11	8	10	9	-	7	4	8	6	13	7	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
My child would grow up to be worse off than me	12	7	5	8	4	6	2	-	4	-	10	2	7	5	5	7	2	5	3	2	1	11	3	-	1	5	-	4	3	2	2	2	2	2	2	2	2	2		
Cost of developing/raising current female/youngster	9	7	3	5	4	3	1	4	1	1	1	9	-	4	5	1	4	-	2	4	4	2	9	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1		
Cost of materialism	1	1	-	1	-	-	1	-	-	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Time/Commitments	88	46	101	55	35	17	15	15	21	6	13	101	15	88	16	101	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	
Have to consider time for my company/ time	35	19	16	18	17	5	8	10	9	2	1	29	16	18	17	19	16	-	12	6	16	5	20	8	2	6	5	4	18	5	5	5	5	5	5	5	5	5		
Want to focus on my career	27	15	12	18	9	3	9	2	6	1	5	22	15	20	7	17	10	5	2	16	12	15	9	6	-	2	2	2	12	6	6	6	6	6	6	6	6	6		
Want to focus on other things	11	8	3	8	3	4	3	1	2	1	-	7	4	5	7	6	5	1	4	2	2	4	7	4	2	1	1	1	1	1	1	1	1	1	1	1	1	1		
I have other commitments/unable to make the time to have children	6	3	3	5	1	1	1	1	1	1	-	6	1	3	4	2	4	1	2	-	1	-	6	3	-	1	-	2	-	2	-	2	-	2	-	2	-	2		
I wouldn't have enough time to dedicate to the child	5	1	4	1	5	4	1	-	1	-	-	5	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
NET: Resources	11	10	12	10	12	7	9	8	5	1	1	21	6	21	10	10	12	5	8	6	11	6	11	6	11	6	11	6	11	6	11	6	11	6	11	6	11	6		
Impact of climate change/global warming on children's future	11	7	4	4	4	1	2	4	2	-	-	8	1	10	1	10	1	1	4	2	4	3	7	5	-	1	2	1	4	1	4	1	4	1	4	1	4	1		
Concerns about accessibility of adequate healthcare for child	7	6	1	4	3	2	5	-	-	-	1	6	2	4	3	2	5	3	1	1	2	2	5	4	-	-	1	1	2	3	3	3	3	3	3	3	3	3		
Concerns about accessibility of suitable housing	5	3	2	4	2	2	-	2	-	3	-	5	-	2	4	3	3	-	2	1	1	1	5	2	3	-	-	1	2	-	1	2	-	1	2	-	1	2		
Impact of children on environment/climate change/global warming	4	1	1	2	2	1	2	-	1	-	-	1	1	3	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Concerns about adequate healthcare during pregnancy	2	1	1	2	-	-	-	2	-	2	-	2	-	2	-	1	1	-	1	1	-	2	1	1	-	2	1	-	1	-	1	-	1	-	1	-	1	-		
Concerns about accessibility of adequate education for child	1	1	1	1	-	-	-	1	-	1	-	1	-	1	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-			
The world is too dangerous today	22	8	13	10	12	7	7	2	5	-	1	17	5	11	11	6	15	4	9	4	3	6	16	2	2	2	7	4	7	7	7	7	7	7	7	7	7	7		
Other (specify)	19	10	10	6	10	2	13	10	-	2	3	13	7	17	12	8	21	5	11	6	6	4	15	5	-	6	4	6	4	13	4	13	4	13	4	13	4	13		
Don't know	10	6	4	9	5	1	1	1	1	-	2	1	1	2	2	2	2	1	4	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2		

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24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q6. Do you think the total fertility rate in the UK today is higher, lower or about the same as it was 15 years ago?

All GB adults aged 18-75

		Gender			Age			Region						Employment status		Social grade		Education		Income					Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675			
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	392	592	513	519	332	1814	637	342	155	319	236	851	726			
It's higher now than it was 15 years ago	319	164	152	127	117	75	92	80	60	53	14	21	230	89	170	149	116	203	45	84	80	98	73	243	89	58	15	62	27	117	118			
	15%	15%	14%	19% EF	15% F	10%	18% IL	14%	12%	17%	13% *	11%	16%	13%	14%	16%	15%	15%	11%	14%	16%	19% ST	22% X	13%	14%	17%	10%	19% ac	12%	14%	16%			
It's the same as it was 15 years ago	281	155	124	106	110	65	69	79	61	40	7	25	221	60	157	124	105	177	43	81	70	80	60	218	106	41	14	41	28	122	84			
	13% C	15%	11%	16% F	14% F	9%	13%	14%	13%	13%	7% *	14%	15% N	9%	13%	13%	14%	13%	11%	14%	14%	15%	18% X	12%	17% a	12%	9%	13%	12%	14%	12%			
It's lower now than it was 15 years ago	1110	520	580	333	371	406	247	284	268	159	55	98	747	363	679	431	445	664	185	299	274	278	158	946	344	177	90	171	130	452	386			
	51%	49%	53%	51%	47%	56% E	48%	50%	55% G	51%	53% *	52%	51%	52%	56% P	45%	57% R	48%	47%	50%	53%	54%	47%	52%	54%	52%	58%	54%	55%	53%	53%			
Don't know	458	222	231	87	189	183	104	129	99	56	27	43	267	191	215	243	109	350	120	128	89	63	41	408	99	66	36	45	51	161	138			
	21%	21%	21%	13%	24% D	25% D	20%	23%	20%	18%	27% *	23%	18%	27% M	18%	26% O	14%	25% Q	31% TUV	22% V	17% V	12%	12%	22% W	15%	19%	23% Yb	14%	22% Yb	19%	19%			

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q7_1. On balance, do you think a higher total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?

All GB adults aged 18-75 who think the total fertility rate is higher

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	320	165	152	137	117	66	89	78	60	58	17	18	232	88	182	138	162	158	48	77	75	110	84	233	100	56	16	55	25	125	111
Weighted base	319	164	152	127	117	75	92	80	60	53	14	21	230	89	170	149	116	203	45	84	80	98	73	243	89	58	15	62	27	117	118
Very good thing	27 9%	15 9%	11 8%	21 16% EF	6 5%	1 1% *	8 9%	5 6% *	5 8% *	7 14% *	1 5% **	2 9% **	24 11%	3 3% *	23 13% P	5 3%	22 19% R	6 3%	1 3% *	3 4%	1 1% *	22 23% STU*	14 19% X*	14 6%	13 15% *	7 12% *	1 5% **	3 5% *	1 5% **	14 12% e	5 4%
Fairly good thing	65 20%	40 25%	25 16%	40 31% EF	21 18% F	5 6% *	18 19% *	15 19% *	7 12% *	15 29% J*	4 29% **	5 26% **	57 25% N	8 9% *	42 25%	23 15%	36 31% R	29 14%	9 21% *	11 14% *	15 19% *	29 29% T*	27 37% X*	38 16%	30 33% b*	15 26% b*	4 24% **	4 7% *	2 9% **	32 28% e	13 11% *
Neither good nor bad	90 28%	45 28%	45 30%	32 25%	35 29%	24 32% *	23 25% *	25 31% *	17 28% *	18 33% *	5 33% **	4 18% **	64 28%	27 30% *	46 27%	45 30%	26 22%	65 32%	14 32% V*	26 31% V*	30 38% V*	14 14% *	20 27% *	68 28%	17 19% *	14 25% *	7 46% **	17 27% *	8 31% **	30 26% e	32 27% *
Fairly bad thing	91 29%	42 25%	50 33%	23 18%	35 30% D	33 45% D*	27 29% *	25 32% *	22 37% J*	8 15% *	3 25% **	5 26% **	52 23%	40 44% M*	42 25%	49 33%	20 17%	71 35% Q	14 32% *	27 33% *	27 34% *	20 20% *	9 12% *	82 34% W	16 18% *	14 23% *	3 22% **	28 46% YZ*	12 44% **	26 22% e	45 38% d*
Very bad thing	31 10%	19 12%	12 8%	7 5%	15 13% D	9 12% *	9 9% *	8 10% *	9 14% *	5 9% *	1 4% **	1 5% **	24 10%	8 8% *	11 6%	20 14% O	9 7%	22 11%	3 8% *	11 13% *	5 7% *	8 8% *	- 13% W	31 9% *	8 9% *	5 8% *	1 4% **	9 14% *	2 6% **	8 7% e	18 15% *
Don't know	14 4%	2 1%	10 6% B	6 4%	5 4%	3 4% *	7 8% *	2 2% *	1 1% *	- - *	1 5% **	4 17% **	9 4%	4 5% *	6 4%	7 5%	4 4%	10 5%	2 5% *	4 5% *	2 2% *	6 6% *	4 5% *	10 4%	5 5% *	3 6% *	- - **	1 2% *	2 6% **	6 5% e	5 4% *

NET: Very / fairly good thing	92 29%	55 34%	36 24%	60 48% EF	27 23% F	5 7% *	26 28% *	20 25% *	12 20% *	23 43% HI*	5 34% **	7 35% **	82 35% N	11 12% *	65 38% P	28 19%	58 50% R	35 17%	11 24% *	15 18% *	16 20% *	51 52% STU*	41 56% X*	52 21%	43 48% b*	22 38% b*	4 28% **	7 11% *	4 14% **	47 40% e	18 15% *
NET: Very / fairly bad thing	122 38%	61 37%	61 40%	29 23%	51 43% D	42 57% D*	36 39% *	33 42% *	31 51% J*	13 24% *	4 28% **	6 30% **	75 33%	47 53% M*	53 31%	69 46% O	29 25%	94 46% Q	18 39% *	39 46% V*	32 40% *	28 28% *	9 12% *	113 46% W	24 27% *	18 31% *	4 26% **	37 60% YZ*	14 49% **	34 29% e	63 54% d*

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q7_2. On balance, do you think a lower total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?

All GB adults aged 18-75 who think the total fertility rate is lower

		Gender			Age			Region					Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1126	523	593	342	385	399	257	291	275	144	55	104	731	395	697	429	620	506	192	286	273	293	170	948	371	172	99	152	133	484	357
Weighted base	1110	520	580	333	371	406	247	284	268	159	55	98	747	363	679	431	445	664	185	299	274	278	158	946	344	177	90	171	130	452	386
Very good thing	60 5%	29 6%	30 5%	12 4%	25 7%	23 6%	10 4%	21 8%	13 5%	10 6%	3 5%	3 3%	40 5%	20 6%	29 4%	31 7%	21 5%	39 6%	12 7%	16 5%	15 5%	15 5%	8 5%	52 6%	14 4%	6 3%	8 9%	17 10%	9 7%	18 4%	29 7%
Fairly good thing	176 16%	68 13%	106 18% B	57 17%	63 17%	56 14%	36 15%	57 20%	37 14%	19 12%	9 16%	18 19% +	118 16%	58 16%	106 16%	70 16%	76 17%	100 15%	34 18%	42 14%	44 16%	42 15%	28 18%	148 16%	58 17% b	31 18% b	15 16% b*	13 7%	24 18% b	72 16%	59 15%
Neither good nor bad	321 29%	136 26%	180 31%	96 29%	97 26%	128 31%	66 27%	72 25%	89 33%	47 30%	12 22% +	35 36% +	210 28%	111 31%	202 30%	119 28%	126 28%	196 29%	45 24%	89 30%	83 30%	78 28%	51 32%	269 28%	87 25%	56 32%	32 36% b*	38 22%	38 29%	137 30%	96 25%
Fairly bad thing	338 30%	175 34%	162 28%	104 31%	105 28%	129 32%	77 31%	76 27%	84 31%	54 34%	22 40% +	24 25% +	223 30%	115 32%	221 33%	117 27%	147 33%	191 29%	53 28%	98 33%	71 26%	95 34% u	44 28%	291 31%	125 36%	64 36%	23 26% +	50 29%	35 27%	137 30%	130 34%
Very bad thing	138 12%	89 17% c	48 8%	38 11%	48 13%	52 13%	38 15%	29 10%	35 13%	18 11%	9 16% +	10 10% +	105 14% N	32 9%	74 11%	63 15%	49 11%	89 13%	28 15%	32 11%	42 15%	31 11%	18 12%	118 12%	37 11%	9 5%	5 5% +	50 29% YZac	15 12%	52 12%	56 14%
Don't know	77 7%	23 4%	54 9% B	24 7%	34 9% F	20 5%	21 8%	28 10% I	11 4%	10 6%	1 2% +	7 7% +	51 7%	26 7%	47 7%	30 7%	27 6%	51 8%	13 7%	21 7%	18 7%	17 6%	9 6%	68 7%	23 7% b	11 6%	7 7% +	4 2%	10 8% b	36 8%	17 4%

NET: Very / fairly good thing	236 21%	97 19%	136 23%	70 21%	87 24%	79 19%	45 18%	79 28% GI	49 18%	30 19%	11 21% +	22 22% +	158 21%	78 22%	135 20%	101 23%	97 22%	139 21%	46 25%	58 19%	59 22%	57 20%	35 22%	200 21%	72 21%	37 21%	23 25% +	30 18%	32 25%	90 20%	87 23%
NET: Very / fairly bad thing	476 43%	265 51% c	210 36%	143 43%	153 41%	180 44%	115 46% H	105 37%	119 44%	72 46%	31 56% HL*	34 35% +	328 44%	147 41%	295 43%	181 42%	196 44%	280 42%	81 44%	131 44%	113 41%	126 45%	62 40%	409 43%	161 47% a	73 41%	28 32% +	99 58% YZac	49 38%	189 42%	185 48%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Population decline

GB 18-75

Q7_Summary. On balance, do you think a higher / lower total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?

All GB adults aged 18-75 who think the total fertility rate is higher or lower

	Q7_Summary. On balance, do you think a higher / lower total fertility rate (TFR) in the UK today is a good or a bad thing for the UK?		
	Higher or Lower	Higher	Lower
	(A)	(B)	(C)
Unweighted base	1446	320	1126
Weighted base	1429	319	1110
Very good thing	87 6% c	27 9%	60 5%
Fairly good thing	241 17%	65 20%	176 16%
Neither good nor bad	412 29%	90 28%	321 29%
Fairly bad thing	429 30%	91 29%	338 30%
Very bad thing	169 12%	31 10%	138 12%
Don't know	91 6%	14 4%	77 7%

NET: Very / fairly good thing	328 23% c	92 29% AC	236 21%
NET: Very / fairly bad thing	598 42%	122 38%	476 43%

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ColumnProportions (5%): A/B/C. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C. Minimum Base: 30(**) Small Base: 100(*)

24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q17. Overall, how easy or difficult, if either, do you think it is to be a parent in the UK today?

All GB adults aged 18-75

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675		
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	392	592	513	519	332	1814	637	342	155	319	236	851	726		
Very easy	66 3%	47 4% C	17 2%	29 4% F	20 3%	17 2%	14 3%	13 2%	13 3%	14 5%	5 5% *	7 3%	56 4% N	10 1%	40 3%	26 3%	34 4% R	32 2%	4 1%	19 3% S	7 1%	36 7% STU	17 5% X	48 3%	21 3%	14 4%	2 1%	18 6% ac	5 2%	24 3%	31 4%		
Fairly easy	196 9%	120 11% C	75 7%	81 12% F	72 9% F	42 6%	51 10%	54 9%	36 7%	32 10%	12 12% *	10 6%	148 10% N	47 7%	124 10%	72 8%	93 12% R	103 7%	26 7%	48 8%	44 9%	68 13% STU	51 15% X	141 8%	70 11% c	32 9%	13 8%	31 10%	11 5%	66 8%	70 10%		
Neither easy nor difficult	457 21%	220 21%	232 21%	132 20%	163 21%	162 22%	94 18%	144 25% GI	89 18%	62 20%	16 16% *	51 27% GIK	295 20%	162 23%	241 20%	216 23%	138 18%	319 23% Q	82 21%	144 24% U	92 18%	112 22%	75 22%	376 21%	114 18%	79 23%	37 24%	72 22%	41 17%	181 21%	153 21%		
Fairly difficult	858 40%	398 37%	454 42%	249 38%	306 39%	303 42%	217 42% J	216 38%	210 43% J	101 33%	47 45% J*	68 36%	583 40%	275 39%	493 40%	366 39%	303 39%	555 40%	156 40%	211 36%	236 46% TV	189 36%	112 34%	740 41% w	270 42%	140 41%	65 42%	121 38%	90 38%	362 43%	284 39%		
Very difficult	498 23%	227 21%	265 24%	145 22%	190 24%	163 22%	117 23%	119 21%	120 25%	87 28% HK	17 16% *	38 21%	325 22%	173 25%	271 22%	227 24%	175 23%	323 23%	98 25%	146 25%	117 23%	104 20%	69 21%	424 23%	146 23%	61 18%	32 21%	72 23%	78 33% YZab	182 21%	170 23%		
Don't know	94 4%	49 5%	45 4%	17 3%	36 5%	41 6% D	19 4%	24 4%	20 4%	12 4%	6 5% *	13 7%	58 4%	36 5%	53 4%	41 4%	32 4%	62 4%	27 7% UV	24 4%	17 3%	11 2%	9 3%	85 5%	16 3%	15 4%	5 3%	5 2%	12 5% b	37 4%	18 2%		

NET: Very / fairly easy	262 12%	168 16% C	92 8%	110 17% EF	92 12% F	59 8%	65 13%	67 12%	49 10%	47 15%	17 17% *	17 9%	205 14% N	57 8%	164 13% P	98 10%	127 16% R	135 10%	30 8%	67 11%	51 10%	104 20% STU	67 20% X	189 10%	92 14% c	46 14% c	15 10%	49 15% c	16 7%	90 11%	101 14%
NET: Very / fairly difficult	1356 63%	624 59%	720 66% B	394 60%	496 63%	466 64%	334 65% H	335 59%	330 68% HL	187 61%	64 62% *	106 57%	908 62%	448 64%	764 63%	593 63%	478 62%	878 63%	254 65% v	357 60%	353 69% TV	293 56%	181 55%	1164 64% W	416 65%	201 59%	98 63%	194 61%	167 71% Zb	544 64%	455 63%

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24-089497-26 - 27th - 30th of June 2025

PUBLIC

Population decline

GB 18-75

Q14. Overall, do you think it is easier or more difficult, if either, to be a parent in the UK today than it was 20 years ago?

All GB adults aged 18-75

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675		
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	392	592	513	519	332	1814	637	342	155	319	236	851	726		
Much easier	100 5%	65 6% C	33 3%	38 6%	31 4%	32 4%	16 3%	31 5%	21 4%	19 6%	6 6% +	6 3%	72 5%	27 4%	56 5%	44 5%	44 6%	56 4%	17 4%	26 4%	13 3%	41 8% STU	20 6%	78 4%	28 4% c	19 6% c	9 6% c	22 7% c	3 1%	33 4%	45 6%		
Somewhat easier	245 11%	155 15% C	90 8%	118 18% EF	71 9%	57 8%	57 11%	69 12%	53 11%	37 12%	16 15% +	14 7%	185 13% N	60 9%	143 12%	102 11%	108 14% R	137 10%	35 9%	76 13%	48 9%	72 14% SU	69 21% X	174 10%	76 12%	44 13%	14 9%	38 12%	22 9%	81 9%	76 10%		
Neither easier nor more difficult	448 21%	213 20%	230 21%	116 18%	178 23% D	154 21%	122 24% J	124 22%	91 19%	52 17%	22 21% +	37 20%	299 20%	149 21%	252 21%	196 21%	138 18%	310 22% Q	74 19%	130 22%	112 22%	105 20%	51 15%	388 21% W	123 19%	72 21%	38 25%	72 23%	45 19%	199 23% e	134 18%		
Somewhat more difficult	744 34%	339 32%	400 37% B	206 32%	272 35%	266 36%	176 34%	187 33%	188 39%	99 32%	31 30% +	62 33%	504 34%	239 34%	427 35%	317 33%	270 35%	474 34%	140 36%	187 32%	179 35%	177 34%	103 31%	633 35%	236 37%	133 39% b	48 31%	96 30%	84 36%	302 35%	259 36%		
Much more difficult	479 22%	220 21%	253 23%	137 21%	178 23%	164 23%	108 21%	121 21%	95 19%	81 26% I	21 20% +	52 28% I	307 21%	172 24%	254 21%	225 24%	165 21%	314 23%	97 25%	131 22%	126 24%	103 20%	70 21%	407 22%	136 21%	56 17%	35 22%	78 24% Z	67 28% YZ	175 21%	176 24%		
Don't know	153 7%	69 7%	81 7%	39 6%	58 7%	56 8%	32 6%	38 7%	40 8%	19 6%	8 8% +	16 8%	98 7%	55 8%	88 7%	65 7%	51 7%	103 7%	30 8%	42 7%	36 7%	23 4%	19 6%	134 7%	39 6%	18 5%	10 7%	13 4%	15 6%	62 7%	37 5%		

NET: Much / somewhat easie	345 16%	220 21% C	124 11%	155 24% EF	101 13%	88 12%	74 14%	100 18% L	73 15%	56 18% L	22 21% L*	20 11%	257 18% N	87 12%	200 16%	145 15%	152 20% R	193 14%	52 13%	102 17% U	61 12%	112 22% SU	89 27% X	252 14%	104 16% c	63 18% c	24 15%	60 19% c	25 10%	113 13%	121 17%
NET: Much / somewhat more difficult	1223 56%	559 53%	653 60% B	343 53%	450 57%	430 59% D	284 56%	309 54%	283 58%	180 59%	52 50% +	114 61%	812 55%	411 58%	681 56%	542 57%	435 56%	788 57%	237 60%	318 54%	304 59%	280 54%	173 52%	1040 57%	372 58%	189 55%	83 53%	173 54%	151 64% ab	477 56%	435 60%

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-26 - 27th - 30th of June 2025

PUBLIC
Population decline
GB 18-75

Q15. In your opinion, which of the following, if any, would most likely lead to people in the UK having more children?

All GB adults aged 18-75

	Gender			Age			Region										Employment status				Social grade		Education				Income				Ethnicity		White ethnic group		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABCL	C2DE	P3	ES	NON GRADUATE	UP TO £19999	£20000 - £24999	£25000 - £34999	£35000+	ETHNIC MINORITY	WHITE GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE									
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675										
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	382	592	513	519	332	1814	637	342	155	319	236	851	726										
More affordable homes / housine	917	428	477	293	323	301	199	226	225	143	45	79	605	312	533	384	351	566	161	249	222	224	146	762	287	118	77	132	98	355	297										
	42%	40%	44%	45%	41%	41%	39%	40%	46%	40%	44%	42%	41%	44%	44%	41%	45%	41%	41%	41%	42%	43%	43%	44%	42%	45%	35%	50%	41%	41%	41%	42%	41%								
Making childcare for preschool children more affordable	834	360	466	244	288	302	199	198	207	111	43	77	541	293	498	336	311	523	143	213	211	209	116	712	270	126	64	106	95	352	266										
	38%	34%	43%	37%	37%	41%	39%	35%	42%	36%	41%	41%	37%	42%	41%	35%	40%	38%	37%	36%	41%	40%	35%	39%	42%	37%	41%	33%	40%	40%	41%	37%									
Encouraging more flexible working arrangements for parents	785	324	454	222	305	258	193	184	187	109	39	73	517	268	469	315	312	472	135	193	187	216	108	671	258	106	65	92	101	355	239										
	30%	30%	42%	34%	39%	35%	38%	32%	38%	35%	38%	39%	35%	38%	38%	33%	38%	40%	34%	34%	33%	36%	42%	33%	37%	41%	42%	29%	43%	42%	33%										
More secure and better paid jobs for working adults	741	363	368	237	269	235	193	175	164	116	33	69	490	250	411	299	281	459	140	180	175	200	124	610	232	93	44	101	100	300	229										
	34%	34%	34%	36%	34%	32%	36%	31%	34%	38%	32%	37%	33%	36%	34%	35%	36%	33%	36%	30%	34%	39%	37%	34%	36%	27%	28%	32%	42%	35%	32%										
Better availability of childcare for preschool children	738	317	412	213	251	275	176	181	175	99	35	72	483	255	451	287	311	427	115	185	186	203	104	626	254	108	61	88	87	318	248										
	34%	30%	38%	33%	32%	38%	34%	32%	36%	32%	34%	39%	33%	37%	36%	31%	29%	31%	29%	31%	36%	39%	31%	34%	40%	32%	40%	28%	37%	37%	34%										
Increasing maternity and paternativ leave for parents	680	282	389	236	244	200	164	169	159	91	45	52	479	201	408	272	270	409	104	172	162	201	105	570	226	91	46	88	90	282	215										
	31%	27%	36%	36%	31%	27%	32%	30%	33%	29%	43%	28%	33%	29%	33%	29%	35%	29%	26%	29%	31%	39%	32%	31%	35%	27%	30%	27%	38%	33%	30%										
Longer maternity and paternativ leave for parents	592	248	337	209	215	168	131	151	150	70	32	58	392	200	353	240	237	355	110	133	138	173	90	495	193	86	42	64	79	255	167										
	27%	23%	31%	32%	27%	23%	26%	27%	31%	23%	31%	27%	29%	29%	29%	23%	23%	25%	28%	23%	27%	33%	27%	30%	25%	27%	20%	33%	30%	30%	23%										
Free school meals for all state school children	590	296	283	189	217	184	148	138	138	80	34	51	382	207	313	276	203	387	103	166	145	137	97	489	197	74	40	93	67	233	192										
	27%	28%	26%	29%	28%	25%	29%	26%	28%	26%	33%	27%	26%	29%	26%	28%	26%	28%	26%	28%	28%	26%	29%	27%	31%	22%	26%	29%	28%	27%	26%										
Increasing the amount of child benefit paid per child	568	269	293	196	211	161	149	122	133	81	38	44	372	195	335	232	219	349	101	149	126	154	100	463	188	77	38	78	70	234	179										
	26%	25%	27%	30%	27%	22%	29%	21%	27%	26%	37%	24%	25%	28%	27%	25%	28%	25%	26%	25%	25%	30%	30%	26%	30%	23%	24%	24%	29%	27%	25%										
Reducing taxes for people with children	551	306	239	182	210	158	123	145	130	82	28	42	390	161	324	227	228	323	89	136	127	162	95	450	160	87	27	96	57	194	196										
	23%	29%	22%	28%	27%	22%	24%	25%	27%	27%	27%	23%	27%	23%	27%	23%	24%	29%	23%	23%	23%	33%	28%	25%	25%	25%	17%	30%	24%	28%	27%										
Removing the two-child benefit cap limit (which currently means child benefit is only paid for two children even if you have more)	506	259	237	143	186	176	115	110	125	85	28	43	315	190	271	234	188	318	86	149	124	116	81	418	154	70	29	73	68	207	163										
	23%	24%	22%	22%	24%	24%	23%	19%	26%	28%	27%	23%	22%	27%	22%	23%	24%	23%	22%	25%	24%	22%	24%	23%	24%	21%	19%	23%	24%	24%	24%	22%									
Making it easier to access fertility treatments on the NHS	466	188	269	182	171	112	114	108	104	82	24	34	312	154	277	189	202	264	87	92	117	142	99	361	160	69	30	42	64	215	113										
	21%	18%	25%	28%	22%	15%	22%	19%	21%	27%	24%	18%	21%	22%	23%	20%	26%	19%	22%	16%	23%	27%	30%	20%	25%	20%	19%	27%	25%	16%											
More generous tax breaks for married couples	446	258	183	125	148	173	90	132	101	72	32	29	284	162	350	196	163	283	78	125	98	117	78	363	137	67	38	87	43	154	196										
	21%	24%	17%	19%	19%	24%	18%	23%	21%	23%	22%	15%	19%	23%	21%	21%	21%	20%	20%	21%	19%	23%	20%	21%	20%	24%	27%	18%	18%	27%											
Increased housing benefits for low-income families	429	213	208	148	148	133	106	91	114	63	21	33	263	165	228	201	159	269	95	124	88	90	88	338	124	54	23	70	53	155	142										
	20%	20%	19%	23%	19%	18%	21%	16%	23%	20%	21%	18%	18%	24%	19%	21%	21%	19%	24%	21%	17%	17%	26%	19%	19%	16%	15%	22%	22%	18%	20%										
Better protection against discrimination at work for parents	398	171	218	149	138	111	90	95	103	57	17	36	263	135	229	169	162	236	78	100	86	101	73	317	133	41	36	35	66	184	96										
	18%	16%	20%	23%	18%	15%	18%	17%	21%	19%	16%	19%	18%	19%	19%	18%	17%	20%	17%	17%	20%	22%	17%	21%	12%	23%	11%	28%	22%	13%											
Introducing birth bonuses (a one-time payment to parents when they have child)	395	198	196	151	154	91	94	104	87	62	19	28	276	120	244	152	170	225	60	98	90	118	71	319	116	48	27	67	43	143	131										
	18%	19%	18%	23%	20%	13%	18%	18%	18%	20%	19%	15%	19%	17%	20%	16%	22%	16%	15%	17%	18%	23%	21%	18%	18%	14%	18%	21%	18%	17%	18%										
More gender equality between men and women	368	149	208	133	141	94	83	94	91	58	13	30	244	124	220	148	156	212	70	81	83	104	71	292	136	44	29	26	48	175	87										
	17%	14%	19%	20%	18%	13%	16%	16%	19%	19%	13%	16%	17%	18%	18%	16%	20%	15%	18%	14%	16%	20%	21%	16%	21%	13%	19%	8%	20%	21%	12%										
Making child benefits available to wealthier households	197	92	103	104	65	29	45	51	37	38	12	15	143	55	129	68	90	108	33	32	45	78	53	141	59	30	12	27	17	74	47										
	9%	9%	9%	16%	8%	4%	9%	9%	8%	12%	12%	8%	10%	8%	11%	7%	12%	8%	5%	9%	15%	16%	8%	9%	9%	8%	8%	7%	9%	6%											
More active government campaigning / advertising to encourage people to have more children	177	111	62	75	69	33	41	37	38	45	5	10	122	55	113	64	83	94	27	56	35	51	50	121	66	21	9	32	12	73	56										
	8%	10%	6%	12%	9%	4%	8%	6%	8%	15%	5%	6%	8%	6%	9%	7%	11%	7%	7%	9%	7%	10%	11%	7%	10%	6%	6%	10%	5%	9%	8%										
Something else	53	32	21	11	16	26	8	19	12	7	2	5	32	21	24	29	18	35	19	16	6	9	9	44	15	3	2	16	8	17	27										
	2%	3%	2%	2%	2%	4%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	5%	3%	1%	2%	3%	2%	2%	1%	1%	5%	4%	2%	4%											
None of these	111	48	63	16	42	54	31	33	14	16	5	11	71	40	55	56	30	81	15	39	20	23	5	106	23	26	3	17	11	36	52										
	5%	5%	6%	2%	5%	7%	6%	6%	3%	5%	3%	5%	5%	6%	5%	6%	4%	6%	4%	7%	4%	4%	2%	6%	4%	8%	2%	5%	5%	4%	7%										
Don't know	234	126	107	35	91	108	41	71	63	20	15	24	148	85	113	121	56	177	45	62	61	29	15	212	53	37	1														

24-089497-26 - 27th - 30th of June 2025

PUBLIC
Population decline
GB 18-75

Q16. Which party, if any, do you trust most to have the best policies to support parents and families across the UK?

All GB adults aged 18-75

		Gender			Age			Region						Employment status				Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	2169	1051	1098	682	798	689	518	566	493	302	105	185	1432	737	1250	919	1085	1084	406	552	505	553	365	1781	683	325	161	285	239	883	675			
Weighted base	2169	1061	1088	653	787	728	512	571	488	308	104	187	1466	703	1221	948	775	1394	392	592	513	519	332	1814	637	342	155	319	236	851	726			
The Labour Party	423 20%	249 23% C	171 16%	186 28% EF	135 17%	103 14%	110 21% L	106 19% L	86 18% L	81 26% HIL	24 24% L*	16 8%	344 23% N	80 11%	307 25% P	117 12%	225 29% R	198 14%	53 13%	96 16%	117 23% ST	147 28% ST	116 35% X	304 17%	355 56% Zabc	9 3%	8 5%	6 2%	6 3%	245 29% e	86 12%			
Reform UK	306 14%	193 18% C	111 10%	86 13%	110 14%	110 15%	86 17% L	87 15% L	73 15% L	35 11%	11 11% *	14 8%	210 14%	96 14%	113 9%	193 20% O	68 9%	238 17% Q	53 13%	91 15%	74 14%	69 13%	23 7%	282 16% W	17 3%	20 6% Y	6 4%	223 70% YZac	7 3%	37 4%	199 27% d			
The Conservative Party	213 10%	95 9%	116 11%	66 10%	70 9%	77 11%	38 7%	68 12% G	44 9%	43 14% GL	8 8% *	12 6%	150 10%	63 9%	134 11%	78 8%	82 11%	131 9%	31 8%	66 11%	46 9%	59 11%	39 12%	171 9%	10 2%	169 50% Yabc	4 3%	7 2%	9 4%	80 9%	93 13% d			
The Liberal Democrats	149 7%	90 8% C	59 5%	42 6%	52 7%	55 8%	33 6% L	35 6% L	53 11% GHIL	18 6%	7 7% L*	3 2%	101 7%	47 7%	88 7%	60 6%	60 8%	88 6%	23 6%	60 10% SV	35 7%	30 6%	17 5%	130 7%	36 6% Zb	6 2%	79 51% YZbc	3 1%	8 4%	84 10% e	29 4%			
The Green Party	124 6%	58 6%	62 6%	63 10% EF	46 6% F	16 2%	23 5%	35 6%	32 7%	21 7%	3 3% *	10 5%	78 5%	47 7%	77 6%	47 5%	52 7%	73 5%	38 10% TUV	28 5%	26 5%	23 4%	28 8% X	93 5%	26 4% Zb	4 1%	2 1%	1 0%	75 32% YZab	69 8% e	12 2%			
The Scottish National Party (SNP)	44 2%	25 2%	19 2%	9 1%	18 2%	17 2%	- -	- -	- -	- -	- -	44 24% GHUK	26 2%	18 3%	18 1%	26 3% O	17 2%	27 2%	9 2%	11 2%	13 2%	7 1%	2 1%	40 2%	5 1%	- -	- -	- -	37 16% YZab	32 4% e	6 1%			
Plaid Cymru	4 0%	3 0%	1 0%	2 0%	1 0%	2 0%	- -	- -	- -	- -	4 4% GHUL*	- -	3 0%	2 0%	2 0%	2 0%	3 0%	1 0%	- -	- -	2 0%	3 1%	- -	4 0%	1 0%	- -	- -	- -	4 2% YZb	3 0%	1 0%			
Another party	9 0%	4 0%	4 0%	3 0%	6 1%	1 0%	2 0%	3 1%	1 0%	1 0%	3 2% GI*	1 0%	7 0%	3 0%	4 0%	5 1%	7 1% R	2 0%	2 1%	1 0%	3 1%	3 1%	2 1%	7 0%	1 0%	- -	1 0%	3 1%	3 1%	3 0%	3 0%			
None of these	475 22%	204 19%	269 25% B	80 12%	187 24% D	207 28% D	118 23%	137 24%	100 21%	59 19%	18 17% *	43 23%	286 20%	189 27% M	244 20%	231 24% O	114 15%	361 26% Q	91 23% V	127 22%	118 23% V	90 17%	55 16%	415 23% W	111 17% b	80 23% Yb	30 19% b	32 10%	41 17% b	143 17%	185 25% d			
Don't know	422 19%	139 13%	275 25% B	117 18%	163 21%	141 19%	103 20%	101 18%	99 20%	50 16%	25 24% *	45 24%	262 18%	159 23% M	233 19%	188 20%	147 19%	274 20%	93 24% UV	111 19%	79 15%	89 17%	50 15%	366 20% W	76 12%	54 16%	25 16%	44 14%	47 20% Y	155 18%	112 15%			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)