

Understanding public attitudes towards early childhood

Report produced by Ipsos on
behalf of the Royal Foundation
Centre for Early Childhood

August 2025

A close-up photograph of a baby with light brown hair and dark eyes, wearing a white short-sleeved shirt with small black polka dots. The baby is lying on its stomach, looking intently at an open book with colorful illustrations. A hand is visible on the left, holding the book open. The background is blurred, showing what appears to be a staircase.

ROYAL FOUNDATION
Centre for
Early Childhood

Methodology

- Ipsos interviewed 5,352 adults aged 16+ across the UK through the online Ipsos i-Say panel from 30th April – 13th May 2025. This included boosts in Scotland (568), Wales (525) and Northern Ireland (310).
- From these responses, we present nationally representative results from interviews with the **general population based on 4,672 interviews**. This includes grandparents, adults with no children, and those saying they are likely to have children in the near future (i.e. within the next 5 years). Data were weighted by gender and age within region, working status and ethnicity. Boosts were weighted to make the sample nationally representative.
- Separately, we present results from interviews with **parents of children aged 0-5 based on 1,202 interviews**. This includes 522 parents of children aged 0-5 from the general population sample, and a boost of a further 680 interviews. Data were weighted by gender age and ethnicity.
- As this is a sample of the population, all results are subject to a ‘margin of error’, which means small differences may not be statistically significant. Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- Please note, for the purpose of this study, the ‘early years’ or ‘early childhood’ was defined within the survey as: **“the period between the start of pregnancy and the age of 5”**.
- This is the fourth wave of the Annual Perceptions Survey. Where appropriate, we have shown differences compared to the 2022, 2023, and 2024 surveys which followed a similar methodology.

Background to the research

The Centre for Early Childhood was established within The Royal Foundation in June 2021 to drive awareness and action on the extraordinary impact of early childhood. In support of this mission, The Centre commissioned Ipsos to conduct research into public perceptions and knowledge of the early childhood.

The research presented in this report builds upon three previous studies about early childhood which the Royal Foundation and Ipsos ran in [2022](#), [2023](#), and [2024](#).

We identified core trackers questions from these waves and repeated them this year to see how understanding has changed in the intervening period. Alongside these trackers, new questions were developed to explore key areas in more depth.



1

General attitudes and trends towards early childhood

Key findings

1.

The public strongly believe that early childhood is important in shaping a person's future life. **Over nine in ten (95%) say it is important.**

Although, there is still relatively low recognition relating to the importance of early childhood compared with other life stages, **over one in four (27%) consistently say that all periods of life are equally important for shaping children and young people's future lives.**

2.

There has been a small **increase in the proportion of the public who believe that the development in early childhood should be the current top priority** for wider society, up 3 ppts to 75%.

Almost half (47%) think early childhood is currently a top priority for wider society, in line with previous years.

3.

Children developing social skills and friendships has emerged as the most appealing reason for investing in childhood development. This is particularly true for parents of children aged 0-5.

Across audiences, the most convincing reason to invest in childhood development are those with a focus on short-term benefits (such as developing social skills and friendships) rather than long-term outcomes (such as creating a happier society in the future).

Key findings

4.

Knowledge relating to how children's early experiences reflect their later life (+2ppts) and how children develop during early childhood (+2ppts) has slightly increased. However, like the past two years, around a third state that they know little or nothing relating to child development.

5.

Knowledge about the role of childhood development in all areas (social, emotional, and cognitive development) has stayed consistent with last year.

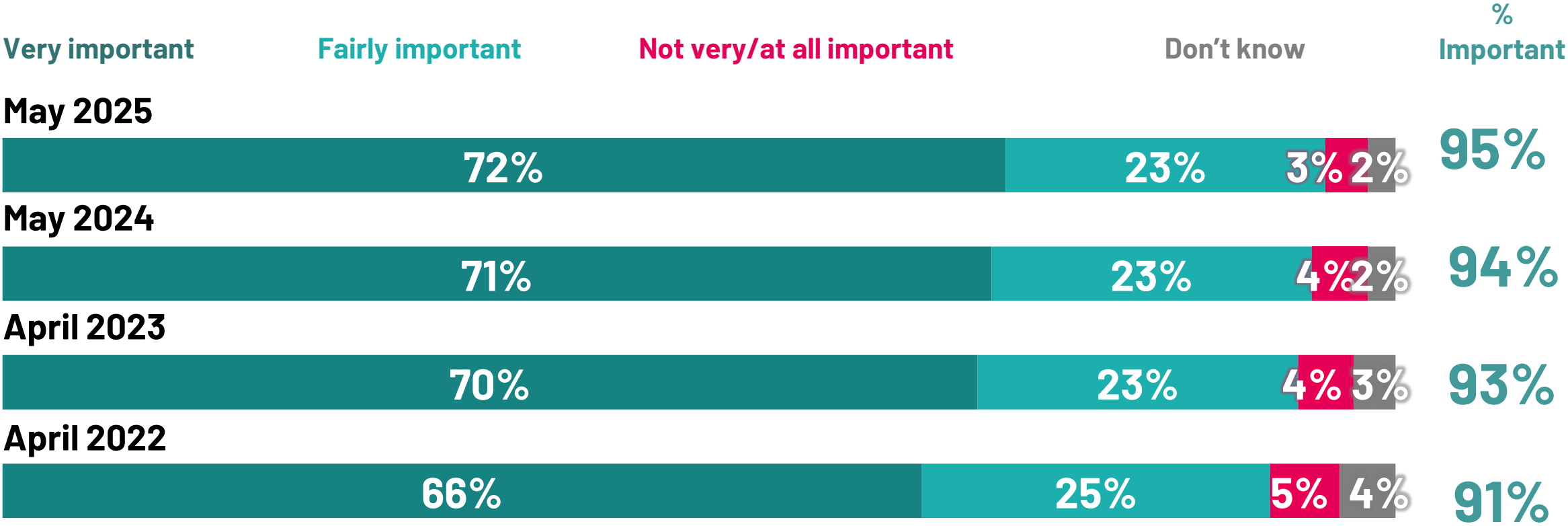
The public unanimously (95%) believe that social and emotional skills are important to happiness and mental health in adult life. Understanding about the importance of social and emotional skills in early years on later adult mental health having increased significantly from previous years.

6.

There has been significant increases in levels of knowledge among parents of 0-5s relating to the role wider society can play in providing support to families – including midwives, businesses and school nurses. However, among all adults, knowledge remains broadly in line with previous years.

Similar to last year, over nine in ten recognise the importance of early childhood in shaping a person's later life

Q How important, if at all, do you feel the period of early childhood is in shaping a person's future life?

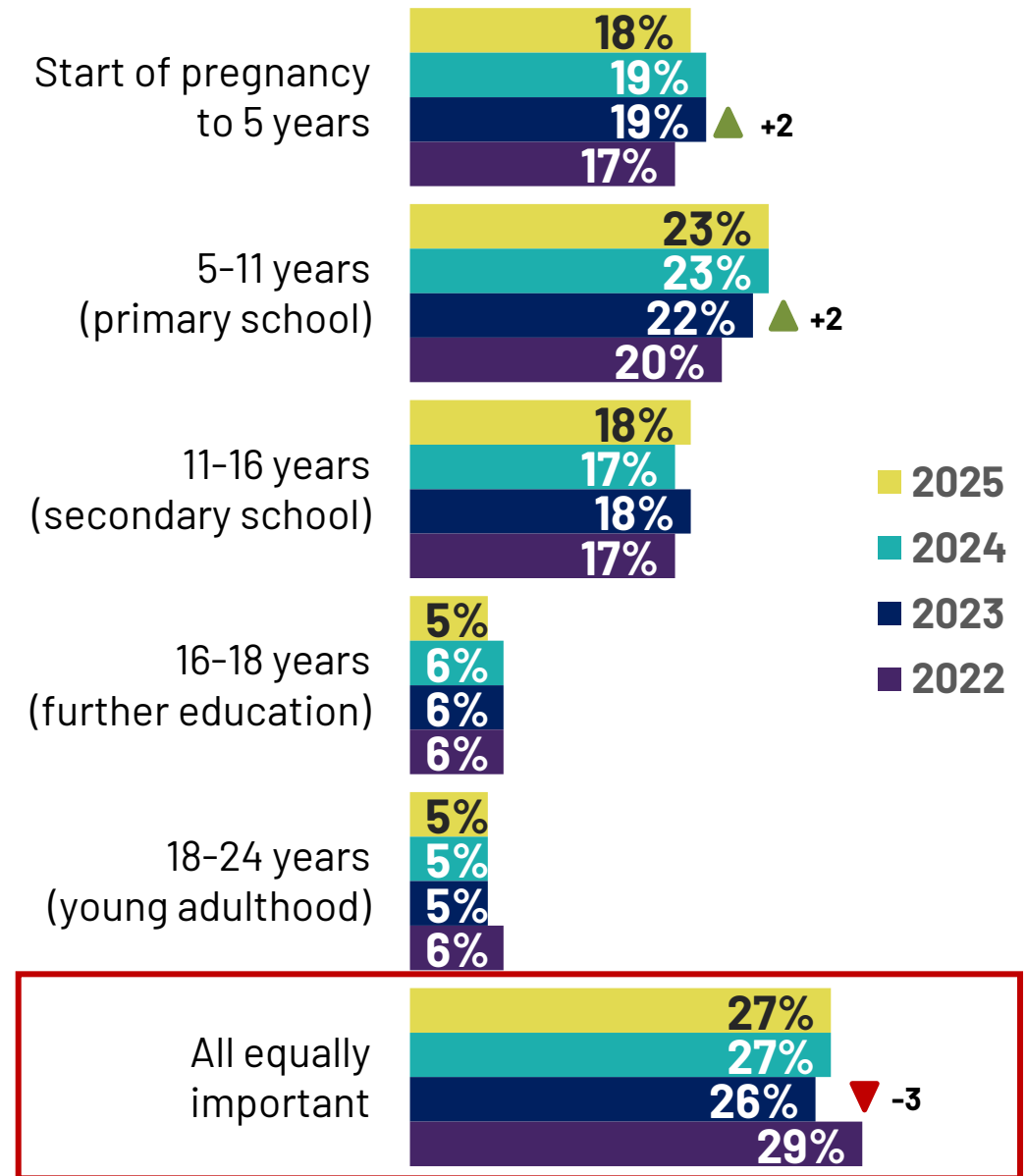


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (Q1EY2)

Almost 3 in 10 consistently say that all periods of life are equally important for shaping children and young people's future lives

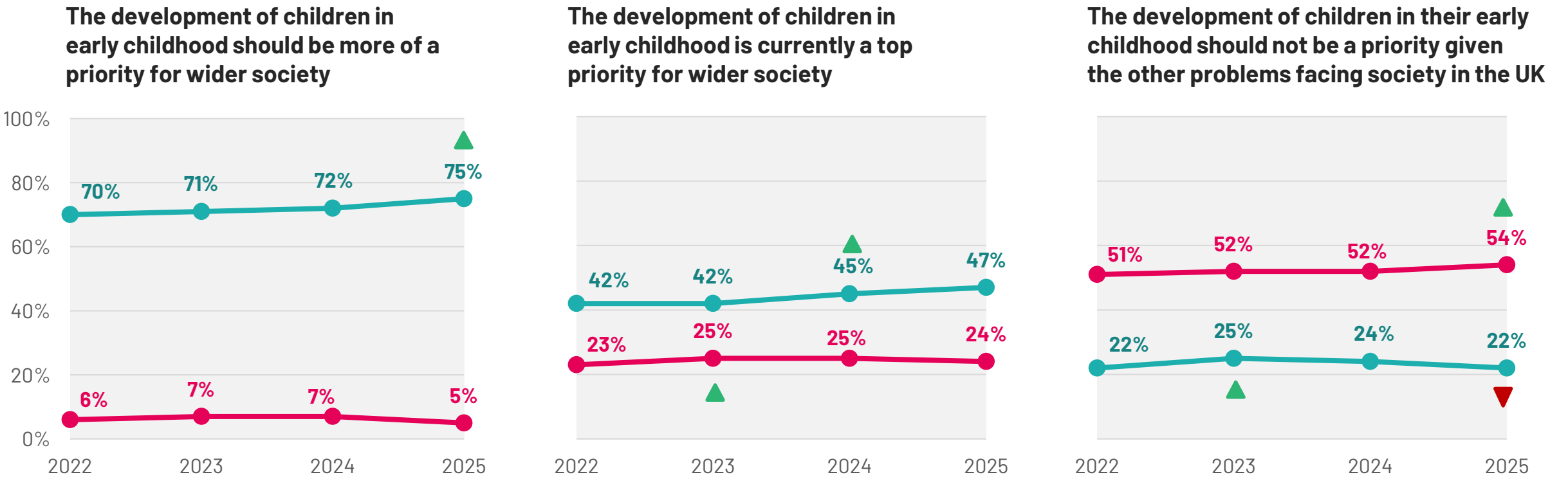
Q Which period of a child and young person's life do you think is the most important for shaping their future lives? (Amongst general public)

All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QIEY1)



There has been a significant uplift in the public's belief that the development of children in early childhood should both be more of a priority and also not a priority since last year

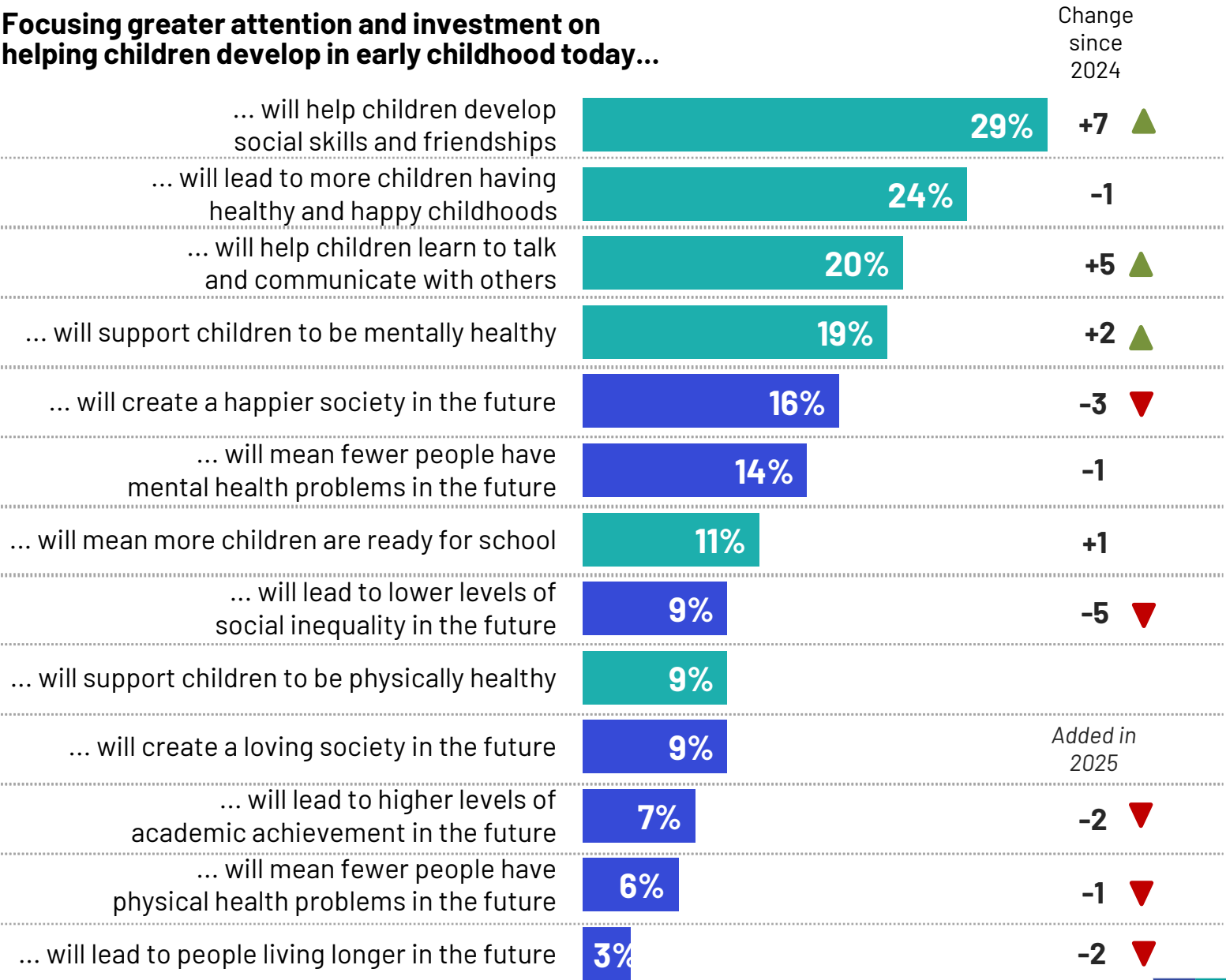
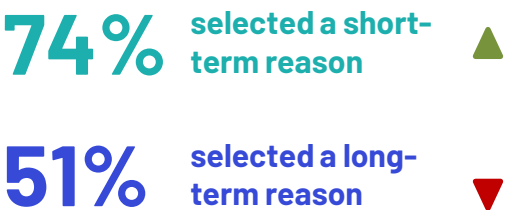
To what extent do you agree or disagree with each of the following statements...? (Amongst general public)



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. QIEY7a,QIEY7b,QIEY7d)

The public see the biggest reason to invest in early childhood as wanting to see children develop social skills and friendships. Short term reasoning continues to be more appealing than longer term.

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? (Amongst general public)



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QBAU1)



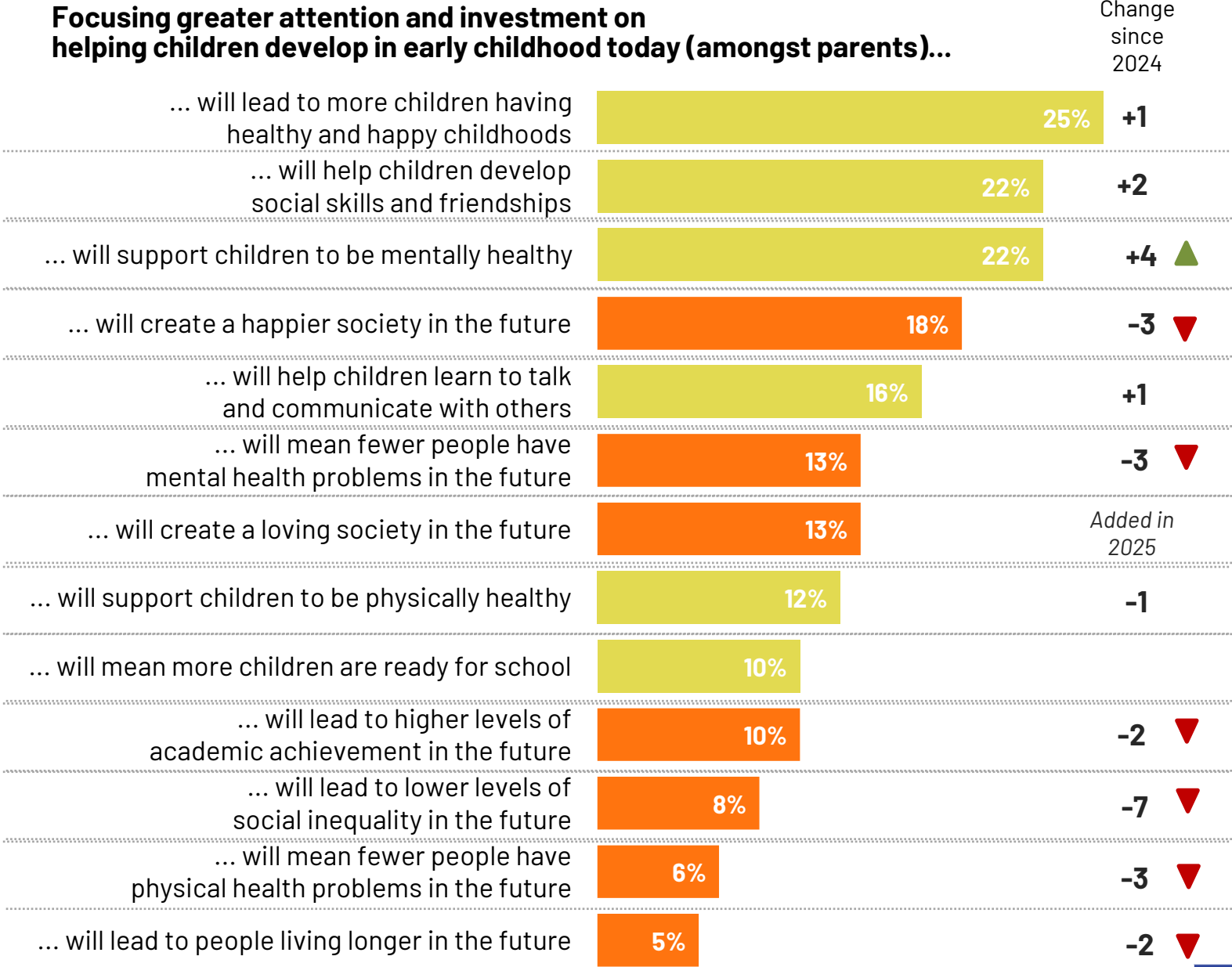
For parents, children having healthy and happy childhoods is the key reason for investment in early childhood

Q 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? (Amongst parents 0-5)

76% selected a short-term reason ▲

58% selected a long-term reason ▼

Focusing greater attention and investment on helping children develop in early childhood today (amongst parents)...



All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007 (QBAU1),

There are few differences in what motivates the public as a whole and parents to invest in early childhood

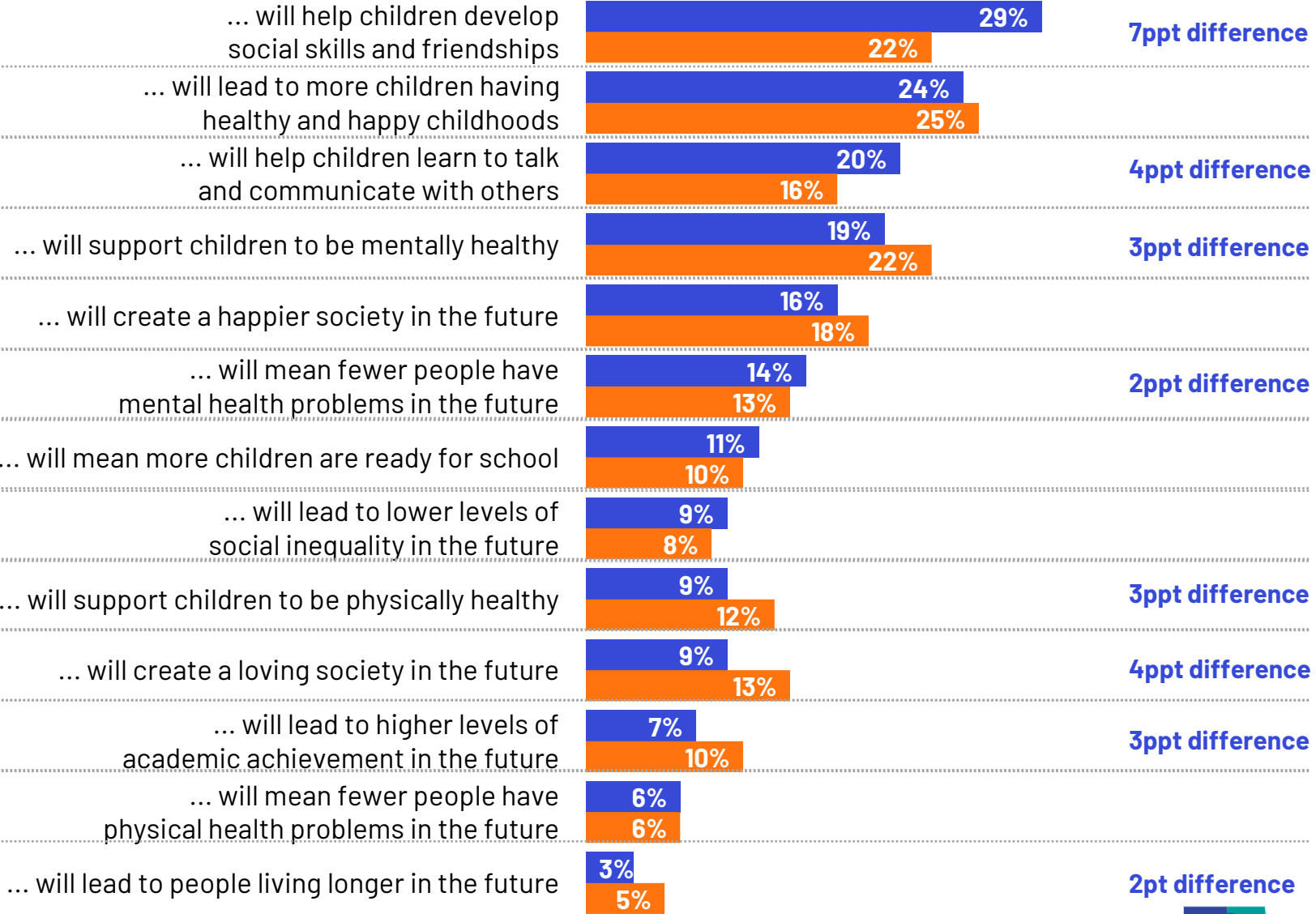
I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you?

General public

Parents

Focusing greater attention and investment on helping children develop in early childhood today...

Only significant differences are highlighted with text



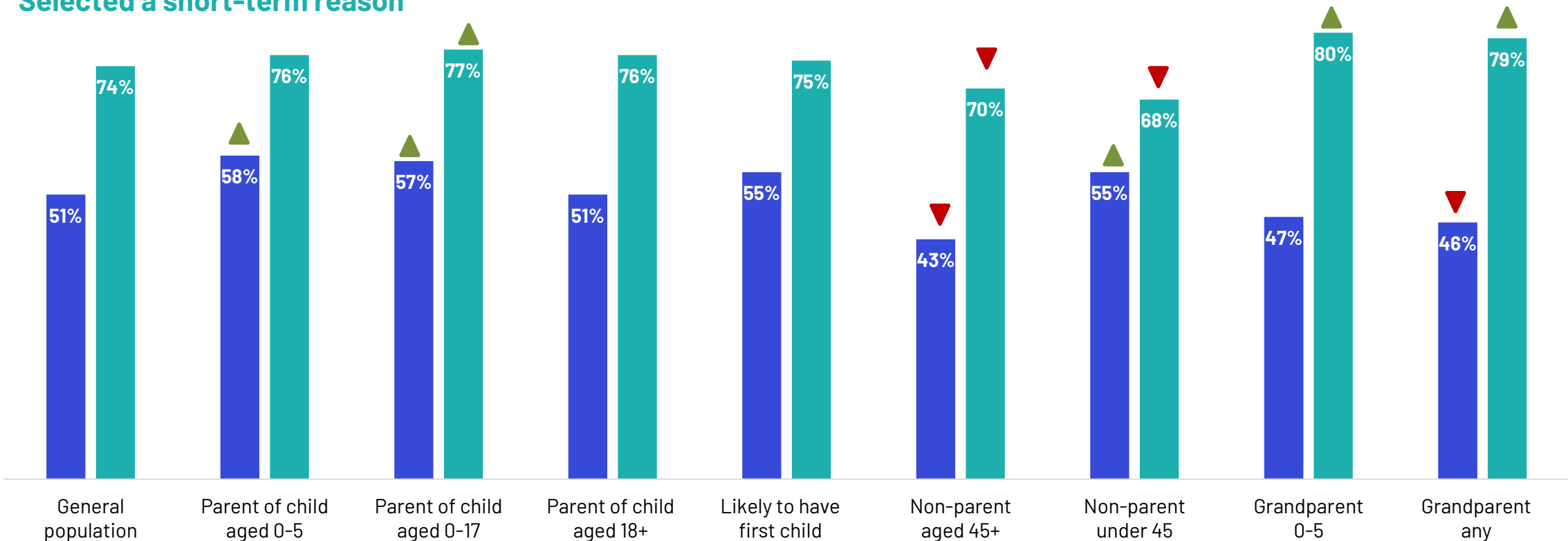
All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025 / All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007 (QBAU1), Only significant differences are highlighted with text.

Short term motivations are more popular across different demographic groups and have become increasingly so over the past year

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?

Selected a long-term reason

Selected a short-term reason

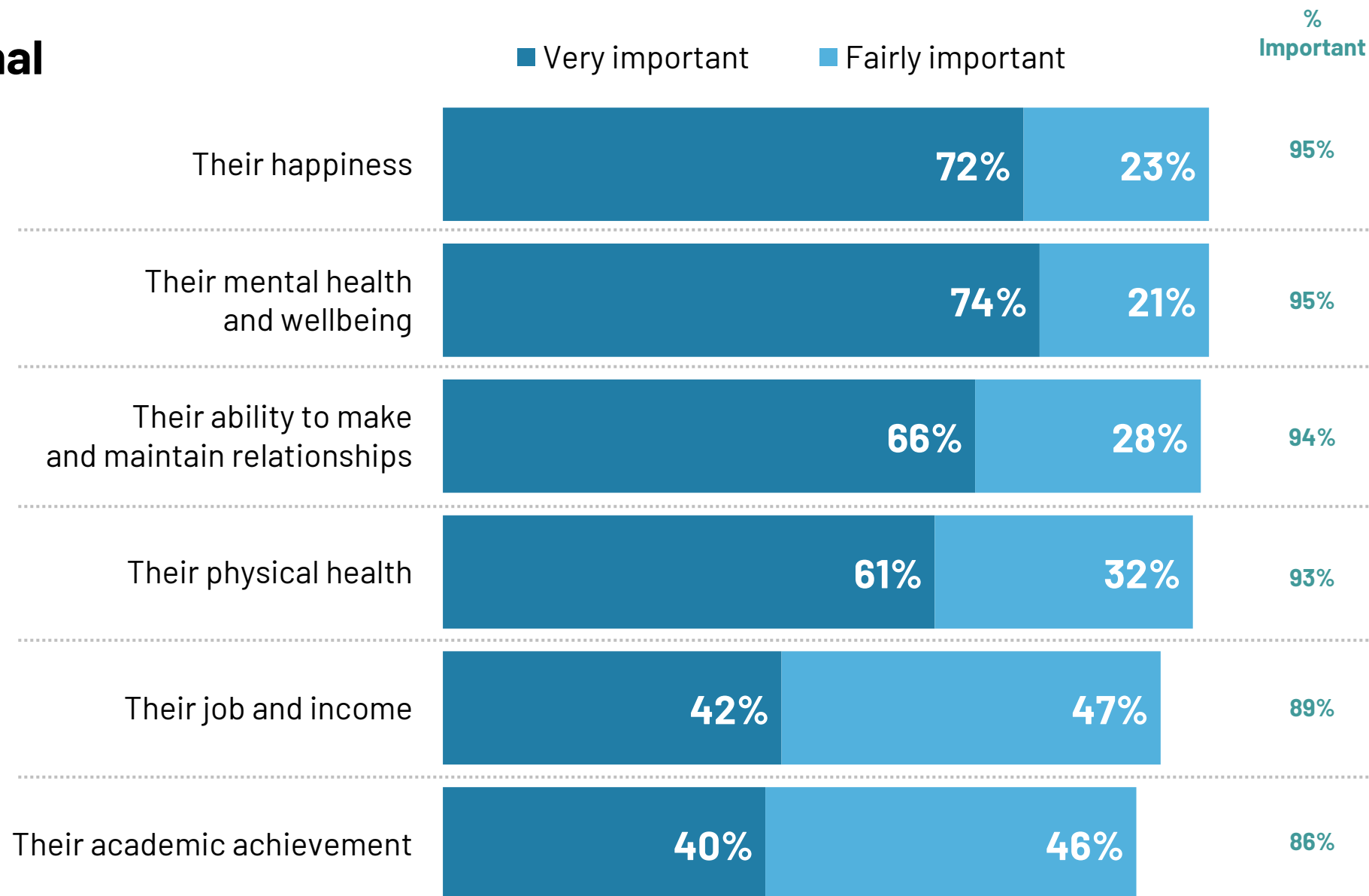


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025 (QBAU1),

▲ ▼ Significantly higher/lower than average, 95% CI

Social and emotional skills are seen as very important for numerous aspects of adult life, but particularly in determining happiness and mental health

Q How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of adult life? (Amongst general public)

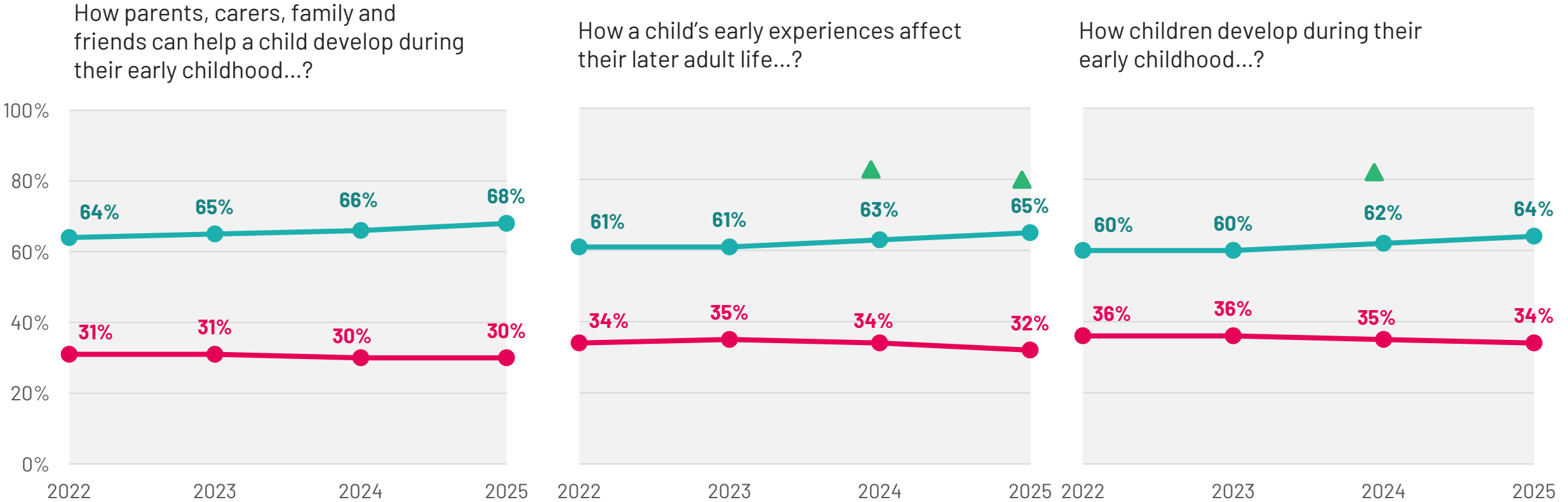


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QSED2)
Please note this question was first asked in 2023

Reported knowledge of childhood development and its impact on later adult life has increased slightly; however, roughly a third still say they know just a little or nothing

Q How much, if anything, do you personally feel you know about each of the following? (Amongst general public)

A great deal / fair amount Just a little / don't know anything



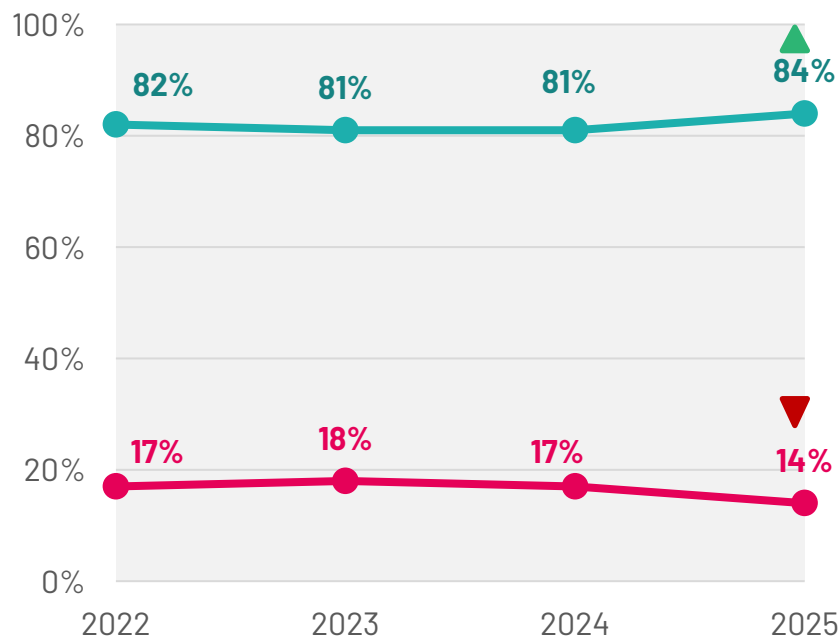
All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QIEY3a, QIEY3b, QIEY3c)

Reported knowledge of childhood development and its impact on later adult life has increased significantly amongst parents, with now fewer than 1 in 5 saying they know just a little or nothing

Q How much, if anything, do you personally feel you know about each of the following? (Amongst parents 0-5)

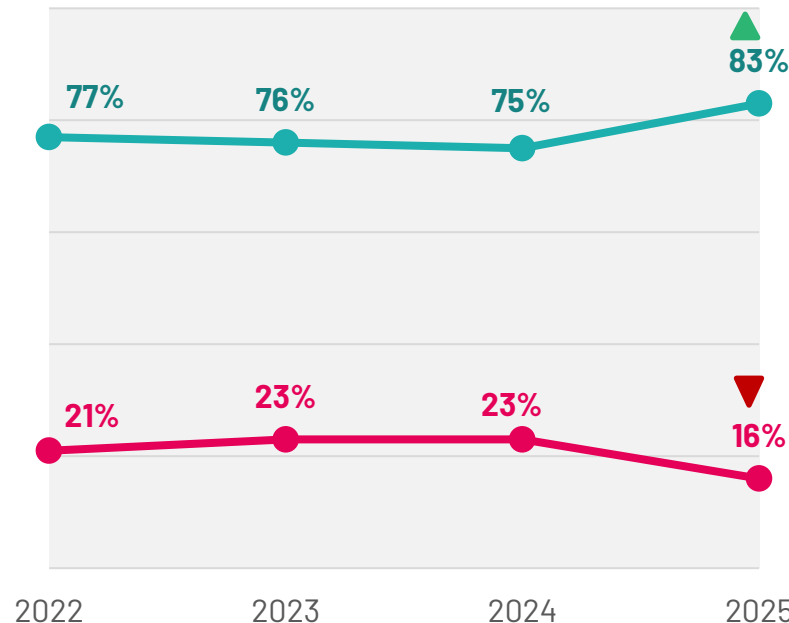
A great deal / fair amount

How parents, carers, family and friends can help a child develop during their early childhood...?

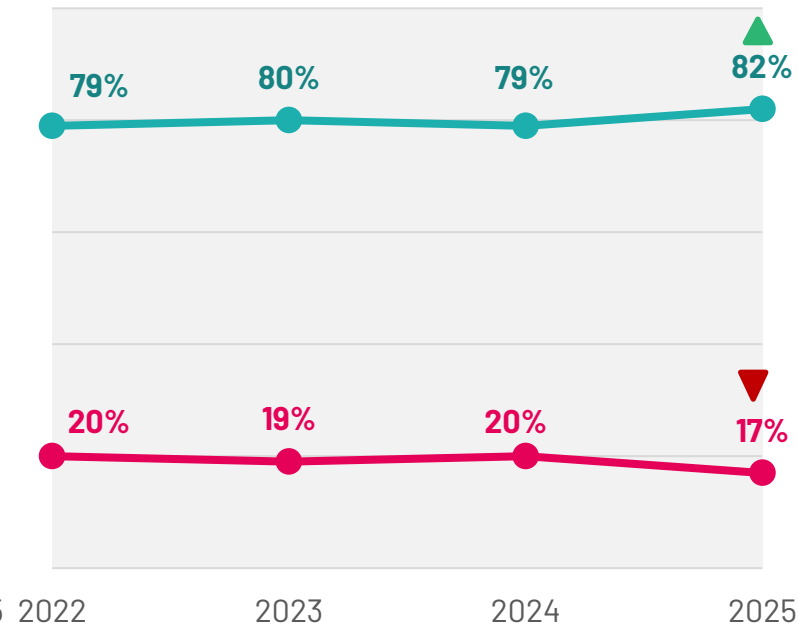


Just a little / don't know anything

How a child's early experiences affect their later adult life...?



How children develop during their early childhood...?



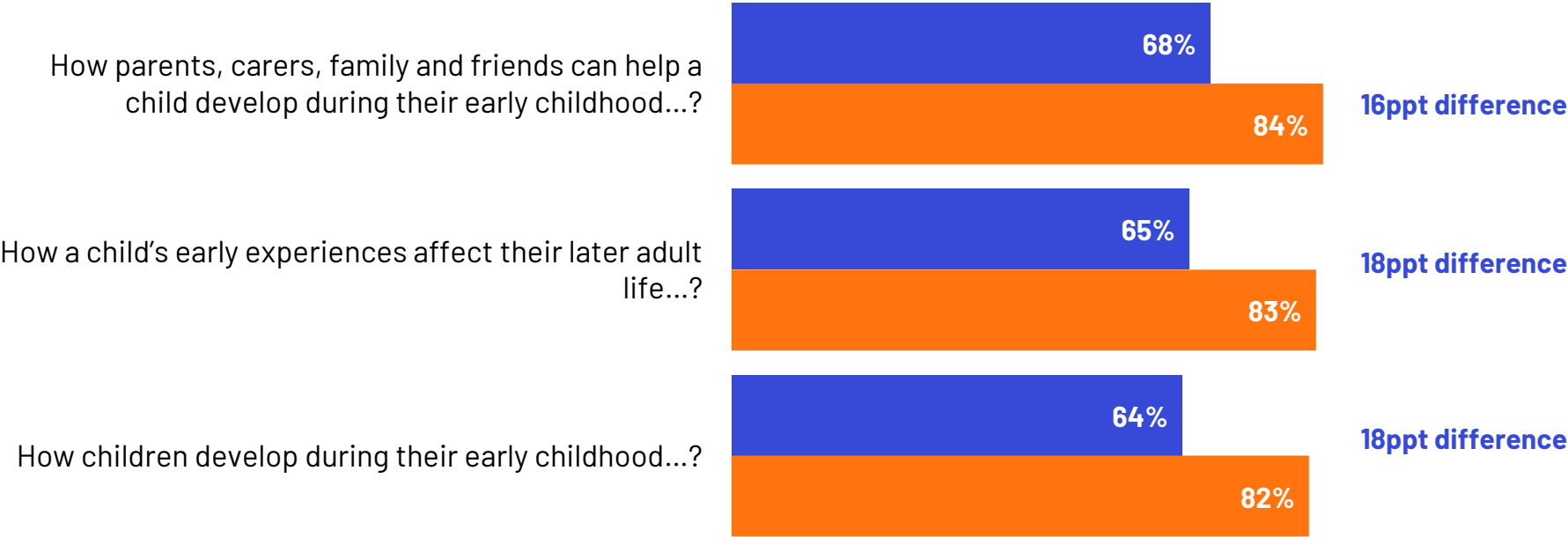
Reported knowledge of childhood development and its impact on later adult life is significantly higher amongst parents of children aged 0-5 in comparison to the general public



How much, if anything, do you personally feel you know about each of the following?

- General public
- Parents

% who chose a great deal / fair amount



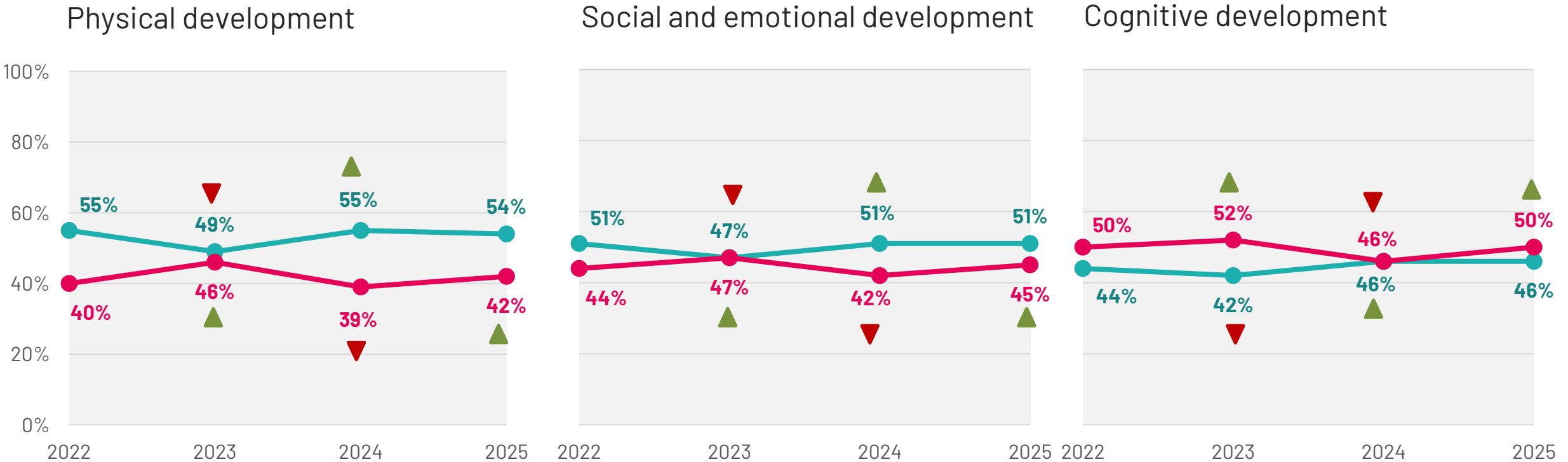
All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191 / UK adults aged 16+ who are parents of children aged 0-18, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025 (QIEY3a, QIEY3b, QIEY3c)
Only significant differences are highlighted with text



Around half report to have some knowledge about physical, social and emotional and cognitive development during early childhood, however more people say they have heard little or nothing about in comparison to last year

Q How much, if anything, do you personally feel you know about each of the following? (Amongst general public)

A great deal / fair amount Just a little / I've heard of but know nothing / never heard of

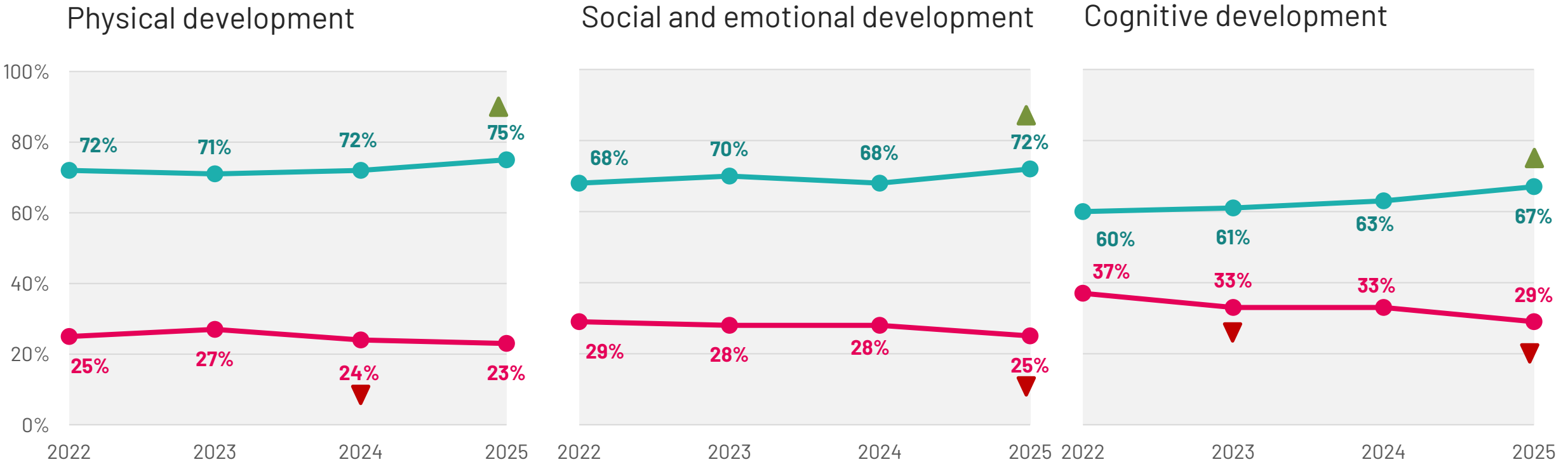


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QSED1)

Parents' knowledge of all development types have increased over the years, with cognitive development being the least well known out of cognitive, social and emotional, and physical development

Q How much, if anything, do you personally feel you know about each of the following? (Amongst parents 0-5)

A great deal / fair amount Just a little / I've heard of but know nothing / never heard of



UK adults aged 16+ who are parents of children aged 0-18, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025 (QSED1)

Significantly higher/lower change based on previous year, 95% CI

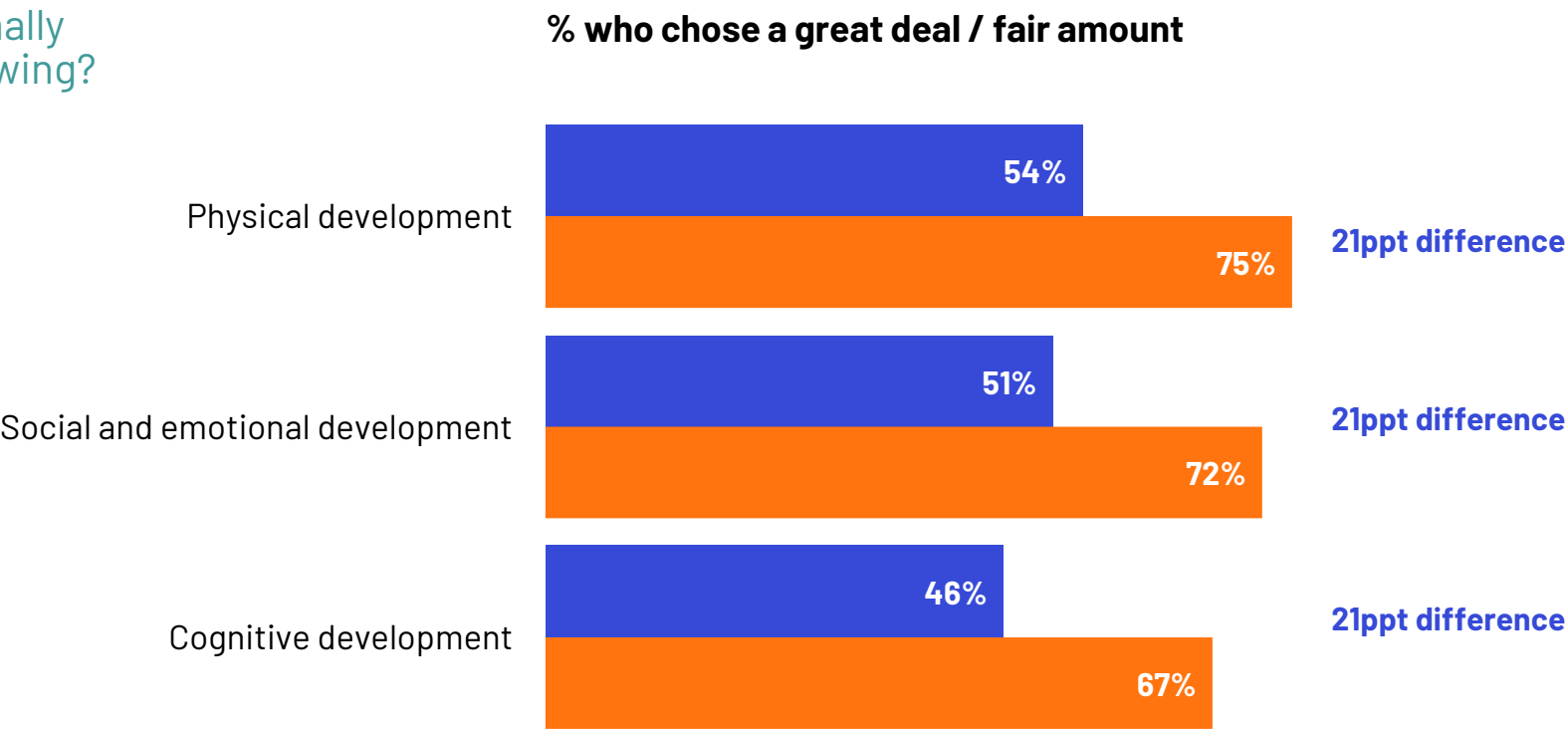


Parents of children aged 0-5 are significantly more likely to have knowledge on children’s social, emotional, and cognitive development in comparison to the general public



How much, if anything, do you personally feel you know about each of the following?

- General public
- Parents



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191 / UK adults aged 16+ who are parents of children aged 0-18, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025 (QIEY3a, QIEY3b, QIEY3c)
Only significant differences are highlighted with text

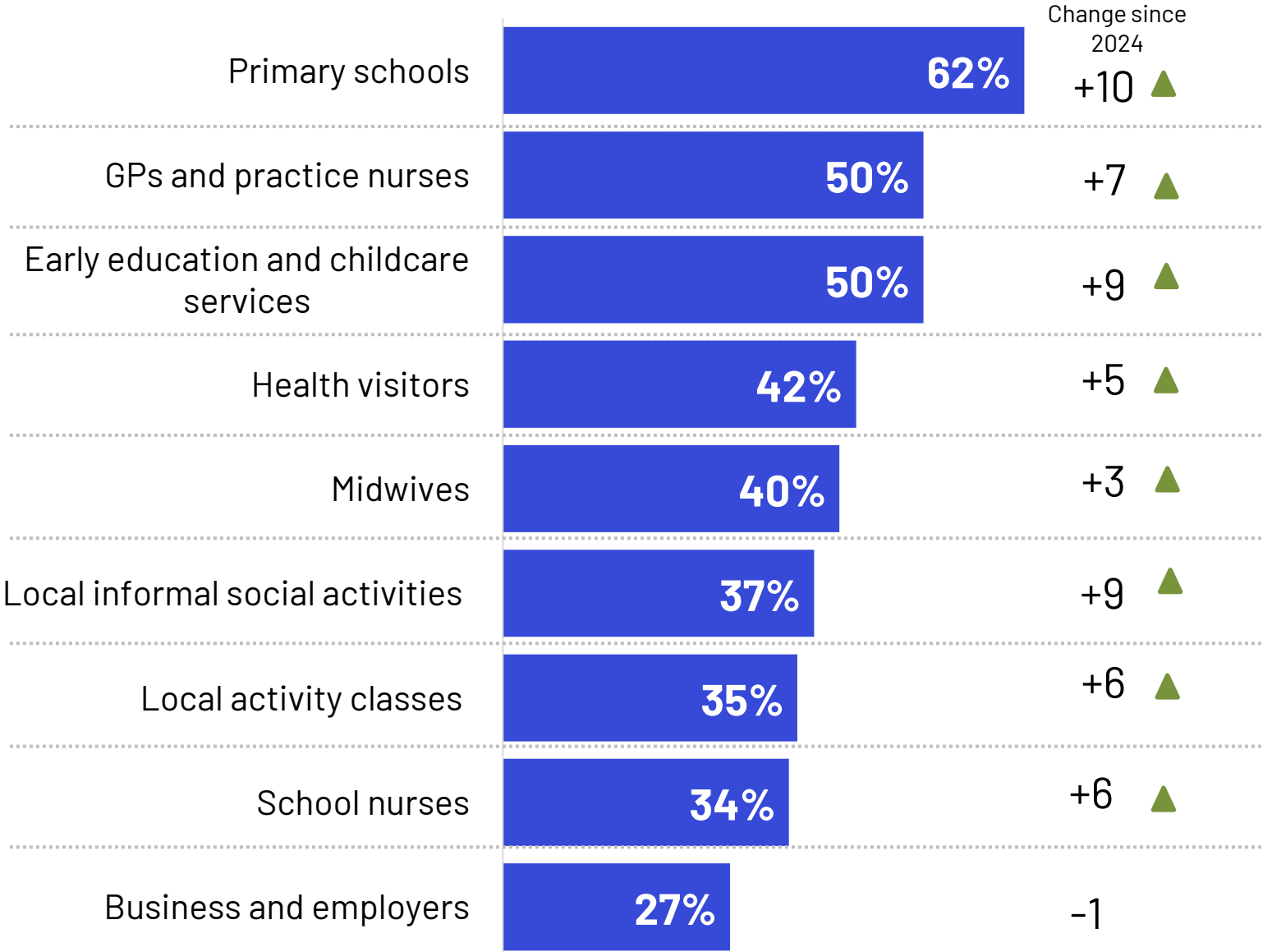


Awareness of how key actors support early childhood has significantly increased for the public

Q How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood?

Among the general public

% saying they **know a great deal or fair amount about** the role each of the following play in supporting children, parents + carers during early childhood

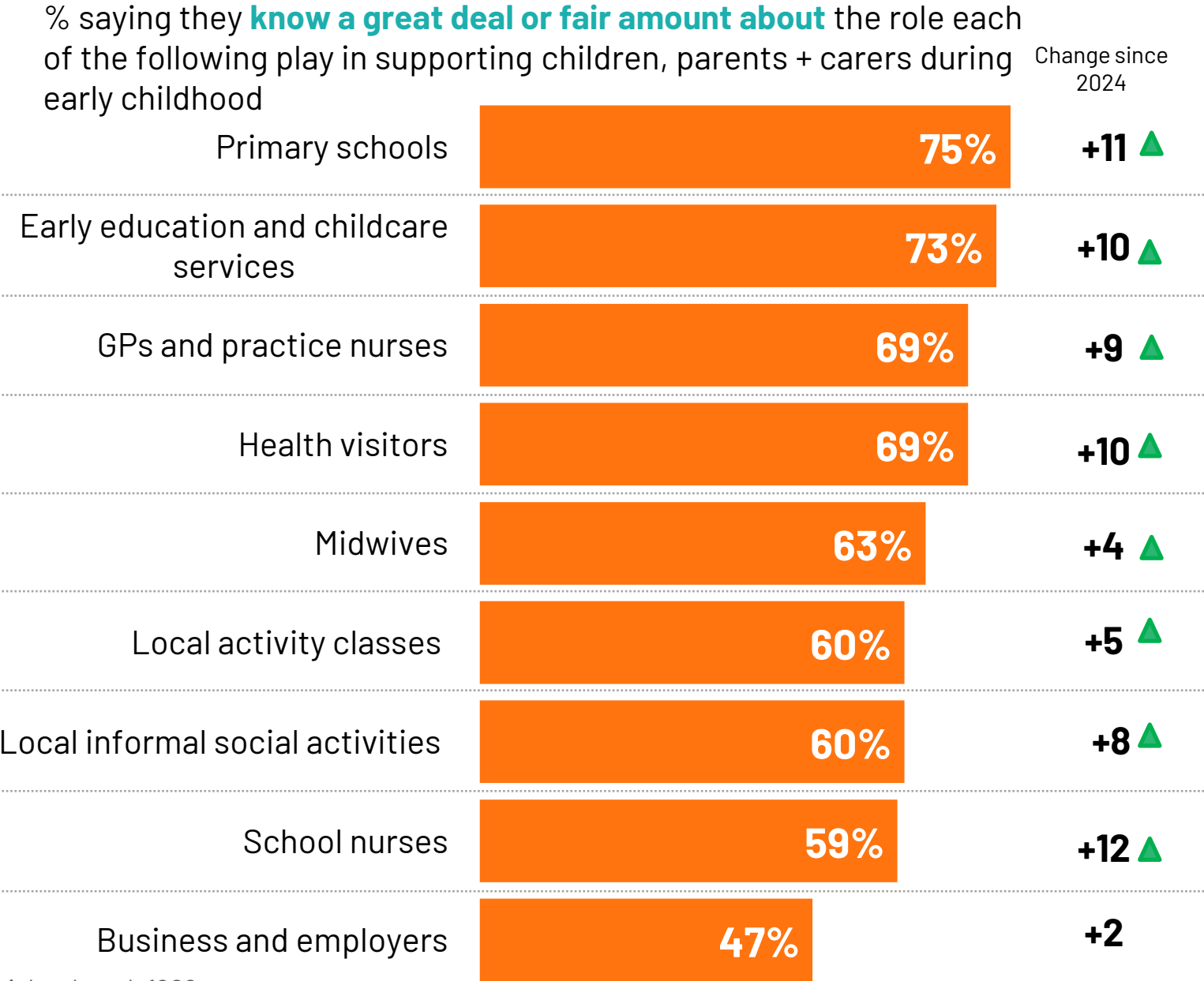


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025. (QEMP3)
This question was first introduced in 2023

Knowledge of the role key actors play has increased among parents of children aged 0-5 as well

Q How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood?

Among parents of children aged 0-5.



All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025. (QEMP3)

Knowledge of key actors is consistently higher among parents in general, and lowest among non-parents, particularly those aged 45+ (and rising)

+/- Numbers are significant changes since 2024

% Saying they know a great deal / fair amount	General Population	Parents of 0-5-year-olds	Parents of 0-17-year-olds	Parents of 18+	Likely to have first child	No children aged 45+	No children aged under 45	Grand-parent of 0-5-year-olds	Grand-parent any
Primary schools	62% +10	75% +11	76% +10	66% +8	61% +14	39% +11	55% +11	67% +8	64% +9
Early education and childcare services	50% +9	73% +10	70% +11	54% +10	53% +10	25% +11	42% +7	58% +12	54% +12
GPs and practice nurses	50% +7	69% +9	67% +9	55% +8	45%	30% +7	36%	53%	52% +6
Health visitors	42% +5	69% +10	63% +8	47% +4	33%	21% +8	25%	46%	44%
Midwives	40% +3	63% +4	58% +5	45%	37%	21%	29%	41%	41%
Informal social activities	37% +9	60% +8	55% +7	40% +11	33%	17% +11	28%	42% +15	39% +14
Local activity classes	35% +6	60% +5	55% +6	36% +7	35%	15% +6	30% +5	33% +7	31% +7
School nurses	34% +6	59% +12	53% +9	34% +5	35%	15% +4	27%	30% +9	30% +8
Business and employers	27%	47%	42%	27%	31%	15%	23%	20%	20%

QEMP3: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood?

Colour coding used to illustrate difference between the highest (dark green 75%) and the lowest (dark red 15%) figures between subgroups

2

Challenges facing parents and the support they need

Key findings

1.

Cost of living, balancing work and family life, and availability of affordable childcare are some of the biggest issues facing parents and carers of children aged 0-5.

Whilst the general public view the biggest issues facing parents and carers of children aged 0-5 as the cost of living, parents view balancing work and family life as more challenging.

2.

The public viewed bonding and spending time with parents as the biggest issues facing children aged 0-5.

A lack of time to spend with their children is cited as the most pressing issue for parents of children aged 0-5.

Key findings

3.

The belief that there is not enough help and support for parents, carers and children during the early years remains high at 54%.

However, similar to previous years, this concern is falling slightly among parents of children aged 0-5, from 65% to 61%, suggesting greater access to and use of help.

Understanding of how communities play a role in supporting children and parents has increased with almost half of the public stating they know a great deal or a lot about it.

4.

Consistent with previous years, parents or grandparents have sought the most support for children's health and education.

However, the proportion of people who have sought support or advice for all the issues listed have declined compared to previous years.

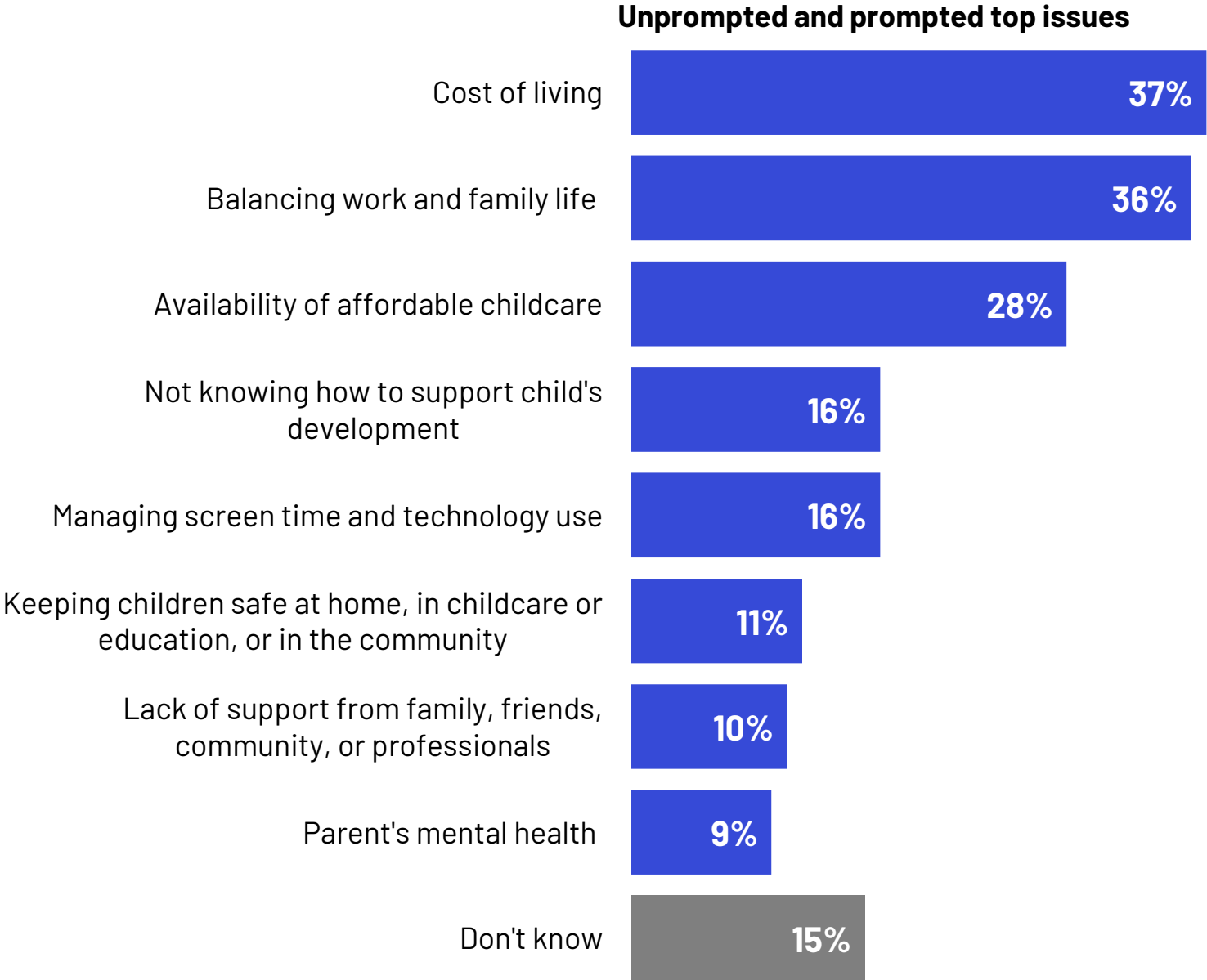
5.

Parents of children aged 0-18 and grandparents have sought most of their advice about children's social and emotional development from the NHS or other official health websites.

Two in five of the general public mention the “cost of living” as the biggest issue facing parents and carers of those aged 0-5, closely followed by balancing work and family life

Q In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Among the general public

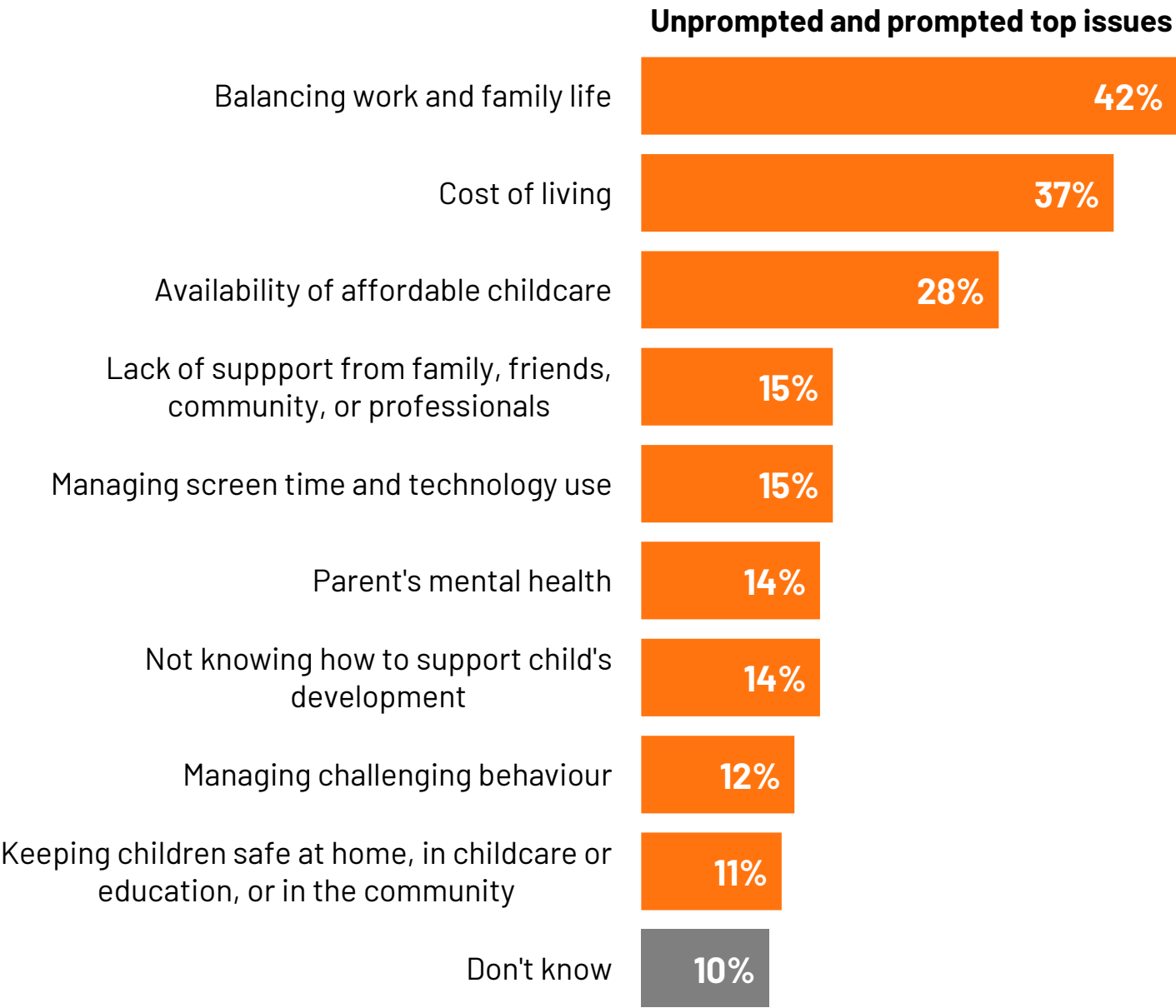


All Gen Pop respondents, Unweighted total: 2330, weighted total: 2349, Effective base size: 2092, surveyed in May 2025. (QIEY8A/C)
Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years
To see more information about the differences between prompted and unprompted responses, please see the appendix

Balancing work and family life emerges as the key issue facing parents and carers of children aged 0-5 today

Q In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Among parents of children aged 0-5



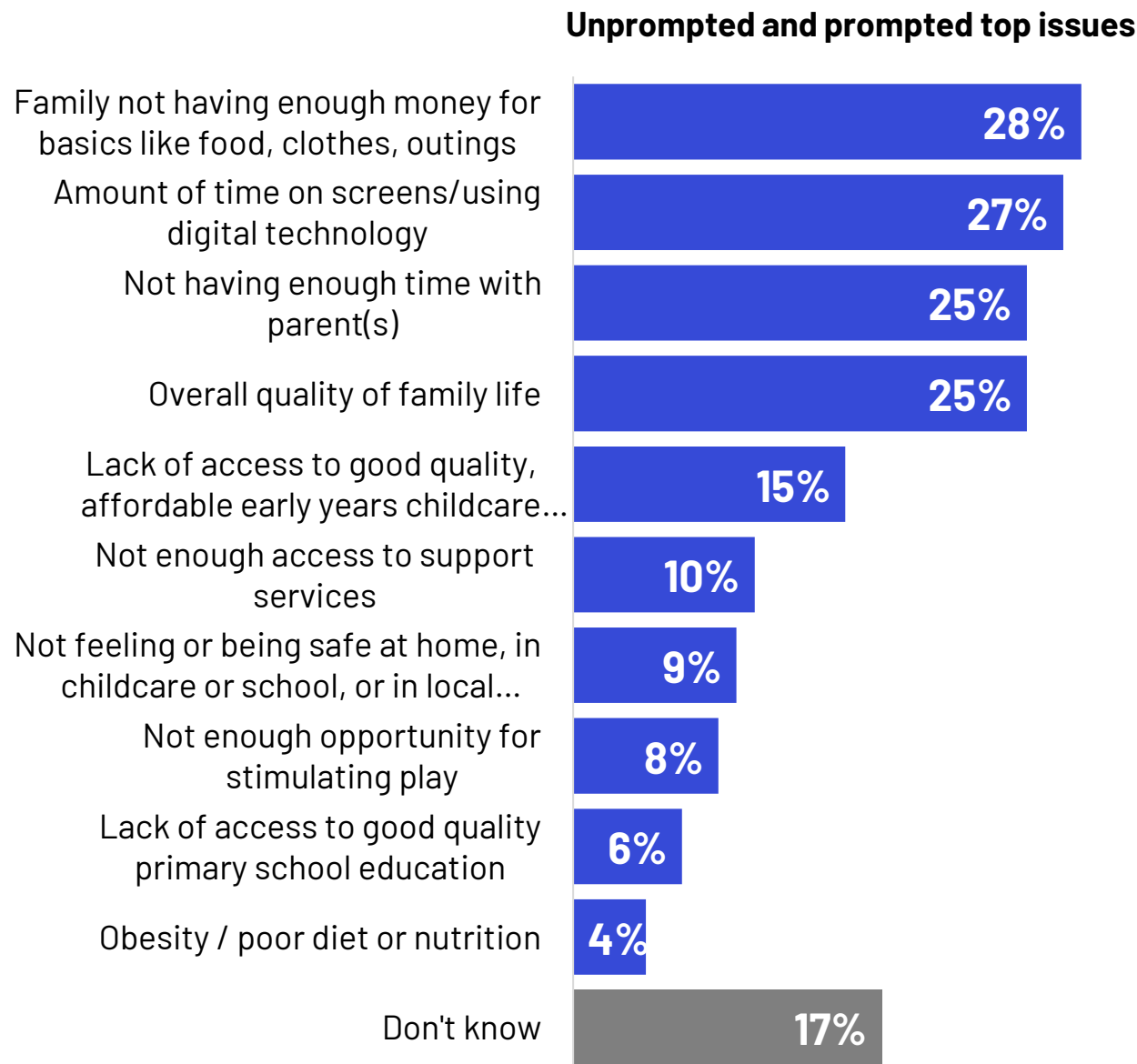
All Parents 0-5 respondents, Unweighted total: 591, weighted total: 601, Effective base size: 449, surveyed in May 2025. (QIEY8A/C)
Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years
© Ipsos | Client use only



Among the public, the cost of living and screen time are the biggest issues perceived to be facing children aged 0-5. One in six did not know.

Q In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Among general public



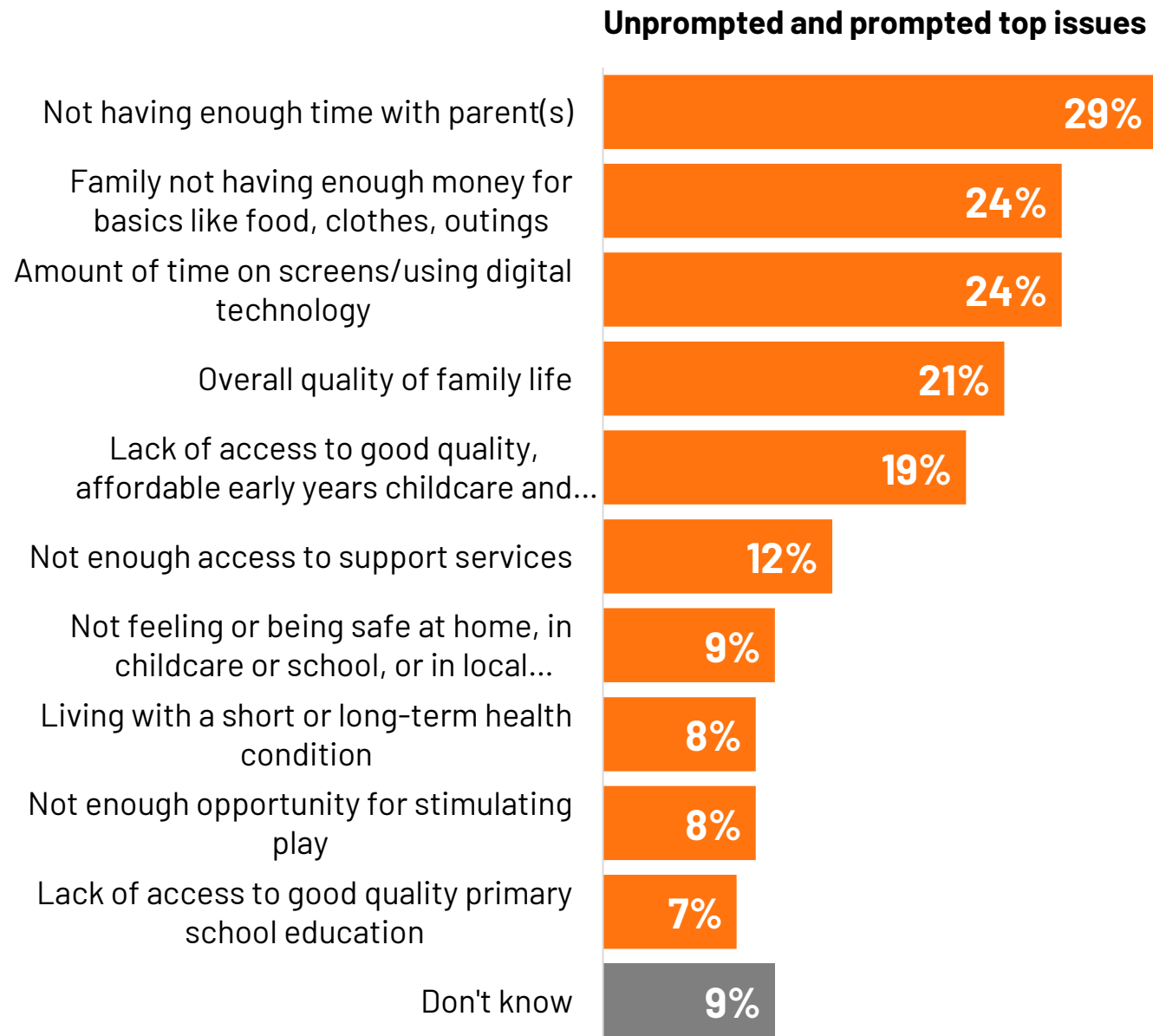
All Gen Pop respondents, Unweighted total: 2342, weighted total: 2323, Effective base size: 2099, surveyed in May 2025. (QIEY8B/D)

Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years

Parents of children aged 0-5 identify the lack of time spent with parents as the biggest issues facing this age group followed by cost of living.

Q In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Among parents of children aged 0-5



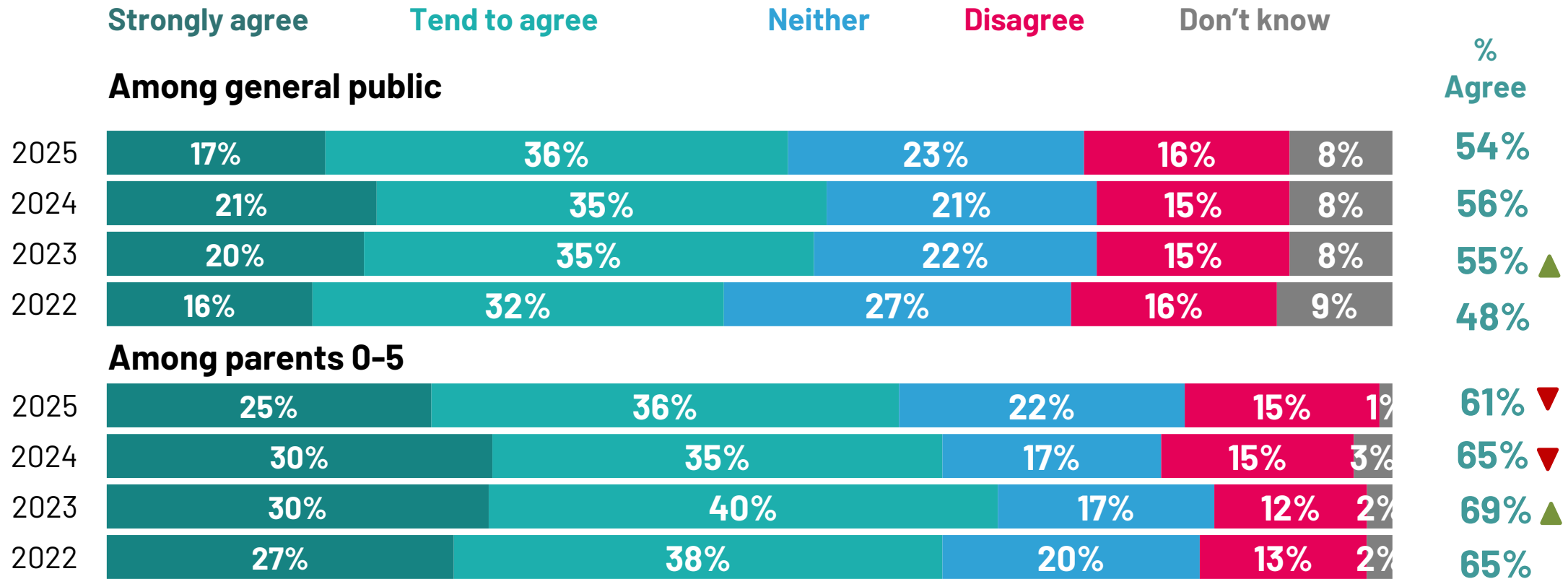
All Parents 0-5 respondents, Unweighted total: 611, weighted total: 601, Effective base size: 509, surveyed in May 2025. (QIEY8B/D)

Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years

The majority agree there is not enough support to help children develop during their early childhood, though this has fallen among parents of children aged 0-5

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

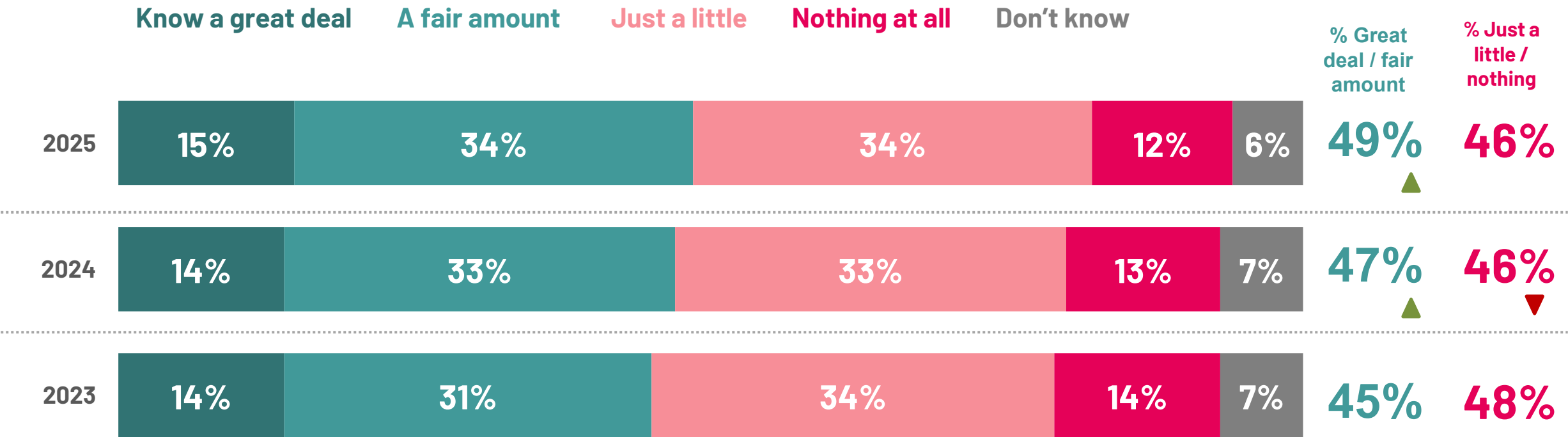
There is not enough support for parents, carers and children to help children develop in their early childhood



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025 / All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007 (QIEY7C)

Public understanding of how local communities can support children, parents and carers during early childhood remains mixed, but is slightly higher than last year

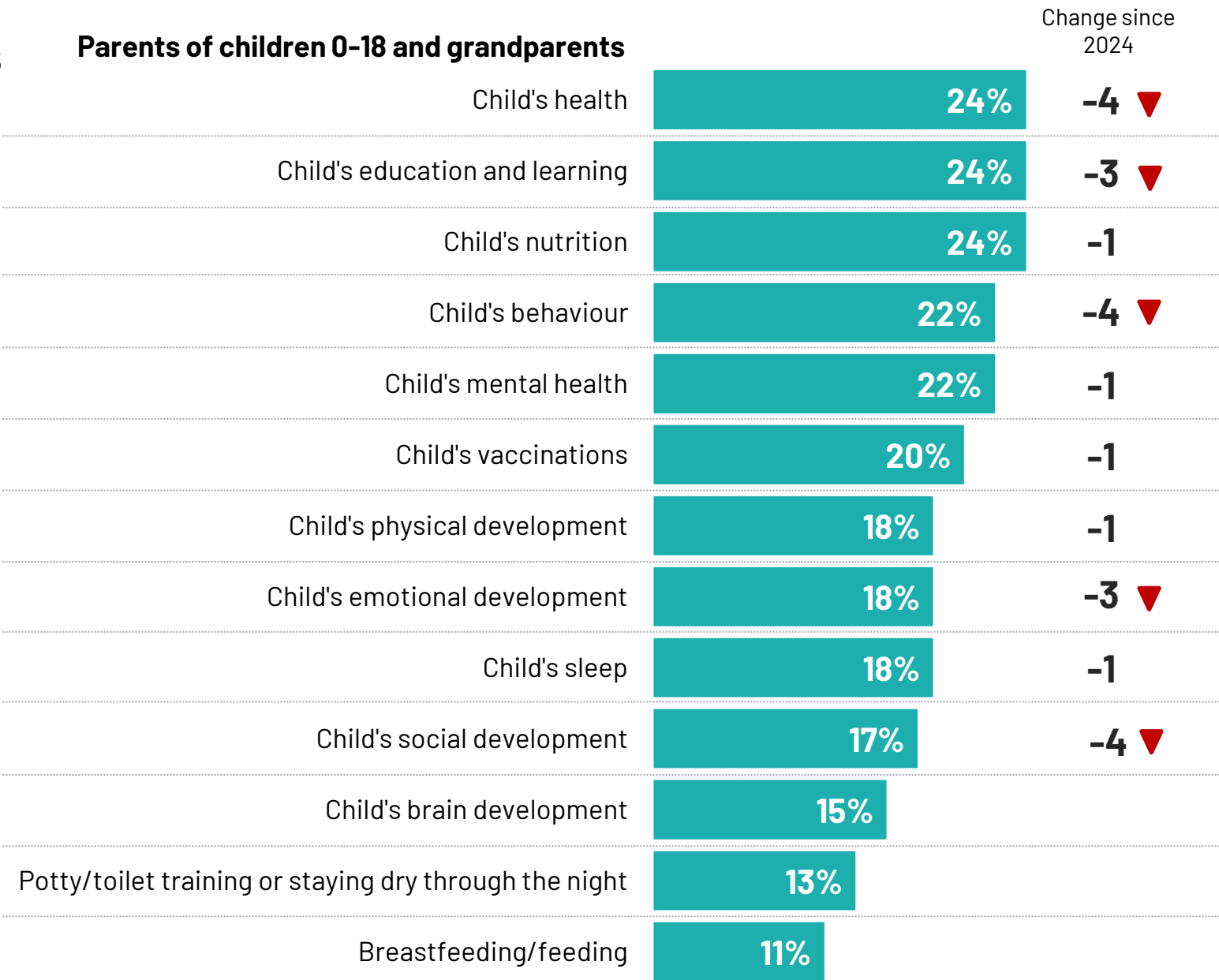
Q How much, if anything, do you personally feel you know about each of the following? (Amongst general public)
How local communities can play a role in supporting children, parents and carers during early childhood*



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025 (QIEY3D)
 * This question was part of a battery asking the public how much they know about the role of different parts of society play during early childhood.

Parents or grandparents have most commonly sought support for children’s health and education, followed by a range of other reasons – nearly all of which have decreased since last year

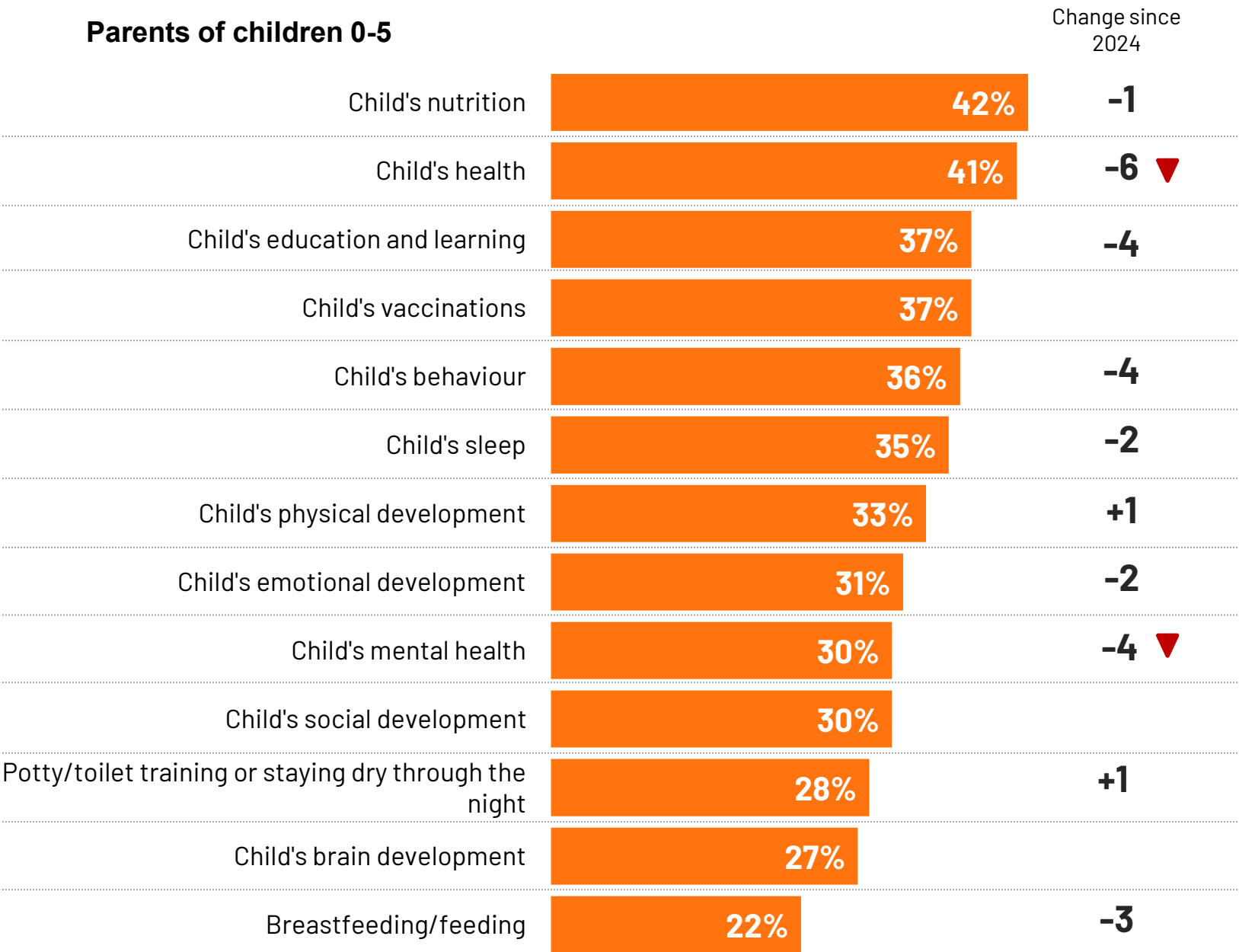
Q In the last year, what types of information, support or advice, if any, have you sought for bringing up children? (Amongst general public)



▲ ▼ Significantly higher/lower change, 95% CI

Parents of children aged 0-5 are more likely to have sought advice on a variety of topics – with a decrease in the range of information sought

Q In the last year, what types of information, support or advice, if any, have you sought for bringing up children? (Amongst parents 0-5)



▲ ▼ Significantly higher/lower change, 95% CI

UK adults aged 16+ who are parents of children aged 0-18, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025 (QPSE2)

The most popular sources for seeking advice about children's social or emotional development are the NHS website or other official websites

Q In the last year, where have you sought information, support or advice about children's social or emotional development?

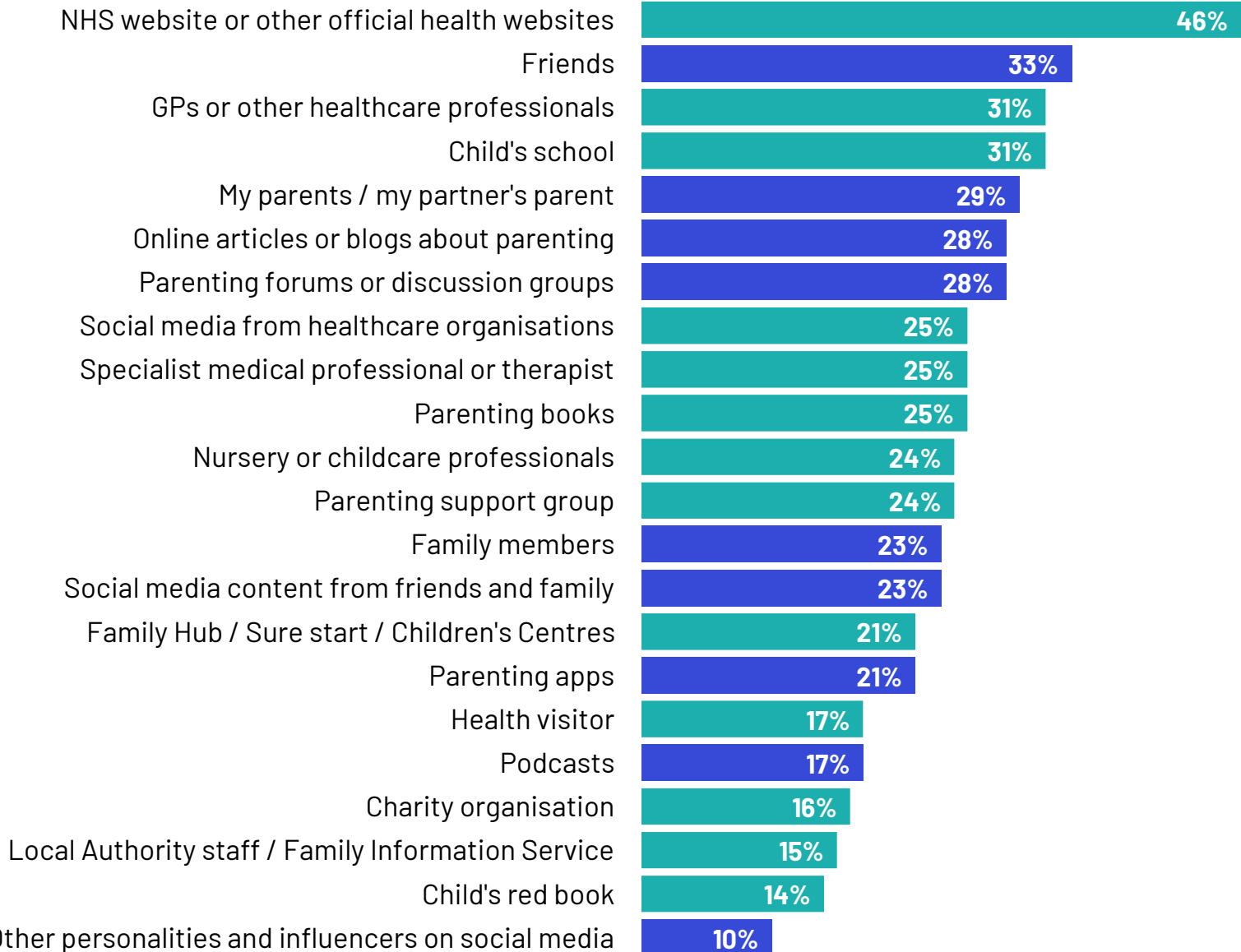
82% selected an informal source

91% selected a formal source

All UK adults aged 16+ who are parents of children aged 0-18 and grandparents and looked for sought advice on social and emotional skills, surveyed in May 2025. Unweighted total: 545, Weighted total: 559, Effective base size: 488 (QPSE3)
Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years

© Ipsos | Client use only

Parents of children 0-18 and grandparents



This remains consistent for parents of children aged 0-5

Q In the last year, where have you sought information, support or advice about children's social or emotional development ?

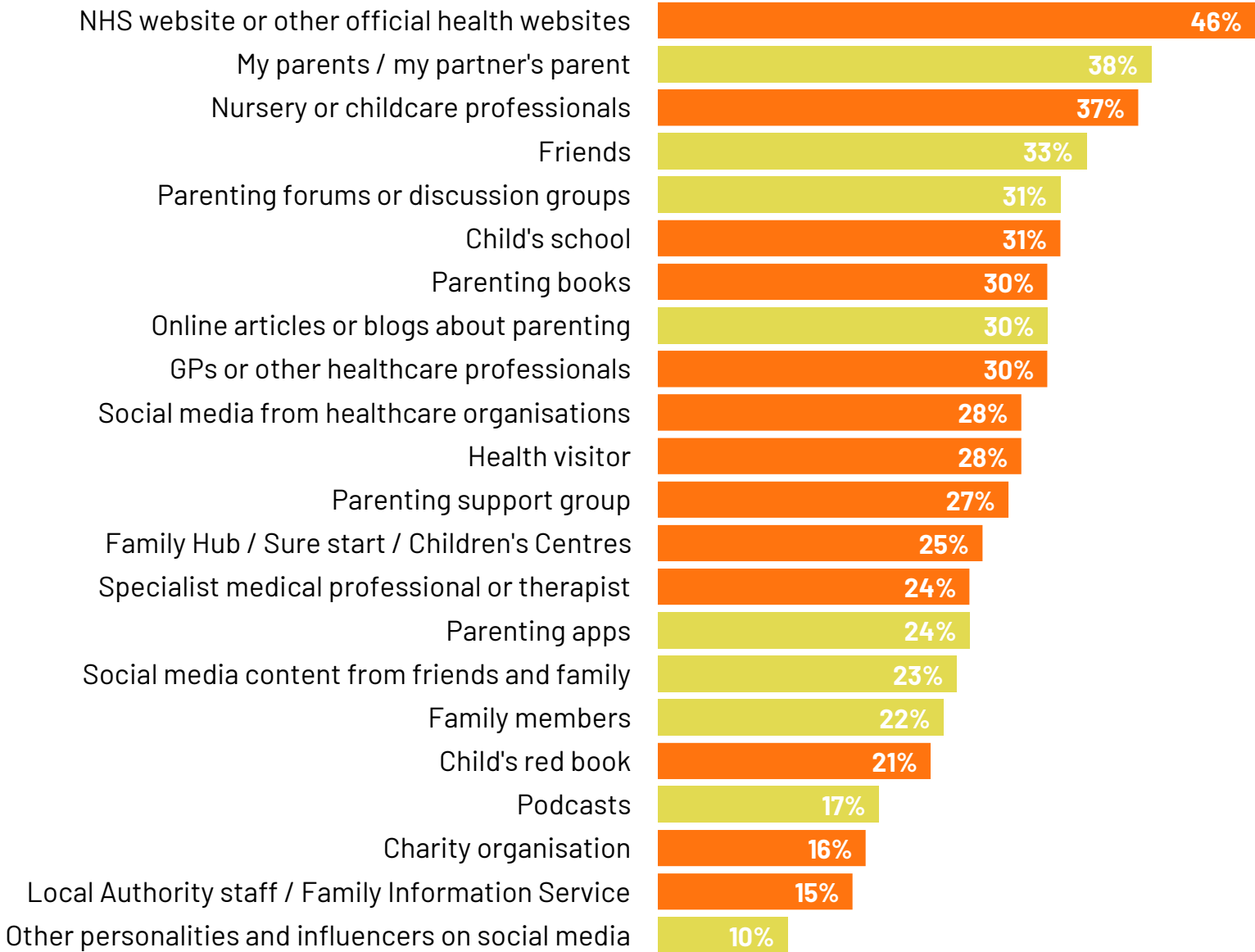
6 Sources were chosen on average

85% selected an informal source

93% selected a formal source

UK adults aged 16+ who are parents of children aged 0-18, Unweighted total: 544, weighted total: 518, Effective base size: 446, surveyed in May 2025 (QPSE3)
Please note: This question was changed this year, with half inputting unprompted responses and half choosing from existing survey responses. This means it is not comparable to previous years

Parents of children 0-5

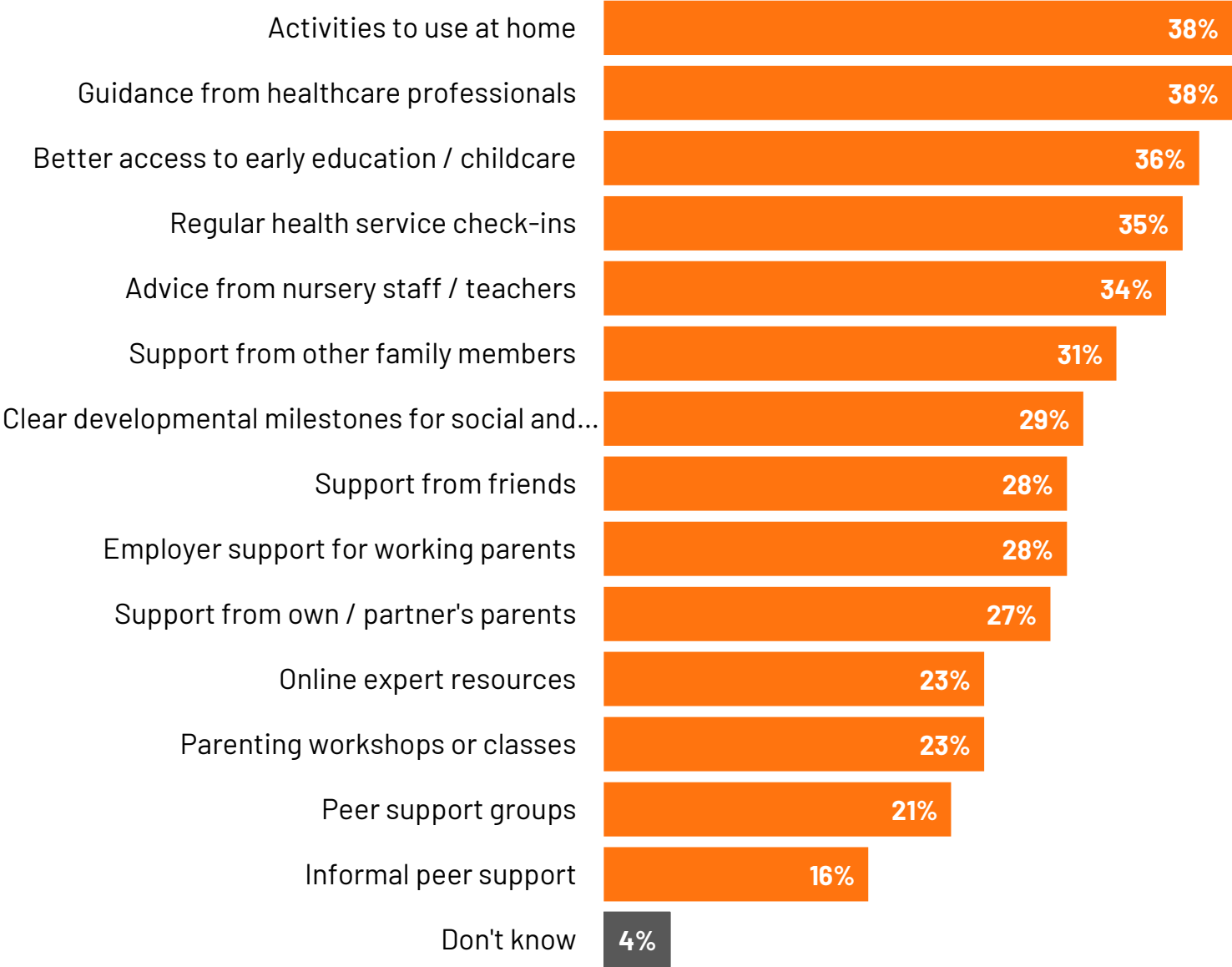


Parents of children 0-5 want activities to use at home and guidance from healthcare professionals to nurture their child's social and emotional development

Q What kind of support, if any, would you want to help you nurture your child's social and emotional development?

All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025. (QPSE7)

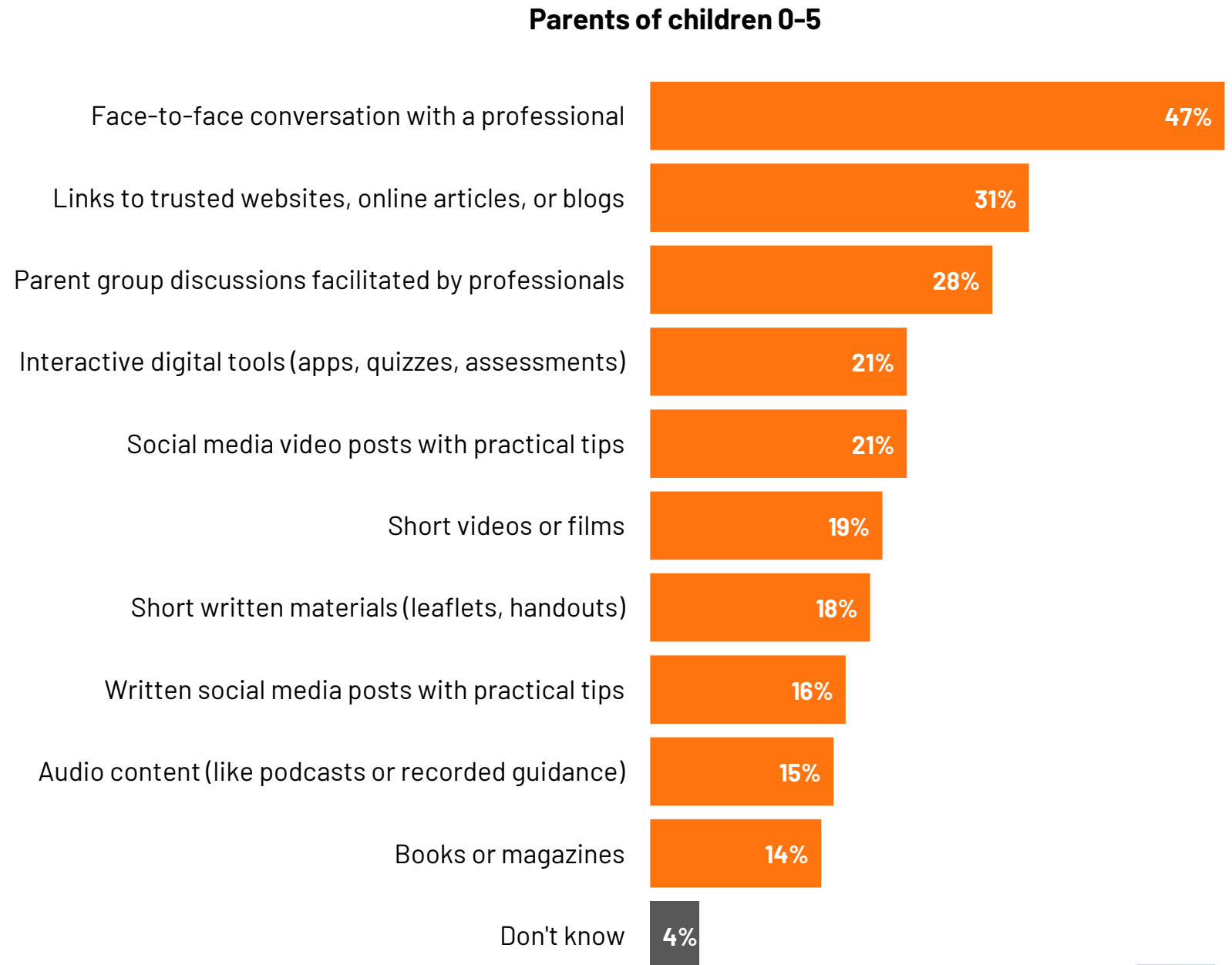
Parents of children 0-5



Parents of children 0-5 would be most likely to engage with face-to-face conversations with professionals when seeking advice or information about their child's social and emotional development

Q When receiving information and advice about supporting your child's social and emotional development from a professional (like a health visitor, childcare provider, or GP), which of the following formats would you be MOST likely to engage with?

All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed in May 2025. (QPSE8)



3

Social and Emotional Development

Key findings

1.

The public generally feel positive about their own social and emotional skills but are less sure that others in the UK have these skills.

Parents of children aged 0-5 follow a similar trend, with parents even more confident in their skills.

2.

Parents of children aged 0-5 consider a range of social and emotional skills such as knowing oneself, communicating with others, and having positive relationships with them as important.

Most feel confident in helping their children in developing these skills.

Public perceptions are positive about their own social and emotional skills but are slightly less sure about others. Parents of children aged 0-5 follow a similar trend, with parents even more confident in their own and others skills

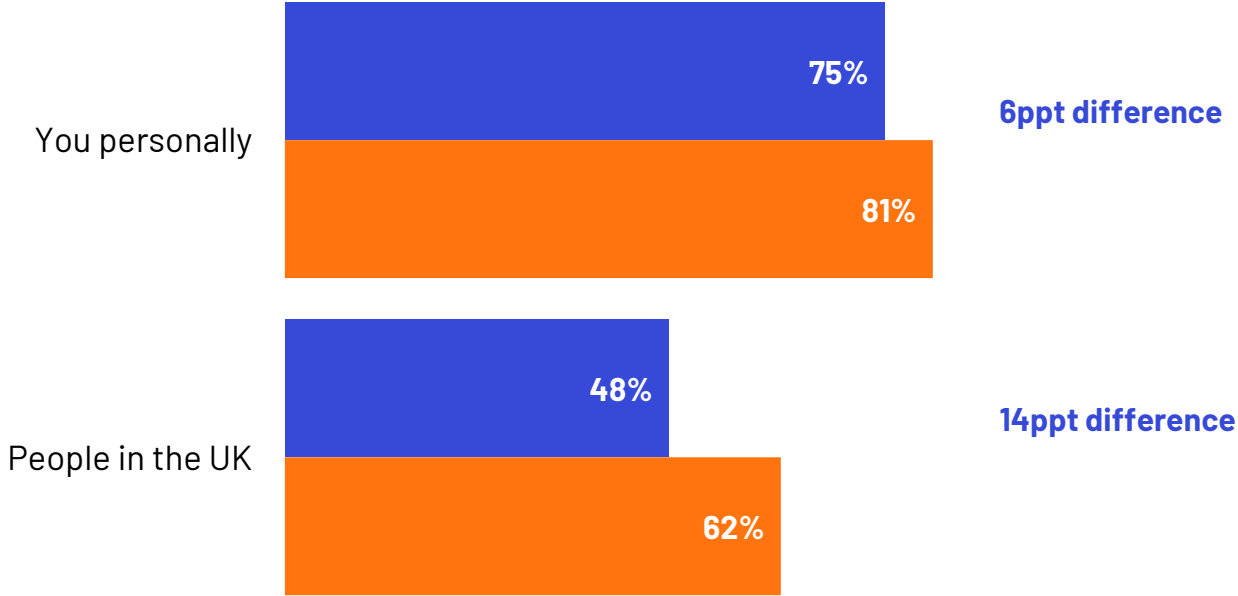


How much do you agree or disagree that each of the following generally have good social and emotional skills?

General public

Parents

How much do you agree or disagree that each of the following generally have good social and emotional skills? (%)

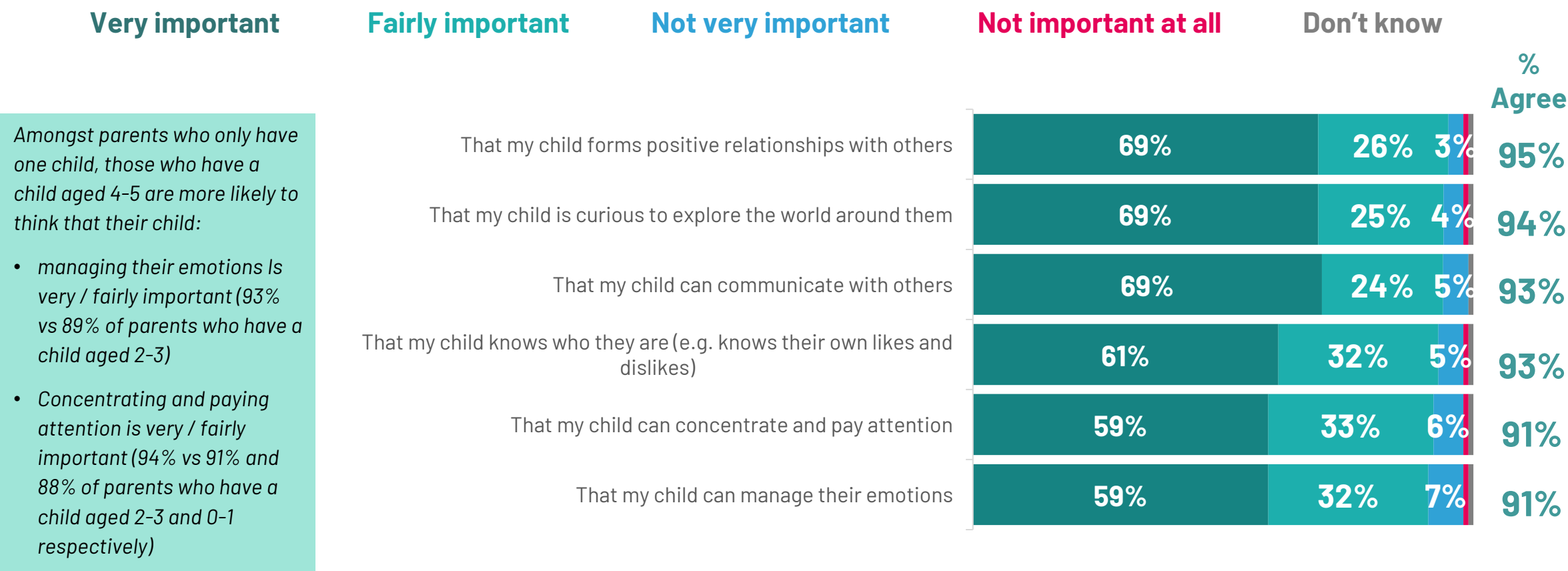


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025 / All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007 (QSED3), Only significant differences are highlighted with text. Please note: This question was changed this year, with the scale being changed to 'agreement'. This means it is not comparable to previous years.



Over nine in ten parents of children aged 0-5 consider a range of social and emotional skills important

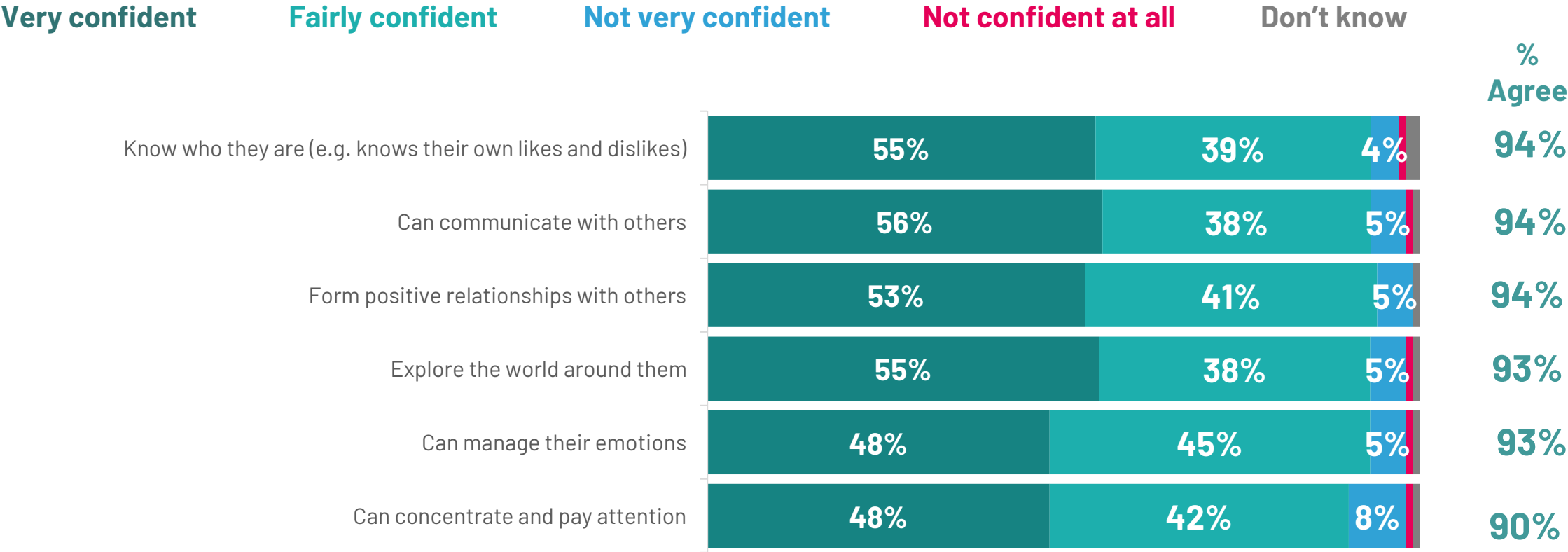
Q When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? (Amongst parents 0-5)



All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007 , surveyed May 2025 (QSED6)

Most parents of children 0-5 feel confident in supporting their children in developing a range of social and emotional skills

Q If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? (Amongst parents 0-5)



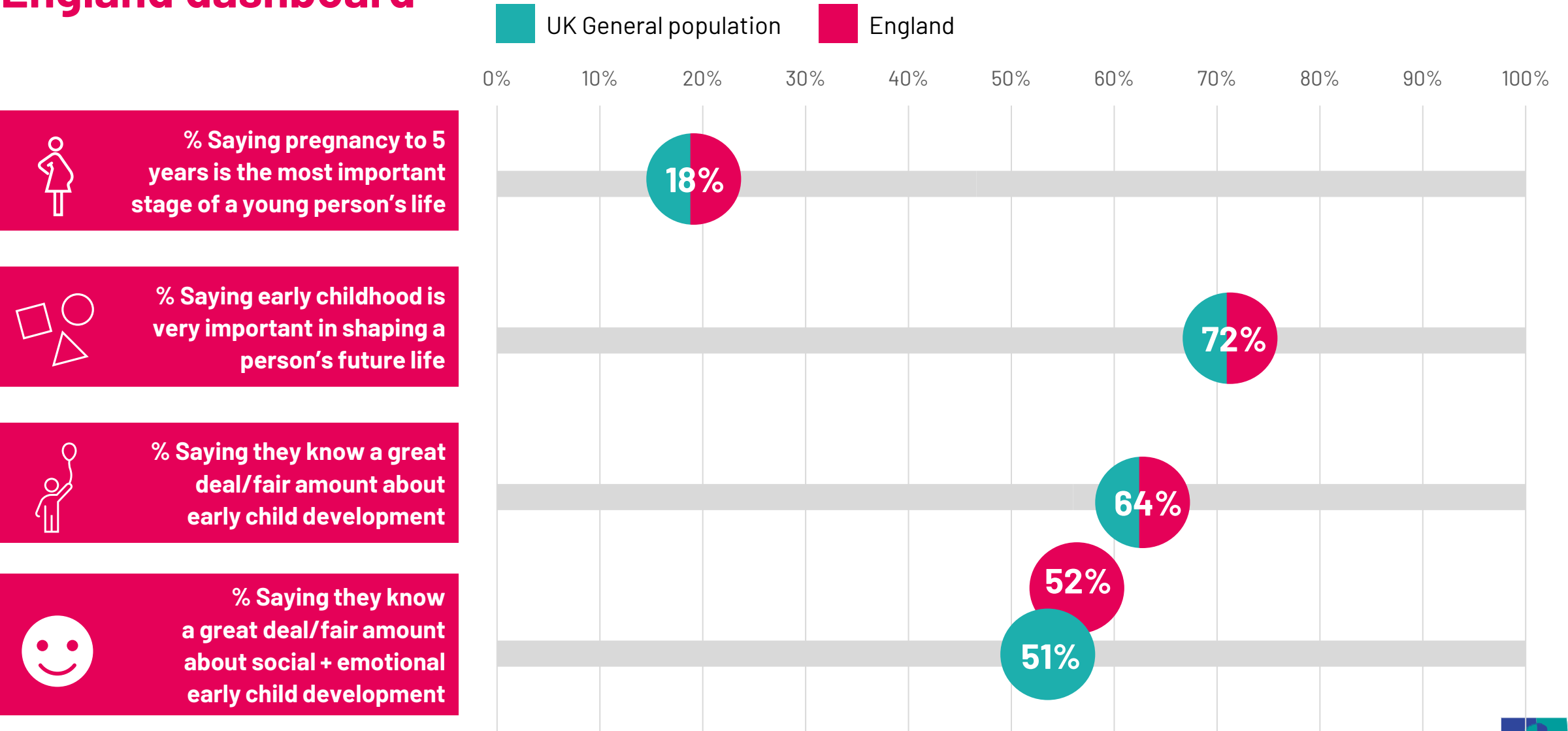
/ All Parents 0-5 respondents, Unweighted total: 1202, weighted total: 1202, Effective base size: 1007, surveyed May 2025 (QSED7)

4

Attitudes towards early childhood by different UK nations

Public attitudes towards early childhood

England dashboard

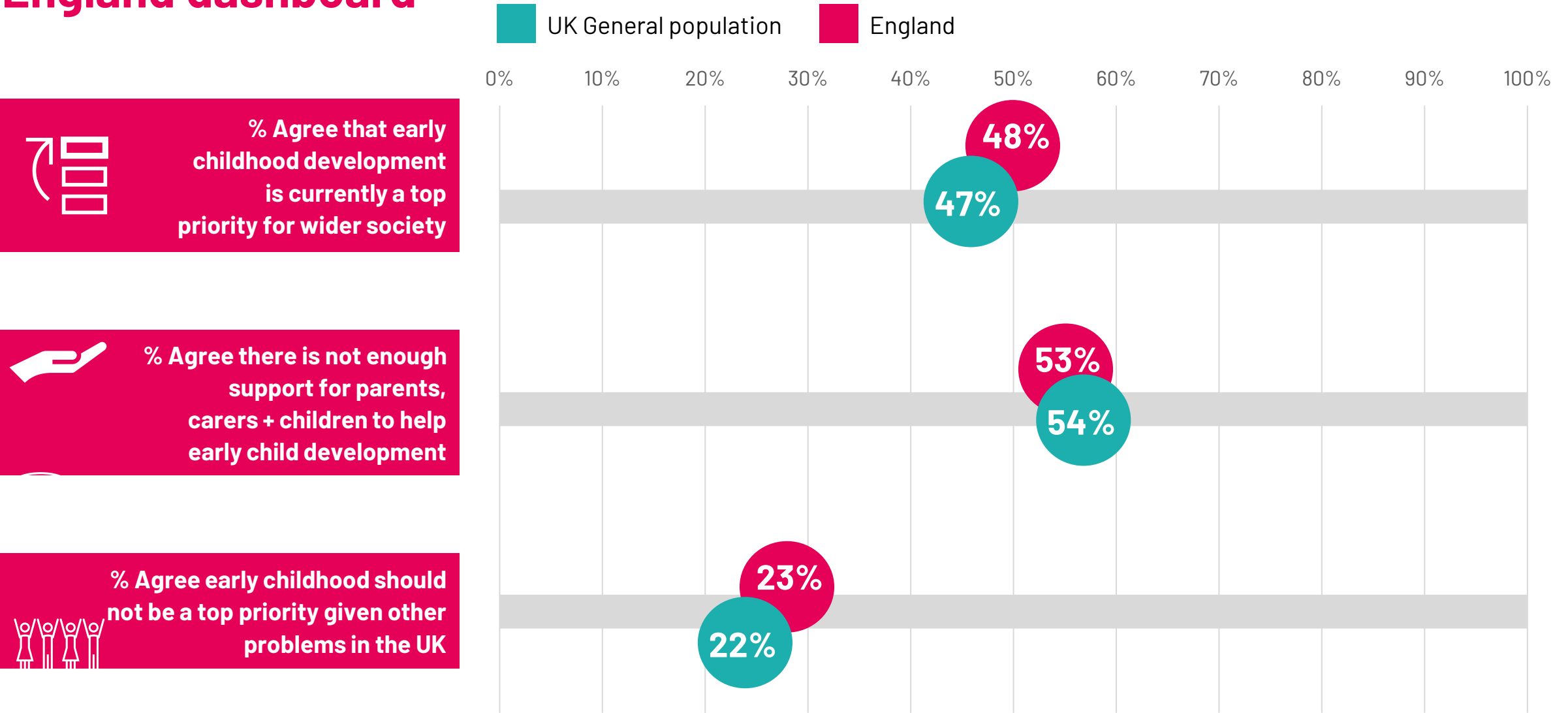


All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All England respondents, Unweighted total: 3366, weighted total: 3935, effective base size: 3260.
© Ipsos



Public attitudes towards early childhood

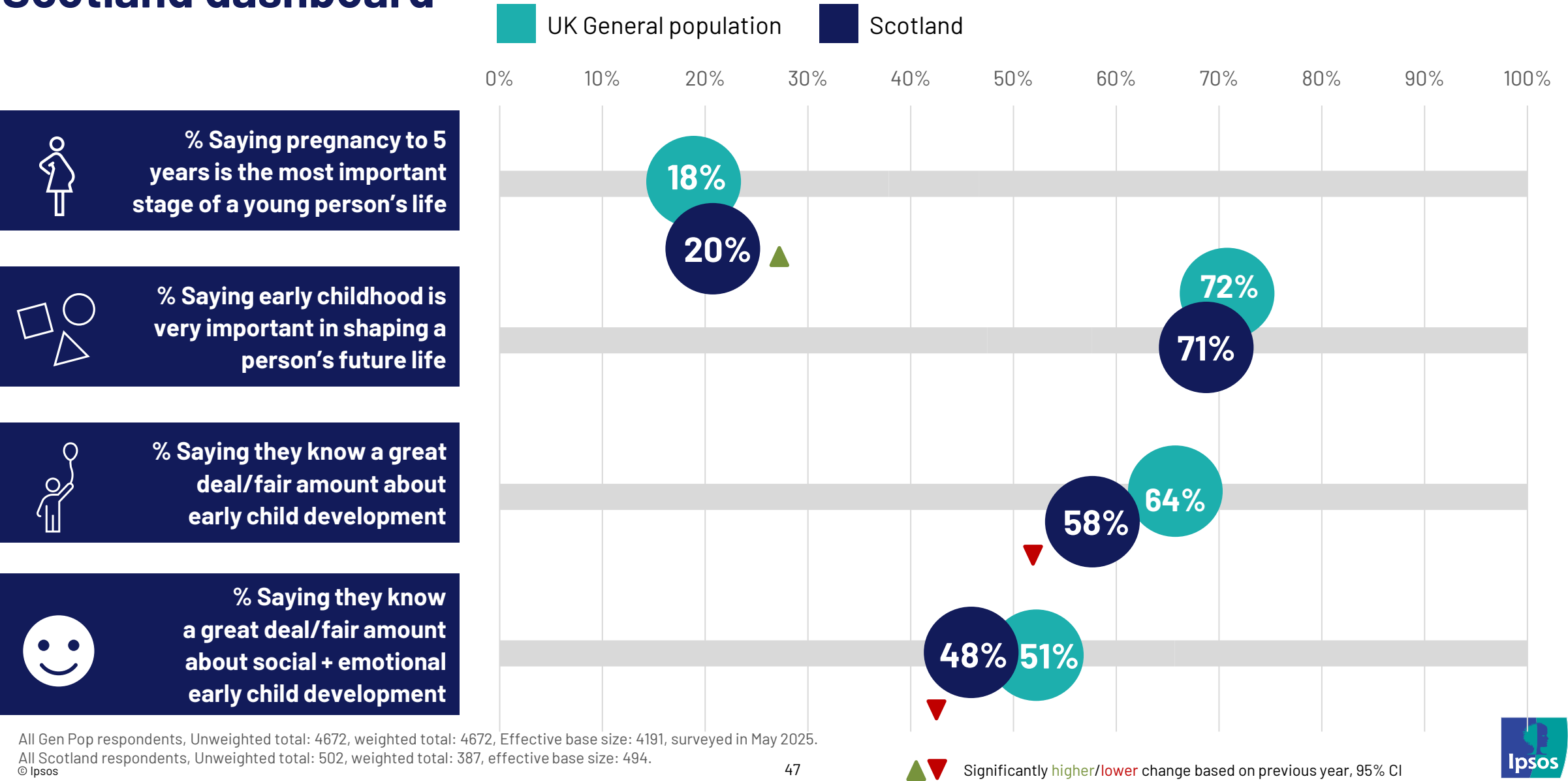
England dashboard



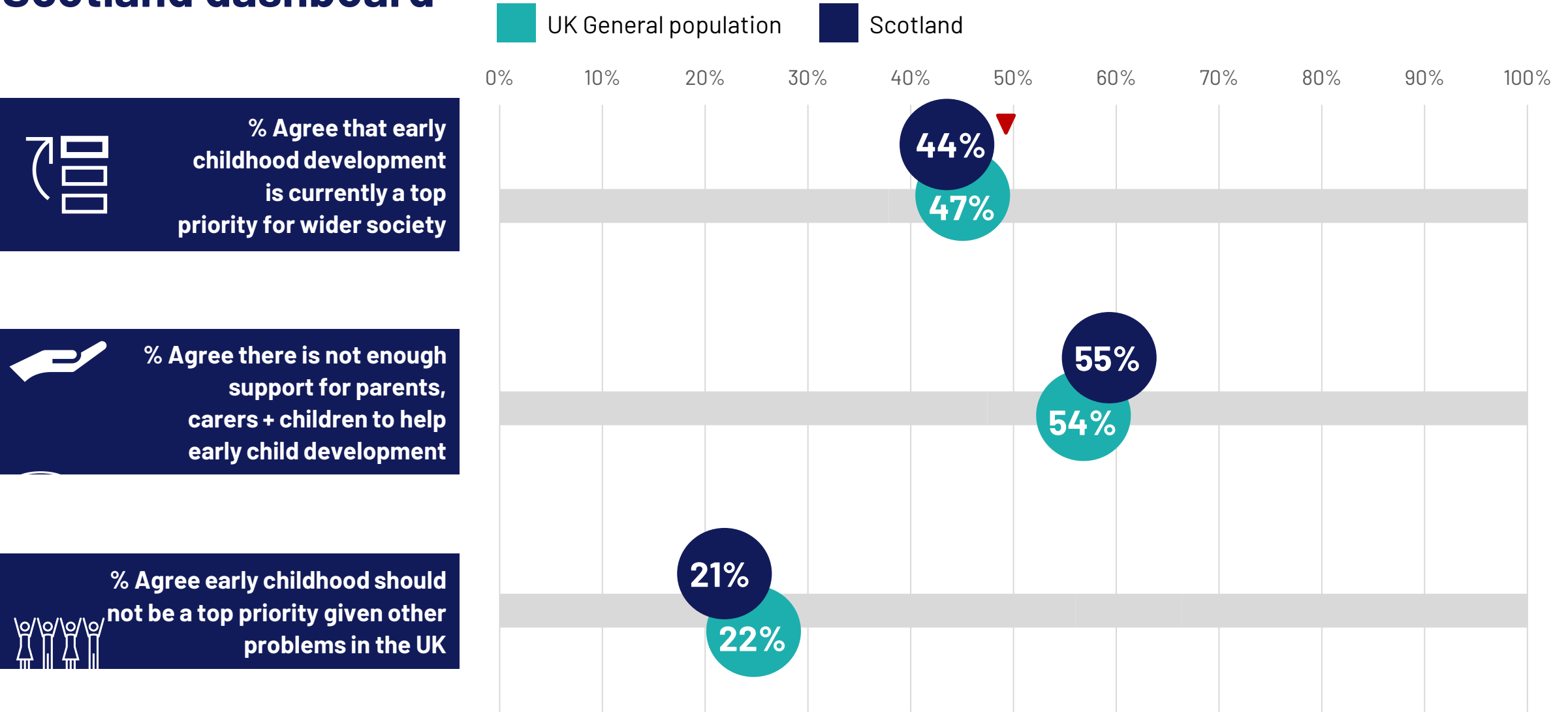
All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All England respondents, Unweighted total: 3366, weighted total: 3935, effective base size: 3260.
© Ipsos

Public attitudes towards early childhood

Scotland dashboard



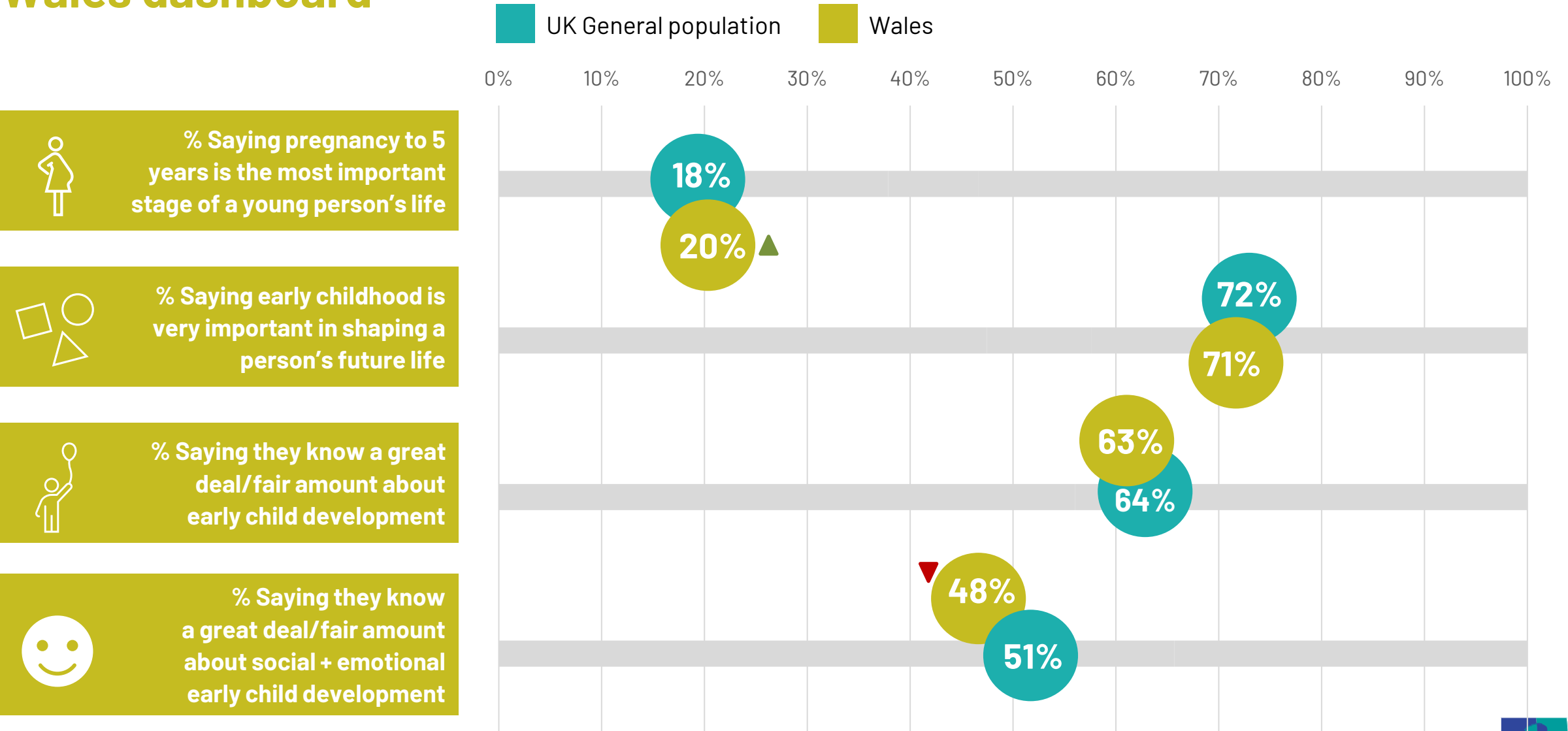
Public attitudes towards early childhood Scotland dashboard



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All Scotland respondents, Unweighted total: 502, weighted total: 387, effective base size: 494.
© Ipsos

Public attitudes towards early childhood

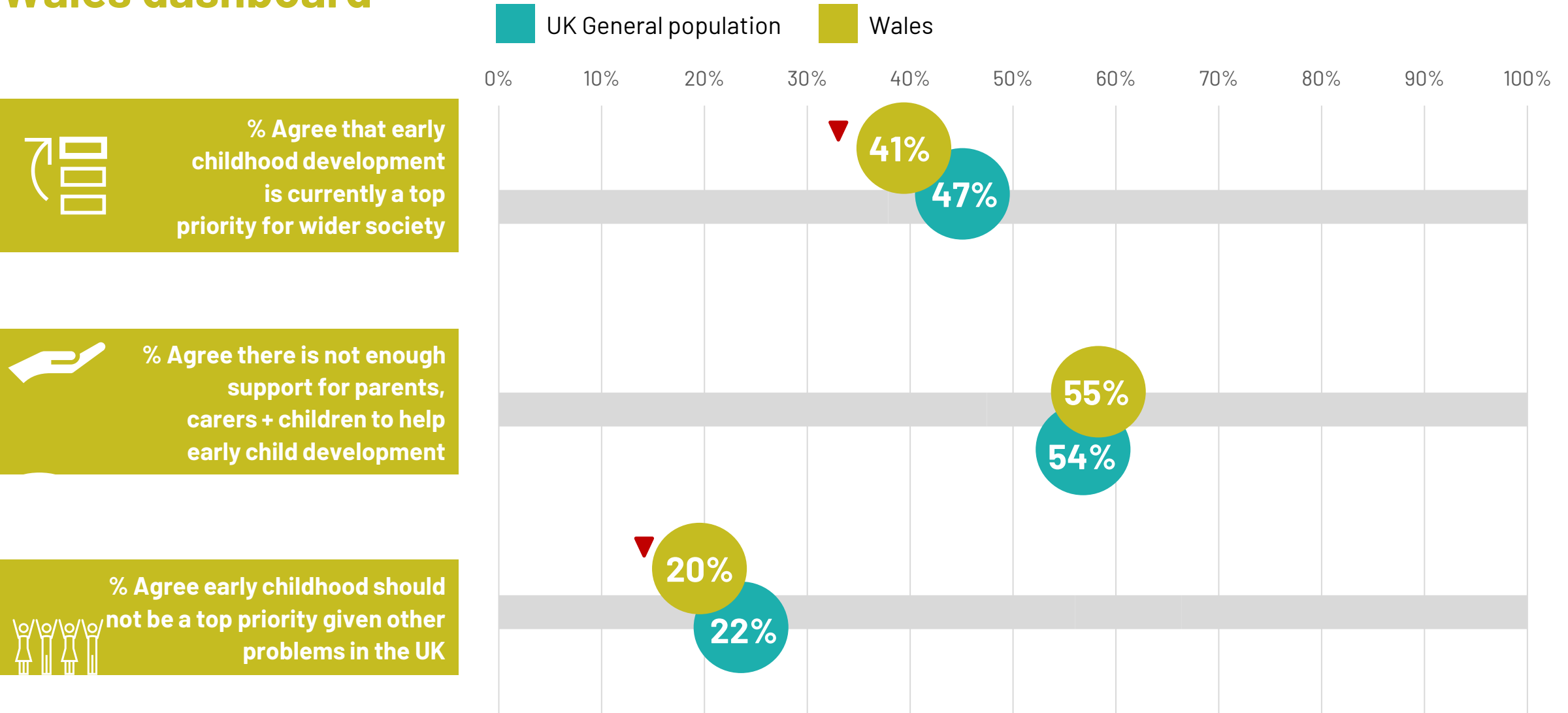
Wales dashboard



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All Wales respondents, Unweighted total: 504, weighted total: 219, effective base size: 493.
© Ipsos

Public attitudes towards early childhood

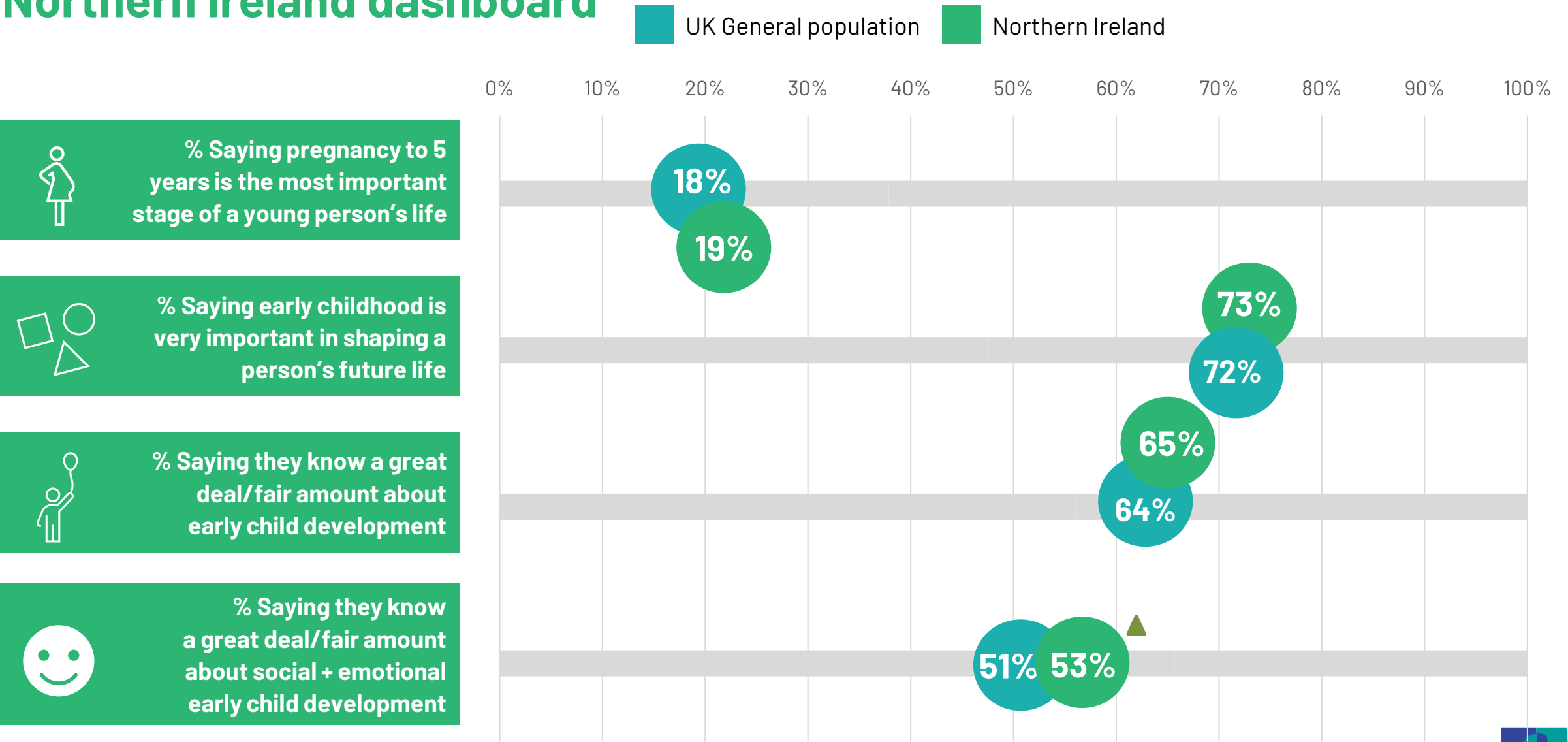
Wales dashboard



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All Wales respondents, Unweighted total: 504, weighted total: 219, effective base size: 493.

Public attitudes towards early childhood

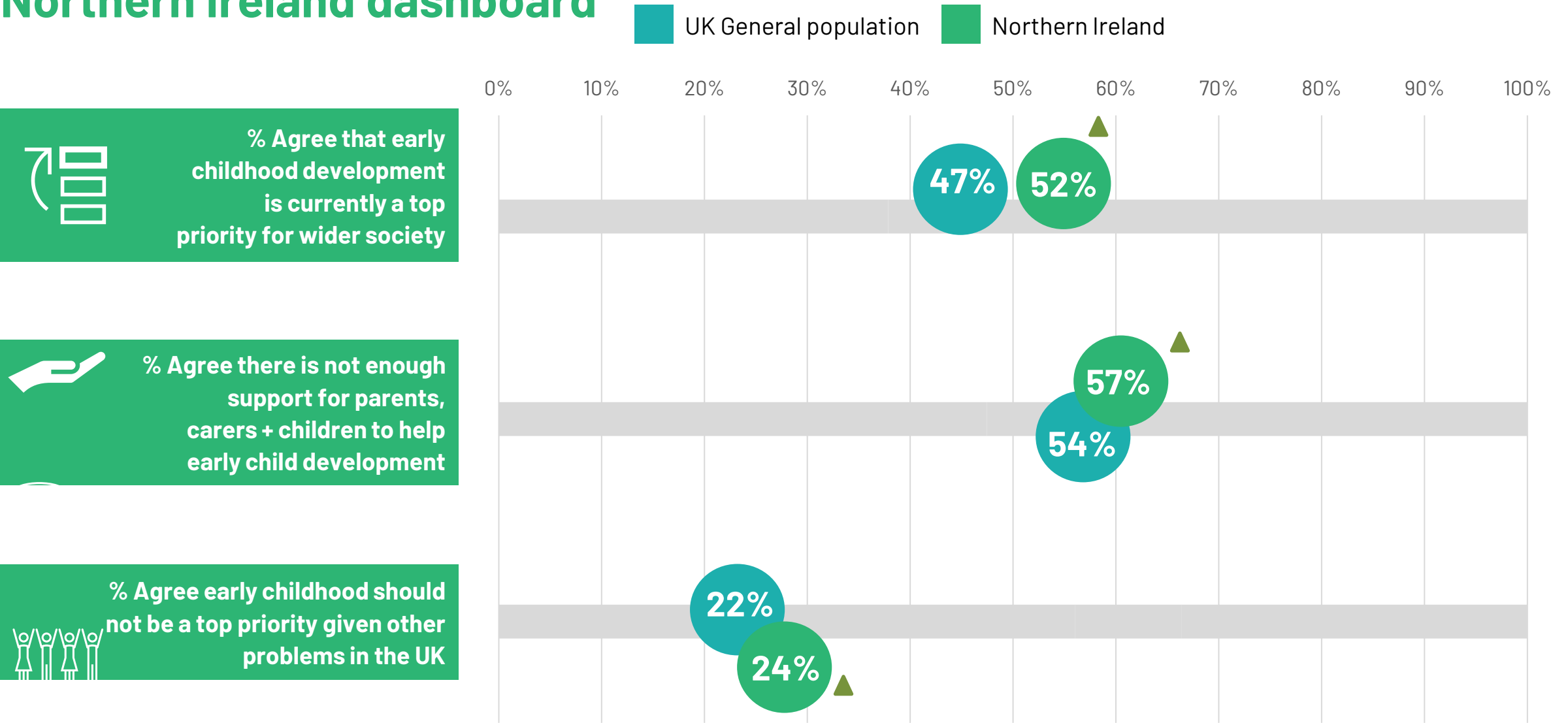
Northern Ireland dashboard



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All Northern Ireland respondents, Unweighted total: 300, weighted total: 131, effective base size: 295.
© Ipsos

Public attitudes towards early childhood

Northern Ireland dashboard



All Gen Pop respondents, Unweighted total: 4672, weighted total: 4672, Effective base size: 4191, surveyed in May 2025.
All Northern Ireland respondents, Unweighted total: 300, weighted total: 131, effective base size: 295.
© Ipsos

5

Appendix

Respondent base sizes across the years

Population	General Population			Parents of children aged 0-5		
Year	2022	2023	2024	2022	2023	2024
Unweighted base size	4002	4000	4673	1114	1011	1230
Weighted base size	4002	4000	4673	1114	1011	1230

A note on changes in questions for 2025

This year we trialled sharing some questions with respondents in a different format. In previous years, many questions (such as QIEY8 and QPSE1) were asked in an unprompted way. This meant that participants could share responses based on what was top of mind for them.

However, as the responses had been following a similar pattern across the years and the coding costs for these questions are quite high, we changed the format of this question.

In 2025 we experimented with this question by halving the sample of respondents:

- 1. The first half responded to the question in the exact same manner as previous years.**
- 2. The second half were shown a list of prompts / options which were based on the responses that had come through in previous years.**

The next slides demonstrate the differences between the prompted and unprompted responses. As expected, these follow a similar pattern, however, the prompted responses have higher percentages than unprompted ones.

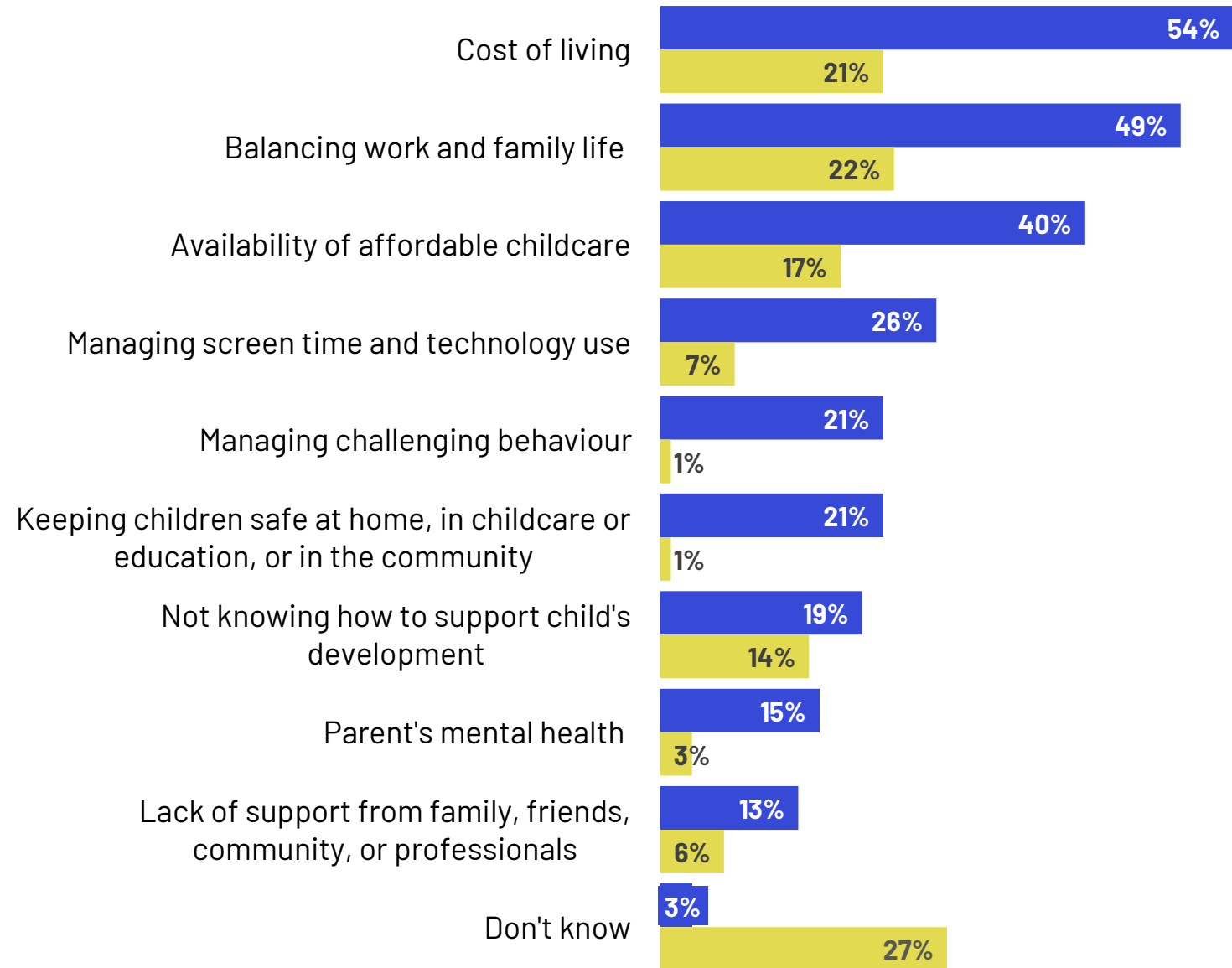
Comparing prompted and unprompted responses (QIEY8A and QIEY8C)

Q In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Among general public

Prompted

Unprompted



All Gen Pop respondents prompted, Unweighted total: 1163, Weighted total: 1172, Effective base size: 1043, surveyed in May 2025. (QIEY8A)

All Gen pop respondents unprompted, Unweighted total: 1167, Weighted total: 1177, Effective base size: 1048, surveyed in May 2025 (QIEY8C)

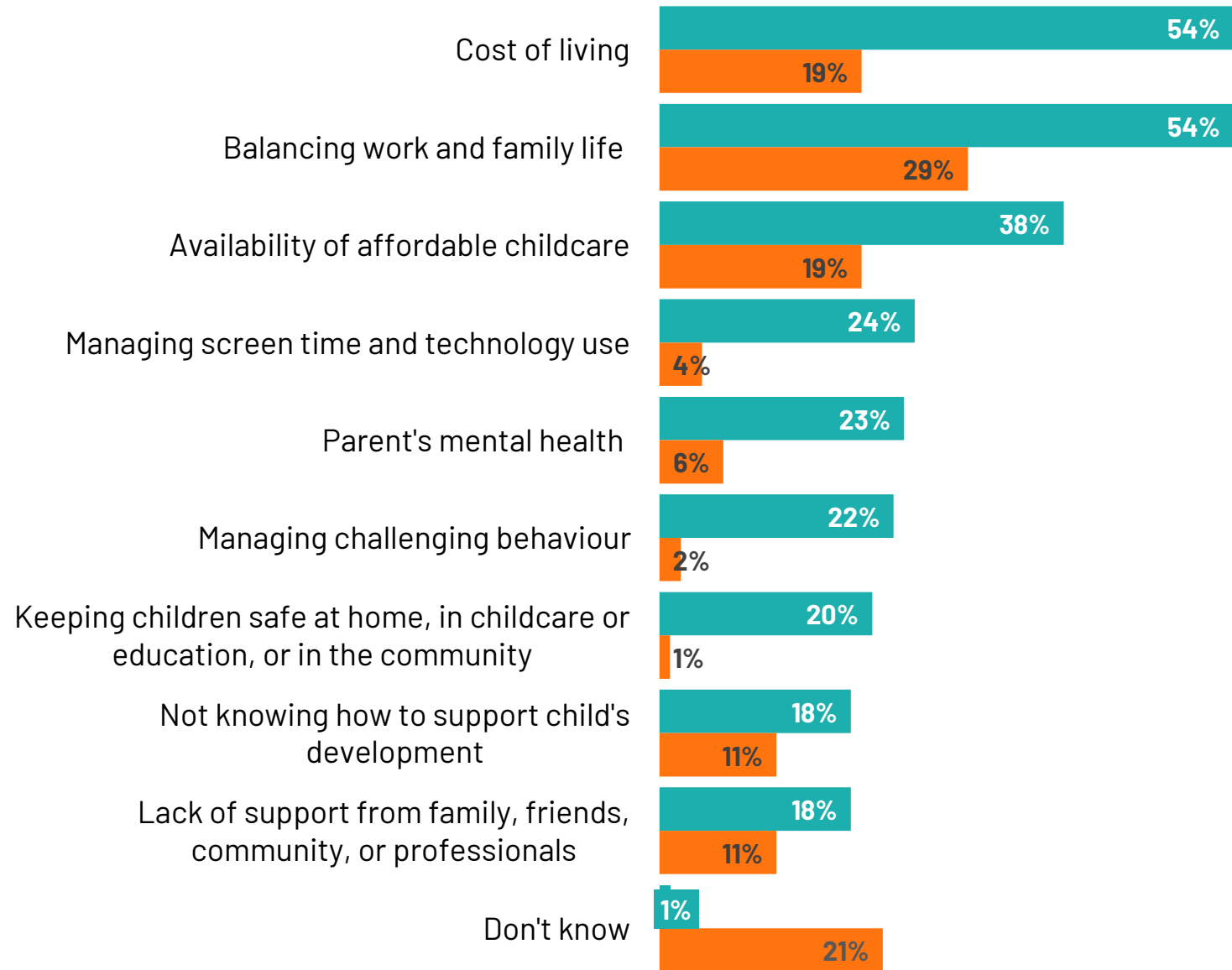
Comparing prompted and unprompted responses (QIEY8A and QIEY8C)

Q In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Among parents of children aged 0-5

Prompted

Unprompted



All Parents of children aged 0-5 respondents prompted, Unweighted total: 301, Weighted total: 311, Effective base size: 257, surveyed in May 2025. (QIEY8A)

All Parents of children aged 0-5 respondents unprompted, Unweighted total: 290, Weighted total: 290, Effective base size: 242, surveyed in May 2025 (QIEY8C)

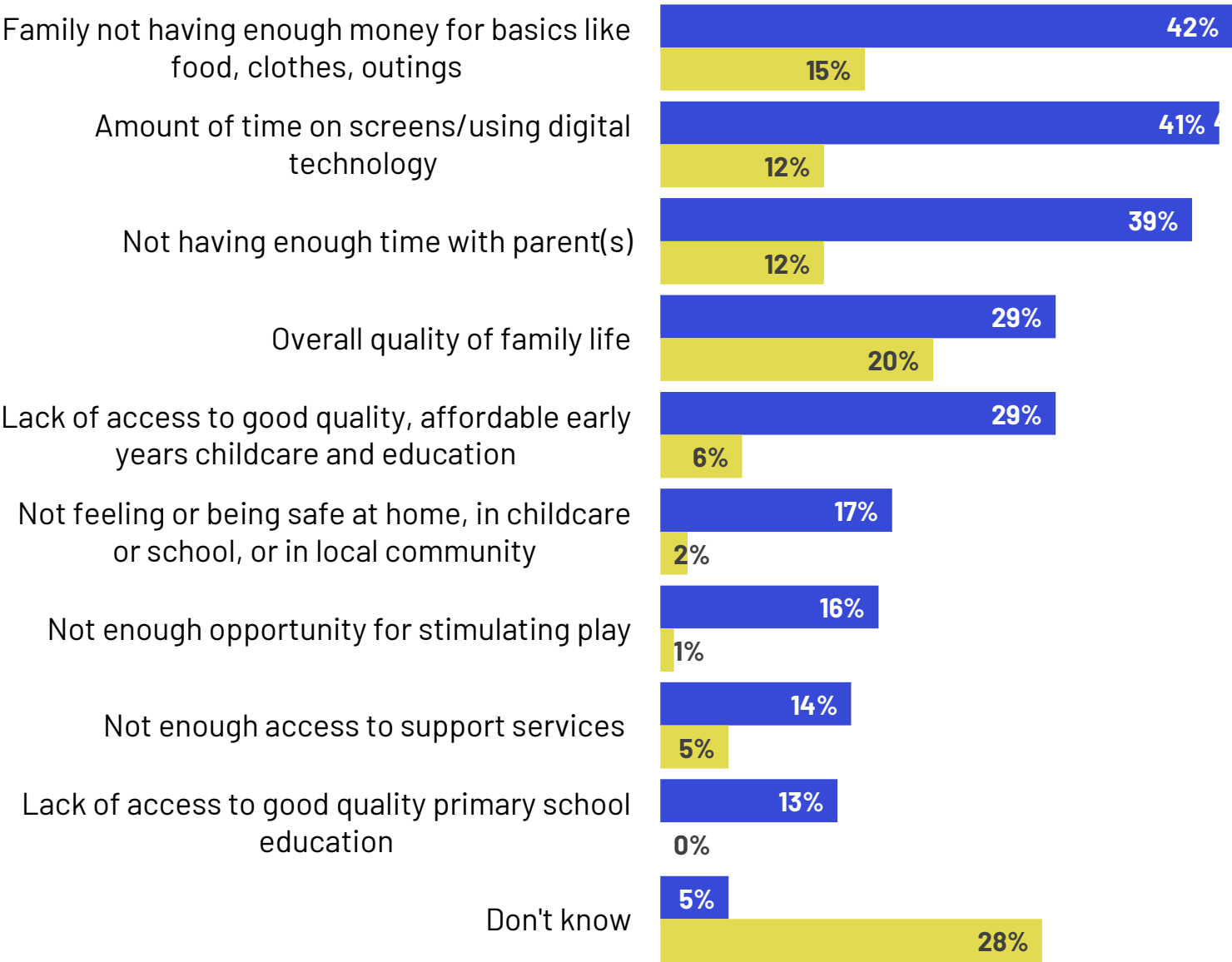
Comparing prompted and unprompted responses (QIEY8B and QIEY8D)

Q In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Among general public

Prompted

Unprompted



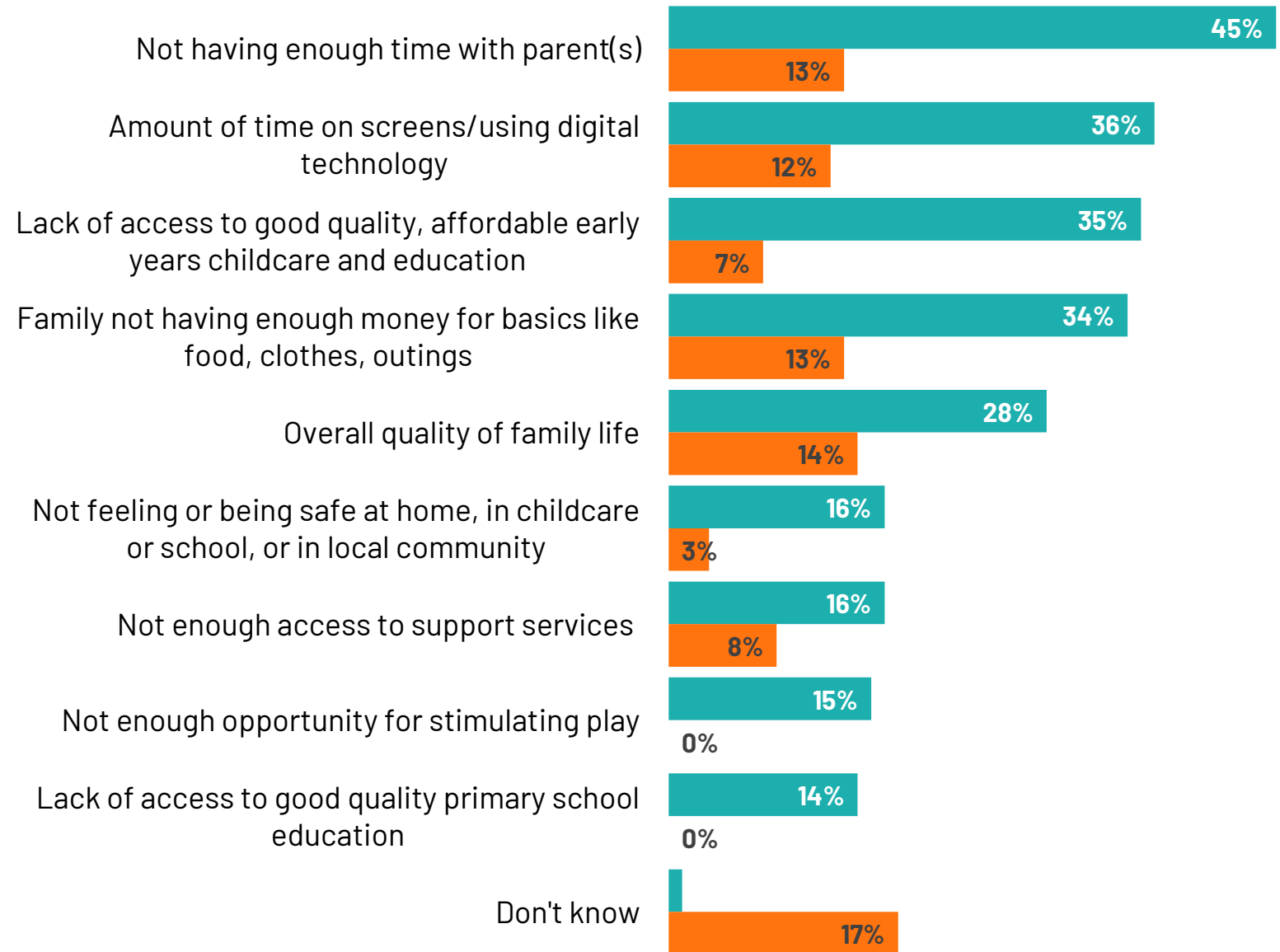
Comparing prompted and unprompted responses (QIEY8B and QIEY8D)

Q In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Among parents of children aged 0-5

Prompted

Unprompted



All Parents of children aged 0-5 respondents prompted, Unweighted total: 305, Weighted total: 307, Effective base size: 259, surveyed in May 2025. (QIEY8B)
All Parents of children aged 0-5 respondents unprompted, Unweighted total: 306, Weighted total: 294, Effective base size: 250, surveyed in May 2025 (QIEY8D)

Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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



The Royal Foundation Annual Perceptions Survey 2025

For more information

Laura Thomas

Research Director

laura.thomas@ipsos.com

Marzieh Azarbadegan

Research Manager

Marzieh.azarbadegan@ipsos.com