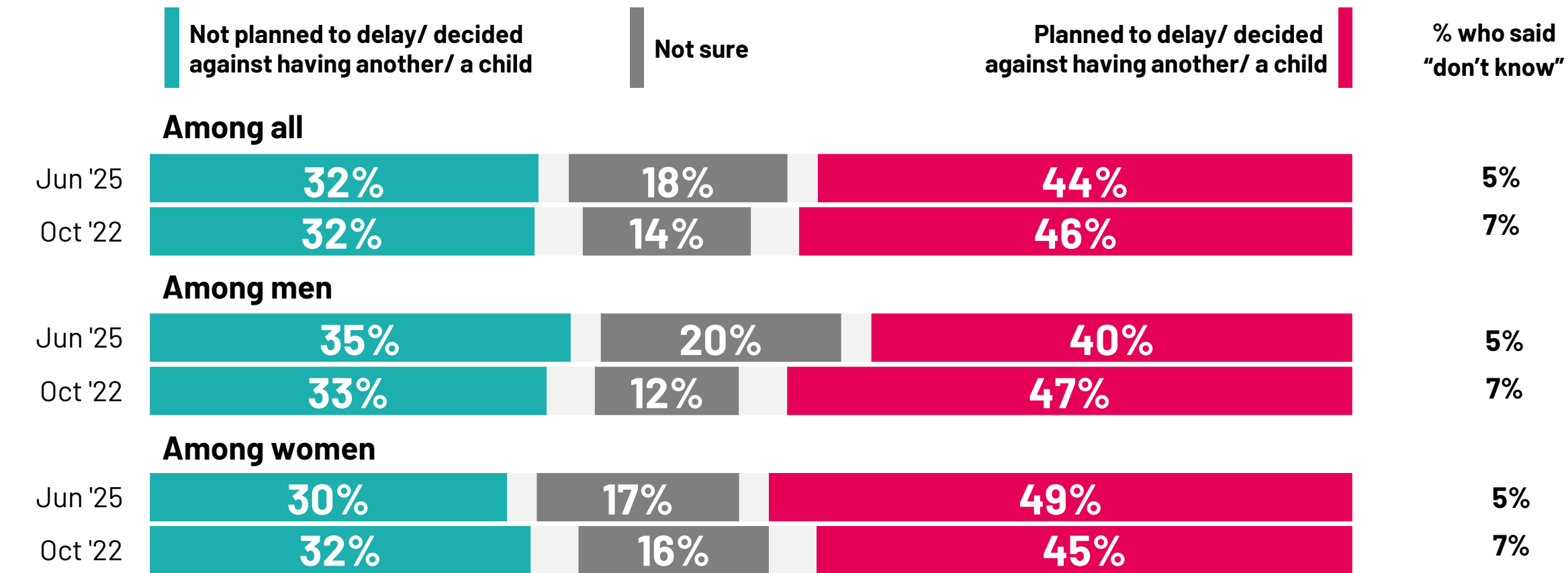


Ipsos Population decline polling

June 2025

Over two in five British adults aged 18-50 have planned to delay/decided against having a child or more children again in the future

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



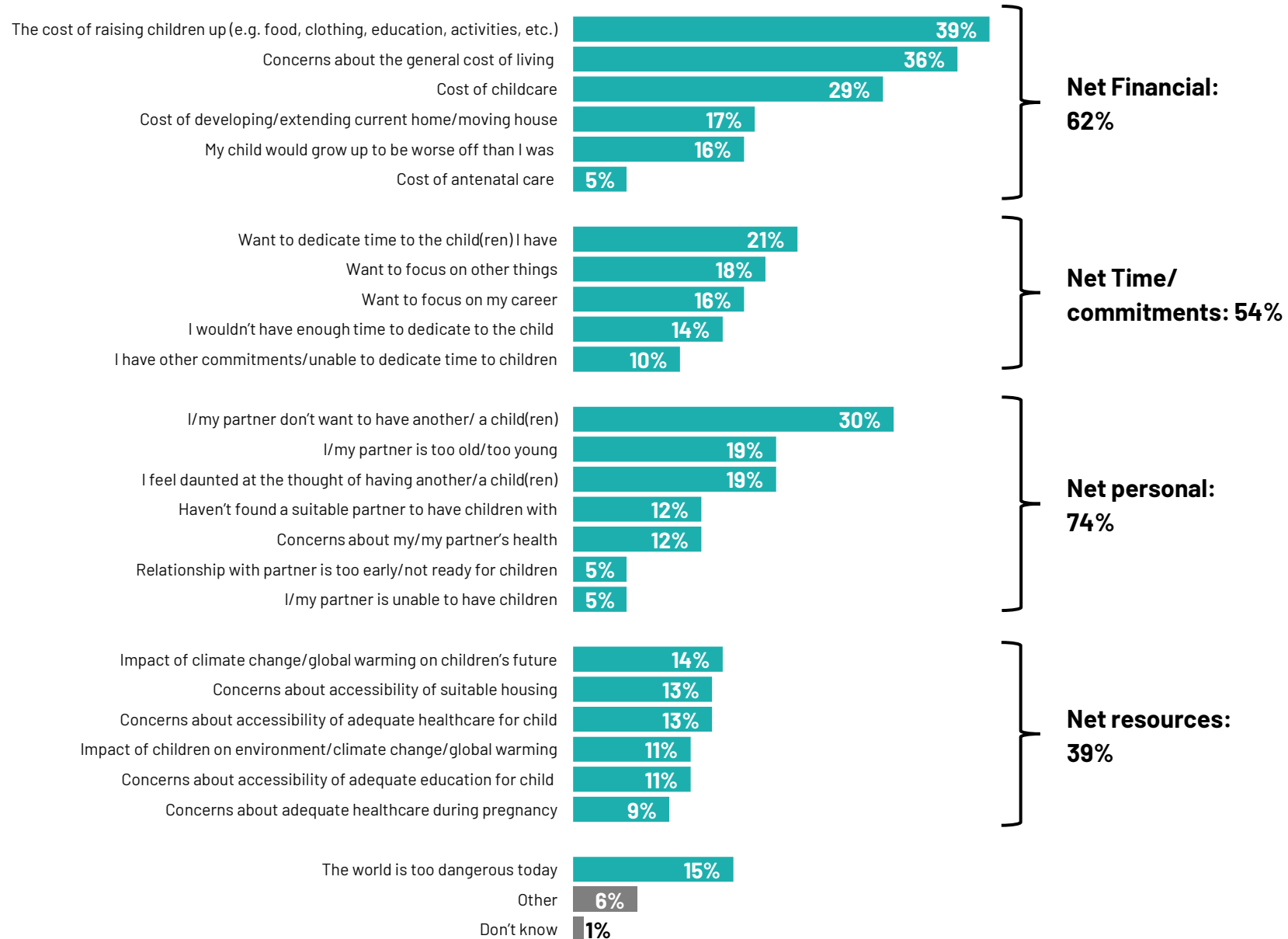
Base: 1,281 British adults aged 18-50, including (618 men and 650 women),online, , 27 – 30 June 2025



Of those who have planned to delay/decided against having future children, they are most likely to say it is due to the cost of raising children

Which, if any, of the following best describes why you have planned to delay having another/a child(ren) in the future?

Base: 569 British adults aged 18-50 who have planned to delay/decided against having children, 27 – 30 June 2025

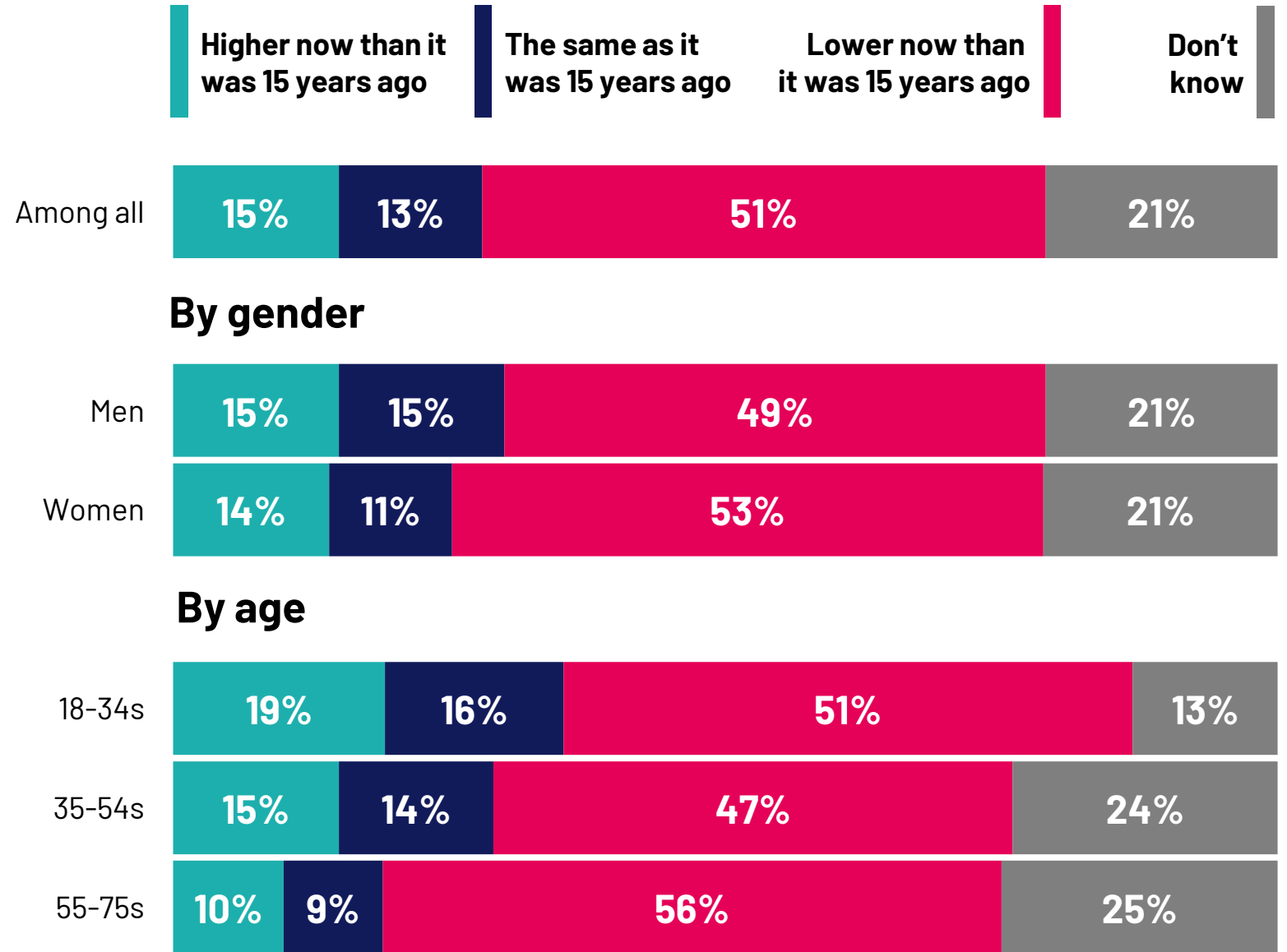


Half of British adults think the total fertility rate in the UK today is lower than it was 15 years ago

As you may know, the total fertility rate (TFR) is defined as the average number of children born to a child-bearing person over their lifetime.

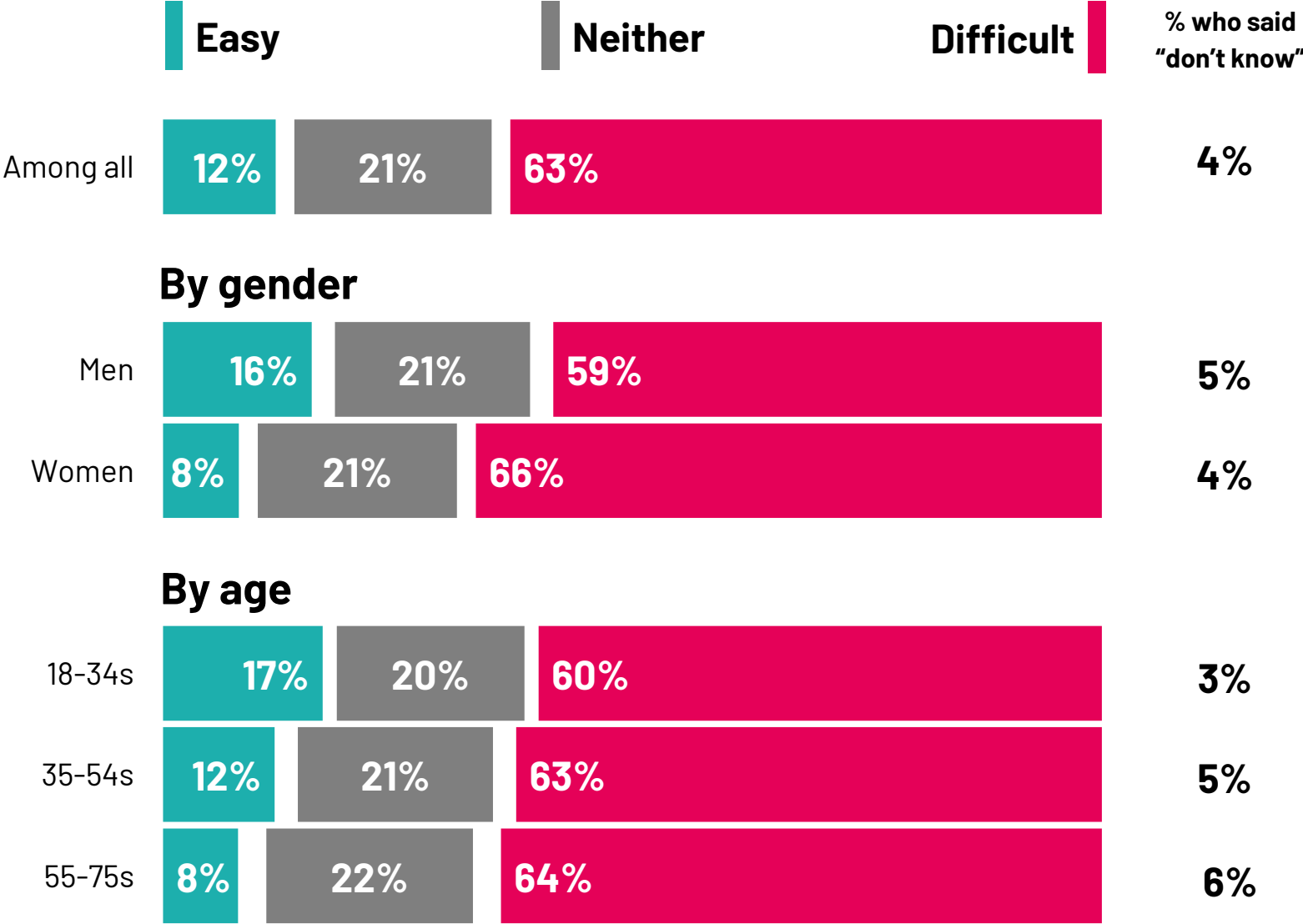
Do you think the total fertility rate in the UK today is higher, lower or about the same as it was 15 years ago?

Base: 2,169 British adults aged 18-75, (1051 men), (1098-women), (682 18-34-year-olds), (798-35-54s), (689 55-75s), Online, 27 - 30 June 2025



More than six in ten British Adults think it is difficult to be a parent in the UK today. Men are twice as likely as women to think it is easy

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

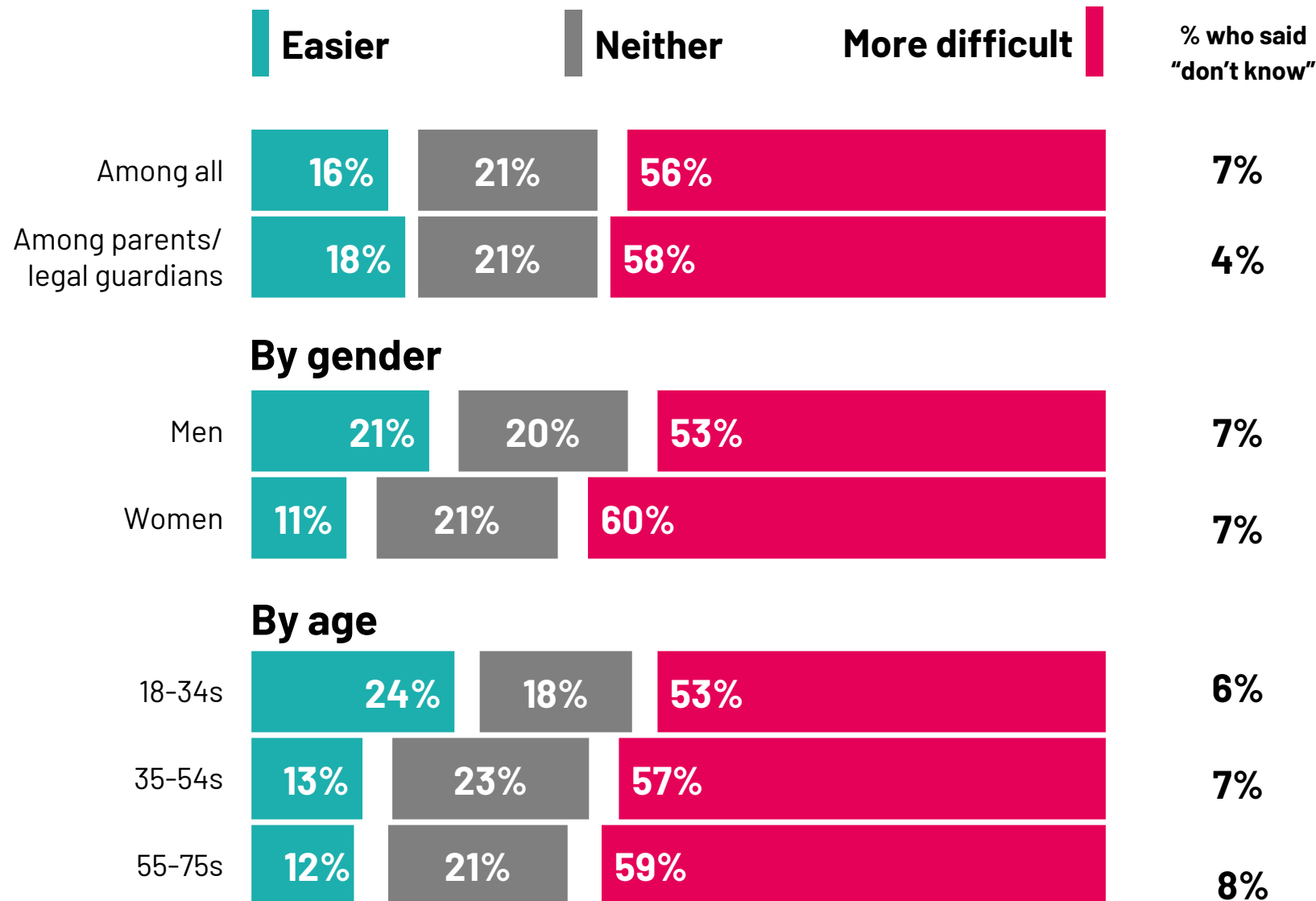


Base: 2,169 British adults aged 18-75, (1051 men), (1098-women), (682 18-34-year-olds), (798-35-54s), (689 55-75s), Online, 27 - 30 June 2025

More than half of British adults think it is more difficult to be a parent in the UK today, than it was 20 years ago

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?

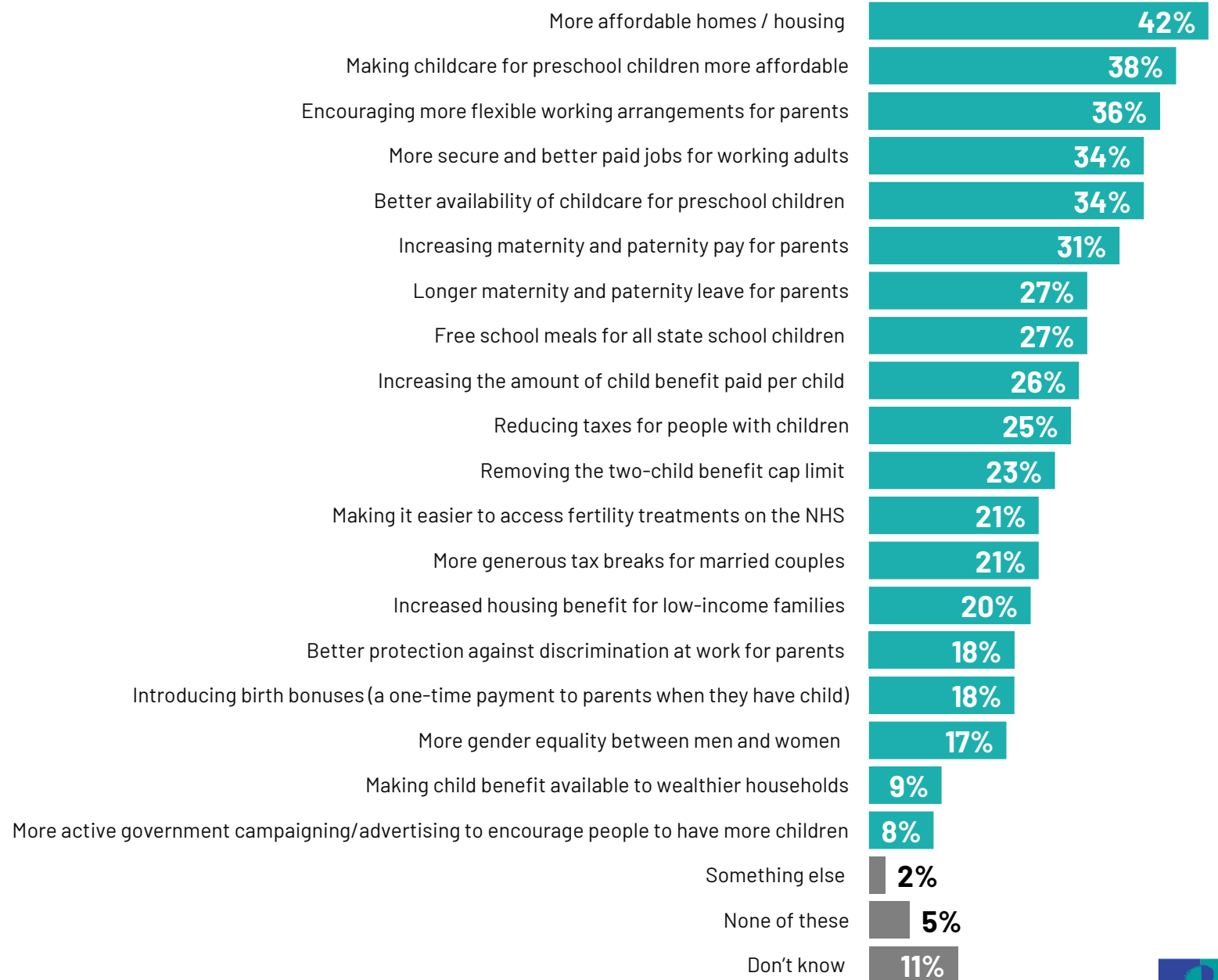
Base: 2,169 British adults aged 18-75, (1051 men), (1098-women), (682 18-34-year-olds), (798-35-54s), (689 55-75s), Online, 27 - 30 June 2025



Two in five British adults think that more affordable homes/ housing would be most likely to lead to people in the UK having more children

In your opinion, which of the following, if any, would most likely lead to people in the UK having more children? Please choose all that apply.

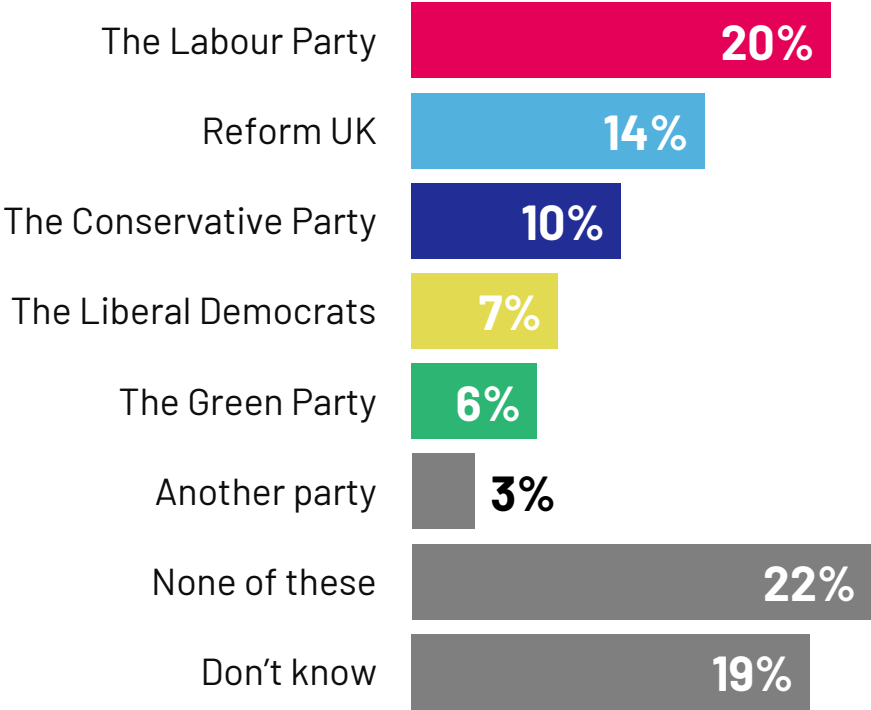
Base: 2,169 British adults aged 18-75, Online, 27 – 30 June 2025



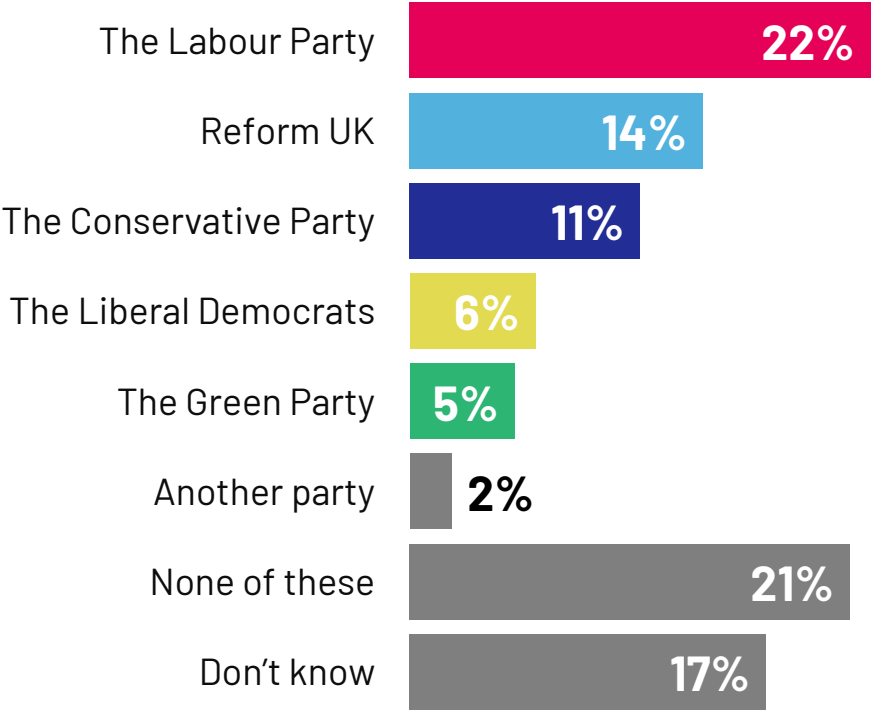
Labour are the most trusted party to have the best policies to support parents and families across the UK. However, a similar proportion say none of the main parties.

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

Among all



Among parents/ legal guardians



Base: 2,169 British adults aged 18-75, including 1167 who are the parent/legal guardian of a child(ren), online, 27 – 30 June 2025





June 2025 Population decline

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